Horsham Town Retail & Leisure Study 2017

March 2017

On behalf of **Horsham District Council**

CONTENTS

APPENDICES

PLANS

1 INTRODUCTION

1.1 GVA is instructed by Horsham District Council to undertake a Retail and Leisure Study of Horsham Town Centre in 2016. The previous 2010 GVA study informed the preparation of the Horsham District Planning Framework (HDPF), and there is now a need to build upon and update previous evidence to support the implementation of the HDPF. This piece of work will also be drawn upon to inform the assessment of planning applications, town centre management and regeneration, bidding for regeneration funding and Council asset management, and will inform planning documents including the Site Allocations Development Plan Document (DPD) and the HDPF review.

1.2 This study provides a robust evidence base, setting out the current health and performance of Horsham Town Centre and the projected need for additional retail and leisure floorspace together with a review of out of centre shopping provision at Broadbridge Heath. The outputs provide broader strategic guidance on enhancing the balance of uses and town centre performance. The analysis is set in the context of recent investment in the town centre through the introduction of a new John Lewis at Home and Waitrose foodstore on Albion Way. This level of investment represents a substantial strengthening of the wider town centre retail offer, and this study reviews the impact of the development and considers how this can be positively built upon.

1.3 The study has been informed by a newly commissioned Household Telephone Survey, In-Centre Shopper Survey and Telephone Business Survey. A pedestrian footfall count was also undertaken as part of the evidence gathering in order to gauge the performance of different areas of the town centre and to assess the level of connectivity throughout. The results of the four surveys are included in the appendices, and explained and analysed throughout this report.

1.4 The remainder of this report is structured as follows:

- **Section 2** sets out our review of national, strategic and local planning policies relevant to retail and leisure planning in the town centre;
- **Section 3** considers national trends in the retail sector and in particular the implications of economic recovery and technological advances which are impacting on shopping habits;
- **Section 4** considers the wider sub-regional study context, identifying the most popular shopping destinations for residents in the study area, the key competing centres surrounding the study area, and the extent to which they influence the shopping patterns of residents;
- **Section 5** reviews the composition, role and function of current shopping and leisure provision in Horsham Town Centre through a detailed 'health check' assessment, as well as reviewing out-of-centre shopping provision at Broadbridge Heath;
- **Section 6** sets out the retail need focusing on the quantitative economic projections for additional retail floorspace in Horsham Town Centre over the period to 2031;
- **Section 7** draws our analysis together and sets out conclusions, strategic guidance and recommendations on future change and growth in Horsham Town Centre.

2 POLICY FRAMEWORK

2.1 This section summarises the key features of national and local planning policy guidance which provide the context and framework for this study.

National Planning Policy Framework (NPPF), 2012

2.2 The National Planning Policy Framework (NPPF), published on 27 March 2012 sets out the Government's planning policies for England and replaces the suite of National Planning Policy Statements, including PPS4, Planning Policy Guidance and Circulars with a single document.

2.3 The NPPF continues to recognise that the planning system is plan-led and therefore Local Plans, incorporating neighbourhood plans where relevant, are the starting point for the determination of any planning application. In line with the Government's aim to streamline the planning process, each Local Planning Authority (LPA) should produce a single Local Plan for its area with any additional documents to be used only where clearly justified.

Plan Making

2.4 The NPPF maintains the general thrust of previous policy set out in PPS4 – Planning for Sustainable Economic Growth (2009). It advocates a 'town centres first' approach, and requires planning policies to positively promote competitive town centre environments and manage the growth of centres over the plan period. In planning for town centres, LPAs should:

- Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- Define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary shopping frontages in designated centres and set policies that make clear which uses will be permitted in such locations;
- Promote competitive town centres that provide customer choice and a diverse retail offer which reflect the individuality of town centres;
- Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- Allocate a range of suitable sites to meet the scale and type of economic development needed in town centres. Where town centre sites are not available, LPAs should adopt a sequential approach to allocate appropriate edge of centre sites;
- Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- Recognise that residential development can play an important role in ensuring the vitality of centres; and
- Where town centres are in decline, plan positively for their future to encourage economic activity.

2.5 LPAs should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area. These assessments should be integrated and take full account of relevant market and economic signals. LPAs should use the evidence base to assess, inter alia:

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

2.6 Consistent with transitional arrangements, the Local Plan will be examined by an independent inspector whose role it is to assess whether the plan is sound. In order to be found sound the Plan should be:

- **Positively prepared**: i.e. based on a strategy which seeks to meet objectively assessed development and infrastructure requirements;
- **Justified**: i.e. the most appropriate strategy, when considered against the alternatives;
- **Effective:** i.e. deliverable over its plan period and based on effective joint working; and
- **Consistent with national policy:** i.e. enable the delivery of sustainable development

Development Management

2.7 The NPPF adopts a positive approach, with a presumption in favour of sustainable development and support for economic growth in order to meet the development needs of the local area. In terms of decision-making, applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF is a material consideration in planning decisions. Paragraphs 24-27 confirm the requirements for assessing proposed new retail floorspace.

2.8 Paragraph 24 states that local planning authorities should apply a sequential approach to planning applications for main town centre uses which do not fall within an existing centre and are not in accordance with an up-to-date Local Plan. They should require applications for main town centre uses to be located within town centres, followed by edge of centre locations and if no suitable sites are identified only then should out of centre sites be considered. In determining edge of centre and out of centre applications, preference should be given to accessible sites that are well connected to the town centre. Both applicant and local authority are requested to demonstrate flexibility on issues such as format and scale.

2.9 Paragraph 26 of the NPPF requires local planning authorities to request an impact assessment on applications for retail, leisure and office development outside of town centres, which are not in accordance with an up-to-date Local Plan, if the development is over a proportionate, locally set threshold. If no threshold is set then a default threshold of 2,500 sq m should be applied. Paragraph 27 directs local authorities to refuse an application where it fails to satisfy the sequential approach, or is likely to have significant adverse impact on one or more of the factors listed under Paragraph 26, including:

- The impact of the proposal on existing committed and planned public and private investment in a centre or centres in the catchment area of the proposal.
- The impact of the proposal on the vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made. For major schemes where the full impact will not be realised in five years, the impact should also be assessed up to ten years from the time the planning application is made.

Changes in legislation

2.10 The Town and Country Planning (General Permitted Development) (England) Order 2015 has introduced greater flexibility to enable a more straightforward change of use within shopping frontages. Of particular relevance, the amendments allow permitted change from retail premises (A1) to financial services (A2), and restaurants and cafes (A3) without a time limit on that change of use. The move is designed to reduce vacancies on high streets. This will, however, also serve to bypass the retail policies of many Local Authorities which restrict the amount of non-A1 units in a retail centre or frontage, such as those set out below in Policy 13 of the HDPF.

National Planning Policy Guidance (NPPG) (2014)

2.11 The NPPG was updated in March 2014 to support the NPPF. Although the National Planning Practice Guidance does not constitute a statement of Government policy, it provides technical guidance on how to prepare a robust evidence base and how to assess the impact of proposals for main town centre uses. It is also a significant material consideration in appeals and examinations, for example. The web-based resource provides guidance on how to assess and plan to meet the needs of main town centre uses in full through production of a positive vision or strategy for town centres.

2.12 The 'guidance' section on 'ensuring the vitality of town centres' reiterates many of the requirements set out in the NPPF and provides clarification on the sequential and impact tests. The document emphasises that a positive vision or strategy for town centres, articulated through the Local Plan, is key to ensuring successful town centres which enable sustainable economic growth. Once adopted, the NPPG clarifies that a Local Plan, including any town centre policy it contains, will be the starting point for any decisions on individual developments, and that LPA's should work with the private sector and other relevant groups when developing such strategies.

2.13 The NPPG confirms that any town centre strategy should be based on evidence of the current state of town centres and opportunities to meet development needs and support their vitality and viability. Strategies should define the appropriate role, function and hierarchy of town centres, set out a vision for the future, demonstrate how town centres can accommodate the full extent of 'need' identified, and clarify the timeframe within which new floorspace should be provided. Strategies are encouraged to identify changes in the hierarchy of town centres.

2.14 A fundamental part of forward planning, strategy formulation and testing the impact of new development is the determination of the health of town centres. The NPPG sets out the indicators that might be relevant in assessing the health of town centres:

- Diversity of uses;
- Proportion of vacant street level property;
- Commercial yields on non-domestic property;
- Customers' views and behaviour;
- Retailer representation and intentions to change representation;
- Commercial rents;
- Pedestrian flows;
- Accessibility;
- Perception of safety and occurrence of crime;
- State of town centre environmental quality.

Horsham District Planning Framework (November 2015)

2.15 The Horsham District Planning Framework (HDPF), which was adopted in November 2015 is the overarching planning document for Horsham District outside the South Downs National Park (SDNP), The HDPF sets out the planning strategy for the years up to 2031 to deliver the social, economic and environmental needs of the HDPF plan area, and replaces the Core Strategy and General Development Control Policies documents which were adopted in 2007. The Joint Area Action Plan (2009) and the Site Specific Allocations of Land (2007) remain part of the Council's development plan. The Site Specific Allocations of Land document will be replaced by the Site Allocations DPD, which is currently being prepared by Horsham District Council.

2.16 Chapter 3 of the HDPF sets out the spatial vision for the District, with paragraph 3.7 focusing more specifically on Horsham town:

> *'Horsham Town [will have] retained its unique historical and cultural market town character, whilst attracting investment and growing positively with mixed use development of high quality that enhances the town's status as a hub for the district. Horsham Town will be the destination of choice in the northern West*

Sussex area, with increased accessibility for all, because of the distinctive high quality experience it offers for shopping and leisure time'.

2.17 Policy 2 of the HDPF sets the framework for strategic development within Horsham District. This policy states the Council's aim is to maintain the district's unique rural character whilst ensuring that the needs of the community are met through sustainable growth and suitable access to services and local employment. The policy goes on to state that this will be achieved by:

- Focusing development in and around the key settlement of Horsham, and to allow growth in the rest of the district in accordance with the settlement hierarchy;
- Recognise and develop Horsham town's role as the primary town for the District, promoting its historic function as a market town and safeguarding its compact and attractive character, and complemented by rationalisation and redevelopment at Broadbridge Heath Quadrant;
- Bring forward three strategic development areas of at least 2,500 dwellings to the north of Horsham Town, 600 dwellings to the West of Southwater, and 150 dwellings south of Billingshurst.

2.18 Policy 5 of the HDPF sets out the strategic policy position for Horsham Town Centre, the overall objective being to promote the prosperity of Horsham town and maintain and strengthen its role as the primary economic and cultural centre in the District, and the wider economic area. The policy confirms that development will be allowed in the built-up area of Horsham where it retains the town's key position as the main settlement within the District, protects the unique historic character of the town, and contributes to the provision of services and facilities including those in arts, heritage and leisure. The Policy also emphasises that development must contribute to the economy of the town to support a vibrant high street and town centre. Other criteria relate to transport infrastructure, residential mix and green space.

2.19 The supporting text to Policy 5 clarifies that Horsham town is the main commercial gateway to the district, offering a 'winning fusion of heritage and quality modern living, and provides an excellent place for businesses, a highly educated workforce and a good employment offer' (para.4.10). As the main centre for the district, Horsham acts as a 'hub' for a number of smaller towns and villages in the surrounding area, whilst also serving the area beyond the district as a destination of shopping choice and an attractive place to visit and do business (paragraph 4.11).

2.20 Policy 6 of the HDPF sets the policy framework for the Broadbridge Heath Quadrant redevelopment opportunity area. The Quadrant comprises the existing Broadbridge Heath retail park and land north of this, the West Sussex County Council Depot, Tesco Superstore, bowls club, athletics track and football pitch. Paragraph 4.15 recognises that the site has grown up sporadically over the years, which has led to uncoordinated and poorly related development. It also sits adjacent to the recently permitted West of Horsham strategic development of approximately 2,000 homes and associated infrastructure, and Policy 6 aims to facilitate an increasingly important relationship with this area (para.4.15).

2.21 Policy 6 of the HDPF states that the Broadbridge Heath quadrant is an Opportunity Area where redevelopment will reinforce its role as a successful out of town retail location, complementing other redevelopment in Horsham town. The policy clarifies that development on this site will provide an appropriate mix of uses, which could include additional retail use as well as leisure, residential, hotel and convenience eating places. Development must better provide for local needs, complement the provisions for the new communities being formed in the West of Horsham strategic development and enhance and complement the primacy of the existing and future offer of Horsham town centre.

2.22 In terms of retail development and other main town centre uses, Policy 6 states that:

- Any proposed retail development shall ensure that it enhances and does not adversely affect the current and future vitality and viability of Horsham town centre and contributes towards achieving the wider objectives for the regeneration of this opportunity area;
- Any proposed development for main town centre uses which on its own or which cumulatively reaches a threshold of an additional 2,500sq m will need to demonstrate that it will not have an adverse impact on the vitality and viability of Horsham town centre. This should include an assessment of the impact on existing, committed and planned public and private investment in the Town Centre;
- Expansion of the ground floorplate of the existing foodstore and other enhancements may be acceptable under e) provided that that convenience floorspace remains the predominant use (together with supporting comparison floorspace and retail distribution facilities);
- Redevelopment for larger retail units with extended floorplates selling bulky goods, where appropriate provision cannot be made in or immediately adjacent to Horsham town centre, may be acceptable under 5).

2.23 Page 45 of the HDPF sets out the key issues relating to retail which are addressed through the policies in the framework. These are identified to be:

> *Horsham Town is the main retail centre in the district. It serves as a hub for many other settlements in the district, as well as being a destination of shopping choice for some parts of Surrey and West Sussex;*
>
> *Distinct areas of Horsham town centre such as East Street and Market Square (The Quarter) have been successfully promoted and add to the vibrancy and success of the town*
>
> *The Conservation Area, pedestrianisation, markets, outdoor events and entertainment, cultural facilities and Horsham Park all contribute to the ambiance and visitor experience in Horsham Town. These matters all need to be taken into account when considering development of Horsham town centre;*
>
> *Independent retailers, markets, cafes and restaurants are distinctive features in Horsham which will be supported;*
>
> *Residential uses in the town centres can add to their vitality but the potential for conflict between residential requirements and lively town centre activities will need to be considered.*
>
> *p.45 'Retail'*

2.24 Paragraphs 5.26 and 5.27 reference the GVA Horsham Retail Needs Study 2010, and summarise the conclusion that Horsham Town was found to be an attractive and welcoming town centre with a robust presence, performing well in the current economic climate and will strong prospects for maintaining and enhancing its competitive position in the sub-region. A number of positive features were identified including a high number of attractive independent retailers, cafes and restaurants and an attractive historic environment. The active promotion of a Town Centres First Strategy was endorsed.

2.25 Policy 12 of the HDPF sets out the strategic policy framework to ensure the continued 'vitality and viability of existing retail centres. The first part of this policy states identifies the retail hierarchy for the district's town and village centres, highlighting Horsham as the Primary Centre, supported by Billingshurst, Henfield, Pulborough, Southwater, Steyning and Storrington as Secondary Centres. The policy confirms that the hierarchy of retail centres will be supported and enhanced through:

> *"'Positive measures to improve Horsham town centre as the primary centre. The other town and village centres within the district will be encouraged to help sustain their roles in meeting needs and acting as a focus for a range of activities, including retail, leisure and recreation appropriate to the scale and character of the centre'.*

2.26 The second part of Policy 12 states that activities in town and village centres will be promoted and encouraged in order for them to continue to be the prime focus for community life in the district. The means and objectives to achieve this include maintaining a diverse range and choice of uses, and areas of focus around public realm, outdoor events, evening economy, innovation and improvements in retailing activity, means of travel, historic character and design principles, stronger primary area, and the recognition of quarters where appropriate.

2.27 The supporting text of Policy 13 of the HDPF, which sets the policy framework for town centre uses, states that the Council has a 'Town Centres First' strategy and identifies that there is a need for adjustment, diversification and innovation in the range of uses in town centres (para.5.36). The supporting text further states that the policy will support the ongoing vitality and viability of centres by encouraging appropriate development which is accessible and well connected, in addition to encouraging larger floorplates in Horsham Town and managing the change of use of units (para.5.37). The supporting text also clearly states that out of centre sites will 'not normally be considered suitable' for town centre uses (para.5.40).

2.28 Policy 13 of the HDPF states that proposals for town centre uses including new retail and change of use will be encouraged within the defined areas of town and village centres in accordance with the 'Town Centres First' strategy. The town boundary, Primary Shopping Area, and Primary and Secondary Retail Frontages have been identified in Horsham town centre (Appendix 7) to reinforce the vitality, viability and character of the centre. Proposals for main town centre uses will be allowed within the defined Horsham town centre boundary, provided that:

- Proposals are of an appropriate scale to the centre;
- Proposals will complement the vitality and viability of the centre;
- The proposal is accessible, relates to and is well connected to the defined frontages and primary shopping areas; and
- The proposal will improve the character, quality and function of the centre.

2.29 Changes from A1 to other A class uses, at ground floor level, within the designated Primary and Secondary retail frontages will normally be allowed provided that:

- In Primary frontages, the proposal is of an A2 or A3 use and would result in no greater than 30% of a designated retail frontage length being taken up by non-retail use.
- In Secondary frontages, the proposal is of an A2, A3, A4 or A5 uses and result in no greater than 50% of a designated frontage length being taken up by non-retail use.
- Unless it can be demonstrated by the applicant that the proposed change of use would contribute to the vitality and viability of the town centre.

2.30 The final part of Policy 13 provides the policy framework in respect of out of centre locations and main town centre uses. It specifically states that proposals for main town centre uses, including new retail warehouses, superstores, extensions to existing retail units, recreation, leisure and entertainment uses should be located in town centres and at an appropriate scale in village centres in accordance with the Council's 'Town Centre First' strategy. Proposals for main town centre uses outside the defined town and village centres will be permitted where a sequential test has been applied.

2.31 Broadbridge Heath is recognised as the only 'out of centre' location for main Town Centre uses in the District, and Policy 13 emphasises that where redevelopment opportunities are to be seized for both enhanced retailing and wider community requirements, Policy 6 will apply.

2.32 Chapter 7 identifies the key Strategic Allocations in the District, the most relevant being 'Land North of Horsham' (Strategic Policy SD1). The site comprises the area north of the A264, between Langhurstwood Road and Wimlands Road, and is allocated for mixed use development to accommodate at least 2,500 homes and associated infrastructure. Development is expected to include a business park, railway station, a mix of housing sizes, types and tenures, primary and secondary schools, open space and sports facilities, and a new Local Centre. The Local Centre will comprise a mix of uses to reflect the needs of the land at North Horsham allocation area; including shops, health care and community facilities.

2.33 Policy SD3 provides the detail of the Local Centre that will be developed within the strategic site at 'Land North of Horsham'. This policy states that the Local Centre retail provision will consist of not more than 6,000 sq m sales floorspace together with other appropriate local shopping facilities subject to it being demonstrated that there would be no significant adverse impact upon Horsham town centre. In addition to the retail provision, it is stated that healthcare provision including a dentist should be provided within the Local Centre, and that a multi-use community centre should provide a flexible space for the community.

SUMMARY

The National Planning Policy Framework (NPPF) was adopted in March 2012 and replaces the suite of national Planning Policy Statements, including PPS4. The NPPF maintains the general thrust of PPS4 and advocates a 'town centres first' approach. It requires planning policies to positively promote competitive town centre environments and manage the growth of centres over the plan period.

The NPPG clarifies that the Local Plan, including any town centre policy it contains, will be the starting point for any decisions on individual developments. Any town centre strategy should be based on evidence of the current state of town centres and opportunities to meet development needs and support their vitality and viability. This should demonstrate how town centres can accommodate the full extent of 'need' identified, and provide a series of indicators with which to test town centre 'health'.

The HDPF seeks to ensure that Horsham Town will retain its unique historic and cultural market town character, whilst attracting investment and growing positively with mixed use development of high quality that enhances the town's status as a hub for the district. The policy framework endorses a 'Town Centres First' Strategy, and supports a mix of shopping, culture, entertainment, eating and drinking and niche independent representation, all underpinned by the promotion of distinct town centre areas. Outside the town centre, Broadbridge Heath Quadrant is identified as a key mixed use redevelopment Opportunity Area, to include retail, and land to the North of Horsham is allocated for at least 2,500 homes and associated Local Plan of not more than 6,000 sq m net. This is intended to feed consumer demand for town centre uses in Horsham town centre and also more locally within the development area.

3 RETAIL & LEISURE MARKET REVIEW

3.1 This section sets out a summary of current national trends in respect of the retail and commercial leisure sectors, which can have implications for future growth of centres and demand for new retail floorspace. As part of the assessment, the potential implications of these trends on Horsham town centre are considered.

A Return to Growth

3.2 Analysis published by Experian (Retail Planner 2015) identified that following several years of subdued performance, including a period of recession; a 'strong economic upswing' took place in early 2013, driven by increases in consumer spending and business investment. Experian expect the UK economic upswing to continue, although at a slower pace than seen in recent years. In the short-to-medium term, Experian expect progress to be 'restrained' due to government finances remaining under pressure, and weaker exports to the Eurozone.

3.3 Experian also point to the fact whilst retail sales have prospered between 2013 and 2016 due to the 'exceptional buoyancy' of consumer spending (because of low inflation and stronger earnings growth), this buoyancy is only true in terms of volumes of sales. Experian state that the value of goods has 'been depressed by heavy discounting and persistent deflation of goods prices'. This has been particularly noticeable in the convenience (food) goods sector.

3.4 There has therefore been a return in confidence to consumer spending since 2013, which offers potential for strongly-performing town centres to capitalise on, although this is tempered by other changes in the retail sector which is discussed below.

3.5 The implications of the UK's decision to leave the European Union on 23rd June 2016 may also provide a further restraint on future levels of expenditure growth, given the uncertainty over the nature and format of the country's future relationship with Europe will be. However, data providers such as Experian have confirmed that it is too early to speculate on the extent to which this decision may influence economic growth in either the short to medium term, but this will need to be monitored carefully over the course of the Council's 'plan period' by way of regular updating of the Council's retail capacity forecasts.

Changing Retailer Space Requirements

3.6 During the recession retailers' margins were squeezed, whilst other costs have continued to rise and a raft of multiple and independent retailers have either collapsed or significantly shrunk their store portfolios in recent years. The growth of the internet means that retailers no longer need stores in every town to achieve national coverage, and many are therefore focusing their development programmes on the provision of large flagship stores in strategic locations (such as Brighton for example), supported by smaller satellite stores and transactional websites. Many operators are continuing to close stores in less-profitable, smaller locations as leases expire.

3.7 The larger flagships accommodate full product ranges whilst smaller stores offer more select ranges, often supplemented by internet kiosks allowing access to the full range. This offers many advantages to retailers including lower property costs, more efficient logistics and being able to open stores where there is a high level of demand despite there being space restrictions. This 'polarisation' of retailing is enabling larger dominant centres to continue to attract key flagship formats, and can pose a particular challenge to smaller and medium-sized centres, where there are higher order centres in close proximity.

3.8 An often inevitable consequence of the above trend is that smaller and medium-sized centres become home to more, value-orientated retailers – Poundland, Wilko, Primark and so on – who are more reluctant to pay the rental costs associated with higher-order centres, and, much in the same way that Woolworths previously did, are developing a comprehensive network of coverage in smaller towns, often by being able to acquire prime retail sites at relatively competitive rates.

3.9 Horsham has successfully developed an upmarket / specialist retail offer which was less affected by the economic downturn, and therefore fewer opportunities for value retailers to take space have materialised. Examples of other centres that have successfully developed a more upmarket offer include Royal Tunbridge Wells, Sevenoaks and Guildford which have continued to perform strongly throughout the economic downturn, by offering a curated, specialist retail offer often centred on upmarket clothing, homewares, and casual dining offer. Typically these centres also offer a strong historical setting and environmental quality which increases their attractiveness as 'destinations' (a point discussed further below).

Internet Growth & Multichannel Retailing

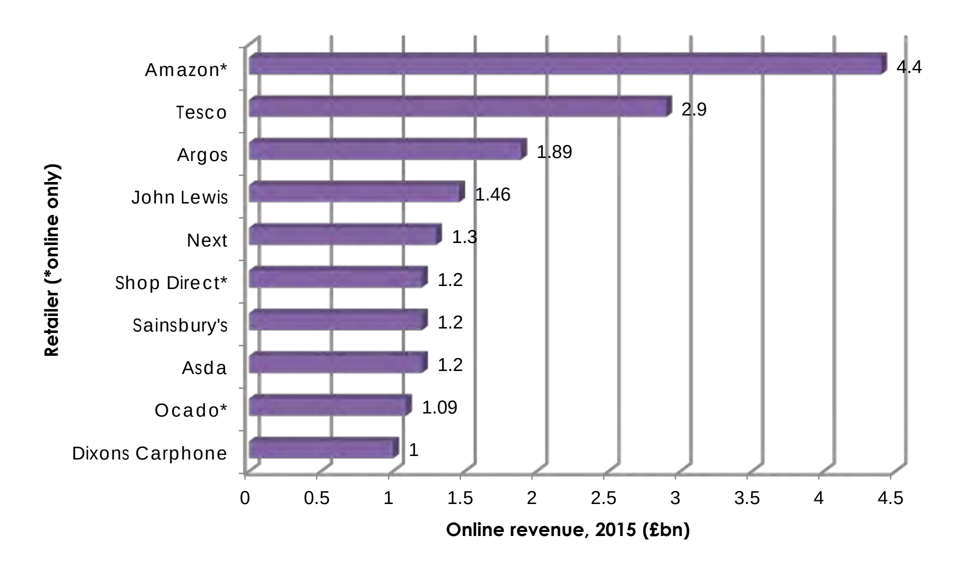
3.10 The online shopping population is reaching saturation, and any future growth in the market is likely to come from increased spend driven by new technology, a better 'browsing' experience and improved delivery options. The growth in online sales has previously raised concerns about the continued need for bricks and mortar stores; however trends indicate that online and in-store shopping channels are becoming increasingly blurred.

3.11 The 'Click and Collect' market is the largest on-line growth sector in the UK at the current time. It is forecast to be one of the most significant drivers of growth, with expenditure set to grow by 82% between 2014 and 2019 to £6.5bn (Verdict 2014). Verdict comment that 'the importance of click & collect should not be underestimated. Maintaining a store network that can offer locality, whilst also having highly informative websites to drive growth, is now a fundamental requirement'. It can be used as an important tool in helping town centres to continue to have an important role and function, by being a footfall generator in its own right.

3.12 Many national retailers now operate 'Click & Collect' facilities, with examples in Horsham including John Lewis at Home, Waitrose, Sainsbury's, Argos and TK Maxx. It is noteworthy that of the top ten online retailers in 2015, seven have a physical presence on the UK High Street, and all of these offer 'Click & Collect' facilities (Figure 3.1). Of these seven, four are currently trading in Horsham town centre (Tesco and Waitrose (for John Lewis), Sainsbury's, and Argos).

3.13 Despite being a relatively new concept for the retail sector to embrace, click & collect is therefore affirming that physical stores can continue to have a role in the multichannel shopping environment. The advantages of physical stores, in terms of the shopping experience, service and immediacy of products in a showroom setting, will ensure that a network of key stores remains a fundamental component of retailer's strategies to provide an integrated multichannel retail proposition. The Click & Collect phenomenon can be expected to drive an occupier desire to maintain a representation of physical store units across town centres.

Figure 3.1: Top ten UK retailers by online revenue, 2015



*SOURCE: RETAIL WEEK/PROSPECT, JANUARY 2016. *DENOTES ONLINE ONLY STORES. NOTE: JOHN LEWIS ALSO HAVE CLICK & COLLECT FACILITIES AVAILABLE VIA WAITROSE STORES*

The Role of the Town Centre

3.14 The town centre has been the main shopping channel for centuries, but in the face of new forms of e-tailing (i.e. online shopping) and m-tailing (shopping through mobile phones, tablets and so on) competition many centres will need to continue to adapt in order to remain viable shopping destinations. Across the UK, footfall decreased in High Street locations during the final quarter of 2015, emphasising the need for centres to offer as broad a range of uses as possible to assist in driving footfall. Many centres are increasingly positioning themselves as being locations for leisure and social activities as well as traditional retailing, with more bars, restaurants, food outlets and community spaces.

3.15 Our health check assessment of Horsham town centre (Section 5) confirms that there is a good level of provision of bars, restaurants and food outlets within the town centre, which means that footfall, particularly outside of retail trading hours, is relatively strong. There is clearly potential to further integrate the retail and leisure offer within the town centre. This is discussed further in the following sections of this report.

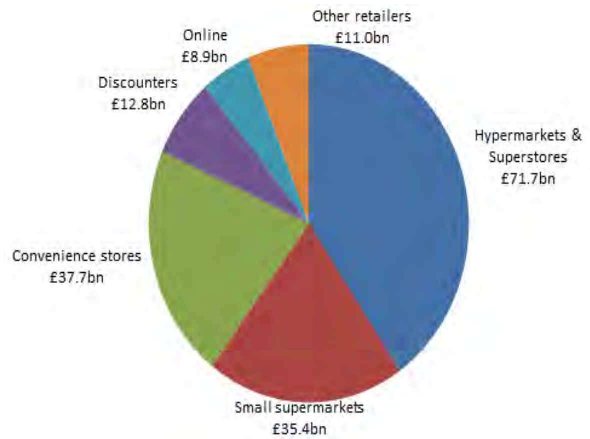
3.16 Enhancing the non-retail offer so town centres function as more than just retail locations will help drive footfall and increase dwell time. It is increasingly important for centres to promote unique attractions such as heritage assets, historic buildings and cultural features which can differentiate a centre and improve its attractiveness.

3.17 To ensure that town and district centres have a viable function moving forwards they must provide an attractive shopping and leisure experience which the internet is unable to match. A wider strategy must deliver a mix of town centre uses to enhance the attraction of a centre, and increase frequency of visit and dwell time. A vital component of this will be making town centres as accessible as possible, with improved and affordable car parking, as well as investment in public realm and place marketing initiatives. Horsham is already performing well in this respect and this should remain an important element of the Council's strategy for the development and enhancement of the centre.

Convenience Goods/Foodstores

3.18 The convenience goods market has witnessed a fundamental change in shopping patterns in recent years, as people increasingly prefer to shop more frequently in smaller-format 'convenience' stores such as Sainsbury's Local, Tesco Express, Co-Operative, Marks & Spencer Simply Food and Little Waitrose. The main foodstores (i.e. the 'big four' – Asda, Morrisons, Sainsbury's and Tesco) have responded to these changes by reigning in substantial expansion of their estates, particularly in terms of larger-format superstores. Both Tesco and Morrisons announced a closure programme of underperforming stores in 2015, and further store closures were announced by Morrisons in 2016. However, it is clear that Sainsbury's Horsham continues to perform strongly.

Figure 3.2: UK grocery market spending, 2015



SOURCE: IGD UK GROCERY MARKET AND CHANNEL FORECASTS

3.19 The combined spread of convenience store openings, online grocery sales, and the expansion of 'deep discount' retailers such as Aldi and Lidl has fundamentally changed consumer shopping behaviour. Both Aldi and Lidl have gained market share for a number of consecutive years, largely at the expense of the 'big four', and are pursuing ambitious development programme of opening new stores as well as refurbishing older stores. There has also been growth at the 'premium' end of the convenience goods market, with both Waitrose and M&S

Food growing store numbers (with both retailers being represented within Horsham town centre), with Waitrose relocating to the John Lewis at Home store.

3.20 The chart above (Figure 3.1) shows the composition of the convenience goods sector in 2015, based on data collected by The Institute of Grocery Distribution (IGD). IGD estimate that the UK grocery market was worth £177.5bn in 2015, and of this 'convenience stores' (defined by IGD as stores under 3,000 sq ft net) claiming £37.7bn of this (21.2%). However, as Figure 3.2 shows, notwithstanding the unquestionable growth in the popularity of 'convenience' stores, most of the food shopping spend is still accounted for by larger-format stores — £71.7bn was spent in 'hypermarkets and superstores' (stores over 25,000 sq ft net) in 2015, and a further £35.4bn in 'small supermarkets' (stores between 3,000 and 25,000 sq ft net).

SAINSBURY'S, HORSHAM

3.21 There is still therefore clearly a role for the larger-format store to play in convenience goods shopping, and indeed these remain the principle format of convenience goods shopping for the District, but more widely speaking operators are opening more, smaller format stores than was the case at the time of the Council's previous evidence base studies. Operators with 'hyper-market' format stores (over 60,000 sq ft net) are seeking to introduce concessions or sub-lets to make better use of excess space. For example, some branches of Sainsbury's are trialling Argos concessions, and branches of Tesco Extra include either concessions from retailers such as Holland and Barrett, Dorothy Perkins and Burton.

3.22 These examples confirm that there remains appetite from foodstore operators to open new stores where suitable opportunities arise, although the size of foodstores being committed to is generally less than has previously been the case. The 'big four' retailers are expected to be significantly more selective in committing to new sites, and to instead focus on programmes of enhancements and upgrades to their existing store network where this is considered to be needed.

Beyond the Town Centre

3.23 Retailers are opting to develop stores in the most strategic and cost effective locations, with a notable resurgence of edge/out-of-centre destinations, which offer the benefits of lower rents, larger retail units and in most cases, free car parking. According to Verdict, out-of-town retailing is the only form of retailing which has seen store numbers increase consistently since 2000. The Department for Business, Innovation and Skills (BIS) reports that the number of out-of-centre stores has increased by up to c.1,800 (25%) since 2000; whilst the number of town centre stores fell by almost 15,000 between 2000 and 2009, the majority of which are likely to have been in 'high street' locations.

3.24 The recovery of market confidence which has taken place since 2013 is benefitting edge/out-of-town retailing. Vacancy rates have fallen, footfall has increased, and many retailers are seeking expansion in locations beyond the Primary Shopping Area. A number of these are traditional town centre retailers which have developed alternative store formats, including John Lewis, which now operates a number of 'At Home' stores in prominent locations beyond the Primary Shopping Area of town centres – like that on the edge of Horsham town centre – as well as other traditionally 'high street' focussed retailers such as Debenhams, Next, Primark and H&M.

Commercial Leisure

3.25 As the nature of retail and high-street shopping continues to change over time, the commercial leisure sector is becoming an increasingly important contributor to the vitality and viability of town centres.

3.26 Leisure time is a precious commodity to consumers and in order to maximise free time, research suggests that town centre visitors often combine leisure activities as part of an overall going out experience. Reflecting this trend, leisure is becoming an increasingly important component in town centre regeneration schemes, particularly in secondary towns which, reflecting the wider trends in the retail sector previously identified, are in some cases becoming less attractive as retail destinations.

3.27 The recession brought mixed fortunes for the restaurant sector. The main casualties were from the more exclusive end of the market, as well as smaller companies with less established brands. Many companies owning multiple brands expanded throughout the economic downturn and continue to trade well, often by offering heavy promotions and discounts. In recent years, expansion in the restaurant sector has been driven by 'casual dining' operators such as Byron, Giraffe, GBK, Wagamama, Carluccios and Pizza Express, for example. Horsham itself has remained relatively robust, having retained/attracted multiple operators and independents, including Michelin star restaurant Tristan on East Street.

3.28 The coffee shop sector remains buoyant; there are now approximately 16,500 coffee shops across the country. Recent analysis shows that the UK's coffee shop sector remains one of the most successful in the nation's economy and will continue to expand. Operators such as Costa are now a High Street staple whilst the independent coffee shop sector is also growing store numbers, albeit more slowly outside of London. A number of independent shops operate in Horsham town centre, along with multiples such as Pret A Manger, Caffe Nero and Costa.

3.29 There is extensive evidence that demonstrates the importance which café culture can make to wider vitality and viability of town centres. Beyond Retail's 'Redefining the Shape and Purpose of Town Centres' (November 2013) concluded that 'town centres need to develop alternative functions to draw people back and support its retail base. Town centres will remain important as a focus for social and commercial purposes however must seek to provide more than a neighbourhood shopping role. Expanding their other roles will be an important response to the polarisation of shopping and in creating a vibrant, social, commercial and cultural hub' (our emphasis). The report goes on to identify 'the need to improve the leisure and food and beverage offer, and to develop the evening economy through restaurants and in-town cinemas'.

3.30 The pub industry suffered during the recession with a record number of pub closures across the UK as a direct consequence of a decline in both drinks sales and rental revenues. This decline has continued at a rate of approximately 30 pub closures per week across the country. Many pubs have in recent years been converted to small-format convenience stores. Additional factors such as competition from supermarkets, changes to licensing legislation and the smoking ban have further compounded the problems faced by many operators. Similar to the foodstores, however, value led brands such as JD Wetherspoon (operator of The Lynd Cross in Horsham) have achieved sales growth in recent years and continue to expand. In London, the popularity of specialist pubs offering craft beers and local ales also remains strong, and this is a trend which is now becoming popular in other urban areas. This is an area of potential growth that could be developed within some of the centres in the District.

3.31 The health and fitness sector continues to perform strongly as the social trend involving the maintenance of personal health and fitness shows no sign of abating. The health and fitness market is currently being expanded through investment by value and budget operators such as Easy Gym, Gymbox and Pure Gym (none of which currently have a facility within Horsham District). This new breed of venues aims to appeal to a wider market with flexible, low cost monthly or 'pay as you go' subscriptions. These facilities are usually located in high-footfall, in or edge of centre locations, often as part of a wider leisure offer.

3.32 The cinema market is also continuing to perform strongly, and in recent years has overtaken foodstores as a typical 'anchor' to new town centre development schemes. As of June 2016, there are 316 cinema multiplexes operational in the UK.

3.33 Both major cinema operators (e.g. Cineworld, Odeon) and smaller/independent operators (e.g. Curzon, Everyman) continue to open new developments. Importantly, cinema operators are willing to consider opening in smaller town centres, particularly when a development can also incorporate complementary 'family dining' restaurants such as Nando's, Pizza Express and so on, as well as coffee shops, enabling them to act as leisure 'destinations' in their own right. For example, Cineworld has opened eight new sites since 2015, including in market towns such as Loughborough and Hinckley; Odeon has opened fewer new sites (six since 2012) but also continues to open in smaller centres, such as Llanelli and Trowbridge. Everyman and Curzon cinemas offer a more 'boutique' cinema experience and are located in towns of a similar size to Horsham – Everyman has recently opened in Harrogate, for example.

3.34 Two applications have recently been submitted, both including a cinema. The application for Piries Place, comprising the former Waitrose store, proposes a range of uses including hotel, restaurants, retail, takeaway and beverage offers and an Everyman Cinema. The second application proposes the part demolition, reconfiguration and remodelling of the western part of the Swan Walk shopping centre to provide new restaurants, a new flagship retail unit and a cinema operator.

SUMMARY

The 'traditional' high street continues to face a number of challenges stemming from the impacts of the recent economic downturn, the tightening of retail spending in recent years, and continued significant changes in consumer shopping behaviour. The growth in online shopping, including multi-channel retailing, acts as tough competition for the high street, but also presents an opportunity for the high street to capitalise, by maximising the opportunities arising from services like 'click & collect', and retailers moving towards a seamless transition between store-based and virtual shopping experiences.

Out-of-centre retailing remains an ever-present source of competition, and market evidence suggests that many retail parks have performed well during the economic downturn, and are becoming increasingly attractive to 'high street' retailers. Portfolio aspiration is generally to increase footfall through a greater product offer and mix of uses to encourage greater footfall and longer dwell times

Town centre strategies which support the continued evolution of the high street are therefore considered ever more vital. This may involve providing a high quality shopping 'experience', maximising the benefits of tourist trade, and improving the mix of retail and non-retail outlets to increase length of stay and spend.

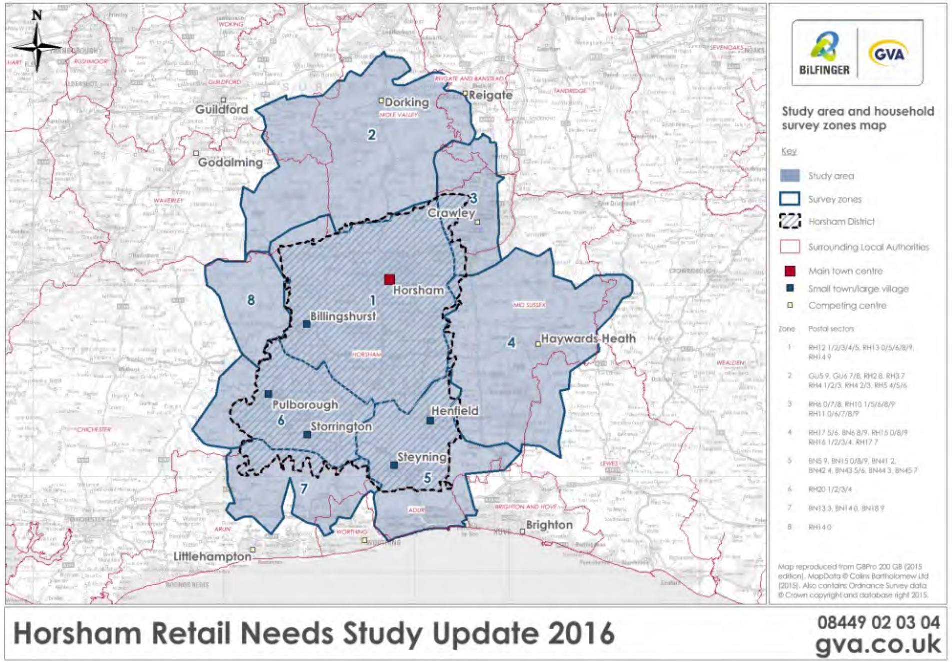
It will be important, therefore, for town centres to be well positioned to be able to adapt to on-going changes in the retail and leisure sector over the development plan period and to reaffirm their unique selling points which differentiate their retail offer from other centres, allowing them to differentiate themselves from – rather than directly compete with – higher order centres. Heritage, tourism assets and other 'unique selling points' should be capitalised on, and robust place marketing strategies put in place.

4 SUB REGIONAL CONTEXT

4.1 This section examines the retail performance of Horsham town centre in the context of the retail network across the wider sub-region and the influence of key competing strategic centres on the current and future role of Horsham town centre.

4.2 Our analysis draws extensively on the household telephone survey data, which underpins this retail and leisure study, and a number of other published data sources referenced where relevant. The Household Telephone survey area is illustrated on Figure 4.1 below, within which 800 respondents were interviewed across the eight survey zones. The outputs, combined with wider research, identify the main retail offer and floorspace provision in each competing centre, and the extent to which this is likely to change and influence future shopping patterns in the region. Qualitative research was also undertaken to establish major pipeline development proposals in competing centres.

Figure 4.1: Household Telephone Survey Area



4.3 Results from the household telephone survey demonstrate that the main competing centres which have the greatest influence over shopping patterns within the survey area are: Crawley, Brighton, Guildford, Worthing and Haywards Heath.

Sub-Regional Retail Ranking

4.4 Since the abolition of Regional Spatial Strategies, it is no longer possible to identify the positioning of Horsham within the wider sub-regional retail hierarchy. Nevertheless, the vitality rank of each centre in the Worthing sub-region has been derived from Javelin (Venuescore 2016). Javelin Group's Venuescore provides an up-to-date ranking of UK shopping venues across a number of key indicators – scale, market positioning, fashionability and age positioning of the retail offer. The score attached to each operator is weighted to reflect their overall impact on shopping patterns. For example, anchor stores such as John Lewis, Marks & Spencer and Debenhams receive a higher score than unit store retailers to reflect their major influence on shopping patterns. The resulting aggregate score for each venue is called its Venuescore (Table 4.1).

Table 4.1: Sub-Regional Ranking Venuescore

Centre	Venuescore	Retail Ranking
Brighton	517	7
Guildford	310	32
Crawley	213	76
Chichester	207	83
Worthing	187	104
Horsham	179	118
Dorking	90	307
Haywards Heath	87	322

Source: Javelin Rankings

Shopping Patterns in the Horsham Survey Area

4.5 Shopping patterns derived from the telephone survey allow us to calculate the amount of comparison goods expenditure that each centre draws from within the study area. This indicator reflects the strength of the retail offer as well as the centres' geographical proximity and accessibility. The total comparison goods expenditure travelling to the key competing centres is set out in Table 4.2; with the remaining share of trade travelling to other competing destinations including Dorking, Shoreham, Chichester and the Holmbush Centre.

Trade Flows

Table 4.2: Comparison Goods Trade Draw - Competing Centres Table

Centre	Javelin UK Ranking 2014-2015	£(Ms)	Market Share (%)
Brighton	6	108.4	5.7
Guildford	32	82.0	4.3
Crawley	87	287.0	15.0
Worthing	102	123.8	6.5
Horsham	125	330.9	17.9
Haywards Heath	324	88.1	4.6

4.6 Results from survey analysis show that Horsham town centre retains approximately £330.9m of comparison goods expenditure (17.3%) from within the survey area, and is therefore the dominant centre within this core catchment area. Outside of Horsham District, Crawley and Haywards Heath are the only competing centres within the survey area, thereby the outputs do capture a stronger proportion of their core catchment areas.

4.7 Crawley attracts £287m of comparison goods expenditure (15.0%) from Zones 1-8, whilst Haywards Heath draws £88.1m. As demonstrated by the Javelin UK Ranking of centres, these figures reflect the different scale of centre and different roles they play in the retail hierarchy. Crawley has a substantially stronger retail offer, thereby having a greater influence over people's shopping patterns in and around Horsham's catchment area.

4.8 In terms of competing centres outside of the survey area, Worthing has a market share of 6.5%, drawing £123.8m of comparison goods trade; Brighton has a lower market share of 5.7%, drawing £108.4m of expenditure derived within the Zone 1-8 survey area. This reflects the closer proximity of Worthing to the survey area, rather than strength of retail offer. Guildford has a market share of just 4.2%, attracting £82m from within the survey area. In terms of competing centres outside of the survey area, Worthing attracts a market share of 6.5%, drawing £123.8m of comparison goods trade. Brighton attracts a slightly smaller market share of 5.7%, retaining £108.4m of expenditure derived within the survey area. Guildford attracts the weakest market share of the top destinations, with a market share of 4.2%, attracting £82m within the survey area.

Shopping Patterns by Goods Type

4.9 The household telephone survey identifies where people undertake their shopping for seven different categories of comparison goods. When shopping for clothing, footwear and other fashion goods, respondents to the survey are most likely to shop in Crawley (29.0%), followed by Horsham (19.8%), Brighton (10.9%), Worthing (10.3%) and Guildford (7.0%). For clothing, Horsham draws its highest market share from Zones 1, 6 and 8 (64.4%, 35.4% and 44.2% market share respectively); and also has a reasonably strong market share in Zones 2, 3, 4, 5 and 7 (13.7%, 3.2%, 8.8%, 4.9% and 11.2%).

4.10 The results of the household survey indicate that when shopping for furniture, floor coverings and household textiles people are most likely to shop in Horsham which attracts a 14.7% market share. The second most popular location is the County Oak Retail Park in Crawley (8.1%), followed by Crawley town centre (6.9%) Burgess Hill (6.3%) and Purley Way Croydon (which includes Ikea, and attracts a 6.3% market share). When shopping for domestic appliances, people are visiting a similar range of centres, including County Oak Retail Park (21.2%), Horsham (8.2%), Crawley (7.5%), Haywards Heath (7.4%) and Burgess Hill (5.4%). Purley Way Croydon was not mentioned in this goods category.

4.11 When asked where people undertake most of their households shopping for DIY and decorating goods, the most popular location to shop is B&Q Crawley with a 15.9% market share, followed by Homebase at Broadbridge Heath (15.5%), B&Q, Shoreham-by-Sea (9.6%), B&Q, Burgess Hill (9.5%), Burgess Hill town centre (6.5%), Homebase, Crawley (6.1%), B&Q, Worthing (5.5%) and Horsham town centre (3.3%). Bulky goods retail warehousing in out of centre locations continues to dominate this sector.

4.12 When compared to the DIY and bulky goods category above, the network of town centres' perform a stronger role in the TV, Hi-Fi, Radio, photographic and computer equipment category, albeit out-of-centre destinations remain popular. The most popular destination is the County Oak Retail Park Crawley (21%), followed by Horsham (13.3%), Crawley (7.6%), Haywards Heath (6.0%), Old Shoreham Road Hove (5.5%) and Lyons Farm Retail Park in Worthing (4.1%).

4.13 Crawley town centre is the most popular location to purchase personal care goods (such as soaps, beauty products and medical goods); achieving a market share of 12.8%. This is followed by Burgess Hill (11, 2%), Horsham (11%), Haywards Heath (6.9%), Dorking (5.2%), Tesco Extra Broadbridge Heath (4.4%), Worthing (4.3%), and Shoreham-by-Sea (4.2%). When asked about recreational and luxury goods (such as books, games, sports, pets and pet products, bicycles and jewellery), Horsham was the most popular response with a 22.8% market share across the survey area. This was followed by Crawley (20.2%), Worthing (6.7%), Burgess Hill (5.8%), Haywards Heath (5.5%) and Guildford (5.3%).

4.14 This analysis by goods type has demonstrated that Horsham is most competitive in the 'furniture and furnishings' and 'recreational and luxury goods' categories. Horsham is the second most competitive destination in the following categories:

- Clothing (Crawley 1st);
- Domestic Appliances (County Oak Retail Park, Crawley, 1st);
- TV, Hi-Fi, Radio, Photographic, Computer (County Oak Retail Park, Crawley, 1st).

4.15 Horsham town centre was the third most competitive destination in respect of personal care products (soap, beauty products and medical goods), after Crawley and Burgess Hill. Horsham town centre is the least competitive destination in the DIY category, with shoppers instead choosing to visit the B&Q in Crawley followed by the Homebase in Broadbridge Heath.

Catchment Change Since 2010

4.16 Whilst covering a broadly similar geographic area, the telephone survey area has been amended from that used to underpin the 2010 evidence base. The Horsham 2010 core catchment, comprising a number of zones, was considered not to have changed given recent investment and the absence of development in the network of competing centres. The previous zones have therefore been merged to form ‘Zone 1’. One or two other zone changes have been made, and – through discussions with the Council – the survey area has been extended to the east to include Burgess Hill and Haywards Heath; and to the south to include Shoreham by Sea and Lancing.

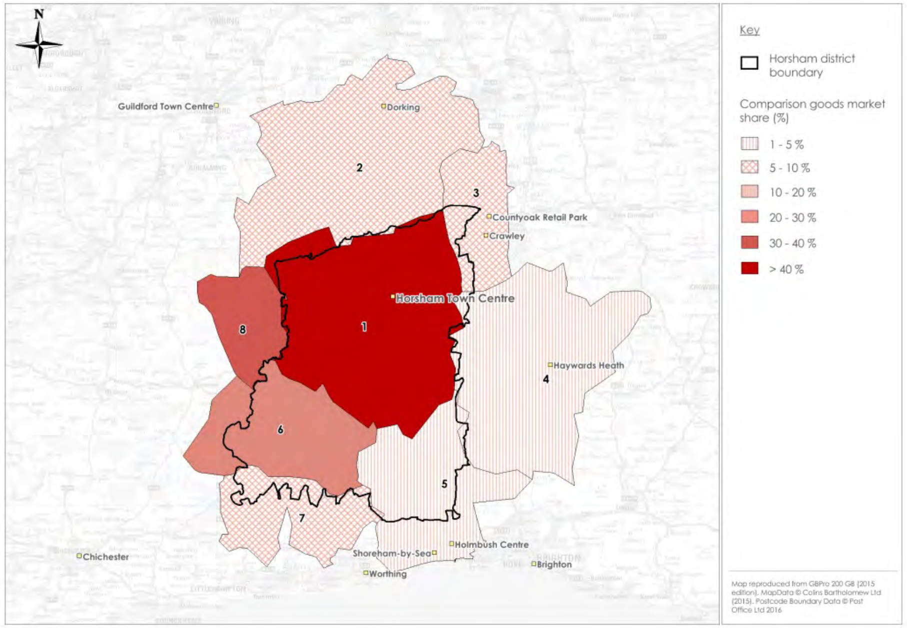
4.17 It is possible to compare the influence of Horsham across the survey area in 2010 and 2016 in order to identify any change. This is a particular requirement of the study given the recent investment and the opening of John Lewis at Home adjacent to a new Waitrose foodstore on the edge of Horsham town centre (Albion Way). Table 4.3 below sets out the market share in 2016 Zones 1-8, having merged the 2010 zones where required in order to provide a direct comparison. Zones 4 and 5 are not directly comparable on the grounds that they have taken in a wider geographical area in the 2016 survey; nevertheless, a comparison provides useful context which is discussed further below.

Table 4.3: Horsham Town Centre 2010 and 2016 Market Share Analysis

Zone	2010 Market Share	2016 Market Share
1	60.1%	59%
2	12.6%	8.6%
3	2.0%	6.2%
4	10.6%	4.2%
5	10.3%	3.7%
6	20.9%	23.7
7	1.7%	5.4%
8	29.2%	38.5

4.18 In Core Zone 1, the market share of Horsham town centre remains almost unchanged, but in the directly comparable Zones 3, 6, 7 and 8, the market share has increased ‘substantially’. This reflects the improved competitiveness and attractiveness of Horsham as a shopping and visitor destination over the last 6 years. Zones 6, 7 and 8 are located to the west and south-west of Horsham town centre, where there is less competition geographically. Zone 3 is Crawley’s location zone, albeit in reasonably close proximity to Horsham; the market share in this zone has increased threefold to 6.2% - a particularly strong outcome for Horsham given the strength of competition.

Figure 4.2: Horsham Town Centre Comparison Goods Market Share Plan



4.19 In Zone 2, the market share of Horsham town centre has decreased from 12.6% to 8.6%. There is no clear reason, but this geographical area has the greatest level of competition including Guildford, Dorking, Reigate and Crawley and is perhaps most susceptible to local fluctuations. It is apparent from the survey that the new Lidl foodstore in Dorking has had a strong influence on food shopping patterns, and there may be an element of linked trips to the non-food offer also.

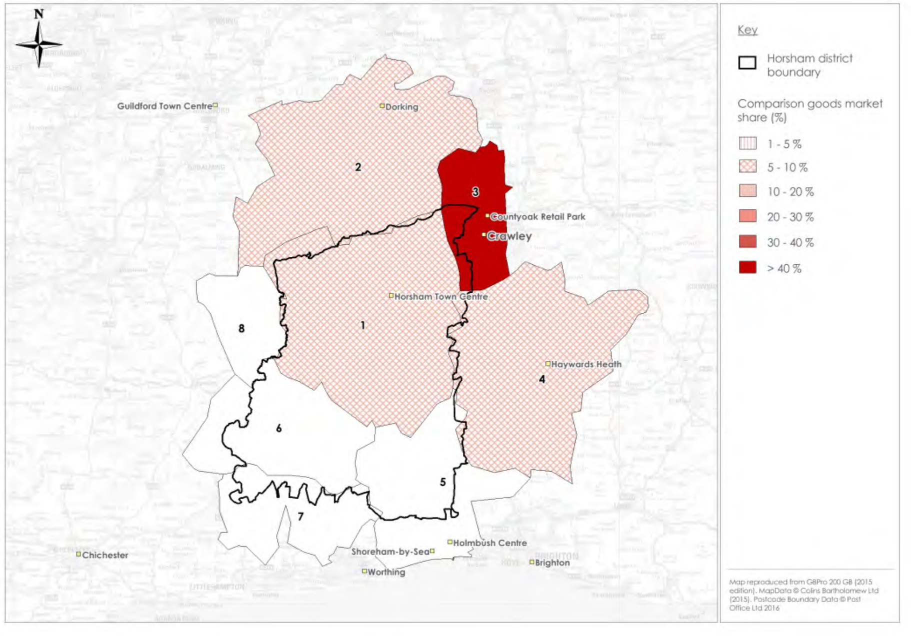
4.20 Table 4.2 suggests that Zones 4 and 5, to the east and south of the catchment, have both experienced a fall in market share. As noted above, the geographical areas of these zones have increased and a direct comparison cannot be made. Nevertheless, as the zones have increased in size, and are now closer to and/or include competing centres, it is no surprise that the market share has fallen and this is not a cause for concern. Those living in Zone 4 (Figure 4.2 below) are predominantly choosing to travel to Haywards Heath (20.9%), Crawley (16.3%), Brighton (12.8%), Guildford (4.5%) and Horsham (4.2%). In Zone 5, the most popular non-food destinations include Worthing (20.3%), Brighton (14.3%), Shoreham-by-Sea (10.3%), Holmbush Centre Shoreham-by-Sea (9.7%) and Horsham (3.7%).

Competing Centres Overview

Crawley

4.21 Crawley is located approximately 8.5 miles to the north east of Horsham town centre. The centre has in the region of 113,667 sq m gross of retail floorspace which is generally concentrated within a pedestrianised precinct (comprising Queen's Square, Queensway, the Martletts and Broadwalk) and within the County Mall Shopping Centre, anchored by Debenhams and Primark. Venuescore ranks Crawley in 87th position in its 2014-2015 Index as a consequence of the wide range of national multiple retailers in the centre. Venuescore does, however, identify the market position of Crawley as being 'middle', suggesting that it lacks a higher end retail offer. Within the survey area, Crawley has a market share of 15.0% and draws £287m of comparison goods expenditure from the Horsham survey area (Figure 4.3 below).

Figure 4.3: Crawley Town Centre Comparison Goods Market Share Plan



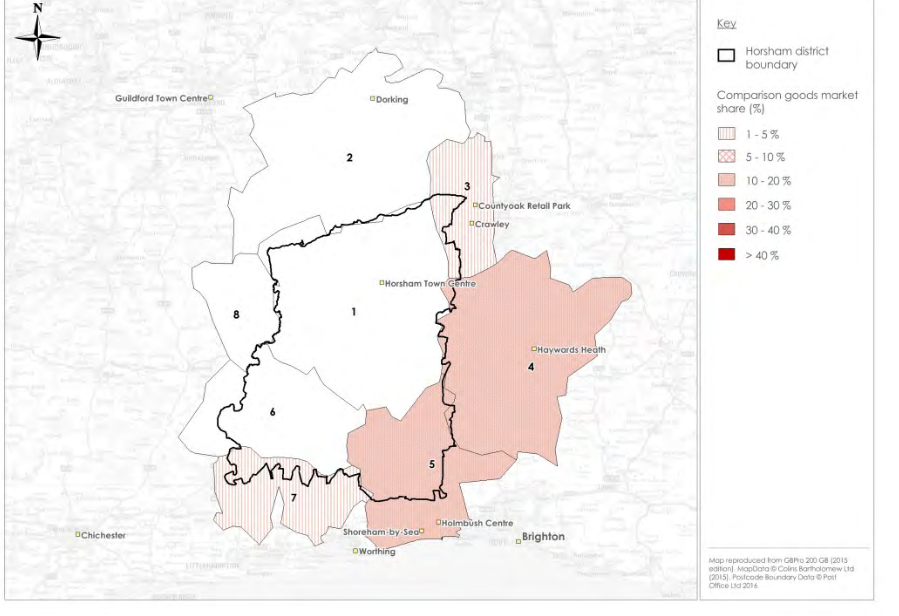
4.22 The County Mall is the main shopping destination within the centre of Crawley, also providing the main comparison goods offer within the town. The offer is anchored by Debenhams and Primark – the shopping centre also contains Next, Monsoon, Oasis and Warehouse. Marks & Spencer and TK Maxx are located outside the shopping centre on Queensway. Crawley hosts a traditional market, held in Queen's Square every Wednesday, Friday and Sunday, with stalls offering fruit and vegetables, clothing and household goods amongst other items. The public realm around the primary shopping area within Crawley is well maintained, albeit a little dated.

4.23 Crawley Borough Council and West Sussex Council are investing substantially in the regeneration of Queens Square within Crawley Town Centre. The improvements to the public realm will include defining Queens Square as the heart of Crawley's town centre, and strengthening the connection throughout the town centre. The main out of centre Retail Park in Crawley is the County Oak Retail Park on London Road. It is understood that an extension is being built to the existing retail park, to be known as Acorn Retail Park, with Aldi, Smyths Toys and M&S Simply Food taking units. The owners of County Oak Retail Park (Standard Life) are currently investing in the existing County Oak site, with TK Maxx, Next and Boots signed to take space.

Brighton

4.24 Brighton is located approximately 26 miles from the town of Horsham and in the wider sub region around the study area is the highest ranked centre in the UK (6th Position, Javelin Rankings). The Experian Goad category report for Brighton identifies a total of 222,354 sq m of ground floor retail and service uses, comprising a total of 393 units. The retail offer is extensive with strong representation from independent and national multiple retailers and several up-market retailers such as Cath Kidston, L'Occitane, Kurt Geiger, Reiss and Space: NK. There is also a good range of services on offer, particularly in the food, drink and leisure categories. Brighton currently draws £108.4m of comparison goods expenditure from the survey area representing a 5.7% market share.

Figure 4.4: Brighton Town Centre Comparison Goods Market Share Plan



4.25 The centre has only one managed shopping centre, Churchill Square, anchored by Debenhams, but has recently lost Bhs has a key anchor. The shopping centre opened in 1968 and was extended and refurbished in 1998. Brighton Lanes are well known in offering a range of independent shops and boutiques, as well as well-known hair and beauty salons, and an antiques and gallery offer. Within the designated cultural quarter of Brighton is the Brighton North Laine shopping area, again well known for its alternative, largely independent stores. London Road is characterised by a range of specialist and independent businesses and has undergone significant regeneration, with Brighton's only covered market, the Open Market, recently having been re-opened.

4.26 The retail offer in the Brighton Marina complex is of a lower quality than that to be found in Churchill Square, being anchored by a large Asda store and also offering The Original Factory Shop and The Works. Brighton Marina has a strong leisure offer, with a range of food and beverage outlets, including Bella Napoli, Frankie and Benny's, ZiZi and Pizza Express, in addition to a number of independent restaurants. An 8 screen Cineworld is located within Brighton Marina, as well as Bowlplex and a casino, combining to provide a strong consumer attraction.

4.27 Out of centre retail provision in Brighton is centred upon Brighton Retail Park and the Pavilion Centre Retail Park. The Pavilion Centre is currently undergoing a marketing initiative in the context that only two units are occupied at present by Halfords and B&Q. Brighton Retail Park would appear to be more successful, with an M&S Simply Food, Next, Argos, Brantano, and Matalan located here. Goldstone Retail Park offers Pets at Home, Toys R Us, DFS, TK Maxx and Burger King. It is clear that Brighton and Hove City Council have brought forward a number of retail led developments in recent years including Open Market and the London Road regeneration scheme.

4.28 In respect of future investment, a number of plans have been in place to extend Churchill Square. The current option being pursued is at feasibility stage, and is centred upon redeveloping the Brighton Centre. The combined project is estimated to be worth c.£540m and includes improvements to the sea front, albeit timescales are not known at present and a preferred developer has not been appointed.

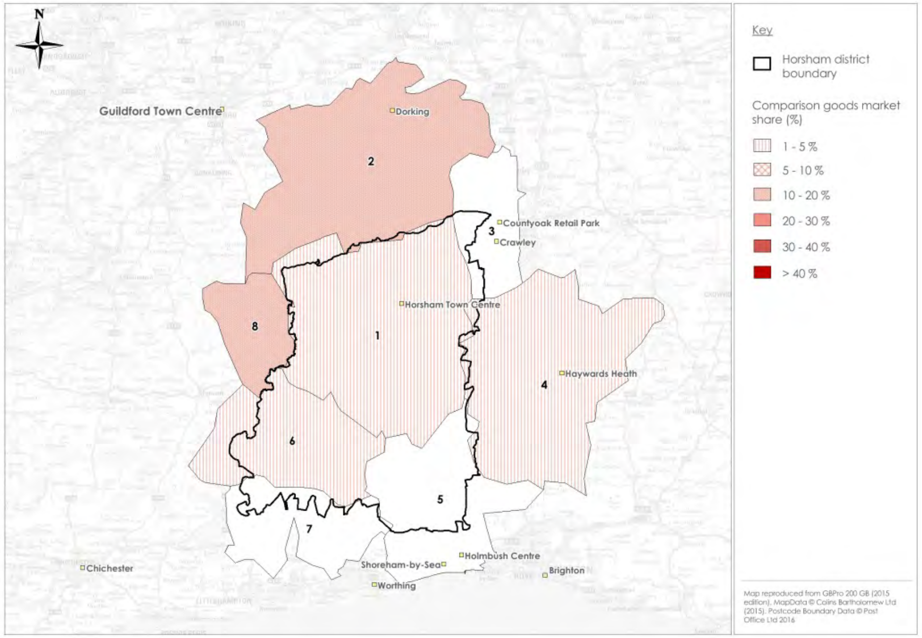
Guildford

4.29 The Experian Goad category report for Guildford (October 2015) identifies a total of 123,000 sq m of ground floor floorspace for retail and service units, comprising 581 units. Venuescore ranks Guildford in 32nd position in the UK. Venuescore identify the 'market position' of Guildford as being 'Upper Middle', suggesting that it has an upscale-oriented retail offer. Guildford town centre benefits from high levels of accessibility by rail and by road, and is served by two rail stations, Guildford and London Road, both of which are within approximately ten minutes walking distance from the main shopping area. Guildford currently draws £82m of comparison goods spend from the survey area, equating to a 4.3% market share (Figure 4.5 below).

4.30 In addition to shopping provision along the High Street, the centre has three covered shopping centres; The Friary Centre, White Lion Walk and Tunsgate Square. A traditional street market is held Friday to Saturday on North Street, and a Farmer's Market takes place on the first Tuesday of every month. Key retail areas include the High Street, where the highest proportion of national retailers are present; North Street, where the Friary Shopping Centre is located; and Chapel Street, which is characterised by medieval streets and upmarket boutiques and specialist shops.

4.31 The comparison offer (as a proportion of total floorspace in the centre) is significantly above that of the national average, with a high representation of both independent stores and national retailers, particularly along the High Street and North Street. The centre offers a selection of designer stores, including Jo Malone, LK Bennett and Jaeger; department stores include Debenhams and House of Fraser, as well as a number of high street shops such as Monsoon, Marks and Spencer, and Gap. Emerging proposals for a new anchor department store to improve the anchor mix, and other retail floorspace as part of a future scheme for the North Street site will further strengthen Guildford's profile as a shopping destination.

Figure 4.5: Guildford Town Centre Comparison Goods Market Share Plan



4.32 The redevelopment of the North Street site in Guildford town centre will provide a 37,000 sq m retail-led redevelopment of a prominent 2.5 hectare site. The North Street development site represents the most significant development opportunity in Guildford, which currently acts as a back-land immediately adjacent to Guildford's prime town centre retail area. The site, as noted above, is the only land within the retail core area capable of accommodating the required amount of retail floorspace for which demand has been identified in the Council's retail evidence base. Guildford Borough Council has signed a development agreement with Land Securities, the preferred development partner for the comprehensive redevelopment of the North Street site. The timescales are unknown at present.

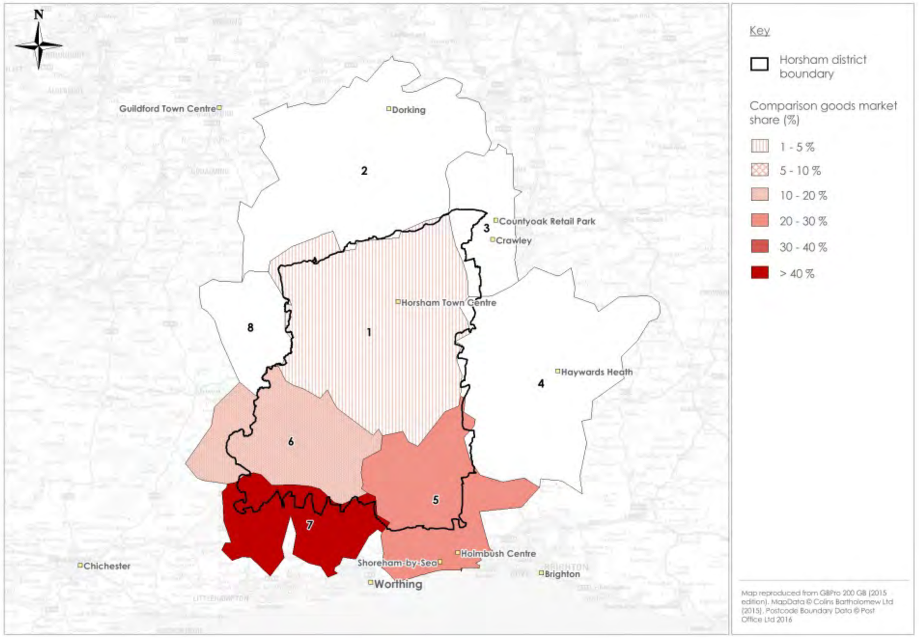
4.33 Separately, Solum Regeneration, a partnership between Network Rail and Kier Property, has submitted a planning application (revised plans, yet to be determined) to redevelop the east side of Guildford station, following three years of discussions and consultation with the local authority and community. The £150m scheme to redevelop Guildford railway station and adjacent land will deliver a new station, and an enhanced environment with a new square offering high quality public space, a new multi-storey car park providing secure covered parking and a new quarter with shops and restaurants. The station improvements are to be funded through the development of a new residential quarter of 445 apartments and commercial office space.

4.34 The application remains undetermined at the time of preparation of this study. Planning permission was granted in February 2014 for the development of a 3,400 sq m Waitrose foodstore and 48 residential units on the old Bellerby Theatre development site. The Waitrose store commenced trading in late 2015.

Worthing

4.35 The Experian Goad category report for Worthing identifies 60,851 sq m of retail and service floorspace within the town centre equating to 165 units. Venuescore ranks Worthing in 102nd position in its 2014-15 index, and identifies the market position of Worthing as being middle, suggesting that it has a mid-range retail offer, as there are few higher end retailers located within the centre. Worthing draws £123.8m of comparison goods expenditure from the survey area, equating to a market share of 6.5%.

Figure 4.6: Worthing Town Centre Comparison Goods Market Share Plan



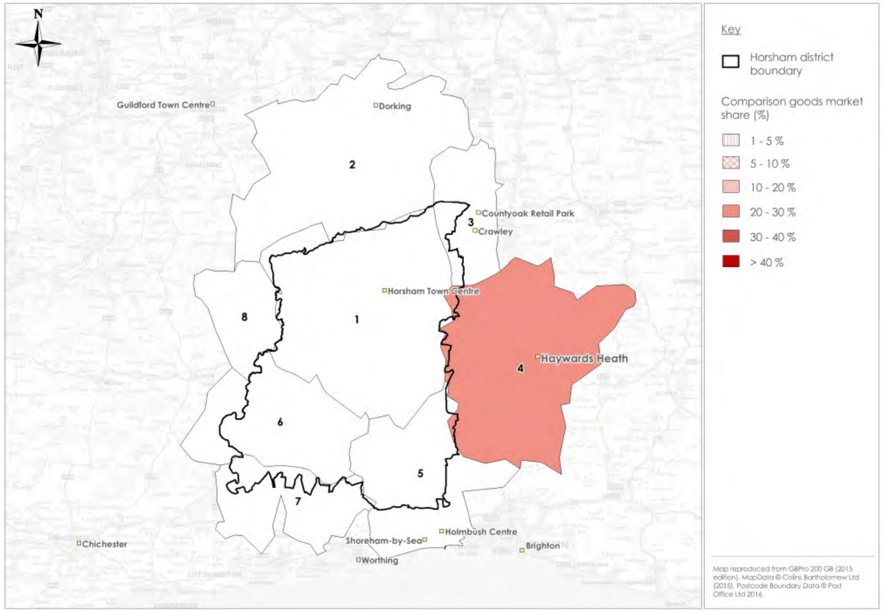
4.36 The retail offer within the town centre is focused upon the Guildbourne Centre and the Montague Centre, and the town has a whole has a good mix of convenience and comparison retailers including Marks and Spencer, Waitrose, Monsoon, Next and New Look. There are a number of small retail parks in Worthing. Downlands Retail Park is the prime bulky goods destination in the area- it is anchored by B&Q, with a recent extension accommodating Halfords, Currys and Bensons for Beds. Lyons Farm Retail Park includes Brantano, Boots, B&Q, Currys, Pets at Home, and Sainsbury's.

4.37 A number of supplementary planning documents have been written for Worthing Town Centre, including the Town Centre and Sea Front Masterplan and Worthing Retail Core Development Brief. Whilst there are plans for change and investment, there are no current schemes in the pipeline, and the Council is commencing preparation of their evidence base for the forthcoming Local Plan review.

Haywards Heath

4.38 The Experian Goad category report for Haywards Heath identifies 20,531 sq. m of retail and service floorspace within the town centre comprising 91 units. Venuescore ranks Haywards Heath in 324th position in its 2014-2015 index, and identities the market position of Haywards Heath as 'middle' – consistent with Crawley and Worthing. Haywards Heath is located within Zone 4 of the household telephone survey and draws £88.1m from the survey area, equating to a market share of 4.6% market share within the survey area.

Figure 4.7: Worthing Town Centre Comparison Goods Market Share Plan



4.39 The Orchard Shopping Centre in Haywards Heath provides a range of retailers including Marks and Spencer, Next, Tesco and Boots. Clifton Retail Park is the main out of centre retail park in Haywards Heath. Next, Matalan, Clarks and a Tesco Extra are located at this retail park. No planned redevelopments within Haywards Heath are known.

SUMMARY

Horsham captures approximately £330.9m of comparison goods expenditure from the survey area, equating to a market share of 17.3%. Since 2010, Horsham has strengthened its influence, gaining an enhanced market share in survey zones 3, 6, 7 and 8, whilst retaining a similar market share in Core Zone 1. Horsham has lost market share in Zone 2 where there are a number of competing centres in close proximity. It is apparent that Horsham has not extended its area of influence in the east and south, where key competing centres include Haywards Heath, Brighton, Worthing, Crawley and Shoreham-by-Sea and the nearby Holmbush Centre.

A more detailed analysis by goods type has demonstrated that Horsham is most competitive in the 'furniture and furnishings' (perhaps reflecting the introduction of John Lewis) and 'recreational and luxury goods' categories. Horsham is the second most competitive destination in the clothing category (after Crawley) and in the domestic appliances and tv/photographic and computer category (after County Oak Retail Park). Horsham is the third most competitive destination in the personal care category (after Crawley and Burgess Hill).

Key competing centres are (in descending order) identified to be Crawley, Worthing, Brighton, Haywards Heath and Guildford whilst shopping patterns are also influenced by the County Oak Retail Park. In terms of future change, there is little committed in the short to medium term (1-3 years), there are plans for extensions/redevelopment at Churchill Square, Brighton; North Street and the Station in Guildford; and the Montague Centre in Worthing. County Oak Retail Park in Crawley is currently undergoing extension and modernisation and the impact of this on Horsham town will need to be monitored moving forwards.

5 HORSHAM TOWN CENTRE

5.1 Horsham is the highest order town centre in the District. It is a historic and cultural market town centre with a strong mix of shopping, employment, leisure and service uses. Horsham is approximately 8 miles south west of Crawley, 20 miles south east of Guildford, and 20 miles north of both Worthing and Brighton.

Diversity of Uses/Retailer Representation

5.2 The focus of the retail offer is West Street and the Swan Walk Shopping Centre, with Bishopric, Carfax, Middle Street and Piries Place acting as secondary shopping locations. The focus of the food and beverage offer is East Street, which has benefitted from significant investment in its public realm in recent years. The town centre Sainsbury's adjoins the south of the primary shopping area, and Waitrose and John Lewis at Home are located on the edge of the town centre on Albion Way, alongside Tanbridge Retail Park.

5.3 The town centre contains a number of national multiple retailers including Marks and Spencer, TK Maxx, and John Lewis at Home, and there are a number of higher end retailers including Jigsaw, Joules and Cotswold Outdoor. The town centre has a strong food and beverage offer largely from multiple chains; Costa, Pret a Manger, Caffe Nero, Pizza Express and Wagamama.

5.4 The town centre is well served by foodstores, anchored by a large Sainsbury's south of the Forum, and a large Waitrose store within the recent John Lewis at Home development (hereafter referred to JLAHD). The Waitrose store has relocated and upsized from its previous store in Piries Place; the former store remains empty. Other specialist convenience stores such as butchers, grocers and bakeries are not as well-represented within the town centre. Overall, the Experian Horsham Category Report (October 2015) suggests that at 5.7%, the current provision of convenience stores within Horsham is below the national average at 11.3%.

5.5 Horsham town centre has a particularly strong comparison goods offer - the Experian Goad Report suggests that retail provision is 10% above the national average, and it is understand that the opening of John Lewis has been important in attracting a number of the higher end comparison goods operators, such as Jigsaw and Joules to the town centre.

5.6 Horsham now provides a good mix of mainline fashion multiple retailers (Marks and Spencer, New Look, Topshop etc), and other specialist multiple retailers such as The Body Shop and Cotswold Outdoor. The higher quality retail offer is centred upon West Street and units towards the front of the Swan Walk Shopping Centre. Within West Street and Swan Walk, there is a good mix of food and beverage offerings. Swan Walk appears to be functioning well towards its entrance on West Street and Carfax. However, the western end appears to experience difficulties in attracting quality retailers and is instead filling space with start-ups/pop up shops.

5.7 Bishopric, Carfax, Middle Street and Piries Place in effect act as secondary shopping locations, with banks, estate agents and restaurants located within these areas. The Bishopric and Carfax areas have a greater proportion of retail services than the primary shopping areas of West Street and the Swan Walk Shopping Centre. Albion Way acts as a barrier to Bishopric, and as such the retail offer on Bishopric forms a secondary retail area to the town centre. Bishopric has a range of food and beverage operators in the form of takeaways (both independent and national) and the Lemongrass Thai restaurant. The area has a number of independent businesses including framers, dry cleaners and a furniture store.

5.8 Horsham also has an award winning market in the Carfax area every Thursday and Saturday. On Thursdays the market consists of 'Street food' and on Saturdays, the market consists of local produce in addition to clothing, footwear and household items.

5.9 The overall commercial leisure offer of Horsham town centre is relatively limited, with the Capitol arts complex (theatre, cinema and bar) being located outside of the core shopping area on North Street (albeit located within the town centre boundary). However, the town centre does have a particularly strong food and beverage/casual dining offer formed around East Street, which has successfully attracted a number of national operators such as Wagamama and Pizza Express and a number of high end independent restaurants to the town in recent years. The Experian Goad data indicates that leisure services are slightly below the national average.

Proportion of vacant street level property

5.10 Experian Goad Data highlights that unit vacancy rates are substantially below the national average of 11.25% at 7.28% (March 2016), a small fall in the percentage of units recorded in the 2010 study of 7.7%. There are no concentrations of vacant units, but the former Waitrose supermarket site remains the largest vacant unit in the primary shopping area; it has not been re-let since the store relocated to new premises adjacent to the John Lewis store on Albion Way – although proposals for a cinema in this area (the end of Swan Walk) have now emerged.

5.11 There are some vacant units scattered throughout the town centre, particularly within parts of Swan Walk, Bishopric and Piries Place. Within the western end of Swan Walk, it is clear that a number of units had been taken through short term tenancies/pop up shops (e.g. Horsham Railway Shop), in an initiative to avoid vacant units as a consequence of poor format premises. These have, however, now been subject to further investment and 'merged' to create larger units for flagship retailers including H&M, for example.

Pedestrian Flows

5.12 Pedestrian Market Research Services undertook a bespoke pedestrian footfall count on 25th, 27th and 28th February 2016 at thirty-one points across the town centre. The weather was cold and a mix of being overcast and sunny.

5.13 The highest footfall counts were recorded at:

- Fat Face (inside Swan Walk, eastern entrance);
- Jones Shoes (Swan Walk, West Street entrance);
- Waterstones (Carfax);
- Pret a Manger (West Street, opposite Swan Walk entrance);

- New Look (inside Swan Walk);
- Sainsbury's car park steps (The Forum);
- Halifax (Carfax).

5.14 These strong footfall locations denote a strong north/south axes across the town centre, linking the Swan Walk shopping centre and multi-storey car park, across West Street to the Sainsbury's store and car park.

5.15 The 'mid-band' group of locations were those in more 'gateway' sites throughout the central shopping area, including the Swan Walk western entrance, Medwin Walk (the route into Carfax), western end of East Street, Middle Street, eastern end of West Street, western end of West Street, outside 'Cook' on Carfax, Argos on Worthing Road, and Crates on Carfax.

5.16 The lowest count point locations in Horsham town centre were recorded at the outer western and eastern periphery of the primary shopping area:

- Library (Worthing Road)
- Church (Springfield Road)
- Bath Store (East Street)
- Norsat (East Street).

5.17 Low count points were also recorded on the southern side of The Carfax, outside Shoe Care at the entrance to Piries Place. Count points to the rear of Piries Place (outside Beeches Gifts), further from the core shopping area, were higher reflecting the route from the multi-storey car park, into Piries Place and out at the northerly entrance on to Carfax. This demonstrates the importance of the multi-storey car park in this location to footfall in Piries Place, albeit 'passing-through'.

5.18 The footfall counts highlight the strength of the central area and the connectivity to the north and south peripheral areas, i.e. through to Sainsbury's and the Swan Walk Shopping Centre and multi-storey car park. Strength in the east and west periphery are not as evident, albeit East Street is likely to benefit from evening trade (not counted/surveyed) given the restaurant offer in this area. The barrier of Albion Way over to Bishopric is evident, although this is also accounted for by the weaker retail offer.

5.19 PMRS also undertook footfall counts outside the new John Lewis store on Albion Way, on the steps down to the pavement. The aim was to analyse linked trips between the John Lewis/Waitrose and the central shopping area. This recorded the lowest footfall count within the town centre, suggesting that very few people are undertaking a linked walking trip between the new development and the town centre. These PMRS findings are disputed by the Council, who cited road works on Albion Way, together with the location of the footfall counts as the possible reasons for the output recorded on the count days.

5.20 Horsham District Council subsequently undertook a supplementary count of pedestrians moving along Albion Way between Waitrose/John Lewis and Horsham town centre. The count was undertaken over four days in April 2016 (18th, 19th, 20th and 26th) once road works were complete, and recorded an average hourly count of between 162 and 253 people. This compares to an average hourly rate of 707 people outside the Library on Worthing Road, the lowest PMRS count point location apart from John Lewis. Whilst the footfall is not negligible, and not as low as recorded by PMRS, it would appear to corroborate the overall conclusion that this is the weakest area of footfall activity in Horsham town centre.

Accessibility

5.21 The town of Horsham benefits from being well connected to the local bus network and train services, and has a good provision of in centre car parks. A number of car parks within the town centre have walkways through buildings which appear to be well used, despite legibility not being particularly good e.g. walkway from town centre to Sainsbury's car park. However, there are a number of areas where permeability could be improved, particularly access from Piries Place. There is also an opportunity for the Bus Station to play a greater role in increasing permeability around The Forum and Bishopric through improving pedestrian linkages in these areas.

5.22 The train station is located within walking distance of the town centre. Services from the train station provide connections to Crawley, Gatwick Airport, Portsmouth Harbour, Southampton Central, Bognor Regis, Clapham Junction, London Victoria, and London Bridge, with a number of other local stops on these lines. A little traffic congestion on Albion Way was observed at the time of the site visit.

5.23 The town clearly has good accessibility as demonstrated by the high footfall levels, and particularly with 25.2% of respondents to the in-centre survey having stated that they arrived on foot. This is a high percentage compared to many town centres within which consumers are substantially more reliant on vehicular travel. Albion Way currently acts as something of a barrier to the integration of Tanbridge Retail Park and John Lewis with the wider town centre, particularly as there are few pedestrian crossing points across what is a fairly busy road. Indeed this is reflected within the survey results, with respondents tending not to link visits to John Lewis/Waitrose with visits to the town centre.

Environment

5.24 Horsham generally has a good level of environmental quality. Since 2010 when the last retail survey was undertaken, the East Street/ Market Square public realm improvements have improved the streetscene with painted bollards and matching lampposts. The improvements are of a good quality and there are plenty of seats and a good level of street furniture. There is potential to extend this to Piries Place, which could be improved through the painting of tatty metal work and greater utilisation of the public space in the central area. Compared to the strong environmental quality in the rest of the town centre, Piries Place appears to be in need of investment.

5.25 The environmental quality of West Street is good with lots of attractive shop fronts in a traditional design (e.g. Waterstones, Clarks). There is good potential to integrate the Forum area more with Sainsbury's and the town centre by improving linkages. Similarly there is potential to further integrate Sainsbury's/Waitrose/John Lewis at Home/Tanbridge Retail Park, which would require the introduction of additional crossing facilities across Albion Way, and integration of the public realm with that of the wider centre.

5.26 In the Bishopric area, the public realm results in breaking up natural desire lines and also creates areas that do not benefit from good natural surveillance- the public realm design around the rockery could also be improved further.

5.27 Swan Walk Shopping Centre feels dated in parts, although a programme of modernisation/refurbishment of some of the units is underway. The interior of the centre is functional, it is bright with a good layout, however there are opportunities for modernisation which are being rolled out. There is a good use of pop up/start-up businesses to fill what would otherwise be vacant units. There is also potential to build upon the modern interior of the coffee shop in the centre of Swan Walk.

Business Survey

5.28 To further inform the findings of our study, a business telephone survey of 75 businesses was undertaken. The survey sample included a range of businesses including but not limited to food retailers, non-food retailers, retail services, food and beverage operators, entertainment providers, and financial services. There was a good mix of respondents with 41.3% (31) being independent retailers, and 52.0 % (39) being part of a national group/chain.

5.29 The survey results highlight that Horsham town centre has a good retention rate of businesses with 62.7% of businesses trading in the town centre for between 6 to over 20 years. 78.7% of the businesses included in the sample lease their premises, with just 12% being owner occupied; 94% of respondents stated that they had always operated in Horsham town centre.

5.30 43.9% of businesses employ four or more full time members of staff, with 44.0% of businesses employing between 1-2 full time members of staff; 46.6% of businesses employ between 4 to 5+ members of part time staff, with 29.3% of businesses employing between 1-3 members of part time staff. In terms of business performance it would appear that a large percentage of businesses are performing well, with nearly 50% of respondents stating that their turnover had either grown significantly or moderately over the last three years. 89.4% of respondents consider the environmental and physical appearance of Horsham to be above average.

5.31 In terms of what retailers consider to be the strengths of Horsham town centre, 32% of respondents stated that niche retailers and boutiques were an attraction of the town centre. 25.3% of respondents stated that the mix of types of goods was a strength, with 24% stating that the number of major national multiples was a draw. 12% of respondents stated that there was a good range of cafes in the town centre. In considering the weaknesses of Horsham town centre, 32% of respondents stated that they did not consider that Horsham had a weakness, and those issues highlighted are more likely to be a perception from a small proportion of respondents. The top four responses from businesses in relation to weaknesses include:

- Poor range of shops (13.5%);
- Too many empty shops (12%);
- Poor layout/too spread out (9.3%); and
- Poor range of major national multiple retailers (6.7%)

5.32 In terms of the evening eating and drinking economy, 86.7% of respondents stated that they thought that the offer in Horsham was 'average', 'quite good', or 'very good'. Similarly, 94.6% of respondents stated that the daytime food offer was 'average', 'quite good' or 'very good'.

5.33 Overall businesses responded positively to the town centre event programme, with 57.3% of respondents stating that the programme was 'quite good' or 'very good'.

5.34 With regards to improvements businesses would like to see to the town centre, the top five responses were as follows:

- Increased choice/range of shops;
- More car parking spaces;
- Lower parking charges;
- Improved built environment; and
- More national multiples

5.35 In terms of barriers to trading performance, the top five responses include:

- Lack of passing trade (14.7%);
- Inadequate customer car parking (10.7%);
- Poor location of premises (8%);
- Poor quality of town centre (5.3%); and
- Cost of car parking (4%)

5.36 Part of the survey specifically questioned respondents on the impact that John Lewis at Home has had upon their business. Interestingly 57.3% of respondents stated that they found 'no noticeable change' in their turnover following the opening of John Lewis at Home/Waitrose. 5.3% of respondents (4 businesses) reported that their turnover had significantly increased, with a further 12.0% (equating to 9 businesses) reporting that their turnover had 'slightly increased'. 16.0% of respondents stated that they had experienced a decrease in their turnover.

5.37 In relation to the impact of John Lewis at Home/Waitrose on existing traders, question 22 asked respondents 'following the opening of the John Lewis at Home/ Waitrose store in Horsham town centre, which of the following statements would you consider to be true?'. 53.3% of respondents stated that people are visiting John Lewis at Home/Waitrose but not the rest of the town centre, 45.3% of respondents stated that the development has meant that people stay longer in Horsham town centre. Interestingly in spite of the responses in relation to linked trips within the business questionnaire, 68.0% of respondents stated that the impact of the development has had a positive impact upon the town centre.

5.38 The final part of the survey focuses on how businesses see their future in Horsham town centre. Positively, 6.7% of businesses intend to extend their floorspace and 20.0% of businesses intend to refurbish their existing floorspace. 4% of respondent's state that they will relocate in the town centre, 1.3% state that they will relocate to another town centre, and 2.7% state that they will relocate out of centre.

In Centre Survey

5.39 The final survey instructed as part of the study was an in centre visitors' survey. The surveys were undertaken in three different locations within the primary shopping area; at either end of West Street (Middle Street and Bishopric) and outside the main entrance to the Swan Walk Shopping Centre. The in centre survey had a sample size of 103 across the following age structures:

- 18-24 – 2.9%
- 25-34 – 6.8%
- 35-44 – 15.5%
- 45-54 – 23.3%
- 55-64 – 25.2%
- 65+ - 26.2%

5.40 The first question asked respondents what they will be doing in the town centre at the time of this visit. Over 58.0% of respondents stated that they would be undertaking non-food shopping, with 38.8% stating that this would be the main purpose of their visit to the town centre, whilst 18.4% stated that general browsing was the main purpose of their visit and 12.6% stating food shopping.

5.41 In terms of travelling to Horsham and parking provision, it is clear that the majority of visitors use either the car (55.3%) or walk to the town centre (25.2%), with 86.4% of respondents stating that their journey took less than 20 minutes. The vast majority of visitors (79.7%) spend between 1-3 hours in the town centre.

5.42 When probing spending patterns in the town centre, the survey suggests that there is a relatively even split between food shopping spending and non-food shopping, with 43.7% of respondents stating that they spent nothing on food, and 46.6% of respondents stating that they spent nothing on clothing and footwear.

5.43 In terms of the frequency of visits to the town centre, 64.1% of respondents stated that they visited the town centre between 1-3 times a week. It would appear that amongst respondents found in the town centre, that the evening economy is performing less well, with 52.4% of respondents stating that they visited Horsham less often than once a year. Although it is clear from the household survey that the night time economy is performing more successfully than it would appear from the results of the in centre survey.

5.44 Respondents were asked what main stores they would be visiting today in the 'town centre', with the highest responses being Marks and Spencer (35.8%) and Sainsbury's (24.5%). Further strong responses were Poundland (20.8%), Wilko's (20.8%), Boots (15.1%), WH Smith (11.3%) and Next (11.3%). Only 5.7% of respondents recorded that they would be visiting John Lewis as part of their trip to Horsham on that day. During a separate part of the survey, respondents were asked if they had visited the John Lewis/Waitrose store at Albion Way today. This received a much higher response at 35.9%, suggesting that visitors to Horsham did not perceive this development as forming part of the 'town centre' offer, and instead perceived it as a separate entity/part of the wider Horsham offer outside of the town centre.

5.45 When probing further about the impact of John Lewis, 24.2% of respondents stated that they visit the town centre more frequently as a result of the new store/s, and 90% of those that had visited on the survey date (35.9%) would also be undertaking a linked-trip to other shops, services and food & drink destinations elsewhere in the town centre. It is apparent from the pedestrian footfall survey analysis that this 'linked-trip' is either low in terms of number, or shoppers are moving their cars between the Waitrose/John Lewis and the town centre car parks as part of their trip on the same day. It might be a combination of both.

5.46 In terms of likes and dislikes of the town centre, the top five likes of the town centre were:

- Good range of chain/well-known stores (31.1%);
- Good layout/shops close together (24.3%);
- Attractive/pleasant environment (23.3%);
- Good range of smaller independent/specialist retailers (18.4%); and
- Close to home (15.5%).

5.47 With regards to dislikes, the top four were:

- Nothing/very little (33%);
- Not enough choice of shops (24.3%);
- Cost of parking (21.4%); and
- Not enough clothes shops (7.8%).

5.48 The final question of the survey asked how the centre could be improved. The top five responses were:

- Better choice of shops (35.9%);
- Nothing in particular (25.2%);
- More Specialist/Independent Stores (12.6%);
- Better cinema facilities (9.7%); and
- Better quality shops (9.7%)

5.49 It is clear to see that respondents dislike very little in Horsham town centre. The cost of parking is a concern, perhaps in response to the relatively new charging system implemented across the town centre. If the extension of Broadbridge Heath offers free parking and has a good retail mix, it is possible that this could influence shopping patterns.

Leisure

5.50 The Household Telephone Survey results enabled the identification of the most popular leisure activities across the sub-region, the most frequent being 'restaurants' and the least frequent being 'children's soft play venues'. Respondents were able to cite more than one response.

Table 5.1: Survey Area Respondent Leisure Choices (Zone 1-8)

1	Restaurants	67%
2	Cafes	65.7%
3	Cinema	50.9%
4	Theatres/Museums/Arts Centres/Art Galleries/Live Music	49.5%
5	Pubs / Clubs	44.2%
6	Health and fitness clubs	23%
7	Entertainment venues	19.4%
8	Children's Soft Play Venues	9.6%

Note: 800 respondents asked what leisure activities they partake in. Multiple response question; total therefore higher than 100%

Cinemas

5.51 Visiting the cinema was the third most popular leisure activity amongst survey respondents with 50.9% stating that it was a leisure activity that they partake in. Within Horsham, the Capitol Arts Centre has a 2 screen cinema, a 410 seat Theatre, Studio Theatre, Meeting Room, Gallery Space and café/bar. Across the Zone 1-10 Survey Area, the four most popular cinema locations include Cineworld, Crawley (27.5%), Capitol, Horsham (17.2% market share), Cineworld, Brighton Marina Village (8.8%) and Cineworld, Chichester (7.6%). The largest cinema is Cineworld, Crawley, a 15 screen cinema, including an IMAX enabled screen. A number of cinemas respondents cited within the results include 8 screen cinemas (Cineworld, Brighton Marina Village and Odeon Brighton).

5.52 Focusing on those living within the central area (Zones 1/4/8), the top choice cinema destination is Cineworld, Crawley (49.3% market share), followed by the Capitol Cinema, Horsham (21.2% market share), Cineworld, Brighton Marina Village (12.9%) and Cineworld Chichester Gate (7.6%). In the northern area (Zones 2/3), the top choice cinema destination is Cineworld, Crawley (67.3% market share), followed by Dorking Halls (9.3% market share), and Odeon, Guildford (8.7%). In the southern area (Zones 5/6/7), the top choice cinema destination is Cineworld, Brighton Marina Village (32.8% market share), the Dome Cinema, Worthing (16.4% market share), Odeon Kingswest Brighton (13.3% market share).

5.53 It is evident that Cineworld, Crawley (15 screens, incl. IMAX) has the strongest influence within the Horsham central area (Zones 1/4/8) albeit there is some leakage to Brighton. It is the most popular choice in both northern and southern areas, with the main competition being Cineworld, Brighton Marina Village and the Capitol Cinema. The Capitol Cinema in Horsham is primarily used by residents within Horsham District, with only a 6.6% market share in Sub Zone 3, and a 0% share in Sub Zone 2.

5.54 In terms of competition it is clear that Cineworld, Crawley (offering 15 screens), including an IMAX enabled screen, will naturally dominate the market. There is however an opportunity in Horsham to enhance multi-plex facilities and/or develop a boutique/art-house cinema offering. Local residents are currently travelling beyond Horsham town centre to access cinema facilities.

Entertainment Venues

5.55 Visiting entertainment venues (10- pin bowling, ice skating, bingo) was the second least popular leisure activity recorded in the Household Telephone Survey, with only 29.4% of people across zone 1-8 undertaking such an activity. Those venues include a mix of bowling, bingo and general family entertainment activities. In summary, Horsham, Crawley, Brighton, Worthing and Lakeside all offer bowling facilities, and Crawley, Worthing, Brighton and Bognor Regis all offer bingo venues.

5.56 Hollywood Bowl and AMF bowling both have venues across the UK, including Worthing and Crawley on the edge of the town centre. Hollywood Bowl in Crawley and AMF in Worthing both have 26 lanes, a diner and bar. The Horsham bowling centre is small, adjoining Horsham town centre and the park.

Cafes / Restaurants

5.57 Visiting restaurants and cafes/coffee shops are the most popular leisure activities of those living within the survey area. The Household Telephone Survey identified that 74.6% of respondents visit restaurants as a leisure activity and 69.6% visit cafes. Within the central area (which includes Horsham District), Horsham town centre is visited by 43.6% of the respondents, most often. Burgess Hill (15.4% market share) and Haywards Heath (18.1% market share) are also popular locations for café visits, and there is also a little leakage to Brighton which achieves a 7.1% market share.

5.58 Within the northern area, Crawley Town Centre has the largest market share of 35.3%, Horsham Town Centre has 21.6% of the market share, followed by Dorking Town Centre with 11.4%. Within the southern area, Worthing Town Centre has a 20.5% market share, Shoreham has a 14% market share and Steyning has a 13.2% market share. Horsham has the strongest level of competition in the southern part of the survey area.

Theatres

5.59 Visiting the theatre was the fourth most popular leisure activity for participants of the household telephone survey, with 49.6% of residents stating they undertake this type of leisure activity. Visiting the theatre was relatively popular with respondents throughout the survey area, with the activity being equally popular in Sub Zones 1 and 3 (51.1%). For survey respondents in the Sub Zone covering Horsham, visiting the theatre was the fifth most popular activity.

5.60 In terms of locations of theatres, central London has a 50% market share. Sub Areas 1 and 2 have the largest proportion (49.6% and 62.1%) of respondents stating that they go to the theatre in central London, with 39.4% of respondents in Sub Area 3 identifying central London. Given the good transport connections within the sub areas, it is not surprising that central London attracts such a large market share.

5.61 Positively, following central London, Horsham Town Centre attracts the second largest market share at 13.4% within the survey area, driven primarily by the core 'central area' (21.9%). In the outer catchments, Horsham has a theatre market share of 7.9% in the northern area and a 7.8% market share in the southern area. Brighton attracts the third largest market share with 10.9% across the survey area, and a market share of 14.2% in Horsham's core 'central area'. The lowest share taken by Brighton is 0.7% in Sub Area 2, with the largest share taken in Sub Area 3 at 17.6%.

Health and Fitness Facilities

5.62 The household survey results highlighted that 31% of participants use health and fitness clubs (i.e. gyms, leisure centres, swimming pools, tennis courts etc.). The activity was most popular within Sub Zone 1, with 36.3% of respondents using health and fitness clubs. The activity was slightly less popular in Sub Zones 2 and 3 with 27.8% and 27.1% of respondents respectively using health and fitness clubs. It must be noted that some of the survey respondents may use specialist classes, small independent services or personal trainers which would not be accounted for in the household survey.

5.63 In terms of named health and fitness clubs, Pavilions in the Park in Horsham has a market share of 6.9%. The results of the household survey demonstrate that visitors to the venue come from all of the Sub Zones- 8.9% of respondents are from Sub Zone 1, 6.6% from Sub Zone 2 and 3.3% from Sub Zone 3. The second most popular venue is the K2 Centre, Crawley, run by Freedom Leisure which has a 6.2% market share, with a breakdown across the zones of 1.1% from Sub Zone 1, 19.4% in Sub Zone 2 and 0% in Sub Zone 3.

SUMMARY

Horsham is a strong centre, performing well, with a low vacancy rate, attractive environment and a good mix of mainstream, independent, and eating & drinking operators. More recently the mix has included a growing number of high-end operators including Jigsaw, Jo Jo Maman Bebe and Joules, for example. Piries Place and Bishopric both suffer environmentally, and have a poor retail mix and low footfall. Redevelopment and/or investment in these areas – leading to a stronger retail/town centre mix – would strengthen east/west connectivity in-line with the north/south axes which is performing well as the 'core anchor', linking peripheral and central areas.

Overall, businesses are positive about the town centre and their future representation, but would like to see a continued improvement in the range and quality of shops, customer car parking and overall legibility.

The analysis demonstrates that the Waitrose/John Lewis development is not viewed as forming part of the Primary Shopping Area, and is instead separated both physically and perceived. Overall, however, shoppers and businesses highlight that the impact has been positive to the wider town centre and Horsham as a 'destination', and the focus should now be on improving linkages and connectivity.

The health check analysis emphasises the importance of the town centre mix, and whilst multiple brands such as M&S, Poundland, Wilko's, Boots and WH Smith are popular, the character and role of independent and niche 'market town' businesses are viewed as being equally as important. Consumers believe the town centre could be improved through a better range of shops (including clothing), more independent shops and better cinema facilities. The leisure assessment identifies a need for improved multi-plex and/or boutique/art house cinema facilities.

6 RETAIL NEED

6.1 The current performance of Horsham town centre and out-of-centre retail floorspace in the wider urban area is assessed in this Section. This forms the basis for forecasting the need for further convenience and comparison retail floorspace to the period 2031, incorporating the interim years of 2016, 2021 and 2036. It is important to note that capacity forecasts become increasingly open to margins of error over time and should be updated over the plan period – ideally every 5 years. The capacity tables accompanying this assessment are attached in Appendices 1 and 2.

6.2 A conventional and widely accepted step by step methodology is used, consistent with best practice, which draws upon the results of the household telephone survey of existing shopping patterns. This 'models' the existing flows of available expenditure to Horsham, both for convenience and comparison goods, taking into account trade flows and overlapping catchment areas with competing centres in the wider sub-region (Section 4). To develop the baseline the methodology has:

- Calculated the total amount of convenience and comparison goods expenditure which is available within the postcode areas comprising the study area;
- Allocated the available expenditure to the convenience and comparison goods shopping destinations, on the basis of the household telephone survey of shopping patterns, so as to provide estimates on current sales and forecasts of future sales;
- Compared the total expenditure attracted to each shopping destination with current retail floorspace to assess sales densities in each shopping destination;
- Building on the baseline position, the model has explored the capacity for further convenience and comparison retail floorspace, having regard to the performance of existing floorspace. These projections should be used as a guide, and be considered alongside qualitative and site opportunity analysis in order to formulate a robust retail and town centre strategy.

Survey Area and Household Telephone Survey

6.3 In order to provide factual information on the shopping patterns in the Horsham study area, GVA commissioned a new household survey covering 800 households across 8 survey zones (Figure 6.1). GVA designed the survey questionnaire in consultation with Horsham District Council and NEMS market research, who undertook the interviewing and data processing in March 2016. The survey area is broadly consistent with the previous survey undertaken in 2010, although the Zones have been merged in some instances, and extended geographically in others.

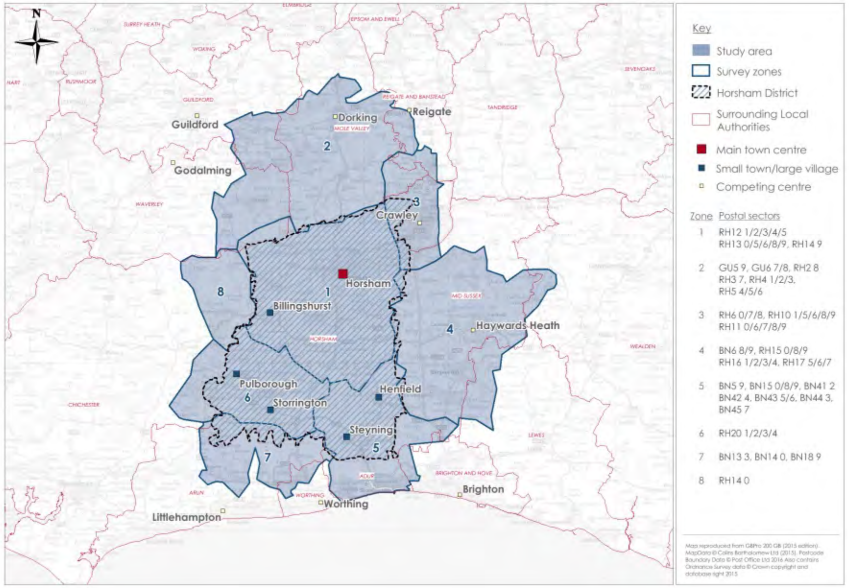
6.4 The survey results identify shopping habits of households for both convenience and comparison goods. Where necessary, survey results have been rebased to remove some responses (such as 'don't shop for particular goods' and 'internet shopping') to ensure consistency with categories excluded in the expenditure projections.

6.5 For convenience goods, the household telephone survey included questions on main and top- up food shopping. The results of the two types of food expenditure have been merged through the application of weight which reflects the estimated proportion of expenditure accounted for by each goods type (75% main food/ 25% top-up food). This forms a composite pattern of convenience spending, expressed as a market share for each destination centre or foodstore for each survey zone.

6.6 The survey also included five questions on specific comparison goods types which coincide with Experian Business Strategies definitions of comparison goods expenditure. The retail needs modelling exercise uses the weighted averages of the household survey results for each goods type based on the proportion of per capita spend on that goods type. This process establishes the pattern of spending for residents of each zone in terms of the following goods types:

- Clothing and footwear;
- Furniture, floor coverings and household textiles;
- DIY and decorating goods;
- Domestic electrical appliances; and
- Personal and luxury goods.

Figure 6.1: Household Telephone Survey Area



Estimates of Population in the Survey Area

6.7 Population estimates and forecasts for each of the survey zones were prepared using the Experian E-Marketer in-house system. This provides estimates of population in 2016, 2021, 2026 and 2031. The Experian data is based on trend line projections. Overall, the population of the survey area is currently 520, 546, and is forecast to grow to 541,374 by 2021, 561,521 by 2026, and again to 579,773 by 2031. This represents an overall increase of 11.4%.

Available Expenditure in the Survey Area

6.8 The Experian E-Marketer system provides estimates of per capita expenditure for convenience and comparison goods expenditure in 2014 prices. Deductions for Special Forms of Trading (SFT) have been made which represent expenditure not available to spend in shops (for example internet or catalogue shopping). The deductions applied for SFT for convenience and comparison goods are set out in Table 2 of Appendix 1 and 2.

6.9 The method has applied growth rates for convenience goods of -0.20% for 2015/16; 0.10% between 2016-2017; 0.30% for 2017-2018; 0.10% between 2018-23; and 0.10% between 2023-2035. For comparison goods, we use growth rates of 5.30% between 2015-16, 3.2% between 2016-17, 2.9% between 2017-18, 3% between 2018-23 and 3.2% 2023-35. These growth rates are based on the latest economic forecasts published by Experian Business Strategies (Retail Planner 13, October 2015).

6.10 These growth rates reflect that we expect spending on comparison goods to grow faster than on convenience goods, as the scope to purchase more food is limited. These assumptions take into account current economic circumstances and the effects of the recession, which have had an impact on forecast levels of growth expected over the period to 2031. Taking these considerations into account, we have generated the expenditure within each zone to highlight variations across the survey area, and grown these expenditure figures accordingly to 2016, and then in 5 year intervals, which represent 5 year forecasting periods as required by the NPPF.

6.11 Table 3 in Appendix 1 applies per capita expenditure within each zone to the population forecasts, which indicates that total available convenience goods expenditure within the survey area at 2016 is £1,151 (M). This is forecast to grow to £1,187.8 (M) by 2021, £1,228.9 (M) by 2026; and £1,265.7 (M). This equates to an overall growth of £114.7 (M) between 2016 and 2031. Comparison goods expenditure within the survey area at 2016 is £1,909.9 m. This is forecast to grow to £2,235.2m by 2021, rising to £2,702m by 2026 and £3,280m by 2031. This equates to an overall growth for comparison goods expenditure in the survey area of £1, 371 m between 2016 and 2031 (Table 3, Appendix 2).

Convenience Goods

6.12 Expenditure growth, shopping patterns and the performance of existing convenience goods floorspace has been reviewed in order to identify the need for additional convenience goods floorspace. The modelling tables are set out in Appendix 1. Using the adjusted main food/top up food market share derived from the household telephone survey and baseline expenditure estimates, we have calculated the convenience goods turnover of the main foodstore provision in Horsham.

Town Centre / Out of Centre Performance

6.13 The trade draw of Horsham town centre for convenience goods has been estimated (Table 4, Appendix 1). This breaks down the trade drawn to town centre shops in Horsham (Sainsbury's, Waitrose, Marks and Spencer foodhall), and other smaller and independent convenience stores (including delicatessens, butchers and specialist food stores); and also trade drawn to the main out of centre foodstore – Tesco at Broadbridge Heath.

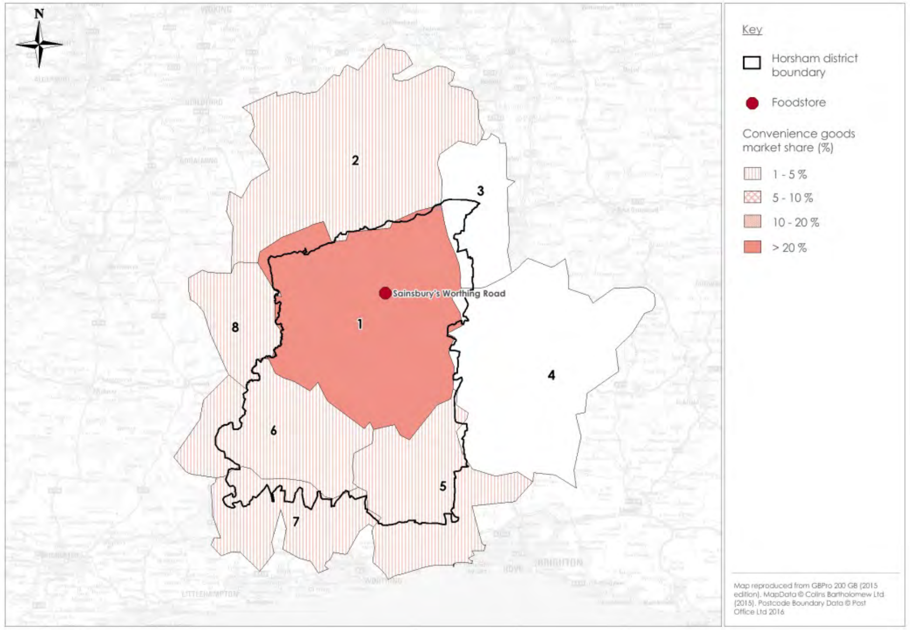
6.14 It is evident that the town centre foodstores, combined, have a 32.4% convenience goods market share within core Zone 1. Table 4 (Appendix 1) illustrates that foodstore provision in the town centre also has an influence on shopping patterns in neighbouring zones, achieving a market shares of 3.6% (Zone 2), 3.2% (Zone 3), 0.3% (Zone 4), 5.1% (Zone 5), 7.9% (Zone 6), 2.2% (Zone 7) and 10.1% (Zone 8).

6.15 The influence of out-of-centre foodstores (Tesco Broadbridge Heath and Tesco Express, Brighton Road) is more contained in the catchment area, with a market share of 27.4% in core Zone 1, 6.5% (Zone 2), 0.7% (Zone 5), 3.2% (Zone 6), and 18.7% (Zone 8). Out-of-centre floorspace combined as a survey area market share of 27.3%, compared to the town centre of 32.4% (above). The trading pattern of the Tesco store at Broadbridge Heath is most comparable to the Sainsbury's in the town centre, and despite achieving a higher market share in Zone 1 (24.2% v 23.5%), Zone 2 (6.5% v 2.2%) and Zone 8 (18.7% v 4.8%), has a marginally lower turnover (£66.7m v £67.4m). These are the two strongest performing foodstores in and around Horsham.

Foodstore Performance

6.16 The town centre Sainsbury's on Worthing Road in Horsham achieves its highest market share in Zone 1 (23.5%). The store also draws trade from Zone 5, 6 and 8, with a market share of 4.6%, 4.4% and 4.8%, and a small market share within Zones 2 and 7 (2.2% and 1.3% respectively. In total we estimate that the store has a total convenience goods turnover of approximately £67.4 m (Table 5a in Appendix 1). Based on a floorspace of 4,090 sq m net convenience, this equates to a sales density of circa £16,479 per sq m net, compared to an average sales density for Sainsbury's of £11,537. This demonstrates that the store is performing very strongly. When compared to the previous study, it is evident that this remains largely unchanged since 2010 (£67.4m, 2010).

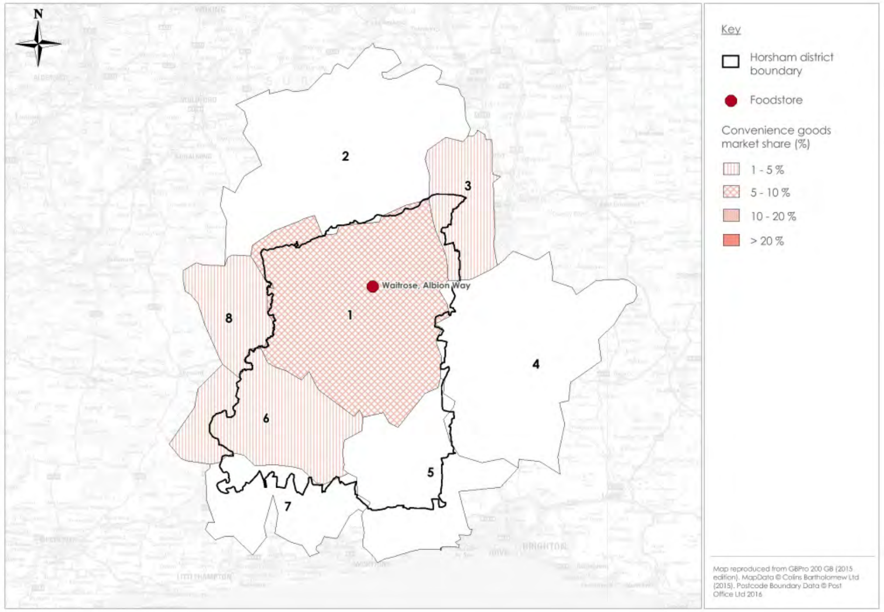
Figure 6.2: Sainsbury's, Worthing Road Market Share



6.17 The town centre Waitrose store achieves its highest market share in Zones 1 and 8 (5.2% and 4.7% respectively). The store also draws a small amount of trade from Zone 2, 3, 5, 6 and 7 (0.9%, 1.8%, 0.5%, and 2.2% respectively). In total we estimate that the store has a total convenience goods turnover of approximately £19.4 m (Table 5a, Appendix 1). Based on an estimated floorspace of 1,280 sq m net convenience, this equates to a sales density of circa £15,156 per sq m net, which compares well to the average sales density for Waitrose (£11,990 per sq m net). Similar to the town centre Sainsbury's store, the turnover remains relatively unchanged since the 2010 study (£19m, 2010).

6.18 M&S Food in the Swan Walk Shopping Centre achieves a low market share across Zone 1, 2, 3 and 6 (0.6%, 0.6%, 0.3% and 0.5%). The store appears to have no influence on shopping patterns in Zones 5 and 7. In total, we estimate that the store has a convenience goods turnover of approximately £2.9 m (Table 5a, Appendix 1). Based on an estimated floorspace of 832 sq m net convenience floorspace, this equates to a sales density of circa £3,486 per sq m, substantially lower than the company average sales density of £10,718 per sq m net. We do not believe this to be a cause for concern given the role as a passing trade/top-up retailer, and our site visit observations reflecting a popular and good quality offer.

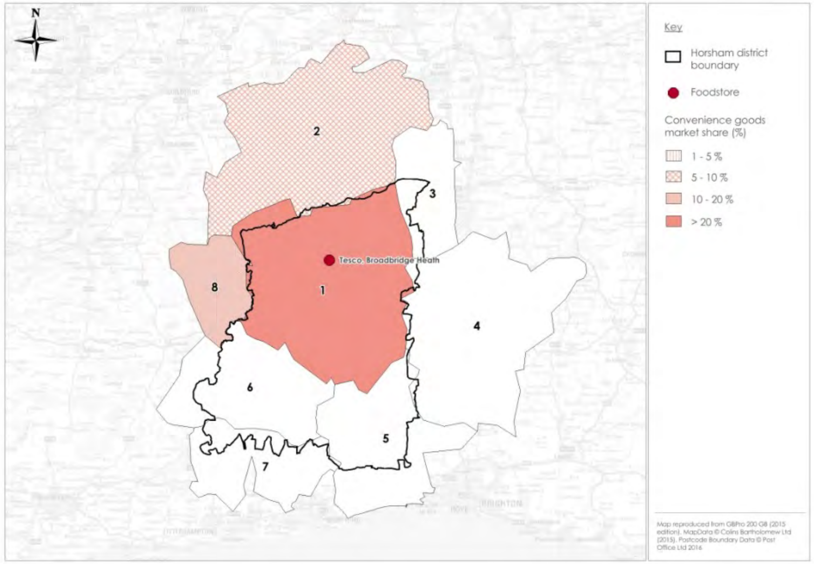
Figure 6.3: Waitrose, Albion Way Market Share Plan



6.19 The M&S turnover in 2010 was identified to be £4.9m, and it was highlighted then that usage of these smaller town centre stores can be somewhat underestimated by the telephone surveys which do not pick up passers-by, linked trip shoppers, local employees and 'quick stop' shopping trips. Based on our understanding of the centre and store, and our site-visits historically and more recently, we believe this store to be trading strongly and there are currently no concerns in respect of its closure.

6.20 The out of centre Tesco at Broadbridge Heath achieves a strong market share in both Zones 1 and 8 drawing 24.2% and 18.7% respectively. Tesco Broadbridge Heath also draws smaller market shares from Zones 2, and 6 (6.5% and 3.2%). In total we estimate that the store has a total convenience goods turnover of approximately £66.7 m (Table 5a, Appendix 1). Based on a floorspace of 2,666 sq m net convenience, this equates to a sales density of circa £25,019, compared to the average sales density for Tesco of £10,985 per sq m. This highlights the strong performance of this store, despite experiencing a fall in turnover from £74.5m in 2010.

Figure 6.4: Tesco, Broadbridge Heath Market Share Plan



6.21 Other convenience stores and independent food retailers in Horsham draw a market share of 3.2% in Zone 1, and very small proportions in Zone 3 (0.7%), Zone 4 (0.3%), Zone 6 (0.8%), Zone 7 (0.9%) and Zone 8 (0.6%). The strong independent and niche offer is having some influence across a relatively large catchment area, and the total turnover of this sector (£9.9m) represents a strong increase from the 2010 evidence base (£5.1m) – particularly considering the larger foodstores have experienced a fall in turnover in comparison. We consider this sector to be performing particularly strongly.

Need Projections

6.22 The need for additional convenience goods floorspace in Horsham town centre up to 2031, incorporating interim years of 2021 and 2026 has been examined. In order to ensure our need forecasts are as up to date and robust as possible, we take account of new convenience goods developments already coming forward as a result of existing planning permissions. In this context, we are not aware of any such schemes, and we conclude there are no ‘planning commitments’ to factor into the assessment.

6.23 There will be surplus convenience goods expenditure to support further convenience goods floorspace in Horsham between 2016 and 2031. Our projections are summarised in Table 7, Appendix 1, and indicate that by 2021 there will be £70.6m residual expenditure to support convenience goods floorspace, which is forecast to grow to £76.2m by 2026 and again to £81.2m by 2031. The 2010 study forecast to 2020, and to that period the study identified residual expenditure of £43.6m, c.£27m less than that identified in this up-to- date assessment to the period 2021.

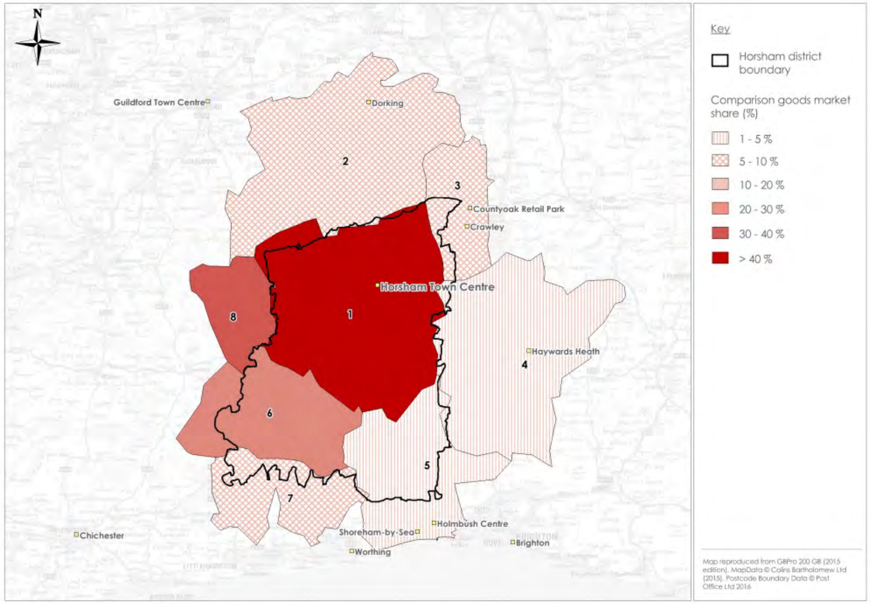
6.24 When converting this residual expenditure into floorspace we have assumed that mainstream foodstore operators would aim to achieve an average sales density of around £10,000 per sq m net; growing by just 0.08% per annum. Assuming constant market shares, there is capacity for an additional 7,033 sq m net convenience goods floorspace by 2021, growing to 7,556 sq m net by 2026 and again to 8,022 sq m net by 2031. This need is being driven by growth in population and expenditure together with the overtrading performance of Sainsbury’s, Waitrose and Tesco, but excludes growth and development allocated at ‘land north of Horsham’.

Comparison Goods

Town Centre / Out of Centre Performance

6.25 Table 4 in Appendix 2 indicates the trade draw of Horsham town centre, Broadbridge Heath Retail Park and Tanbridge Retail Park. It is evident that Horsham town centre has its strongest market share in Zone 1 (59%), Zone 8 (38.5%) and Zone 6 (23.7%). Figure 6.1 below illustrates the extent of the town centre’s influence throughout the defined survey area highlighting variations in market share. This includes the new John Lewis store on the edge of the Primary Shopping Area.

Figure 6.5: Horsham Town Centre Comparison Goods Market Share Plan



6.26 On the basis of current market shares, we estimate that Horsham town centre currently retains approximately 17.3% of comparison goods trade within the study area. As noted already, within Core Zone 1, this figure is considerably higher at 59%. This level of trade retention equates to a comparison goods turnover of £330.9m, and a performance sales density of around £10,938 per sq m net. Based on our experience elsewhere, we consider that Horsham is performing extremely strongly for a town centre of this size. This is consistent with our qualitative review of the town centre. It is apparent that the performance of the town centre has improved since the 2010 Retail Study, when a sales density of £9,204 per sq m net was recorded.

6.27 This assessment has considered the effect of Horsham maintaining its existing market share and used growth in population and expenditure to support the development of new floorspace. Potentially, over the latter part of the development plan period, Horsham could face increasing competition in the wider sub-region, particularly Worthing, Guildford, Brighton and Crawley if schemes in these locations go ahead. In Guildford, we understand the North Street proposals may include a John Lewis at Home as a potential anchor, which may pose direct competition to Horsham from this part of the catchment area. In Zone 2, for example, Horsham has an 8.6% market share, in Zone 8 Horsham has a 38.5% market share, and in Zone 1 Horsham has a 59% market share. Maintaining existing market share through a continued 'Town Centres First' strategy will become increasingly important to Horsham town centre.

6.28 Based upon our assessment it is evident from Table 7 in Appendix 2, that there will be residual expenditure to support further comparison goods floorspace in Horsham by virtue of growth in population and available expenditure. We estimate that by 2021, there will be residual expenditure of £31.1m, rising to £89m by 2026 and again to £166.9m by 2031.

Needs Projections

6.29 In assessing capacity for future comparison goods floorspace, we have assumed that the efficiency with which existing floorspace is being used will increase over time, and we have assumed an annual growth in existing sales per sq m net of 1.75%. Total floorspace in Horsham District is currently trading at an average of £10,938 per sq m net. Drawing on our experience elsewhere in similar sized and performing centres, we have used assumptions for sales densities for new comparison goods floorspace of £7,000 per sq m net on the basis that new floorspace will distribute and dilute expenditure. We also forecast that this will grow by 1.75% per annum.

6.30 Based on our assessment, it is evident from Table 7 in Appendix 2, that there will be capacity to support further comparison goods floorspace over the period to 2031. We estimate that by 2021, there would be theoretical capacity to support an additional 4,074 sq m net of comparison goods floorspace, growing to 10,691 sq m net by 2026 and again to 18,378 sq m net by 2031.

SUMMARY

Baseline capacity projections are based on current market shares, identifying capacity for new convenience and comparison goods floorspace by virtue of population and expenditure growth. The analysis has identified the strength in the performance of foodstores and town centre non-food floorspace, all of which is overtrading. The assessment has identified a need for 7,033 sq m net of convenience goods floorspace by 2021 rising to 8,022 sq m net by 2031; and 4,074 sq m net of comparison goods floorspace by 2021 rising 18,378 sq m net by 2031.

The location of any new retail development should be subject to the sequential test and guided by the overall 'Town Centres First' strategy. It should be noted that capacity figures arising towards the end of the HDPF plan period (to 2031) are more likely to be subject to margins of error.

7 CONCLUSIONS & RECOMMENDATIONS

Policy Framework

7.1 The National Planning Policy Framework (NPPF) was adopted in March 2012 and replaces the suite of national Planning Policy Statements, including PPS4. The NPPF maintains the general thrust of PPS4 and advocates a 'town centres first' approach. It requires planning policies to positively promote competitive town centre environments and manage the growth of centres over the plan period. Changes to legislation now allows permitted development from Use Class A1 to Class A2 and A3, enabling such development to by-pass the retail policies of many Local Authorities which restrict the amount of non-A1 units in a retail centre or frontage, such as those set out below in Policy 13 of the HDPF.

7.2 The NPPG clarifies that any town centre strategy should be based on evidence of the current state of town centres and opportunities to meet development needs and support their vitality and viability. This should demonstrate how town centres can accommodate the full extent of 'need' identified, and provide a series of indicators with which to test town centre 'health'.

7.3 The HDPF seeks to ensure that Horsham Town will retain its unique historic and cultural market town character, whilst attracting investment and growing positively with mixed use development of high quality that enhances the town's status as a hub for the district. The policy framework endorses a 'Town Centres First' Strategy, and supports a mix of shopping, culture, entertainment, eating and drinking and niche independent representation, all underpinned by the promotion of distinct town centre areas.

7.4 Outside the town centre, two key areas of change are identified. First, Broadbridge Heath Quadrant is identified as a key mixed use redevelopment Opportunity Area, to include retail to reinforce its role as a successful out of town retail location. Second, land to the North of Horsham is identified as a Key Strategic Allocation in the district, to accommodate 2,500 new homes with associated infrastructure and a new Local Centre of no more than 6,000 sq m net. Such development is also intended to feed consumer demand for town centre uses in Horsham town centre and also more locally within the development area.

Retail and Leisure Market Review

7.5 The 'traditional' high street continues to face a number of challenges stemming from the impacts of the economic downturn between 2008-2013, the tightening of retail spending in recent years, and continued significant changes in consumer shopping behaviour. The growth in online shopping continues to act as tough competition for the high street, but also presents an opportunity for the high street to capitalise by maximising the opportunities arising from services like 'click & collect', and retailers are moving towards a seamless transition between store-based and virtual shopping experiences.

7.6 Out-of-centre retailing remains an ever-present source of competition, and market evidence suggests that many retail parks have performed well during the economic downturn, and are becoming increasingly attractive to 'high street' retailers. Portfolio aspiration is generally to increase footfall through a greater product offer and mix of uses to encourage footfall and longer dwell times. Town centre strategies which support the continued evolution of the high street are therefore considered ever more vital. This may involve providing a high quality shopping 'experience', maximising the benefits of tourist trade, and improving the mix of retail and non-retail outlets to increase length of stay and spend.

7.7 Through its various strategies and activities, it will be important for the Council to carefully manage growth and change at Broadbridge Heath as identified in Policy 6 of the HDPF in the context of this national trend identified. There will be a continued need to be cautious in respect of out-of-centre retail development and to protect town centres, particularly in light of the continued values attached to the enhancement of retail parks.

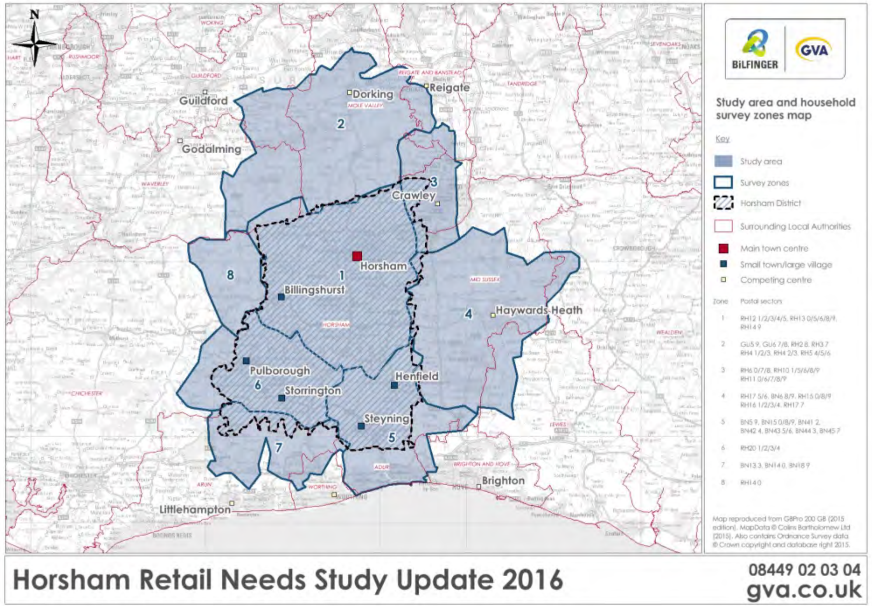
7.8 It will be important for Horsham to be well positioned to be able to adapt to on-going changes in the retail and leisure sector over the development plan period and to reaffirm unique selling points which differentiates the retail offer from other centres. Horsham should continue to differentiate itself from higher order centres rather than compete directly with them and aim to enhance the mix of uses, including Use Class A3/A4 and Use Class D2 leisure. Heritage, tourism assets and other 'unique selling points' should be capitalised on, and robust place marketing strategies put in place.

Sub-Regional Context

7.9 Horsham captures approximately £330.9m of comparison goods expenditure from the survey area, equating to a market share of 17.3%. Since 2010, Horsham has strengthened its influence, gaining an enhanced market share in survey zones 3, 6, 7 and 8, whilst retaining a consistent market share in Core Zone 1 (See Plan overleaf). Horsham has lost market share in Zone 2 where there are a number of competing centres in close proximity, including Dorking, Crawley, Reigate and Guildford. It is apparent that Horsham has not extended its area of influence in the east and south, where key competing centres include Haywards Heath, Brighton, Worthing, Crawley and Shoreham-by-Sea and the nearby Holmbush Centre.

7.10 A more detailed analysis by goods type has demonstrated that Horsham is most competitive in the 'furniture and furnishings' and 'recreational and luxury goods' categories, which is likely a consequence of John Lewis arriving in the district. Horsham is the second most competitive destination in the clothing category (after Crawley) and in the domestic appliances and tv/photographic and computer category (after County Oak Retail Park). Horsham is the third most competitive destination in the personal care category (after Crawley and Burgess Hill).

7.11 Key competing town centres are identified to be Crawley, Worthing, Brighton, Haywards Heath and Guildford (in descending order), whilst shopping patterns are also influenced by the County Oak Retail Park. In terms of future change, there is little committed in the short to medium term (1-3/5 years), but there are plans for extensions/redevelopment at Churchill Square, Brighton; North Street and the Station in Guildford; and the Montague Centre in Worthing. County Oak Retail Park in Crawley is currently undergoing extension and modernisation and should be monitored by planning officers and through regular retail study updates.



7.12 Horsham will likely retain its position in the sub-regional retail hierarchy, benefitting from click & collect innovations, on-going investment and a strong retail and leisure sector. The role and investment potential/plans in competing centres should continue to be monitored, and whilst a number are identified as being large-scale and strategic in nature, there is little in the way of implementation in the short-medium term (1-3/5 years). There are evidently no current barriers to Horsham retaining or improving its positioning over the next few years and a continued pro-active approach will be key.

Horsham Town Centre: Qualitative Analysis

7.13 Horsham is a strong retail centre, performing well, with a low vacancy rate, attractive environment and a good mix of mainstream, independent, and eating and drinking operators. More recently the retail mix has included a growing number of high-end operators including Jigsaw, Jo Jo Maman Bebe and Joules, for example.

7.14 Piries Place and Bishopric experience an inferior environment, a poor retail mix and low footfall, and should therefore form part of the wider town centre strategy and focus for investment. Change and consolidation in these areas will help to achieve and strengthen east/west connectivity in-line with the strong north/south axes which is performing well as the 'core anchor', linking peripheral and central areas.

7.15 Overall, businesses are positive about the town centre and their future representation, but would like to see a continued improvement in the range and quality of shops, enhanced customer car parking and overall legibility. Car parking is clearly an important mode of transport, with over 55% travelling to the town centre by car, and the quality, quantity and management of car parking will clearly impact upon the health and performance of the town centre as shopping and leisure destination.

7.16 The analysis demonstrates that the Waitrose/John Lewis development has, overall, been a positive contributor to the role and attraction of Horsham, but is not viewed unanimously as forming part of the core shopping area. Instead, the new development is perceived as forming a separate shopping destination outside of the town centre, and the focus should now be on improving linkages, connectivity and legibility as far as is possible. Nevertheless, the John Lewis/Waitrose development has clearly helped consolidate and strengthen the primary catchment area of Horsham as a destination.

7.17 The health check analysis emphasises the importance of the town centre mix, and whilst multiple brands such as M&S, Poundland, Wilko's, Boots and WH Smith are popular, the character and role of independent and niche 'market town' businesses are viewed as being equally as important. Consumers believe the town centre could be improved through a better range of shops (including clothing), more independent shops and better cinema facilities. The leisure assessment identifies a need for an improved multiplex and/or boutique/art house cinema.

Retail Need Projections

7.18 Baseline capacity projections are based on current market shares, identifying capacity for new convenience and comparison goods floorspace by virtue of population and expenditure growth. The analysis has identified the strength in the performance of convenience and comparison goods floorspace, all of which is overtrading and stronger than last analysed in 2010. This is likely to have been supported by the opening of John Lewis at Home and the improved attraction of Horsham as a visitor destination. The assessment has identified a need for:

- 7,033 sq m net of convenience goods floorspace by 2021 rising to 7,556 sq m net by 2016 and again to 8,022 sq m net by 2031; and
- 4,074 sq m net of comparison goods floorspace by 2021 rising to 10,691 sq m net by 2026 and again to 18,378 sq m net by 2031.

7.19 We do not recommend the Council plan for the level of 'need' to the period 2031. Given inevitable change in the future passage of time, continued economic uncertainty and expected evolution and change to housing numbers, we recommend – over the course of the plan period – that the Council plan for need arising in the medium term to 2026; this equates to the delivery of around 7,500 sq m net of convenience goods floorspace, and 10,700 sq m net of comparison goods floorspace to be delivered over the full plan period.

7.20 This approach will help safeguard the vitality and viability of Horsham town centre and enable growth and change to come forward on identified sites within the town centre. This policy decision, grounded in wider socio-economic trends, will ensure a continued 'town centres first' approach in accordance with government policy aspirations.

7.21 The location of any new retail development should be subject to the sequential test and guided by the overall 'Town Centres First' strategy and need to maintain the historic character of the town and the strong mix of multiple and independent retailing.

Recommendations

7.22 Overall, our assessment indicates that Horsham is performing very well, with a strong turnover, improved market share, and the recent John Lewis/Waitrose development contributing to the attraction of Horsham as a destination and facilitating the introduction of a number of niche and high-end operators elsewhere in the Primary Shopping Area. A number of recommendations to take forwards based on the evidence based analysis are suggested as follows:

HTC1: Policy 13 of the HDPF: Town Centre Uses is designed to protect the proportion of Use Class A1 within Primary and Secondary Frontages, but this may now be undermined by the change in legislation allowing more flexible permitted development rights to Use Class A2 and A3. The Council should consider the introduction of Article 4 Directions across the Primary Shopping Area in Horsham town centre to avoid the loss of Use Class A1 in Primary Shopping Frontages, and to control the loss in Secondary Shopping Frontages.

HTC2: The Council should monitor, where possible, change in competing centres and the level of influence these have on Horsham's catchment in the future. This might be through officer research and/or regular retail/town centre study updates. Town centres with investment plans include Brighton, Guildford and Worthing, whilst the improvements to the County Oak Retail Park in Crawley will also enhance this already strong shopping destination. It will be informative to understand the level of competition, extent of change and new operators being introduced to those centres.

HTC3: Retain the Primary and Secondary Shopping Frontages and the Horsham Town Centre Boundary as defined on the adopted Policies Map which accompanies the HDPF.

HTC4: Develop a focused, robust place making strategy and investment plan – as part of the Horsham vision – for Piries Place and Bishopric, including improved connectivity, legibility and signage; the consideration of the independent sector (niche retailing) and the extension of public realm improvements from East Street and Market Square to Piries Place. In addition, a cinema facility would contribute to these aims and any strategy should include public realm design and consistency with the rest of the town centre.

HTC5: Continue exploring opportunities to enhance linkages, connectivity and legibility between the John Lewis/Waitrose development and the Primary Shopping Area.

HTC6: The positive role of the independent sector (niche retailing) was acknowledged by consumers within the survey evidence, and this sector should be protected and promoted for growth in order to achieve the vision set out in the HDPF, thereby reaffirming Horsham town centre's unique selling point which differentiates its retail offer from other centres, enabling it to differentiate itself from – rather than directly compete with higher order retail centres. Redevelopments should consider a mix of appropriate unit sizes. Heritage, tourism assets and other unique selling points should be capitalised on and robust place making strategies put in place.

HTC7: Promote and facilitate a multiplex and/or boutique cinema facility in Horsham town centre.

HTC8: Direct 6,000 sq m net of identified retail 'need' to 'Land North of Horsham' (Strategic Allocation), split approximately 50/50 between convenience/foodstore and comparison goods floorspace. This should be kept under review, should the scheme evolve. This floorspace is broadly equivalent to the convenience floorspace in Tesco at Broadbridge Health, and the comparison floorspace in Homebase at Broadbridge Heath.

HTC9: Ensure the provision of a sufficient supply of suitable sites in Sainsbury's/The Forum, and Bishopric/Freshwater Parade to accommodate the remaining need for 4,500 sq metres net of convenience goods floorspace to the period 2026, through the Horsham Vision, in the Site Allocations DPD as may be appropriate or as part of the HDPF review. This level of floorspace is broadly equivalent to the existing town centre Sainsbury's foodstore.

HTC10: Ensure the provision of a sufficient supply of suitable sites in Horsham Town Centre, including locations such as Sainsbury's/The Forum, and Bishopric/Freshwater Parade to accommodate the remaining 'need' for 7,700 sq metres net of comparison goods floorspace to the period 2026, through the Horsham Vision, in the Site Allocations DPD as may be appropriate or as part of the HDPF review. This level of floorspace is marginally larger than the combined retail warehouse floorspace at Tanbridge and Broadbridge Heath Retail Park.

HTC11: Through the Horsham Vision Project, aim to replicate the strong north/south axes with an enhanced east/west 'footfall' axes, with investment driving linkages with the east and west peripheral areas from Bishopric through to Piries Place.

HTC12: Monitor and analyse car park pricing, usage and capacity and any changes over time that may directly affect visitation and dwell time.

HTC13: Monitor Horsham town centre's population as a consequence of conversions to residential uses. Recommended analysis of town centre population and consequent retail and leisure spend potential, and implications on town centre 'change'.

HTC14: Enforce an impact threshold within future planning policy documents, ensuring that edge and out-of-centre retail development proposals are required to undertake a full and detailed impact assessment for schemes up to 500 sq m gross.

HTC15: Retain and enhance the cultural and leisure offer provided in Horsham Town Centre, including the role of the Capitol Theatre, the museum and pavilions.

Key Questions

7.23 As part of the Horsham Town Retail and Leisure Study (2016), the Council requested a response to five key questions regularly posed to Strategic Planning. The issues surrounding these questions have been discussed throughout this report, but we summarise a response to each in turn below.

Q1) How is the town centre performing after the recent significant improvements due to the opening of 'John Lewis at Home' and 'Waitrose'?

7.24 The opening of John Lewis at Home and Waitrose has had a positive impact on the overall performance of the town centre, despite being located in an edge-of-centre location and in the absence of a seamless integration with the main shopping area.

7.25 Since 2010, Horsham town centre has increased its market share across the north-east/south-west axes of the survey area (Zones 3, 6, 7 and 8) which is a strong signal of a strengthening town centre. Other parts of the survey area are restricted by competing centres (Dorking, Crawley, Reigate, Guildford & Haywards Heath, Brighton, Worthing, Shoreham-by-Sea and the Holmbush Centre), and Horsham would not necessarily be expected to encroach into these competing centre core catchment areas. Overall, the picture of an improved and consolidated catchment is positive.

7.26 Within the Zone 1-8 Survey Area, the majority of residents are choosing Horsham for their furniture, floor coverings and household textiles shopping. Whilst there is no evidence to suggest this is a direct a consequence of John Lewis, this does mirror the product range on offer in this new destination and is likely to have had a positive impact on shopping patterns.

7.27 There is substantial evidence that the John Lewis/Waitrose development is predominantly trading as a separate entity to the main shopping area:

i) As part of the business survey, 53.3% of businesses considered that people are visiting the John Lewis/Waitrose, but not the rest of the town centre.

ii) As part of the in-centre survey, only 5.7% of respondents recorded John Lewis/Waitrose as a 'main store' that they would be visiting in the 'town centre', but 35.9% stated that they had visited the John Lewis/Waitrose store that day.

iii) The weakest area of footfall activity across the town centre is identified to be on Albion Way, between the John Lewis/Waitrose and Bishopric.

These key pieces of evidence reinforce the view that visitors to Horsham do not view this development as forming part of the Primary Shopping Area, and instead perceive it as a separate entity/part of the wider Horsham offer outside of the core shopping area.

7.28 Overall, however, shoppers and businesses highlight that the impact has been positive to the wider town centre and Horsham as a 'destination':

i) As part of the business survey, 45.3% of business stated that the development has meant that people stay longer in Horsham town centre, whilst 68% of businesses stated that the impact of the development has had a positive impact upon the town centre.

ii) As part of the in-centre survey, 24.2% of respondents stated that they visit the town centre more frequently as a result of the new John Lewis/Waitrose.

7.29 Paragraphs 7.13-7.17 set out above, identifies the qualitative strength of Horsham town centre, which has improved recently by the introduction of John Lewis/Waitrose, and the subsequent introduction of a number of higher end retailers including Jigsaw, Jo Jo Maman Bebe and Joules.

7.30 The quantitative performance of Horsham town centre has improved from £9,204 per sq m net in 2010 to £10,938 per sq m net in 2016. This might be a consequence of a number of contributory factors, but does coincide with the introduction of the John Lewis/Waitrose and subsequent catchment consolidation and qualitative enhancements to the main shopping area.

Q2) Will there be any positive or negative effects of the large increase in town centre living in Horsham town due to the office to residential conversions?

7.31 Town centre living is encouraged in government policy. In ensuring the vitality and viability of town centres, the NPPF emphasises (paragraph 23) that local planning authorities should recognise town centres as the heart of their communities and that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites.

7.32 Some local authorities are concerned about the introduction of permitted development enabling an easier conversion of office space to residential and have produced Article 4 directions removing these permitted development rights. It will be important for local authorities to achieve a balance in the mix of uses and in the first instance to ensure the retention of sufficient office space to retain a commercial heart in a town centre – generally in accordance with employment land need and associated town centre strategies. Provided a balance is achieved, town centre living can provide substantial benefits to town centres, as encouraged in policy.

7.33 The Association of Town and City Centre Management (ATCM) has recently identified the importance of 'community spirit' to successful town centres, an issue closely related to town centre living. They note that:

> *"Community spirit is closely associated to various elements of social cohesion and, in some cases, a sense of pride of place and even customer loyalty. Stronger community bonds can be instrumental in a town centre's ability to address and surpass resident and visitors needs and expectations by providing genuine local ambassadors for the high street in the form of the area's local residents themselves.*
>
> *Community spirit is also a key element of quality of life. Evidence suggests that people who feel part of their place are happier and more willing to get involved in sharing their skills to make things happen locally. This can create a positive spiral of activity, distinctiveness and satisfaction."*
>
> *Source: Successful Town Centres – development effective strategies (ATCM)*

7.34 Town centre living can help reduce perceptions and occurrences of crime, it can enhance footfall through evening hours and support the evening economy – particularly in the commercial leisure sector. Conversions can remove empty and derelict buildings and breathe new life into previously quiet and un-trodden areas of a town centre.

Q3) How do we avoid Horsham becoming a clone town and support the continued presence of our independent shops as an essential part of the character of Horsham?

7.35 To some extent, the continued presence of a niche and good quality independent sector is a natural evolution stemming from a strong and high end socio-economic profile. The catchment around Horsham benefits from a wealthy catchment when compared to national averages, with seven out of eight zones having higher than national average disposable income in both convenience and comparison goods categories.

7.36 Investment in the public realm and character of an area cannot be underestimated when aiming to attract independent businesses and footfall to niche retail/leisure areas. The character of particular buildings of special interest and architectural value should underpin this strategy, with people wanting to visit and spend time in 'attractive environments with points of interest'.

7.37 Business rates are a key issue for independent businesses, albeit this is beyond the control of planning. Nevertheless, the Council can implement strong and robust frontage policies to avoid the introduction of more undesirable A5 take-aways and A2 financial and business services, for example. This combined with a strong catchment profile and public realm/frontage investment will assist in retaining these independent businesses. Horsham currently has a good mix, choice and range of operator, and this assessment concludes that there is no immediate risk of becoming a clone town, but rather recent changes continue to elevate Horsham to a higher status of centre.

Q4) Why do people shop in Horsham and where do they come from?

7.38 Visitors to Horsham travel for a number of reasons, often for more for more than one reason. These include:

- Non-food shopping – 58.3%
- Food shopping – 32.0%
- General browsing – 32%
- Café/restaurant for lunch/dinner – 14.6%
- Financial services – 8.7%
- Personal services (e.g. hairdressers/beauty salon) – 6.8%
- Meeting friends/socialising – 5.8%

7.39 Visitors to Horsham were asked what the main reason for their visit to Horsham was:

- Non-food shopping – 38.8%
- General browsing – 18.4%
- Food shopping – 12.6%
- Personal services (e.g. hairdressers/beauty salon) – 4.9%
- Financial services – 4.9%

7.40 In responding to the question where people come from, we refer the reader to Table 4.2 and Figure 4.3 in Section 4.

Q5) How can the quality and quantity and management of car parking influence the health of Horsham Town Centre?

7.41 For many people, the possibility of driving into town and parking their car in a safe car park remains a considerable element of convenience-based attractiveness as it grants them a higher sense of perceived comfort and independence. Many retailers and high street businesses would tend to agree with this and, in some cases, would prefer for their customers to be able to park near their shop or outlet for ease of access (ATCM). The ATCM emphasise that measuring and monitoring the level of car park usage, alongside footfall and retail sales contributes to a dynamic picture of activity levels in the town centre, i.e. they are integrally linked.

7.42 Government policy endorses this link between the importance of car parking and the health of town centres, encouraging local authorities (paragraph 40) to seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate, and the Planning Practice Guidance adds that this should avoid unfairly penalising drivers.

Report

APPENDIX 1

Convenience Retail Need

Horsham District Council
Retail and Leisure Study 2017

Convenience Need Assessment

Table 1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
2016	94,493	64,347	106,051	107,557	96,033	26,103	20,120	5,842	**520,546**
2021	97,917	66,745	111,739	111,610	99,349	26,865	21,009	6,140	**541,374**
2026	101,408	69,151	116,697	115,490	102,839	27,539	21,966	6,431	**561,521**
2031	104,624	71,465	120,993	119,000	106,084	28,134	22,745	6,728	**579,773**
Change 2016-2031	*10,131*	*7,118*	*14,942*	*11,443*	*10,051*	*2,031*	*2,625*	*886*	***59,227***

Source: Experian Micromarketer (March 2016)

Table 1a
Survey Area Postal Sectors

Zone	Postal Sectors
Zone 1	RH 12 1/2/3/4/5, RH13 0/5/6/8/9, RH14 9
Zone 2	GU5 9, GU6 7/8, RH2 8, RH3 7, RH4 1/2/3, RH5 4/5/6
Zone 3	RH6 0/7/8, RH10 1/5/6/8/9, RH11 0,6,7,8,9
Zone 4	RH17 5/6, BN6 8/9, RH15 0/8/9, RH16 1/2/3/4, RH17 7
Zone 5	BN5 9, BN44 3, BN15 0/8/9, BN41 2, BN42 4, BN43 5/6, BN45 7
Zone 6	RH20 1/2/3/4
Zone 7	BN13 3, BN14 0. BN18 9
Zone 8	RH14 0

Convenience Need Assessment

Table 2

Survey Area Retail Expenditure Forecasts Per Capita (2014 prices) - Convenience Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2014	2,350	2,463	2,125	2,337	2,263	2,618	2,566	2,781
2016	2,303	2,414	2,083	2,290	2,218	2,566	2,515	2,725
2016 Minus SFT at 3.0%	2,234	2,341	2,020	2,222	2,151	2,489	2,439	2,644
2021	2,319	2,431	2,097	2,306	2,233	2,584	2,532	2,745
2021 Minus SFT at 4.4%	2,217	2,324	2,005	2,205	2,135	2,470	2,421	2,624
2026	2,331	2,443	2,108	2,318	2,245	2,597	2,545	2,758
2026 Minus SFT at 5.1%	2,212	2,318	2,000	2,200	2,130	2,464	2,415	2,618
2031	2,343	2,455	2,118	2,330	2,256	2,610	2,558	2,772
2031 Minus SFT at 5.8%	2,207	2,313	1,995	2,194	2,125	2,458	2,410	2,611

Source: Experian Micromarketer, April 2016. Growth rates and allowance for SFT are dervied from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table 3

Survey Area Retail Expenditure Forecasts (2014 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)
2016	211.1	150.7	214.2	239.0	206.6	65.0	49.1	15.4	1,151.0
2021	217.1	155.1	224.0	246.1	212.1	66.4	50.9	16.1	1,187.8
2026	224.3	160.3	233.4	254.0	219.1	67.9	53.1	16.8	1,228.9
2031	230.9	165.3	241.4	261.1	225.4	69.2	54.8	17.6	1,265.7
Change 2016-31	***19.8***	***14.6***	***27.2***	***22.2***	***18.8***	***4.2***	***5.7***	***2.1***	***114.7***

Source: Tables 1 & 2

Convenience Need Assessment

Table 4
Convenience Goods Allocation 2016 - % Market Share

Zone Centre/Store	Policy Allocation	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)
Horsham Town Centre Market Share %									
Sainsbury's, Worthing Road	Town Centre	23.5%	2.2%	0.4%	0.0%	4.6%	4.4%	1.3%	4.8%
Waitrose, Albion Way	Town Centre	5.2%	0.9%	1.8%	0.0%	0.5%	2.2%	0.0%	4.7%
M&S, Swan Walk	Town Centre	0.6%	0.6%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%
Local Shops Horsham Town Centre	Town Centre	3.2%	0.0%	0.7%	0.3%	0.0%	0.8%	0.9%	0.6%
Sub-total, Horsham Town Centre		**32.5%**	**3.6%**	**3.2%**	**0.3%**	**5.1%**	**7.9%**	**2.2%**	**10.1%**
Horsham Out-of-Centre Market Share %									
Tesco, Broadbridge Heath	Out of Centre	24.2%	6.5%	0.0%	0.0%	0.4%	3.2%	0.0%	18.7%
Tesco Express, Brighton Road	Out of Centre	3.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Sub-Total, Out of Centre		**27.4%**	**6.5%**	**0.0%**	**0.0%**	**0.7%**	**3.2%**	**0.0%**	**18.7%**
TOTAL Horsham Town Centre & Out of Centre		**59.8%**	**10.1%**	**3.2%**	**0.3%**	**5.8%**	**11.1%**	**2.2%**	**28.8%**
Other Destinations		40.2%	89.9%	96.8%	99.7%	94.2%	88.9%	97.8%	71.2%

Convenience Need Assessment

Table 5a
Convenience Goods Allocation 2016 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total* *(%)*
Total Available Spend - 2016		**211.1**	**150.7**	**214.2**	**239.0**	**206.6**	**65.0**	**49.1**	**15.4**	**1,151.0**	***100.0***
Horsham Town Centre Trade Draw Zone 1-8 (£m)											
Sainsbury's, Worthing Road	Town Centre	49.6	3.3	0.8	0.0	9.5	2.8	0.6	0.7	**67.4**	***5.9***
Waitrose, Albion Way	Town Centre	11.0	1.3	3.9	0.0	1.0	1.4	0.0	0.7	**19.4**	***1.7***
M&S, Swan Walk	Town Centre	1.2	0.8	0.6	0.0	0.0	0.3	0.0	0.0	**2.9**	***0.3***
Local Shops Horsham Town Centre	Town Centre	6.8	0.0	1.5	0.6	0.0	0.5	0.4	0.1	**9.9**	***0.9***
Sub-total, Horsham Town Centre		**68.5**	**5.5**	**6.8**	**0.6**	**10.5**	**5.1**	**1.1**	**1.6**	**99.6**	***8.7***
Out of Centre Trade Draw (£m)											
Tesco, Broadbridge Heath	Out of Centre	51.0	9.7	0.0	0.0	0.9	2.1	0.0	2.9	**66.7**	***5.8***
Tesco Express, Brighton Road	Out of Centre	6.7	0.0	0.0	0.0	0.6	0.0	0.0	0.0	**7.3**	***0.6***
Sub-total, Out of Centre Destinations (£m)		**57.7**	**9.7**	**0.0**	**0.0**	**1.5**	**2.1**	**0.0**	**2.9**	**74.0**	***6.4***
Total Town Centre and Out of Centre (£m)		**126.3**	**15.2**	**6.8**	**0.6**	**12.0**	**7.2**	**1.1**	**4.5**	**173.6**	**15.1**
Other (£m)		**84.8**	**135.5**	**207.5**	**238.3**	**194.6**	**57.7**	**48.0**	**11.0**	**977.4**	**84.9**

Horsham District Council
Retail and Leisure Study 2017

Convenience Need Assessment

Table 5b
Convenience Goods Allocation 2021 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total (%)*
Total Available Spend - 2021		**217.1**	**155.1**	**224.0**	**246.1**	**212.1**	**66.4**	**50.9**	**16.1**	**1,187.8**	***100.0***
Horsham Town Centre Trade Draw Zone 1-8 (£m)											
Sainsbury's, Worthing Road	Town Centre	51.0	3.4	0.8	0.0	9.8	2.9	0.7	0.8	**69.4**	***5.8***
Waitrose, Albion Way	Town Centre	11.3	1.3	4.1	0.0	1.0	1.4	0.0	0.8	**20.0**	***1.7***
M&S, Swan Walk	Town Centre	1.2	0.9	0.6	0.0	0.0	0.3	0.0	0.0	**3.0**	***0.3***
Local Shops Horsham Town Centre	Town Centre	7.0	0.0	1.5	0.6	0.0	0.6	0.4	0.1	**10.2**	***0.9***
Sub-total, Horsham Town Centre		**70.5**	**5.6**	**7.1**	**0.6**	**10.8**	**5.2**	**1.1**	**1.6**	**102.6**	***8.6***
Out of Centre Trade Draw (£m)											
Tesco, Broadbridge Heath	Out of Centre	52.5	10.0	0.0	0.0	1.0	2.1	0.0	3.0	**68.6**	***5.8***
Tesco Express, Brighton Road	Out of Centre	6.9	0.0	0.0	0.0	0.6	0.0	0.0	0.0	**7.5**	***0.6***
Sub-total, Out of Centre Destinations (£m)		**59.4**	**10.0**	**0.0**	**0.0**	**1.6**	**2.1**	**0.0**	**3.0**	**76.1**	***6.4***
Total Town Centre and Out of Centre (£m)		**129.9**	**15.6**	**7.1**	**0.6**	**12.4**	**7.4**	**1.1**	**4.6**	**178.7**	**15.0**
Other (£m)		**87.2**	**139.5**	**217.0**	**245.5**	**199.8**	**59.0**	**49.8**	**11.5**	**1009.1**	**85.0**

Horsham District Council
Retail and Leisure Study 2016

Convenience Need Assessment

Table 5c
Convenience Goods Allocation 2026 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total (%)*
Total Available Spend - 2026		**224.3**	**160.3**	**233.4**	**254.0**	**219.1**	**67.9**	**53.1**	**16.8**	**1,228.9**	***100.0***
Horsham Town Centre Trade Draw Zone 1-8 (£m)											
Sainsbury's, Worthing Road	Town Centre	52.7	3.5	0.9	0.0	10.1	3.0	0.7	0.8	**71.7**	***5.8***
Waitrose, Albion Way	Town Centre	11.7	1.4	4.3	0.0	1.0	1.5	0.0	0.8	**20.7**	***1.7***
M&S, Swan Walk	Town Centre	1.2	0.9	0.6	0.0	0.0	0.4	0.0	0.0	**3.1**	***0.3***
Local Shops Horsham Town Centre	Town Centre	7.2	0.0	1.6	0.6	0.0	0.6	0.5	0.1	**10.6**	***0.9***
Sub-total, Horsham Town Centre		**72.8**	**5.8**	**7.4**	**0.6**	**11.1**	**5.4**	**1.1**	**1.7**	**106.0**	***8.6***
Out of Centre Trade Draw (£m)											
Tesco, Broadbridge Heath	Out of Centre	54.2	10.3	0.0	0.0	1.0	2.2	0.0	3.2	**70.9**	***5.8***
Tesco Express, Brighton Road	Out of Centre	7.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	**7.8**	***0.6***
Sub-total, Out of Centre Destinations (£m)		**61.4**	**10.3**	**0.0**	**0.0**	**1.6**	**2.2**	**0.0**	**3.2**	**78.7**	***6.4***
Total Town Centre and Out of Centre (£m)		**134.2**	**16.2**	**7.4**	**0.6**	**12.8**	**7.6**	**1.1**	**4.9**	**184.7**	**15.0**
Other (£m)		**90.1**	**144.2**	**226.1**	**253.4**	**206.3**	**60.3**	**51.9**	**12.0**	**1044.2**	**85.0**

Horsham District Council
Retail and Leisure Study 2017

Convenience Need Assessment

Table 5d
Convenience Goods Allocation 2031 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total (%)*
Total Available Spend - 2031		**230.9**	**165.3**	**241.4**	**261.1**	**225.4**	**69.2**	**54.8**	**17.6**	**1,265.7**	***100.0***
Horsham Town Centre Trade Draw Zone 1-8 (£m)											
Sainsbury's, Worthing Road	Town Centre	54.2	3.7	0.9	0.0	10.4	3.0	0.7	0.9	**73.7**	***5.8***
Waitrose, Albion Way	Town Centre	12.0	1.4	4.4	0.0	1.1	1.5	0.0	0.8	**21.3**	***1.7***
M&S, Swan Walk	Town Centre	1.3	0.9	0.6	0.0	0.0	0.4	0.0	0.0	**3.2**	***0.3***
Local Shops Horsham Town Centre	Town Centre	7.4	0.0	1.7	0.7	0.0	0.6	0.5	0.1	**10.9**	***0.9***
Sub-total, Horsham Town Centre		**74.9**	**6.0**	**7.6**	**0.7**	**11.5**	**5.5**	**1.2**	**1.8**	**109.1**	***8.6***
Out of Centre Trade Draw (£m)											
Tesco, Broadbridge Heath	Out of Centre	55.8	10.7	0.0	0.0	1.0	2.2	0.0	3.3	**73.0**	***5.8***
Tesco Express, Brighton Road	Out of Centre	7.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	**8.0**	***0.6***
Sub-total, Out of Centre Destinations (£m)		**63.2**	**10.7**	**0.0**	**0.0**	**1.7**	**2.2**	**0.0**	**3.3**	**81.0**	***6.4***
Total Town Centre and Out of Centre (£m)		**138.1**	**16.7**	**7.6**	**0.7**	**13.1**	**7.7**	**1.2**	**5.1**	**190.1**	**15.0**
Other (£m)		**92.8**	**148.6**	**233.8**	**260.5**	**212.3**	**61.5**	**53.6**	**12.5**	**1075.6**	**85.0**

Convenience Need Assessment

Table 6: Existing Convenience Goods Floorspace

	Convenience goods floorspace (sq.m net)	Net Convenience Ratio (%)	Net Convenience Floorspace (sq m)	Company Average Sales Density (£ per sq m net)	Company Average Turnover (£000s)
Town Centre Floorspace					
Sainsbury's, Worthing Road	4,544	90%	4,090	11,537	47,182
Waitrose, Albion Way	1,347	95%	1,280	11,990	15,343
M&S, Swan Walk Shopping Centre	832	100%	832	10,718	8,917
Local Stores, Horsham Town Centre	606	95%	576	5,500	3,166
Out of Centre Floorspace					
Tesco Extra, Broadbridge Heath	3,555	75%	2,666	10,985	29,289
Tesco Express, Brighton Road	400	95%	380	10,985	4,174
TOTAL FLOORSPACE	**11,284**		**9,823**	**11,002**	**108,072**

Source: IGD Database / Horsham District Council

Horsham District Council
Retail and Leisure Study 2017

Convenience Need Assessment

Table 7
Horsham Convenience Goods Need Sq M Net

	CONVENIENCE GOODS			
	2016	2021	2026	2031
Total Available Expenditure (£m)	1,151.0	1,187.8	1,228.9	1,265.7
Market Share from Survey Aream(%)	15	15	15	15
Total Spend in Horsham (Town & Out-of-Centre) (£m)	173.6	178.7	184.7	190.1
Existing Retail Floorspace (sq.m net)	9,823	9,823	9,823	9,823
Sales per sqm net £	17,673	11,002	11,046	11,090
Sales from Existing Floorspace (£m)	173.6	108.1	108.5	108.9
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Spending to support new floorspace (£m)	0.0	70.6	76.2	81.2
Sales per sq m net in new shops (£)	10,000	10,040	10,080	10,121
New Floorspace 'Need' (sqm net) / Convenience Goods	**0**	**7,033**	**7,556**	**8,022**

Assumes 0.08% pa growth in sales efficiency 2016-2031

Report

APPENDIX 2

Comparison Retail Need

Horsham District Council

Retail and Leisure Study 2017

Comparison Need Assessment

Table 1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
2016	94,493	64,347	106,051	107,557	96,033	26,103	20,120	5,842	**520,546**
2021	97,917	66,745	111,739	111,610	99,349	26,865	21,009	6,140	**541,374**
2026	101,408	69,151	116,697	115,490	102,839	27,539	21,966	6,431	**561,521**
2031	104,624	71,465	120,993	119,000	106,084	28,134	22,745	6,728	**579,773**
Change 2016-2031	*10,131*	*7,118*	*14,942*	*11,443*	*10,051*	*2,031*	*2,625*	*886*	***59,227***

Source: Experian Micromarketer (March 2016)

Table 1a
Survey Area Postal Sectors

Zone	Postal Sectors
Zone 1	RH 12 1/2/3/4/5, RH13 0/5/6/8/9, RH14 9
Zone 2	GU5 9, GU6 7/8, RH2 8, RH3 7, RH4 1/2/3, RH5 4/5/6
Zone 3	RH6 0/7/8, RH10 1/5/6/8/9, RH11 0,6,7,8,9
Zone 4	RH17 5/6, BN6 8/9, RH15 0/8/9, RH16 1/2/3/4, RH17 7
Zone 5	BN5 9, BN44 3, BN15 0/8/9, BN41 2, BN42 4, BN43 5/6, BN45 7
Zone 6	RH20 1/2/3/4
Zone 7	BN13 3, BN14 0. BN18 9
Zone 8	RH14 0

Comparison Need Assessment

Table 2

Survey Area Retail Expenditure Forecasts Per Capita (2014 prices) - Comparison Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
2014	4,000	4,250	3,062	3,943	3,440	4,516	4,294	4,736
2016	4,444	4,721	3,402	4,380	3,822	5,017	4,770	5,261
2016 Minus SFT at 12.4%	3,893	4,136	2,980	3,837	3,348	4,395	4,179	4,609
2021	5,156	5,479	3,947	5,083	4,435	5,822	5,535	6,105
2021 Minus SFT at 15%	4,383	4,657	3,355	4,320	3,769	4,948	4,705	5,189
2026	6,013	6,388	4,603	5,927	5,171	6,788	6,455	7,119
2026 Minus SFT at 15.0%	5,111	5,430	3,912	5,038	4,395	5,770	5,486	6,051
2031	7,038	7,478	5,388	6,938	6,053	7,946	7,555	8,333
2031 Minus SFT at 14.6%	6,011	6,386	4,601	5,925	5,169	6,786	6,452	7,117

Source: Experian Micromarketer, April 2016. Growth rates and allowance for SFT are dervied from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table 3

Survey Area Retail Expenditure Forecasts (2014 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)
2016	367.8	266.1	316.0	412.7	321.5	114.7	84.1	26.9	1,909.9
2021	429.2	310.8	374.9	482.2	374.5	132.9	98.8	31.9	2,235.2
2026	518.3	375.5	456.5	581.8	452.0	158.9	120.5	38.9	2,702.5
2031	628.9	456.4	556.7	705.1	548.4	190.9	146.8	47.9	3,280.9
Change 2016-31	***261.0***	***190.3***	***240.7***	***292.4***	***226.9***	***76.2***	***62.7***	***21.0***	***1,371.0***

Source: Tables 1 & 2

Horsham District Council

Retail and Leisure Study 2017

Comparison Need Assessment

Table 4

Comparison Goods Allocation 2016 - % Market Share

Zone Centre/Store	Policy Allocation	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)
Horsham Market Share %									
Horsham Town Centre	Town Centre	59.0%	8.6%	6.2%	4.2%	3.7%	23.7%	5.4%	38.5%
Broadbridge Heath Retail Park	Out of Centre	13.0%	2.8%	0.0%	0.0%	0.3%	2.5%	0.0%	8.3%
Tanbridge Retail Park	Edge of Centre	2.6%	0.0%	0.0%	0.0%	0.1%	0.6%	0.0%	0.0%
Sub-total, Horsham		**74.6%**	**11.4%**	**6.2%**	**4.2%**	**4.1%**	**26.8%**	**5.4%**	**46.9%**
Competing Destinations Market Share %									
Crawley	Town Centre	9.1%	9.6%	50.5%	16.3%	0.1%	0.0%	0.5%	0.8%
Worthing	Town Centre	1.4%	0.0%	0.0%	0.1%	20.3%	13.8%	44.4%	0.5%
Brighton	Town Centre	0.3%	0.2%	1.8%	12.8%	14.3%	0.5%	2.4%	0.0%
Haywards Heath	Town Centre	0.5%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%
Countyoak Retail Park, Crawley	Out of Centre	3.4%	3.1%	17.8%	1.6%	0.0%	0.0%	0.0%	0.1%
Guildford	Town Centre	1.8%	18.6%	0.0%	4.5%	0.2%	2.7%	0.3%	13.3%
Dorking	Town Centre	0.0%	20.9%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Shoreham-by-Sea	Town Centre	0.4%	0.0%	0.3%	0.5%	10.3%	1.4%	2.3%	0.2%
Holmbush Centre, Shoreham-by-Sea	Out of Centre	0.2%	0.2%	0.2%	0.4%	9.7%	0.6%	1.0%	0.0%
Chichester	Town Centre	0.2%	0.3%	0.3%	0.5%	0.5%	15.3%	13.6%	3.5%
Sub-Total Competing Destinations		**17.3%**	**52.9%**	**70.8%**	**57.5%**	**55.3%**	**34.3%**	**64.3%**	**18.4%**
TOTAL Horsham and Competing Destinations		**91.9%**	**64.2%**	**77.0%**	**61.8%**	**59.4%**	**61.1%**	**69.7%**	**65.2%**
Other Destinations		8.1%	35.8%	23.0%	38.2%	40.6%	38.9%	30.3%	34.8%

Comparison Need Assessment

Table 5a
Comparison Goods Allocation 2016 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total* *(%)*
Total Available Spend - 2016		**367.8**	**266.1**	**316.0**	**412.7**	**321.5**	**114.7**	**84.1**	**26.9**	**1,909.9**	***100.0***
Horsham Trade Draw Zone 1-8 (£m)											
Horsham Town Centre	Town Centre	217.2	22.8	19.6	17.4	11.9	27.2	4.5	10.4	**330.9**	***17.3***
Broadbridge Heath Retail Park	Out of Centre	47.8	7.4	0.0	0.0	1.0	2.9	0.0	2.2	**61.4**	***3.2***
Tanbridge Retail Park	Edge of Centre	9.5	0.0	0.0	0.0	0.4	0.7	0.0	0.0	**10.6**	***0.6***
Sub-total, Horsham		**274.5**	**30.2**	**19.6**	**17.4**	**13.2**	**30.7**	**4.5**	**12.6**	**402.9**	***21.1***
Competing Destinations Trade Draw (£m)											
Crawley	Town Centre	33.4	25.7	159.5	67.4	0.4	0.0	0.4	0.2	**287.0**	***15.0***
Worthing	Town Centre	5.2	0.0	0.0	0.3	65.2	15.8	37.3	0.1	**123.8**	***6.5***
Brighton	Town Centre	1.1	0.5	5.6	52.6	46.0	0.6	2.0	0.0	**108.4**	***5.7***
Haywards Heath	Town Centre	2.0	0.0	0.0	86.1	0.0	0.0	0.0	0.0	**88.1**	***4.6***
Countyoak Retail Park, Crawley	Out of Centre	12.5	8.1	56.1	6.6	0.0	0.0	0.0	0.0	**83.4**	***4.4***
Guildford	Town Centre	6.8	49.4	0.0	18.4	0.6	3.1	0.2	3.6	**82.0**	***4.3***
Dorking	Town Centre	0.0	55.7	0.0	0.0	0.0	0.1	0.0	0.0	**55.8**	***2.9***
Shoreham-by-Sea	Town Centre	1.3	0.0	1.1	2.2	33.0	1.6	1.9	0.1	**41.1**	***2.2***
Holmbush Centre, Shoreham-by-Sea	Out of Centre	0.7	0.5	0.6	1.7	31.1	0.7	0.8	0.0	**36.1**	***1.9***
Chichester	Town Centre	0.8	0.8	0.8	2.2	1.5	17.5	11.4	0.9	**36.0**	***1.9***
Sub-total, Competing Destinations (£m)		**63.7**	**140.7**	**223.8**	**237.5**	**177.6**	**39.4**	**54.1**	**4.9**	**941.8**	***49.3***
Total Horsham and Competing Destinations (£m)		**338.2**	**171.0**	**243.4**	**254.9**	**190.9**	**70.1**	**58.6**	**17.6**	**1,344.6**	**70.4**
Other (£m)		**29.6**	**95.2**	**72.6**	**157.8**	**130.6**	**44.6**	**25.5**	**9.4**	**565.3**	**29.6**

Comparison Need Assessment

Table 5b
Comparison Goods Allocation 2021 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total* *(%)*
Total Available Spend - 2021		**429.2**	**310.8**	**374.9**	**482.2**	**374.5**	**132.9**	**98.8**	**31.9**	**2,235.2**	***100.0***
Horsham Trade Draw Zone 1-8 (£m)											
Horsham Town Centre	Town Centre	253.4	26.6	23.3	20.3	13.8	31.5	5.3	12.3	**386.5**	***17.3***
Broadbridge Heath Retail Park	Out of Centre	55.8	8.7	0.0	0.0	1.1	3.4	0.0	2.7	**71.6**	***3.2***
Tanbridge Retail Park	Edge of Centre	11.1	0.0	0.0	0.0	0.4	0.8	0.0	0.0	**12.3**	***0.6***
Sub-total, Horsham		**320.3**	**35.3**	**23.3**	**20.3**	**15.4**	**35.6**	**5.3**	**14.9**	**470.5**	***21.0***
Competing Destinations Trade Draw (£m)											
Crawley	Town Centre	39.0	30.0	189.2	78.7	0.4	0.0	0.5	0.3	**338.1**	*15.1*
Worthing	Town Centre	6.0	0.0	0.0	0.3	75.9	18.3	43.9	0.1	**144.6**	*6.5*
Brighton	Town Centre	1.3	0.5	6.6	61.5	53.6	0.7	2.4	0.0	**126.6**	*5.7*
Haywards Heath	Town Centre	2.3	0.0	0.0	100.6	0.0	0.0	0.0	0.0	**102.9**	*4.6*
Countyoak Retail Park, Crawley	Out of Centre	14.6	9.5	66.6	7.7	0.0	0.0	0.0	0.0	**98.5**	*4.4*
Guildford	Town Centre	7.9	57.7	0.0	21.5	0.7	3.6	0.3	4.2	**95.8**	*4.3*
Dorking	Town Centre	0.0	65.1	0.0	0.0	0.0	0.1	0.0	0.0	**65.2**	*2.9*
Shoreham-by-Sea	Town Centre	1.5	0.0	1.3	2.5	38.4	1.9	2.2	0.1	**47.9**	*2.1*
Holmbush Centre, Shoreham-by-Sea	Out of Centre	0.8	0.6	0.7	2.0	36.2	0.9	1.0	0.0	**42.1**	*1.9*
Chichester	Town Centre	0.9	1.0	1.0	2.6	1.7	20.3	13.4	1.1	**42.0**	*1.9*
Sub-total, Competing Destinations (£m)		**74.3**	**164.4**	**265.5**	**277.5**	**206.9**	**45.7**	**63.6**	**5.9**	**1,103.7**	***49.4***
Total Horsham and Competing Destinations (£m)		**394.6**	**199.7**	**288.8**	**297.8**	**222.3**	**81.3**	**68.9**	**20.8**	**1,574.2**	**70.4**
Other (£m)		**34.5**	**111.2**	**86.1**	**184.4**	**152.2**	**51.7**	**30.0**	**11.1**	**661.1**	**29.6**

Comparison Need Assessment

Table 5c
Comparison Goods Allocation 2026 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total (%)*
Total Available Spend - 2026		**518.3**	**375.5**	**456.5**	**581.8**	**452.0**	**158.9**	**120.5**	**38.9**	**2,702.5**	***100.0***
Horsham Trade Draw Zone 1-8 (£m)											
Horsham Town Centre	Town Centre	306.0	32.2	28.4	24.5	16.7	37.6	6.5	15.0	**466.8**	***17.3***
Broadbridge Heath Retail Park	Out of Centre	67.4	10.5	0.0	0.0	1.4	4.0	0.0	3.2	**86.5**	***3.2***
Tanbridge Retail Park	Edge of Centre	13.4	0.0	0.0	0.0	0.5	0.9	0.0	0.0	**14.9**	***0.6***
Sub-total, Horsham		**386.8**	**42.6**	**28.4**	**24.5**	**18.6**	**42.6**	**6.5**	**18.2**	**568.2**	***21.0***
Competing Destinations Trade Draw (£m)											
Crawley	Town Centre	47.1	36.2	230.5	95.0	0.5	0.0	0.6	0.3	**410.2**	***15.2***
Worthing	Town Centre	7.3	0.0	0.0	0.4	91.7	21.9	53.5	0.2	**174.8**	***6.5***
Brighton	Town Centre	1.5	0.7	8.1	74.2	64.7	0.8	2.9	0.0	**152.9**	***5.7***
Haywards Heath	Town Centre	2.8	0.0	0.0	121.3	0.0	0.0	0.0	0.0	**124.2**	***4.6***
Countyoak Retail Park, Crawley	Out of Centre	17.6	11.5	81.1	9.3	0.0	0.0	0.0	0.0	**119.6**	***4.4***
Guildford	Town Centre	9.6	69.7	0.0	26.0	0.8	4.3	0.3	5.2	**115.8**	***4.3***
Dorking	Town Centre	0.0	78.6	0.0	0.0	0.0	0.1	0.0	0.0	**78.8**	***2.9***
Shoreham-by-Sea	Town Centre	1.8	0.0	1.6	3.1	46.4	2.3	2.7	0.1	**57.9**	***2.1***
Holmbush Centre, Shoreham-by-Sea	Out of Centre	1.0	0.7	0.9	2.4	43.7	1.0	1.2	0.0	**50.8**	***1.9***
Chichester	Town Centre	1.1	1.2	1.2	3.1	2.1	24.3	16.4	1.4	**50.6**	***1.9***
Sub-total, Competing Destinations (£m)		**89.7**	**198.6**	**323.3**	**334.8**	**249.8**	**54.6**	**77.5**	**7.1**	**1,335.4**	***49.4***
Total Horsham and Competing Destinations (£m)		**476.5**	**241.2**	**351.7**	**359.3**	**268.3**	**97.1**	**84.0**	**25.4**	**1,903.6**	**70.4**
Other (£m)		**41.7**	**134.3**	**104.9**	**222.5**	**183.7**	**61.8**	**36.5**	**13.5**	**798.8**	**29.6**

Comparison Need Assessment

Table 5d
Comparison Goods Allocation 2031 - Spend (£) 2014 Prices

Zone Centre/Store		Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Total (£m)	*Total (%)*
Total Available Spend - 2031		**628.9**	**456.4**	**556.7**	**705.1**	**548.4**	**190.9**	**146.8**	**47.9**	**3,280.9**	***100.0***
Horsham Trade Draw Zone 1-8 (£m)											
Horsham Town Centre	Town Centre	371.3	39.1	34.6	29.7	20.2	45.2	7.9	18.5	**566.4**	***17.3***
Broadbridge Heath Retail Park	Out of Centre	81.7	12.8	0.0	0.0	1.6	4.8	0.0	4.0	**105.0**	***3.2***
Tanbridge Retail Park	Edge of Centre	16.3	0.0	0.0	0.0	0.6	1.1	0.0	0.0	**18.1**	***0.6***
Sub-total, Horsham		**469.3**	**51.8**	**34.6**	**29.7**	**22.5**	**51.1**	**7.9**	**22.4**	**689.5**	***21.0***
Competing Destinations Trade Draw (£m)											
Crawley	Town Centre	57.2	44.0	281.0	115.1	0.6	0.0	0.7	0.4	**499.0**	***15.2***
Worthing	Town Centre	8.8	0.0	0.0	0.5	111.2	26.3	65.1	0.2	**212.1**	***6.5***
Brighton	Town Centre	1.9	0.8	9.8	89.9	78.5	1.0	3.5	0.0	**185.5**	***5.7***
Countyoak Retail Park, Crawley	Out of Centre	21.3	14.0	98.9	11.3	0.0	0.0	0.0	0.0	**145.6**	***4.4***
Haywards Heath	Town Centre	3.4	0.0	0.0	147.1	0.0	0.0	0.0	0.0	**150.5**	***4.6***
Guildford	Town Centre	11.6	84.7	0.0	31.5	1.0	5.1	0.4	6.4	**140.6**	***4.3***
Dorking	Town Centre	0.0	95.6	0.0	0.0	0.0	0.1	0.0	0.0	**95.7**	***2.9***
Shoreham-by-Sea	Town Centre	2.2	0.0	1.9	3.7	56.2	2.7	3.3	0.1	**70.2**	***2.1***
Holmbush Centre, Shoreham-by-Sea	Out of Centre	1.2	0.8	1.1	2.9	53.0	1.2	1.5	0.0	**61.7**	***1.9***
Chichester	Town Centre	1.3	1.4	1.5	3.7	2.5	29.1	19.9	1.7	**61.2**	***1.9***
Sub-total, Competing Destinations (£m)		**108.9**	**241.3**	**394.3**	**405.7**	**303.0**	**65.6**	**94.4**	**8.8**	**1,622.0**	***49.4***
Total Horsham and Competing Destinations (£m)		**578.2**	**293.2**	**428.9**	**435.4**	**325.6**	**116.7**	**102.3**	**31.2**	**2,311.5**	**70.5**
Other (£m)		**50.6**	**163.2**	**127.9**	**269.6**	**222.8**	**74.2**	**44.5**	**16.6**	**969.5**	**29.5**

Comparison Need Assessment

Table 6: Existing Comparison Goods Floorspace

	Comparison goods floorspace (sq.m net)
Horsham Town Centre	29,510
Tanbridge Retail Park (Out of Centre)	
- Staples	722
- Currys	663
SUB TOTAL TANBRIDGE RETAIL PARK	**1,385**
Broadbridge Heath Retail Park (Out of Centre)	
- Homebase	2,864
- Carpetright	734
- Halfords	952
SUB TOTAL BROADBRIDGE HEATH RETAIL PARK	**4,550**
TOTAL FLOORSPACE	**36,830**

Source: Experian Goad Category Reports / Goad Plans. Note: Includes comparison floorspace in major foodstores.

Comparison Need Assessment

Table 7
Horsham Comparison Goods Need Sq M Net

	COMPARISON GOODS			
	2016	**2021**	**2026**	**2031**
Total Available Expenditure (£m)	1,909.9	2,235.2	2,702.5	3,280.9
Market Share from Survey Area	21.1	21.0	21.0	21.0
Total Spend in Horsham (Town/Edge & Out-of-Centre) (£m)	402.9	470.5	568.2	689.5
Existing Retail Floorspace (sq.m net)	36,830	36,830	36,830	36,830
Sales per sqm net £	10,938	11,929	13,010	14,189
Sales from Existing Floorspace (£m)	402.9	439.4	479.2	522.6
Sales from Commitments (£m)	0.0	0.0	0.0	0.0
Residual Spending to support new floorspace (£m)	0.0	31.1	89.0	166.9
Sales per sq m net in new shops (£)	7,000	7,634	8,326	9,081
Capacity for new floorspace (sqm net)	**0**	**4,074**	**10,691**	**18,378**

Assumes 1.75% pa growth in sales efficiency 2016-2031

Report

APPENDIX 3

Household Telephone Survey

Q01 In which shop, town or local centre, or online retailer, do you do most of your household's main food shopping?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Tesco Extra, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	8.8%	58	39.5%	45	9.6%	8	0.0%	0	0.0%	0	0.9%	1	4.0%	2	0.0%	0	28.9%	2
Sainsbury's, Crawley Avenue, Crawley, RH10 8NF	7.9%	52	5.5%	6	0.7%	1	33.0%	45	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Tesco, Hammonds Farm, Jane Murray Way, Burgess Hill	7.1%	47	0.0%	0	0.0%	0	0.0%	0	36.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 7 Worthing Road, Horsham	7.0%	47	31.0%	35	2.5%	2	0.8%	1	0.0%	0	4.2%	5	5.1%	2	2.6%	1	6.7%	1
Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	5.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	36	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bannister Way, Haywards Heath	5.1%	34	0.0%	0	0.0%	0	0.0%	0	25.9%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hazelwick Avenue, Crawley, RH10 1GY	3.4%	22	0.0%	0	0.0%	0	14.1%	19	2.1%	3	0.0%	0	1.0%	0	0.0%	0	0.7%	0
Lidl, Cyril Richings Business, Brighton Road, Shoreham-by-Sea	3.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	21	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reigate Road, Hookwood, Horley, RH6 0AT	2.8%	18	0.0%	0	10.6%	9	6.0%	8	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl Dorking, Vincent Lane, Dorking, RH4 3JD	2.4%	16	2.7%	3	15.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 48 South Street, Dorking, RH4 2HQ	2.3%	16	0.0%	0	18.2%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 100 Pegler Way, Hight Street, Crawley, RH10 1BZ	2.3%	15	5.5%	6	0.0%	0	6.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside district	2.3%	15	0.0%	0	6.7%	6	0.0%	0	0.0%	0	5.9%	7	0.0%	0	6.7%	2	5.7%	0
Local Shops: Shoreham-on-Sea	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	15	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 18 London Road, Pulborough, RH20 1AS	2.2%	15	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	13	0.8%	0	11.7%	1
Local Shops: Burgess Hill	2.2%	15	0.0%	0	0.0%	0	0.0%	0	11.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pegler Way, Crawley, RH11 7AH	2.1%	14	0.0%	0	0.8%	1	9.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old Mill Square, Storrington, RH20 4NQ	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	11	1.7%	1	0.0%	0
Sainsbury's, Downland	1.7%	11	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.9%	8	0.0%	0	7.2%	2	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Business Park, Lyons Farm, Worthing																		
Sainsbury's, 37-43 Queensway, Crawley, RH10 1EG	1.6%	11	0.0%	0	0.0%	0	7.0%	10	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Dorking	1.6%	11	0.0%	0	12.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Albion Way, Horsham, RH12 1AJ	1.5%	10	3.2%	4	0.7%	1	2.9%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	6.7%	1
Tesco Extra, New Road, Worthing	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.3%	10	0.0%	0
Sainsbury's, 144-146, High Street, Cranleigh, GU5 8RF	1.4%	9	0.7%	1	9.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	1
Sainsbury's, Staine Street, Codmore Hill, Pulborough, RH20 1BQ	1.3%	9	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	5	1.0%	0	16.2%	1
Waitrose, Market Place, Burgess Hill, RH15 9NP	1.3%	9	0.0%	0	0.0%	0	0.0%	0	6.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1-2 Dobbins Place, Hyde Drive, Ilfield, Crawley, RH11 0PL	1.2%	8	0.0%	0	0.0%	0	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Haywards Heath	1.1%	7	0.0%	0	0.0%	0	0.0%	0	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Old Shoreham Road, Hove	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0
Asda South Street, Lancing, Brighton, BN15 8AG	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, 3 Broadfield Barton, Crawley, RH11 9BA	0.8%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roundstone Buildings, Littlehampton Road, Ferring	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	10.3%	3	0.0%	0
Waitrose, High Street, Worthing	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	7.5%	2	0.0%	0
Local Shops: Horsham	0.5%	3	1.1%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Carlton Terrace, Portslade, Brighton, BN41 1XF	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 49 Brighton Road, Horsham, RH13 6EY	0.5%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 38, The Martletts, Burgess Hill, RH15 9NN	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Dorking	0.5%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gatehouse Lane, Burgess Hill	0.4%	3	0.8%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Tesco, Broadpiece, Littlehampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	7.9%	2	0.0%	0
Co- operative, Village Way, Cranleigh, GU6 8AF	0.4%	3	0.7%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Aldi, London Road, East Grinstead RH19 1HA	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 43-45 High Street, Steyning, BN44 3RE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 5 Peterhouse Parade, Poundhill, Crawley, RH10 3BA	0.4%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 108 Victoria Road, Horley, RH6 7AB	0.4%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Holmbush Centre, Upper Shoreham Road, Shoreham, BN43 6TD	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Hazlewick Avenue, Crawley, RH10 1NP	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rustington Retail Park, New Road, Rustington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	2	0.0%	0
One Stop, Billingshurst Road, Broadbridge Heath, Horsham	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Warrens Yard, 94 High Street, Cranleigh, GU6 8AJ	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
Asda, Unit 1, Crowhurst Road, off Cardon Avenue, Brighton, BN1 8AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.4%	1	0.0%	0	0.0%	0
Sainsbury's, Westhampnett Road, Chichester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.4%	1	0.8%	0
Waitrose, 26 Victoria Road, Horley, RH6 7PZ	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	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	0.8%	1	0.0%	0	2.2%	1	0.0%	0
Co-operative, 22-26 High St, Shoreham-By-Sea BN43 5DA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops: Billingshurst	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, 21 St Martin Square, Dorking, RH4	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Woolsack Way, Godalming	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0
Morrisons, 22-32 Bell Street, Reigate, RH2 7BA	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Co-operative, 2-3 Royal George Parade, Upper Shoreham Road, Shoreham By Sea BN43 6TB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Henfield, BN5 9DB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative, Former The Ship Inn, Whitemans Green, Cuckfield, RH17 5BY	0.2%	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
Iceland, Haywards Road, Haywards Heath, RH16 4HT	0.2%	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
Morrisons, Hawthorn Road, Wick	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	6.1%	1
Co-operative, Southwater Village, Southwater, RH13 9LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops: Lancing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops: Henfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative, 11-12 Western Parade, Dovers Green Road, Woodhatch, Reigate RH2 8AU	0.1%	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
Budgens, 1-4 Orion Parade, Keymer Road, Hassocks, BN6 8QA	0.1%	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
Iceland, 39/45 The Martletts, Burgess Hill, RH15 9NN	0.1%	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
M&S, Unit 1, The Orchards, Haywards Heath, RH16 3TH	0.1%	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
M&S 23 Queensway, Crawley, RH10 1EE	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Pease Cottage, Brighton Road, Pease Pottage, Crawley, RH11 9YA	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pulborough Road, Storrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.4%	0	0.0%	0
M&S, 2-3 Swan Walk, Horsham, RH12 1YX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reigate Road, Dorking	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Pulborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Lidl, 34 North Street,	0.1%	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

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Worthing, BN11 1DU																		
Sainsbury's Local, 62 High Street, Billinghurst RH12 1SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Co-operative, London Road, Ashington, RH20 3RB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Lidl, New Road, Littlehampton, BN17 5AX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Tesco Express, Goring Road, Worthing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Co-operative, Queen Street, Arundel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Weighted base:		663		114		85		137		130		121		38		30		9
Sample:		709		89		91		89		84		81		93		92		90

Q01AWhich internet / home delivery retailer do you most often use for your main food shopping?
Those who shop online at Q01

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Asda	7.8%	10	0.0%	0	32.7%	5	20.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	12.0%	15	5.6%	2	0.0%	0	15.9%	4	28.7%	6	7.9%	2	20.7%	1	0.0%	0	6.8%	0
Sainsbury's	15.6%	19	2.6%	1	44.2%	6	14.2%	4	13.9%	3	14.6%	4	0.0%	0	84.7%	2	18.0%	0
Tesco	57.6%	71	91.8%	28	14.3%	2	49.9%	13	28.6%	6	73.9%	19	79.3%	3	15.3%	0	67.4%	1
Waitrose	5.4%	7	0.0%	0	8.9%	1	0.0%	0	23.9%	5	0.0%	0	0.0%	0	0.0%	0	7.9%	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
Oakhouse Foods	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		124		30		14		25		22		26		3		2		1
Sample:		82		11		9		11		13		16		6		6		10

Q02 How do you normally travel to (STORE MENTIONED AT Q01)?
Not those who shop online at Q01

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Car / van (as driver)	79.8%	541	78.4%	89	79.6%	68	73.5%	100	82.5%	115	83.6%	104	85.5%	33	79.4%	24	81.6%	7
Car / van (as passenger)	7.3%	50	7.1%	8	6.9%	6	10.3%	14	5.7%	8	5.6%	7	4.9%	2	11.7%	4	15.7%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	3.0%	21	1.1%	1	0.0%	0	7.5%	10	3.2%	4	2.0%	3	2.2%	1	3.4%	1	1.3%	0
Train	0.9%	6	5.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	0
Walk	7.2%	49	7.2%	8	12.1%	10	6.2%	9	8.0%	11	5.2%	7	6.6%	3	4.6%	1	0.0%	0
Bicycle	0.3%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	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
(Don't know / varies)	0.9%	6	0.7%	1	0.0%	0	2.5%	3	0.7%	1	0.8%	1	0.8%	0	0.0%	0	0.7%	0
Weighted base:		677		114		86		137		140		124		38		30		9
Sample:		719		89		92		89		87		84		94		94		90

Q03 Apart from the (STORE / CENTRE MENTIONED AT Q01), is there any other shop, town / local centre or online retailer that you use regularly to do a main food shop?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Sainsbury's, 7 Worthing Road, Horsham	6.8%	34	20.2%	17	4.8%	3	0.0%	0	0.0%	0	12.2%	11	7.3%	2	0.0%	0	7.5%	0
Asda, Pegler Way, Crawley, RH11 7AH	6.6%	33	7.4%	6	0.0%	0	22.9%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside district	5.7%	29	1.5%	1	10.1%	7	0.0%	0	6.0%	5	12.1%	11	6.1%	2	7.4%	2	15.6%	1
Tesco Extra, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	4.4%	22	18.7%	16	4.8%	3	0.0%	0	0.0%	0	0.0%	0	6.0%	2	0.0%	0	18.0%	1
Waitrose, Albion Way, Horsham, RH12 1AJ	4.2%	21	16.5%	14	2.5%	2	2.0%	2	0.0%	0	2.2%	2	2.9%	1	0.0%	0	4.6%	0
Lidl, 38, The Martletts, Burgess Hill, RH15 9NN	3.7%	19	1.1%	1	0.0%	0	0.0%	0	22.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Crawley Avenue, Crawley, RH10 8NF	3.7%	18	0.9%	1	0.0%	0	14.2%	17	0.0%	0	0.0%	0	1.5%	0	0.0%	0	7.4%	0
Sainsbury's, 37-43 Queensway, Crawley, RH10 1EG	3.3%	17	0.0%	0	0.9%	1	13.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Market Place, Burgess Hill, RH15 9NP	3.2%	16	0.0%	0	0.0%	0	0.0%	0	19.4%	15	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Dorking	3.1%	16	0.0%	0	21.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 48 South Street, Dorking, RH4 2HQ	3.0%	15	0.0%	0	20.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Tesco Extra, Hazelwick Avenue, Crawley, RH10 1GY	2.8%	14	0.0%	0	0.0%	0	11.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda South Street, Lancing, Brighton, BN15 8AG	2.6%	13	1.1%	1	0.0%	0	0.0%	0	0.0%	0	13.0%	12	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bannister Way, Haywards Heath	2.5%	13	1.1%	1	0.0%	0	0.0%	0	15.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Downland Business Park, Lyons Farm, Worthing	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	9	0.0%	0	11.3%	3	0.0%	0
M&S, Unit 1, The Orchards, Haywards Heath, RH16 3TH	1.9%	9	0.0%	0	0.0%	0	0.0%	0	10.9%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops: Haywards Heath	1.7%	9	0.0%	0	0.0%	0	0.0%	0	11.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Staine Street, Codmore Hill, Pulborough, RH20 1BQ	1.7%	8	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.9%	6	0.0%	0	16.5%	1
Lidl Dorking, Vincent Lane, Dorking, RH4 3JD	1.5%	8	0.0%	0	10.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Morrisons, 100 Pegler Way, Hight Street, Crawley, RH10 1BZ	1.4%	7	0.0%	0	0.0%	0	5.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Roundstone Buildings, Littlehampton Road, Ferring	1.3%	7	2.6%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.2%	0	6.2%	1	0.0%	0
M&S, Holmbush Centre, Upper Shoreham Road, Shoreham, BN43 6TD	1.3%	7	0.0%	0	0.0%	0	0.7%	1	1.2%	1	4.3%	4	3.3%	1	0.0%	0	0.0%	0
Lidl, Hazlewick Avenue, Crawley, RH10 1NP	1.3%	7	2.6%	2	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 24 North Parade, Warnham Road, Horsham RH12 2DH	1.2%	6	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old Mill Square, Storrington, RH20 4NQ	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	5	4.6%	1	0.9%	0
Iceland, 3 Broadfield Barton, Crawley, RH11 9BA	1.2%	6	1.1%	1	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S 23 Queensway, Crawley, RH10 1EE	1.1%	6	0.0%	0	0.0%	0	4.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reigate Road, Hookwood, Horley, RH6 0AT	1.1%	6	0.0%	0	0.9%	1	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 144-146, High Street, Cranleigh, GU5 8RF	1.1%	6	0.0%	0	7.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	0
Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	2.9%	1	0.0%	0	0.0%	0
Tesco Extra, New Road, Worthing	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	15.1%	4	0.0%	0
Tesco Metro, 18 London Road, Pulborough, RH20 1AS	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	4	1.7%	0	4.8%	0
Waitrose, 26 Victoria Road, Horley, RH6 7PZ	0.9%	5	0.0%	0	0.8%	1	3.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 39/45 The Martletts, Burgess Hill, RH15 9NN	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0
M&S, 2-3 Swan Walk, Horsham, RH12 1YX	0.9%	4	2.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Local Shops: Shoreham-on-Sea	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, 34 North Street, Worthing, BN11 1DU	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.1%	1	6.4%	2	0.0%	0
Morrisons, Newland Street, Worthing, BN11 1JU	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.2%	0	1.1%	0	0.0%	0
Morrisons, 22-32 Bell Street,	0.8%	4	0.0%	0	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Reigate, RH2 7BA																		
Sainsbury's, Old Shoreham Road, Hove	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Cyril Richings Business, Brighton Road, Shoreham-by-Sea	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0
Local Shops: Burgess Hill	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 43-45 High Street, Steyning, BN44 3RE	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1-2 Dobbins Place, Hyde Drive, Ilfield, Crawley, RH11 0PL	0.7%	4	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rustington Retail Park, New Road, Rustington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	3	0.0%	0
Co-operative, Southwater Village, Southwater, RH13 9LA	0.6%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hammonds Farm, Jane Murray Way, Burgess Hill	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Unit 1, Crowhurst Road, off Cardon Avenue, Brighton, BN1 8AS	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Pease Cottage, Brighton Road, Pease Pottage, Crawley, RH11 9YA	0.5%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co- operative, Village Way, Cranleigh, GU6 8AF	0.5%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative High Street, Partridge Green, Horsham, RH13 8HR	0.4%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 22-26 High St, Shoreham-By-Sea BN43 5DA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops: Horsham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	4.1%	1	1.9%	0
Local Shops: Crawley	0.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Waitrose, Brighton Road, Horley, RH6 7JU	0.4%	2	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 49 Brighton Road, Horsham, RH13 6EY	0.4%	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
Co-operative, 2-4 Fitzlan Road, Roffey, Horsham, RH13 6AA	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Waitrose, High Street, Worthing	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0
Local Shops: Steyning	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westhampnett Road, Chichester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.9%	0
Co-operative, 2-3 Royal George Parade, Upper Shoreham Road, Shoreham By Sea BN43 6TB	0.2%	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
Sainsbury's, Woolsack Way, Godalming	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	0
Local Shops: Henfield	0.2%	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
Local Shops: Southwick	0.2%	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
Co-operative, North Road, Lancing BN15 9BA	0.2%	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
Tesco Express, Goring Road, Worthing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Local Shops: Barns Green	0.2%	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
Co-operative, Unit 1, Tanfield Centre, Guildford Road, Horsham, RH12 1TR	0.2%	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
Local Shops: Billingshurst	0.2%	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
Lidl, 108 Victoria Road, Horley, RH6 7AB	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, 93 London Road, Guildford, GU1 1YT	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Broadpiece, Littlehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
M&S Simply Food, Warrens Yard, 94 High Street, Cranleigh, GU6 8AJ	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
M&S, 21 St Martin Square, Dorking, RH4	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Reigate	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, 195 Western Road, Brighton, BN1 2BJ	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, London Road, Ashington, RH20 3RB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Tesco Express, Pulborough Road, Storrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Co-operative, Queen Street, Arundel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Local Shops: Arundel	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Co-operative, 66 Broadwater Road, Worthing BN14	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
8AG																		
Local Shops: Pulborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
M&S 51 Montague Street, Worthing, BN11 3BW	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Morrisons, Hawthorn Road, Wick	0.1%	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 Local, 62 High Street, Billinghurst RH12 1SQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	0
Co-operative, Swan House, Market Square, Petworth, GU28 0AH	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Local shops, Plaistow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Local Shops: Cranleigh	0.0%	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
Weighted base:		500		85		73		118		78		92		25		23		6
Sample:		509		63		76		67		53		57		60		70		63

Q03AWhich internet / home delivery retailer do you use regularly for your main food shopping?

Those who shop online at Q03

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocado	10.7%	1	37.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	73.9%	0
Sainsbury's	58.2%	7	0.0%	0	0.0%	0	100.0%	3	55.0%	3	0.0%	0	100.0%	1	0.0%	0	26.1%	0
Tesco	19.6%	2	0.0%	0	0.0%	0	0.0%	0	45.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.5%	1	62.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		11		2		0		3		5		0		1		0		0
Sample:		11		2		0		1		3		0		2		1		2

Mean score [£]:

Q04 Approximately how much money does your household spend per week on its main food and groceries shop at (STORE MENTIONED AT Q01)?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
£1 - £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	0.0%	0
£6 - £10	0.4%	3	1.5%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.4%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.6%	1	1.2%	1	0.0%	0	0.0%	0
£16 - £20	1.0%	8	1.1%	2	2.8%	3	0.5%	1	0.0%	0	1.0%	2	2.0%	1	1.3%	0	0.0%	0
£21 - £25	1.0%	8	0.9%	1	0.7%	1	0.0%	0	0.6%	1	1.9%	3	3.7%	2	1.3%	0	2.2%	0
£26 - £30	3.7%	30	3.2%	5	2.8%	3	8.0%	13	3.0%	5	1.3%	2	3.9%	2	2.4%	1	1.2%	0
£31 - £35	2.0%	16	0.5%	1	1.0%	1	0.5%	1	2.7%	4	5.1%	8	3.2%	1	0.0%	0	1.2%	0
£36 - £40	4.3%	35	4.5%	7	7.2%	7	3.4%	5	2.2%	4	5.9%	9	4.3%	2	2.8%	1	2.8%	0
£41 - £45	1.1%	9	0.5%	1	1.0%	1	0.0%	0	2.4%	4	1.4%	2	0.8%	0	1.5%	1	0.0%	0
£46 - £50	6.6%	53	5.0%	7	11.8%	12	3.7%	6	8.1%	13	6.5%	10	6.0%	2	6.2%	2	3.6%	0
£51 - £55	1.7%	13	2.7%	4	0.7%	1	1.2%	2	1.2%	2	2.4%	4	2.4%	1	0.0%	0	2.8%	0
£56 - £60	7.0%	56	5.8%	8	2.6%	3	7.5%	12	9.0%	15	7.2%	11	11.6%	5	5.1%	2	9.5%	1
£61 - £65	1.9%	15	1.5%	2	2.5%	2	3.6%	6	0.0%	0	2.0%	3	0.9%	0	4.0%	1	0.0%	0
£66 - £70	7.2%	58	6.9%	10	3.4%	3	13.7%	22	7.4%	12	3.6%	5	5.9%	2	7.0%	2	1.0%	0
£71 - £75	2.6%	21	0.6%	1	2.7%	3	5.3%	9	2.2%	4	0.7%	1	0.8%	0	11.6%	4	0.0%	0
£76 - £80	7.0%	56	6.2%	9	4.8%	5	3.4%	6	10.1%	16	9.1%	14	10.2%	4	5.8%	2	9.3%	1
£81 - £85	0.9%	7	0.9%	1	0.6%	1	0.0%	0	0.0%	0	2.8%	4	2.2%	1	0.0%	0	0.6%	0
£86 - £90	2.9%	23	0.5%	1	2.2%	2	6.8%	11	1.5%	2	2.6%	4	2.5%	1	3.6%	1	5.9%	1
£91 - £95	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	0	0.0%	0	1.3%	0
£96 - £100	17.2%	138	22.9%	33	21.9%	22	12.4%	20	14.1%	23	19.2%	29	7.3%	3	16.9%	5	29.1%	3
£101 - £120	5.9%	47	10.0%	14	3.8%	4	6.6%	11	6.0%	10	1.8%	3	8.1%	3	4.9%	2	9.6%	1
£121 - £140	3.2%	25	3.7%	5	6.0%	6	4.3%	7	2.3%	4	1.4%	2	1.3%	1	2.0%	1	2.4%	0
£141 - £160	3.9%	31	5.0%	7	0.7%	1	1.6%	3	4.6%	8	5.8%	9	5.5%	2	5.6%	2	4.1%	0
£161 - £180	0.8%	7	0.6%	1	0.6%	1	1.6%	3	0.7%	1	0.7%	1	0.0%	0	1.3%	0	0.0%	0
£181 - £200	2.1%	17	2.1%	3	5.6%	6	4.4%	7	0.7%	1	0.0%	0	0.9%	0	0.0%	0	1.0%	0
£201 - £250	0.4%	3	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.9%	0	0.0%	0	1.0%	0
£251+	0.3%	3	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know / varies)	12.1%	97	13.1%	19	10.3%	10	7.5%	12	14.5%	23	15.3%	23	10.6%	4	11.9%	4	9.1%	1
(Refused)	2.4%	19	0.0%	0	2.1%	2	2.5%	4	5.0%	8	1.7%	3	2.0%	1	4.6%	1	2.2%	0
Mean:		*84.35*		*87.60*		*86.58*		*88.14*		*83.24*		*77.39*		*79.84*		*83.26*		*91.12*
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

Q05 When you undertake your main food and grocery shopping at (STORE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]
Not those who shop online at Q01

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Yes - other supermarkets	5.0%	34	4.3%	5	5.8%	5	3.6%	5	5.5%	8	6.2%	8	6.7%	3	3.3%	1	2.7%	0
Yes - specialist food shops (e.g. bakers, butchers, delicatessen etc)	2.2%	15	4.2%	5	2.9%	2	0.0%	0	1.1%	2	1.5%	2	9.4%	4	0.8%	0	5.5%	0
Yes - non-food shops (e.g. clothing, footwear, cards and gifts, electrical goods, sports goods etc)	11.2%	76	11.4%	13	11.1%	10	13.3%	18	5.7%	8	13.1%	16	16.5%	6	8.1%	2	24.6%	2
Yes - cafes and restaurants	3.1%	21	0.8%	1	2.1%	2	3.1%	4	5.1%	7	3.6%	4	2.3%	1	4.8%	1	2.7%	0
Yes - pubs and bars	0.2%	2	0.0%	0	0.8%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - financial services (e.g. banks, building societies)	3.4%	23	5.7%	6	10.2%	9	2.5%	3	0.7%	1	0.0%	0	4.4%	2	4.2%	1	3.6%	0
Yes - other services (e.g. hair and beauty, travel agent)	3.3%	22	2.6%	3	9.4%	8	1.8%	3	3.1%	4	1.3%	2	4.9%	2	2.6%	1	3.8%	0
Yes - 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
Yes - buy fuel	2.1%	14	2.0%	2	0.7%	1	2.2%	3	1.6%	2	3.0%	4	3.0%	1	3.5%	1	3.3%	0
Yes - other leisure	1.5%	10	0.7%	1	4.4%	4	0.6%	1	1.9%	3	1.3%	2	0.0%	0	0.8%	0	0.7%	0
Yes - visit friends / family	0.5%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	0	0.8%	0
(No)	72.3%	489	75.6%	86	57.9%	50	72.6%	99	77.9%	109	75.7%	94	62.3%	24	75.4%	23	59.2%	5
(Don't know / can't remember)	1.6%	11	2.0%	2	3.3%	3	2.5%	3	0.7%	1	0.0%	0	1.0%	0	2.3%	1	2.2%	0
Weighted base:		677		114		86		137		140		124		38		30		9
Sample:		719		89		92		89		87		84		94		94		90

Q06 Where do you do most of your household's small scale 'top-up' food shopping?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Other outside district	9.4%	59	0.0%	0	17.8%	16	0.7%	1	16.1%	19	9.9%	11	2.1%	1	50.0%	12	0.0%	0
Co-operative, Southwater Village, Southwater, RH13 9LA	4.1%	26	20.6%	25	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda South Street, Lancing, Brighton, BN15 8AG	3.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 7 Worthing Road, Horsham	2.6%	17	13.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Local Shops: Burgess Hill	2.5%	16	0.0%	0	0.0%	0	0.0%	0	13.5%	16	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Sainsbury's, Crawley Avenue, Crawley, RH10 8NF	2.5%	16	0.6%	1	0.0%	0	11.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 3 Broadfield Barton, Crawley, RH11 9BA	2.4%	15	0.0%	0	0.0%	0	12.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reigate Road, Dorking	2.4%	15	0.0%	0	17.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hammonds Farm, Jane Murray Way, Burgess Hill	2.2%	14	0.0%	0	0.0%	0	2.0%	3	9.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Former The Ship Inn, Whitemans Green, Cuckfield, RH17 5BY	2.1%	13	0.0%	0	0.0%	0	0.0%	0	11.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Shoreham-on-Sea	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	13	0.0%	0	0.0%	0	0.0%	0
Waitrose, 48 South Street, Dorking, RH4 2HQ	1.9%	12	0.0%	0	13.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old Mill Square, Storrington, RH20 4NQ	1.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.7%	12	1.1%	0	0.0%	0
Local Shops: Horsham	1.8%	12	8.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.8%	0
Local Shops: Haywards Heath	1.8%	12	0.0%	0	0.0%	0	0.0%	0	9.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 192 Ifield Drive, Crawley, RH11 0EL	1.8%	11	0.0%	0	0.0%	0	8.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 1-2 Dobbins Place, Hyde Drive, Ilfield, Crawley, RH11 0PL	1.7%	11	0.0%	0	0.0%	0	8.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Dorking	1.7%	11	0.0%	0	11.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 2-3 Royal George Parade, Upper Shoreham Road, Shoreham By Sea BN43 6TB	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	10	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Co-operative, 43-45 High Street, Steyning, BN44 3RE	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0	0.0%	0	0.0%	0
Co-operative High Street, Partridge Green, Horsham, RH13 8HR	1.5%	9	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bannister Way, Haywards Heath	1.5%	9	0.0%	0	0.0%	0	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 38, The Martletts, Burgess Hill, RH15 9NN	1.5%	9	0.0%	0	0.0%	0	0.0%	0	7.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 144-146, High Street, Cranleigh, GU5 8RF	1.3%	8	0.0%	0	9.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Local Shops: Partridge Green	1.2%	8	6.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Lancing	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, 62 High Street, Billinghurst RH12 1SQ	1.2%	7	5.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	1
Asda, Pegler Way, Crawley, RH11 7AH	1.2%	7	0.0%	0	0.0%	0	5.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Crawley	1.1%	7	0.0%	0	0.6%	1	5.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 22-26 High St, Shoreham-By-Sea BN43 5DA	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 49 Brighton Road, Horsham, RH13 6EY	1.1%	7	4.6%	6	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 18 London Road, Pulborough, RH20 1AS	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	6	1.7%	0	0.9%	0
Waitrose, Market Place, Burgess Hill, RH15 9NP	1.0%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Southwick	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	6	0.0%	0	0.0%	0	0.0%	0
M&S, Unit 1, The Orchards, Haywards Heath, RH16 3TH	1.0%	6	0.0%	0	0.0%	0	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	1.0%	6	3.0%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Morrisons, 100 Pegler Way, Hight Street, Crawley, RH10 1BZ	1.0%	6	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Hazelwick Avenue, Crawley, RH10 1GY	1.0%	6	0.0%	0	0.0%	0	4.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 37-43	0.9%	6	0.0%	0	0.0%	0	3.8%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Queensway, Crawley, RH10 1EG																		
M&S 23 Queensway, Crawley, RH10 1EE	0.9%	5	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hazlewick Avenue, Crawley, RH10 1NP	0.9%	5	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 24 North Parade, Warnham Road, Horsham RH12 2DH	0.8%	5	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 5-7 Martletts Corner, Church Street, Rudgwick, Horsham, RH12 3EX	0.8%	5	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	1
Sainsbury's, High Street, Dorking	0.8%	5	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Bewbush Neighbourhood Centre, Dorsten Square, Crawley, RH11 8XW	0.8%	5	0.0%	0	0.0%	0	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, Holmbush Centre, Upper Shoreham Road, Shoreham, BN43 6TD	0.8%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0
Co-operative 1-2 Tilgate Parade, Crawley, RH10 5EQ	0.7%	5	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Road, Worthing	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	16.8%	4	0.0%	0
Local Shops: Steyning	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Co-operative 18-19 Langley Parade, Langley Green, Crawley, RH11 7RS	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, 26 Victoria Road, Horley, RH6 7PZ	0.6%	4	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Warrens Yard, 94 High Street, Cranleigh, GU6 8AJ	0.6%	4	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 2-4 Fitzlan Road, Roffey, Horsham, RH13 6AA	0.6%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Gatehouse Lane, Burgess Hill	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, London Road, Ashington, RH20 3RB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	4	0.0%	0	0.0%	0
M&S, 21 St Martin Square, Dorking, RH4	0.5%	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
Tesco Express, Reigate Road, Hookwood, Horley,	0.5%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
RH6 0AT																		
Co- operative, Village Way, Cranleigh, GU6 8AF	0.5%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Henfield	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Lidl Dorking, Vincent Lane, Dorking, RH4 3JD	0.4%	3	0.8%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 1-4 Orion Parade, Keymer Road, Hassocks, BN6 8QA	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Downland Business Park, Lyons Farm, Worthing	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Co-operative, Queen Street, Arundel	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%	0
Local Shops: Southwater	0.4%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 108 Victoria Road, Horley, RH6 7AB	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Brighton Road, Horley, RH6 7JU	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Pease Cottage, Brighton Road, Pease Pottage, Crawley, RH11 9YA	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, 1 Coltsfoot Drive, Holbrook, RH12 5FN	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Cuckfield	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, 2-4 Lower Station Road, Billingshurst, RH14 9SX	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Sainsbury's, Staine Street, Codmore Hill, Pulborough, RH20 1BQ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	2	0.0%	0	3.1%	0
Local shops, Warnham	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, Unit 1, Tanfield Centre, Guildford Road, Horsham, RH12 1TR	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 95 High Street, Hurstpierpoint, Hassocks, BN6 9RE	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 39/45 The Martletts, Burgess Hill, RH15 9NN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Arundel	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0
Local Shops: Storrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0
Local Shops: Billingshurst	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	0
Co-operative, 60-64A Ham Road, Worthing BN11	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
2QY																		
Tesco Extra, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, 34 North Street, Worthing, BN11 1DU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	0	0.0%	0
Local shops, Kirdford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.3%	1
Co-operative, Buck Barn Garage, A24/A272, Horsham By Pass, Nr Horsham, RH13 8LW	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Beare Green	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newland Street, Worthing, BN11 1JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.1%	0	0.0%	0
Local Shops: Ashington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Local shops, Loxwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	1
Local Shops: Cranleigh	0.2%	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
Local Shops: Pulborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Local shops, Plaistow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	1
Sainsbury's, Old Shoreham Road, Hove	0.2%	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
Co-operative, North Road, Lancing BN15 9BA	0.2%	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
M&S 51 Montague Street, Worthing, BN11 3BW	0.2%	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
Budgens, High Street, Henfield, BN5 9DB	0.2%	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
Co-operative, 86 Junction Road, Burgess Hill, RH15 0JP	0.2%	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
Tesco Express, 81-82 Tomlin Court, Crawley, RH10 1AH	0.2%	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
Tesco Express, 84-86 Downland Drive, Crawley, RH11 8SW	0.2%	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
Co-operative, Ham Road, Shoreham-by-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Cyril Richings Business, Brighton Road, Shoreham-by-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Haywards Road, Haywards Heath, RH16 4HT	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
One Stop, 84-86 Lambs Farm Road, Greenfields Estate, Horsham, RH12	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
4JH																		
Co-operative, The Coach House, The Street, Horsham Road, Cowfold, RH13 8BT	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Billingshurst Road, Broadbridge Heath, Horsham	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 4-6 The Square, Storrington, RH20 4DJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Iceland, 263/269, Haslett Avenue, Crawley, RH10 1NP	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Albion Way, Horsham, RH12 1AJ	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Local Shops: West Chiltington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Asda, Roundstone Buildings, Littlehampton Road, Ferring	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Local Shops: Slinfold	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops: Barns Green	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 40 Allingham Road, South Park, Reigate, RH2 8HX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative, 4 Trehaven Parade, Woodhatch Reigate, RH2 7LL	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S, 2-3 Swan Walk, Horsham, RH12 1YX	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wisborough Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	1
Local Shops: Reigate	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, 22-32 Bell Street, Reigate, RH2 7BA	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goring Road, Worthing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco, Broadpiece, Littlehampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Tesco Express, Pulborough Road, Storrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Worthing	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, Woolsack Way, Godalming	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Local Shops: Rudgwick and Bucks Green	0.0%	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

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08
Weighted base:	632	120	90	129	116	114	32	23	7
Sample:	625	85	88	75	77	75	77	72	76

Mean score [£]:

Q07 Approximately how much money does your household spend per week on top-up food shopping at (STORE MENTIONED AT Q06)?
Those who specified a location at Q06

	Total %	Total	Zone 01 %	Zone 01	Zone 02 %	Zone 02	Zone 03 %	Zone 03	Zone 04 %	Zone 04	Zone 05 %	Zone 05	Zone 06 %	Zone 06	Zone 07 %	Zone 07	Zone 08 %	Zone 08
£1 - £5	8.9%	56	8.4%	10	10.0%	9	8.9%	11	4.8%	6	9.6%	11	15.4%	5	11.7%	3	19.3%	1
£6 - £10	18.1%	114	25.4%	31	25.9%	23	7.2%	9	26.0%	30	9.4%	11	17.0%	6	16.2%	4	11.7%	1
£11 - £15	11.4%	72	8.1%	10	7.2%	7	18.6%	24	8.3%	10	11.2%	13	13.0%	4	19.2%	4	12.1%	1
£16 - £20	23.2%	147	28.5%	34	19.8%	18	19.8%	25	16.1%	19	32.7%	37	20.8%	7	19.6%	5	20.5%	2
£21 - £25	4.4%	28	0.6%	1	10.5%	9	3.4%	4	6.8%	8	1.7%	2	2.9%	1	7.1%	2	11.3%	1
£26 - £30	10.0%	63	4.8%	6	5.9%	5	19.0%	24	13.7%	16	7.7%	9	5.7%	2	3.4%	1	6.4%	0
£31 - £35	0.9%	5	0.0%	0	0.6%	1	0.8%	1	2.3%	3	1.0%	1	0.0%	0	0.0%	0	0.9%	0
£36 - £40	1.3%	8	0.6%	1	2.1%	2	2.0%	3	0.0%	0	2.0%	2	1.6%	1	1.1%	0	1.3%	0
£41 - £45	0.3%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	4.6%	29	8.8%	11	6.5%	6	7.2%	9	0.9%	1	0.0%	0	5.1%	2	1.8%	0	7.5%	1
£51 - £55	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0
£56 - £60	1.2%	8	0.0%	0	0.7%	1	1.5%	2	1.7%	2	2.4%	3	1.1%	0	0.0%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.4%	3	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
£81 - £85	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £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
£121 - £140	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
£161 - £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
£181 - £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
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	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)	13.3%	84	12.6%	15	8.3%	7	9.7%	12	14.6%	17	20.2%	23	14.3%	5	16.7%	4	5.2%	0
(Refused)	1.5%	10	0.0%	0	1.3%	1	0.0%	0	3.9%	5	2.2%	3	1.9%	1	3.2%	1	1.3%	0
Mean:		*20.25*		*20.20*		*19.56*		*23.59*		*19.27*		*18.81*		*19.33*		*15.98*		*20.13*
Weighted base:		633		121		90		129		116		114		33		23		7
Sample:		628		86		88		75		77		75		78		72		77

Q08 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Crawley	29.0%	174	20.2%	23	22.3%	16	78.3%	108	26.7%	27	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Horsham	19.8%	119	64.4%	75	13.7%	10	3.2%	4	8.8%	9	4.9%	6	35.4%	10	11.2%	3	44.2%	3
Brighton	10.9%	65	0.0%	0	1.0%	1	0.8%	1	32.8%	33	24.8%	29	0.0%	0	7.7%	2	0.0%	0
Worthing	10.3%	62	1.3%	2	0.0%	0	0.0%	0	0.0%	0	39.1%	45	19.2%	5	37.5%	10	0.0%	0
Guildford	7.0%	42	3.1%	4	36.4%	25	0.0%	0	7.4%	7	1.0%	1	3.3%	1	0.0%	0	45.9%	3
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	4.1%	24	0.0%	0	0.0%	0	0.0%	0	1.9%	2	18.1%	21	2.5%	1	3.1%	1	0.0%	0
Chichester	2.7%	16	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.4%	2	27.0%	7	22.1%	6	3.0%	0
Shoreham-on-Sea	2.4%	14	1.1%	1	0.0%	0	1.3%	2	0.9%	1	6.7%	8	5.4%	1	3.6%	1	0.0%	0
Other outside district	2.4%	14	0.0%	0	11.8%	8	1.8%	3	2.6%	3	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	2.0%	12	1.1%	1	0.0%	0	7.0%	10	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haywards Heath	1.6%	10	0.0%	0	0.0%	0	0.0%	0	9.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.3%	8	5.4%	6	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Dorking	1.0%	6	0.0%	0	8.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra Crawley, Hazelwick Avenue, Crawley, RH10 1GY	0.8%	5	0.0%	0	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pegler Way, Crawley, RH11 7AH	0.7%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgess Hill	0.7%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra Horsham, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	0.6%	4	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Carden Avenue Retail Park, Brighton, BN1 8LW	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9EY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	3.3%	1	0.0%	0	0.0%	0
Kingston-upon-Thames	0.3%	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
Asda, Unit 1, Crowhurst Road, off Cardon Avenue, Brighton, BN1 8AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0
Rustington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.0%	0	0.0%	0
Purley Way Retail Warehousing, Croydon (Including IKEA, Trafalgar Way Retail Park, Valley Retail Park)	0.2%	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
Rustington Retail Park, New	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Road, Rustington																		
London Road Retail Park, Crawley, RH11 7XN	0.2%	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
Ladymeade Retail Park, Guildford, GU1 1AJ	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Horsham, 7 Worthing Road, Horsham, RH12 1SQ	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlehampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Portslade	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
Arundel	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Findon Valley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Cranleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Haslemere	0.0%	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
Petworth	0.0%	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
Billingshurst	0.0%	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
Weighted base:		599		116		70		137		101		116		27		25		7
Sample:		601		80		77		84		65		80		65		77		73

Q09 Where else do you do your household's shopping for clothes, footwear and other fashion goods?
Those who specified a location at Q08 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Crawley	21.4%	94	33.1%	27	24.0%	13	40.7%	33	18.0%	19	1.5%	1	0.0%	0	5.9%	1	4.0%	0
Brighton	20.5%	90	3.8%	3	0.0%	0	14.7%	12	34.4%	35	47.1%	36	6.7%	1	13.0%	2	0.0%	0
Horsham	17.4%	76	19.1%	16	16.6%	9	21.2%	17	11.8%	12	14.7%	11	32.7%	7	9.2%	1	46.0%	3
Guildford	6.1%	27	14.7%	12	21.1%	11	0.0%	0	0.0%	0	0.0%	0	7.2%	2	3.3%	1	22.2%	1
Worthing	5.9%	26	3.2%	3	0.0%	0	0.0%	0	0.9%	1	20.0%	15	14.5%	3	24.4%	4	0.9%	0
Other outside district	3.8%	16	0.0%	0	19.7%	10	2.3%	2	1.8%	2	0.0%	0	1.5%	0	11.2%	2	1.9%	0
Haywards Heath	3.2%	14	0.0%	0	0.0%	0	0.0%	0	13.6%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	3.2%	14	11.5%	9	0.0%	0	4.2%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	3.0%	13	1.0%	1	1.1%	1	1.1%	1	0.9%	1	12.2%	9	0.0%	0	5.6%	1	0.0%	0
County Oak Retail Park, Crawley, RH11 7XN	2.6%	11	7.6%	6	3.1%	2	3.1%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgess Hill	2.1%	9	0.0%	0	0.0%	0	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester	1.9%	8	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	5	14.0%	2	6.6%	0
Sainsbury's, 37-43 Queensway, Crawley, RH10 1EG	1.6%	7	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.4%	6	2.1%	2	3.1%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	1.5%	0	7.1%	0
Shoreham-on-Sea	1.4%	6	1.9%	2	0.0%	0	0.0%	0	1.1%	1	1.3%	1	5.7%	1	5.9%	1	2.9%	0
Carden Avenue Retail Park, Brighton, BN1 8LW	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Dorking	0.6%	3	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, West Green, Crawley Avenue, Crawley, RH10 8NF	0.6%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reigate	0.4%	2	0.0%	0	1.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.4%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9EY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Portslade	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Haslemere	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lindfield	0.2%	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
Tesco Extra Horsham, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horley	0.2%	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
Pulborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Sainsbury's Horsham, 7	0.1%	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

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Worthing Road, Horsham, RH12 1SQ																		
Rustington Retail Park, New Road, Rustington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Littlehampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham RH12 3TQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Arundel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Cranleigh	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Ladymeade Retail Park, Guildford, GU1 1AJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0
Petworth	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
Billingshurst	0.0%	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
Portfield Retail Park, Chichester	0.0%	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
Weighted base:		439		82		53		82		103		76		21		16		6
Sample:		422		55		50		47		66		45		50		48		61

Q10 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Horsham	14.7%	63	49.4%	38	8.4%	6	8.4%	7	1.2%	1	7.5%	6	15.8%	3	0.0%	0	30.3%	1
County Oak Retail Park, Crawley, RH11 7XN	8.1%	35	6.8%	5	5.3%	4	25.5%	22	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	6.9%	30	2.9%	2	10.3%	7	18.0%	16	6.5%	5	0.0%	0	0.0%	0	0.0%	0	2.6%	0
Burgess Hill	6.3%	27	0.0%	0	0.0%	0	0.0%	0	36.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Warehousing, Croydon (Including IKEA, Trafalgar Way Retail Park, Valley Retail Park)	6.3%	27	10.9%	8	2.9%	2	4.0%	4	3.6%	3	12.2%	10	0.0%	0	0.0%	0	0.0%	0
Brighton	4.3%	18	0.0%	0	0.0%	0	2.9%	3	14.9%	11	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Goldstone Retail Park, Hove	3.9%	17	2.9%	2	0.0%	0	2.9%	3	1.5%	1	11.9%	10	3.4%	1	2.1%	0	0.0%	0
Worthing	3.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	9	10.6%	2	35.2%	5	3.4%	0
Other outside district	3.2%	14	0.0%	0	8.8%	6	3.9%	3	2.5%	2	0.0%	0	8.7%	2	4.8%	1	7.2%	0
Hove	3.0%	13	0.0%	0	0.9%	1	0.0%	0	1.5%	1	13.2%	11	0.0%	0	2.1%	0	0.0%	0
Horley	2.9%	13	1.7%	1	7.8%	5	5.9%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	2.7%	12	0.0%	0	16.5%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	9.8%	0
Shoreham-on-Sea	2.5%	11	0.0%	0	0.0%	0	1.0%	1	1.5%	1	8.9%	7	0.0%	0	10.0%	1	0.0%	0
Haywards Heath	2.4%	10	0.0%	0	0.0%	0	0.0%	0	13.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
IKEA, Croydon Valley Park, Croydon	2.3%	10	0.0%	0	9.0%	6	4.0%	4	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Chichester	2.2%	10	1.2%	1	0.0%	0	0.0%	0	1.5%	1	1.9%	2	12.8%	3	24.4%	3	1.6%	0
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	2.0%	9	1.0%	1	0.9%	1	1.0%	1	0.0%	0	7.3%	6	1.6%	0	0.0%	0	0.0%	0
Homebase, Crawley Avenue, West Green, Crawley, RH10 8NF	2.0%	9	0.0%	0	0.0%	0	9.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton Retail Park, Brighton, BN1 8LW	1.8%	8	1.2%	1	0.0%	0	1.7%	1	2.1%	2	3.2%	3	4.5%	1	0.0%	0	4.4%	0
Dorking	1.6%	7	0.0%	0	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymeade Retail Park, Guildford, GU1 1AJ	1.6%	7	1.6%	1	7.4%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	4.1%	0
Broadbridge Heath Retail Park, Horsham RH12 3TQ	1.4%	6	5.5%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	20.4%	1
Homebase, Broadbridge Heath Retail Park, Horsham, RH12 3TQ	1.2%	5	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Crawley, RH11 7XN	1.1%	5	0.0%	0	0.9%	1	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.9%	4	1.0%	1	1.4%	1	0.0%	0	2.0%	2	0.0%	0	2.6%	1	1.8%	0	0.0%	0
B&Q London Road,	0.8%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Crawley, RH10 8JD																		
Lyons Farm Retail Park, Worthing, BN14 9EY	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.6%	1	5.2%	1	0.0%	0
Croydon	0.8%	3	0.0%	0	1.9%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
B&Q 43-61 Brighton Road, Shoreham-by-Sea, BN43 6RJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Southwick	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.5%	2	1.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	0
Tanbridge Retail Park, Horsham, RH12 1AJ	0.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storrington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	2	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	0.5%	2	0.0%	0	1.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.5%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Lancing	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Southampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.6%	1	0.0%	0	5.1%	0
Downlands Retail Park, Worthing BN14 9LA	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Portfield Retail Park, Chichester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	2.1%	0	0.0%	0
Reigate	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	1.8%	0	0.0%	0
Old Shoreham Road, Hove	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Carden Avenue Retail Park, Brighton, BN1 8LW	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q Unit 1, Jane Murray Way, Burgess Hill, RH15 9UG	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mid Sussex Retail Park, Jane Murray Way, Burgess Hill, RH15 9QT	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Retail Park, Horsham, RH13 5PX	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
Asda, Pegler Way, Crawley, RH11 7AH	0.2%	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
Roffey	0.2%	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
Littlehampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Billingshurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.1%	0
Homebase, Unit 1, Woolsack Way, Godalming, GU7 1DR	0.1%	1	0.0%	0	0.9%	1	0.0%	0	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Washington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Findon Valley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Haslemere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
Weighted base:		428		78		66		88		75		84		20		14		4
Sample:		401		53		61		57		49		49		48		45		39

Q11 Where do you do most of your household's shopping for DIY and decorating goods?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
B&Q London Road, Crawley, RH10 8JD	15.9%	104	1.8%	2	0.6%	1	69.3%	98	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Broadbridge Heath Retail Park, Horsham, RH12 3TQ	15.5%	101	60.5%	73	16.8%	15	0.0%	0	0.0%	0	1.4%	2	30.0%	9	0.0%	0	39.5%	3
B&Q 43-61 Brighton Road, Shoreham-by-Sea, BN43 6RJ	9.6%	62	1.4%	2	0.0%	0	0.0%	0	0.0%	0	52.2%	58	6.6%	2	1.5%	0	0.0%	0
B&Q Unit 1, Jane Murray Way, Burgess Hill, RH15 9UG	9.5%	62	1.1%	1	0.0%	0	0.0%	0	43.4%	55	4.4%	5	3.0%	1	0.0%	0	0.0%	0
Burgess Hill	6.5%	43	0.0%	0	0.0%	0	0.0%	0	33.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Crawley Avenue, West Green, Crawley, RH10 8NF	6.1%	40	1.8%	2	5.1%	5	23.2%	33	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	5.5%	36	0.6%	1	0.0%	0	0.0%	0	0.0%	0	17.1%	19	17.7%	5	39.5%	11	0.8%	0
Horsham	3.3%	21	15.1%	18	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	10.5%	1
Other outside district	2.2%	15	0.0%	0	5.9%	5	1.8%	3	1.6%	2	2.4%	3	1.1%	0	6.0%	2	2.2%	0
Wickes, Vincent Lane, Dorking	2.0%	13	0.0%	0	14.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymeade Retail Park, Guildford, GU1 1AJ	1.6%	11	0.0%	0	11.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	0
B&Q, Kingston Road, Leatherhead	1.5%	10	0.0%	0	10.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham RH12 3TQ	1.4%	9	5.0%	6	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	9.9%	1
Foundry Retail Park, Horsham, RH13 5PX	1.4%	9	7.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.9%	0
Haywards Heath	1.3%	9	0.0%	0	0.0%	0	0.0%	0	6.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	1.3%	9	0.0%	0	9.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	1.3%	8	0.0%	0	0.0%	0	0.0%	0	5.9%	7	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Shoreham-on-Sea	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	8	0.0%	0	0.0%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9EY	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4	3.0%	1	12.1%	3	0.0%	0
Worthing	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.9%	1	20.9%	6	0.0%	0
Guildford	1.0%	7	0.6%	1	6.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Rushworth Road, Reigate, RH2 0QG	1.0%	6	0.0%	0	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley	0.8%	5	0.0%	0	0.0%	0	3.0%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Ladymeade Retail Centre, Woodbridge Road, Guildford, GU1 1AJ	0.7%	5	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	1

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Homebase, 182, Old Shoreham Road, Hove, BN3 7EX	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.3%	4	0.0%	0	0.0%	0	0.0%	0
Mid Sussex Retail Park, Jane Murray Way, Burgess Hill, RH15 9QT	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storrington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	6.0%	2	0.9%	0	0.0%	0
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Littlehampton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	7.8%	2	0.0%	0
Lancing	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Chichester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	5.1%	1	1.3%	0
Discovery Park, Barnfield Drive, Chichester	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	4.1%	1	0.0%	0
Billingshurst	0.4%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	1
County Oak Retail Park, Crawley, RH11 7XN	0.4%	2	0.0%	0	0.6%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tanbridge Retail Park, Horsham, RH12 1AJ	0.3%	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
Broadbridge Heath	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0
London Road Retail Park, Crawley, RH11 7XN	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Europa Park Road, Guildford, GU1 1AJ	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Denvale Trade Park, Haslett Avenue East, Crawley	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Beare Green	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reigate	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	3.4%	0
Travis Perkins, Station Approach, Pulborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Steyning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Goldstone Retail Park, Hove	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
Rustington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Homebase, Unit 1, Woolsack Way, Godalming, GU7 1DR	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%	0
Haslemere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Weighted base:		653		120		89		141		126		112		30		27		7
Sample:		624		81		85		81		81		74		69		80		73

Q12 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
County Oak Retail Park, Crawley, RH11 7XN	21.2%	98	18.0%	15	18.8%	12	66.9%	67	4.5%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Horsham	8.2%	38	33.5%	29	5.0%	3	2.5%	3	1.2%	1	0.0%	0	4.4%	1	1.3%	0	37.5%	2
Crawley	7.5%	35	1.1%	1	0.0%	0	24.9%	25	9.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haywards Heath	7.4%	34	0.0%	0	0.0%	0	0.0%	0	36.6%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgess Hill	5.4%	25	0.0%	0	0.0%	0	0.0%	0	26.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9EY	4.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.2%	11	6.0%	1	30.2%	6	0.0%	0
Tanbridge Retail Park, Horsham, RH12 1AJ	3.5%	16	16.2%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	1	9.7%	2	0.0%	0	0.0%	0
Other outside district	3.3%	15	1.1%	1	22.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	3.3%	0
Old Shoreham Road, Hove	2.9%	14	0.0%	0	0.0%	0	0.0%	0	5.0%	5	11.1%	9	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath Retail Park, Horsham RH12 3TQ	2.6%	12	13.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1
Hove	2.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	12	3.3%	1	0.0%	0	0.0%	0
Southwick	2.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	11	0.0%	0	0.0%	0	0.0%	0
Dorking	2.2%	10	0.0%	0	16.0%	10	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0
Worthing	2.2%	10	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	3	6.4%	1	29.9%	6	0.0%	0
Ladymeade Retail Park, Guildford, GU1 1AJ	2.2%	10	0.0%	0	15.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	0
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	2.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	10	0.0%	0	0.0%	0	0.0%	0
Mid Sussex Retail Park, Jane Murray Way, Burgess Hill, RH15 9QT	2.0%	9	0.0%	0	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reigate	2.0%	9	0.0%	0	13.5%	8	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	1.9%	9	0.0%	0	0.0%	0	0.0%	0	5.7%	5	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Purley Way Retail Warehousing, Croydon (Including IKEA, Trafalgar Way Retail Park, Valley Retail Park)	1.6%	7	7.3%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portslade	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	0.0%	0
Downlands Retail Park, Worthing BN14 9LA	1.3%	6	2.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	8.5%	1	3.3%	1	0.0%	0
B&Q 43-61 Brighton Road, Shoreham-by-Sea, BN43 6RJ	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Shoreham-on-Sea	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	4.6%	4	0.0%	0	0.0%	0	0.0%	0
Pulborough	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	3	2.5%	1	5.0%	0
Chichester	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	9.8%	2	4.8%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Guildford	0.6%	3	0.0%	0	4.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra Horsham, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	0.6%	3	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	0
Storrington	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	2	0.0%	0	1.4%	0
Arun Retail Park, Bridge Road, Littlehampton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	8.1%	2	0.0%	0
Portfield Retail Park, Chichester	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.7%	1	0.0%	0
Gatwick	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Broadbridge Heath Retail Park, Horsham, RH12 3TQ	0.3%	1	1.1%	1	0.9%	1	0.0%	0	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	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	1.3%	0	0.0%	0
Broadbridge Heath	0.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldstone Retail Park, Hove	0.2%	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
Steyning	0.2%	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
Central London	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Findon Valley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0
Horley	0.2%	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
Sainsbury's Horsham, 7 Worthing Road, Horsham, RH12 1SQ	0.2%	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
Littlehampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Kingston-upon-Thames	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Foundry Retail Park, Horsham, RH13 5PX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.1%	0
B&Q Unit 1, Jane Murray Way, Burgess Hill, RH15 9UG	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington	0.1%	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
Cranleigh	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%	0
Billingshurst	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	0
Sainsbury's Pulborough, Staine Street, Codmore Hill, Pulborough, RH20 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Croydon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Weighted base:		462		85		62		100		94		81		16		20		5
Sample:		443		61		63		56		56		59		40		61		47

Q13 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
County Oak Retail Park, Crawley, RH11 7XN	21.0%	96	18.8%	14	19.5%	11	67.1%	66	4.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	13.3%	61	30.8%	23	7.0%	4	12.2%	12	9.4%	9	7.0%	6	24.5%	4	5.0%	1	29.0%	1
Crawley	7.6%	35	4.1%	3	1.6%	1	13.8%	14	18.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haywards Heath	6.0%	28	0.0%	0	0.0%	0	0.0%	0	28.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Shoreham Road, Hove	5.5%	25	0.0%	0	0.0%	0	0.0%	0	4.9%	5	22.5%	21	0.0%	0	0.0%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9EY	4.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.3%	14	4.2%	1	22.8%	4	0.0%	0
Tanbridge Retail Park, Horsham, RH12 1AJ	3.9%	18	21.6%	16	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.8%	1	0.0%	0	0.0%	0
Hove	3.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	17	3.2%	1	0.0%	0	0.0%	0
Burgess Hill	3.4%	16	0.0%	0	0.0%	0	0.0%	0	16.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ladymeade Retail Park, Guildford, GU1 1AJ	3.0%	14	0.0%	0	22.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.8%	1
Other outside district	2.7%	12	0.0%	0	18.9%	11	0.9%	1	0.0%	0	0.0%	0	1.9%	0	0.0%	0	1.2%	0
Brighton	2.5%	11	0.0%	0	0.0%	0	0.0%	0	10.7%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Worthing	2.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	7.3%	1	38.2%	7	0.0%	0
Tesco Extra Horsham, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	2.3%	11	8.1%	6	2.8%	2	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	3.0%	0
Broadbridge Heath Retail Park, Horsham RH12 3TQ	1.8%	8	9.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0	11.5%	1
Dorking	1.7%	8	0.0%	0	13.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	1.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	8	0.0%	0	0.0%	0	0.0%	0
Portslade	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	0.0%	0	0.0%	0	0.0%	0
Chichester	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.3%	1	10.2%	2	8.5%	0
Shoreham-on-Sea	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0
Pulborough	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	3	2.6%	1	4.6%	0
Guildford	0.9%	4	1.2%	1	4.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	4.9%	0
Tesco Extra Crawley, Hazelwick Avenue, Crawley, RH10 1GY	0.9%	4	0.0%	0	1.0%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downlands Retail Park, Worthing BN14 9LA	0.8%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	3.2%	1	1.3%	0	0.0%	0
Goldstone Retail Park, Hove	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Reigate	0.6%	3	0.0%	0	2.6%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Crawley, RH11 7XN	0.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Mid Sussex Retail Park, Jane	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Murray Way, Burgess Hill, RH15 9QT																		
Portfield Retail Park, Chichester	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	4.1%	1	0.0%	0
Southwick	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Central London	0.3%	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
Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	0.3%	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
Storrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	1.3%	0
Arun Retail Park, Bridge Road, Littlehampton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	4.8%	1	1.2%	0
Findon Valley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0
Kingston-upon-Thames	0.3%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingshurst	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	0
Steyning	0.2%	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
Lindfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0
Purley Way Retail Warehousing, Croydon (Including IKEA, Trafalgar Way Retail Park, Valley Retail Park)	0.2%	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
Cranleigh	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
Croydon	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Bramber	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlehampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
West Durrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Southampton	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0
Foundry Retail Park, Horsham, RH13 5PX	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%	0
Petworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Weighted base:		460		75		59		99		96		91		16		19		5
Sample:		437		57		58		60		52		57		43		56		54

Q14 Where do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Crawley	12.8%	87	5.6%	6	5.6%	5	52.4%	73	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgess Hill	11.2%	76	0.9%	1	0.0%	0	0.0%	0	54.6%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	11.0%	75	53.7%	55	7.1%	7	3.3%	5	0.0%	0	1.8%	2	10.8%	4	0.0%	0	27.5%	2
Haywards Heath	6.9%	47	0.0%	0	0.0%	0	0.0%	0	33.9%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking	5.2%	35	0.0%	0	38.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra Horsham, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	4.4%	30	26.4%	27	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	6.1%	1
Worthing	4.3%	29	1.5%	2	0.0%	0	0.0%	0	0.0%	0	9.0%	12	4.4%	2	49.9%	14	0.0%	0
Shoreham-on-Sea	4.2%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	29	0.0%	0	0.0%	0	0.0%	0
Other outside district	4.0%	28	0.0%	0	18.4%	17	3.9%	5	0.0%	0	1.9%	3	0.9%	0	7.7%	2	0.0%	0
Tesco Extra Crawley, Hazelwick Avenue, Crawley, RH10 1GY	3.7%	25	0.0%	0	0.0%	0	17.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancing	2.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	19	0.0%	0	0.0%	0	0.0%	0
Steyning	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	15	0.0%	0	0.0%	0	0.0%	0
Storrington	2.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.1%	14	3.5%	1	0.0%	0
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	12	0.0%	0	0.0%	0	0.0%	0
Pulborough	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.9%	11	1.8%	1	6.6%	1
Cranleigh	1.7%	12	0.0%	0	11.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	1
Sainsbury's, West Green, Crawley Avenue, Crawley, RH10 8NF	1.7%	11	0.0%	0	0.0%	0	8.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyons Farm Retail Park, Worthing, BN14 9EY	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	11	0.0%	0	1.1%	0	0.0%	0
Sainsbury's Horsham, 7 Worthing Road, Horsham, RH12 1SQ	1.5%	10	7.0%	7	0.0%	0	0.7%	1	0.0%	0	1.2%	2	1.4%	1	0.0%	0	2.5%	0
Asda South Street, Asda, Lancing, Brighton, BN15 8AG	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	10	0.0%	0	0.0%	0	0.0%	0
Guildford	1.5%	10	0.0%	0	10.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Chichester	1.2%	8	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	7.6%	3	9.3%	3	1.5%	0
Brighton	1.0%	7	0.0%	0	0.0%	0	1.0%	1	1.8%	2	2.3%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Pegler Way, Crawley, RH11 7AH	1.0%	7	0.0%	0	0.0%	0	4.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reigate	0.7%	5	0.0%	0	2.6%	2	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Broadbridge Heath	0.7%	5	2.5%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Southwick	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0
Portslade	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0
Lindfield	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mid Sussex Retail Park, Jane Murray Way, Burgess Hill, RH15 9QT	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Oak Retail Park, Crawley, RH11 7XN	0.5%	3	0.0%	0	0.6%	1	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Beeding	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Horley	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingshurst	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	1
Findon Valley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Sainsbury's Cranleigh, 144-146, High Street, Cranleigh, GU5 8RF	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	0
Arundel	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0
Littlehampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	3.9%	1	0.0%	0
Sainsbury's, 37-43 Queensway, Crawley, RH10 1EG	0.2%	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
Ashington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Downlands Retail Park, Worthing BN14 9LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Unit 1, Crowhurst Road, off Cardon Avenue, Brighton, BN1 8AS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Hove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cuckfield	0.1%	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
West Durrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Southwater	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
Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roffey	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Pulborough, Staine Street, Codmore Hill, Pulborough, RH20 1BQ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.1%	0
Petworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	1
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Rustington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Rustington Retail Park, New Road, Rustington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Haslemere	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%	0
Broadbridge Heath Retail Park, Horsham RH12 3TQ	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%	0
Rudgwick and Bucks Green	0.0%	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
Weighted base:		682		103		93		140		138		136		36		28		8
Sample:		696		82		91		85		86		88		88		84		92

Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08

Q15 At which centre or store do you do most of your household's shopping on goods for recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery?
Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Horsham	22.8%	83	87.5%	67	6.3%	4	4.7%	4	2.4%	2	0.0%	0	28.0%	4	6.8%	1	48.7%	3
Crawley	20.2%	74	4.1%	3	4.9%	3	66.5%	50	22.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing	6.7%	25	2.0%	2	0.0%	0	0.0%	0	0.0%	0	26.9%	12	19.9%	3	60.4%	8	0.0%	0
Burgess Hill	5.8%	21	0.0%	0	0.0%	0	0.0%	0	27.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haywards Heath	5.5%	20	1.7%	1	0.0%	0	0.0%	0	24.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	5.3%	19	0.0%	0	18.8%	11	0.0%	0	9.7%	7	0.0%	0	3.5%	1	0.0%	0	4.7%	0
Dorking	5.1%	19	0.0%	0	31.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Oak Retail Park, Crawley, RH11 7XN	4.8%	18	0.0%	0	0.0%	0	21.8%	17	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other outside district	4.4%	16	0.0%	0	18.5%	11	1.2%	1	4.2%	3	2.2%	1	0.0%	0	0.0%	0	3.6%	0
Brighton	2.4%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	2	15.3%	7	0.0%	0	0.0%	0	0.0%	0
Shoreham-on-Sea	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Extra Horsham, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	1.4%	5	4.6%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Storrington	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	22.1%	3	2.2%	0	0.0%	0
Lancing	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0
Chichester	1.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	16.1%	2	9.2%	1	3.6%	0
Steyning	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	5.6%	1	0.0%	0	0.0%	0
Ladymeade Retail Park, Guildford, GU1 1AJ	1.1%	4	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwick	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	4	0.0%	0	0.0%	0	0.0%	0
Cranleigh	0.9%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	0
Tesco Extra Crawley, Hazelwick Avenue, Crawley, RH10 1GY	0.8%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Holmbush Centre, Upper Shoreham Road, Shoreham By Sea BN43 6TD (M&S, Next, Tesco Extra)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0	0.0%	0
Henfield	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.6%	2	0.0%	0	1.1%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	0
Sainsbury's Horsham, 7 Worthing Road, Horsham, RH12 1SQ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.2%	0
Bluewater Shopping Centre, Bluewater Parkway, Greenhithe	0.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Findon Valley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Portslade	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Hove	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Lyons Farm Retail Park, Worthing, BN14 9EY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0
Haslemere	0.2%	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
Rustington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	1.8%	0
Kingston-upon-Thames	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reigate	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London Road Retail Park, Crawley, RH11 7XN	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingshurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	1
West Durrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0
Arundel	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Sainsbury's Pulborough, Staine Street, Codmore Hill, Pulborough, RH20 1BQ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Petworth	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
Weighted base:		366		76		59		76		77		44		15		13		5
Sample:		364		54		52		42		46		37		39		39		55

Mean score [Times a week, those who visit]: Daily = 7, 5 - 6 times a week = 5.5, 4 times a week = 4, 3 times a week = 3, Twice a week = 2, Once a week = 1, Once every 2 weeks = 0.5, Once a month = 0.25, Once every 2 months = 0.125, Once every 3 months = 0.083, Less often = 0.01

Q16 How often do you visit Horsham town centre?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Daily	0.8%	7	3.9%	6	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	1.9%	15	6.4%	9	0.0%	0	1.6%	3	0.0%	0	1.8%	3	2.2%	1	0.0%	0	1.0%	0
4 times a week	0.0%	0	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 times a week	1.6%	13	8.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	2.6%	21	8.9%	13	4.4%	4	1.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.2%	0
Once a week	8.7%	70	31.8%	46	4.0%	4	4.3%	7	2.1%	3	0.0%	0	17.9%	7	1.7%	1	20.6%	2
Once every 2 weeks	9.9%	79	18.5%	27	8.9%	9	7.8%	13	10.1%	16	2.4%	4	18.2%	8	4.4%	1	22.8%	2
Once a month	13.2%	106	15.9%	23	9.9%	10	20.0%	32	14.8%	24	5.3%	8	13.0%	5	6.1%	2	16.0%	2
Once every 2 months	5.8%	46	2.1%	3	8.0%	8	5.1%	8	9.3%	15	3.2%	5	6.8%	3	9.7%	3	11.0%	1
Once every 3 months	4.7%	37	1.1%	2	1.0%	1	12.4%	20	6.5%	10	0.6%	1	5.3%	2	1.5%	1	8.7%	1
Less often	25.6%	205	0.5%	1	38.9%	39	30.0%	49	30.2%	49	29.2%	44	22.0%	9	43.9%	14	9.4%	1
Never	24.9%	199	2.1%	3	24.9%	25	17.0%	28	26.3%	43	55.8%	84	14.7%	6	32.7%	11	8.0%	1
(Don't know / varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	1.2%	0
Mean:		*0.60*		*1.56*		*0.28*		*0.38*		*0.18*		*0.35*		*0.52*		*0.10*		*0.52*
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

Q17AWhat is usually the MAIN purpose of your trip to Horsham town centre?
Those who visit Horsham town centre at least once every 3 months at Q16

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Food shopping	13.7%	54	22.5%	31	16.7%	6	5.1%	4	3.8%	3	9.6%	2	14.5%	4	19.3%	1	25.0%	2
Non-food shopping	52.9%	209	39.5%	55	71.1%	26	58.0%	50	64.3%	45	47.7%	10	55.6%	15	49.4%	4	60.5%	5
Daytime eating / drinking	7.5%	30	11.3%	16	3.4%	1	9.6%	8	2.2%	2	5.2%	1	5.8%	2	0.0%	0	0.0%	0
Evening eating / drinking	3.8%	15	4.1%	6	1.6%	1	9.4%	8	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Financial services	4.1%	16	8.7%	12	3.4%	1	0.0%	0	1.3%	1	0.0%	0	4.4%	1	3.9%	0	3.9%	0
Work	5.2%	21	8.3%	12	0.0%	0	4.1%	4	1.3%	1	12.6%	3	6.2%	2	3.9%	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
Click & collect online shopping order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other leisure	6.8%	27	4.4%	6	3.7%	1	7.5%	6	12.3%	9	12.6%	3	4.8%	1	0.0%	0	2.1%	0
Other service	0.6%	2	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0	1.2%	0	0.0%	0	3.3%	0
Visit friends / family	2.1%	8	0.0%	0	0.0%	0	2.9%	2	3.1%	2	12.4%	3	2.4%	1	5.5%	0	0.8%	0
(Don't know / varies)	3.3%	13	1.2%	2	0.0%	0	2.2%	2	10.1%	7	0.0%	0	3.2%	1	18.2%	1	4.5%	0
Weighted base:		394		140		36		86		69		22		26		8		8
Sample:		397		97		38		52		36		15		62		20		77

Q17BWhen you visit Horsham town centre, which other activities / services do you use? [MR]

Those who visit Horsham town centre at least once every 3 months at Q16

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Food shopping	15.2%	60	15.1%	21	25.9%	9	11.2%	10	10.3%	7	11.7%	3	20.8%	5	32.6%	2	30.2%	2
Non-food shopping	49.9%	197	44.8%	63	54.4%	20	41.6%	36	57.6%	40	73.4%	16	51.0%	13	73.0%	6	49.6%	4
Café	21.3%	84	19.9%	28	23.8%	9	22.1%	19	22.2%	15	26.3%	6	18.9%	5	12.0%	1	20.2%	2
Betting office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dry cleaners	0.2%	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
Estate agents	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services	9.6%	38	18.1%	25	5.0%	2	5.2%	4	3.6%	2	4.4%	1	9.8%	3	0.0%	0	5.0%	0
Hairdressers / beauty salon	1.6%	6	0.6%	1	3.4%	1	0.0%	0	3.8%	3	0.0%	0	6.0%	2	0.0%	0	0.9%	0
Health centre / dentist	1.3%	5	1.8%	2	0.0%	0	1.2%	1	1.3%	1	0.0%	0	2.6%	1	0.0%	0	1.8%	0
Library	2.5%	10	5.0%	7	0.0%	0	2.1%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	2.1%	0
Opticians	1.0%	4	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	6.0%	0
Payday loan shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public transport	0.6%	3	0.6%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Restaurant	17.9%	71	15.2%	21	14.3%	5	24.3%	21	18.3%	13	22.0%	5	15.0%	4	15.3%	1	10.9%	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
Cinema	2.8%	11	5.1%	7	4.5%	2	0.0%	0	0.0%	0	5.2%	1	2.0%	1	0.0%	0	6.0%	0
Green spaces / walk in the park	5.0%	20	2.2%	3	12.7%	5	14.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other leisure	7.3%	29	6.6%	9	2.6%	1	2.9%	3	14.6%	10	21.4%	5	0.0%	0	9.4%	1	7.7%	1
Pub	2.7%	11	2.2%	3	1.6%	1	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.8%	3	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	1	0.8%	0
Browse / window shop	1.5%	6	0.0%	0	0.0%	0	1.2%	1	1.3%	1	12.6%	3	3.4%	1	0.0%	0	2.5%	0
Visit friends / family	0.9%	4	0.0%	0	0.0%	0	1.2%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other service	0.5%	2	0.7%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
(Don't know / varies)	14.2%	56	16.4%	23	12.5%	5	15.9%	14	5.6%	4	17.7%	4	18.3%	5	10.4%	1	18.4%	1
Weighted base:		394		140		36		86		69		22		26		8		8
Sample:		397		97		38		52		36		15		62		20		77

Q17C What do you like about Horsham town centre? [MR]

Those who visit Horsham town centre at least once every 3 months at Q16

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Accessible by rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive / pleasant environment	23.6%	93	20.8%	29	26.2%	9	35.9%	31	16.4%	11	18.4%	4	17.8%	5	36.7%	3	12.9%	1
Clean / litter-free	7.7%	30	6.9%	10	1.9%	1	5.7%	5	14.8%	10	7.3%	2	6.0%	2	3.9%	0	19.7%	2
Close to home	15.2%	60	30.5%	43	17.3%	6	2.4%	2	5.4%	4	0.0%	0	12.3%	3	9.4%	1	15.6%	1
Close to school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	1.8%	7	1.3%	2	0.0%	0	4.1%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	12.2%	48	10.2%	14	27.8%	10	7.5%	6	3.8%	3	30.0%	6	19.5%	5	12.7%	1	26.1%	2
Easily accessible by foot / cycle	3.6%	14	3.0%	4	0.0%	0	1.0%	1	12.1%	8	0.0%	0	0.0%	0	3.3%	0	4.5%	0
Easy to park	9.9%	39	12.9%	18	8.5%	3	4.6%	4	5.1%	4	21.1%	5	15.6%	4	12.0%	1	11.8%	1
Feels safe / secure	2.4%	10	5.3%	7	0.0%	0	0.0%	0	0.0%	0	5.2%	1	3.4%	1	0.0%	0	1.2%	0
Free / cheap parking	2.9%	11	5.4%	8	1.6%	1	1.2%	1	0.0%	0	0.0%	0	2.8%	1	18.8%	1	1.2%	0
Good bus service / accessible public transport	1.1%	4	0.6%	1	0.0%	0	1.2%	1	0.0%	0	4.4%	1	3.6%	1	9.4%	1	0.8%	0
Good disabled access	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good foodstores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	2.1%	8	2.1%	3	0.0%	0	3.9%	3	1.6%	1	4.4%	1	0.0%	0	0.0%	0	0.8%	0
Good layout / shops close together	4.0%	16	7.5%	10	0.0%	0	1.0%	1	2.9%	2	4.4%	1	4.4%	1	3.3%	0	1.2%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness)	3.9%	15	5.7%	8	0.0%	0	7.6%	6	0.0%	0	0.0%	0	3.1%	1	0.0%	0	2.1%	0
Good places to eat	10.2%	40	7.0%	10	8.2%	3	13.6%	12	16.4%	11	7.3%	2	8.8%	2	3.3%	0	3.7%	0
Good pubs / bars	2.6%	10	1.6%	2	0.0%	0	8.2%	7	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good markets	6.6%	26	2.8%	4	12.7%	5	15.1%	13	3.8%	3	4.4%	1	3.4%	1	0.0%	0	2.0%	0
Good quality shops	6.5%	26	2.5%	3	6.4%	2	11.9%	10	1.6%	1	22.1%	5	10.4%	3	12.0%	1	2.9%	0
Good range of chain / well-known stores	14.5%	57	17.9%	25	20.9%	8	1.2%	1	21.5%	15	19.7%	4	11.8%	3	3.3%	0	10.9%	1
Good range of non-food stores	20.9%	83	18.4%	26	23.5%	9	10.5%	9	32.3%	22	45.7%	10	16.6%	4	27.6%	2	7.1%	1
Good range of services	1.6%	6	1.3%	2	2.6%	1	2.9%	3	0.0%	0	0.0%	0	3.4%	1	3.9%	0	0.0%	0
Good range of smaller independent / specialist retailers	10.4%	41	7.6%	11	5.0%	2	13.2%	11	14.5%	10	24.9%	5	4.6%	1	0.0%	0	4.9%	0
Good road access	0.9%	4	1.5%	2	1.6%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic environment	4.5%	18	1.3%	2	0.0%	0	1.7%	1	14.3%	10	17.0%	4	2.0%	1	3.3%	0	0.9%	0
Library	0.2%	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
Long opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low or discount prices	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Not too busy or crowded	4.5%	18	4.5%	6	1.9%	1	4.6%	4	1.6%	1	10.3%	2	10.6%	3	0.0%	0	6.8%	1
Pedestrianised areas	6.6%	26	6.9%	10	12.4%	4	1.2%	1	5.2%	4	17.7%	4	9.2%	2	8.7%	1	6.1%	0
Riverside environment	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Safe / secure	2.4%	10	0.0%	0	7.7%	3	5.8%	5	0.0%	0	5.2%	1	1.4%	0	3.3%	0	0.0%	0
Shops selling local or fairtrade produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - including specific retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	1.0%	4	1.8%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	0	3.3%	0	1.8%	0
Flat / level shopping area	0.9%	3	0.0%	0	8.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.5%	0
Covered shopping areas / shelter from the weather	1.9%	8	1.6%	2	2.6%	1	0.0%	0	2.7%	2	7.1%	2	1.9%	1	5.5%	0	1.2%	0
Presence of a John Lewis store	2.1%	8	0.0%	0	0.0%	0	4.0%	3	5.8%	4	0.0%	0	2.0%	1	0.0%	0	3.0%	0
Parks / green spaces	2.4%	9	4.5%	6	1.6%	1	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Close to friends / family	0.3%	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
(Nothing / very little)	7.2%	28	8.5%	12	2.6%	1	12.8%	11	1.3%	1	0.0%	0	10.3%	3	0.0%	0	14.3%	1
(Everything)	1.4%	5	2.8%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.8%	0
(Don't know)	1.0%	4	0.9%	1	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Weighted base:		394		140		36		86		69		22		26		8		8
Sample:		397		97		38		52		36		15		62		20		77

Q17DOf the answers given to the previous question, what do you like most about Horsham town centre?
Those who specified something they like at Q17C

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Accessible by rail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive / pleasant environment	13.8%	49	9.7%	12	15.0%	5	31.3%	23	4.5%	3	4.4%	1	11.0%	3	20.7%	2	12.1%	1
Clean / litter-free	3.9%	14	1.5%	2	0.0%	0	3.4%	3	12.8%	8	0.0%	0	0.0%	0	3.9%	0	14.3%	1
Close to home	12.3%	44	27.6%	34	11.2%	4	0.0%	0	2.3%	2	0.0%	0	12.5%	3	9.4%	1	15.6%	1
Close to school / college / university	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work	1.3%	4	0.7%	1	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Compact / easy to get around	4.2%	15	4.5%	6	10.8%	4	1.2%	1	1.7%	1	0.0%	0	9.1%	2	9.4%	1	11.7%	1
Easily accessible by foot / cycle	1.1%	4	2.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to park	3.4%	12	5.1%	6	0.0%	0	0.0%	0	0.0%	0	14.0%	3	9.4%	2	0.0%	0	10.7%	1
Feels safe / secure	0.9%	3	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
Free / cheap parking	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Good bus service / accessible public transport	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.9%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good facilities (e.g. seating, toilets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good foodstores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.2%	4	0.7%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Good layout / shops close together	1.7%	6	3.3%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.6%	1	3.3%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness)	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Good places to eat	5.6%	20	4.5%	6	6.5%	2	10.9%	8	3.1%	2	7.3%	2	2.3%	1	0.0%	0	0.9%	0
Good pubs / bars	2.6%	9	1.8%	2	0.0%	0	9.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good markets	2.0%	7	0.0%	0	13.0%	5	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Good quality shops	1.9%	7	1.8%	2	0.0%	0	1.2%	1	0.0%	0	12.6%	3	2.7%	1	3.3%	0	0.9%	0
Good range of chain /well-known stores	7.2%	26	9.4%	12	14.9%	5	1.4%	1	9.7%	6	0.0%	0	3.9%	1	0.0%	0	8.0%	1
Good range of non-food stores	10.8%	38	6.0%	7	7.3%	3	1.4%	1	29.6%	19	17.0%	4	10.8%	2	18.2%	1	5.1%	0
Good range of services	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	3.9%	0	0.0%	0
Good range of smaller independent / specialist retailers	5.1%	18	3.6%	4	1.6%	1	13.4%	10	3.3%	2	5.2%	1	0.0%	0	0.0%	0	1.0%	0
Good road access	0.4%	1	0.0%	0	1.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Historic environment	4.7%	17	0.7%	1	0.0%	0	2.0%	1	15.1%	10	17.0%	4	2.3%	1	3.3%	0	0.0%	0
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
Long opening hours / evening activities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low or discount prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Not too busy or crowded	1.9%	7	1.0%	1	0.0%	0	0.0%	0	1.7%	1	10.3%	2	7.8%	2	0.0%	0	7.2%	0
Pedestrianised areas	2.4%	9	3.1%	4	6.8%	2	0.0%	0	1.4%	1	0.0%	0	1.6%	0	8.7%	1	6.4%	0
Riverside environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe / secure	1.4%	5	0.0%	0	0.0%	0	4.8%	4	0.0%	0	5.2%	1	0.0%	0	3.3%	0	0.0%	0
Shops selling local or fairtrade produce	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other - including specific retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	0.7%	2	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	0	3.3%	0	1.0%	0
Flat / level shopping area	0.5%	2	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Covered shopping areas / shelter from the weather	2.0%	7	1.8%	2	2.7%	1	0.0%	0	2.8%	2	7.1%	2	2.2%	1	0.0%	0	0.0%	0
Presence of a John Lewis store	1.4%	5	0.0%	0	0.0%	0	1.2%	1	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parks / green spaces	0.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / family	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	12	6.0%	7	1.6%	1	1.2%	1	1.7%	1	0.0%	0	5.9%	1	9.4%	1	0.0%	0
Weighted base:		356		123		35		74		66		22		23		8		6
Sample:		357		87		37		47		34		15		53		20		64

Q17E What do you dislike about Horsham town centre? [MR]
Those who visit Horsham town centre at least once every 3 months at Q16

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Centre very windy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	3.9%	0	0.8%	0
Cost of parking	13.1%	52	16.4%	23	12.4%	4	12.4%	11	12.3%	9	0.0%	0	13.1%	3	0.0%	0	19.9%	2
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.6%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	2.9%	12	0.9%	1	0.0%	0	1.0%	1	12.1%	8	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Lack of cinema	0.0%	0	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 other leisure sports / cultural facilities	0.0%	0	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 parking	8.2%	32	7.7%	11	11.1%	4	10.5%	9	6.5%	5	5.2%	1	8.5%	2	3.3%	0	4.7%	0
Litter / dirty / dogs	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Multi-storey awkward / difficult	0.7%	3	0.0%	0	1.6%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
No department store	1.5%	6	1.3%	2	4.2%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Not enough choice of shops	12.8%	51	9.5%	13	2.6%	1	23.5%	20	13.7%	10	5.2%	1	13.8%	4	0.0%	0	26.4%	2
Not enough clothes shops	3.8%	15	2.8%	4	0.0%	0	9.3%	8	0.0%	0	5.2%	1	4.6%	1	0.0%	0	10.3%	1
Not enough supermarket / food shops	1.0%	4	1.6%	2	1.6%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Poor bus service to 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
Poor facilities (e.g. seating, toilets)	0.0%	0	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 quality shops	0.4%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Poor signposting in 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
Prices too high	2.1%	8	0.9%	1	0.0%	0	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities in the evening	1.6%	6	4.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few cafes, pubs or eating places	0.8%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	0
Too few service businesses (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops of one type	0.8%	3	1.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Traffic congestion	0.6%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0
Unsafe / poor security / dangerous	0.8%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Vandals / hooligans	1.8%	7	4.5%	6	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0	0.0%	0
Other - including lack of specific retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	1.9%	7	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Empty shops	4.2%	16	9.8%	14	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.4%	0	9.4%	1	0.9%	0
Not enough independent shops	0.8%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.9%	0
Not a nice environment	1.5%	6	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	3.9%	0	0.8%	0
Too spread out / not compact	0.7%	3	0.0%	0	3.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
(Nothing)	49.2%	194	38.5%	54	69.2%	25	47.1%	40	53.2%	37	68.3%	15	50.4%	13	79.6%	6	47.2%	4
(Everything)	0.0%	0	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)	4.3%	17	7.6%	11	0.0%	0	2.2%	2	1.3%	1	12.6%	3	2.4%	1	0.0%	0	1.2%	0
Weighted base:		394		140		36		86		69		22		26		8		8
Sample:		397		97		38		52		36		15		62		20		77

Q17F Of the answers given to the previous question, what do you like the least about Horsham town centre?
Those who specified something they dislike at Q17E

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Centre very windy	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	18.9%	0	1.5%	0
Cost of parking	24.8%	46	27.2%	21	40.2%	4	18.6%	8	27.1%	9	0.0%	0	20.9%	3	0.0%	0	32.5%	1
Difficult to cross streets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	5.6%	10	0.0%	0	0.0%	0	2.0%	1	26.6%	8	23.1%	1	0.0%	0	0.0%	0	0.0%	0
Lack of cinema	0.0%	0	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 other leisure sports / cultural facilities	0.0%	0	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 parking	13.3%	24	12.1%	9	30.0%	3	12.6%	5	11.4%	4	26.9%	1	10.9%	1	16.2%	0	5.3%	0
Litter / dirty / dogs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Multi-storey awkward / difficult	1.4%	3	0.0%	0	5.1%	1	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	0
No department store	1.9%	3	1.2%	1	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Not enough choice of shops	22.8%	42	14.1%	11	0.0%	0	37.2%	16	30.1%	10	26.9%	1	19.5%	2	0.0%	0	51.2%	2
Not enough clothes shops	2.6%	5	3.9%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	1.7%	0
Not enough supermarket / food shops	1.5%	3	2.9%	2	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus service to 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
Poor facilities (e.g. seating, toilets)	0.0%	0	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 quality shops	0.0%	0	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 signposting in 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
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short opening hours / no facilities in the evening	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few cafes, pubs or eating places	1.4%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few service businesses (e.g. banks / building societies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops of one type	1.7%	3	2.4%	2	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0
Traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unsafe / poor security / dangerous	1.7%	3	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Vandals / hooligans	3.9%	7	8.3%	6	0.0%	0	0.0%	0	0.0%	0	23.1%	1	0.0%	0	0.0%	0	0.0%	0
Other - including lack of specific retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	3.5%	6	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0
Empty shops	5.5%	10	10.0%	8	0.0%	0	0.0%	0	4.8%	2	0.0%	0	3.0%	0	46.1%	1	0.0%	0
Not enough independent shops	1.7%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	0.0%	0	1.7%	0
Not a nice environment	2.8%	5	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	1	18.9%	0	1.5%	0
Too spread out / not compact	1.5%	3	0.0%	0	11.2%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	0.4%	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

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
(Don't know)	0.9%	2	1.0%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		184		75		11		43		32		4		12		2		4
Sample:		165		51		16		19		10		4		28		4		33

Q17G How do you think Horsham town centre could be improved? [MR]
Those who visit Horsham town centre at least once every 3 months at Q16

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Better choice of shops	5.1%	20	5.6%	8	0.0%	0	6.5%	6	1.3%	1	0.0%	0	14.5%	4	12.7%	1	15.0%	1
Better facilities for pedestrians (including pedestrian crossing)	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities for youth	1.0%	4	0.7%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Better facilities for older people	0.6%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintenance / cleanliness	1.5%	6	3.2%	4	0.0%	0	0.0%	0	0.0%	0	4.4%	1	1.2%	0	3.3%	0	1.6%	0
Better quality shops	0.6%	2	0.0%	0	2.6%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	2.1%	0
Improve appearance / environment	5.1%	20	10.7%	15	0.0%	0	1.0%	1	0.0%	0	12.6%	3	3.2%	1	7.2%	1	1.6%	0
Improve bus services / access	0.9%	3	0.9%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.5%	0
Improve rail services / access	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Improve security, including CCTV Improve signposting in 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	0.8%	0
Longer opening hours / more evening activities	0.3%	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
More banks / building societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	10.1%	40	12.2%	17	6.9%	2	17.7%	15	1.3%	1	4.4%	1	7.7%	2	6.6%	1	11.3%	1
More large shops / department stores	16.4%	65	16.7%	23	4.2%	2	21.1%	18	20.7%	14	17.7%	4	9.2%	2	0.0%	0	16.0%	1
More specialist / independent stores	12.6%	50	24.6%	34	2.6%	1	2.4%	2	10.8%	7	0.0%	0	14.8%	4	3.3%	0	10.6%	1
Better cinema facilities	0.3%	1	0.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better other leisure sports / cultural facilities	0.9%	4	0.7%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
More pubs, restaurants, cafés	0.8%	3	0.7%	1	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0
More supermarkets / food shops	1.2%	5	2.1%	3	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0
More traffic free areas / pedestrianisation	1.6%	6	2.8%	4	4.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating, toilets	2.3%	9	0.6%	1	0.0%	0	0.0%	0	10.8%	7	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Other - including introducing a named retailer	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	7.8%	31	15.1%	21	1.9%	1	3.6%	3	1.6%	1	7.1%	2	8.9%	2	3.9%	0	7.6%	1
More clothes shops	2.0%	8	1.9%	3	0.0%	0	2.9%	3	1.6%	1	0.0%	0	6.6%	2	0.0%	0	0.0%	0
Larger John Lewis store	1.2%	5	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Better market	1.5%	6	2.1%	3	0.0%	0	2.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reintroduce McDonald's	2.8%	11	0.0%	0	12.7%	5	5.9%	5	0.0%	0	0.0%	0	1.9%	1	9.4%	1	0.8%	0
More indoor areas / shelter from the weather	0.4%	2	0.0%	0	1.9%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
(No need to improve)	20.7%	82	12.1%	17	30.1%	11	19.7%	17	30.5%	21	19.1%	4	25.4%	7	42.8%	3	21.7%	2
(Nothing in particular)	19.7%	78	13.1%	18	31.3%	11	23.9%	20	19.2%	13	34.6%	7	15.3%	4	17.5%	1	18.1%	1
(Don't know)	1.5%	6	3.3%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	0	0.0%	0	2.5%	0
Weighted base:		394		140		36		86		69		22		26		8		8
Sample:		397		97		38		52		36		15		62		20		77

Q17H How do you normally travel to Horsham town centre?

Those who visit Horsham town centre at least once every 3 months at Q16

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Car / van (as driver)	75.7%	298	67.2%	94	90.2%	33	70.7%	61	82.1%	57	78.6%	17	89.2%	23	96.7%	7	85.8%	7
Car / van (as passenger)	4.4%	17	2.4%	3	3.4%	1	10.3%	9	2.2%	2	4.4%	1	3.6%	1	0.0%	0	7.5%	1
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	8.5%	34	7.4%	10	6.4%	2	13.3%	11	4.9%	3	17.0%	4	7.2%	2	3.3%	0	3.0%	0
Train	2.8%	11	0.6%	1	0.0%	0	2.9%	3	10.8%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	0
Taxi	0.0%	0	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	7.3%	29	20.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	3	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Weighted base:		394		140		36		86		69		22		26		8		8
Sample:		397		97		38		52		36		15		62		20		77

Q18 You stated that you visit Horsham town centre by car, where do you usually park?
Those who normally travel to Horsham town centre by car / van at Q17H

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Swan Walk Car Park	44.4%	140	32.0%	31	63.4%	22	62.3%	43	31.9%	19	50.6%	9	39.3%	10	47.1%	3	48.8%	3
Forum (Blackorse Way) Car Park (Sainsbury's)	20.9%	66	31.3%	30	15.6%	5	4.2%	3	22.4%	13	14.8%	3	37.3%	9	7.4%	1	28.1%	2
Piries Place Car Park	9.3%	30	10.3%	10	3.7%	1	12.3%	9	14.7%	9	0.0%	0	1.3%	0	9.7%	1	2.1%	0
Denne Road Car Park	5.0%	16	4.2%	4	0.0%	0	1.3%	1	18.1%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	0
John Lewis at Home / Waitrose Car Park (Albion Way)	2.9%	9	0.8%	1	5.1%	2	1.5%	1	5.3%	3	0.0%	0	8.6%	2	0.0%	0	8.1%	1
Pavilion Leisure Centre	2.8%	9	7.3%	7	2.0%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street car parking bays	1.8%	6	1.6%	2	6.8%	2	0.0%	0	1.6%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Blackbridge Lane	0.7%	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
Horsham Park & Ride	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	13.6%	1	0.0%	0
Horsham Park	0.6%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
North Street Car Park	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Horsham Museum Car Park	0.3%	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
Causeway	0.3%	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
Horsham Station Car Park	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	1	0.0%	0
North Parade Car Park	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
London Road Car Park	0.0%	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
(Don't know)	9.6%	30	9.2%	9	3.4%	1	14.9%	10	2.6%	2	29.3%	5	5.4%	1	12.5%	1	11.1%	1
Weighted base:		316		97		34		69		59		18		24		7		7
Sample:		329		67		34		38		32		13		56		19		70

Q18A Prior to the opening of the John Lewis at Home / Waitrose store, where did you previously park?
Those who usually park at John Lewis / Waitrose at Q18

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Swan Walk Car Park	41.8%	4	0.0%	0	33.3%	1	100.0%	1	50.0%	2	0.0%	0	32.5%	1	0.0%	0	10.1%	0
Forum (Blackorse Way) Car Park (Sainsbury's)	21.4%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	67.5%	1	0.0%	0	0.0%	0
On-street car parking bays	16.6%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piries Place Car Park	9.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	0
(Don't know)	11.1%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	80.0%	0
Weighted base:		9		1		2		1		3		0		2		0		1
Sample:		14		1		3		1		2		0		4		0		3

Q19 Do you / your household take part in any of the following leisure or cultural activities? [MR/PR]

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Cafés	69.6%	557	71.4%	103	73.7%	74	66.6%	108	74.0%	120	69.7%	105	58.2%	24	57.5%	19	60.3%	6
Restaurants	74.6%	598	73.5%	106	81.5%	81	70.7%	114	83.4%	135	72.3%	109	57.0%	24	72.8%	24	53.4%	5
Pubs / Clubs	51.8%	415	49.9%	72	63.1%	63	47.2%	76	62.9%	102	47.1%	71	31.4%	13	44.0%	14	44.0%	4
Cinema	63.7%	510	68.8%	99	65.4%	65	62.7%	101	71.4%	116	61.0%	92	38.6%	16	52.2%	17	42.8%	4
Theatres / museums / arts centres / art galleries / live music	50.3%	403	47.6%	68	58.9%	59	41.5%	67	56.1%	91	53.0%	80	45.8%	19	48.7%	16	36.6%	3
Children's soft play venues	16.7%	134	14.4%	21	13.2%	13	20.2%	33	16.3%	26	21.5%	32	6.6%	3	13.2%	4	12.9%	1
Entertainment venues (10-pin bowling, ice skating, bingo, etc.)	29.4%	236	36.0%	52	28.1%	28	33.2%	54	27.7%	45	29.0%	44	13.7%	6	21.4%	7	11.4%	1
Health and fitness clubs (gyms, leisure centres, swimming pools, etc.)	31.0%	248	34.4%	49	34.0%	34	24.0%	39	38.6%	63	31.2%	47	16.8%	7	20.9%	7	26.2%	2
(None of these)	7.3%	58	5.6%	8	6.2%	6	7.4%	12	5.0%	8	6.9%	10	20.5%	9	11.8%	4	12.1%	1
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

Q20 What town / village / local centre do you visit most often for cafés?
Those who visit cafés at Q19 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Horsham Town Centre	26.5%	147	89.3%	92	11.3%	8	28.6%	31	3.1%	4	1.1%	1	33.2%	8	2.7%	1	48.8%	3
Crawley Town Centre	12.1%	67	0.0%	0	8.5%	6	53.6%	58	2.3%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Burgess Hill Town Centre	10.3%	57	1.3%	1	10.0%	7	5.6%	6	28.4%	33	5.1%	5	6.7%	2	12.1%	2	4.6%	0
Haywoods Heath Town Centre	7.3%	41	0.0%	0	0.0%	0	0.0%	0	34.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	5.8%	32	0.0%	0	0.0%	0	2.7%	3	13.8%	16	11.6%	12	0.0%	0	4.5%	1	0.0%	0
Worthing Town Centre	5.6%	31	0.8%	1	0.0%	0	0.0%	0	0.0%	0	19.7%	21	5.5%	1	44.4%	8	0.0%	0
Shoreham-by- Sea Town Centre	3.9%	21	0.9%	1	0.0%	0	0.0%	0	0.0%	0	19.2%	20	1.6%	0	0.0%	0	0.0%	0
Dorking Town Centre	3.7%	21	0.0%	0	28.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steyning Town Centre	3.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	18	3.8%	1	2.3%	0	0.0%	0
Guildford Town Centre	3.1%	17	0.9%	1	11.1%	8	0.0%	0	6.4%	7	0.0%	0	2.2%	1	0.0%	0	3.1%	0
Reigate Town Centre	2.1%	12	0.0%	0	10.9%	8	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.9%	10	0.0%	0	1.6%	1	0.8%	1	4.4%	5	2.6%	3	1.6%	0	1.6%	0	0.0%	0
Cranleigh Town Centre	1.4%	8	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Lancing Town Centre	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	7	0.0%	0	0.0%	0	0.0%	0
Chichester Town Centre	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	13.3%	3	6.4%	1	1.0%	0
Storrington Town Centre	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.5%	5	0.0%	0	0.0%	0
Lewes Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arundel Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
Broadbridge Heath Town Centre	0.5%	3	0.0%	0	0.0%	0	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulborough Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	2	0.0%	0	2.8%	0
Horley Town Centre	0.3%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield Town Centre	0.2%	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
Findon Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0
Rustington Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Littlehampton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.7%	0
Kingston Upon Thames Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Billingshurst 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	2.7%	0
Kirdford 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	1.2%	0
Other	6.5%	36	7.0%	7	7.8%	6	1.4%	1	2.8%	3	15.4%	16	2.2%	1	1.4%	0	20.0%	1
Weighted base:		553		103		74		108		116		105		24		18		6
Sample:		522		75		72		72		69		69		55		55		55

Q21 What town centre do you visit most often for restaurants?
Those who go to restaurants at Q19 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Horsham Town Centre	26.5%	154	88.5%	93	9.9%	8	31.8%	36	4.2%	5	1.9%	2	25.4%	6	6.9%	2	33.9%	2
Brighton City Centre	10.7%	62	0.0%	0	0.0%	0	4.8%	5	26.8%	33	22.3%	24	0.0%	0	1.1%	0	0.0%	0
Burgess Hill Town Centre	10.1%	58	3.6%	4	3.8%	3	5.6%	6	20.4%	25	12.7%	13	16.4%	4	9.2%	2	14.7%	1
Crawley Town Centre	9.4%	54	0.0%	0	3.2%	3	43.6%	49	1.8%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	0
Haywoods Heath Town Centre	6.9%	40	0.0%	0	0.0%	0	0.0%	0	32.6%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Town Centre	5.5%	32	0.0%	0	39.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	4.8%	28	0.7%	1	0.0%	0	0.0%	0	0.0%	0	15.1%	16	6.6%	2	41.4%	10	0.0%	0
Shoreham-by- Sea Town Centre	3.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	21	1.3%	0	0.0%	0	0.0%	0
Lancing Town Centre	2.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	16	0.0%	0	0.0%	0	1.2%	0
Guildford Town Centre	2.5%	14	3.0%	3	3.7%	3	0.0%	0	6.1%	7	0.0%	0	0.0%	0	0.0%	0	14.7%	1
Reigate Town Centre	2.1%	12	0.0%	0	12.7%	10	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Town Centre	1.6%	9	0.7%	1	0.0%	0	0.8%	1	0.8%	1	1.5%	2	9.5%	2	12.4%	3	1.3%	0
Central London	1.6%	9	0.0%	0	1.2%	1	3.0%	3	2.5%	3	0.9%	1	2.2%	1	1.2%	0	0.0%	0
Horley Town Centre	1.3%	8	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh Town Centre	1.0%	6	1.2%	1	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0
Arundel Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	12.0%	3	0.0%	0
Steyning Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0
Storrington Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	3	2.3%	1	0.0%	0
Brockham Village Centre	0.5%	3	0.0%	0	2.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulborough Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3	0.0%	0	0.0%	0
Lewes Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loxwood Village Centre	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	0
Findon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0
Littlehampton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	1.9%	0
Ashington Town Centre	0.2%	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
Billingshurst Town Centre	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0
Ewhurst Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield Town Centre	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cuckfield Village Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wisborough Green 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	5.3%	0
Ardingly Village Centre	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
Kirdford 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	4.4%	0
Other	4.7%	27	0.9%	1	15.6%	13	0.8%	1	2.8%	3	6.8%	7	4.2%	1	3.5%	1	4.9%	0
Weighted base:		581		106		81		113		123		106		24		24		5
Sample:		529		73		78		63		71		70		55		70		49

Q22 What town centre do you visit most often for pubs / clubs?
Those who use pubs / clubs at Q19 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Horsham Town Centre	17.6%	71	74.6%	51	1.8%	1	21.0%	15	0.9%	1	4.0%	3	0.0%	0	1.8%	0	3.3%	0
Burgess Hill Town Centre	14.6%	59	5.5%	4	2.6%	2	16.5%	12	32.2%	33	5.6%	4	22.0%	3	10.1%	1	16.2%	1
Crawley Town Centre	10.5%	42	9.2%	6	0.0%	0	49.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	7.5%	30	0.0%	0	0.0%	0	3.5%	3	24.6%	25	3.3%	2	3.0%	0	0.0%	0	0.0%	0
Dorking Town Centre	7.4%	30	0.0%	0	48.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shoreham-by- Sea Town Centre	6.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.7%	26	0.0%	0	0.0%	0	0.0%	0
Haywoods Heath Town Centre	4.5%	18	0.0%	0	0.0%	0	0.0%	0	17.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steyning Town Centre	3.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	0.0%	0	0.0%	0	0.0%	0
Cuckfield Village Centre	3.0%	12	0.0%	0	0.0%	0	0.0%	0	11.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancing Town Centre	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	11	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	1.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	29.8%	4	0.0%	0
Central London	1.4%	6	0.0%	0	1.5%	1	3.5%	3	1.1%	1	0.0%	0	0.0%	0	7.2%	1	0.0%	0
Cranleigh Town Centre	1.2%	5	0.0%	0	7.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pulborough Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.4%	5	0.0%	0	0.0%	0
Henfield Town Centre	0.7%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Arundel Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	3	0.0%	0
Horley Town Centre	0.6%	3	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Billingshurst Town Centre	0.6%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	0
Guildford Town Centre	0.6%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loxwood Village Centre	0.5%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.1%	1
Storrington Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	2	0.0%	0	1.4%	0
Chichester Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Reigate Town Centre	0.4%	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
Amberley Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	1	3.6%	1	0.0%	0
Handcross Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Findon Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	1	0.0%	0
Wisborough Green 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	22.7%	1
Ewhurst Village Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Partridge Green Town Centre	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
Cowfold Village Centre	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
Dial Post Village Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirdford Village 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	15.2%	1
Ashington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0
Kingston Upon Thames Town Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockham Village Centre	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlehampton Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	0	0.0%	0
Other	9.6%	39	2.5%	2	26.9%	17	2.6%	2	9.4%	10	7.0%	5	12.2%	2	15.1%	2	12.0%	0
Weighted base:		404		68		62		73		102		68		12		14		4
Sample:		343		37		56		38		54		45		30		41		42

Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08

Q23 Where do you go most often to visit the cinema?
Those who go to the cinema at Q19 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Cineworld, 1 London Road, Crawley, RH10 2LR	43.9%	222	46.6%	46	22.8%	15	96.0%	97	52.9%	60	2.9%	3	8.2%	1	0.0%	0	11.4%	0
Cineworld, Brighton Marina Village, Brighton	13.5%	68	6.4%	6	0.0%	0	0.0%	0	19.0%	21	42.8%	39	7.8%	1	0.0%	0	0.0%	0
Capitol Cinema, North Street, Horsham, RH12 1RG	10.6%	54	43.7%	43	0.0%	0	0.0%	0	0.8%	1	3.0%	3	35.0%	5	0.0%	0	49.1%	2
Dome Cinema, Worthing, BN11 3PT	4.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	16	2.0%	0	27.6%	5	0.0%	0
The Orion Cinema, Cyprus Road, Burgess Hill, RH15 8DX	3.6%	18	0.0%	0	0.0%	0	0.0%	0	13.2%	15	3.0%	3	2.0%	0	0.0%	0	0.0%	0
Odeon, Bedford Road, Guildford	3.3%	17	0.0%	0	22.3%	15	0.0%	0	0.0%	0	0.0%	0	5.8%	1	0.0%	0	29.3%	1
Odeon, Kingswest, West Street, Brighton	3.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	17	0.0%	0	0.0%	0	0.0%	0
Dorking Halls, Reigate Road, Dorking	3.1%	16	0.0%	0	23.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hawth Theatre & Conference Complex, Hawth Avenue, Crawley, RH10 6YZ	2.7%	14	2.5%	2	0.9%	1	0.9%	1	4.7%	5	4.6%	4	2.4%	0	0.0%	0	0.0%	0
Cineworld, Chichester Gate, Chichester	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	4	42.4%	7	1.4%	0
The Screen, Bancroft Road, Reigate, RH2 7RP	1.1%	6	0.0%	0	7.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Connaught Theatre, Union Place, Worthing	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	4	3.4%	1	4.8%	1	0.0%	0
Chichester Cinema, New Park Centre, New Park Road, Chichester	0.9%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	18.7%	3	1.7%	0
Cineworld, Parrs Wood Entertainment Centre, Wilmslow Road, Didsbury	0.9%	5	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Streatham High Road, Streatham	0.9%	5	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Upper High Street, Epsom	0.9%	5	0.0%	0	7.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street Picture House, East Grinstead, RH19 3DJ	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.7%	2	0.0%	0	1.5%	0	0.0%	0
Picture House, High Street, Uckfield	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.5%	2	0.0%	0	0.0%	0	0.9%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clair Hall, Perrymount Road,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Haywards Heath																		
The Harlequin Theatre and Cinema, Warwick Quadrant, London Road, Redhill, RH1 1NN	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Street Loft, West Street, Shoreham by Sea	0.2%	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
Duke of York's Picture House, Preston Road, Brighton	0.2%	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
Steyning Town Centre	0.2%	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
Everyman, Station Road West, Oxted	0.2%	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
Billingshurst Centre, Roman Way, Billingshurst	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Pulborough Village Hall, Swan View, Pulborough	0.1%	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
The Picturedrome Cinema, Canada Grove, Bognor Regis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Windmill Entertainment Centre, Littlehampton, BN17 5LH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Storrington Village Hall, West Street, Storrington	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0
Haselmere Hall, Bridge Road, Haslemere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Vue, Gunwharf Quays, Gunwharf Rd, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
Weighted base:		506		98		65		101		113		92		15		16		4
Sample:		403		64		54		49		56		52		35		47		46

Q24 Where do you go most often to visit theatres / museums / live music / art galleries?
Those who visit theatres / museums / live music / art galleries at Q19 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Central London	50.6%	202	30.4%	20	60.1%	35	63.8%	43	64.5%	57	43.0%	34	25.1%	5	38.3%	6	40.4%	1
Horsham Town Centre	13.4%	54	49.3%	33	4.7%	3	10.7%	7	1.2%	1	4.8%	4	23.2%	4	4.5%	1	20.0%	1
Brighton City Centre	10.9%	43	1.2%	1	0.0%	0	1.3%	1	24.4%	22	22.0%	18	3.9%	1	11.9%	2	2.0%	0
Crawley Town Centre	5.0%	20	6.1%	4	0.0%	0	22.9%	15	0.0%	0	0.0%	0	1.7%	0	0.0%	0	2.8%	0
Worthing Town Centre	5.0%	20	1.2%	1	0.0%	0	0.0%	0	0.0%	0	19.9%	16	2.7%	1	16.3%	3	0.0%	0
Burgess Hill Town Centre	4.6%	19	4.9%	3	1.0%	1	1.3%	1	5.8%	5	6.7%	5	11.8%	2	6.1%	1	4.0%	0
Guildford Town Centre	3.8%	15	4.7%	3	19.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.2%	1
Chichester Town Centre	3.2%	13	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.4%	2	28.3%	5	23.0%	4	7.1%	0
Dorking Town Centre	1.0%	4	0.0%	0	6.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Woking Town Centre	0.6%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haywoods Heath Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Steyning Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Eastbourne 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
Eastleigh 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
Bognor Regis Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leatherhead Town Centre	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom Town Centre	0.1%	1	0.0%	0	1.0%	1	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	1.7%	0	0.0%	0	0.0%	0
Weighted base:		399		67		59		67		88		80		19		16		3
Sample:		392		53		54		44		52		54		44		48		43

Q25 Where do you go most often to visit children soft play venues?
Those who go to children soft play venues at Q19 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Horsham Town Centre	23.7%	32	70.0%	15	12.3%	2	44.1%	14	0.0%	0	0.0%	0	37.8%	1	0.0%	0	6.0%	0
Burgess Hill Town Centre	19.3%	26	4.4%	1	7.2%	1	0.0%	0	76.3%	20	11.3%	4	0.0%	0	0.0%	0	0.0%	0
Crawley Town Centre	19.0%	25	8.8%	2	0.0%	0	55.9%	18	20.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre	6.4%	8	0.0%	0	0.0%	0	0.0%	0	3.5%	1	20.2%	7	0.0%	0	25.2%	1	0.0%	0
Lewes Town Centre	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	8	0.0%	0	0.0%	0	0.0%	0
Findon Village Centre	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	8	0.0%	0	0.0%	0	0.0%	0
Brockham Village Centre	2.4%	3	10.7%	2	7.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh Town Centre	2.1%	3	0.0%	0	17.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.0%	0
Central London	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	6.3%	0	0.0%	0
Dorking Town Centre	1.2%	2	0.0%	0	12.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington Village Centre	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.5%	1	0.0%	0
Billingshurst Town Centre	1.0%	1	6.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlehampton Town Centre	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	1	16.6%	1	6.0%	0
Shoreham-by- Sea Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Pulborough Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	0	41.0%	0
Redhill Town Centre	0.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storrington Town Centre	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	0	0.0%	0	0.0%	0
Lancing Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	0	0.0%	0
Guildford 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	6.0%	0
Other	7.7%	10	0.0%	0	39.1%	5	0.0%	0	0.0%	0	13.2%	4	30.3%	1	0.0%	0	0.0%	0
Weighted base:		133		21		13		33		26		32		3		4		1
Sample:		75		9		10		16		8		11		6		10		5

Q26 Which entertainment venues do you visit most often?
Those who visit entertainment venues at Q19 AND Excl. nulls & SFT's

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Hollywood Bowl, Crawley Leisure Park, London Road. Crawley, BN11 3QJ	43.6%	101	26.5%	13	27.6%	8	86.3%	46	74.9%	34	0.0%	0	0.0%	0	6.0%	0	6.2%	0
Horsham Superbowl, Horsham Leisure Park, Albion Way, Horsham, RH12 1AH	18.5%	43	70.9%	34	9.1%	2	4.7%	3	0.0%	0	2.2%	1	38.8%	2	0.0%	0	36.5%	0
Bowlplex, Marina Way, Brighton Marina, Brighton, BN2 5UT	12.0%	28	0.0%	0	0.0%	0	0.0%	0	22.6%	10	39.6%	17	7.1%	0	0.0%	0	0.0%	0
AMF Worthing Bowl, Marine Parade, Worthing, BN11 3QJ	9.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	16	6.1%	0	66.3%	5	0.0%	0
Guildford Spectrum GU1 1UP	5.0%	12	2.6%	1	35.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.0%	0
Gala Bingo, Kingsgate, Queensway, Crawley, RH10 1EN	2.3%	5	0.0%	0	6.0%	2	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Out of Bounds, Golfers Lane, Angmering	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	3	17.4%	1	19.9%	1	0.0%	0
Gala Bingo, Worthing, BN11 3JS	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	4	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Freshfield Way, Brighton BN2 0LE	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0
Lakeside Superbowl, Terminus Road, Chichester Gate Leisure Park, Chichester PO19 8EL	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	1	4.2%	0	0.0%	0
Crown Bingo, Bognor Regis, PO21 1PT	0.1%	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
Other	3.8%	9	0.0%	0	21.6%	6	1.9%	1	2.4%	1	0.0%	0	7.1%	0	3.6%	0	14.3%	0
Weighted base:		231		49		27		54		45		44		5		7		1
Sample:		151		27		18		30		15		24		10		18		9

Q27 Where do you go most often to visit health & fitness clubs?

Those who use health & fitness clubs at Q19

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Burgess Hill Town Centre	10.5%	26	0.0%	0	0.0%	0	0.0%	0	39.9%	25	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Haywoods Heath Town Centre	7.0%	17	0.0%	0	0.0%	0	0.0%	0	27.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavilions in the Park, Horsham Park, Hurst Road, Horsham, RH12 2DF	6.9%	17	20.5%	10	6.8%	2	6.5%	3	0.0%	0	2.4%	1	12.8%	1	0.0%	0	2.7%	0
Crawley Town Centre	6.3%	16	0.0%	0	0.0%	0	40.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
K2 Crawley, Pease Pottage Hill, Crawley, RH11 9BQ	6.2%	15	2.6%	1	0.0%	0	36.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking Town Centre	4.1%	10	0.0%	0	29.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	0
Broadbridge Health Leisure Centre, Wickhurst Lane, Broadbridge Heath	3.7%	9	18.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bluecoat Sports Health and Fitness Club, Christs Hospital, Horsham, RH13 0YB	3.4%	8	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	1	0.0%	0	18.7%	0
Worthing Town Centre	3.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	8	0.0%	0	8.0%	1	0.0%	0
Horsham Town Centre	3.2%	8	12.1%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	19.8%	1	0.0%	0	5.1%	0
Lancing Town Centre	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	7	0.0%	0	0.0%	0	0.0%	0
Shoreham-by- Sea Town Centre	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	7	0.0%	0	0.0%	0	0.0%	0
Southwater Leisure Centre, Pavensey Road, Horsham, RH13 9XZ	2.9%	7	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing	2.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	5	0.0%	0	18.6%	1	0.0%	0
Leisure Centre Steyning, Horsham Road, Steyning, BN44 3AA	1.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	12.7%	1	0.0%	0	0.0%	0
Leatherhead Leisure Centre, Guildford Road, Leatherhead	1.9%	5	0.0%	0	13.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redhill Town Centre	1.9%	5	0.0%	0	13.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Didsbury Village Centre	1.9%	5	0.0%	0	13.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active, 3 Crawley Leisure Park, Crawley, RH10 8LR	1.6%	4	1.8%	1	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Davison Leisure Centre, Selbourne Road, Worthing, BN11 2JX	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	6.1%	0	0.0%	0
Cranleigh Town Centre	1.1%	3	2.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	0
The Dolphin, Pasture Hill Road, Haywards Heath	1.0%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Steyning Town Centre	0.9%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	5.3%	0	0.0%	0	0.0%	0
The Triangle, Triangle Way, Burgess Hill	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Slinfold Golf & Country Club, Stane Street, Slinfold	0.7%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	0	0.0%	0	0.0%	0
Impulse Leisure, Manor Road, Lancing	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Brighton City Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storrington Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	2	0.0%	0	0.0%	0
Billingshurst Town Centre	0.6%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.1%	1
Cranleigh Leisure Centre, Village Way, Cranleigh	0.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorking elsewhere	0.5%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ditchling Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Southwick Leisure Centre, Old Barn Way, Southwick	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Lindfield Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Romany Road, Worthing	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	1	0.0%	0
The Holbrook Club, North Heath Lane, Horsham	0.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Leisure Centre, Shaftesbury Avenue, Worthing	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	1	0.0%	0
Virgin Active, Village Way, Falmer, Brighton, BN1 9SG	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Henfield Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wildwood, Golf and Country Club Horsham Road, Alfold	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranleigh Golf & Country Club, Barhatch Lane, Cranleigh	0.4%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slinfold Village Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southwater Town Centre	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Golf & Fitness Club, Denne Park, Worthing Road, Horsham	0.3%	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
Fit N Tone, Goring Road, goring	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	1	0.0%	0
Guildford Town Centre	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	0
Littlehampton Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0
Rustington Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0
Arundel Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0
Fittleworth Village 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	6.7%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Club+Fitness Centre, Holbrook Club, North Heath Lane, Horsham, RH12 5PJ	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%	0
Guildford Spectrum, Parkway, Guildford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0
(Don't know / varies)	9.5%	24	1.8%	1	4.8%	2	6.5%	3	22.8%	14	5.4%	3	9.8%	1	14.2%	1	0.0%	0
Weighted base:		248		49		34		39		63		47		7		7		2
Sample:		184		31		24		18		31		32		15		17		16

GEN Gender of respondent:

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Male	33.8%	271	27.5%	39	27.5%	27	30.0%	48	36.8%	60	42.7%	64	34.0%	14	41.8%	14	42.2%	4
Female	66.2%	530	72.5%	104	72.5%	72	70.0%	113	63.2%	102	57.3%	86	66.0%	27	58.2%	19	57.8%	5
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

AGE Could I ask how old you are please?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
18 to 24	8.8%	71	16.7%	24	15.7%	16	2.4%	4	7.2%	12	7.8%	12	3.2%	1	2.6%	1	16.1%	2
25 to 34	17.9%	144	17.3%	25	19.5%	19	21.7%	35	25.0%	41	13.8%	21	3.0%	1	1.5%	1	11.8%	1
35 to 44	21.7%	174	22.9%	33	15.5%	15	33.9%	55	18.2%	29	18.8%	28	17.8%	7	14.1%	5	6.7%	1
45 to 54	13.7%	109	13.3%	19	14.1%	14	12.7%	21	13.5%	22	16.2%	24	11.5%	5	11.7%	4	7.2%	1
55 to 64	17.2%	138	16.1%	23	15.4%	15	16.4%	27	11.6%	19	19.4%	29	27.6%	11	30.4%	10	31.8%	3
65 +	18.2%	146	11.9%	17	17.9%	18	12.0%	19	20.8%	34	20.9%	31	29.6%	12	37.1%	12	21.4%	2
(Refused)	2.6%	21	1.8%	3	1.9%	2	0.9%	1	3.7%	6	3.1%	5	7.4%	3	2.5%	1	5.0%	0
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

ADU How many adults, including yourself, live in your household (16 years and above)?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
One	18.2%	146	13.3%	19	19.8%	20	21.4%	35	17.7%	29	16.5%	25	27.1%	11	20.2%	7	10.9%	1
Two	53.9%	431	53.2%	76	48.8%	49	57.5%	93	52.0%	84	55.1%	83	54.4%	23	56.6%	18	54.1%	5
Three	17.2%	138	20.8%	30	19.0%	19	12.4%	20	20.6%	33	15.9%	24	11.3%	5	15.6%	5	20.7%	2
Four	5.6%	45	8.8%	13	5.0%	5	3.1%	5	5.0%	8	6.2%	9	5.2%	2	4.7%	2	8.6%	1
Five	1.0%	8	3.1%	4	1.3%	1	0.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Six or more	1.1%	9	0.0%	0	5.6%	6	1.8%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
(Refused)	3.1%	25	0.9%	1	0.6%	1	3.1%	5	4.1%	7	6.2%	9	2.0%	1	1.7%	1	4.7%	0
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

CHI How many children live in your household, aged 15 years and under?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
None	63.7%	510	50.3%	72	75.7%	76	61.4%	99	69.0%	112	58.2%	88	74.6%	31	78.9%	25	72.5%	7
One	12.6%	101	21.5%	31	10.6%	11	10.7%	17	11.3%	18	11.3%	17	11.2%	5	5.8%	2	4.9%	0
Two	15.5%	124	22.3%	32	11.5%	11	12.2%	20	13.2%	21	19.9%	30	13.0%	5	8.8%	3	13.0%	1
Three	4.9%	39	5.0%	7	1.6%	2	11.1%	18	2.3%	4	4.3%	7	0.0%	0	5.7%	2	4.9%	0
Four	0.5%	4	0.0%	0	0.0%	0	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or 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
(Refused)	2.9%	23	0.9%	1	0.6%	1	3.1%	5	3.5%	6	6.2%	9	1.2%	1	0.9%	0	4.7%	0
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

CAR How many cars does your household own or have the use of?

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
None	5.4%	43	3.0%	4	1.2%	1	6.5%	11	6.0%	10	7.3%	11	8.1%	3	7.6%	2	4.1%	0
One	34.1%	273	19.7%	28	32.2%	32	40.6%	66	31.3%	51	44.8%	68	35.3%	15	34.5%	11	29.9%	3
Two	40.3%	323	53.2%	76	45.1%	45	42.5%	69	30.1%	49	33.9%	51	36.9%	15	45.1%	15	35.5%	3
Three or more	17.4%	139	23.3%	33	20.9%	21	7.2%	12	29.1%	47	8.5%	13	16.5%	7	12.8%	4	25.8%	2
(Refused)	2.8%	23	0.9%	1	0.6%	1	3.2%	5	3.5%	6	5.5%	8	3.2%	1	0.0%	0	4.7%	0
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

EMP Which of the following best describes the chief wage earner of your household's current employment situation? [PR]

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Working full time	61.8%	496	73.6%	106	46.4%	46	73.1%	118	63.1%	102	57.1%	86	42.4%	18	44.7%	14	52.7%	5
Working part time	8.0%	64	4.2%	6	13.7%	14	4.1%	7	9.5%	15	12.0%	18	3.7%	2	5.8%	2	7.8%	1
Unemployed	1.8%	14	2.4%	4	4.6%	5	2.8%	5	0.7%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Retired	24.7%	198	17.3%	25	32.1%	32	14.4%	23	23.2%	38	27.1%	41	49.4%	20	46.6%	15	34.8%	3
A housewife / househusband	0.5%	4	0.0%	0	1.6%	2	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Sick / disabled	0.6%	5	1.5%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.1%	1	1.3%	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
(Refused)	2.6%	21	0.9%	1	1.5%	2	3.2%	5	3.5%	6	3.8%	6	1.2%	1	0.8%	0	4.7%	0
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

QUOTA Zone:

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
Zone 1	17.9%	144	100.0%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	12.5%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	20.2%	162	0.0%	0	0.0%	0	100.0%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	20.2%	162	0.0%	0	0.0%	0	0.0%	0	100.0%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	18.8%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	151	0.0%	0	0.0%	0	0.0%	0
Zone 6	5.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	41	0.0%	0	0.0%	0
Zone 7	4.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0
Zone 8	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	9
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

PC Postcode sector:

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
BN13 3	1.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.0%	14	0.0%	0
BN14 0	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	9	0.0%	0
BN15 0	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	14	0.0%	0	0.0%	0	0.0%	0
BN15 8	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	15	0.0%	0	0.0%	0	0.0%	0
BN15 9	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	19	0.0%	0	0.0%	0	0.0%	0
BN18 9	1.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.5%	10	0.0%	0
BN41 2	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	13	0.0%	0	0.0%	0	0.0%	0
BN42 4	3.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	26	0.0%	0	0.0%	0	0.0%	0
BN43 5	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	15	0.0%	0	0.0%	0	0.0%	0
BN43 6	1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	12	0.0%	0	0.0%	0	0.0%	0
BN44 3	3.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	29	0.0%	0	0.0%	0	0.0%	0
BN45 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
BN5 9	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0
BN6 8	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN6 9	1.0%	8	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU5 9	0.5%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU6 7	1.4%	11	0.0%	0	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU6 8	0.7%	6	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH10 1	1.0%	8	0.0%	0	0.0%	0	5.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH10 5	0.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH10 6	1.8%	14	0.0%	0	0.0%	0	8.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH10 8	1.1%	9	0.0%	0	0.0%	0	5.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH11 0	3.3%	27	0.0%	0	0.0%	0	16.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH11 7	1.7%	13	0.0%	0	0.0%	0	8.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH11 8	4.8%	38	0.0%	0	0.0%	0	23.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH11 9	4.9%	40	0.0%	0	0.0%	0	24.4%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH12 1	0.3%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH12 2	2.4%	19	13.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH12 3	1.8%	15	10.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH12 4	1.4%	11	7.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH12 5	1.4%	11	7.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH13 0	1.8%	14	10.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH13 5	0.4%	3	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH13 6	1.0%	8	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH13 8	1.9%	16	10.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH13 9	4.5%	36	25.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH14 0	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	9
RH14 9	1.0%	8	5.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH15 0	2.7%	22	0.0%	0	0.0%	0	0.0%	0	13.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH15 8	2.8%	22	0.0%	0	0.0%	0	0.0%	0	13.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH15 9	4.3%	35	0.0%	0	0.0%	0	0.0%	0	21.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH16 1	1.2%	10	0.0%	0	0.0%	0	0.0%	0	6.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH16 2	1.6%	13	0.0%	0	0.0%	0	0.0%	0	8.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH16 3	1.0%	8	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH16 4	1.4%	11	0.0%	0	0.0%	0	0.0%	0	7.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total		Zone 01		Zone 02		Zone 03		Zone 04		Zone 05		Zone 06		Zone 07		Zone 08	
RH17 5	2.3%	18	0.0%	0	0.0%	0	0.0%	0	11.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH17 6	0.9%	8	0.0%	0	0.0%	0	0.0%	0	4.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH17 7	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH2 8	1.2%	10	0.0%	0	9.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH20 1	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	9	0.0%	0	0.0%	0
RH20 2	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.9%	10	0.0%	0	0.0%	0
RH20 3	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	9	0.0%	0	0.0%	0
RH20 4	1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.6%	13	0.0%	0	0.0%	0
RH3 7	0.8%	7	0.0%	0	6.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH4 1	1.4%	11	0.0%	0	11.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH4 2	1.2%	10	0.0%	0	9.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH4 3	0.4%	3	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH5 4	2.3%	18	0.0%	0	18.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH5 5	1.5%	12	0.0%	0	11.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH5 6	1.0%	8	0.0%	0	8.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH6 7	0.7%	6	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RH6 8	0.6%	5	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		801		144		100		162		162		151		41		32		9
Sample:		801		100		101		100		100		100		100		100		100

Report

APPENDIX 4

In-Centre Survey Results

Horsham Visitors Survey
for Bilfinger GVA

Q01 Where did you come from today before visiting Horsham town centre?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Home	90.3%	93	90.3%	28	90.3%	65	100.0%	10	82.5%	33	94.3%	50	89.1%	49	91.7%	44	84.3%	43	96.2%	50	89.2%	33	90.9%	60
Work	7.8%	8	9.7%	3	6.9%	5	0.0%	0	12.5%	5	5.7%	3	7.3%	4	8.3%	4	13.7%	7	1.9%	1	5.4%	2	9.1%	6
School / college / university	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	2.7%	1	0.0%	0
Leisure activity	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
School run	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping elsewhere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q02 What will you be doing in Horsham town centre today? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Non-food shopping	58.3%	60	35.5%	11	68.1%	49	70.0%	7	60.0%	24	54.7%	29	67.3%	37	47.9%	23	41.2%	21	75.0%	39	64.9%	24	54.5%	36
Food shopping (e.g. groceries)	32.0%	33	25.8%	8	34.7%	25	40.0%	4	30.0%	12	32.1%	17	32.7%	18	31.3%	15	27.5%	14	36.5%	19	35.1%	13	30.3%	20
General browsing / window shopping	32.0%	33	45.2%	14	26.4%	19	30.0%	3	35.0%	14	30.2%	16	30.9%	17	33.3%	16	43.1%	22	21.2%	11	29.7%	11	33.3%	22
Going to a café / restaurant for lunch	9.7%	10	6.5%	2	11.1%	8	20.0%	2	12.5%	5	5.7%	3	16.4%	9	2.1%	1	2.0%	1	17.3%	9	13.5%	5	7.6%	5
Financial services (e.g. banks, building societies, accountants)	8.7%	9	9.7%	3	8.3%	6	10.0%	1	5.0%	2	11.3%	6	9.1%	5	8.3%	4	3.9%	2	13.5%	7	8.1%	3	9.1%	6
I live here	6.8%	7	9.7%	3	5.6%	4	0.0%	0	5.0%	2	9.4%	5	3.6%	2	10.4%	5	13.7%	7	0.0%	0	2.7%	1	9.1%	6
Personal services (e.g. hairdressers, nail bar, beauty salon)	6.8%	7	0.0%	0	9.7%	7	20.0%	2	7.5%	3	3.8%	2	10.9%	6	2.1%	1	2.0%	1	11.5%	6	5.4%	2	7.6%	5
Meeting friends / socialising	5.8%	6	3.2%	1	6.9%	5	0.0%	0	7.5%	3	5.7%	3	5.5%	3	6.3%	3	7.8%	4	3.8%	2	0.0%	0	9.1%	6
Going to a café / restaurant for dinner	4.9%	5	3.2%	1	5.6%	4	0.0%	0	0.0%	0	9.4%	5	1.8%	1	8.3%	4	5.9%	3	3.8%	2	5.4%	2	4.5%	3
Other services (e.g. travel agents, estate agents)	3.9%	4	6.5%	2	2.8%	2	0.0%	0	5.0%	2	3.8%	2	5.5%	3	2.1%	1	0.0%	0	7.7%	4	8.1%	3	1.5%	1
Going to a pub / bar for lunch	2.9%	3	3.2%	1	2.8%	2	0.0%	0	7.5%	3	0.0%	0	5.5%	3	0.0%	0	2.0%	1	3.8%	2	5.4%	2	1.5%	1
Going to the market	2.9%	3	0.0%	0	4.2%	3	10.0%	1	2.5%	1	1.9%	1	3.6%	2	2.1%	1	0.0%	0	5.8%	3	5.4%	2	1.5%	1
I work here	2.9%	3	0.0%	0	4.2%	3	10.0%	1	2.5%	1	1.9%	1	3.6%	2	2.1%	1	3.9%	2	1.9%	1	2.7%	1	3.0%	2
Doctor / Dentist	1.9%	2	3.2%	1	1.4%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Horsham Museum	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Just passing through	1.0%	1	0.0%	0	1.4%	1	10.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q03 And which of the responses given at Q.02 is the main purpose of your visit to Horsham town centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Non-food shopping	38.8%	40	32.3%	10	41.7%	30	30.0%	3	35.0%	14	43.4%	23	34.5%	19	43.8%	21	41.2%	21	36.5%	19	32.4%	12	42.4%	28
General browsing / window shopping	18.4%	19	25.8%	8	15.3%	11	10.0%	1	22.5%	9	17.0%	9	16.4%	9	20.8%	10	23.5%	12	13.5%	7	21.6%	8	16.7%	11
Food shopping (e.g. groceries)	12.6%	13	16.1%	5	11.1%	8	20.0%	2	10.0%	4	13.2%	7	10.9%	6	14.6%	7	11.8%	6	13.5%	7	13.5%	5	12.1%	8
Personal services (e.g. hairdressers, nail bar, beauty salon)	4.9%	5	0.0%	0	6.9%	5	10.0%	1	7.5%	3	1.9%	1	7.3%	4	2.1%	1	2.0%	1	7.7%	4	2.7%	1	6.1%	4
Financial services (e.g. banks, building societies, accountants)	4.9%	5	3.2%	1	5.6%	4	10.0%	1	5.0%	2	3.8%	2	5.5%	3	4.2%	2	3.9%	2	5.8%	3	2.7%	1	6.1%	4
Other services (e.g. travel agents, estate agents)	2.9%	3	3.2%	1	2.8%	2	0.0%	0	5.0%	2	1.9%	1	3.6%	2	2.1%	1	0.0%	0	5.8%	3	8.1%	3	0.0%	0
Going to a café / restaurant for lunch	2.9%	3	0.0%	0	4.2%	3	10.0%	1	0.0%	0	3.8%	2	5.5%	3	0.0%	0	0.0%	0	5.8%	3	8.1%	3	0.0%	0
I live here	2.9%	3	6.5%	2	1.4%	1	0.0%	0	2.5%	1	3.8%	2	1.8%	1	4.2%	2	5.9%	3	0.0%	0	2.7%	1	3.0%	2
Going to a café / restaurant for dinner	2.9%	3	3.2%	1	2.8%	2	0.0%	0	0.0%	0	5.7%	3	1.8%	1	4.2%	2	3.9%	2	1.9%	1	2.7%	1	3.0%	2
Meeting friends / socialising	2.9%	3	3.2%	1	2.8%	2	0.0%	0	7.5%	3	0.0%	0	5.5%	3	0.0%	0	2.0%	1	3.8%	2	0.0%	0	4.5%	3
I work here	2.9%	3	0.0%	0	4.2%	3	10.0%	1	2.5%	1	1.9%	1	3.6%	2	2.1%	1	3.9%	2	1.9%	1	2.7%	1	3.0%	2
Going to a pub / bar for lunch	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Doctor / Dentist	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Horsham Museum	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q04 What are the main stores you are intending to visit, or have already visited in Horsham town centre today? [MR]
Those who said food or non food at Q02 or Q03

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Marks & Spencer	35.8%	19	33.3%	5	36.8%	14	0.0%	0	55.6%	10	30.0%	9	48.0%	12	25.0%	7	25.9%	7	46.2%	12	35.3%	6	36.1%	13
Sainsbury’s	24.5%	13	20.0%	3	26.3%	10	20.0%	1	22.2%	4	26.7%	8	20.0%	5	28.6%	8	29.6%	8	19.2%	5	17.6%	3	27.8%	10
Poundland	20.8%	11	0.0%	0	28.9%	11	0.0%	0	22.2%	4	23.3%	7	12.0%	3	28.6%	8	37.0%	10	3.8%	1	11.8%	2	25.0%	9
Wilko / Wilkinson	20.8%	11	20.0%	3	21.1%	8	0.0%	0	16.7%	3	26.7%	8	4.0%	1	35.7%	10	33.3%	9	7.7%	2	11.8%	2	25.0%	9
Boots	15.1%	8	0.0%	0	21.1%	8	20.0%	1	22.2%	4	10.0%	3	24.0%	6	7.1%	2	3.7%	1	26.9%	7	5.9%	1	19.4%	7
WH Smith	11.3%	6	6.7%	1	13.2%	5	0.0%	0	16.7%	3	10.0%	3	20.0%	5	3.6%	1	11.1%	3	11.5%	3	11.8%	2	11.1%	4
Next	11.3%	6	6.7%	1	13.2%	5	40.0%	2	22.2%	4	0.0%	0	20.0%	5	3.6%	1	14.8%	4	7.7%	2	0.0%	0	16.7%	6
Superdrug	9.4%	5	13.3%	2	7.9%	3	20.0%	1	11.1%	2	6.7%	2	16.0%	4	3.6%	1	7.4%	2	11.5%	3	11.8%	2	8.3%	3
TK Maxx	9.4%	5	6.7%	1	10.5%	4	20.0%	1	16.7%	3	3.3%	1	8.0%	2	10.7%	3	7.4%	2	11.5%	3	17.6%	3	5.6%	2
Beales (Department Store)	7.5%	4	0.0%	0	10.5%	4	20.0%	1	5.6%	1	6.7%	2	8.0%	2	7.1%	2	3.7%	1	11.5%	3	11.8%	2	5.6%	2
BHS	5.7%	3	0.0%	0	7.9%	3	0.0%	0	5.6%	1	6.7%	2	4.0%	1	7.1%	2	7.4%	2	3.8%	1	0.0%	0	8.3%	3
Waitrose	5.7%	3	6.7%	1	5.3%	2	20.0%	1	5.6%	1	3.3%	1	4.0%	1	7.1%	2	3.7%	1	7.7%	2	17.6%	3	0.0%	0
John Lewis at Home	5.7%	3	6.7%	1	5.3%	2	0.0%	0	0.0%	0	10.0%	3	8.0%	2	3.6%	1	0.0%	0	11.5%	3	17.6%	3	0.0%	0
Sports Direct	3.8%	2	6.7%	1	2.6%	1	0.0%	0	5.6%	1	3.3%	1	0.0%	0	7.1%	2	7.4%	2	0.0%	0	5.9%	1	2.8%	1
Robert Dyas	3.8%	2	0.0%	0	5.3%	2	0.0%	0	5.6%	1	3.3%	1	0.0%	0	7.1%	2	7.4%	2	0.0%	0	0.0%	0	5.6%	2
Topshop/Topman	3.8%	2	6.7%	1	2.6%	1	0.0%	0	5.6%	1	3.3%	1	0.0%	0	7.1%	2	7.4%	2	0.0%	0	5.9%	1	2.8%	1
The Entertainer	3.8%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	6.7%	2	0.0%	0	7.1%	2	7.4%	2	0.0%	0	0.0%	0	5.6%	2
Argos	3.8%	2	0.0%	0	5.3%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	7.1%	2	7.4%	2	0.0%	0	0.0%	0	5.6%	2
The Works	3.8%	2	0.0%	0	5.3%	2	0.0%	0	5.6%	1	3.3%	1	8.0%	2	0.0%	0	0.0%	0	7.7%	2	0.0%	0	5.6%	2
Joules	1.9%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	4.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	2.8%	1
Card Factory	1.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	3.6%	1	3.7%	1	0.0%	0	5.9%	1	0.0%	0
Game	1.9%	1	6.7%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	3.8%	1	5.9%	1	0.0%	0
Between The Lines	1.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.3%	1	4.0%	1	0.0%	0	0.0%	0	3.8%	1	5.9%	1	0.0%	0
Savers	1.9%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	3.6%	1	3.7%	1	0.0%	0	0.0%	0	2.8%	1
(Don’t know)	7.5%	4	6.7%	1	7.9%	3	0.0%	0	5.6%	1	10.0%	3	4.0%	1	10.7%	3	7.4%	2	7.7%	2	11.8%	2	5.6%	2
(None)	1.9%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	4.0%	1	0.0%	0	0.0%	0	3.8%	1	5.9%	1	0.0%	0
Base:		53		15		38		5		18		30		25		28		27		26		17		36

Q05 did you travel to here today? If used multiple modes of transport (e.g. on foot and train), please record the mode used for the longest part of the journey.

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Car / van as driver	55.3%	57	45.2%	14	59.7%	43	40.0%	4	65.0%	26	50.9%	27	63.6%	35	45.8%	22	54.9%	28	55.8%	29	51.4%	19	57.6%	38
Car / van as passenger	1.9%	2	0.0%	0	2.8%	2	10.0%	1	2.5%	1	0.0%	0	3.6%	2	0.0%	0	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Taxi	2.9%	3	0.0%	0	4.2%	3	0.0%	0	2.5%	1	3.8%	2	1.8%	1	4.2%	2	3.9%	2	1.9%	1	2.7%	1	3.0%	2
National Rail Train	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Bus (not park & Ride)	12.6%	13	3.2%	1	16.7%	12	10.0%	1	5.0%	2	18.9%	10	5.5%	3	20.8%	10	15.7%	8	9.6%	5	13.5%	5	12.1%	8
Park & Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coach	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Walk	25.2%	26	48.4%	15	15.3%	11	40.0%	4	22.5%	9	24.5%	13	25.5%	14	25.0%	12	21.6%	11	28.8%	15	29.7%	11	22.7%	15
Motorbike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Horsham Visitors Survey
for Bilfinger GVA

Mean Score [minutes]

Q06 How long did your journey take?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
0 - 5 minutes	14.6%	15	12.9%	4	15.3%	11	30.0%	3	15.0%	6	11.3%	6	18.2%	10	10.4%	5	15.7%	8	13.5%	7	13.5%	5	15.2%	10
6 - 10 minutes	33.0%	34	35.5%	11	31.9%	23	30.0%	3	32.5%	13	34.0%	18	29.1%	16	37.5%	18	31.4%	16	34.6%	18	24.3%	9	37.9%	25
11 - 15 minutes	16.5%	17	16.1%	5	16.7%	12	20.0%	2	10.0%	4	20.8%	11	16.4%	9	16.7%	8	15.7%	8	17.3%	9	18.9%	7	15.2%	10
16 - 20 minutes	22.3%	23	22.6%	7	22.2%	16	0.0%	0	27.5%	11	22.6%	12	20.0%	11	25.0%	12	23.5%	12	21.2%	11	29.7%	11	18.2%	12
21 - 25 minutes	2.9%	3	0.0%	0	4.2%	3	10.0%	1	2.5%	1	1.9%	1	3.6%	2	2.1%	1	2.0%	1	3.8%	2	2.7%	1	3.0%	2
26 - 30 minutes	5.8%	6	9.7%	3	4.2%	3	0.0%	0	5.0%	2	7.5%	4	5.5%	3	6.3%	3	7.8%	4	3.8%	2	2.7%	1	7.6%	5
31 - 40 minutes	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
41 - 50 minutes	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
51 - 60 minutes	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Over 1 hour	1.9%	2	3.2%	1	1.4%	1	10.0%	1	2.5%	1	0.0%	0	1.8%	1	2.1%	1	0.0%	0	3.8%	2	5.4%	2	0.0%	0
Mean:		*13.54*		*13.87*		*13.40*		*16.15*		*14.48*		*12.34*		*14.09*		*12.91*		*12.45*		*14.61*		*17.09*		*11.55*
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q07 Where did you park today?
Those who said car / van or motorbike at Q05

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Swan Walk Car Park	25.4%	15	28.6%	4	24.4%	11	40.0%	2	25.9%	7	22.2%	6	24.3%	9	27.3%	6	20.7%	6	30.0%	9	25.0%	5	25.6%	10
Forum (Blackhorse Way) Car Park (Sainsbury's)	20.3%	12	28.6%	4	17.8%	8	0.0%	0	25.9%	7	18.5%	5	16.2%	6	27.3%	6	24.1%	7	16.7%	5	15.0%	3	23.1%	9
John Lewis At Home / Waitrose Car Park (Albion Way)	10.2%	6	14.3%	2	8.9%	4	20.0%	1	0.0%	0	18.5%	5	13.5%	5	4.5%	1	3.4%	1	16.7%	5	25.0%	5	2.6%	1
Private work Car Park	8.5%	5	14.3%	2	6.7%	3	0.0%	0	18.5%	5	0.0%	0	13.5%	5	0.0%	0	10.3%	3	6.7%	2	5.0%	1	10.3%	4
On-street car parking bays	6.8%	4	0.0%	0	8.9%	4	0.0%	0	3.7%	1	11.1%	3	10.8%	4	0.0%	0	3.4%	1	10.0%	3	15.0%	3	2.6%	1
Got dropped off	6.8%	4	0.0%	0	8.9%	4	20.0%	1	7.4%	2	3.7%	1	8.1%	3	4.5%	1	6.9%	2	6.7%	2	5.0%	1	7.7%	3
Church Car Park	3.4%	2	7.1%	1	2.2%	1	0.0%	0	3.7%	1	3.7%	1	0.0%	0	9.1%	2	6.9%	2	0.0%	0	5.0%	1	2.6%	1
Denne Road Car Park	3.4%	2	0.0%	0	4.4%	2	0.0%	0	3.7%	1	3.7%	1	2.7%	1	4.5%	1	6.9%	2	0.0%	0	5.0%	1	2.6%	1
Piries Place Car Park	3.4%	2	0.0%	0	4.4%	2	20.0%	1	0.0%	0	3.7%	1	2.7%	1	4.5%	1	0.0%	0	6.7%	2	0.0%	0	5.1%	2
North Street Car Park	3.4%	2	7.1%	1	2.2%	1	0.0%	0	3.7%	1	3.7%	1	2.7%	1	4.5%	1	6.9%	2	0.0%	0	0.0%	0	5.1%	2
Jubilee Car Park	1.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.5%	1	3.4%	1	0.0%	0	0.0%	0	2.6%	1
North Parade Car Park	1.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.5%	1	3.4%	1	0.0%	0	0.0%	0	2.6%	1
Hurst Road Car Park	1.7%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.6%	1
London Road Car Park	1.7%	1	0.0%	0	2.2%	1	0.0%	0	3.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.6%	1
New Street Car Park	1.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	4.5%	1	3.4%	1	0.0%	0	0.0%	0	2.6%	1
Base:		59		14		45		5		27		27		37		22		29		30		20		39

Q08 Were you able to park in your preferred / usual car park?

Those who parked at Q07

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Yes - this is where I usually park	86.3%	44	78.6%	11	89.2%	33	100.0%	4	87.5%	21	82.6%	19	90.0%	27	81.0%	17	88.5%	23	84.0%	21	81.3%	13	88.6%	31
No - my preferred car park was full / too busy	2.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	4.8%	1	3.8%	1	0.0%	0	0.0%	0	2.9%	1
No - my preferred car park is too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - other reason	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
This is my first visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 - I was shopping in a different location to normal	3.9%	2	14.3%	2	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0	9.5%	2	0.0%	0	8.0%	2	12.5%	2	0.0%	0
Don’t have a preferred car park	7.8%	4	7.1%	1	8.1%	3	0.0%	0	12.5%	3	4.3%	1	10.0%	3	4.8%	1	7.7%	2	8.0%	2	6.3%	1	8.6%	3
Base:		51		14		37		4		24		23		30		21		26		25		16		35

Mean Score [hours]

Q09 How long do you intend to spend in Horsham town centre today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
0 - 29 minutes	2.9%	3	0.0%	0	4.2%	3	0.0%	0	5.0%	2	1.9%	1	3.6%	2	2.1%	1	5.9%	3	0.0%	0	0.0%	0	4.5%	3
30 - 59 minutes	9.7%	10	16.1%	5	6.9%	5	10.0%	1	12.5%	5	7.5%	4	12.7%	7	6.3%	3	11.8%	6	7.7%	4	5.4%	2	12.1%	8
1 hour - 1 hour 59 minutes	44.7%	46	48.4%	15	43.1%	31	50.0%	5	35.0%	14	50.9%	27	45.5%	25	43.8%	21	47.1%	24	42.3%	22	40.5%	15	47.0%	31
2 hours - 2 hours 59 minutes	35.0%	36	29.0%	9	37.5%	27	20.0%	2	42.5%	17	32.1%	17	36.4%	20	33.3%	16	29.4%	15	40.4%	21	43.2%	16	30.3%	20
3 hours - 3 hours 59 minutes	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
4 hours - 4 hours 59 minutes	2.9%	3	0.0%	0	4.2%	3	10.0%	1	0.0%	0	3.8%	2	0.0%	0	6.3%	3	2.0%	1	3.8%	2	5.4%	2	1.5%	1
5 hours or more	2.9%	3	6.5%	2	1.4%	1	10.0%	1	2.5%	1	1.9%	1	1.8%	1	4.2%	2	0.0%	0	5.8%	3	5.4%	2	1.5%	1
All day	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Mean:		*2.13*		*2.06*		*2.16*		*2.53*		*2.19*		*2.01*		*1.84*		*2.46*		*1.95*		*2.31*		*2.38*		*1.99*
Base:		103		31		72		10		40		53		55		48		51		52		37		66

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	

Mean Score [£]

Q10 During your visit to Horsham town centre today, how much in total has your party spent or expect to spend on the following?

Food Shopping

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Nothing	43.7%	45	45.2%	14	43.1%	31	60.0%	6	42.5%	17	41.5%	22	45.5%	25	41.7%	20	45.1%	23	42.3%	22	29.7%	11	51.5%	34
Less than £5.00	1.9%	2	0.0%	0	2.8%	2	0.0%	0	5.0%	2	0.0%	0	3.6%	2	0.0%	0	3.9%	2	0.0%	0	2.7%	1	1.5%	1
£5.01-£10.00	6.8%	7	9.7%	3	5.6%	4	0.0%	0	5.0%	2	9.4%	5	3.6%	2	10.4%	5	11.8%	6	1.9%	1	8.1%	3	6.1%	4
£10.01-£15.00	4.9%	5	6.5%	2	4.2%	3	0.0%	0	5.0%	2	5.7%	3	5.5%	3	4.2%	2	5.9%	3	3.8%	2	2.7%	1	6.1%	4
£15.01-£20.00	7.8%	8	0.0%	0	11.1%	8	10.0%	1	7.5%	3	7.5%	4	7.3%	4	8.3%	4	7.8%	4	7.7%	4	5.4%	2	9.1%	6
£20.01-£30.00	12.6%	13	9.7%	3	13.9%	10	20.0%	2	10.0%	4	13.2%	7	14.5%	8	10.4%	5	11.8%	6	13.5%	7	13.5%	5	12.1%	8
£30.01-£50.00	9.7%	10	12.9%	4	8.3%	6	0.0%	0	10.0%	4	11.3%	6	10.9%	6	8.3%	4	7.8%	4	11.5%	6	16.2%	6	6.1%	4
£50.01-£75.00	2.9%	3	0.0%	0	4.2%	3	0.0%	0	5.0%	2	1.9%	1	1.8%	1	4.2%	2	3.9%	2	1.9%	1	2.7%	1	3.0%	2
£75.01-£100.00	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
£100.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	7.8%	8	12.9%	4	5.6%	4	10.0%	1	5.0%	2	9.4%	5	5.5%	3	10.4%	5	2.0%	1	13.5%	7	16.2%	6	3.0%	2
(Refused)	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Mean:		*13.47*		*10.90*		*14.46*		*7.56*		*15.47*		*13.04*		*13.87*		*12.99*		*11.92*		*15.24*		*19.00*		*10.75*
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Clothing & footwear

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Nothing	46.6%	48	54.8%	17	43.1%	31	60.0%	6	37.5%	15	50.9%	27	45.5%	25	47.9%	23	49.0%	25	44.2%	23	45.9%	17	47.0%	31
Less than £5.00	1.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
£5.01-£10.00	1.9%	2	0.0%	0	2.8%	2	0.0%	0	5.0%	2	0.0%	0	1.8%	1	2.1%	1	2.0%	1	1.9%	1	0.0%	0	3.0%	2
£10.01-£15.00	2.9%	3	3.2%	1	2.8%	2	0.0%	0	0.0%	0	5.7%	3	1.8%	1	4.2%	2	3.9%	2	1.9%	1	2.7%	1	3.0%	2
£15.01-£20.00	6.8%	7	9.7%	3	5.6%	4	0.0%	0	7.5%	3	7.5%	4	7.3%	4	6.3%	3	9.8%	5	3.8%	2	8.1%	3	6.1%	4
£20.01-£30.00	10.7%	11	9.7%	3	11.1%	8	20.0%	2	15.0%	6	5.7%	3	14.5%	8	6.3%	3	13.7%	7	7.7%	4	5.4%	2	13.6%	9
£30.01-£50.00	2.9%	3	0.0%	0	4.2%	3	0.0%	0	5.0%	2	1.9%	1	3.6%	2	2.1%	1	2.0%	1	3.8%	2	5.4%	2	1.5%	1
£50.01-£75.00	5.8%	6	6.5%	2	5.6%	4	10.0%	1	2.5%	1	7.5%	4	3.6%	2	8.3%	4	5.9%	3	5.8%	3	8.1%	3	4.5%	3
£75.01-£100.00	4.9%	5	0.0%	0	6.9%	5	0.0%	0	7.5%	3	3.8%	2	5.5%	3	4.2%	2	2.0%	1	7.7%	4	5.4%	2	4.5%	3
£100.01-£200.00	1.9%	2	0.0%	0	2.8%	2	0.0%	0	5.0%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	3.8%	2	2.7%	1	1.5%	1
More than £200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	12.6%	13	12.9%	4	12.5%	9	10.0%	1	12.5%	5	13.2%	7	12.7%	7	12.5%	6	7.8%	4	17.3%	9	16.2%	6	10.6%	7
(Refused)	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Mean:		*19.02*		*10.27*		*22.63*		*12.50*		*27.18*		*14.26*		*22.08*		*15.43*		*13.16*		*25.57*		*22.89*		*16.95*
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Eating / drinking out

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Nothing	53.4%	55	41.9%	13	58.3%	42	60.0%	6	45.0%	18	58.5%	31	47.3%	26	60.4%	29	64.7%	33	42.3%	22	45.9%	17	57.6%	38
Less than £5.00	14.6%	15	19.4%	6	12.5%	9	10.0%	1	12.5%	5	17.0%	9	10.9%	6	18.8%	9	19.6%	10	9.6%	5	5.4%	2	19.7%	13
£5.01-£10.00	9.7%	10	6.5%	2	11.1%	8	0.0%	0	15.0%	6	7.5%	4	12.7%	7	6.3%	3	5.9%	3	13.5%	7	8.1%	3	10.6%	7
£10.01-£15.00	3.9%	4	3.2%	1	4.2%	3	0.0%	0	2.5%	1	5.7%	3	5.5%	3	2.1%	1	2.0%	1	5.8%	3	5.4%	2	3.0%	2
£15.01-£20.00	1.9%	2	3.2%	1	1.4%	1	10.0%	1	0.0%	0	1.9%	1	1.8%	1	2.1%	1	2.0%	1	1.9%	1	0.0%	0	3.0%	2
£20.01-£30.00	7.8%	8	12.9%	4	5.6%	4	10.0%	1	12.5%	5	3.8%	2	12.7%	7	2.1%	1	3.9%	2	11.5%	6	16.2%	6	3.0%	2
£30.01-£50.00	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
£50.01-£75.00	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	2.7%	1	0.0%	0
£75.01-£100.00	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
£100.01-£200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £200.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	5.8%	6	9.7%	3	4.2%	3	10.0%	1	7.5%	3	3.8%	2	5.5%	3	6.3%	3	0.0%	0	11.5%	6	10.8%	4	3.0%	2
Mean:		*6.09*		*7.98*		*5.32*		*5.06*		*8.05*		*4.84*		*8.21*		*3.63*		*3.75*		*8.68*		*11.92*		*3.08*
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Other goods

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Nothing	40.8%	42	48.4%	15	37.5%	27	40.0%	4	42.5%	17	39.6%	21	34.5%	19	47.9%	23	64.7%	33	17.3%	9	21.6%	8	51.5%	34
Less than £5.00	3.9%	4	3.2%	1	4.2%	3	0.0%	0	2.5%	1	5.7%	3	1.8%	1	6.3%	3	5.9%	3	1.9%	1	0.0%	0	6.1%	4
£5.01-£10.00	8.7%	9	6.5%	2	9.7%	7	0.0%	0	5.0%	2	13.2%	7	7.3%	4	10.4%	5	5.9%	3	11.5%	6	8.1%	3	9.1%	6
£10.01-£15.00	6.8%	7	3.2%	1	8.3%	6	0.0%	0	5.0%	2	9.4%	5	5.5%	3	8.3%	4	5.9%	3	7.7%	4	10.8%	4	4.5%	3
£15.01-£20.00	6.8%	7	3.2%	1	8.3%	6	30.0%	3	2.5%	1	5.7%	3	9.1%	5	4.2%	2	3.9%	2	9.6%	5	5.4%	2	7.6%	5
£20.01-£30.00	8.7%	9	6.5%	2	9.7%	7	10.0%	1	12.5%	5	5.7%	3	12.7%	7	4.2%	2	2.0%	1	15.4%	8	13.5%	5	6.1%	4
£30.01-£50.00	8.7%	9	9.7%	3	8.3%	6	0.0%	0	15.0%	6	5.7%	3	12.7%	7	4.2%	2	3.9%	2	13.5%	7	13.5%	5	6.1%	4
£50.01-£75.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£75.01-£100.00	1.9%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	1.9%	1	3.6%	2	0.0%	0	0.0%	0	3.8%	2	5.4%	2	0.0%	0
£100.01-£200.00	4.9%	5	6.5%	2	4.2%	3	20.0%	2	0.0%	0	5.7%	3	3.6%	2	6.3%	3	3.9%	2	5.8%	3	8.1%	3	3.0%	2
More than £200.00	2.9%	3	3.2%	1	2.8%	2	0.0%	0	5.0%	2	1.9%	1	3.6%	2	2.1%	1	2.0%	1	3.8%	2	5.4%	2	1.5%	1
(Don’t know)	4.9%	5	6.5%	2	4.2%	3	0.0%	0	5.0%	2	5.7%	3	5.5%	3	4.2%	2	2.0%	1	7.7%	4	8.1%	3	3.0%	2
(Refused)	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Mean:		*27.88*		*29.23*		*27.33*		*37.90*		*30.11*		*24.23*		*32.53*		*22.51*		*16.20*		*40.31*		*48.84*		*16.57*
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q11 How often do you visit Horsham town centre during the daytime ?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Everyday	13.6%	14	19.4%	6	11.1%	8	10.0%	1	15.0%	6	13.2%	7	14.5%	8	12.5%	6	13.7%	7	13.5%	7	18.9%	7	10.6%	7
4-6 times a week	1.9%	2	3.2%	1	1.4%	1	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	2.0%	1	1.9%	1	0.0%	0	3.0%	2
2-3 times a week	35.0%	36	32.3%	10	36.1%	26	80.0%	8	17.5%	7	39.6%	21	38.2%	21	31.3%	15	29.4%	15	40.4%	21	35.1%	13	34.8%	23
Once a week	29.1%	30	22.6%	7	31.9%	23	0.0%	0	35.0%	14	30.2%	16	25.5%	14	33.3%	16	29.4%	15	28.8%	15	35.1%	13	25.8%	17
Once a fortnight	9.7%	10	12.9%	4	8.3%	6	10.0%	1	12.5%	5	7.5%	4	10.9%	6	8.3%	4	11.8%	6	7.7%	4	2.7%	1	13.6%	9
Once a month	6.8%	7	6.5%	2	6.9%	5	0.0%	0	12.5%	5	3.8%	2	7.3%	4	6.3%	3	7.8%	4	5.8%	3	5.4%	2	7.6%	5
Once every 2-3 months	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Once every 4-6 months	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Yearly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
First visit today	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q12 How often do you visit Horsham town centre during the evening ?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4-6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Once a week	5.8%	6	6.5%	2	5.6%	4	20.0%	2	5.0%	2	3.8%	2	5.5%	3	6.3%	3	5.9%	3	5.8%	3	5.4%	2	6.1%	4
Once a fortnight	3.9%	4	0.0%	0	5.6%	4	10.0%	1	2.5%	1	3.8%	2	5.5%	3	2.1%	1	0.0%	0	7.7%	4	8.1%	3	1.5%	1
Once a month	8.7%	9	9.7%	3	8.3%	6	10.0%	1	15.0%	6	3.8%	2	12.7%	7	4.2%	2	5.9%	3	11.5%	6	13.5%	5	6.1%	4
Once every 2-3 months	8.7%	9	9.7%	3	8.3%	6	0.0%	0	15.0%	6	5.7%	3	12.7%	7	4.2%	2	5.9%	3	11.5%	6	10.8%	4	7.6%	5
Once every 4-6 months	6.8%	7	3.2%	1	8.3%	6	10.0%	1	7.5%	3	5.7%	3	9.1%	5	4.2%	2	5.9%	3	7.7%	4	5.4%	2	7.6%	5
Yearly	4.9%	5	6.5%	2	4.2%	3	0.0%	0	5.0%	2	5.7%	3	3.6%	2	6.3%	3	5.9%	3	3.8%	2	5.4%	2	4.5%	3
Less often	52.4%	54	54.8%	17	51.4%	37	40.0%	4	45.0%	18	60.4%	32	43.6%	24	62.5%	30	66.7%	34	38.5%	20	40.5%	15	59.1%	39
First visit today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	7.8%	8	9.7%	3	6.9%	5	10.0%	1	5.0%	2	9.4%	5	5.5%	3	10.4%	5	3.9%	2	11.5%	6	8.1%	3	7.6%	5
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q13 Have you visited the John Lewis at Home / Waitrose stores at Albion Way today?

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Yes	35.9%	37	38.7%	12	34.7%	25	50.0%	5	37.5%	15	32.1%	17	43.6%	24	27.1%	13	13.7%	7	57.7%	30	100.0%	37	0.0%	0
No	64.1%	66	61.3%	19	65.3%	47	50.0%	5	62.5%	25	67.9%	36	56.4%	31	72.9%	35	86.3%	44	42.3%	22	0.0%	0	100.0%	66
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q14 Will you visit other facilities in Horsham town centre as well as the John Lewis at Home / Waitrose? [MR]
Those who said yes at Q13

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Yes – other non-food retailers (clothing, footwear, household goods)	62.2%	23	50.0%	6	68.0%	17	80.0%	4	60.0%	9	58.8%	10	66.7%	16	53.8%	7	42.9%	3	66.7%	20	62.2%	23	0.0%	0
Yes – other food retailers	13.5%	5	25.0%	3	8.0%	2	20.0%	1	13.3%	2	11.8%	2	8.3%	2	23.1%	3	14.3%	1	13.3%	4	13.5%	5	0.0%	0
Yes – cafes and restaurants	10.8%	4	8.3%	1	12.0%	3	20.0%	1	6.7%	1	11.8%	2	12.5%	3	7.7%	1	14.3%	1	10.0%	3	10.8%	4	0.0%	0
Yes – pubs and bars	2.7%	1	8.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	7.7%	1	14.3%	1	0.0%	0	2.7%	1	0.0%	0
Yes – other services (banks, hairdressers, etc)	8.1%	3	0.0%	0	12.0%	3	0.0%	0	0.0%	0	17.6%	3	12.5%	3	0.0%	0	0.0%	0	10.0%	3	8.1%	3	0.0%	0
Yes – 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	0.0%	0	0.0%	0
No – I'm only here to visit John Lewis at Home / Waitrose	10.8%	4	8.3%	1	12.0%	3	0.0%	0	13.3%	2	11.8%	2	8.3%	2	15.4%	2	14.3%	1	10.0%	3	10.8%	4	0.0%	0
Base:		37		12		25		5		15		17		24		13		7		30		37		0

Q15 Has the opening of the John Lewis at Home / Waitrose development at Albion Way changed how you visit Horsham town centre in any of the following ways? [MR]
Those who said yes at Q14

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Yes, I visit more frequently	24.2%	8	9.1%	1	31.8%	7	20.0%	1	15.4%	2	33.3%	5	31.8%	7	9.1%	1	0.0%	0	29.6%	8	24.2%	8	0.0%	0
Yes, I spend more time in the town centre (i.e. duration of visit)	3.0%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	6.7%	1	4.5%	1	0.0%	0	0.0%	0	3.7%	1	3.0%	1	0.0%	0
Yes, I access the centre by a different means of transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, I park in a different car park	9.1%	3	0.0%	0	13.6%	3	40.0%	2	0.0%	0	6.7%	1	13.6%	3	0.0%	0	0.0%	0	11.1%	3	9.1%	3	0.0%	0
Yes, other reason	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, this is my first visit	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 change	69.7%	23	90.9%	10	59.1%	13	60.0%	3	84.6%	11	60.0%	9	59.1%	13	90.9%	10	100.0%	6	63.0%	17	69.7%	23	0.0%	0
Base:		33		11		22		5		13		15		22		11		6		27		33		0

Q16 What do you like about Horsham town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Good range of chain /well-known stores	31.1%	32	16.1%	5	37.5%	27	30.0%	3	27.5%	11	34.0%	18	30.9%	17	31.3%	15	27.5%	14	34.6%	18	29.7%	11	31.8%	21
Good layout / shops close together	24.3%	25	22.6%	7	25.0%	18	30.0%	3	22.5%	9	24.5%	13	16.4%	9	33.3%	16	31.4%	16	17.3%	9	16.2%	6	28.8%	19
Attractive / pleasant environment	23.3%	24	19.4%	6	25.0%	18	30.0%	3	22.5%	9	22.6%	12	29.1%	16	16.7%	8	9.8%	5	36.5%	19	40.5%	15	13.6%	9
Good range of smaller independent / specialist retailers	18.4%	19	6.5%	2	23.6%	17	20.0%	2	25.0%	10	13.2%	7	20.0%	11	16.7%	8	19.6%	10	17.3%	9	18.9%	7	18.2%	12
Close to home	15.5%	16	19.4%	6	13.9%	10	10.0%	1	20.0%	8	13.2%	7	21.8%	12	8.3%	4	13.7%	7	17.3%	9	16.2%	6	15.2%	10
Pedestrianised areas	14.6%	15	16.1%	5	13.9%	10	10.0%	1	15.0%	6	15.1%	8	18.2%	10	10.4%	5	21.6%	11	7.7%	4	10.8%	4	16.7%	11
Good food stores	14.6%	15	19.4%	6	12.5%	9	20.0%	2	15.0%	6	13.2%	7	12.7%	7	16.7%	8	23.5%	12	5.8%	3	10.8%	4	16.7%	11
Good pubs / bars	14.6%	15	19.4%	6	12.5%	9	20.0%	2	15.0%	6	13.2%	7	12.7%	7	16.7%	8	23.5%	12	5.8%	3	16.2%	6	13.6%	9
Easy to park	13.6%	14	19.4%	6	11.1%	8	0.0%	0	17.5%	7	13.2%	7	16.4%	9	10.4%	5	19.6%	10	7.7%	4	13.5%	5	13.6%	9
Good places to eat	13.6%	14	9.7%	3	15.3%	11	10.0%	1	12.5%	5	15.1%	8	9.1%	5	18.8%	9	21.6%	11	5.8%	3	8.1%	3	16.7%	11
Good range of non-food stores	13.6%	14	3.2%	1	18.1%	13	10.0%	1	12.5%	5	15.1%	8	14.5%	8	12.5%	6	13.7%	7	13.5%	7	8.1%	3	16.7%	11
Compact / easy to get around	12.6%	13	12.9%	4	12.5%	9	10.0%	1	20.0%	8	7.5%	4	20.0%	11	4.2%	2	7.8%	4	17.3%	9	8.1%	3	15.2%	10
Feels safe / secure	10.7%	11	9.7%	3	11.1%	8	0.0%	0	2.5%	1	18.9%	10	5.5%	3	16.7%	8	21.6%	11	0.0%	0	2.7%	1	15.2%	10
Safe/Secure	10.7%	11	16.1%	5	8.3%	6	20.0%	2	10.0%	4	9.4%	5	10.9%	6	10.4%	5	2.0%	1	19.2%	10	21.6%	8	4.5%	3
Good facilities (e.g. seating, toilets)	9.7%	10	16.1%	5	6.9%	5	0.0%	0	12.5%	5	9.4%	5	5.5%	3	14.6%	7	11.8%	6	7.7%	4	8.1%	3	10.6%	7
Clean / litter-free	9.7%	10	3.2%	1	12.5%	9	20.0%	2	10.0%	4	7.5%	4	7.3%	4	12.5%	6	9.8%	5	9.6%	5	10.8%	4	9.1%	6
Good quality shops	7.8%	8	3.2%	1	9.7%	7	0.0%	0	7.5%	3	9.4%	5	9.1%	5	6.3%	3	11.8%	6	3.8%	2	10.8%	4	6.1%	4
Not too busy or crowded	7.8%	8	6.5%	2	8.3%	6	0.0%	0	7.5%	3	9.4%	5	5.5%	3	10.4%	5	13.7%	7	1.9%	1	5.4%	2	9.1%	6
Nothing/very little	5.8%	6	9.7%	3	4.2%	3	10.0%	1	2.5%	1	7.5%	4	3.6%	2	8.3%	4	5.9%	3	5.8%	3	5.4%	2	6.1%	4
Everything	5.8%	6	3.2%	1	6.9%	5	0.0%	0	2.5%	1	9.4%	5	7.3%	4	4.2%	2	3.9%	2	7.7%	4	5.4%	2	6.1%	4
Good Markets	5.8%	6	6.5%	2	5.6%	4	0.0%	0	12.5%	5	1.9%	1	7.3%	4	4.2%	2	3.9%	2	7.7%	4	10.8%	4	3.0%	2
Good road access	3.9%	4	9.7%	3	1.4%	1	10.0%	1	2.5%	1	3.8%	2	0.0%	0	8.3%	4	3.9%	2	3.8%	2	5.4%	2	3.0%	2
Good bus service/accessible public transport	3.9%	4	0.0%	0	5.6%	4	0.0%	0	0.0%	0	7.5%	4	0.0%	0	8.3%	4	7.8%	4	0.0%	0	0.0%	0	6.1%	4
Easily accessible by foot / cycle	3.9%	4	6.5%	2	2.8%	2	10.0%	1	5.0%	2	1.9%	1	3.6%	2	4.2%	2	3.9%	2	3.8%	2	2.7%	1	4.5%	3
Close to work	3.9%	4	6.5%	2	2.8%	2	10.0%	1	5.0%	2	1.9%	1	5.5%	3	2.1%	1	5.9%	3	1.9%	1	5.4%	2	3.0%	2
Library	2.9%	3	3.2%	1	2.8%	2	10.0%	1	5.0%	2	0.0%	0	1.8%	1	4.2%	2	3.9%	2	1.9%	1	5.4%	2	1.5%	1
Free / cheap parking	2.9%	3	0.0%	0	4.2%	3	0.0%	0	5.0%	2	1.9%	1	1.8%	1	4.2%	2	5.9%	3	0.0%	0	0.0%	0	4.5%	3
Historic Environment	2.9%	3	6.5%	2	1.4%	1	10.0%	1	5.0%	2	0.0%	0	3.6%	2	2.1%	1	5.9%	3	0.0%	0	0.0%	0	4.5%	3
Good leisure facilities (e.g. leisure centres, cinema, health and fitness)	1.9%	2	3.2%	1	1.4%	1	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	2.0%	1	1.9%	1	0.0%	0	3.0%	2
People are friendly	1.9%	2	6.5%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.8%	1	2.1%	1	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Shops selling local or fairtrade produce	1.9%	2	0.0%	0	2.8%	2	20.0%	2	0.0%	0	0.0%	0	1.8%	1	2.1%	1	0.0%	0	3.8%	2	5.4%	2	0.0%	0
Close to school / college / university	1.9%	2	3.2%	1	1.4%	1	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	2.0%	1	1.9%	1	5.4%	2	0.0%	0

Horsham Visitors Survey
for Bilfinger GVA

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Good range of services	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Accessible by rail	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Marks & Spencer	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
John Lewis	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
(Don't know)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q17 And which of those responses given is the main thing you like about Horsham town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Attractive / pleasant environment	12.6%	13	16.1%	5	11.1%	8	20.0%	2	12.5%	5	11.3%	6	14.5%	8	10.4%	5	2.0%	1	23.1%	12	18.9%	7	9.1%	6
Good layout / shops close together	8.7%	9	9.7%	3	8.3%	6	10.0%	1	5.0%	2	11.3%	6	3.6%	2	14.6%	7	11.8%	6	5.8%	3	10.8%	4	7.6%	5
Close to home	8.7%	9	9.7%	3	8.3%	6	10.0%	1	10.0%	4	7.5%	4	12.7%	7	4.2%	2	3.9%	2	13.5%	7	10.8%	4	7.6%	5
Good range of smaller independent / specialist retailers	6.8%	7	0.0%	0	9.7%	7	0.0%	0	10.0%	4	5.7%	3	5.5%	3	8.3%	4	9.8%	5	3.8%	2	2.7%	1	9.1%	6
Nothing/very little	5.8%	6	9.7%	3	4.2%	3	10.0%	1	2.5%	1	7.5%	4	3.6%	2	8.3%	4	5.9%	3	5.8%	3	5.4%	2	6.1%	4
Everything	5.8%	6	3.2%	1	6.9%	5	0.0%	0	2.5%	1	9.4%	5	7.3%	4	4.2%	2	3.9%	2	7.7%	4	5.4%	2	6.1%	4
Good range of chain /well-known stores	4.9%	5	6.5%	2	4.2%	3	0.0%	0	0.0%	0	9.4%	5	5.5%	3	4.2%	2	2.0%	1	7.7%	4	5.4%	2	4.5%	3
Good food stores	4.9%	5	6.5%	2	4.2%	3	20.0%	2	2.5%	1	3.8%	2	3.6%	2	6.3%	3	7.8%	4	1.9%	1	0.0%	0	7.6%	5
Good facilities (e.g. seating, toilets)	3.9%	4	9.7%	3	1.4%	1	0.0%	0	7.5%	3	1.9%	1	3.6%	2	4.2%	2	3.9%	2	3.8%	2	5.4%	2	3.0%	2
Good pubs / bars	3.9%	4	3.2%	1	4.2%	3	0.0%	0	5.0%	2	3.8%	2	5.5%	3	2.1%	1	7.8%	4	0.0%	0	0.0%	0	6.1%	4
Compact / easy to get around	3.9%	4	6.5%	2	2.8%	2	0.0%	0	7.5%	3	1.9%	1	7.3%	4	0.0%	0	2.0%	1	5.8%	3	0.0%	0	6.1%	4
Good places to eat	2.9%	3	0.0%	0	4.2%	3	0.0%	0	2.5%	1	3.8%	2	0.0%	0	6.3%	3	5.9%	3	0.0%	0	0.0%	0	4.5%	3
Clean / litter-free	2.9%	3	0.0%	0	4.2%	3	0.0%	0	2.5%	1	3.8%	2	0.0%	0	6.3%	3	5.9%	3	0.0%	0	0.0%	0	4.5%	3
Pedestrianised areas	2.9%	3	0.0%	0	4.2%	3	0.0%	0	2.5%	1	3.8%	2	3.6%	2	2.1%	1	2.0%	1	3.8%	2	5.4%	2	1.5%	1
Good range of non-food stores	2.9%	3	0.0%	0	4.2%	3	0.0%	0	7.5%	3	0.0%	0	5.5%	3	0.0%	0	2.0%	1	3.8%	2	5.4%	2	1.5%	1
Safe/Secure	2.9%	3	0.0%	0	4.2%	3	20.0%	2	0.0%	0	1.9%	1	5.5%	3	0.0%	0	0.0%	0	5.8%	3	8.1%	3	0.0%	0
Feels safe / secure	2.9%	3	3.2%	1	2.8%	2	0.0%	0	2.5%	1	3.8%	2	0.0%	0	6.3%	3	5.9%	3	0.0%	0	2.7%	1	3.0%	2
Easy to park	1.9%	2	6.5%	2	0.0%	0	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Good bus service/accessible public transport	1.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Good Markets	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	2.7%	1	0.0%	0
Close to work	1.0%	1	0.0%	0	1.4%	1	10.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Marks & Spencer	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Easily accessible by foot / cycle	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Historic Environment	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
People are friendly	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
(Don't know)	1.9%	2	3.2%	1	1.4%	1	0.0%	0	5.0%	2	0.0%	0	1.8%	1	2.1%	1	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Horsham Visitors Survey
for Bilfinger GVA

Q18 What do you dislike about Horsham town centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Nothing/very little	33.0%	34	32.3%	10	33.3%	24	10.0%	1	40.0%	16	32.1%	17	36.4%	20	29.2%	14	19.6%	10	46.2%	24	35.1%	13	31.8%	21
Not enough choice of shops	24.3%	25	22.6%	7	25.0%	18	40.0%	4	17.5%	7	26.4%	14	14.5%	8	35.4%	17	41.2%	21	7.7%	4	8.1%	3	33.3%	22
Cost of parking	21.4%	22	22.6%	7	20.8%	15	50.0%	5	25.0%	10	13.2%	7	27.3%	15	14.6%	7	13.7%	7	28.8%	15	27.0%	10	18.2%	12
Not enough clothes shops	7.8%	8	9.7%	3	6.9%	5	10.0%	1	7.5%	3	7.5%	4	9.1%	5	6.3%	3	13.7%	7	1.9%	1	8.1%	3	7.6%	5
Too many shops of one type	3.9%	4	9.7%	3	1.4%	1	0.0%	0	5.0%	2	3.8%	2	1.8%	1	6.3%	3	7.8%	4	0.0%	0	2.7%	1	4.5%	3
Prices too high	3.9%	4	3.2%	1	4.2%	3	10.0%	1	5.0%	2	1.9%	1	3.6%	2	4.2%	2	5.9%	3	1.9%	1	5.4%	2	3.0%	2
Traffic congestion	3.9%	4	3.2%	1	4.2%	3	0.0%	0	5.0%	2	3.8%	2	5.5%	3	2.1%	1	3.9%	2	3.8%	2	5.4%	2	3.0%	2
Lidl	3.9%	4	0.0%	0	5.6%	4	0.0%	0	0.0%	0	7.5%	4	0.0%	0	8.3%	4	7.8%	4	0.0%	0	0.0%	0	6.1%	4
Lack of parking	3.9%	4	3.2%	1	4.2%	3	10.0%	1	5.0%	2	1.9%	1	1.8%	1	6.3%	3	3.9%	2	3.8%	2	5.4%	2	3.0%	2
Iceland	2.9%	3	0.0%	0	4.2%	3	0.0%	0	2.5%	1	3.8%	2	0.0%	0	6.3%	3	5.9%	3	0.0%	0	0.0%	0	4.5%	3
No department store	2.9%	3	3.2%	1	2.8%	2	0.0%	0	5.0%	2	1.9%	1	5.5%	3	0.0%	0	5.9%	3	0.0%	0	0.0%	0	4.5%	3
Not enough supermarket / food shops	2.9%	3	3.2%	1	2.8%	2	0.0%	0	5.0%	2	1.9%	1	1.8%	1	4.2%	2	5.9%	3	0.0%	0	0.0%	0	4.5%	3
Too many empty shops	2.9%	3	6.5%	2	1.4%	1	0.0%	0	2.5%	1	3.8%	2	5.5%	3	0.0%	0	0.0%	0	5.8%	3	8.1%	3	0.0%	0
Aldi	1.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Multi-storey awkward / difficult	1.9%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Lack of cinema	1.9%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	1.9%	1	0.0%	0	4.2%	2	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Primark	1.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Poor quality shop	1.9%	2	3.2%	1	1.4%	1	0.0%	0	5.0%	2	0.0%	0	1.8%	1	2.1%	1	0.0%	0	3.8%	2	5.4%	2	0.0%	0
Matalan	1.9%	2	3.2%	1	1.4%	1	0.0%	0	0.0%	0	3.8%	2	1.8%	1	2.1%	1	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Everything	1.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
The Fountain	1.9%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Poor facilities (e.g. seating, toilets)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Few traffic free areas	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Unatractive environment	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Traffic lights on Albion Way	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Difficult to cross streets	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Litter / dirty / dogs	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Poor bus service to centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Repair the monument	1.0%	1	0.0%	0	1.4%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Morrisons	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Lack of other leisure sports / cultural facilities	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Debenhams	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Furniture shop	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
H&M	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Traffic congestion	1.0%	1	3.2%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Poor signposting in centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Unsafe / poor security / dangerous	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Too many coffee shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Short opening hours / no facilities in the evening	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Too many chain restaurants	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
(Don't know)	1.9%	2	3.2%	1	1.4%	1	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q19 And which of those responses given is the main thing you dislike about Horsham Town Centre? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Nothing/very little	31.1%	32	32.3%	10	30.6%	22	10.0%	1	37.5%	15	30.2%	16	34.5%	19	27.1%	13	19.6%	10	42.3%	22	29.7%	11	31.8%	21
Not enough choice of shops	20.4%	21	22.6%	7	19.4%	14	30.0%	3	12.5%	5	24.5%	13	12.7%	7	29.2%	14	35.3%	18	5.8%	3	8.1%	3	27.3%	18
Cost of parking	18.4%	19	19.4%	6	18.1%	13	40.0%	4	22.5%	9	11.3%	6	25.5%	14	10.4%	5	7.8%	4	28.8%	15	27.0%	10	13.6%	9
Too many empty shops	2.9%	3	6.5%	2	1.4%	1	0.0%	0	2.5%	1	3.8%	2	5.5%	3	0.0%	0	0.0%	0	5.8%	3	8.1%	3	0.0%	0
Prices too high	2.9%	3	3.2%	1	2.8%	2	10.0%	1	2.5%	1	1.9%	1	3.6%	2	2.1%	1	3.9%	2	1.9%	1	5.4%	2	1.5%	1
Everything	1.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Lack of cinema	1.9%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	1.9%	1	0.0%	0	4.2%	2	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Too many shops of one type	1.9%	2	3.2%	1	1.4%	1	0.0%	0	2.5%	1	1.9%	1	0.0%	0	4.2%	2	3.9%	2	0.0%	0	2.7%	1	1.5%	1
The Fountain	1.9%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	2.0%	1	1.9%	1	2.7%	1	1.5%	1
Unsafe / poor security / dangerous	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Multi-storey awkward / difficult	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
No department store	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Lack of other leisure sports / cultural facilities	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Not enough clothes shops	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Litter / dirty / dogs	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Poor bus service to centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Traffic congestion	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Traffic lights on Albion Way	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Unattractive environment	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Too many coffee shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Iceland	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Morrisons	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Poor Market	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Repair the monument	1.0%	1	0.0%	0	1.4%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
(Don't know)	1.9%	2	3.2%	1	1.4%	1	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Q20 How do you think this centre should be improved? [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Better choice of shops	35.9%	37	35.5%	11	36.1%	26	50.0%	5	30.0%	12	37.7%	20	27.3%	15	45.8%	22	52.9%	27	19.2%	10	32.4%	12	37.9%	25
Nothing in particular	25.2%	26	25.8%	8	25.0%	18	30.0%	3	27.5%	11	22.6%	12	32.7%	18	16.7%	8	11.8%	6	38.5%	20	24.3%	9	25.8%	17
More specialist / independent stores	12.6%	13	6.5%	2	15.3%	11	0.0%	0	12.5%	5	15.1%	8	12.7%	7	12.5%	6	15.7%	8	9.6%	5	18.9%	7	9.1%	6
Better cinema facilities	9.7%	10	6.5%	2	11.1%	8	10.0%	1	15.0%	6	5.7%	3	9.1%	5	10.4%	5	9.8%	5	9.6%	5	10.8%	4	9.1%	6
Better quality shops	9.7%	10	12.9%	4	8.3%	6	10.0%	1	12.5%	5	7.5%	4	7.3%	4	12.5%	6	13.7%	7	5.8%	3	10.8%	4	9.1%	6
Better facilities for youth	6.8%	7	6.5%	2	6.9%	5	10.0%	1	12.5%	5	1.9%	1	7.3%	4	6.3%	3	7.8%	4	5.8%	3	10.8%	4	4.5%	3
Improve appearance / environment	6.8%	7	6.5%	2	6.9%	5	0.0%	0	10.0%	4	5.7%	3	3.6%	2	10.4%	5	11.8%	6	1.9%	1	5.4%	2	7.6%	5
More car parking	6.8%	7	12.9%	4	4.2%	3	10.0%	1	7.5%	3	5.7%	3	3.6%	2	10.4%	5	5.9%	3	7.7%	4	10.8%	4	4.5%	3
Cheaper car parking	4.9%	5	0.0%	0	6.9%	5	0.0%	0	5.0%	2	5.7%	3	7.3%	4	2.1%	1	3.9%	2	5.8%	3	0.0%	0	7.6%	5
More large shops/department stores	4.9%	5	0.0%	0	6.9%	5	10.0%	1	10.0%	4	0.0%	0	5.5%	3	4.2%	2	5.9%	3	3.8%	2	2.7%	1	6.1%	4
More / better seating, toilets	3.9%	4	0.0%	0	5.6%	4	0.0%	0	5.0%	2	3.8%	2	1.8%	1	6.3%	3	5.9%	3	1.9%	1	2.7%	1	4.5%	3
Better facilities for pedestrian (including pedestrian crossing)	3.9%	4	6.5%	2	2.8%	2	0.0%	0	5.0%	2	3.8%	2	3.6%	2	4.2%	2	3.9%	2	3.8%	2	8.1%	3	1.5%	1
More pubs, restaurants, cafés	3.9%	4	6.5%	2	2.8%	2	0.0%	0	2.5%	1	5.7%	3	1.8%	1	6.3%	3	3.9%	2	3.8%	2	5.4%	2	3.0%	2
Fill the empty shops	3.9%	4	3.2%	1	4.2%	3	10.0%	1	2.5%	1	3.8%	2	3.6%	2	4.2%	2	0.0%	0	7.7%	4	8.1%	3	1.5%	1
Repair the fountain	2.9%	3	3.2%	1	2.8%	2	10.0%	1	0.0%	0	3.8%	2	1.8%	1	4.2%	2	2.0%	1	3.8%	2	5.4%	2	1.5%	1
No need to improve	2.9%	3	6.5%	2	1.4%	1	0.0%	0	5.0%	2	1.9%	1	1.8%	1	4.2%	2	3.9%	2	1.9%	1	2.7%	1	3.0%	2
Better facilities for older people	2.9%	3	3.2%	1	2.8%	2	0.0%	0	5.0%	2	1.9%	1	1.8%	1	4.2%	2	5.9%	3	0.0%	0	0.0%	0	4.5%	3
Primark	1.9%	2	3.2%	1	1.4%	1	0.0%	0	2.5%	1	1.9%	1	1.8%	1	2.1%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	2
More traffic free areas / Pedestrianisation	1.9%	2	6.5%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	4.2%	2	3.9%	2	0.0%	0	5.4%	2	0.0%	0
Lidl	1.9%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
H&M	1.9%	2	0.0%	0	2.8%	2	0.0%	0	2.5%	1	1.9%	1	0.0%	0	4.2%	2	3.9%	2	0.0%	0	0.0%	0	3.0%	2
Farmers Market	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Zara	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Improve bus services / access	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
HMV	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Better maintenance / cleanliness	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
A furniture shop	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Better other leisure sports / cultural facilities	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Aldi	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Create a cycle lane	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
More supermarkets/food shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Improve security, including CCTV	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Have some events	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Improve the paving	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1

Horsham Visitors Survey
for Bilfinger GVA

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Open all shops on Sunday	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Iceland	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Remove the monument	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
Larger Marks & Spencer	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
Park & Ride	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
(Don't know)	2.9%	3	3.2%	1	2.8%	2	0.0%	0	5.0%	2	1.9%	1	5.5%	3	0.0%	0	2.0%	1	3.8%	2	2.7%	1	3.0%	2
Base:		103		31		72		10		40		53		55		48		51		52		37		66

GEN Gender:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Male	30.1%	31	100.0%	31	0.0%	0	10.0%	1	30.0%	12	34.0%	18	27.3%	15	33.3%	16	31.4%	16	28.8%	15	32.4%	12	28.8%	19
Female	69.9%	72	0.0%	0	100.0%	72	90.0%	9	70.0%	28	66.0%	35	72.7%	40	66.7%	32	68.6%	35	71.2%	37	67.6%	25	71.2%	47
Base:		103		31		72		10		40		53		55		48		51		52		37		66

AGE Age Group:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
18 - 24 years	2.9%	3	0.0%	0	4.2%	3	30.0%	3	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	5.8%	3	5.4%	2	1.5%	1
25 - 34 years	6.8%	7	3.2%	1	8.3%	6	70.0%	7	0.0%	0	0.0%	0	9.1%	5	4.2%	2	2.0%	1	11.5%	6	8.1%	3	6.1%	4
35 - 44 years	15.5%	16	22.6%	7	12.5%	9	0.0%	0	40.0%	16	0.0%	0	21.8%	12	8.3%	4	17.6%	9	13.5%	7	13.5%	5	16.7%	11
45 - 54 years	23.3%	24	16.1%	5	26.4%	19	0.0%	0	60.0%	24	0.0%	0	30.9%	17	14.6%	7	17.6%	9	28.8%	15	27.0%	10	21.2%	14
55 - 64 years	25.2%	26	29.0%	9	23.6%	17	0.0%	0	0.0%	0	49.1%	26	16.4%	9	35.4%	17	31.4%	16	19.2%	10	21.6%	8	27.3%	18
65+ years	26.2%	27	29.0%	9	25.0%	18	0.0%	0	0.0%	0	50.9%	27	16.4%	9	37.5%	18	31.4%	16	21.2%	11	24.3%	9	27.3%	18
Base:		103		31		72		10		40		53		55		48		51		52		37		66

SEG SEG

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
AB	24.3%	25	22.6%	7	25.0%	18	30.0%	3	27.5%	11	20.8%	11	45.5%	25	0.0%	0	2.0%	1	46.2%	24	29.7%	11	21.2%	14
C1	29.1%	30	25.8%	8	30.6%	22	50.0%	5	45.0%	18	13.2%	7	54.5%	30	0.0%	0	25.5%	13	32.7%	17	35.1%	13	25.8%	17
C2	23.3%	24	25.8%	8	22.2%	16	20.0%	2	22.5%	9	24.5%	13	0.0%	0	50.0%	24	29.4%	15	17.3%	9	29.7%	11	19.7%	13
DE	23.3%	24	25.8%	8	22.2%	16	0.0%	0	5.0%	2	41.5%	22	0.0%	0	50.0%	24	43.1%	22	3.8%	2	5.4%	2	33.3%	22
Base:		103		31		72		10		40		53		55		48		51		52		37		66

ADU Number of adults incl Resp [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
1 adult in Hhold	18.4%	19	9.7%	3	22.2%	16	10.0%	1	15.0%	6	22.6%	12	12.7%	7	25.0%	12	21.6%	11	15.4%	8	13.5%	5	21.2%	14
2 adults in Hhold	61.2%	63	77.4%	24	54.2%	39	60.0%	6	55.0%	22	66.0%	35	69.1%	38	52.1%	25	54.9%	28	67.3%	35	62.2%	23	60.6%	40
3 or more adults in Hhold	20.4%	21	12.9%	4	23.6%	17	30.0%	3	30.0%	12	11.3%	6	18.2%	10	22.9%	11	23.5%	12	17.3%	9	24.3%	9	18.2%	12
Base:		103		31		72		10		40		53		55		48		51		52		37		66

CHI No. of children 15 years and under: [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
1 child in hhold	8.7%	9	12.9%	4	6.9%	5	20.0%	2	15.0%	6	1.9%	1	14.5%	8	2.1%	1	5.9%	3	11.5%	6	10.8%	4	7.6%	5
2 children in Hhold	3.9%	4	3.2%	1	4.2%	3	10.0%	1	5.0%	2	1.9%	1	3.6%	2	4.2%	2	2.0%	1	5.8%	3	0.0%	0	6.1%	4
3 or more children in Hhold	1.0%	1	0.0%	0	1.4%	1	10.0%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
No children in Hhold	86.4%	89	83.9%	26	87.5%	63	60.0%	6	80.0%	32	96.2%	51	80.0%	44	93.8%	45	92.2%	47	80.8%	42	86.5%	32	86.4%	57
Base:		103		31		72		10		40		53		55		48		51		52		37		66

CAR Number of cars in household: [MR]

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
1 car in hhold	18.4%	19	16.1%	5	19.4%	14	20.0%	2	17.5%	7	18.9%	10	29.1%	16	6.3%	3	0.0%	0	36.5%	19	29.7%	11	12.1%	8
2 cars in hhold	15.5%	16	9.7%	3	18.1%	13	30.0%	3	22.5%	9	7.5%	4	25.5%	14	4.2%	2	0.0%	0	30.8%	16	18.9%	7	13.6%	9
3 or more cars in hhold	8.7%	9	6.5%	2	9.7%	7	30.0%	3	10.0%	4	3.8%	2	14.5%	8	2.1%	1	0.0%	0	17.3%	9	13.5%	5	6.1%	4
No cars in hhold	57.3%	59	67.7%	21	52.8%	38	20.0%	2	50.0%	20	69.8%	37	30.9%	17	87.5%	42	100.0%	51	15.4%	8	37.8%	14	68.2%	45
Base:		103		31		72		10		40		53		55		48		51		52		37		66

DAY Day of Interview:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Monday	24.3%	25	25.8%	8	23.6%	17	0.0%	0	25.0%	10	28.3%	15	7.3%	4	43.8%	21	49.0%	25	0.0%	0	13.5%	5	30.3%	20
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	25.2%	26	25.8%	8	25.0%	18	10.0%	1	20.0%	8	32.1%	17	18.2%	10	33.3%	16	51.0%	26	0.0%	0	5.4%	2	36.4%	24
Saturday	50.5%	52	48.4%	15	51.4%	37	90.0%	9	55.0%	22	39.6%	21	74.5%	41	22.9%	11	0.0%	0	100.0%	52	81.1%	30	33.3%	22
Base:		103		31		72		10		40		53		55		48		51		52		37		66

LOC Location:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
Albion Way	27.2%	28	25.8%	8	27.8%	20	40.0%	4	22.5%	9	28.3%	15	30.9%	17	22.9%	11	27.5%	14	26.9%	14	24.3%	9	28.8%	19
West Street	30.1%	31	25.8%	8	31.9%	23	30.0%	3	30.0%	12	30.2%	16	21.8%	12	39.6%	19	33.3%	17	26.9%	14	27.0%	10	31.8%	21
Carfax	26.2%	27	32.3%	10	23.6%	17	20.0%	2	30.0%	12	24.5%	13	32.7%	18	18.8%	9	23.5%	12	28.8%	15	24.3%	9	27.3%	18
The Forum	16.5%	17	16.1%	5	16.7%	12	10.0%	1	17.5%	7	17.0%	9	14.5%	8	18.8%	9	15.7%	8	17.3%	9	24.3%	9	12.1%	8
Base:		103		31		72		10		40		53		55		48		51		52		37		66

TIME Time of interview:

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
09.00-10.00	2.9%	3	3.2%	1	2.8%	2	0.0%	0	2.5%	1	3.8%	2	1.8%	1	4.2%	2	2.0%	1	3.8%	2	2.7%	1	3.0%	2
10.01-11.00	14.6%	15	3.2%	1	19.4%	14	30.0%	3	5.0%	2	18.9%	10	9.1%	5	20.8%	10	11.8%	6	17.3%	9	13.5%	5	15.2%	10
11.01-12.00	22.3%	23	16.1%	5	25.0%	18	30.0%	3	17.5%	7	24.5%	13	20.0%	11	25.0%	12	23.5%	12	21.2%	11	21.6%	8	22.7%	15
12.01-13.00	22.3%	23	29.0%	9	19.4%	14	20.0%	2	17.5%	7	26.4%	14	20.0%	11	25.0%	12	27.5%	14	17.3%	9	13.5%	5	27.3%	18
13.01-14.00	12.6%	13	12.9%	4	12.5%	9	0.0%	0	12.5%	5	15.1%	8	18.2%	10	6.3%	3	9.8%	5	15.4%	8	13.5%	5	12.1%	8
14.01-15.00	14.6%	15	12.9%	4	15.3%	11	0.0%	0	27.5%	11	7.5%	4	16.4%	9	12.5%	6	13.7%	7	15.4%	8	18.9%	7	12.1%	8
15.01-16.00	10.7%	11	22.6%	7	5.6%	4	20.0%	2	17.5%	7	3.8%	2	14.5%	8	6.3%	3	11.8%	6	9.6%	5	16.2%	6	7.6%	5
16.01-17.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:		103		31		72		10		40		53		55		48		51		52		37		66

PC

	Total		Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Weekday		Saturday		Yes at Q13		No at Q13	
BN1 8	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
BN16 1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
BN17 6	1.0%	1	0.0%	0	1.4%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
BN19 9	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
BN43 6	1.0%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
BN44 3	1.9%	2	0.0%	0	2.8%	2	0.0%	0	5.0%	2	0.0%	0	3.6%	2	0.0%	0	2.0%	1	1.9%	1	0.0%	0	3.0%	2
CR2 1	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.5%	1
GU6 7	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
RH10 1	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	2.7%	1	0.0%	0
RH10 4	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
RH10 7	2.9%	3	3.2%	1	2.8%	2	0.0%	0	5.0%	2	1.9%	1	1.8%	1	4.2%	2	3.9%	2	1.9%	1	0.0%	0	4.5%	3
RH11 6	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
RH11 8	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	2.7%	1	0.0%	0
RH11 9	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
RH12	1.9%	2	3.2%	1	1.4%	1	0.0%	0	0.0%	0	3.8%	2	1.8%	1	2.1%	1	3.9%	2	0.0%	0	0.0%	0	3.0%	2
RH12 1	5.8%	6	16.1%	5	1.4%	1	0.0%	0	5.0%	2	7.5%	4	3.6%	2	8.3%	4	9.8%	5	1.9%	1	2.7%	1	7.6%	5
RH12 2	10.7%	11	12.9%	4	9.7%	7	10.0%	1	7.5%	3	13.2%	7	7.3%	4	14.6%	7	11.8%	6	9.6%	5	10.8%	4	10.6%	7
RH12 3	8.7%	9	6.5%	2	9.7%	7	20.0%	2	7.5%	3	7.5%	4	9.1%	5	8.3%	4	5.9%	3	11.5%	6	8.1%	3	9.1%	6
RH12 4	7.8%	8	12.9%	4	5.6%	4	0.0%	0	2.5%	1	13.2%	7	7.3%	4	8.3%	4	7.8%	4	7.7%	4	5.4%	2	9.1%	6
RH12 5	8.7%	9	9.7%	3	8.3%	6	20.0%	2	2.5%	1	11.3%	6	9.1%	5	8.3%	4	9.8%	5	7.7%	4	5.4%	2	10.6%	7
RH13 0	4.9%	5	3.2%	1	5.6%	4	0.0%	0	7.5%	3	3.8%	2	5.5%	3	4.2%	2	2.0%	1	7.7%	4	5.4%	2	4.5%	3
RH13 3	1.0%	1	3.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.9%	1	2.7%	1	0.0%	0
RH13 5	15.5%	16	19.4%	6	13.9%	10	10.0%	1	22.5%	9	11.3%	6	20.0%	11	10.4%	5	11.8%	6	19.2%	10	21.6%	8	12.1%	8
RH13 6	4.9%	5	0.0%	0	6.9%	5	10.0%	1	7.5%	3	1.9%	1	3.6%	2	6.3%	3	3.9%	2	5.8%	3	5.4%	2	4.5%	3
RH13 9	4.9%	5	3.2%	1	5.6%	4	10.0%	1	7.5%	3	1.9%	1	9.1%	5	0.0%	0	3.9%	2	5.8%	3	8.1%	3	3.0%	2
RH14 9	1.9%	2	0.0%	0	2.8%	2	10.0%	1	2.5%	1	0.0%	0	1.8%	1	2.1%	1	2.0%	1	1.9%	1	2.7%	1	1.5%	1
RH14 G	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
RH17 6	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
RH20 2	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	2.7%	1	0.0%	0
RH20 3	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
RH20 4	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	2.7%	1	0.0%	0
RH5 6	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1
UB4 0	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.1%	1	2.0%	1	0.0%	0	0.0%	0	1.5%	1
Base:		103		31		72		10		40		53		55		48		51		52		37		66

Report

APPENDIX 5

Business Survey Results

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Q01 How would you best describe your business?																		
Food retailer	10.7%	8	100.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	4	9.1%	4
Non - food retailer	36.0%	27	0.0%	0	100.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.8%	8	43.2%	19
Retail service (e.g. opticians, dry cleaners, travel agent, health and beauty, hairdressers, photo processing)	8.0%	6	0.0%	0	0.0%	0	100.0%	6	0.0%	0	0.0%	0	0.0%	0	12.9%	4	4.5%	2
Eating / drinking leisure service (e.g. cafés, restaurants, take-always, pubs)	13.3%	10	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0	12.9%	4	13.6%	6
Entertainment / other leisure service (e.g. casinos, amusement arcades, clubs, hotels, sports)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	3.2%	1	0.0%	0
Financial / professional service (e.g. estate agents, banks / building societies, employment agencies)	22.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	17	0.0%	0	29.0%	9	18.2%	8
Charity shop	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.4%	5	0.0%	0	11.4%	5
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
Interior designer	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	3.2%	1	0.0%	0
Base:		75		8		27		6		10		17		7		31		44
Q02 Would you describe your business as...? [PR]																		
Independent	41.3%	31	50.0%	4	29.6%	8	66.7%	4	40.0%	4	52.9%	9	28.6%	2	100.0%	31	0.0%	0
Part of a local group / chain (with 9 or more outlets in the region)	6.7%	5	0.0%	0	3.7%	1	0.0%	0	20.0%	2	11.8%	2	0.0%	0	0.0%	0	11.4%	5
Part of national group / chain (with 9 or more outlets in the UK)	52.0%	39	50.0%	4	66.7%	18	33.3%	2	40.0%	4	35.3%	6	71.4%	5	0.0%	0	88.6%	39
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
Base:		75		8		27		6		10		17		7		31		44

Mean score [Years]: 0 - 6 months = 0.3, 7 months - < 1 year = 0.8, 1 years - < 4 years = 2.5, 4 years - < 6 years = 5, 6 years - < 11 years = 8.5, 11 years - 20 years = 15.5, Over 20 years = 25

Q03 How long, approximately, has the business traded in Horsham Town Centre?

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
0 - 6 months	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
7 months - < 1 year	4.0%	3	0.0%	0	3.7%	1	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0	6.8%	3
1 years - < 4 years	13.3%	10	25.0%	2	18.5%	5	0.0%	0	20.0%	2	5.9%	1	0.0%	0	12.9%	4	13.6%	6
4 years - < 6 years	10.7%	8	0.0%	0	3.7%	1	0.0%	0	20.0%	2	23.5%	4	14.3%	1	16.1%	5	6.8%	3
6 years - < 11 years	13.3%	10	0.0%	0	22.2%	6	16.7%	1	0.0%	0	17.6%	3	0.0%	0	19.4%	6	9.1%	4
11 years - 20 years	22.7%	17	50.0%	4	11.1%	3	33.3%	2	10.0%	1	29.4%	5	28.6%	2	25.8%	8	20.5%	9
Over 20 years	26.7%	20	12.5%	1	22.2%	6	50.0%	3	20.0%	2	23.5%	4	57.1%	4	22.6%	7	29.5%	13
(Don't know)	8.0%	6	12.5%	1	18.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	6
Mean:		*13.28*		*13.14*		*12.08*		*19.08*		*8.24*		*13.26*		*19.43*		*12.43*		*13.97*
Base:		75		8		27		6		10		17		7		31		44

Q04 Why did you or your company choose Horsham Town Centre as a business location? [MR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
We are based locally	21.3%	16	12.5%	1	7.4%	2	33.3%	2	30.0%	3	35.3%	6	28.6%	2	45.2%	14	4.5%	2
Demographic reach our target market	9.3%	7	25.0%	2	11.1%	3	0.0%	0	10.0%	1	0.0%	0	14.3%	1	6.5%	2	11.4%	5
Good High Street location	5.3%	4	12.5%	1	7.4%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	9.1%	4
The growing population of Horsham	5.3%	4	0.0%	0	3.7%	1	0.0%	0	10.0%	1	5.9%	1	14.3%	1	6.5%	2	4.5%	2
Reputation of Horsham	4.0%	3	25.0%	2	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	9.7%	3	0.0%	0
Affluent area	4.0%	3	0.0%	0	3.7%	1	0.0%	0	10.0%	1	5.9%	1	0.0%	0	3.2%	1	4.5%	2
Lack of competition	4.0%	3	0.0%	0	3.7%	1	0.0%	0	10.0%	1	5.9%	1	0.0%	0	0.0%	0	6.8%	3
Friendly locals	1.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Close to family	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Close to Gatwick airport	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
(Don't know / No reason)	46.7%	35	25.0%	2	59.3%	16	50.0%	3	30.0%	3	41.2%	7	57.1%	4	22.6%	7	63.6%	28
Base:		75		8		27		6		10		17		7		31		44

Q05 Are the premises leased or owner-occupied?

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Leased	78.7%	59	87.5%	7	63.0%	17	100.0%	6	90.0%	9	88.2%	15	71.4%	5	80.6%	25	77.3%	34
Owner-occupied	12.0%	9	0.0%	0	14.8%	4	0.0%	0	10.0%	1	11.8%	2	28.6%	2	16.1%	5	9.1%	4
(Don't know)	9.3%	7	12.5%	1	22.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	13.6%	6
Base:		75		8		27		6		10		17		7		31		44

Mean score [Employees]:

Q06A How full time many staff does the business employ, at this site?

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
0	2.7%	2	0.0%	0	3.7%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	6.5%	2	0.0%	0
1	18.7%	14	25.0%	2	14.8%	4	33.3%	2	10.0%	1	11.8%	2	42.9%	3	22.6%	7	15.9%	7
2	25.3%	19	25.0%	2	40.7%	11	33.3%	2	0.0%	0	11.8%	2	28.6%	2	19.4%	6	29.5%	13
3	9.3%	7	12.5%	1	18.5%	5	0.0%	0	0.0%	0	0.0%	0	14.3%	1	6.5%	2	11.4%	5
4	5.3%	4	12.5%	1	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	3.2%	1	6.8%	3
5-10	20.0%	15	12.5%	1	14.8%	4	33.3%	2	30.0%	3	29.4%	5	0.0%	0	29.0%	9	13.6%	6
11-20	9.3%	7	0.0%	0	0.0%	0	0.0%	0	30.0%	3	17.6%	3	14.3%	1	6.5%	2	11.4%	5
21-30	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
31-50	4.0%	3	0.0%	0	3.7%	1	0.0%	0	0.0%	0	11.8%	2	0.0%	0	3.2%	1	4.5%	2
51+	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
(Refused)	2.7%	2	0.0%	0	3.7%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Mean:		*7.29*		*14.75*		*3.73*		*2.67*		*9.89*		*11.12*		*3.29*		*5.35*		*8.71*
Base:		75		8		27		6		10		17		7		31		44

Mean score [Employees]:

Q06B How part time many staff does the business employ, at this site?

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
0	22.7%	17	25.0%	2	29.6%	8	0.0%	0	10.0%	1	29.4%	5	14.3%	1	45.2%	14	6.8%	3
1	12.0%	9	12.5%	1	0.0%	0	16.7%	1	0.0%	0	29.4%	5	28.6%	2	12.9%	4	11.4%	5
2	16.0%	12	0.0%	0	11.1%	3	33.3%	2	20.0%	2	17.6%	3	28.6%	2	9.7%	3	20.5%	9
3	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
4	13.3%	10	25.0%	2	7.4%	2	16.7%	1	20.0%	2	17.6%	3	0.0%	0	6.5%	2	18.2%	8
5-10	28.0%	21	12.5%	1	40.7%	11	33.3%	2	50.0%	5	5.9%	1	14.3%	1	25.8%	8	29.5%	13
11-20	4.0%	3	12.5%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	6.8%	3
21-30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31-50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51+	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
(Refused)	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mean:		*6.23*		*28.88*		*4.23*		*3.33*		*4.70*		*1.71*		*3.43*		*2.16*		*9.16*
Base:		75		8		27		6		10		17		7		31		44

Q07 Has the business always operated from Horsham Town Centre?

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Yes	94.7%	71	100.0%	8	92.6%	25	100.0%	6	100.0%	10	88.2%	15	100.0%	7	90.3%	28	97.7%	43
No	5.3%	4	0.0%	0	7.4%	2	0.0%	0	0.0%	0	11.8%	2	0.0%	0	9.7%	3	2.3%	1
Base:		75		8		27		6		10		17		7		31		44

Q08 Where did you relocate from?
Those who have not always operated from Horsham Town Centre at Q07

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Worthing	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	33.3%	1	0.0%	0
Reigate	25.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Luton	25.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Fulham	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	33.3%	1	0.0%	0
Base:		4		0		2		0		0		2		0		3		1

Mean score: Grown significantly = 5, Grown moderately = 4, Remained largely static = 3, Declined moderately = 2, Declined significantly = 1

Q09 Which of the following best describes how your business turnover has changed over the last three years trading in Horsham Town Centre? [PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Grown significantly	17.3%	13	25.0%	2	18.5%	5	0.0%	0	20.0%	2	17.6%	3	14.3%	1	16.1%	5	18.2%	8
Grown moderately	30.7%	23	12.5%	1	22.2%	6	33.3%	2	40.0%	4	47.1%	8	28.6%	2	22.6%	7	36.4%	16
Remained largely static	22.7%	17	25.0%	2	18.5%	5	33.3%	2	20.0%	2	29.4%	5	14.3%	1	32.3%	10	15.9%	7
Declined moderately	6.7%	5	0.0%	0	7.4%	2	16.7%	1	10.0%	1	0.0%	0	14.3%	1	3.2%	1	9.1%	4
Declined significantly	9.3%	7	12.5%	1	11.1%	3	0.0%	0	10.0%	1	0.0%	0	28.6%	2	9.7%	3	9.1%	4
(Refused)	13.3%	10	25.0%	2	22.2%	6	16.7%	1	0.0%	0	5.9%	1	0.0%	0	16.1%	5	11.4%	5
Mean:		*3.46*		*3.50*		*3.38*		*3.20*		*3.50*		*3.88*		*2.86*		*3.38*		*3.51*
Base:		75		8		27		6		10		17		7		31		44

Q10 Does your business have a transactional website? (i.e. one where goods can be ordered online)
Independent or part of a local group / chain at Q02

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Yes	27.8%	10	25.0%	1	55.6%	5	0.0%	0	16.7%	1	27.3%	3	0.0%	0	25.8%	8	40.0%	2
No	72.2%	26	75.0%	3	44.4%	4	100.0%	4	83.3%	5	72.7%	8	100.0%	2	74.2%	23	60.0%	3
Base:		36		4		9		4		6		11		2		31		5

Mean score [%]:

Q10A Roughly speaking, what proportion of your business is … store based (bought purely in-store) [PR]

Yes at Q10

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
0%	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	12.5%	1	0.0%	0
1 - 10%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
11 - 20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21 - 30%	20.0%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	25.0%	2	0.0%	0
31 - 40%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 50%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 - 70%	10.0%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
71 - 80%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 90%	10.0%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
91 - 100%	20.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	33.3%	1	0.0%	0	12.5%	1	50.0%	1
(Don't know / refused)	30.0%	3	100.0%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	2	50.0%	1
Mean:		*58.29*		*0.00*		*63.33*		*0.00*		*98.00*		*40.00*		*0.00*		*51.67*		*98.00*
Base:		10		1		5		0		1		3		0		8		2

Mean score [%]:

Q10B Roughly speaking, what proportion of your business is … Internet based (delivered to customer)

Yes at Q10

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
0%	10.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1
1 - 10%	20.0%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	25.0%	2	0.0%	0
11 - 20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21 - 30%	10.0%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
31 - 40%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 50%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 - 70%	10.0%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
71 - 80%	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	12.5%	1	0.0%	0
81 - 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 100%	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	12.5%	1	0.0%	0
(Don't know / refused)	30.0%	3	100.0%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	2	50.0%	1
Mean:		*40.00*		*0.00*		*33.33*		*0.00*		*0.00*		*60.00*		*0.00*		*46.67*		*0.00*
Base:		10		1		5		0		1		3		0		8		2

Mean score [%]:

Q10C Roughly speaking, what proportion of your business is … a combination of store-based and online, i.e. click & collect

Yes at Q10

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
0	40.0%	4	0.0%	0	20.0%	1	0.0%	0	0.0%	0	100.0%	3	0.0%	0	50.0%	4	0.0%	0
1 - 10%	30.0%	3	0.0%	0	40.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	2	50.0%	1
11 - 20%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21 - 30%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31 - 40%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41 - 50%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
51 - 60%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 - 70%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
71 - 80%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
81 - 90%	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
91 - 100%	0.0%	0	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 / refused)	30.0%	3	100.0%	1	40.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	2	50.0%	1
Mean:		*1.71*		*0.00*		*3.33*		*0.00*		*2.00*		*0.00*		*0.00*		*1.67*		*2.00*
Base:		10		1		5		0		1		3		0		8		2

Q10X How would you say this proportion changed over the last three years? [PR]

Yes at Q10

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
A greater proportion of sales are now online (including click & collect)	40.0%	4	100.0%	1	40.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	50.0%	4	0.0%	0
A greater proportion of sales are now store-based	10.0%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
No change	40.0%	4	0.0%	0	20.0%	1	0.0%	0	100.0%	1	66.7%	2	0.0%	0	37.5%	3	50.0%	1
(Don’t know / prefer not to say)	10.0%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Base:		10		1		5		0		1		3		0		8		2

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	

Mean score: Very well = 5, Well = 4, Moderately = 3, Poorly = 2, Very poorly = 1

Q11 How would you say that your business is currently performing? [PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Very well	26.7%	20	37.5%	3	22.2%	6	33.3%	2	30.0%	3	29.4%	5	14.3%	1	32.3%	10	22.7%	10
Well	46.7%	35	25.0%	2	44.4%	12	50.0%	3	50.0%	5	52.9%	9	57.1%	4	38.7%	12	52.3%	23
Moderately	22.7%	17	37.5%	3	22.2%	6	16.7%	1	20.0%	2	17.6%	3	28.6%	2	25.8%	8	20.5%	9
Poorly	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Very poorly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.7%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Mean:		*4.01*		*4.00*		*3.92*		*4.17*		*4.10*		*4.12*		*3.86*		*4.00*		*4.02*
Base:		75		8		27		6		10		17		7		31		44

Q12 What type of customer does your business primarily rely upon? [PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Residents of Horsham	64.0%	48	75.0%	6	66.7%	18	83.3%	5	80.0%	8	35.3%	6	71.4%	5	48.4%	15	75.0%	33
Residents from local towns and villages near Horsham	8.0%	6	0.0%	0	7.4%	2	0.0%	0	0.0%	0	17.6%	3	14.3%	1	9.7%	3	6.8%	3
Workers located in/near Horsham town centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Visitors from further afield (e.g. day trips)	4.0%	3	0.0%	0	7.4%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	4.5%	2
Specialist buyers	10.7%	8	0.0%	0	7.4%	2	0.0%	0	0.0%	0	35.3%	6	0.0%	0	22.6%	7	2.3%	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
(Don't know)	12.0%	9	25.0%	2	11.1%	3	16.7%	1	10.0%	1	5.9%	1	14.3%	1	16.1%	5	9.1%	4
Base:		75		8		27		6		10		17		7		31		44

Mean score: Very poor = 1, Quite poor = 2, Average = 3, Quite good = 4, Very good = 5

Q13 On a scale of 1 to 5, where 1 is "very poor" and 5 is "very good", how would you rate the parking for your staff in Horsham Town Centre for each of the following attributes? [PR]

Cost of parking

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
1 - Very poor	40.0%	30	50.0%	4	44.4%	12	33.3%	2	40.0%	4	23.5%	4	57.1%	4	48.4%	15	34.1%	15
2 - Quite poor	16.0%	12	0.0%	0	11.1%	3	16.7%	1	10.0%	1	41.2%	7	0.0%	0	22.6%	7	11.4%	5
3 - Average	17.3%	13	12.5%	1	14.8%	4	16.7%	1	20.0%	2	17.6%	3	28.6%	2	9.7%	3	22.7%	10
4 - Quite good	5.3%	4	0.0%	0	7.4%	2	16.7%	1	0.0%	0	5.9%	1	0.0%	0	6.5%	2	4.5%	2
5 - Very good	12.0%	9	25.0%	2	14.8%	4	16.7%	1	0.0%	0	11.8%	2	0.0%	0	6.5%	2	15.9%	7
(Don't know)	9.3%	7	12.5%	1	7.4%	2	0.0%	0	30.0%	3	0.0%	0	14.3%	1	6.5%	2	11.4%	5
Mean:		*2.26*		*2.43*		*2.32*		*2.67*		*1.71*		*2.41*		*1.67*		*1.93*		*2.51*
Base:		75		8		27		6		10		17		7		31		44

Availability of parking

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
1 - Very poor	40.0%	30	37.5%	3	37.0%	10	16.7%	1	50.0%	5	35.3%	6	71.4%	5	45.2%	14	36.4%	16
2 - Quite poor	13.3%	10	12.5%	1	7.4%	2	0.0%	0	10.0%	1	29.4%	5	14.3%	1	6.5%	2	18.2%	8
3 - Average	12.0%	9	12.5%	1	11.1%	3	16.7%	1	30.0%	3	5.9%	1	0.0%	0	12.9%	4	11.4%	5
4 - Quite good	16.0%	12	12.5%	1	14.8%	4	50.0%	3	10.0%	1	17.6%	3	0.0%	0	19.4%	6	13.6%	6
5 - Very good	17.3%	13	12.5%	1	29.6%	8	16.7%	1	0.0%	0	11.8%	2	14.3%	1	16.1%	5	18.2%	8
(Don't know)	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mean:		*2.57*		*2.43*		*2.93*		*3.50*		*2.00*		*2.41*		*1.71*		*2.55*		*2.58*
Base:		75		8		27		6		10		17		7		31		44

Mean score: Very poor = 1, Quite poor = 2, Average = 3, Quite good = 4, Very good = 5

Q14 Now thinking about the overall environmental and physical appearance of Horsham Town Centre, on a scale of 1 to 5, where 1 is "very poor" and 5 is "very good", how would you rate the town centre? [PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Very poor	4.0%	3	12.5%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	14.3%	1	6.5%	2	2.3%	1
Quite poor	5.3%	4	0.0%	0	7.4%	2	16.7%	1	0.0%	0	5.9%	1	0.0%	0	3.2%	1	6.8%	3
Average	14.7%	11	25.0%	2	7.4%	2	0.0%	0	0.0%	0	35.3%	6	14.3%	1	22.6%	7	9.1%	4
Quite good	44.0%	33	37.5%	3	51.9%	14	33.3%	2	30.0%	3	41.2%	7	57.1%	4	45.2%	14	43.2%	19
Very good	30.7%	23	25.0%	2	33.3%	9	50.0%	3	50.0%	5	17.6%	3	14.3%	1	22.6%	7	36.4%	16
(Don't know)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Mean:		*3.93*		*3.63*		*4.11*		*4.17*		*4.22*		*3.71*		*3.57*		*3.74*		*4.07*
Base:		75		8		27		6		10		17		7		31		44

Q15 What do you consider to be the strengths of the retail offer in Horsham Town Centre? [MR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Niche retailers / boutiques / independents	32.0%	24	25.0%	2	37.0%	10	16.7%	1	40.0%	4	23.5%	4	42.9%	3	45.2%	14	22.7%	10
Mix of types of goods	25.3%	19	50.0%	4	22.2%	6	0.0%	0	40.0%	4	23.5%	4	14.3%	1	16.1%	5	31.8%	14
Major national multiples	24.0%	18	25.0%	2	25.9%	7	16.7%	1	30.0%	3	23.5%	4	14.3%	1	16.1%	5	29.5%	13
Good range of cafés / restaurants	12.0%	9	12.5%	1	11.1%	3	0.0%	0	10.0%	1	17.6%	3	14.3%	1	12.9%	4	11.4%	5
Nothing	12.0%	9	12.5%	1	11.1%	3	33.3%	2	10.0%	1	5.9%	1	14.3%	1	9.7%	3	13.6%	6
Compact centre	8.0%	6	0.0%	0	7.4%	2	0.0%	0	0.0%	0	17.6%	3	14.3%	1	12.9%	4	4.5%	2
Good market	5.3%	4	0.0%	0	7.4%	2	16.7%	1	0.0%	0	0.0%	0	14.3%	1	3.2%	1	6.8%	3
Good service provision (banks, hairdressers, beauty salons, estate agents etc.)	4.0%	3	0.0%	0	3.7%	1	0.0%	0	10.0%	1	5.9%	1	0.0%	0	3.2%	1	4.5%	2
Range of clothing and footwear retailers	2.7%	2	12.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	2.3%	1
Good location	2.7%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	6.5%	2	0.0%	0
Good quality shops / higher end	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	4.5%	2
Nice environment / well presented	2.7%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Range of foodstores	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
Good range of cheaper shops	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
(Don't know)	4.0%	3	0.0%	0	3.7%	1	33.3%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	2.3%	1
Base:		75		8		27		6		10		17		7		31		44

Q15A Of those, which do you consider to be the most important strength?

Not those who said 'nothing' or 'don't know' at Q15

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Major national multiples	19.0%	12	14.3%	1	26.1%	6	0.0%	0	22.2%	2	18.8%	3	0.0%	0	7.7%	2	27.0%	10
Mix of types of goods	19.0%	12	57.1%	4	8.7%	2	0.0%	0	33.3%	3	12.5%	2	16.7%	1	11.5%	3	24.3%	9
Niche retailers / boutiques / independents	17.5%	11	14.3%	1	26.1%	6	0.0%	0	11.1%	1	6.3%	1	33.3%	2	34.6%	9	5.4%	2
Good range of cafés	9.5%	6	0.0%	0	8.7%	2	0.0%	0	11.1%	1	12.5%	2	16.7%	1	7.7%	2	10.8%	4
Compact centre	7.9%	5	0.0%	0	4.3%	1	0.0%	0	0.0%	0	18.8%	3	16.7%	1	11.5%	3	5.4%	2
Good service provision (banks, hairdressers, beauty salons, estate agents etc.)	4.8%	3	0.0%	0	4.3%	1	0.0%	0	11.1%	1	6.3%	1	0.0%	0	3.8%	1	5.4%	2
Good market	4.8%	3	0.0%	0	4.3%	1	50.0%	1	0.0%	0	0.0%	0	16.7%	1	3.8%	1	5.4%	2
Range of clothing and footwear retailers	3.2%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	3.8%	1	2.7%	1
Good quality shops / higher end	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	5.4%	2
Range of foodstores	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	3.8%	1	0.0%	0
Nice environment / well presented	1.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Good location	1.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Good range of cheaper shops	1.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
(Don't know)	4.8%	3	0.0%	0	4.3%	1	50.0%	1	11.1%	1	0.0%	0	0.0%	0	7.7%	2	2.7%	1
Base:		63		7		23		2		9		16		6		26		37

Q16 What do you consider to be the weaknesses of the retail offer in Horsham Town Centre? [MR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Nothing	32.0%	24	37.5%	3	40.7%	11	16.7%	1	30.0%	3	23.5%	4	28.6%	2	16.1%	5	43.2%	19
Poor range of shops in general	13.3%	10	25.0%	2	3.7%	1	0.0%	0	20.0%	2	17.6%	3	28.6%	2	16.1%	5	11.4%	5
Too many empty shops	12.0%	9	0.0%	0	7.4%	2	16.7%	1	10.0%	1	23.5%	4	14.3%	1	9.7%	3	13.6%	6
Poor layout / too spread out	9.3%	7	12.5%	1	11.1%	3	0.0%	0	30.0%	3	0.0%	0	0.0%	0	16.1%	5	4.5%	2
Poor range of major national multiple retailers	6.7%	5	0.0%	0	11.1%	3	0.0%	0	0.0%	0	11.8%	2	0.0%	0	9.7%	3	4.5%	2
Poor mix of types of goods	6.7%	5	0.0%	0	3.7%	1	16.7%	1	0.0%	0	17.6%	3	0.0%	0	12.9%	4	2.3%	1
Lack of children's clothing	5.3%	4	0.0%	0	11.1%	3	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	6.8%	3
Too many cafés / coffee shops / restaurants	5.3%	4	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	28.6%	2	0.0%	0	9.1%	4
Lack of women's and ladies clothing	4.0%	3	0.0%	0	3.7%	1	33.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.5%	2
Lack of upmarket / higher-end shops	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	3	0.0%	0	6.5%	2	2.3%	1
Lack of menswear	2.7%	2	0.0%	0	3.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.3%	1
Lack of parking	2.7%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	6.5%	2	0.0%	0
Shopping centre looks tired	1.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Market not big enough or often enough	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Poor customer service	1.3%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Lack of identity - no longer a historic town	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
(Don't know)	5.3%	4	12.5%	1	7.4%	2	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	9.1%	4
Base:		75		8		27		6		10		17		7		31		44

Q16A Of those, which do you consider to be the most important weakness?

Not those who said 'nothing' or 'don't know' at Q16

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Poor range of shops in general	21.3%	10	50.0%	2	7.1%	1	0.0%	0	28.6%	2	25.0%	3	40.0%	2	19.2%	5	23.8%	5
Too many empty shops	17.0%	8	0.0%	0	14.3%	2	0.0%	0	14.3%	1	33.3%	4	20.0%	1	7.7%	2	28.6%	6
Poor layout / too spread out	14.9%	7	25.0%	1	21.4%	3	0.0%	0	42.9%	3	0.0%	0	0.0%	0	19.2%	5	9.5%	2
Poor range of major national multiple retailers	10.6%	5	0.0%	0	21.4%	3	0.0%	0	0.0%	0	16.7%	2	0.0%	0	11.5%	3	9.5%	2
Too many cafés / coffee shops / restaurants	6.4%	3	0.0%	0	14.3%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	14.3%	3
Lack of parking	4.3%	2	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	7.7%	2	0.0%	0
Poor mix of types of goods	4.3%	2	0.0%	0	7.1%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Lack of upmarket / higher-end shops	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	7.7%	2	0.0%	0
Lack of women's and ladies clothing	4.3%	2	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	4.8%	1
Lack of children's clothing	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	3.8%	1	0.0%	0
Market not big enough or often enough	2.1%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Lack of menswear	2.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Lack of identity - no longer a historic town	2.1%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Poor customer service	2.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Shopping centre looks tired	2.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Base:		47		4		14		5		7		12		5		26		21

Mean score: Very poor = 1, Quite poor = 2, Average = 3, Quite good = 4, Very good = 5

Q17 On a scale of 1 to 5, where 1 is "very poor" and 5 is "very good", how would you rate the eating / drinking provision in Horsham Town Centre at these times? [PR]

Evening eating / drinking

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
1 - Very poor	0.0%	0	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 - Quite poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
3 - Average	8.0%	6	12.5%	1	3.7%	1	0.0%	0	20.0%	2	5.9%	1	14.3%	1	9.7%	3	6.8%	3
4 - Quite good	22.7%	17	0.0%	0	33.3%	9	33.3%	2	0.0%	0	29.4%	5	14.3%	1	19.4%	6	25.0%	11
5 - Very good	56.0%	42	50.0%	4	55.6%	15	66.7%	4	60.0%	6	58.8%	10	42.9%	3	54.8%	17	56.8%	25
(Don't know)	12.0%	9	37.5%	3	7.4%	2	0.0%	0	20.0%	2	0.0%	0	28.6%	2	12.9%	4	11.4%	5
Mean:		*4.52*		*4.60*		*4.56*		*4.67*		*4.50*		*4.41*		*4.40*		*4.44*		*4.56*
Base:		75		8		27		6		10		17		7		31		44

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Daytime eating / drinking																		
1 - Very poor	0.0%	0	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 - Quite poor	4.0%	3	0.0%	0	3.7%	1	0.0%	0	10.0%	1	5.9%	1	0.0%	0	6.5%	2	2.3%	1
3 - Average	13.3%	10	12.5%	1	7.4%	2	16.7%	1	20.0%	2	5.9%	1	42.9%	3	16.1%	5	11.4%	5
4 - Quite good	28.0%	21	12.5%	1	33.3%	9	33.3%	2	20.0%	2	35.3%	6	14.3%	1	22.6%	7	31.8%	14
5 - Very good	53.3%	40	75.0%	6	55.6%	15	50.0%	3	50.0%	5	47.1%	8	42.9%	3	54.8%	17	52.3%	23
(Don't know)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.3%	1
Mean:		*4.32*		*4.63*		*4.41*		*4.33*		*4.10*		*4.31*		*4.00*		*4.26*		*4.37*
Base:		75		8		27		6		10		17		7		31		44

Mean score: Very poor = 1, Quite poor = 2, Average = 3, Quite good = 4, Very good = 5

Q18 On the same scale of 1 to 5, where 1 is "very poor" and 5 is "very good", how would you rate the town centre event programme in Horsham Town Centre? [PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Very poor	4.0%	3	12.5%	1	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Quite poor	6.7%	5	12.5%	1	3.7%	1	16.7%	1	10.0%	1	0.0%	0	14.3%	1	12.9%	4	2.3%	1
Average	21.3%	16	12.5%	1	22.2%	6	0.0%	0	10.0%	1	35.3%	6	28.6%	2	19.4%	6	22.7%	10
Quite good	28.0%	21	25.0%	2	18.5%	5	50.0%	3	40.0%	4	29.4%	5	28.6%	2	29.0%	9	27.3%	12
Very good	29.3%	22	25.0%	2	29.6%	8	33.3%	2	40.0%	4	23.5%	4	28.6%	2	25.8%	8	31.8%	14
(Don't know)	10.7%	8	12.5%	1	18.5%	5	0.0%	0	0.0%	0	11.8%	2	0.0%	0	12.9%	4	9.1%	4
Mean:		*3.81*		*3.43*		*3.73*		*4.00*		*4.10*		*3.87*		*3.71*		*3.78*		*3.83*
Base:		75		8		27		6		10		17		7		31		44

Q19 What improvements would you like to see in Horsham Town Centre? [MR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Increased choice / range of shops	18.7%	14	0.0%	0	14.8%	4	33.3%	2	30.0%	3	23.5%	4	14.3%	1	16.1%	5	20.5%	9
More car parking spaces	12.0%	9	0.0%	0	7.4%	2	0.0%	0	10.0%	1	29.4%	5	14.3%	1	16.1%	5	9.1%	4
Lower parking charges	10.7%	8	25.0%	2	11.1%	3	0.0%	0	20.0%	2	5.9%	1	0.0%	0	9.7%	3	11.4%	5
Improved built environment	9.3%	7	12.5%	1	7.4%	2	16.7%	1	0.0%	0	5.9%	1	28.6%	2	0.0%	0	15.9%	7
More national multiples	8.0%	6	12.5%	1	11.1%	3	0.0%	0	0.0%	0	11.8%	2	0.0%	0	9.7%	3	6.8%	3
Better mix of short / long stay parking	8.0%	6	0.0%	0	3.7%	1	0.0%	0	20.0%	2	5.9%	1	28.6%	2	12.9%	4	4.5%	2
More clothes shops	8.0%	6	0.0%	0	7.4%	2	33.3%	2	0.0%	0	11.8%	2	0.0%	0	6.5%	2	9.1%	4
Greater promotion / marketing of the centre	6.7%	5	0.0%	0	11.1%	3	0.0%	0	10.0%	1	5.9%	1	0.0%	0	9.7%	3	4.5%	2
More independent / specialist traders	6.7%	5	12.5%	1	7.4%	2	0.0%	0	10.0%	1	5.9%	1	0.0%	0	12.9%	4	2.3%	1
More quality restaurants / pavement cafés	4.0%	3	25.0%	2	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.5%	2
Improve traffic congestion	4.0%	3	12.5%	1	0.0%	0	16.7%	1	10.0%	1	0.0%	0	0.0%	0	3.2%	1	4.5%	2
Improved street furniture	2.7%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	3.2%	1	2.3%	1
Improve the market	2.7%	2	0.0%	0	3.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.3%	1
More specialist markets	2.7%	2	0.0%	0	3.7%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1	2.3%	1
Improved street paving	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.3%	1
More public toilets	1.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Better quality shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
More street cleaning	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
Improved access by foot and bicycle	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
More foodstores	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
(None mentioned)	26.7%	20	25.0%	2	33.3%	9	16.7%	1	30.0%	3	17.6%	3	28.6%	2	22.6%	7	29.5%	13
Base:		75		8		27		6		10		17		7		31		44

Q20 What, if anything, do you consider are the main barriers to the trading performance of your business? [MR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Lack of passing trade outside your premises	14.7%	11	12.5%	1	18.5%	5	16.7%	1	20.0%	2	0.0%	0	28.6%	2	12.9%	4	15.9%	7
Inadequate customer car parking	10.7%	8	0.0%	0	7.4%	2	33.3%	2	10.0%	1	0.0%	0	42.9%	3	12.9%	4	9.1%	4
Poor location of your premises	8.0%	6	12.5%	1	0.0%	0	0.0%	0	30.0%	3	5.9%	1	14.3%	1	9.7%	3	6.8%	3
Poor quality of town centre shopping environment	5.3%	4	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.5%	2
Cost of parking	4.0%	3	12.5%	1	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	4.5%	2
The state of the national economy	2.7%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	5.9%	1	0.0%	0	6.5%	2	0.0%	0
Internet	2.7%	2	0.0%	0	3.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	2.3%	1
Traffic congestion	2.7%	2	12.5%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	2
High rents / rates / overheads	2.7%	2	0.0%	0	0.0%	0	16.7%	1	0.0%	0	5.9%	1	0.0%	0	6.5%	2	0.0%	0
Poor public transport links	2.7%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	4.5%	2
Lack of shelter from the weather / not undercover	2.7%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Competition from other town centre traders - John Lewis	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Competition from other town centre traders - Timpson	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Inadequate staff car parking	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	3.2%	1	0.0%	0
Inability to recruit high quality staff	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.3%	1
(None mentioned)	49.3%	37	50.0%	4	51.9%	14	33.3%	2	40.0%	4	64.7%	11	28.6%	2	51.6%	16	47.7%	21
Base:		75		8		27		6		10		17		7		31		44

Mean score: Significantly increased = 5, Slightly increased = 4, No noticeable change = 3, Slightly decreased = 2, Significantly decreased = 1

Q21 Following the opening of the John Lewis at Home / Waitrose store in Horsham town centre, has the turnover of your business: [PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Significantly increased	5.3%	4	0.0%	0	14.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.7%	3	2.3%	1
Slightly increased	12.0%	9	12.5%	1	11.1%	3	33.3%	2	30.0%	3	0.0%	0	0.0%	0	6.5%	2	15.9%	7
No noticeable change	57.3%	43	37.5%	3	55.6%	15	16.7%	1	40.0%	4	88.2%	15	71.4%	5	51.6%	16	61.4%	27
Slightly decreased	8.0%	6	25.0%	2	3.7%	1	16.7%	1	10.0%	1	5.9%	1	0.0%	0	12.9%	4	4.5%	2
Significantly decreased	8.0%	6	12.5%	1	3.7%	1	16.7%	1	10.0%	1	0.0%	0	28.6%	2	9.7%	3	6.8%	3
Prefer not to say	0.0%	0	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 / not sure)	9.3%	7	12.5%	1	11.1%	3	16.7%	1	10.0%	1	5.9%	1	0.0%	0	9.7%	3	9.1%	4
Mean:		*2.99*		*2.57*		*3.33*		*2.80*		*3.00*		*2.94*		*2.43*		*2.93*		*3.03*
Base:		75		8		27		6		10		17		7		31		44

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Q22 Following the opening of the John Lewis at Home / Waitrose store in Horsham town centre, which of the following statements would you consider to be true? [MR/PR]																		
People are visiting the John Lewis at Home / Waitrose store but not the rest of the town centre	53.3%	40	62.5%	5	44.4%	12	33.3%	2	80.0%	8	41.2%	7	85.7%	6	54.8%	17	52.3%	23
The development has meant people stay longer in Horsham town centre	45.3%	34	25.0%	2	48.1%	13	33.3%	2	60.0%	6	52.9%	9	28.6%	2	32.3%	10	54.5%	24
The development has meant people spend more in Horsham town centre	38.7%	29	25.0%	2	40.7%	11	33.3%	2	60.0%	6	41.2%	7	14.3%	1	35.5%	11	40.9%	18
The development has increased footfall in parts of Horsham town centre (The area near the new store)	34.7%	26	50.0%	4	18.5%	5	16.7%	1	50.0%	5	52.9%	9	28.6%	2	38.7%	12	31.8%	14
The development has increased footfall across the whole of Horsham town centre	17.3%	13	0.0%	0	29.6%	8	16.7%	1	10.0%	1	17.6%	3	0.0%	0	19.4%	6	15.9%	7
Decreased footfall (Piries Place)	16.0%	12	25.0%	2	11.1%	3	16.7%	1	20.0%	2	11.8%	2	28.6%	2	12.9%	4	18.2%	8
Decreased footfall (Carfax)	14.7%	11	25.0%	2	14.8%	4	16.7%	1	30.0%	3	0.0%	0	14.3%	1	16.1%	5	13.6%	6
Decreased footfall (East Street)	10.7%	8	0.0%	0	3.7%	1	16.7%	1	40.0%	4	5.9%	1	14.3%	1	19.4%	6	4.5%	2
The development has not changed footfall in the town centre	9.3%	7	12.5%	1	18.5%	5	0.0%	0	0.0%	0	0.0%	0	14.3%	1	6.5%	2	11.4%	5
Increased footfall (Swan Walk)	8.0%	6	0.0%	0	14.8%	4	16.7%	1	10.0%	1	0.0%	0	0.0%	0	6.5%	2	9.1%	4
The development has decreased footfall across the whole of Horsham town centre	8.0%	6	12.5%	1	7.4%	2	16.7%	1	10.0%	1	0.0%	0	14.3%	1	9.7%	3	6.8%	3
Increased footfall (West Street)	6.7%	5	0.0%	0	11.1%	3	0.0%	0	10.0%	1	0.0%	0	14.3%	1	3.2%	1	9.1%	4
Increased footfall (Carfax)	2.7%	2	0.0%	0	7.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Increased footfall (Bishopric)	2.7%	2	0.0%	0	3.7%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1	2.3%	1
Increased footfall (High Street)	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Increased footfall (Near the library)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.3%	1
(None of these)	2.7%	2	12.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	4.5%	2
Base:		75		8		27		6		10		17		7		31		44

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	

Mean score: Positive = 1, Neutral = 0, Negative = -1

Q22A Overall, would you consider the impact of the John Lewis at Home / Waitrose development on Horsham town centre to be … [PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Positive	68.0%	51	50.0%	4	74.1%	20	66.7%	4	50.0%	5	88.2%	15	42.9%	3	64.5%	20	70.5%	31
Neutral	20.0%	15	25.0%	2	18.5%	5	16.7%	1	30.0%	3	11.8%	2	28.6%	2	19.4%	6	20.5%	9
Negative	12.0%	9	25.0%	2	7.4%	2	16.7%	1	20.0%	2	0.0%	0	28.6%	2	16.1%	5	9.1%	4
(Don't know / no opinion)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		*0.56*		*0.25*		*0.67*		*0.50*		*0.30*		*0.88*		*0.14*		*0.48*		*0.61*
Base:		75		8		27		6		10		17		7		31		44

Q23 Do you have plans to alter your business in any way in the next 5 years? [MR/PR]

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Relocate in the town centre	4.0%	3	12.5%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	6.8%	3
Relocate to another town centre	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
Relocate out-of-centre	2.7%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	6.5%	2	0.0%	0
Close	1.3%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Extend floorspace	6.7%	5	0.0%	0	3.7%	1	0.0%	0	0.0%	0	23.5%	4	0.0%	0	9.7%	3	4.5%	2
Reduce floorspace	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish existing floorspace	20.0%	15	0.0%	0	14.8%	4	33.3%	2	40.0%	4	23.5%	4	14.3%	1	25.8%	8	15.9%	7
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
(No)	72.0%	54	87.5%	7	81.5%	22	66.7%	4	50.0%	5	58.8%	10	85.7%	6	61.3%	19	79.5%	35
Base:		75		8		27		6		10		17		7		31		44

Q24 Where are you considering moving to?

Those with plans to relocate in the next 5 years at Q23

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Carfax, Horsham	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	33.3%	1
Foundry Lane, Horsham	16.7%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0
Converted barn on the outskirts of Horsham	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	1	0.0%	0
Anywhere in Horsham town centre if the right premises becomes available	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	33.3%	1
Anywhere with adequate parking	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	1	0.0%	0
(Don't know)	16.7%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Base:		6		1		1		0		0		4		0		3		3

Q25 What is the main reason for your relocation?
Those with plans to relocate in the next 5 years at Q23

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Decreasing / lack of footfall	33.3%	2	100.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	66.7%	2
Need more space to develop / expand business	33.3%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	1	33.3%	1
Lack of parking near current premises	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	1	0.0%	0
The new premises has always been a dream to me	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	1	0.0%	0
Base:		6		1		1		0		0		4		0		3		3

Q26 What is the main reason why you'd consider closing within the next 5 years?
Those with plans to close in the next 5 years at Q23

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
Lack of footfall	100.0%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Base:		1		0		0		0		1		0		0		1		0

Mean score [Square feet]:

Q27 What square footage do you estimate you'd plan to [EXTEND / REDUCE / REFURBISH] within the next 5 years?
Those with plans to change or refurbish in the next 5 years at Q23

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
700 square feet	5.9%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
800 square feet	5.9%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
1000 square feet	5.9%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0
1600 square feet	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	12.5%	1
2200 square feet	5.9%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
3000 square feet	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	11.1%	1	0.0%	0
(Don't know)	64.7%	11	0.0%	0	50.0%	2	50.0%	1	75.0%	3	66.7%	4	100.0%	1	55.6%	5	75.0%	6
Mean:		*1550*		*0*		*750*		*2200*		*1000*		*2300*		*0*		*1750*		*1150*
Base:		17		0		4		2		4		6		1		9		8

Q28 Any other comments or views regarding Horsham Town Centre?

	Total		Q01 - Food retailer		Q01 - Non-food retailer		Q01 - Retail service		Q01 - Eating / drinking leisure service		Q01 - Financial / professional service		Q01 - Entertainment / charity / interior designer		Q02 - Independent		Q02 - Chain	
I like Horsham / Horsham is a great town	8.0%	6	37.5%	3	7.4%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	1	6.5%	2	9.1%	4
The old Waitrose site should be developed properly	5.3%	4	12.5%	1	7.4%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0	9.7%	3	2.3%	1
More parking space is needed	4.0%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	28.6%	2	3.2%	1	4.5%	2
Something should be done about anti-social behaviour	2.7%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	2.3%	1
The market is very poor	2.7%	2	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	3.2%	1	2.3%	1
The cobbles in Piries Place are very uneven	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
The business rates do not help us	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
We should keep the history of the town and not destroy it	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
We need a McDonalds's or a Burger King	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
There should be more shops in the town	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1	0.0%	0
The centre could do with more upkeep and a tidy up	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	2.3%	1
There should be better pedestrian access to John Lewis and Waitrose	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	3.2%	1	0.0%	0
It's taking too long to provide support to the retailers of Horsham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	0.0%	0	2.3%	1
We need a budget supermarket	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
We would like to know when the West Street development will be done and what is going to be there	1.3%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
(Nothing further)	64.0%	48	37.5%	3	63.0%	17	100.0%	6	80.0%	8	76.5%	13	14.3%	1	61.3%	19	65.9%	29
Base:		75		8		27		6		10		17		7		31		44

Report

APPENDIX 6

Horsham Town Centre Footfall Data

HORSHAM

FEBRUARY 2016

PEDESTRIAN FOOTFALL
BESPOKE REPORT

Survey Date
25th, 27th & 28th February 2016

Weather
Thursday: Sunny and cold
Saturday: Overcast and cold
Sunday: Overcast, windy and cold

PMRS Limited

The Glover Centre, 23 Bury Mead Road, Hitchin, Herts SG5 1RP. Tel: 01727 867100 ~ Email: pmrs@idnet.co.uk

HORSHAM

Summary Total Estimated Footfall

	Sample point location	Address	Thursday Total	Thursday index	Saturday Total	Saturday index	Sunday Total	Sunday index	Weekly Total	Weekly index
1	**Fat Face**	**43 Swan Walk**	**10,620**	**286**	**18,920**	**296**	**7,320**	**276**	**79,340**	**287**
2	Carters	2-4 Medwin Walk	4,820	130	5,860	92	3,200	121	33,160	120
3	Halifax	16-16a Carfax	5,140	138	6,160	96	2,060	78	33,920	123
4	Prezzo	46a Carfax	3,840	103	7,240	113	1,660	63	28,100	102
5	Crates	24a Carfax	4,820	130	3,580	56	1,380	52	29,060	105
6	Beeches Gifts	14 Piries Place	2,820	76	5,100	80	2,160	82	21,360	77
7	Shoe care	32 Carfax	1,440	39	2,860	45	1,000	38	11,060	40
8	Shoe care	32 Carfax	1,660	45	2,840	44	980	37	12,120	44
9	Cellys hairdresser	49 Carfax	3,340	90	4,580	72	1,220	46	22,500	81
10	A Vendre	4 Carfax	1,600	43	2,540	40	800	30	11,340	41
11	Rooney & Co	42a Carfax	2,400	65	3,200	50	1,080	41	16,280	59
12	Cook	8 Sterling Buildings – Carfax	3,940	106	7,320	115	3,140	119	30,160	109
13	New Look	41 Swan Walk	5,280	142	10,020	157	4,200	159	40,620	147
14	Jones Shoes	23 Swan Walk	8,280	223	15,480	242	6,320	239	63,200	229
15	Waterstones	8 Carfax	6,580	177	11,220	176	4,600	174	48,720	176
16	Timpson Shoes	9b Middle Street	4,060	109	7,660	120	3,820	144	31,780	115
17	Vacant unit	6 East Street	4,120	111	8,240	129	3,220	122	32,060	116
18	Norsat	33 East Street	1,500	40	2,240	35	1,200	45	10,940	40
19	Bathstore	58 East Stree	1,400	38	1,920	30	960	36	9,880	36
20	The Beer Essentials	32 East Street	2,380	64	4,940	77	2,000	75	18,840	68
21	The Anchor Hotel	3 Market Square	1,880	51	3,280	51	1,960	74	14,640	53
22	Lloyds Bank	1 West Street	4,300	116	6,820	107	2,700	102	31,020	112
23	Pret a Manger	14 West Street	6,280	169	11,900	186	5,000	189	48,300	175
24	Sainsbury car park steps	Forum	4,880	131	9,820	154	4,040	152	38,260	139
25	Library	Worthing Road	1,060	29	480	8	580	22	6,360	23
26	John Lewis steps	Albion Way	Insufficient hourly flows to provide robust data							
27	Babylon Charcoal Grill	23 Freshwater Parade	1,800	48	3,120	49	1,100	42	13,220	48
28	Apache	9 Bishopric	2,980	80	6,160	96	3,240	122	24,300	88
29	Church	Springfield Road	940	25	1,280	20	1,220	46	7,200	26
30	Wilkinson	55 Springfield Court	2,980	80	4,380	69	3,120	118	22,400	81
31	Wilkinson	55 Springfield Court	4,460	120	8,760	137	2,240	85	33,240	120
32	Poundland	30 West Street	3,780	102	8,180	128	3,880	146	30,960	112
33	Argos	6 Worthing Road	3,520	95	8,400	131	3,380	128	29,380	106
Total Footfall			**118,900**		**204,500**		**84,780**		**883,720**	
Average Footfall			**3,716**	**100**	**6,391**	**100**	**2,649**	**100**	**27,616**	**100**

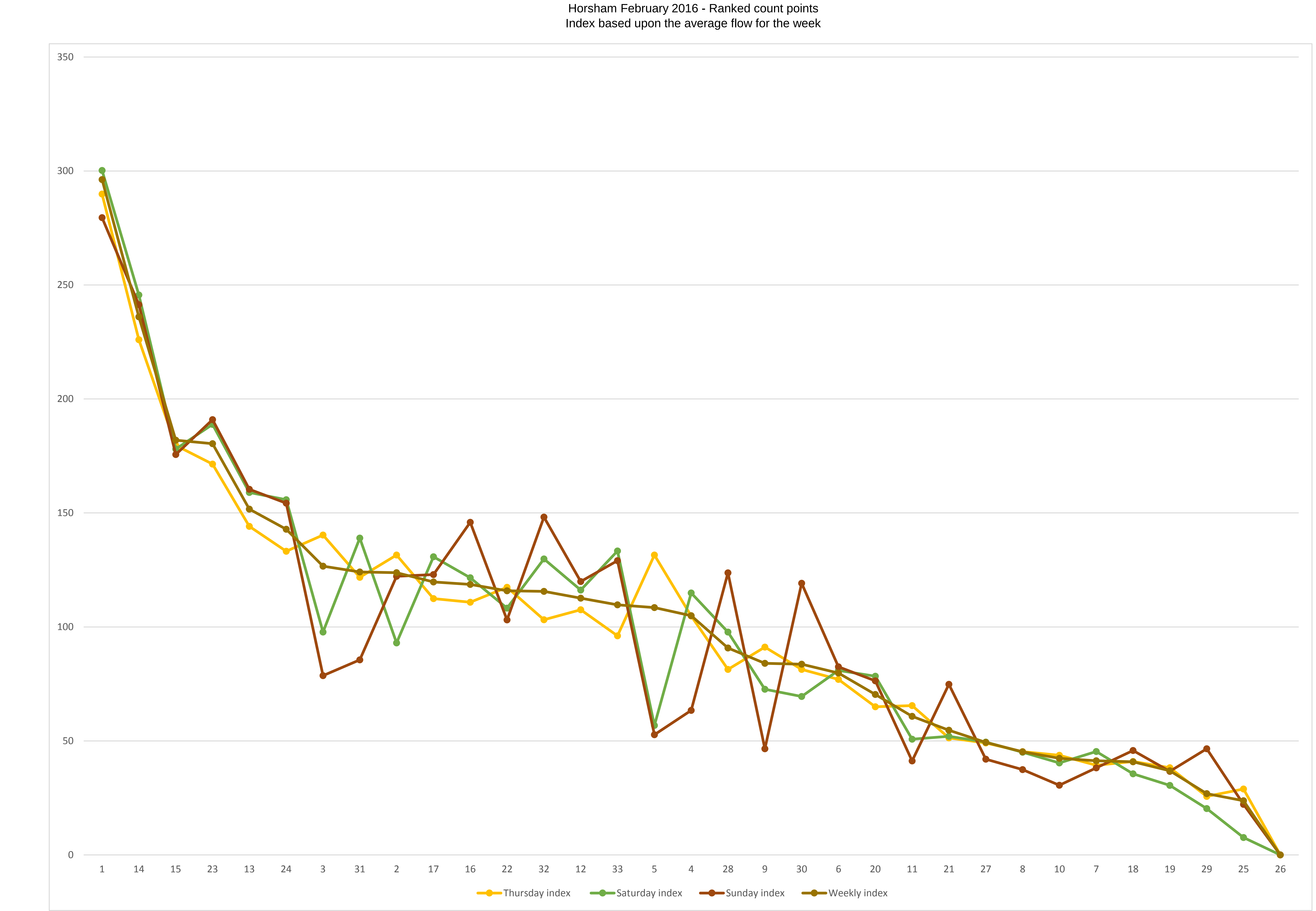
Count - results shown in thousands
Red - busiest recorded footfall

Index - percentage of average flow (benchmarked at 100)

pmrs@idnet.co.uk

HORSHAM

Survey Date: FEBRUARY 2016



Pedestrian Market Research Services Ltd

SAMPLE POINT NOTES
February 2016

HORSHAM FEBRUARY 2016			
NO	**OCCUPIER**	**STREET & ADDRESS**	**PRECISE COUNT POINT LOCATION**
1	Fat Face	43 Swan Walk	Full width of pedestrian mall counted on Swan walk
2	Carters	2-4 Medwin Walk	Full width of pedestrian walkway counted on Medwin Walk
3	Halifax	16-16a Carfax	Half width of pedestrian walkway counted on Carfax
4	Prezzo	46a Carfax	Half width of pedestrian walkway counted on Carfax
5	Crates	24a Carfax	Pavement width counted on Chart way
6	Beeches Gifts	14 Piries Place	Full width of pedestrian mall counted on Piries Place
7	Shoe care	32 Carfax	Full width of pedestrian mall counted on Piries Place
8	Shoe care	32 Carfax	Pavement width counted on Carfax
9	Cellys hairdresser	49 Carfax	Full width of pedestrian walkway counted on Carfax (to include bus stop flow)
10	A Vendre	4 Carfax	Pavement width counted on Carfax
11	Rooney & Co	42a Carfax	Full width of pedestrian walkway counted on Carfax
12	Cook	8 Sterling Buildings – Carfax	Pavement width counted on Carfax
13	New Look	41 Swan Walk	Full width of pedestrian mall counted on Swan Walk
14	Jones Shoes	23 Swan Walk	Full width of pedestrian mall counted on Swan Walk
15	Waterstones	8 Carfax	Half width of pedestrian walkway counted on West Street
16	Timpson Shoes	9b Middle Street	Full width of pedestrian walkway counted on Middle Street
17	Vacant unit	6 East Street	Full width of pedestrian walkway counted on East Street
18	Norsat	33 East Street	Pavement width counted on East Street
19	Bathstore	58 East Stree	Pavement width counted on East Street
20	The Beer Essentials	32 East Street	Full width of pedestrian walkway counted on East Street
21	The Anchor Hotel	3 Market Square	Full width of pedestrian walkway counted on Market Square
22	Lloyds Bank	1 West Street	Half width of pedestrian walkway counted on West Street
23	Pret a Manger	14 West Street	Full width of pedestrian walkway counted on access to Forum
24	Sainsbury car park steps	Forum	Pedestrians using the steps counted
25	Library	Worthing Road	Full width of pavement counted on Worthing Road
26	John Lewis steps	Albion Way	Steps from John Lewis car park counted on Albion Way
27	Babylon Charcoal Grill	23 Freshwater Parade	Pedestrians entering a box covering the corner of Bishopric and Albion Way
28	Apache	9 Bishopric	Full width of pedestrian walkway counted on Bishopric
29	Church	Springfield Road	Pavement width counted on Springfield Road
30	Wilkinson	55 Springfield Court	Half width of pedestrian walkway counted on West Street
31	Wilkinson	55 Springfield Court	Full width of pedestrian mall counted on Swan Walk
32	Poundland	30 West Street	Half width of pedestrian walkway counted on West Street
33	Argos	6 Worthing Road	Full width of pedestrian walkway counted on Worthing Road

HORSHAM

Hourly Analysis - Weekly footfall
February 2016

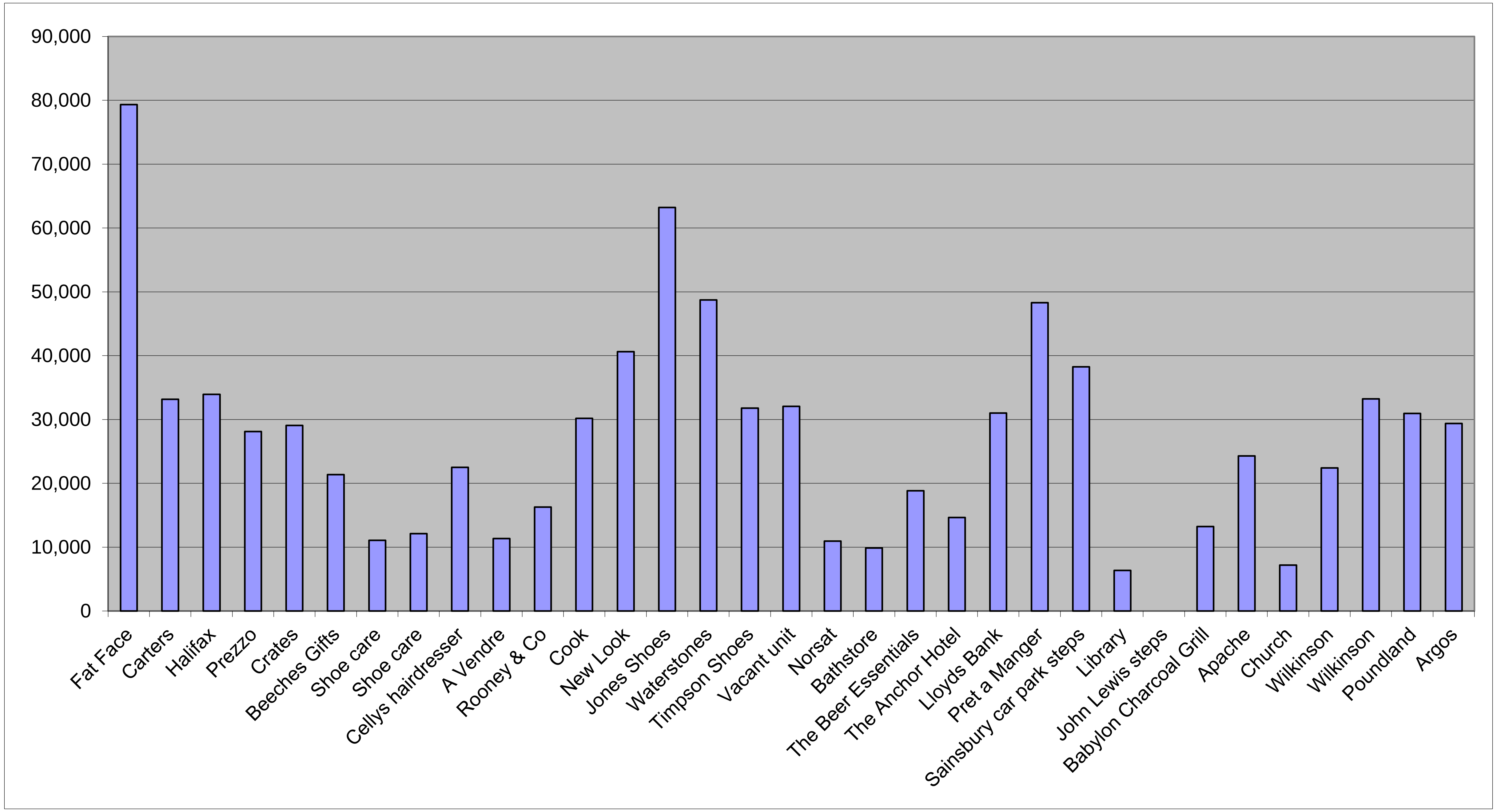
		09.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Weekly Total	Hourly Average
1	Fat Face	4,300	6,420	10,340	10,780	14,600	13,220	8,480	6,120	5,080	79,340	8,816
2	Carters	2,340	4,700	4,660	4,400	5,920	3,780	3,180	2,560	1,620	33,160	3,684
3	Halifax	2,660	2,400	3,620	5,260	7,400	4,320	3,120	2,640	2,500	33,920	3,769
4	Prezzo	1,460	2,440	4,240	4,960	5,100	3,600	2,780	1,760	1,760	28,100	3,122
5	Crates	1,960	1,520	2,800	5,260	5,960	4,220	3,720	2,240	1,380	29,060	3,229
6	Beeches Gifts	1,740	2,060	1,960	2,720	3,320	3,120	2,620	2,500	1,320	21,360	2,373
7	Shoe care	700	1,020	1,000	1,320	1,820	2,040	1,220	1,080	860	11,060	1,229
8	Shoe care	840	1,020	1,000	1,820	2,200	2,500	1,280	1,080	380	12,120	1,347
9	Cellys hairdresser	1,140	2,180	2,840	4,040	4,820	3,360	1,620	1,360	1,140	22,500	2,500
10	A Vendre	500	1,120	1,700	1,660	2,140	1,220	1,540	1,100	360	11,340	1,260
11	Rooney & Co	740	2,340	2,080	2,760	3,080	1,780	1,420	1,240	840	16,280	1,809
12	Cook	2,420	1,980	4,580	5,220	5,380	3,460	2,900	2,480	1,740	30,160	3,351
13	New Look	1,860	3,180	4,820	7,540	8,140	5,780	4,500	3,280	1,520	40,620	4,513
14	Jones Shoes	3,140	5,560	7,560	9,700	11,200	9,680	7,640	5,780	2,940	63,200	7,022
15	Waterstones	3,140	5,420	5,000	6,880	8,000	6,580	5,400	5,060	3,240	48,720	5,413
16	Timpson Shoes	1,820	3,200	5,000	5,780	4,980	4,340	3,040	2,380	1,240	31,780	3,531
17	Vacant unit	1,660	3,620	4,060	5,060	4,740	4,460	3,420	3,240	1,800	32,060	3,562
18	Norsat	600	980	1,700	1,000	2,140	1,600	1,280	1,000	640	10,940	1,216
19	Bathstore	880	1,340	1,220	1,180	1,700	940	1,000	780	840	9,880	1,098
20	The Beer Essentials	1,220	1,700	2,200	2,640	3,200	2,600	2,420	1,540	1,320	18,840	2,093
21	The Anchor Hotel	1,080	900	1,460	2,260	2,600	2,180	1,700	1,120	1,340	14,640	1,627
22	Lloyds Bank	2,140	3,640	4,220	4,700	5,200	4,100	2,960	2,720	1,340	31,020	3,447
23	Pret a Manger	4,340	5,080	6,940	7,380	6,260	5,900	5,180	4,120	3,100	48,300	5,367
24	Sainsbury car park steps	1,940	3,500	5,600	4,800	4,960	4,900	4,140	5,040	3,380	38,260	4,251
25	Library	620	960	540	880	920	720	520	840	360	6,360	707
26	John Lewis steps	Insufficient hourly flows to provide robust data										
27	Babylon Charcoal Grill	960	960	1,340	1,780	1,820	1,660	1,600	1,360	1,740	13,220	1,469
28	Apache	1,820	2,260	2,960	3,160	3,420	3,120	2,840	2,600	2,120	24,300	2,700
29	Church	880	1,120	860	600	1,020	840	600	700	580	7,200	800
30	Wilkinson	1,960	2,280	2,920	3,180	3,260	2,920	2,900	1,480	1,500	22,400	2,489
31	Wilkinson	1,120	3,020	4,720	4,620	5,220	4,760	4,180	3,380	2,220	33,240	3,693
32	Poundland	2,280	3,120	3,760	4,120	5,400	4,340	3,380	2,240	2,320	30,960	3,440
33	Argos	2,560	3,720	3,260	4,220	4,380	3,640	2,920	2,340	2,340	29,380	3,264
	Total	56,820	84,760	110,960	131,680	150,300	121,680	95,500	77,160	54,860	883,720	

Note - the highlighted hourly analysis shows weekly footfall for Monday to Saturday only, owing to the Sunday closure at Swan Walk for these times

pmrs@idnet.co.uk

HORSHAM

Estimated Total Weekly Footfall Chart
February 2016



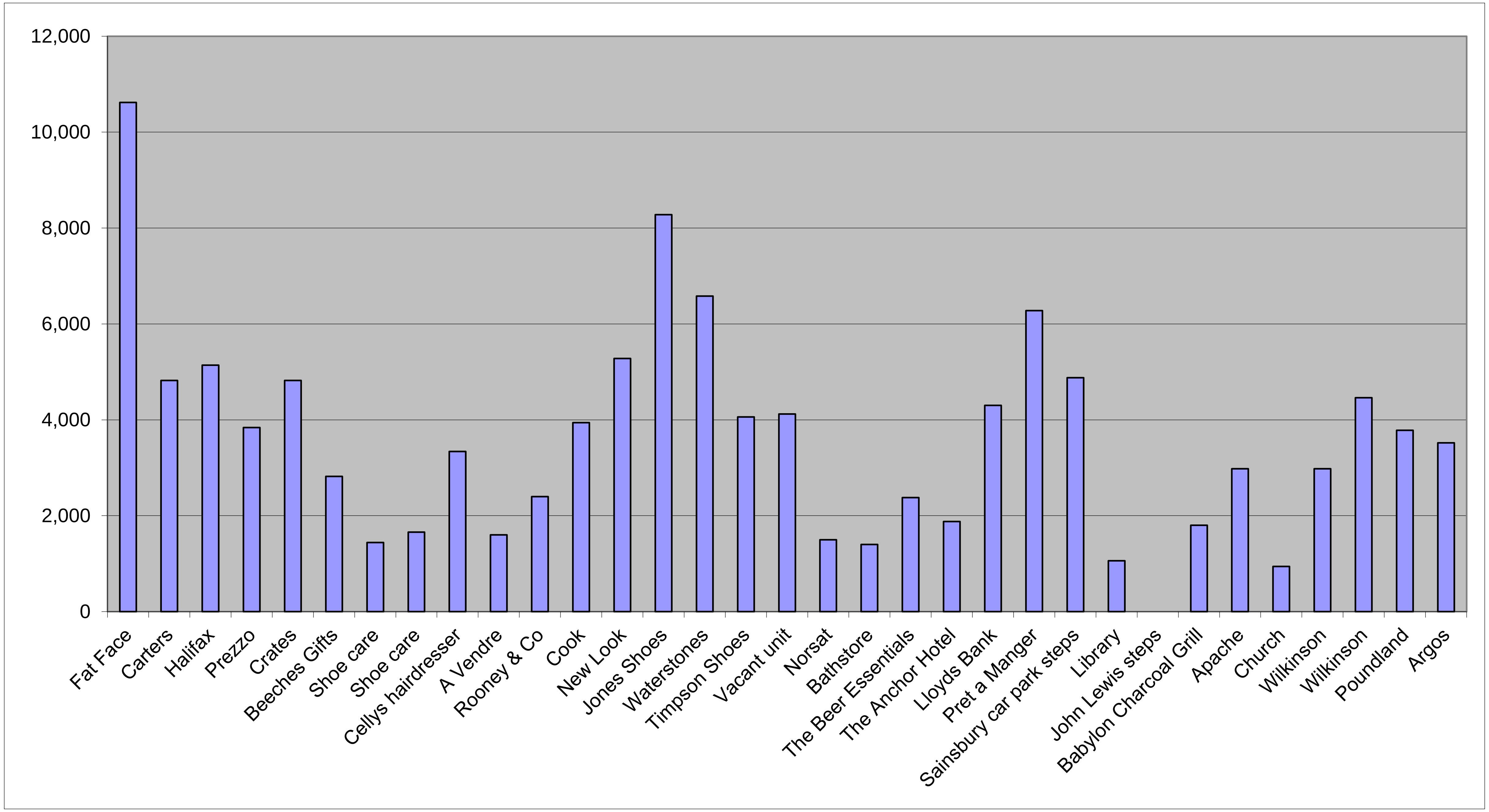
HORSHAM

Estimated Footfall - Hourly Analysis
Thursday 25th February 2016

		09.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Daily Total	Hourly Average
1	Fat Face	580	860	1,320	1,280	2,060	1,700	1,220	840	760	10,620	1,180
2	Carters	320	760	680	600	900	520	440	400	200	4,820	536
3	Halifax	400	320	500	820	1,240	620	440	380	420	5,140	571
4	Prezzo	180	280	600	700	720	460	360	240	300	3,840	427
5	Crates	300	220	460	920	1,020	700	640	360	200	4,820	536
6	Beeches Gifts	240	260	220	380	420	420	340	360	180	2,820	313
7	Shoe care	100	120	80	160	240	280	140	180	140	1,440	160
8	Shoe care	120	140	100	260	320	360	180	140	40	1,660	184
9	Cellys hairdresser	160	340	420	620	780	440	220	200	160	3,340	371
10	A Vendre	40	180	240	260	320	140	200	160	60	1,600	178
11	Rooney & Co	80	380	260	420	480	240	220	200	120	2,400	267
12	Cook	360	200	660	720	780	320	260	340	300	3,940	438
13	New Look	280	500	680	1,120	1,080	620	460	360	180	5,280	587
14	Jones Shoes	500	760	1,060	1,240	1,440	1,160	940	780	400	8,280	920
15	Waterstones	460	780	620	900	1,120	780	700	720	500	6,580	731
16	Timpson Shoes	260	440	660	780	620	500	340	300	160	4,060	451
17	Vacant unit	200	500	520	640	560	540	420	460	280	4,120	458
18	Norsat	80	160	260	120	320	200	160	120	80	1,500	167
19	Bathstore	140	200	160	140	260	100	140	120	140	1,400	156
20	The Beer Essentials	140	220	240	300	420	340	360	200	160	2,380	264
21	The Anchor Hotel	180	60	140	280	360	300	240	120	200	1,880	209
22	Lloyds Bank	340	520	580	640	760	520	340	420	180	4,300	478
23	Pret a Manger	640	700	880	1,000	720	640	580	620	500	6,280	698
24	Sainsbury car park steps	260	440	720	580	640	560	500	660	520	4,880	542
25	Library	100	180	80	140	160	100	80	160	60	1,060	118
26	John Lewis steps	Insufficient hourly flows to provide robust data										
27	Babylon Charcoal Grill	160	120	180	220	260	200	220	180	260	1,800	200
28	Apache	260	280	360	400	440	360	300	320	260	2,980	331
29	Church	140	180	80	60	140	100	60	120	60	940	104
30	Wilkinson	280	320	360	400	440	380	400	180	220	2,980	331
31	Wilkinson	120	420	700	680	720	580	520	440	280	4,460	496
32	Poundland	260	380	460	500	660	520	400	240	360	3,780	420
33	Argos	320	440	340	500	560	440	340	260	320	3,520	391
	Total	8,000	11,660	14,620	17,780	20,960	15,140	12,160	10,580	8,000	118,900	

HORSHAM

Estimated Daily Footfall Chart
Thursday 25th February 2016



HORSHAM

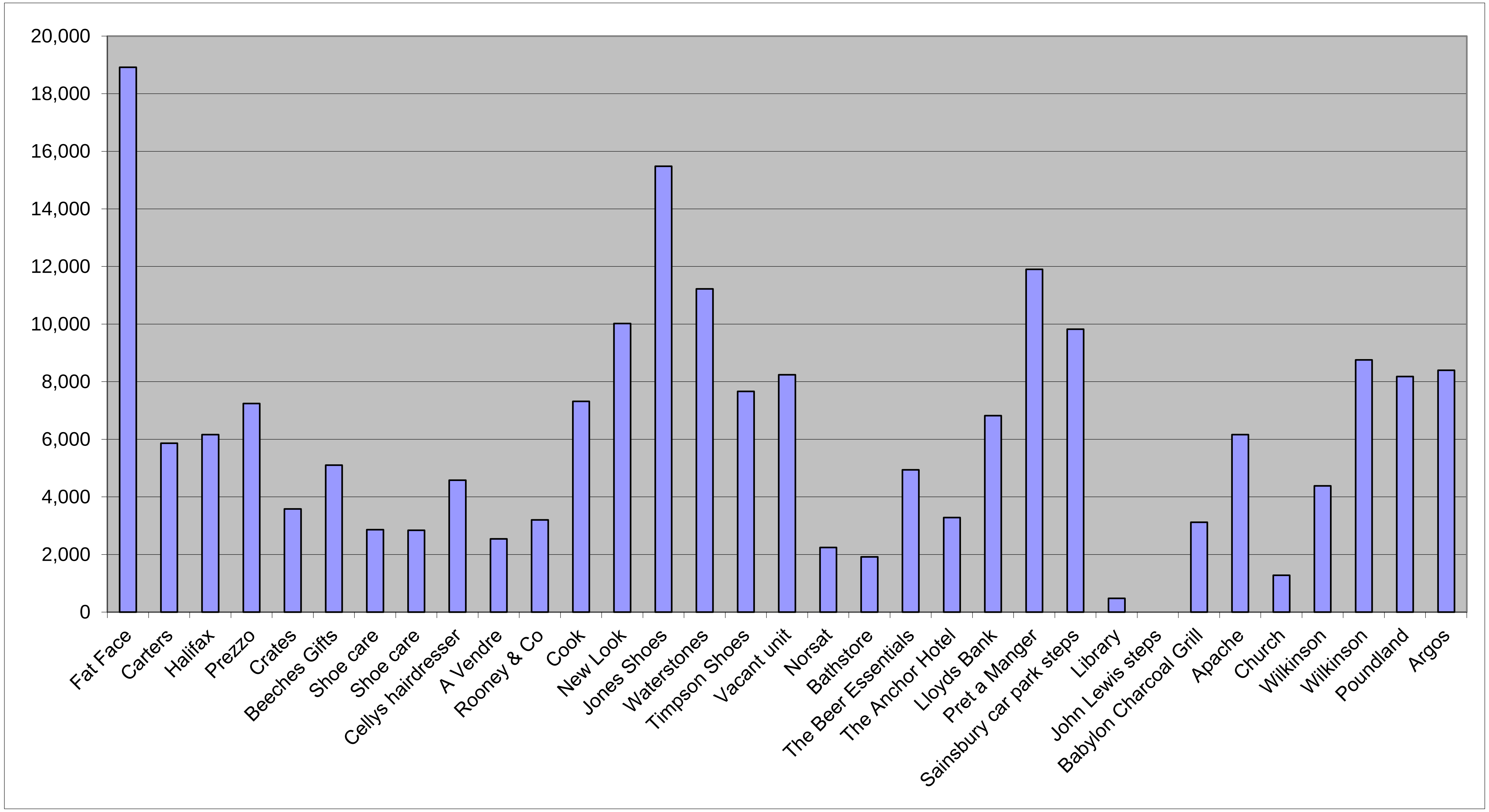
Estimated Footfall - Hourly Analysis
Saturday 27th February 2016

		09.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Daily Total	Hourly Average
1	Fat Face	1,400	1,760	2,780	3,060	2,820	3,100	1,600	1,260	1,140	18,920	2,102
2	Carters	580	540	780	880	980	760	620	300	420	5,860	651
3	Halifax	640	720	820	740	800	860	660	600	320	6,160	684
4	Prezzo	520	960	1,080	1,180	1,240	960	820	340	140	7,240	804
5	Crates	380	300	380	460	580	480	420	260	320	3,580	398
6	Beeches Gifts	420	540	620	600	800	720	640	440	320	5,100	567
7	Shoe care	180	340	480	360	400	460	380	120	140	2,860	318
8	Shoe care	200	220	340	400	460	520	300	260	140	2,840	316
9	Cellys hairdresser	320	420	600	760	700	880	420	300	180	4,580	509
10	A Vendre	280	140	380	300	340	360	480	220	40	2,540	282
11	Rooney & Co	300	300	540	480	520	440	260	200	160	3,200	356
12	Cook	440	860	920	1,000	960	1,200	1,180	540	220	7,320	813
13	New Look	460	540	980	1,100	1,620	1,980	1,620	1,180	540	10,020	1,113
14	Jones Shoes	640	1,440	1,500	2,280	2,820	2,340	2,120	1,520	820	15,480	1,720
15	Waterstones	540	1,320	1,420	1,680	1,560	1,720	1,380	1,040	560	11,220	1,247
16	Timpson Shoes	360	720	1,200	1,100	1,280	1,200	900	580	320	7,660	851
17	Vacant unit	560	940	1,160	1,240	1,400	1,180	820	640	300	8,240	916
18	Norsat	180	140	280	320	380	420	260	160	100	2,240	249
19	Bathstore	100	220	300	340	280	260	180	120	120	1,920	213
20	The Beer Essentials	420	500	740	820	800	640	420	260	340	4,940	549
21	The Anchor Hotel	100	360	460	580	560	480	340	260	140	3,280	364
22	Lloyds Bank	340	820	940	1,140	980	1,020	900	320	360	6,820	758
23	Pret a Manger	920	1,220	1,860	1,540	1,880	1,740	1,660	640	440	11,900	1,322
24	Sainsbury car park steps	460	1,040	1,660	1,380	1,220	1,400	900	1,120	640	9,820	1,091
25	Library	100	40	80	60	40	80	40	20	20	480	53
26	John Lewis steps	Insufficient hourly flows to provide robust data										
27	Babylon Charcoal Grill	80	220	280	440	320	580	400	380	420	3,120	347
28	Apache	340	600	720	580	780	860	920	700	660	6,160	684
29	Church	140	60	120	180	120	240	220	40	160	1,280	142
30	Wilkinson	440	340	680	580	640	560	460	360	320	4,380	487
31	Wilkinson	520	700	860	980	1,320	1,480	1,160	920	820	8,760	973
32	Poundland	760	880	1,040	1,120	1,480	1,160	720	640	380	8,180	909
33	Argos	680	1100	1220	1260	1020	960	800	720	640	8,400	933
	Total	13,800	20,300	27,220	28,940	31,100	31,040	24,000	16,460	11,640	204,500	

pmrs@idnet.co.uk

HORSHAM

Estimated Daily Footfall Chart
Saturday 27th February 2016



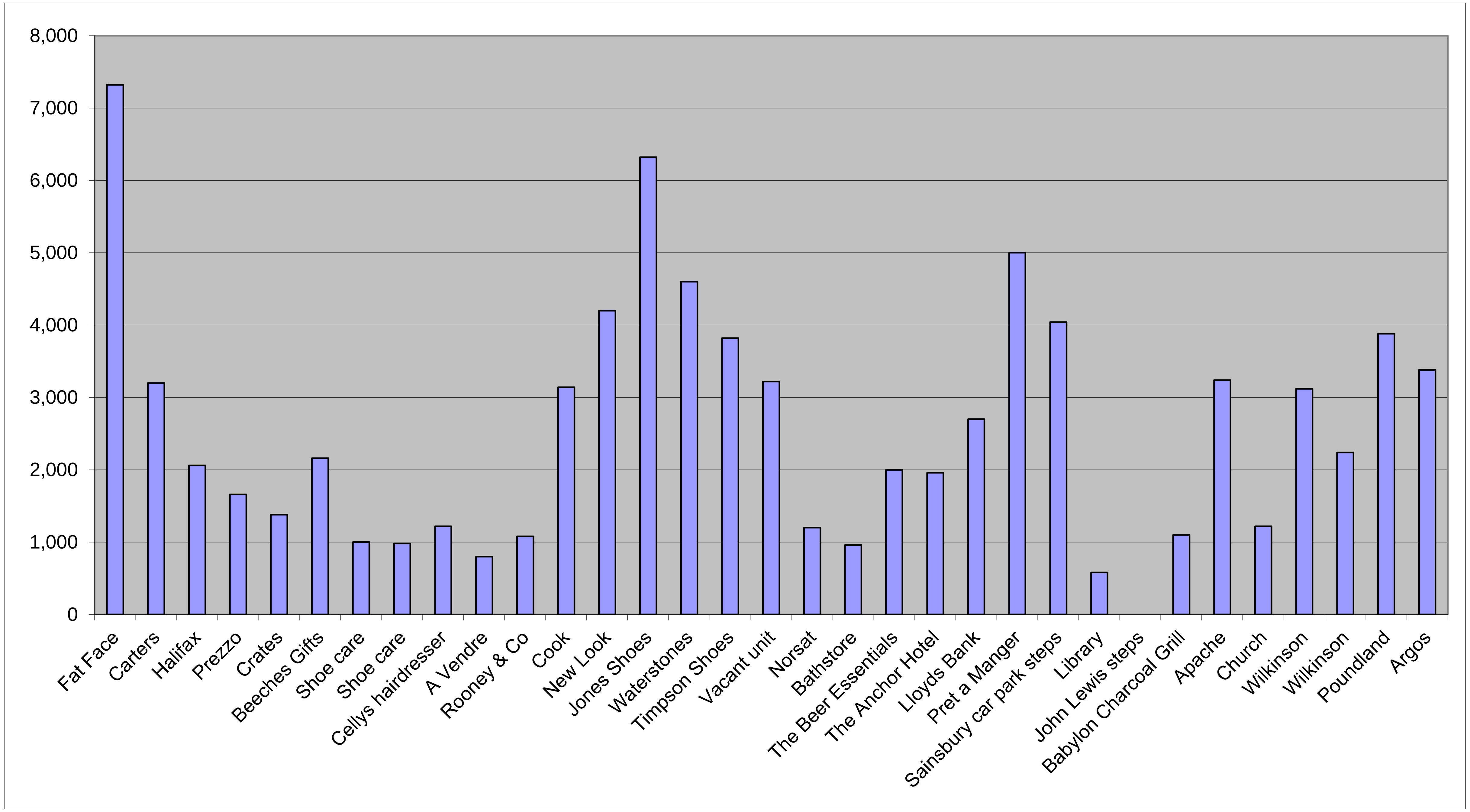
HORSHAM

Estimated Footfall - Hourly Analysis
Sunday 28th February 2016

		09.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Daily Total	Hourly Average
1	Fat Face	CLOSED	360	960	1,320	1,480	1,620	780	660	140	7,320	915
2	Carters	160	360	480	520	440	420	360	260	200	3,200	356
3	Halifax	20	80	300	420	400	360	260	140	80	2,060	229
4	Prezzo	40	80	160	280	260	340	160	220	120	1,660	184
5	Crates	80	120	120	200	280	240	100	180	60	1,380	153
6	Beeches Gifts	120	220	240	220	420	300	280	260	100	2,160	240
7	Shoe care	20	80	120	160	220	180	140	60	20	1,000	111
8	Shoe care	40	100	160	120	140	180	80	120	40	980	109
9	Cellys hairdresser	20	60	140	180	220	280	100	60	160	1,220	136
10	A Vendre	20	80	120	60	200	160	60	80	20	800	89
11	Rooney & Co	40	140	240	180	160	140	60	40	80	1,080	120
12	Cook	180	120	360	620	520	660	420	240	20	3,140	349
13	New Look	CLOSED	140	440	840	1,120	700	580	300	80	4,200	525
14	Jones Shoes	CLOSED	320	760	1,220	1,180	1,540	820	360	120	6,320	790
15	Waterstones	300	200	480	700	840	960	520	420	180	4,600	511
16	Timpson Shoes	160	280	500	780	600	640	440	300	120	3,820	424
17	Vacant unit	100	180	300	620	540	580	500	300	100	3,220	358
18	Norsat	20	40	120	80	160	180	220	240	140	1,200	133
19	Bathstore	80	120	120	140	120	180	120	60	20	960	107
20	The Beer Essentials	100	100	260	320	300	260	200	280	180	2,000	222
21	The Anchor Hotel	80	240	300	280	240	200	160	260	200	1,960	218
22	Lloyds Bank	100	220	380	360	420	480	360	300	80	2,700	300
23	Pret a Manger	220	360	680	840	780	960	620	380	160	5,000	556
24	Sainsbury car park steps	180	260	340	520	540	700	740	620	140	4,040	449
25	Library	20	20	60	120	80	140	80	20	40	580	64
26	John Lewis steps	Insufficient hourly flows to provide robust data										
27	Babylon Charcoal Grill	80	140	160	240	200	80	100	80	20	1,100	122
28	Apache	180	260	440	580	440	460	420	300	160	3,240	360
29	Church	40	160	340	120	200	100	80	60	120	1,220	136
30	Wilkinson	120	340	440	600	420	460	440	220	80	3,120	347
31	Wilkinson	CLOSED	220	360	240	300	380	420	260	60	2,240	280
32	Poundland	220	340	420	500	620	580	660	400	140	3,880	431
33	Argos	280	420	340	460	560	480	420	320	100	3,380	376
	Total	3,020	6,160	10,640	13,840	14,400	14,940	10,700	7,800	3,280	84,780	

HORSHAM

Estimated Daily Footfall Chart
Sunday 28th February 2016



EXPLANATORY NOTES

HORSHAM

1 Fieldwork

Fieldwork was undertaken on Thursday 25th, Saturday 27th and Sunday 28th February 2016, between the hours of 9.00am - 6.00pm.

2 Location

Enumeration was conducted at thirty-three locations across Horsham, as listed in the summary, sample point notes and detailed on the plan.

3 Pedestrian Movement

At all thirty three locations, pedestrians passing in either direction were enumerated. Those entering a specified unit were included within the count, whilst those exiting were not.
Children under eight years of age, Traffic wardens, Police officers, security staff and vagrants were excluded from the count.

4 Sample Times

The numbers given, represent estimates of the total number of pedestrians passing each site, over the nine hour survey period. At each location, a three minute sample count was taken in every hour. Hourly totals were therefore grossed up by a factor of 20, to give estimated hourly footfall

5 Estimated Weekly Footfall

For the purpose of providing estimated weekly footfall, it has been assumed that Thursday is representative of a typical weekday. Therefore, the totals given for the whole week, are the sums of Thursday multiplied by a factor of 5, to allow for the days that were not enumerated, plus the totals of Saturday and Sunday.

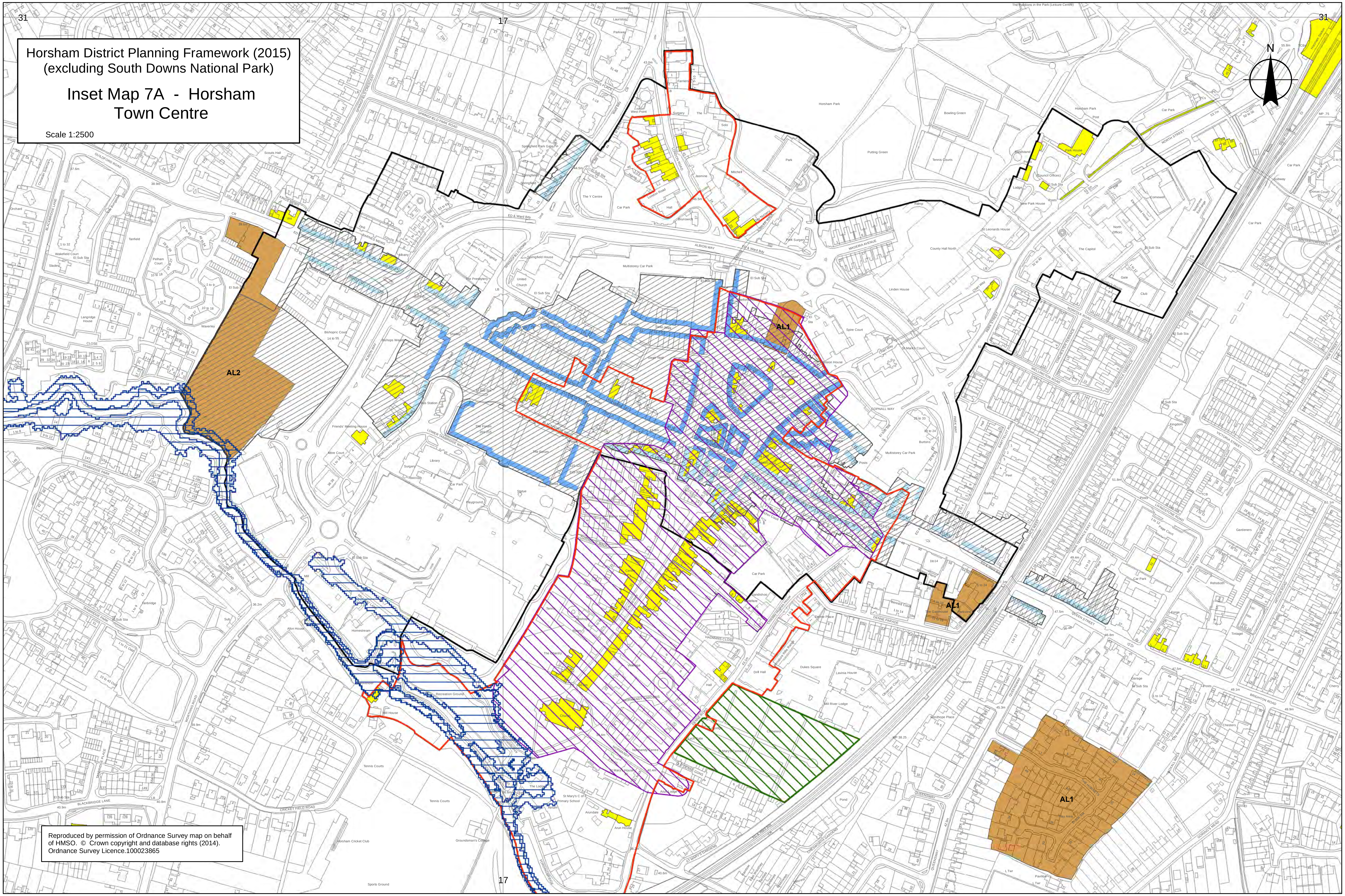
6 Notes

1) Swan Walk shopping centre was closed for the first hour of the survey on Sunday. During the last hour, whilst shops began closing from 4.30pm, the centre was still open to pedestrians and enumeration took place.
2) At sample point 26, John Lewis steps, there were insufficient hourly flows to enable the provision of robust data.

Report

APPENDIX 7

Horsham Town Centre Policies Map / Policy Allocations



Horsham District Planning Framework (2015)
(excluding South Downs National Park)
Inset Map 7A - Horsham Town Centre
Scale 1:2500
N
31
17
AL1
AL2
Horsham Park
Bowling Green
Putting Green
Tennis Courts
Park House
Albion Way
North Street
Multistorey Car Park
Library
Car Park
Recreation Ground
Tennis Courts
Horsham Cricket Club
Sports Ground
Springfield Park Road
Guildford Road
Blackbridge Lane
Brighton Road
Queen Street
Denne Parade
Reproduced by permission of Ordnance Survey map on behalf of HMSO. © Crown copyright and database rights (2014). Ordnance Survey Licence.100023865

Horsham District Planning Framework (2015)
(excluding South Downs National Park)
Policies Map

Key to Policies Map and Inset Maps

Inset Map Number	23
Built-up area boundary	
Areas outside built-up area boundary	
Sites for housing development / mixed use	
Broadbridge Heath Opportunity Area	Policy 6
Area of Joint Area Action Plan	
Community facilities provision	
Sites for employment use	
Key Employment Areas	
Safeguarded Site *	
Town and Village Centre Boundaries	
Primary Shopping Areas	
Horsham Town Centre Primary Shopping Area	
Primary Retail Frontages	
Secondary Retail Frontages	
Sandgate Country Park	
Brookhurst Waste Site (allocated in 2014 Waste Local Plan)	

* currently safeguarded for potential railhead aggregate facility in West Sussex Minerals Local Plan (Policy 38) - pending review

Horsham District Planning Framework (2015)
(excluding South Downs National Park)
Policies Map

Key to Policies Map and Inset Maps

Conservation Area

Listed Building

South Downs National Park

Area of Outstanding Natural Beauty

Downs Link

Site of Special Scientific Interest

Site of Nature Conservation Importance

Special Protection Area

Ancient Woodland

Scheduled Ancient Monument

Sites of Archaelogical Importance

Historic Park or Garden

RAMSAR Site

Area at Risk of Flooding

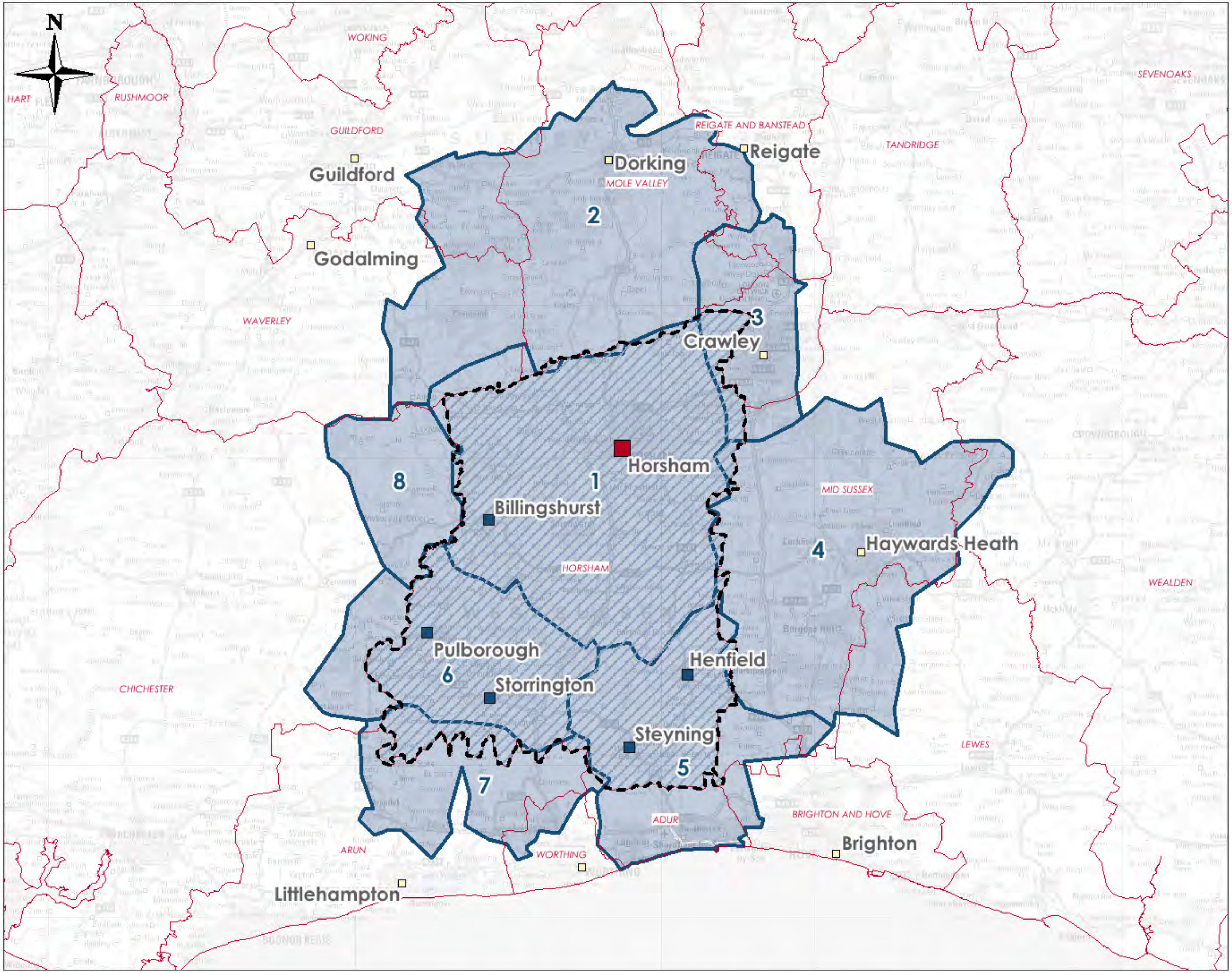
Air Quality Management Area

Bat Sustenance Zone

Report

PLANS

Plan 1



BILFINGER GVA

Horsham Retail Needs Study Update 2016

Key

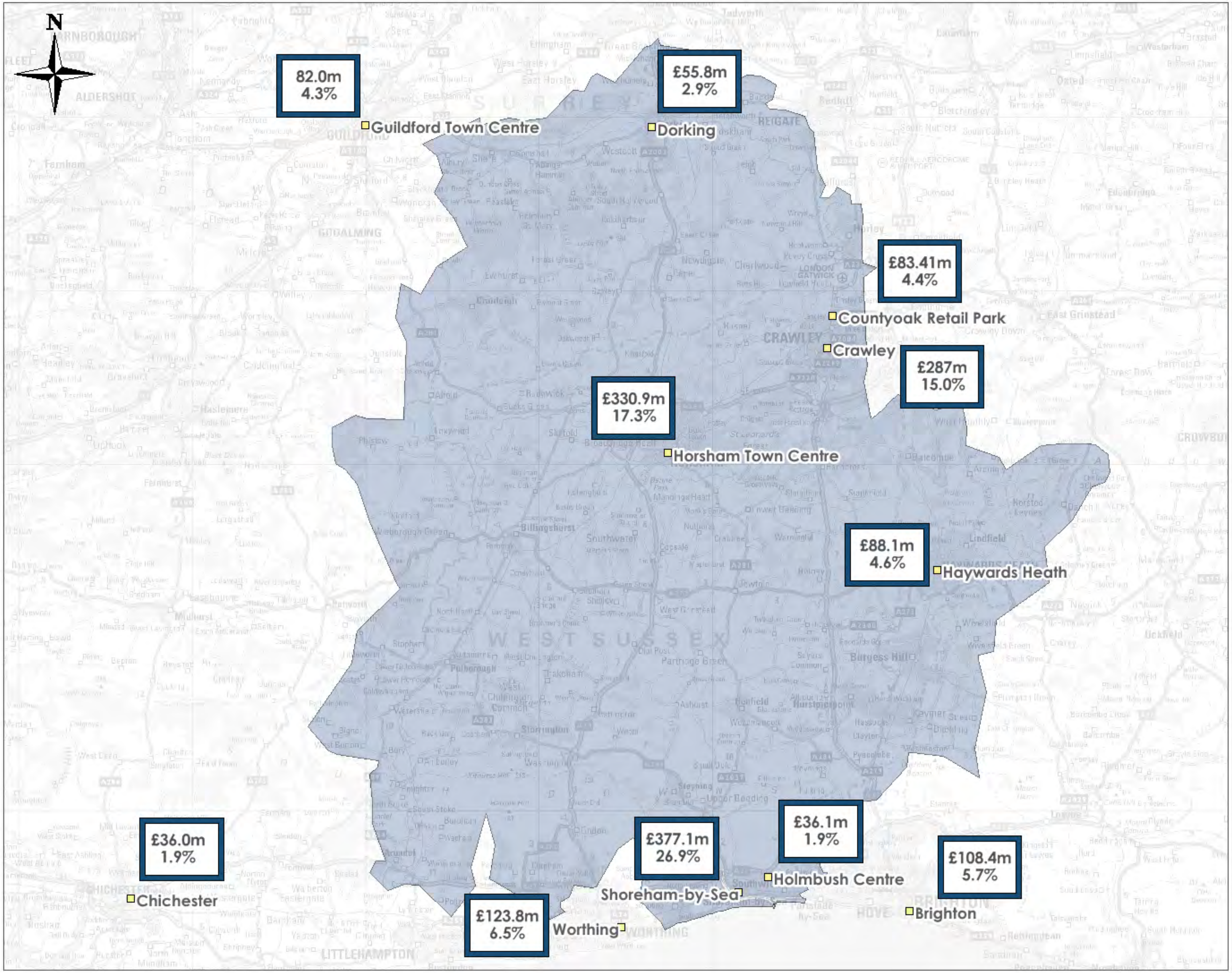
- Study area
- Survey zones
- Horsham District
- Surrounding Local Authorities
- Main town centre
- Small town/large village
- Competing centre

Zone	Postal sectors
1	RH12 1/2/3/4/5, RH13 0/5/6/8/9, RH14 9
2	GU5 9, GU6 7/8, RH2 8, RH3 7 RH4 1/2/3, RH4 2/3, RH5 4/5/6
3	RH6 0/7/8, RH10 1/5/6/8/9 RH11 0/6/7/8/9
4	RH17 5/6, BN6 8/9, RH15 0/8/9 RH16 1/2/3/4, RH17 7
5	BN5 9, BN15 0/8/9, BN41 2, BN42 4, BN43 5/6, BN44 3, BN45 7
6	RH20 1/2/3/4
7	BN13 3, BN14 0, BN18 9
8	RH14 0

Study Area and Household survey Zones

08449 02 03 04
gva.co.uk

Plan 2



BILFINGER | GVA

Horsham Retail Needs Study Update 2016

Key

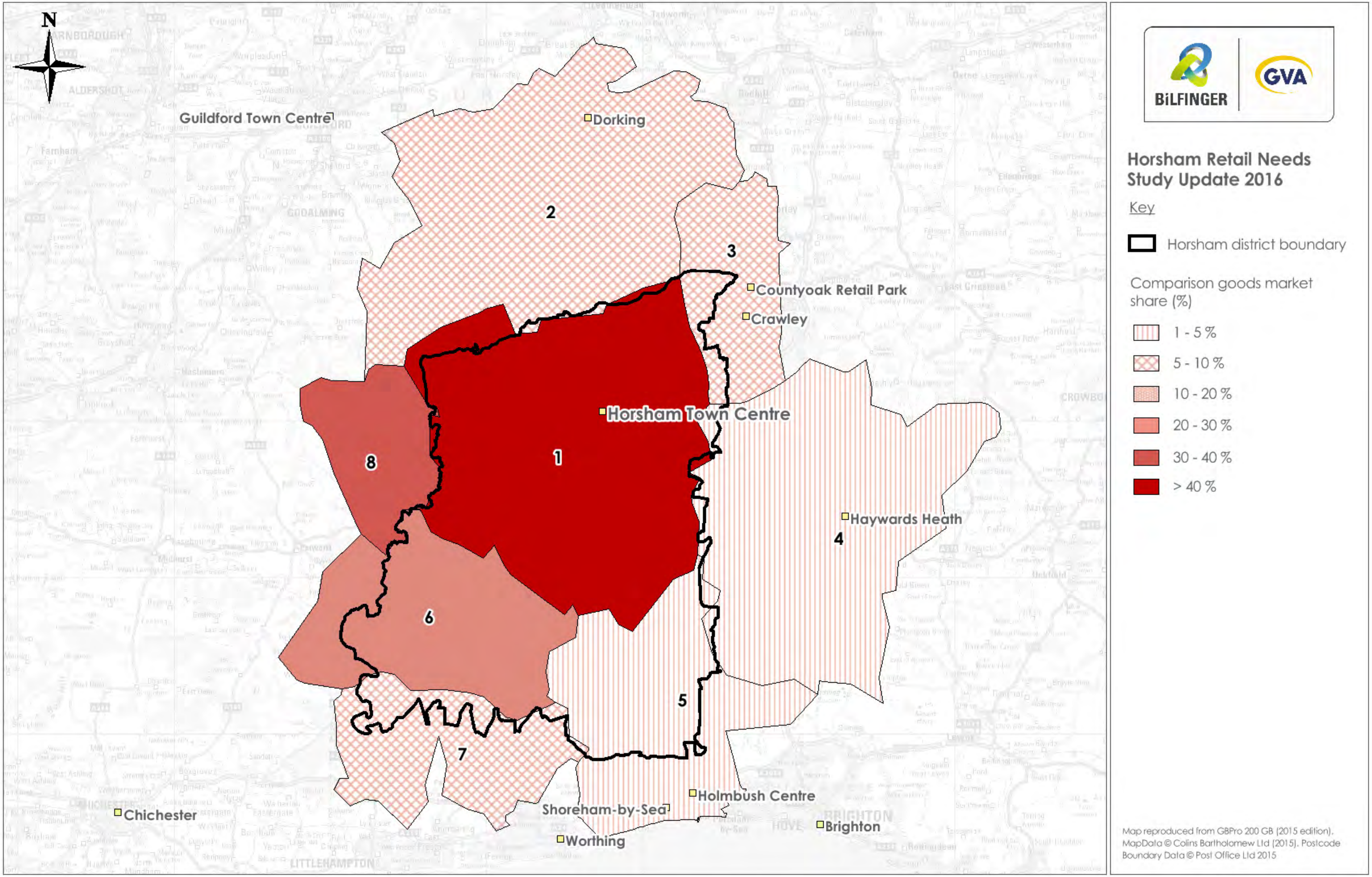
Study area

Expenditure flow

Horsham Expeniture Flow Plan

08449 02 03 04
gva.co.uk

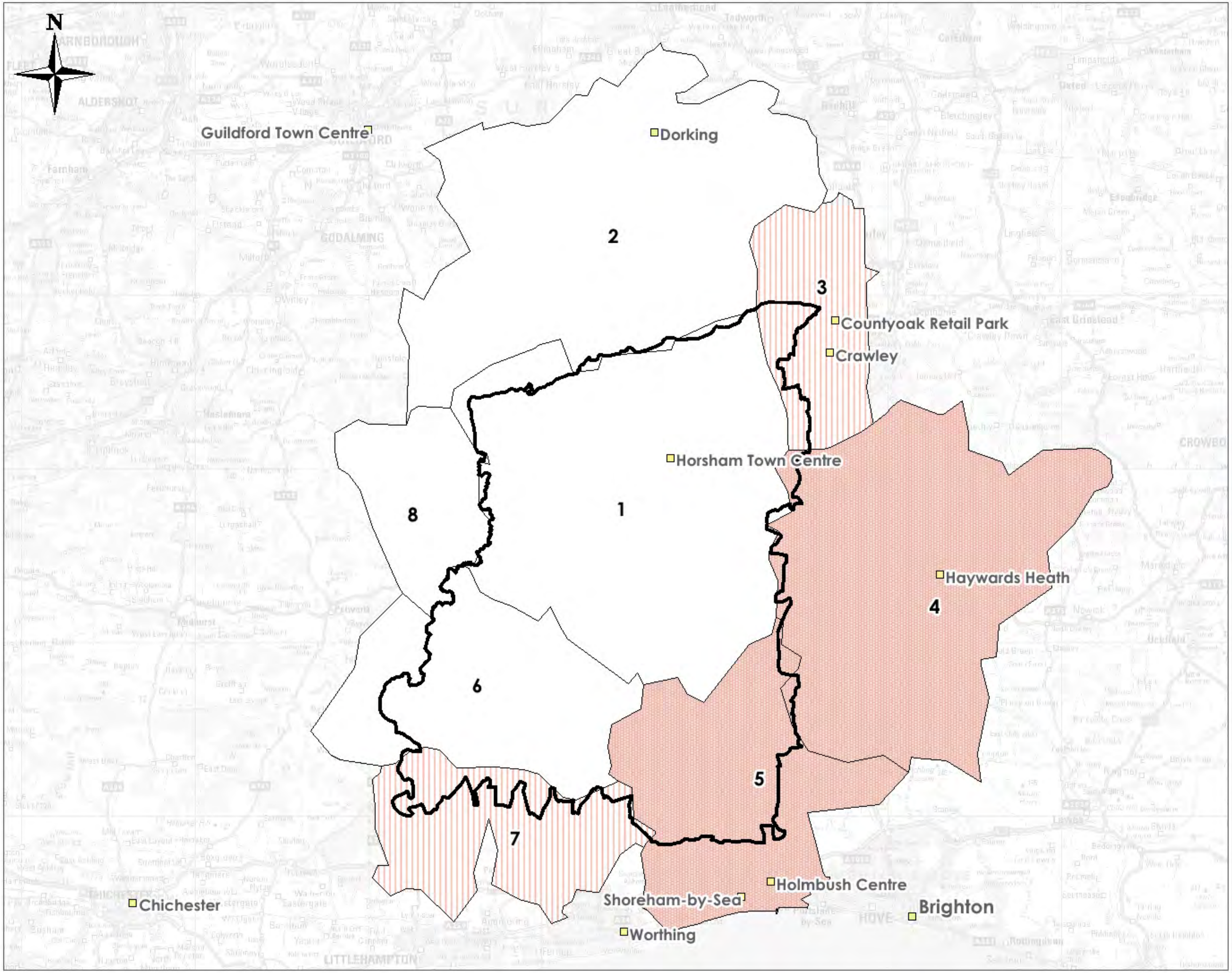
Plan 3



Horsham town centre comparison goods market share

08449 02 03 04
gva.co.uk

Plan 4



BILFINGER GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

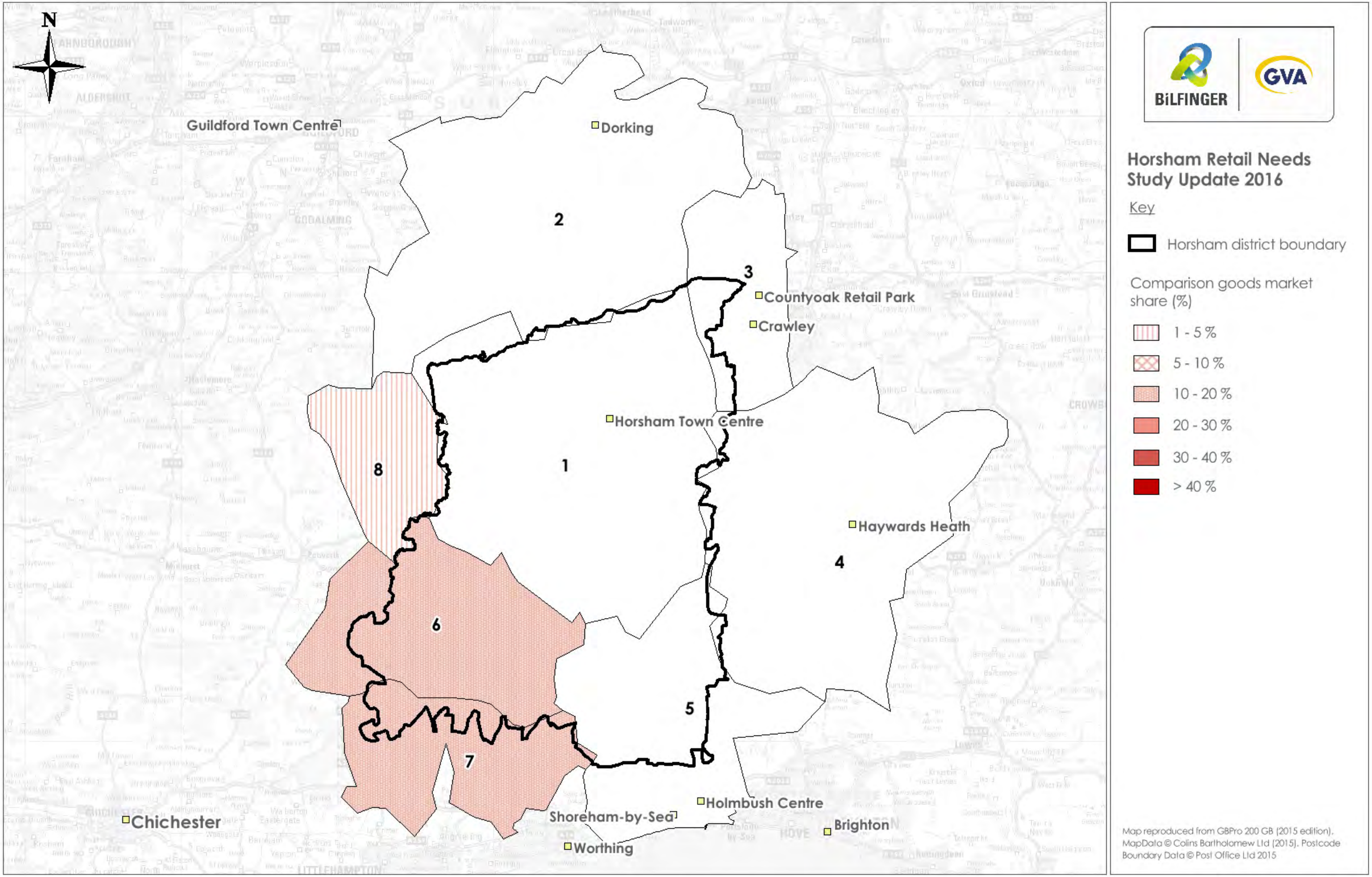
Comparison goods market share (%)

- 1 - 5 %
- 5 - 10 %
- 10 - 20 %
- 20 - 30 %
- 30 - 40 %
- > 40 %

Brighton comparison goods market share

08449 02 03 04
gva.co.uk

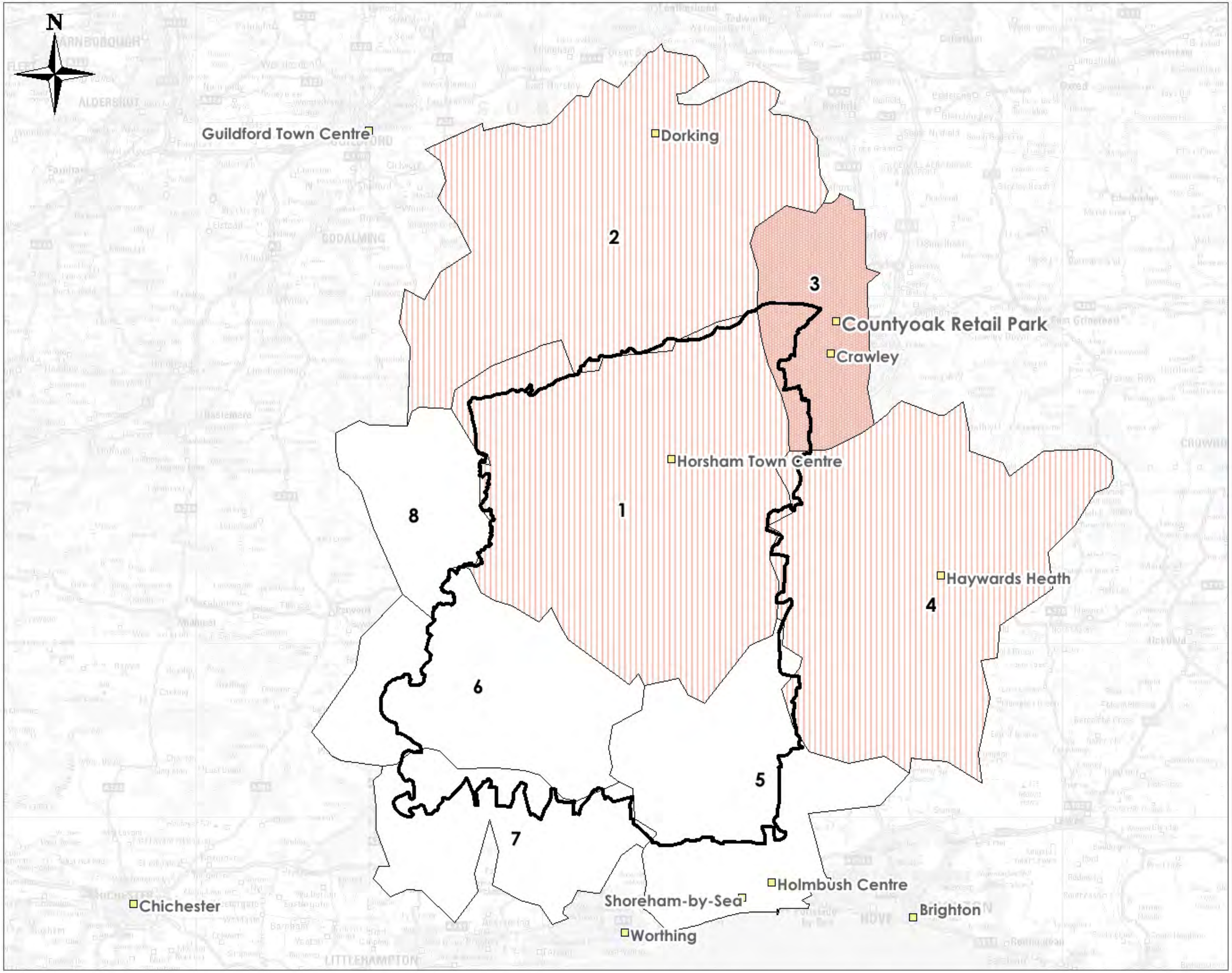
Plan 5



Chichester comparison goods market share

08449 02 03 04
gva.co.uk

Plan 6



BILFINGER | GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

Comparison goods market share (%)

1 - 5 %

5 - 10 %

10 - 20 %

20 - 30 %

30 - 40 %

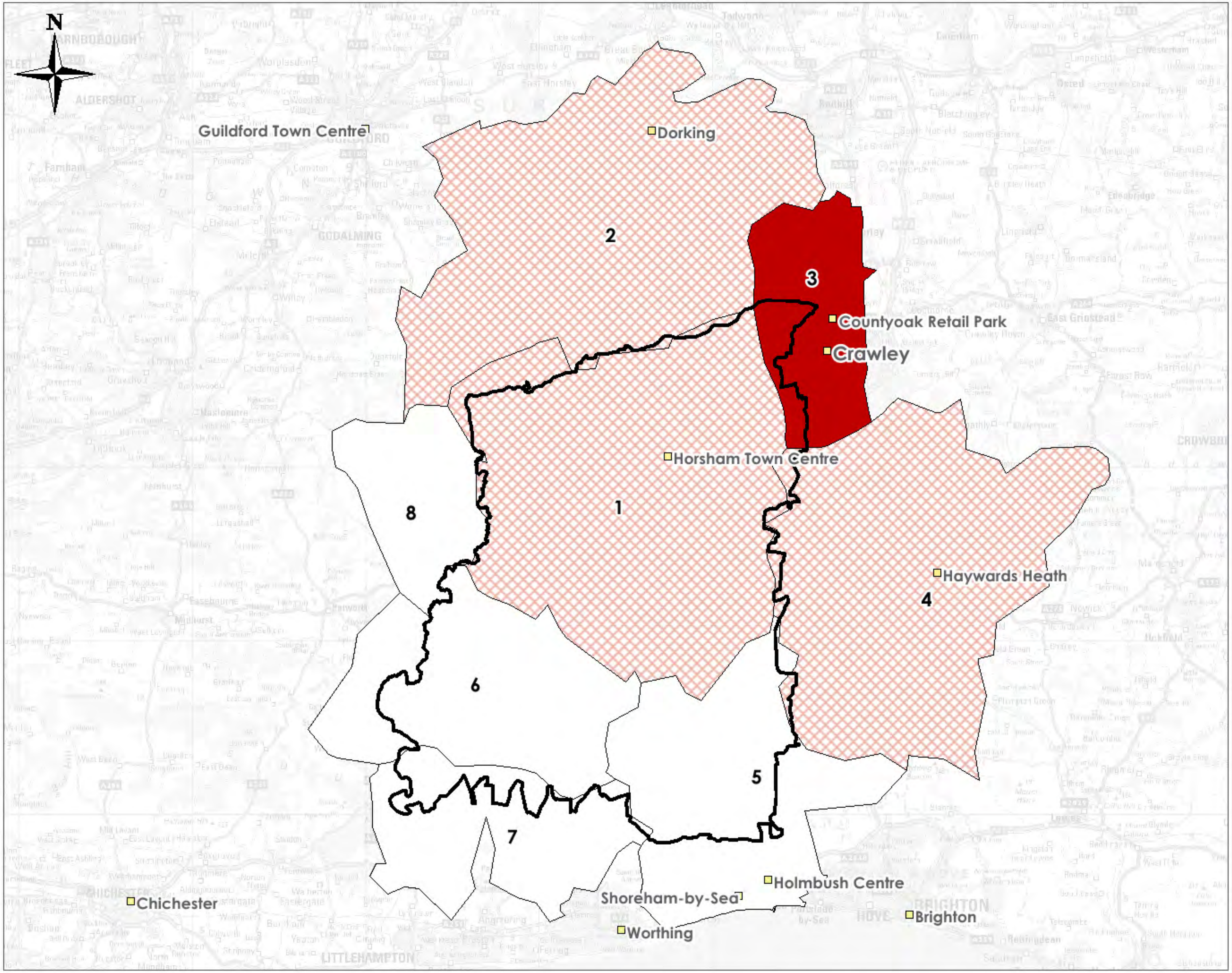
> 40 %

Map reproduced from GBPro 200 GB (2015 edition). MapData © Colins Bartholomew Ltd (2015). Postcode Boundary Data © Post Office Ltd 2015

Countyoak Retail Park comparison goods market share

08449 02 03 04
gva.co.uk

Plan 7



BILFINGER GVA

Horsham Retail Needs Study Update 2016

Key

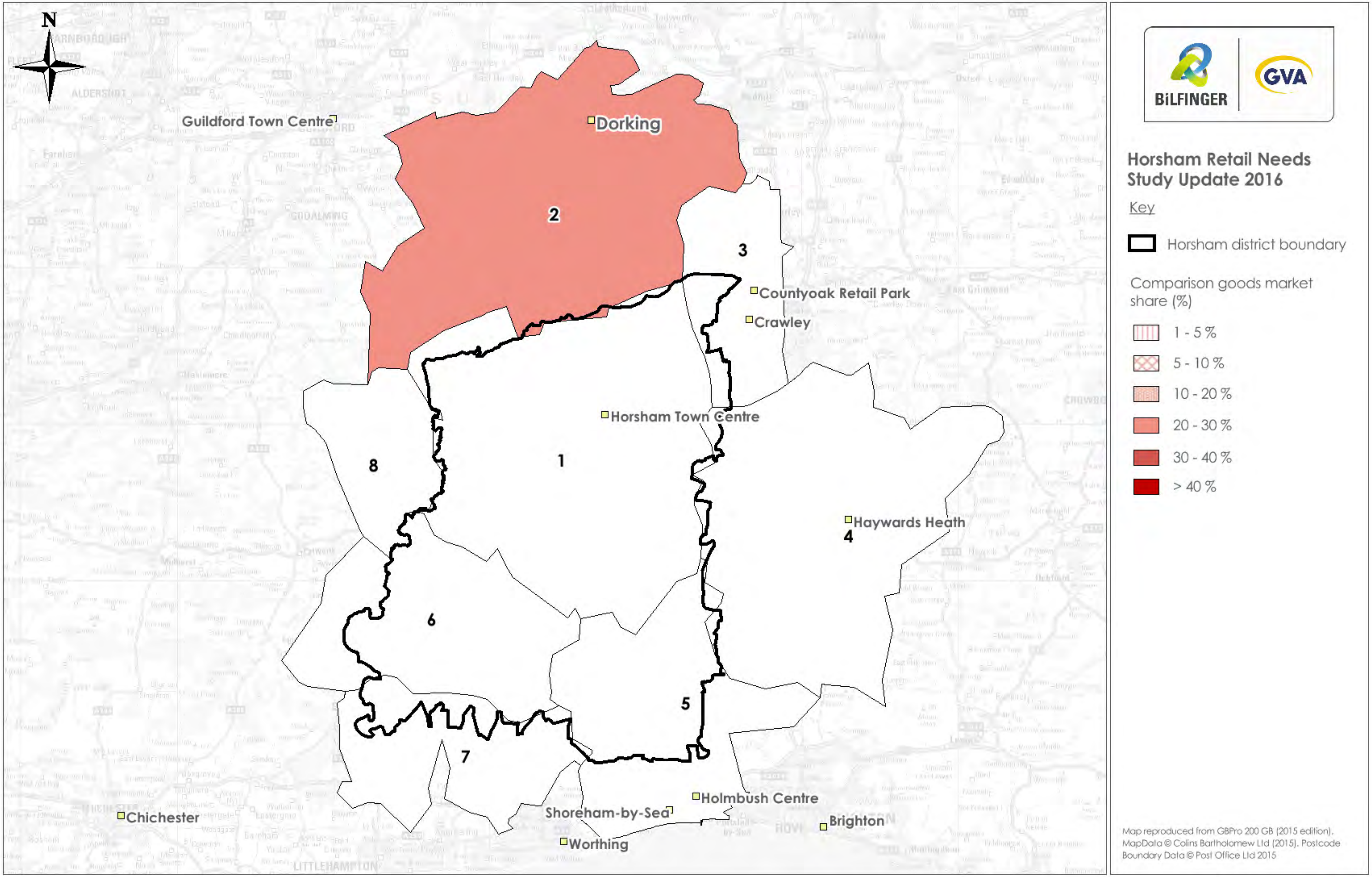
Horsham district boundary

Comparison goods market share (%)

- 1 - 5 %
- 5 - 10 %
- 10 - 20 %
- 20 - 30 %
- 30 - 40 %
- > 40 %

Crawley comparison goods market share

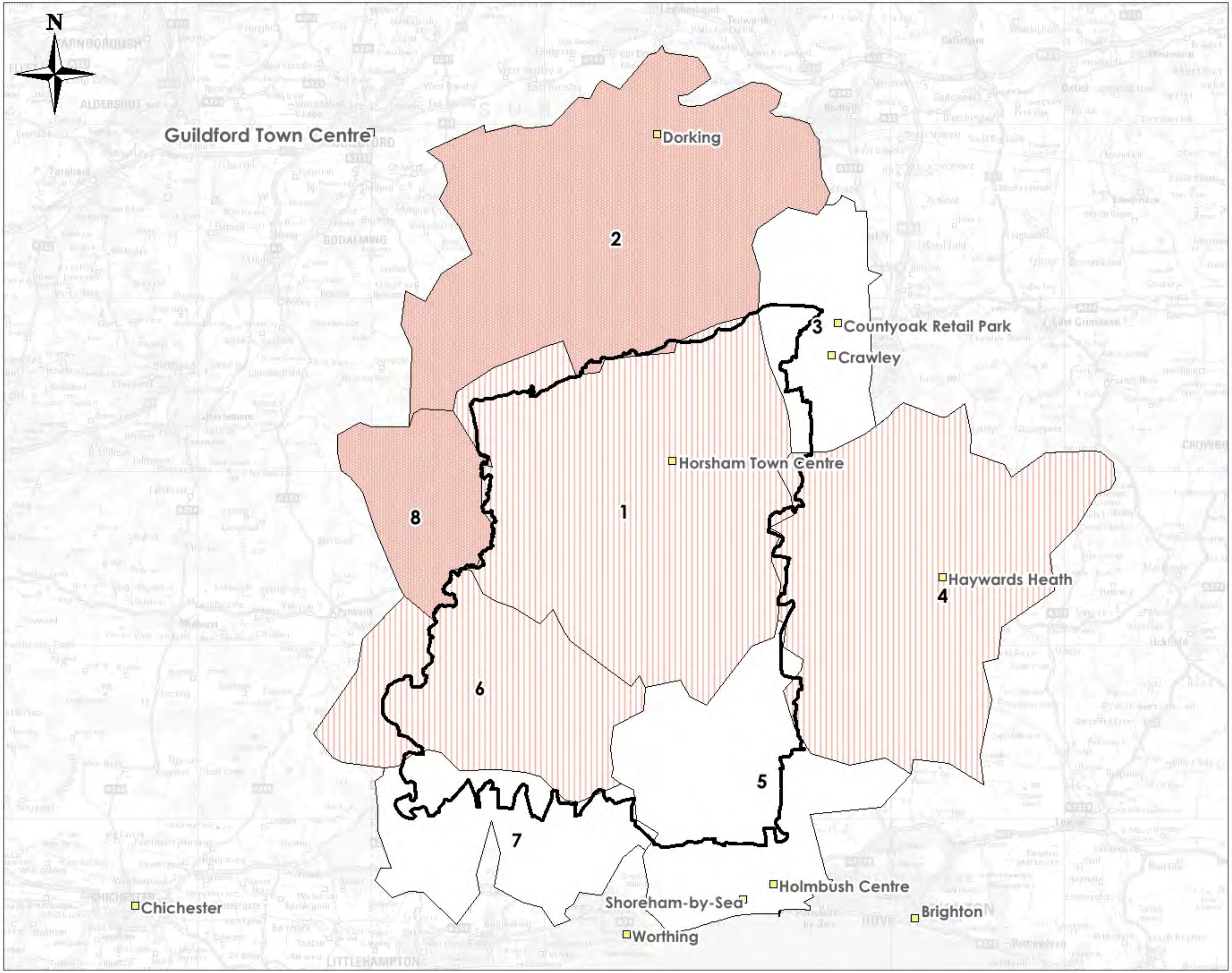
Plan 8



Dorking comparison goods market share

08449 02 03 04
gva.co.uk

Plan 9



BILFINGER | GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

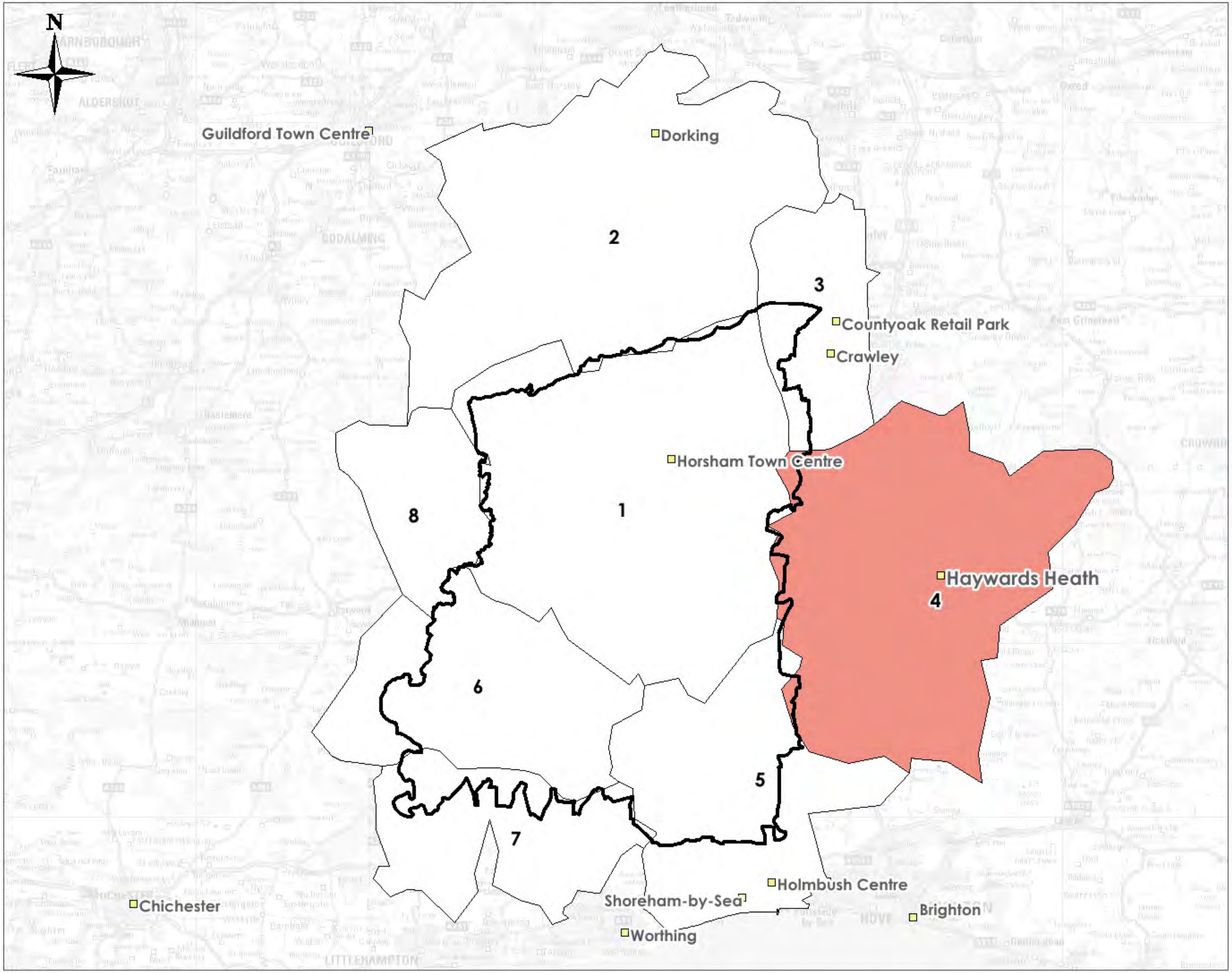
Comparison goods market share (%)

- 1 - 5 %
- 5 - 10 %
- 10 - 20 %
- 20 - 30 %
- 30 - 40 %
- > 40 %

Guildford town centre comparison goods market share

08449 02 03 04
gva.co.uk

Plan 10



BILFINGER GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

Comparison goods market share (%)

1 - 5 %

5 - 10 %

10 - 20 %

20 - 30 %

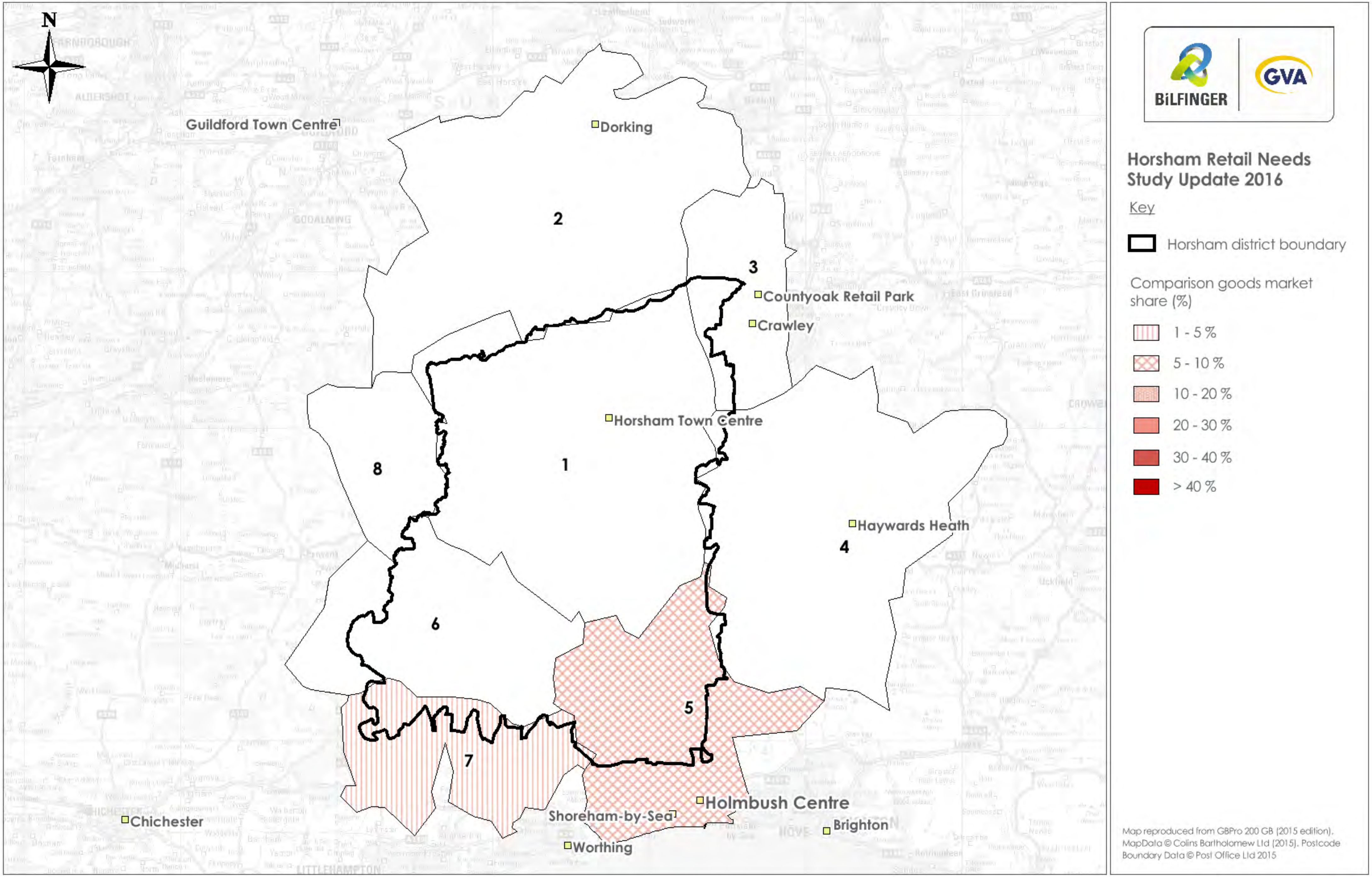
30 - 40 %

> 40 %

Haywards Heath comparison goods market share

08449 02 03 04
gva.co.uk

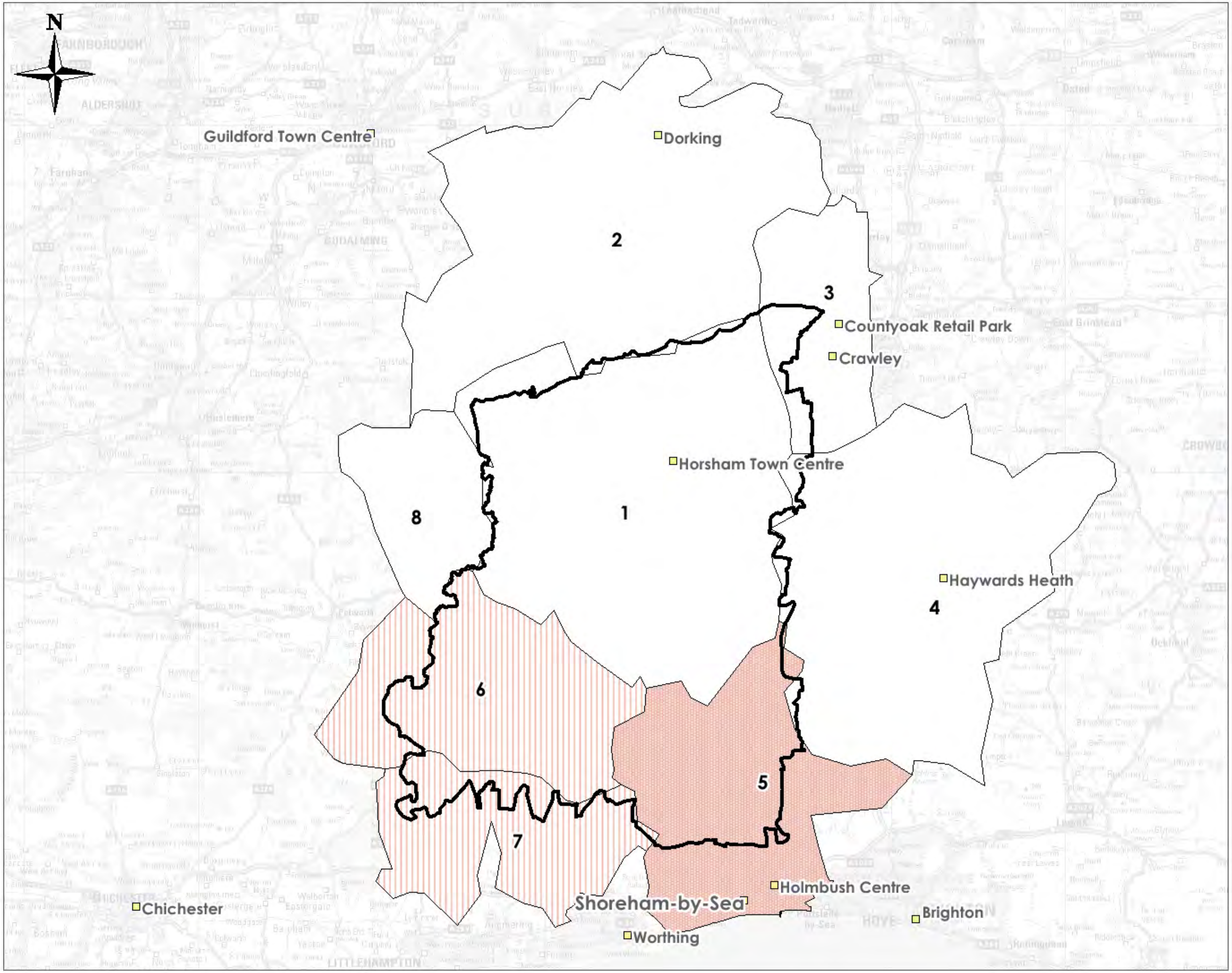
Plan 11



Holmbush Centre comparison goods market share

08449 02 03 04
gva.co.uk

Plan 12



BiLFINGER GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

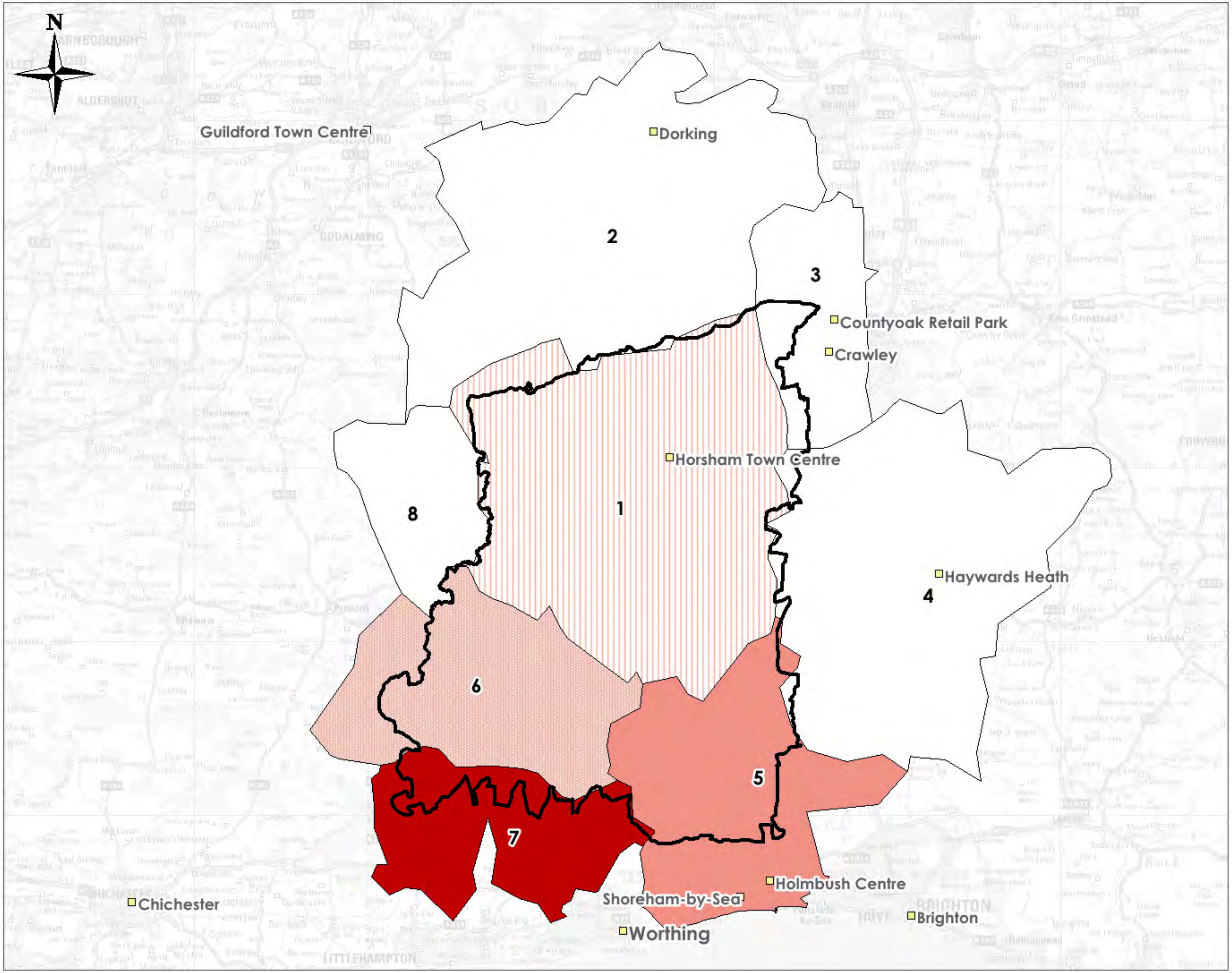
Comparison goods market share (%)

- 1 - 5 %
- 5 - 10 %
- 10 - 20 %
- 20 - 30 %
- 30 - 40 %
- > 40 %

Shoreham-by-Sea comparison goods market share

08449 02 03 04
gva.co.uk

Plan 13



BiLFINGER GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

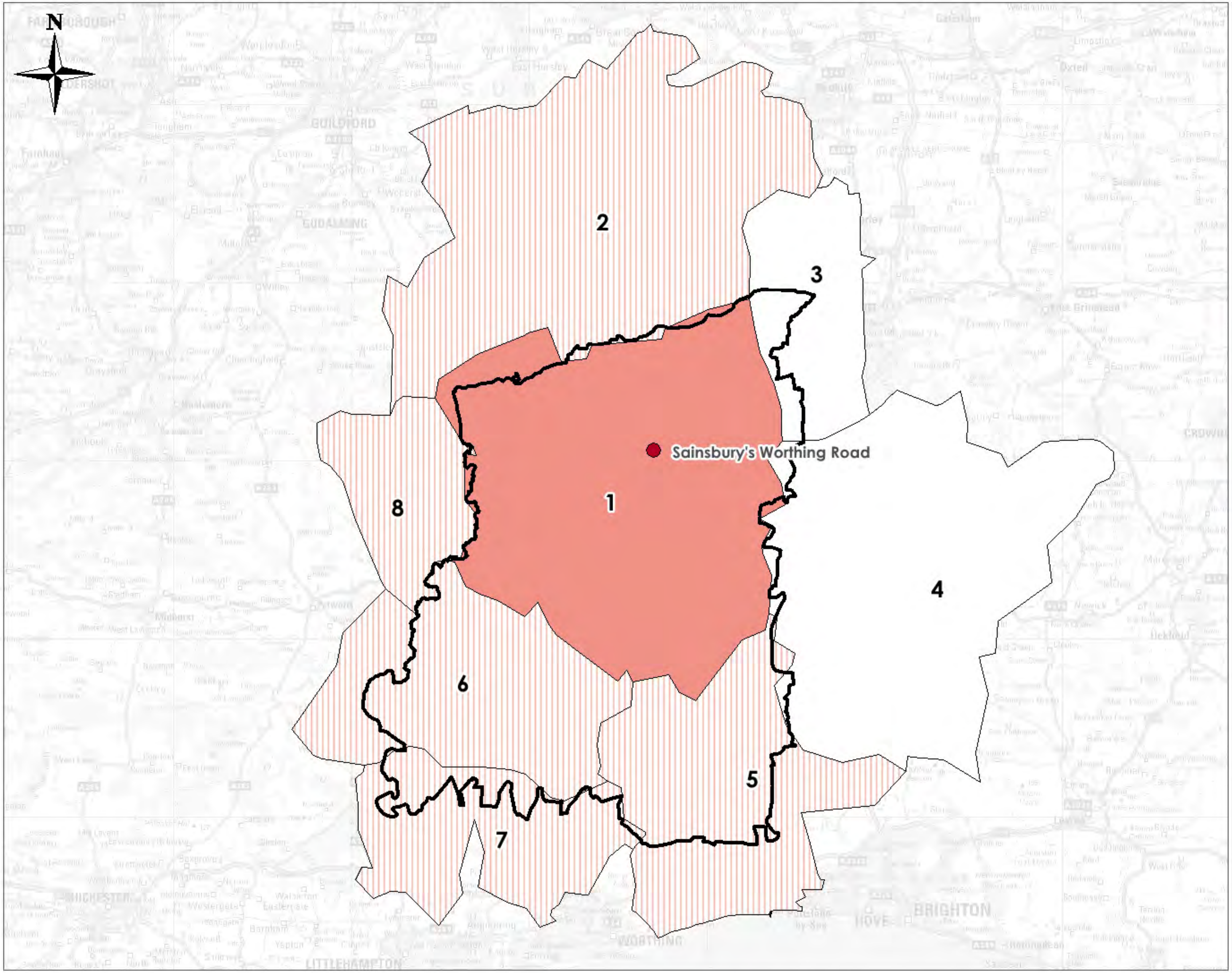
Comparison goods market share (%)

- 1 - 5 %
- 5 - 10 %
- 10 - 20 %
- 20 - 30 %
- 30 - 40 %
- > 40 %

Worthing comparison goods market share

08449 02 03 04
gva.co.uk

Plan 14



BILFINGER | GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

Foodstore

Convenience goods market share (%)

1 - 5 %

5 - 10 %

10 - 20 %

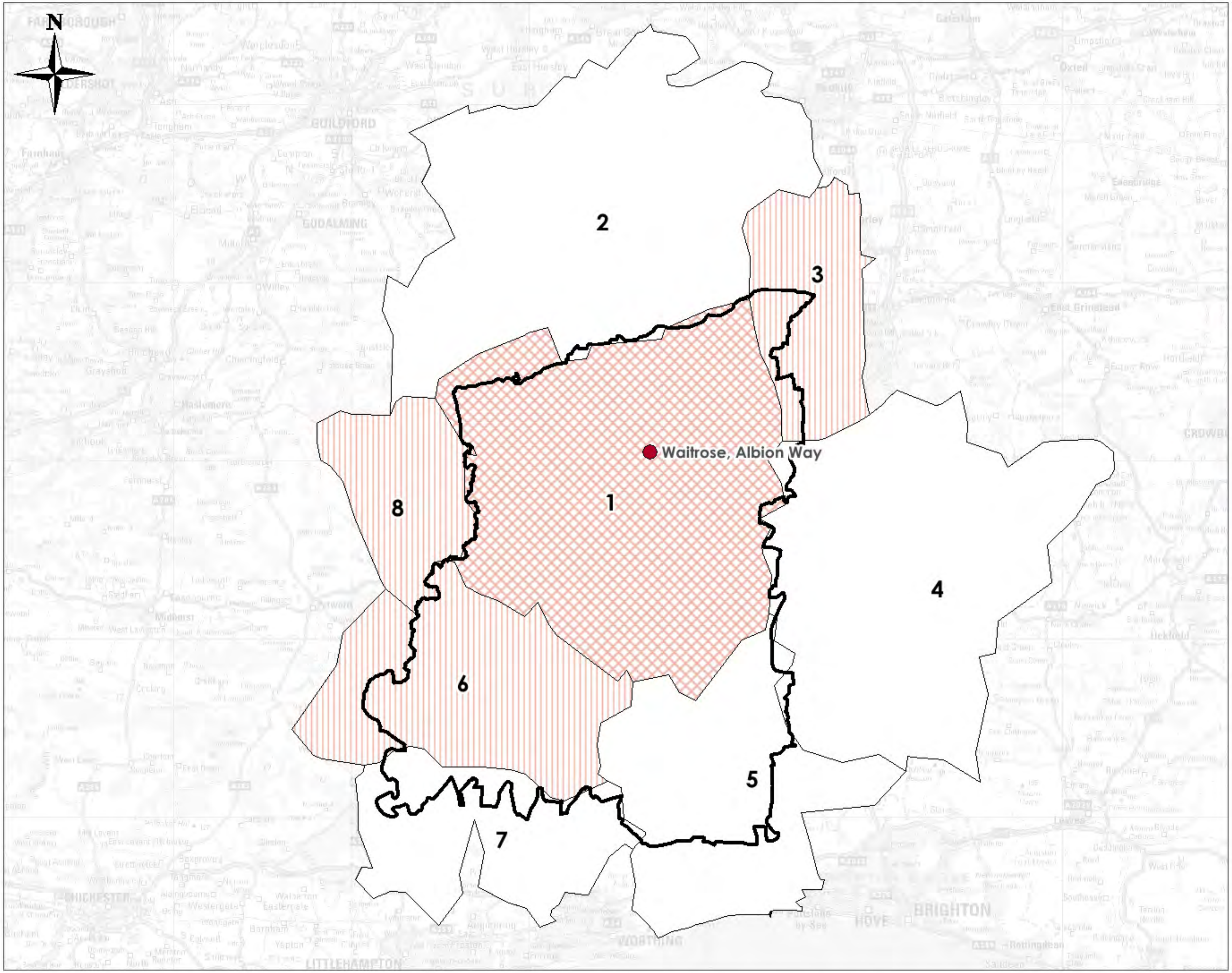
>20%

Map reproduced from GBPro 200 GB (2015 edition). MapData © Collins Bartholomew Ltd (2015). Postcode Boundary Data © Post Office Ltd 2015

Sainsbury's, Worthing Rd convenience goods market share

08449 02 03 04
gva.co.uk

Plan 15



Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

Foodstore

Convenience goods market share (%)

1 - 5 %

5 - 10 %

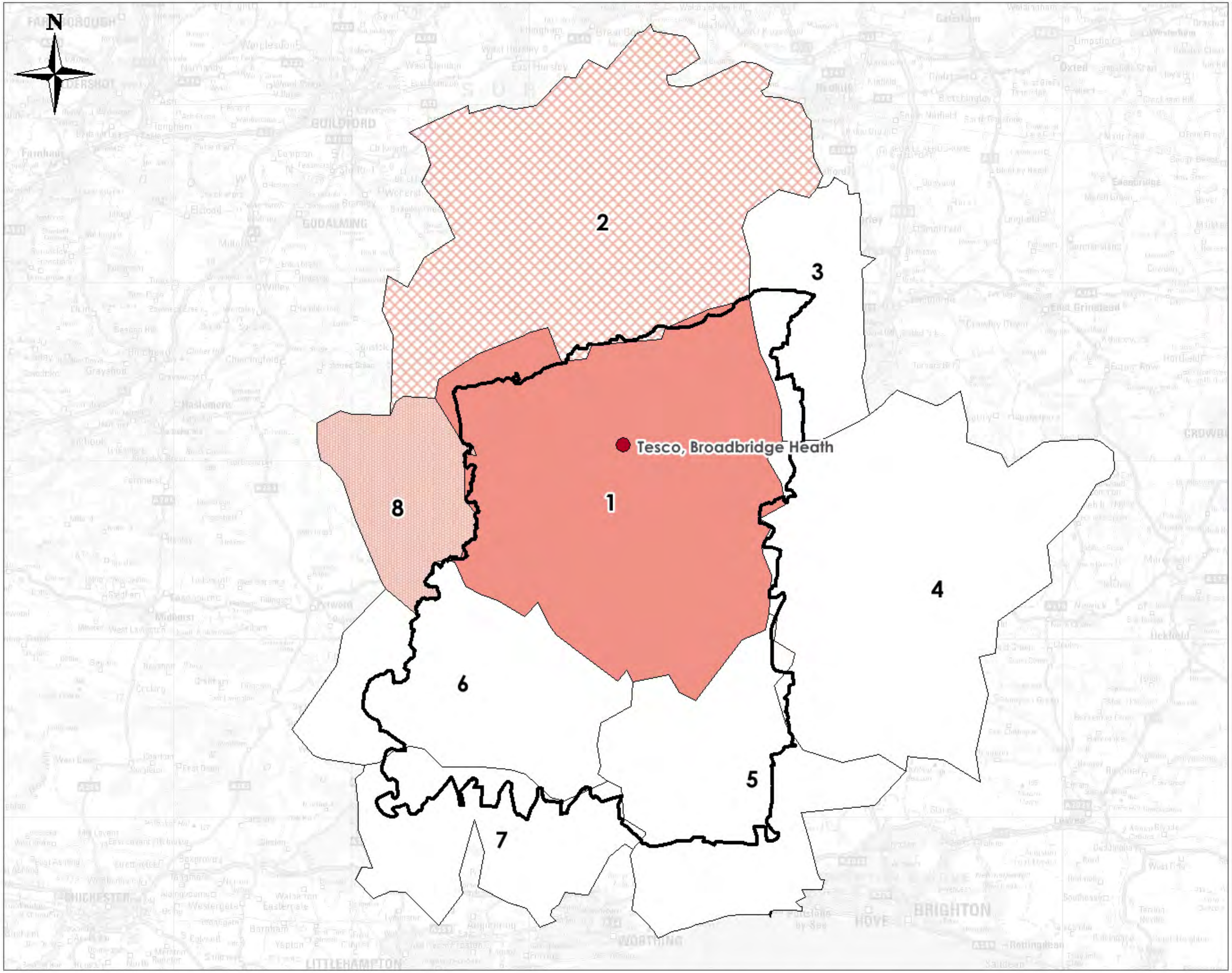
10 - 20 %

>20%

Waitrose, Albion Way convenience goods market share

08449 02 03 04
gva.co.uk

Plan 16



BILFINGER | GVA

Horsham Retail Needs Study Update 2016

Key

Horsham district boundary

Foodstore

Convenience goods market share (%)

1 - 5 %

5 - 10 %

10 - 20 %

>20%

Map reproduced from GBPro 200 GB (2015 edition). MapData © Collins Bartholomew Ltd (2015). Postcode Boundary Data © Post Office Ltd 2015

Tesco, Broadbridge Heath convenience goods market share

08449 02 03 04
gva.co.uk