

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end		
Q01 Are you a resident of Gosport Borough?																						
Yes	85.7%	54	89.7%	26	82.4%	28	94.7%	18	94.1%	16	74.1%	20	84.4%	27	87.1%	27	91.3%	21	77.4%	24	100.0%	9
No	14.3%	9	10.3%	3	17.6%	6	5.3%	1	5.9%	1	25.9%	7	15.6%	5	12.9%	4	8.7%	2	22.6%	7	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9
Q02 Where do you reside?																						
<i>Those who said no at Q01</i>																						
Fareham	33.3%	3	33.3%	1	33.3%	2	0.0%	0	100.0%	1	28.6%	2	20.0%	1	50.0%	2	50.0%	1	28.6%	2	0.0%	0
Hill Head	11.1%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Lee on Solent	11.1%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	14.3%	1	0.0%	0
Portsmouth	11.1%	1	0.0%	0	16.7%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	14.3%	1	0.0%	0
Ryde, Isle of Wight	11.1%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Stubbington	11.1%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Waterlooville	11.1%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1	20.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
Base:		9		3		6		1		1		7		5		4		2		7		0

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Q03 What is the main purpose of your visit to Gosport Town Centre today?																						
For food shopping (not take-away, café, restaurant)	7.9%	5	10.3%	3	5.9%	2	10.5%	2	17.6%	3	0.0%	0	6.3%	2	9.7%	3	17.4%	4	3.2%	1	0.0%	0
For non-food shopping (e.g. electrical, household goods, clothes & shoes)	11.1%	7	10.3%	3	11.8%	4	21.1%	4	5.9%	1	7.4%	2	9.4%	3	12.9%	4	8.7%	2	6.5%	2	33.3%	3
For shopping in general	19.0%	12	17.2%	5	20.6%	7	10.5%	2	17.6%	3	25.9%	7	25.0%	8	12.9%	4	17.4%	4	22.6%	7	11.1%	1
For window shopping/ browsing	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	4.3%	1	0.0%	0	11.1%	1
To visit cafes/ restaurants/ takeaways	4.8%	3	6.9%	2	2.9%	1	5.3%	1	0.0%	0	7.4%	2	6.3%	2	3.2%	1	0.0%	0	3.2%	1	22.2%	2
To visit the street market	6.3%	4	3.4%	1	8.8%	3	0.0%	0	5.9%	1	11.1%	3	0.0%	0	12.9%	4	4.3%	1	9.7%	3	0.0%	0
To visit the bank and other financial services	11.1%	7	10.3%	3	11.8%	4	15.8%	3	11.8%	2	7.4%	2	6.3%	2	16.1%	5	13.0%	3	12.9%	4	0.0%	0
To visit health facilities (e.g. GP, dentist, etc)	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	3.1%	1	3.2%	1	4.3%	1	0.0%	0	11.1%	1
To visit visitor/tourist attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other services (e.g. travel agent, estate agent etc.)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
To visit personal services (e.g. hair salon, beauty salon, barber, etc)	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
For business purposes	3.2%	2	6.9%	2	0.0%	0	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	0.0%	0	3.2%	1	11.1%	1
Employment	3.2%	2	3.4%	1	2.9%	1	10.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop/ amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	4.8%	3	0.0%	0	8.8%	3	5.3%	1	5.9%	1	3.7%	1	3.1%	1	6.5%	2	4.3%	1	6.5%	2	0.0%	0
To meet friends	6.3%	4	6.9%	2	5.9%	2	10.5%	2	0.0%	0	7.4%	2	6.3%	2	6.5%	2	13.0%	3	3.2%	1	0.0%	0
To get ferry to Portsmouth	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Window shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit the market	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch the Forces parade	9.5%	6	10.3%	3	8.8%	3	0.0%	0	5.9%	1	18.5%	5	12.5%	4	6.5%	2	4.3%	1	16.1%	5	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9

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	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end	
Q04 What else if anything will you be doing here today?												
For food shopping (not take-away, café, restaurant)	9.5%	6 3.4%	1 14.7%	5 5.3%	1 11.8%	2 11.1%	3 6.3%	2 12.9%	4 4.3%	1 16.1%	5 0.0%	0
For non-food shopping (e.g. electrical, household goods, clothes & shoes)	1.6%	1 0.0%	0 2.9%	1 0.0%	0 5.9%	1 0.0%	0 0.0%	0 3.2%	1 4.3%	1 0.0%	0 0.0%	0
For shopping in general	19.0%	12 20.7%	6 17.6%	6 15.8%	3 17.6%	3 22.2%	6 15.6%	5 22.6%	7 26.1%	6 19.4%	6 0.0%	0
For window shopping/ browsing	3.2%	2 0.0%	0 5.9%	2 5.3%	1 0.0%	0 3.7%	1 3.1%	1 3.2%	1 4.3%	1 3.2%	1 0.0%	0
To visit cafes/ restaurants/ takeaways	22.2%	14 24.1%	7 20.6%	7 26.3%	5 17.6%	3 22.2%	6 31.3%	10 12.9%	4 17.4%	4 25.8%	8 22.2%	2
To visit the street market	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
To visit the bank and other financial services	6.3%	4 13.8%	4 0.0%	0 10.5%	2 5.9%	1 3.7%	1 3.1%	1 9.7%	3 4.3%	1 3.2%	1 22.2%	2
To visit health facilities (e.g. GP, dentist, etc)	3.2%	2 0.0%	0 5.9%	2 5.3%	1 0.0%	0 3.7%	1 3.1%	1 3.2%	1 0.0%	0 6.5%	2 0.0%	0
To visit visitor/tourist attractions	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
To visit other services (e.g. travel agent, estate agent etc.)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
To visit personal services (e.g. hair salon, beauty salon, barber, etc)	4.8%	3 3.4%	1 5.9%	2 5.3%	1 11.8%	2 0.0%	0 6.3%	2 3.2%	1 8.7%	2 0.0%	0 11.1%	1
For business purposes	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Employment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Education	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Betting shop/ amusements	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
To visit museums / art gallery	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
To meet family	4.8%	3 6.9%	2 2.9%	1 5.3%	1 5.9%	1 3.7%	1 3.1%	1 6.5%	2 0.0%	0 6.5%	2 11.1%	1
To meet friends	4.8%	3 3.4%	1 5.9%	2 0.0%	0 5.9%	1 7.4%	2 3.1%	1 6.5%	2 13.0%	3 0.0%	0 0.0%	0
To get ferry to Portsmouth	4.8%	3 3.4%	1 5.9%	2 5.3%	1 5.9%	1 3.7%	1 0.0%	0 9.7%	3 4.3%	1 6.5%	2 0.0%	0
Window shopping	1.6%	1 3.4%	1 0.0%	0 5.3%	1 0.0%	0 0.0%	0 3.1%	1 0.0%	0 0.0%	0 0.0%	0 11.1%	1
To visit the market	1.6%	1 0.0%	0 2.9%	1 0.0%	0 0.0%	0 3.7%	1 0.0%	0 3.2%	1 0.0%	0 3.2%	1 0.0%	0
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 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 / unsure)	11.1%	7 17.2%	5 5.9%	2 10.5%	2 5.9%	1 14.8%	4 18.8%	6 3.2%	1 13.0%	3 9.7%	3 11.1%	1
(Nothing else)	1.6%	1 0.0%	0 2.9%	1 0.0%	0 5.9%	1 0.0%	0 3.1%	1 0.0%	0 0.0%	0 0.0%	0 11.1%	1
Base:		63	29	34	19	17	27	32	31	23	31	9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Q04X Any mention at Q03 & Q04 [MR]																						
For food shopping (not take-away, café, restaurant)	17.5%	11	13.8%	4	20.6%	7	15.8%	3	29.4%	5	11.1%	3	12.5%	4	22.6%	7	21.7%	5	19.4%	6	0.0%	0
For non-food shopping (e.g. electrical, household goods, clothes & shoes)	12.7%	8	10.3%	3	14.7%	5	21.1%	4	11.8%	2	7.4%	2	9.4%	3	16.1%	5	13.0%	3	6.5%	2	33.3%	3
For shopping in general	38.1%	24	37.9%	11	38.2%	13	26.3%	5	35.3%	6	48.1%	13	40.6%	13	35.5%	11	43.5%	10	41.9%	13	11.1%	1
For window shopping/ browsing	6.3%	4	3.4%	1	8.8%	3	5.3%	1	5.9%	1	7.4%	2	6.3%	2	6.5%	2	8.7%	2	3.2%	1	11.1%	1
To visit cafes/ restaurants/ takeaways	27.0%	17	31.0%	9	23.5%	8	31.6%	6	17.6%	3	29.6%	8	37.5%	12	16.1%	5	17.4%	4	29.0%	9	44.4%	4
To visit the street market	6.3%	4	3.4%	1	8.8%	3	0.0%	0	5.9%	1	11.1%	3	0.0%	0	12.9%	4	4.3%	1	9.7%	3	0.0%	0
To visit the bank and other financial services	17.5%	11	24.1%	7	11.8%	4	26.3%	5	17.6%	3	11.1%	3	9.4%	3	25.8%	8	17.4%	4	16.1%	5	22.2%	2
To visit health facilities (e.g. GP, dentist, etc)	6.3%	4	3.4%	1	8.8%	3	5.3%	1	11.8%	2	3.7%	1	6.3%	2	6.5%	2	4.3%	1	6.5%	2	11.1%	1
To visit visitor/tourist attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit other services (e.g. travel agent, estate agent etc.)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
To visit personal services (e.g. hair salon, beauty salon, barber, etc)	6.3%	4	6.9%	2	5.9%	2	10.5%	2	11.8%	2	0.0%	0	6.3%	2	6.5%	2	8.7%	2	3.2%	1	11.1%	1
For business purposes	3.2%	2	6.9%	2	0.0%	0	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	0.0%	0	3.2%	1	11.1%	1
Employment	3.2%	2	3.4%	1	2.9%	1	10.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Betting shop/ amusements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit museums / art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To meet family	9.5%	6	6.9%	2	11.8%	4	10.5%	2	11.8%	2	7.4%	2	6.3%	2	12.9%	4	4.3%	1	12.9%	4	11.1%	1
To meet friends	11.1%	7	10.3%	3	11.8%	4	10.5%	2	5.9%	1	14.8%	4	9.4%	3	12.9%	4	26.1%	6	3.2%	1	0.0%	0
To get ferry to Portsmouth	6.3%	4	6.9%	2	5.9%	2	5.3%	1	11.8%	2	3.7%	1	3.1%	1	9.7%	3	4.3%	1	9.7%	3	0.0%	0
Window shopping	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
To visit the market	3.2%	2	0.0%	0	5.9%	2	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	4.3%	1	3.2%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To watch the Forces parade	9.5%	6	10.3%	3	8.8%	3	0.0%	0	5.9%	1	18.5%	5	12.5%	4	6.5%	2	4.3%	1	16.1%	5	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Mean score [times per year, those who do visit]																						
Q05 How often do you visit Gosport Town Centre?																						
Daily	19.0%	12	20.7%	6	17.6%	6	21.1%	4	11.8%	2	22.2%	6	28.1%	9	9.7%	3	17.4%	4	22.6%	7	11.1%	1
Two to three times a week	28.6%	18	31.0%	9	26.5%	9	26.3%	5	29.4%	5	29.6%	8	21.9%	7	35.5%	11	34.8%	8	25.8%	8	22.2%	2
Weekly	31.7%	20	34.5%	10	29.4%	10	36.8%	7	41.2%	7	22.2%	6	28.1%	9	35.5%	11	34.8%	8	25.8%	8	44.4%	4
Every two weeks	4.8%	3	3.4%	1	5.9%	2	10.5%	2	0.0%	0	3.7%	1	6.3%	2	3.2%	1	4.3%	1	3.2%	1	11.1%	1
Once a month	9.5%	6	6.9%	2	11.8%	4	5.3%	1	17.6%	3	7.4%	2	6.3%	2	12.9%	4	4.3%	1	12.9%	4	11.1%	1
Once every 3-6 months	3.2%	2	0.0%	0	5.9%	2	0.0%	0	0.0%	0	7.4%	2	3.1%	1	3.2%	1	4.3%	1	3.2%	1	0.0%	0
Once a year	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Rarely	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
<i>Mean:</i>	<i>147.96</i>		<i>159.76</i>		<i>137.90</i>		<i>154.11</i>		<i>127.65</i>		<i>156.43</i>		<i>165.30</i>		<i>130.06</i>		<i>155.70</i>		<i>152.05</i>		<i>114.11</i>	
Base:		63		29		34		19		17		27		32		31		23		31		9

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Mean score [minutes]																						
Q06 How long do you intend to stay in Gosport Town Centre today?																						
10 - 20 mins	6.3%	4	10.3%	3	2.9%	1	5.3%	1	5.9%	1	7.4%	2	0.0%	0	12.9%	4	17.4%	4	0.0%	0	0.0%	0
21 - 40 mins	6.3%	4	0.0%	0	11.8%	4	10.5%	2	11.8%	2	0.0%	0	9.4%	3	3.2%	1	8.7%	2	0.0%	0	22.2%	2
41 - 60 mins	19.0%	12	24.1%	7	14.7%	5	26.3%	5	17.6%	3	14.8%	4	25.0%	8	12.9%	4	21.7%	5	16.1%	5	22.2%	2
Over 1 - 2 hours	30.2%	19	34.5%	10	26.5%	9	26.3%	5	29.4%	5	33.3%	9	25.0%	8	35.5%	11	13.0%	3	41.9%	13	33.3%	3
Over 2 - 3 hours	27.0%	17	27.6%	8	26.5%	9	21.1%	4	23.5%	4	33.3%	9	25.0%	8	29.0%	9	26.1%	6	29.0%	9	22.2%	2
Over 3 hours	11.1%	7	3.4%	1	17.6%	6	10.5%	2	11.8%	2	11.1%	3	15.6%	5	6.5%	2	13.0%	3	12.9%	4	0.0%	0
<i>Mean:</i>	<i>103.33</i>		<i>93.28</i>		<i>111.91</i>		<i>94.47</i>		<i>99.71</i>		<i>111.85</i>		<i>108.13</i>		<i>98.39</i>		<i>94.35</i>		<i>116.45</i>		<i>81.11</i>	
Base:		63		29		34		19		17		27		32		31		23		31		9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end
Q07 Apart from Gosport, what OTHER main centre / retail park or shopping centre do you use MOST OFTEN for shopping?											
Alverstoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Axminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgemary	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chichester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Elson	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fareham	38.1%	24	37.9%	11	38.2%	13	26.3%	5	29.4%	5	51.9%
Forton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lee-on-the-Solent	1.6%	1	3.4%	1	0.0%	0	0.0%	0	3.7%	1	3.1%
Lincoln	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Locks Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Porchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre	22.2%	14	20.7%	6	23.5%	8	42.1%	8	29.4%	5	3.7%
Rowner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Segensworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Southampton	1.6%	1	0.0%	0	2.9%	1	0.0%	0	3.7%	1	0.0%
Southsea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stoke Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waterlooville	1.6%	1	3.4%	1	0.0%	0	0.0%	0	3.7%	1	3.1%
Brockhurst Gate Retail Park, Gosport	7.9%	5	10.3%	3	5.9%	2	10.5%	2	5.9%	1	7.4%
Fareham Shopping Centre, Thackery Mall, Fareham	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%
Collingwood Retail Park, Newgate Lane, Fareham	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	3.1%
Gunwharf Quays, Portsmouth	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%
Hedge End Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Speedfields Retail Park, Newgate Lane, Fareham	1.6%	1	3.4%	1	0.0%	0	0.0%	0	3.7%	1	3.1%
Victory Retail Park, Flathouse Rd, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whiteley Shopping Centre, Whiteley, Fareham	7.9%	5	3.4%	1	11.8%	4	5.3%	1	17.6%	3	3.7%
Park Gate, Southampton Rd, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Quay Retail Park, Pirelli Street, Southampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Broadcut Retail Park, Broadcut, Fareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central Park, Park Way, Havant	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Junction/ Ocean Retail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end
Park, Burrfields Rd, Portsmouth											
Titchfield Retail Park, Southampton Road, Titchfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cascades Shopping Centre, Portsmouth	4.8%	3	6.9%	2	2.9%	1	5.3%	1	11.8%	2	0.0%
Pompey Centre, Fratton Way, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burrfields Retail Park, Burrfields Road, Portsmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nowhere else)	4.8%	3	3.4%	1	5.9%	2	0.0%	0	0.0%	0	11.1%
Ryde, Isle of Wight	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%
Base:	63	29	34	19	17	27	32	31	23	31	9

Mean score [times per year, those who do visit]

Q08 How often do you visit Gosport Town Centre for DAY TIME eating / drinking ?

Everyday/ most days	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
2-3 times a week	14.3%	9	17.2%	5	11.8%	4	10.5%	2	11.8%	2	18.5%	5	6.3%	2	22.6%	7	21.7%	5	12.9%	4	0.0%	0
Once a week	25.4%	16	24.1%	7	26.5%	9	26.3%	5	35.3%	6	18.5%	5	25.0%	8	25.8%	8	26.1%	6	16.1%	5	55.6%	5
Once a fortnight	4.8%	3	6.9%	2	2.9%	1	10.5%	2	5.9%	1	0.0%	0	6.3%	2	3.2%	1	8.7%	2	0.0%	0	11.1%	1
Once a month	15.9%	10	13.8%	4	17.6%	6	15.8%	3	23.5%	4	11.1%	3	9.4%	3	22.6%	7	8.7%	2	25.8%	8	0.0%	0
Once every 3 months	6.3%	4	6.9%	2	5.9%	2	10.5%	2	0.0%	0	7.4%	2	3.1%	1	9.7%	3	8.7%	2	6.5%	2	0.0%	0
Once every 6 months	3.2%	2	3.4%	1	2.9%	1	5.3%	1	0.0%	0	3.7%	1	3.1%	1	3.2%	1	4.3%	1	3.2%	1	0.0%	0
Once a year	0.0%	0	0.0%	0	0.0%	0	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	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Never	27.0%	17	24.1%	7	29.4%	10	21.1%	4	17.6%	3	37.0%	10	40.6%	13	12.9%	4	17.4%	4	32.3%	10	33.3%	3
Tourist / visitor (not applicable)	0.0%	0	0.0%	0	0.0%	0	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:	71.47	85.41	58.69	51.60	57.32	100.65	67.97	73.93	75.71	74.43	47.67											
Base:	63	29	34	19	17	27	32	31	23	31	9											

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Mean score [times per year, those who do visit]																						
Q09 How often do you visit Gosport Town Centre for EVENING TIME eating / drinking ?																						
Everyday/ most days	0.0%	0	0.0%	0	0.0%	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	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Once a week	9.5%	6	6.9%	2	11.8%	4	5.3%	1	29.4%	5	0.0%	0	9.4%	3	9.7%	3	17.4%	4	0.0%	0	22.2%	2
Once a fortnight	6.3%	4	6.9%	2	5.9%	2	5.3%	1	11.8%	2	3.7%	1	6.3%	2	6.5%	2	13.0%	3	0.0%	0	11.1%	1
Once a month	3.2%	2	6.9%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0	4.3%	1	3.2%	1	0.0%	0
Once every 3 months	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Once every 6 months	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	11.1%	1
Once a year	0.0%	0	0.0%	0	0.0%	0	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	3.2%	2	0.0%	0	5.9%	2	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Never	71.4%	45	65.5%	19	76.5%	26	63.2%	12	58.8%	10	85.2%	23	68.8%	22	74.2%	23	60.9%	14	87.1%	27	44.4%	4
Tourist / visitor (not applicable)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
<i>Mean:</i>	<i>38.53</i>		<i>43.78</i>		<i>32.63</i>		<i>44.93</i>		<i>44.57</i>		<i>9.50</i>		<i>44.10</i>		<i>30.57</i>		<i>33.56</i>		<i>4.33</i>		<i>68.00</i>	
<i>Base:</i>	<i>63</i>		<i>29</i>		<i>34</i>		<i>19</i>		<i>17</i>		<i>27</i>		<i>32</i>		<i>31</i>		<i>23</i>		<i>31</i>		<i>9</i>	

Mean score [Nothing=0,£5 or Less=2.5,£5.01 To £15=10,£15.01 To £30=22.5,£30.01 To £50=40,£50.01 Plus=60,(Don't know)^-99]

Q10 How much do you expect to spend during a visit to Gosport Town Centre today on the following? [MR]

Convenience, food and drink purchases e.g. from supermarket, newsagent, bakery, butcher, etc

Nothing	39.7%	25	37.9%	11	41.2%	14	42.1%	8	47.1%	8	33.3%	9	50.0%	16	29.0%	9	43.5%	10	38.7%	12	33.3%	3
£5 or Less	19.0%	12	17.2%	5	20.6%	7	10.5%	2	17.6%	3	25.9%	7	25.0%	8	12.9%	4	17.4%	4	22.6%	7	11.1%	1
£5.01 To £15	25.4%	16	24.1%	7	26.5%	9	26.3%	5	23.5%	4	25.9%	7	6.3%	2	45.2%	14	21.7%	5	22.6%	7	44.4%	4
£15.01 To £30	7.9%	5	10.3%	3	5.9%	2	15.8%	3	0.0%	0	7.4%	2	12.5%	4	3.2%	1	8.7%	2	6.5%	2	11.1%	1
£30.01 To £50	4.8%	3	6.9%	2	2.9%	1	0.0%	0	11.8%	2	3.7%	1	0.0%	0	9.7%	3	4.3%	1	6.5%	2	0.0%	0
£50.01 Plus	3.2%	2	3.4%	1	2.9%	1	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	4.3%	1	3.2%	1	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>	<i>8.61</i>		<i>10.00</i>		<i>7.43</i>		<i>9.61</i>		<i>7.50</i>		<i>8.61</i>		<i>7.81</i>		<i>9.44</i>		<i>8.91</i>		<i>8.79</i>		<i>7.22</i>	
<i>Base:</i>	<i>63</i>		<i>29</i>		<i>34</i>		<i>19</i>		<i>17</i>		<i>27</i>		<i>32</i>		<i>31</i>		<i>23</i>		<i>31</i>		<i>9</i>	

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end		
Non-food purchases e.g. clothing, footwear, gifts, souvenirs, medicines, personal goods, etc																						
Nothing	38.1%	24	34.5%	10	41.2%	14	36.8%	7	23.5%	4	48.1%	13	46.9%	15	29.0%	9	13.0%	3	58.1%	18	33.3%	3
£5 or Less	17.5%	11	13.8%	4	20.6%	7	10.5%	2	29.4%	5	14.8%	4	15.6%	5	19.4%	6	39.1%	9	6.5%	2	0.0%	0
£5.01 To £15	15.9%	10	20.7%	6	11.8%	4	10.5%	2	23.5%	4	14.8%	4	15.6%	5	16.1%	5	4.3%	1	16.1%	5	44.4%	4
£15.01 To £30	17.5%	11	13.8%	4	20.6%	7	21.1%	4	17.6%	3	14.8%	4	15.6%	5	19.4%	6	21.7%	5	12.9%	4	22.2%	2
£30.01 To £50	9.5%	6	17.2%	5	2.9%	1	21.1%	4	5.9%	1	3.7%	1	6.3%	2	12.9%	4	21.7%	5	3.2%	1	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Mean:		9.92		12.41		7.73		14.47		9.41		6.92		7.97		12.00		15.00		6.17		9.44
Base:		63		29		34		19		17		27		32		31		23		31		9
Dining and drinking out e.g. cafes, restaurants, bars																						
Nothing	41.3%	26	41.4%	12	41.2%	14	36.8%	7	47.1%	8	40.7%	11	43.8%	14	38.7%	12	43.5%	10	38.7%	12	44.4%	4
£5 or Less	20.6%	13	20.7%	6	20.6%	7	10.5%	2	17.6%	3	29.6%	8	18.8%	6	22.6%	7	17.4%	4	25.8%	8	11.1%	1
£5.01 To £15	28.6%	18	20.7%	6	35.3%	12	42.1%	8	23.5%	4	22.2%	6	34.4%	11	22.6%	7	34.8%	8	22.6%	7	33.3%	3
£15.01 To £30	7.9%	5	13.8%	4	2.9%	1	10.5%	2	5.9%	1	7.4%	2	3.1%	1	12.9%	4	4.3%	1	9.7%	3	11.1%	1
£30.01 To £50	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	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)	0.0%	0	0.0%	0	0.0%	0	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:		5.79		7.07		4.71		6.84		6.47		4.63		4.61		7.02		4.89		6.37		6.11
Base:		63		29		34		19		17		27		32		31		23		31		9
Leisure and tourist attractions																						
Nothing	98.4%	62	96.6%	28	100.0%	34	100.0%	19	100.0%	17	96.3%	26	96.9%	31	100.0%	31	95.7%	22	100.0%	31	100.0%	9
£5 or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£5.01 To £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£15.01 To £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	0.0%	0	0.0%	0
£30.01 To £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	0.0%	0	0.0%	0
£50.01 Plus	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Mean:		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Base:		63		29		34		19		17		27		32		31		23		31		9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end			
Other services e.g. hair / beauty salon, barber, dry cleaning																							
Nothing	85.7%	54	75.9%	22	94.1%	32	73.7%	14	82.4%	14	96.3%	26	84.4%	27	87.1%	27	78.3%	18	93.5%	29	77.8%	7	
£5 or Less	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
£5.01 To £15	7.9%	5	17.2%	5	0.0%	0	15.8%	3	5.9%	1	3.7%	1	6.3%	2	9.7%	3	13.0%	3	3.2%	1	11.1%	1	
£15.01 To £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	0.0%	0	0.0%	0	
£30.01 To £50	4.8%	3	3.4%	1	5.9%	2	5.3%	1	11.8%	2	0.0%	0	9.4%	3	0.0%	0	8.7%	2	0.0%	0	11.1%	1	
£50.01 Plus	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0	
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
<i>Mean:</i>		3.65		5.17		2.35		6.84		5.29		0.37		4.38		2.90		4.78		2.26		5.56	
<i>Base:</i>		63		29		34		19		17		27		32		31		23		31		9	

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Q11 What do you like about Gosport Town Centre ? [MR]																						
Close to the marina/mooring	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Close to Portsmouth	17.5%	11	20.7%	6	14.7%	5	21.1%	4	29.4%	5	7.4%	2	9.4%	3	25.8%	8	21.7%	5	9.7%	3	33.3%	3
Attractive environment / nice place	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	11.1%	1
Close to friends or relatives	6.3%	4	10.3%	3	2.9%	1	0.0%	0	0.0%	0	14.8%	4	3.1%	1	9.7%	3	8.7%	2	6.5%	2	0.0%	0
Close to home	28.6%	18	27.6%	8	29.4%	10	26.3%	5	35.3%	6	25.9%	7	37.5%	12	19.4%	6	30.4%	7	22.6%	7	44.4%	4
Compact	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	3.1%	1	3.2%	1	8.7%	2	0.0%	0	0.0%	0
Easy to get to by bike	4.8%	3	10.3%	3	0.0%	0	5.3%	1	5.9%	1	3.7%	1	6.3%	2	3.2%	1	8.7%	2	3.2%	1	0.0%	0
Easy to get to by bus	9.5%	6	6.9%	2	11.8%	4	5.3%	1	17.6%	3	7.4%	2	3.1%	1	16.1%	5	4.3%	1	12.9%	4	11.1%	1
Easy to get to by car	11.1%	7	10.3%	3	11.8%	4	5.3%	1	17.6%	3	11.1%	3	9.4%	3	12.9%	4	17.4%	4	6.5%	2	11.1%	1
Easy to get to by ferry	11.1%	7	6.9%	2	14.7%	5	21.1%	4	11.8%	2	3.7%	1	18.8%	6	3.2%	1	8.7%	2	9.7%	3	22.2%	2
Easy to park	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Good facilities in general	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Good food stores	4.8%	3	3.4%	1	5.9%	2	15.8%	3	0.0%	0	0.0%	0	6.3%	2	3.2%	1	13.0%	3	0.0%	0	0.0%	0
Good pubs, cafés or restaurants	4.8%	3	10.3%	3	0.0%	0	10.5%	2	0.0%	0	3.7%	1	3.1%	1	6.5%	2	0.0%	0	6.5%	2	11.1%	1
Good range of non-food shops	6.3%	4	6.9%	2	5.9%	2	15.8%	3	0.0%	0	3.7%	1	3.1%	1	9.7%	3	8.7%	2	3.2%	1	11.1%	1
Good range of independent shops	12.7%	8	6.9%	2	17.6%	6	10.5%	2	29.4%	5	3.7%	1	15.6%	5	9.7%	3	17.4%	4	6.5%	2	22.2%	2
Good range of 'high street' retailers/ multiples	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Good range of leisure and visitor attractions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Affordable shops	6.3%	4	3.4%	1	8.8%	3	15.8%	3	5.9%	1	0.0%	0	3.1%	1	9.7%	3	13.0%	3	0.0%	0	11.1%	1
High 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	0.0%	0	0.0%	0
The street market	17.5%	11	17.2%	5	17.6%	6	5.3%	1	11.8%	2	29.6%	8	15.6%	5	19.4%	6	17.4%	4	22.6%	7	0.0%	0
Makes a change from other places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quiet	0.0%	0	0.0%	0	0.0%	0	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 and secure	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traditional	3.2%	2	3.4%	1	2.9%	1	0.0%	0	0.0%	0	7.4%	2	0.0%	0	6.5%	2	0.0%	0	6.5%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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)	6.3%	4	6.9%	2	5.9%	2	10.5%	2	0.0%	0	7.4%	2	9.4%	3	3.2%	1	4.3%	1	9.7%	3	0.0%	0
(Nothing / very little)	7.9%	5	6.9%	2	8.8%	3	5.3%	1	5.9%	1	11.1%	3	6.3%	2	9.7%	3	4.3%	1	9.7%	3	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Q12 What improvements could be made to Gosport Town Centre that would encourage you to visit the centre more frequently? [MR]																						
Better access by road	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Better public transport	4.8%	3	3.4%	1	5.9%	2	0.0%	0	0.0%	0	11.1%	3	3.1%	1	6.5%	2	8.7%	2	3.2%	1	0.0%	0
Improved ferry service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Facilities which would assist you if shopping with children	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Free car parking	23.8%	15	24.1%	7	23.5%	8	21.1%	4	29.4%	5	22.2%	6	25.0%	8	22.6%	7	30.4%	7	22.6%	7	11.1%	1
More / better town centre events	7.9%	5	3.4%	1	11.8%	4	5.3%	1	11.8%	2	7.4%	2	3.1%	1	12.9%	4	4.3%	1	6.5%	2	22.2%	2
More / better comparison retailers (i.e. non-food shops)	6.3%	4	3.4%	1	8.8%	3	5.3%	1	5.9%	1	7.4%	2	6.3%	2	6.5%	2	13.0%	3	3.2%	1	0.0%	0
More / better specialist shops and services for boat users	0.0%	0	0.0%	0	0.0%	0	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 / better value or affordable shops	11.1%	7	6.9%	2	14.7%	5	5.3%	1	29.4%	5	3.7%	1	12.5%	4	9.7%	3	13.0%	3	6.5%	2	22.2%	2
More / better entertainment	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
More / better places for eating out (e.g. cafes and restaurants)	15.9%	10	31.0%	9	2.9%	1	21.1%	4	17.6%	3	11.1%	3	18.8%	6	12.9%	4	17.4%	4	16.1%	5	11.1%	1
More / better food shops	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
More / better parking	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
More / better pedestrianised 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	0.0%	0	0.0%	0
More / better public conveniences	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
More / better seats / flower displays	0.0%	0	0.0%	0	0.0%	0	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 / better services	0.0%	0	0.0%	0	0.0%	0	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 advertising	0.0%	0	0.0%	0	0.0%	0	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 national multiple shops / High Street shops	23.8%	15	17.2%	5	29.4%	10	21.1%	4	29.4%	5	22.2%	6	18.8%	6	29.0%	9	26.1%	6	29.0%	9	0.0%	0
More independent shops	33.3%	21	44.8%	13	23.5%	8	31.6%	6	35.3%	6	33.3%	9	34.4%	11	32.3%	10	26.1%	6	38.7%	12	33.3%	3
Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street markets - physical improvements	4.8%	3	3.4%	1	5.9%	2	5.3%	1	0.0%	0	7.4%	2	3.1%	1	6.5%	2	0.0%	0	9.7%	3	0.0%	0
Street markets - better range and quality of offer	15.9%	10	10.3%	3	20.6%	7	21.1%	4	0.0%	0	22.2%	6	12.5%	4	19.4%	6	8.7%	2	19.4%	6	22.2%	2
More / better visitor attractions	6.3%	4	6.9%	2	5.9%	2	5.3%	1	11.8%	2	3.7%	1	9.4%	3	3.2%	1	4.3%	1	9.7%	3	0.0%	0
More / better visitor accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Protection from the weather	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	3.1%	1	3.2%	1	0.0%	0	3.2%	1	11.1%	1

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end		
(e.g. covered shopping mall)																						
Shops / services open on Sundays	4.8%	3	3.4%	1	5.9%	2	10.5%	2	0.0%	0	3.7%	1	3.1%	1	6.5%	2	4.3%	1	6.5%	2	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fill the empty shops	6.3%	4	0.0%	0	11.8%	4	5.3%	1	0.0%	0	11.1%	3	9.4%	3	3.2%	1	0.0%	0	9.7%	3	11.1%	1
Undesireable clientele (Don't know)	4.8%	3	6.9%	2	2.9%	1	0.0%	0	5.9%	1	7.4%	2	3.1%	1	6.5%	2	4.3%	1	6.5%	2	0.0%	0
	7.9%	5	6.9%	2	8.8%	3	10.5%	2	5.9%	1	7.4%	2	9.4%	3	6.5%	2	4.3%	1	6.5%	2	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9

Q13 What improvements could be made that would encourage you to visit the town centre more often during the evening time? [MR]

No improvements need	17.5%	11	10.3%	3	23.5%	8	10.5%	2	11.8%	2	25.9%	7	15.6%	5	19.4%	6	4.3%	1	29.0%	9	11.1%	1
More/ better shops	7.9%	5	10.3%	3	5.9%	2	15.8%	3	5.9%	1	3.7%	1	6.3%	2	9.7%	3	13.0%	3	3.2%	1	11.1%	1
More/ better cafes/ restaurants/ bars	20.6%	13	31.0%	9	11.8%	4	31.6%	6	23.5%	4	11.1%	3	25.0%	8	16.1%	5	17.4%	4	19.4%	6	33.3%	3
More/ better communal facilities (e.g. toilets)	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
More/ better moorings	0.0%	0	0.0%	0	0.0%	0	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/ better car parking	3.2%	2	3.4%	1	2.9%	1	5.3%	1	0.0%	0	3.7%	1	6.3%	2	0.0%	0	4.3%	1	3.2%	1	0.0%	0
Late opening shops	25.4%	16	24.1%	7	26.5%	9	36.8%	7	41.2%	7	7.4%	2	28.1%	9	22.6%	7	43.5%	10	9.7%	3	33.3%	3
Late opening services	3.2%	2	3.4%	1	2.9%	1	5.3%	1	5.9%	1	0.0%	0	3.1%	1	3.2%	1	0.0%	0	3.2%	1	11.1%	1
Evening time market	9.5%	6	6.9%	2	11.8%	4	15.8%	3	17.6%	3	0.0%	0	6.3%	2	12.9%	4	17.4%	4	6.5%	2	0.0%	0
Free or cheaper car parking	22.2%	14	13.8%	4	29.4%	10	36.8%	7	23.5%	4	11.1%	3	28.1%	9	16.1%	5	26.1%	6	12.9%	4	44.4%	4
Improved access by car to Gosport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved safety measures/ more police presence	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
Later running public transport	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
More frequent ferry service	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 / unsure)	30.2%	19	27.6%	8	32.4%	11	5.3%	1	29.4%	5	48.1%	13	31.3%	10	29.0%	9	30.4%	7	35.5%	11	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end		
Q14 What improvements could be made to Gosport's leisure and visitor attractions? [MR]																						
A casino	3.2%	2	3.4%	1	2.9%	1	10.5%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	4.3%	1	3.2%	1	0.0%	0
A swimming pool	6.3%	4	3.4%	1	8.8%	3	5.3%	1	17.6%	3	0.0%	0	9.4%	3	3.2%	1	13.0%	3	0.0%	0	11.1%	1
A theatre	9.5%	6	6.9%	2	11.8%	4	0.0%	0	17.6%	3	11.1%	3	12.5%	4	6.5%	2	13.0%	3	6.5%	2	11.1%	1
A multi-screen cinema	42.9%	27	55.2%	16	32.4%	11	68.4%	13	47.1%	8	22.2%	6	40.6%	13	45.2%	14	47.8%	11	32.3%	10	66.7%	6
A boutique cinema	4.8%	3	3.4%	1	5.9%	2	0.0%	0	17.6%	3	0.0%	0	6.3%	2	3.2%	1	8.7%	2	3.2%	1	0.0%	0
An art house cinema	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Bingo	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Cheaper prices	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Improved access by foot and cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Improved security / CCTV	3.2%	2	6.9%	2	0.0%	0	5.3%	1	5.9%	1	0.0%	0	0.0%	0	6.5%	2	8.7%	2	0.0%	0	0.0%	0
Improved street furniture	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improvements in the built environment	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
More / better car parking	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
More / better 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	0.0%	0	0.0%	0
More / better disabled access	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
More / better health clubs / gyms	0.0%	0	0.0%	0	0.0%	0	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/ better family activities	7.9%	5	3.4%	1	11.8%	4	5.3%	1	5.9%	1	11.1%	3	12.5%	4	3.2%	1	4.3%	1	6.5%	2	22.2%	2
More/ better range of water based activities (PROVIDE ONE EXAMPLE)	0.0%	0	0.0%	0	0.0%	0	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 / better policing	4.8%	3	6.9%	2	2.9%	1	5.3%	1	5.9%	1	3.7%	1	6.3%	2	3.2%	1	4.3%	1	3.2%	1	11.1%	1
More / better public houses	0.0%	0	0.0%	0	0.0%	0	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 / better seats	0.0%	0	0.0%	0	0.0%	0	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 / better signposting and information	0.0%	0	0.0%	0	0.0%	0	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 better parks / green spaces	3.2%	2	0.0%	0	5.9%	2	0.0%	0	5.9%	1	3.7%	1	0.0%	0	6.5%	2	4.3%	1	3.2%	1	0.0%	0
More for young children e.g 0 to 11 years	9.5%	6	3.4%	1	14.7%	5	15.8%	3	17.6%	3	0.0%	0	9.4%	3	9.7%	3	13.0%	3	6.5%	2	11.1%	1
More for older children e.g. 12 to 15 years	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
More for teenagers	0.0%	0	0.0%	0	0.0%	0	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 local sports & recreation facilities	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
More nightclubs	0.0%	0	0.0%	0	0.0%	0	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 pavement cafes	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
More quality restaurants	6.3%	4	3.4%	1	8.8%	3	15.8%	3	0.0%	0	3.7%	1	6.3%	2	6.5%	2	0.0%	0	6.5%	2	22.2%	2
More street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of public toilets	4.8%	3	6.9%	2	2.9%	1	0.0%	0	5.9%	1	7.4%	2	6.3%	2	3.2%	1	8.7%	2	0.0%	0	11.1%	1

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end		
Ten-pin bowling	6.3%	4	6.9%	2	5.9%	2	15.8%	3	5.9%	1	0.0%	0	6.3%	2	6.5%	2	13.0%	3	0.0%	0	11.1%	1
More/ better quality visitor accommodation e.g. hotels, b&bs, guest houses	0.0%	0	0.0%	0	0.0%	0	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 affordable visitor attractions	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	3.1%	1	3.2%	1	4.3%	1	0.0%	0	11.1%	1
More affordable leisure attractions	4.8%	3	6.9%	2	2.9%	1	5.3%	1	5.9%	1	3.7%	1	3.1%	1	6.5%	2	8.7%	2	3.2%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	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 do leisure activities or visitor attractions)	14.3%	9	3.4%	1	23.5%	8	5.3%	1	5.9%	1	25.9%	7	9.4%	3	19.4%	6	0.0%	0	29.0%	9	0.0%	0
(Don't know)	11.1%	7	10.3%	3	11.8%	4	5.3%	1	0.0%	0	22.2%	6	12.5%	4	9.7%	3	8.7%	2	16.1%	5	0.0%	0
(Nothing)	7.9%	5	17.2%	5	0.0%	0	10.5%	2	5.9%	1	7.4%	2	9.4%	3	6.5%	2	17.4%	4	3.2%	1	0.0%	0
Base:		63		29		34		19		17		27		32		31		23		31		9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Eastern end	Central area	Western end											
Q15 What visitor attractions and activities in the Gosport area (excluding Portsmouth) do you intend to visit during your stay? [MR]																						
Alver Valley Country Park	11.1%	7	13.8%	4	8.8%	3	5.3%	1	23.5%	4	7.4%	2	9.4%	3	12.9%	4	8.7%	2	6.5%	2	33.3%	3
Boat cruise – tour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's indoor play (e.g. Money Bizness Activity Centre)	11.1%	7	3.4%	1	17.6%	6	15.8%	3	17.6%	3	3.7%	1	15.6%	5	6.5%	2	13.0%	3	0.0%	0	44.4%	4
Children's outdoor play area	3.2%	2	6.9%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	3.1%	1	3.2%	1	0.0%	0	3.2%	1	11.1%	1
D Day Trail	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diving Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Explosion! Museum of Navel Firepower	12.7%	8	10.3%	3	14.7%	5	15.8%	3	23.5%	4	3.7%	1	12.5%	4	12.9%	4	13.0%	3	3.2%	1	44.4%	4
Fallen Acorn Brewing Company	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing - lesson(S)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fishing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fort Brockhurst	3.2%	2	3.4%	1	2.9%	1	0.0%	0	11.8%	2	0.0%	0	0.0%	0	6.5%	2	4.3%	1	3.2%	1	0.0%	0
Gosport BMX track	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Gosport Discovery Centre	4.8%	3	0.0%	0	8.8%	3	0.0%	0	17.6%	3	0.0%	0	9.4%	3	0.0%	0	4.3%	1	0.0%	0	22.2%	2
Gosport Gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosport Leisure Park (swimming pool, gym, football, etc)	6.3%	4	3.4%	1	8.8%	3	10.5%	2	5.9%	1	3.7%	1	3.1%	1	9.7%	3	4.3%	1	6.5%	2	11.1%	1
Helicopter tour	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HMS Alliance	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
Kitesurfing - lesson(S)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kitesurfing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lee-on-the-Solent Beach	11.1%	7	13.8%	4	8.8%	3	15.8%	3	23.5%	4	0.0%	0	6.3%	2	16.1%	5	17.4%	4	6.5%	2	11.1%	1
Little Woodham Living History Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planet Ice rink	7.9%	5	6.9%	2	8.8%	3	21.1%	4	5.9%	1	0.0%	0	3.1%	1	12.9%	4	21.7%	5	0.0%	0	0.0%	0
Royal Navy Submarine Museum	4.8%	3	10.3%	3	0.0%	0	5.3%	1	5.9%	1	3.7%	1	3.1%	1	6.5%	2	8.7%	2	0.0%	0	11.1%	1
Sailing - lesson(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sailing - self guided	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solent Springs Adventure Golf	1.6%	1	0.0%	0	2.9%	1	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
Stokes Bay Beach	6.3%	4	6.9%	2	5.9%	2	15.8%	3	5.9%	1	0.0%	0	0.0%	0	12.9%	4	8.7%	2	3.2%	1	11.1%	1
Swimming pool	4.8%	3	6.9%	2	2.9%	1	15.8%	3	0.0%	0	0.0%	0	3.1%	1	6.5%	2	13.0%	3	0.0%	0	0.0%	0
Team Sport Karting track	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hovercraft Museum	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Titchfield Haven National Nature Reserve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wildgrounds Nature Reserve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wind surfing - lesson(s)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wind surfing - self guided	0.0%	0	0.0%	0	0.0%	0	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 (PLEASE STATE)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end		
I don't intend to visit any visitor attractions (Don't know)	57.1%	36	55.2%	16	58.8%	20	42.1%	8	35.3%	6	81.5%	22	68.8%	22	45.2%	14	34.8%	8	87.1%	27	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9
GEN GENDER:																						
Male	46.0%	29	100.0%	29	0.0%	0	57.9%	11	35.3%	6	44.4%	12	40.6%	13	51.6%	16	52.2%	12	45.2%	14	33.3%	3
Female	54.0%	34	0.0%	0	100.0%	34	42.1%	8	64.7%	11	55.6%	15	59.4%	19	48.4%	15	47.8%	11	54.8%	17	66.7%	6
Base:		63		29		34		19		17		27		32		31		23		31		9
AGE AGE GROUP:																						
18 - 24 years	7.9%	5	13.8%	4	2.9%	1	26.3%	5	0.0%	0	0.0%	0	9.4%	3	6.5%	2	8.7%	2	3.2%	1	22.2%	2
25 - 34 years	22.2%	14	24.1%	7	20.6%	7	73.7%	14	0.0%	0	0.0%	0	21.9%	7	22.6%	7	17.4%	4	25.8%	8	22.2%	2
35 - 44 years	11.1%	7	3.4%	1	17.6%	6	0.0%	0	41.2%	7	0.0%	0	15.6%	5	6.5%	2	13.0%	3	3.2%	1	33.3%	3
45 - 54 years	15.9%	10	17.2%	5	14.7%	5	0.0%	0	58.8%	10	0.0%	0	12.5%	4	19.4%	6	30.4%	7	9.7%	3	0.0%	0
55 - 64 years	19.0%	12	13.8%	4	23.5%	8	0.0%	0	0.0%	0	44.4%	12	12.5%	4	25.8%	8	13.0%	3	29.0%	9	0.0%	0
65+ years	23.8%	15	27.6%	8	20.6%	7	0.0%	0	0.0%	0	55.6%	15	28.1%	9	19.4%	6	17.4%	4	29.0%	9	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9
SEG SEG:																						
AB	9.5%	6	10.3%	3	8.8%	3	15.8%	3	5.9%	1	7.4%	2	18.8%	6	0.0%	0	13.0%	3	3.2%	1	22.2%	2
C1	41.3%	26	34.5%	10	47.1%	16	36.8%	7	47.1%	8	40.7%	11	81.3%	26	0.0%	0	26.1%	6	48.4%	15	55.6%	5
C2	19.0%	12	27.6%	8	11.8%	4	15.8%	3	29.4%	5	14.8%	4	0.0%	0	38.7%	12	30.4%	7	16.1%	5	0.0%	0
DE	30.2%	19	27.6%	8	32.4%	11	31.6%	6	17.6%	3	37.0%	10	0.0%	0	61.3%	19	30.4%	7	32.3%	10	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9
ADU No. of adults (incl Resp)																						
1 adult in hhold	33.3%	21	27.6%	8	38.2%	13	21.1%	4	29.4%	5	44.4%	12	28.1%	9	38.7%	12	34.8%	8	38.7%	12	11.1%	1
2 adults in hhold	46.0%	29	37.9%	11	52.9%	18	42.1%	8	52.9%	9	44.4%	12	46.9%	15	45.2%	14	43.5%	10	45.2%	14	55.6%	5
3 adults in hhold	12.7%	8	20.7%	6	5.9%	2	21.1%	4	11.8%	2	7.4%	2	15.6%	5	9.7%	3	13.0%	3	9.7%	3	22.2%	2
4 or more adults in hhold	7.9%	5	13.8%	4	2.9%	1	15.8%	3	5.9%	1	3.7%	1	9.4%	3	6.5%	2	8.7%	2	6.5%	2	11.1%	1
Base:		63		29		34		19		17		27		32		31		23		31		9

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Eastern end	Central area	Western end							
CHI No. of children (Under 16)																							
No children in hhold	73.0%	46	82.8%	24	64.7%	22	52.6%	10	52.9%	9	100.0%	27	75.0%	24	71.0%	22	78.3%	18	77.4%	24	44.4%	4	
1 child in hhold	9.5%	6	6.9%	2	11.8%	4	21.1%	4	11.8%	2	0.0%	0	6.3%	2	12.9%	4	4.3%	1	16.1%	5	0.0%	0	
2 children in hhold	6.3%	4	3.4%	1	8.8%	3	10.5%	2	11.8%	2	0.0%	0	9.4%	3	3.2%	1	8.7%	2	3.2%	1	11.1%	1	
4 children in hhold	7.9%	5	6.9%	2	8.8%	3	10.5%	2	17.6%	3	0.0%	0	6.3%	2	9.7%	3	8.7%	2	3.2%	1	22.2%	2	
4 or more children in hhold	3.2%	2	0.0%	0	5.9%	2	5.3%	1	5.9%	1	0.0%	0	3.1%	1	3.2%	1	0.0%	0	0.0%	0	22.2%	2	
Base:		63		29		34		19		17		27		32		31		23		31		9	
CAR No. of cars in household																							
No cars in hhold	31.7%	20	31.0%	9	32.4%	11	21.1%	4	17.6%	3	48.1%	13	21.9%	7	41.9%	13	26.1%	6	35.5%	11	33.3%	3	
1 car in hhold	34.9%	22	41.4%	12	29.4%	10	36.8%	7	29.4%	5	37.0%	10	37.5%	12	32.3%	10	39.1%	9	41.9%	13	0.0%	0	
2 cars in hhold	27.0%	17	20.7%	6	32.4%	11	31.6%	6	41.2%	7	14.8%	4	31.3%	10	22.6%	7	21.7%	5	22.6%	7	55.6%	5	
3 cars in hhold	4.8%	3	3.4%	1	5.9%	2	5.3%	1	11.8%	2	0.0%	0	9.4%	3	0.0%	0	8.7%	2	0.0%	0	11.1%	1	
4 or more cars in hhold	1.6%	1	3.4%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0	
Base:		63		29		34		19		17		27		32		31		23		31		9	
DAY DAY OF INTERVIEW:																							
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0
Tuesday	19.0%	12	10.3%	3	26.5%	9	15.8%	3	5.9%	1	29.6%	8	12.5%	4	25.8%	8	0.0%	0	38.7%	12	0.0%	0	
Wednesday	41.3%	26	44.8%	13	38.2%	13	68.4%	13	58.8%	10	11.1%	3	34.4%	11	48.4%	15	52.2%	12	19.4%	6	88.9%	8	
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	
Friday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Saturday	39.7%	25	44.8%	13	35.3%	12	15.8%	3	35.3%	6	59.3%	16	53.1%	17	25.8%	8	47.8%	11	41.9%	13	11.1%	1	
Sunday	0.0%	0	0.0%	0	0.0%	0	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:		63		29		34		19		17		27		32		31		23		31		9	
LOC LOCATION:																							
Eastern end (vicinity of Coffee#1/ Subway/ New Look)	36.5%	23	41.4%	12	32.4%	11	31.6%	6	58.8%	10	25.9%	7	28.1%	9	45.2%	14	100.0%	23	0.0%	0	0.0%	0	
Central area (vicinity of Lloyds Bank/Gosport Pool Arena)	49.2%	31	48.3%	14	50.0%	17	47.4%	9	23.5%	4	66.7%	18	50.0%	16	48.4%	15	0.0%	0	100.0%	31	0.0%	0	
Western end (vicinity of Iceland)	14.3%	9	10.3%	3	17.6%	6	21.1%	4	17.6%	3	7.4%	2	21.9%	7	6.5%	2	0.0%	0	0.0%	0	100.0%	9	
Base:		63		29		34		19		17		27		32		31		23		31		9	

Gosport Town Centre Survey for Lambert Smith Hampton

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Eastern end		Central area		Western end		
PC																						
PO1 3	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
PO12 1	15.9%	10	13.8%	4	17.6%	6	10.5%	2	11.8%	2	22.2%	6	15.6%	5	16.1%	5	8.7%	2	22.6%	7	11.1%	1
PO12 2	3.2%	2	3.4%	1	2.9%	1	5.3%	1	5.9%	1	0.0%	0	3.1%	1	3.2%	1	8.7%	2	0.0%	0	0.0%	0
PO12 3	6.3%	4	6.9%	2	5.9%	2	5.3%	1	5.9%	1	7.4%	2	0.0%	0	12.9%	4	4.3%	1	9.7%	3	0.0%	0
PO12 4	28.6%	18	31.0%	9	26.5%	9	36.8%	7	35.3%	6	18.5%	5	28.1%	9	29.0%	9	34.8%	8	22.6%	7	33.3%	3
PO13 0	4.8%	3	6.9%	2	2.9%	1	15.8%	3	0.0%	0	0.0%	0	9.4%	3	0.0%	0	0.0%	0	3.2%	1	22.2%	2
PO13 1	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	11.1%	1
PO13 2	1.6%	1	0.0%	0	2.9%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
PO13 6	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO13 8	3.2%	2	3.4%	1	2.9%	1	0.0%	0	5.9%	1	3.7%	1	6.3%	2	0.0%	0	4.3%	1	3.2%	1	0.0%	0
PO13 9	7.9%	5	10.3%	3	5.9%	2	10.5%	2	0.0%	0	11.1%	3	6.3%	2	9.7%	3	4.3%	1	12.9%	4	0.0%	0
PO14 1	1.6%	1	3.4%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO14 2	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO14 3	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0
PO16 7	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	0.0%	0	3.2%	1	0.0%	0
PO33 1	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
PO33 2	1.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	3.2%	1	4.3%	1	0.0%	0	0.0%	0
PO7 6	1.6%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1	3.1%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Refused	12.7%	8	10.3%	3	14.7%	5	5.3%	1	29.4%	5	7.4%	2	12.5%	4	12.9%	4	26.1%	6	0.0%	0	22.2%	2
Base:		63		29		34		19		17		27		32		31		23		31		9