



# Nathaniel Lichfield and Partners

Planning Design Economics

## **JOINT RETAIL ASSESSMENT**

**Christchurch Borough Council  
East Dorset District Council  
North Dorset District Council  
Purbeck District Council**

## **VOLUME 1: CAPACITY ANALYSIS**

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## GLOSSARY OF TERMS

BISL	Business in Sport and Leisure is a major leisure industry association with over 100 members including leisure operators and consultants.
Class A1	Commercial units classed as retail or shop uses within the Use Classes Order.
Class A1 Services	Non-retail uses classed as A1 within the Use Classes Order, such as hairdressers, travel agents and dry cleaners.
Class A2	Commercial units classed as financial or professional services, for example banks and building societies, within the Use Classes Order.
Class A3/A4/A5	Commercial units classed as food or drink outlets, for example pubs, restaurants and takeaways, within the Use Classes Order.
Convenience Goods	Consumer goods purchased on a regular basis, including food and groceries and cleaning materials.
Comparison Goods	Durable goods such as clothing, household goods, furniture, DIY and electrical goods.
Experian	A data consultancy who are widely used for retail planning information.
EGI	Estates Gazette Interactive is a published source of information providing known retail and leisure operators' space requirements in towns across the country.
Goad Plans	Town centre plans prepared by Experian, which is based on occupier surveys of over 1,200 town centres across the country.
Gross floorspace	Total external floorspace including exterior walls.
Higher order comparison goods	Durable goods which tend to be high value, bought on an occasional basis and/or where customers are most likely to shop around and compare products in different shops e.g. adult fashion items, high value electrical goods, jewellery, furniture etc. Customers are usually prepared to travel further to purchase these items.
Lower order comparison goods	Durable goods which tend to be lower value, bought on a regular basis and/or where customers are less likely to shop around e.g. small household goods, books, pharmaceutical and toiletries. Customers are less likely to travel long distances to purchase these items.
Market share Penetration rate	The proportion of total consumer expenditure within a given area taken by a particular town centre or shopping facility.
Multiple traders	National or regional ' <i>chain store</i> ' retailers.
Net floorspace	Retail floorspace devoted to the sale of goods, excluding storage space.
Zone A Rent	The annual rental charge per square foot for the first 20 foot depth of a shop unit, which is the most suitable measure for standardising and comparing rental levels.

## **1.0 INTRODUCTION**

### **The Study**

1.1 Nathaniel Lichfield & Partners (NLP) was commissioned by Christchurch, East Dorset, North Dorset and Purbeck Councils to prepare a joint town centre and retail study, including an assessment of the main town and district centres within the four local authority areas, namely Christchurch, Highcliffe, Ferndown, Verwood, West Moors, Wimborne Minster, Blandford Forum, Gillingham, Shaftesbury, Sturminster Newton, Stalbridge, Swanage, Upton and Wareham, to provide:

- an assessment of the future needs for additional retail facilities within the four local authority areas up to 2026;
- an analysis of the role, function and network of existing centres within the four local authority areas;
- an assessment of the capacity of each district to accommodate growth, and the identification of potential development sites; and
- a policy review and proposed issues and options for the Local Development Framework (LDF).

1.2 A map of the four authority areas and the main centres is shown overleaf.

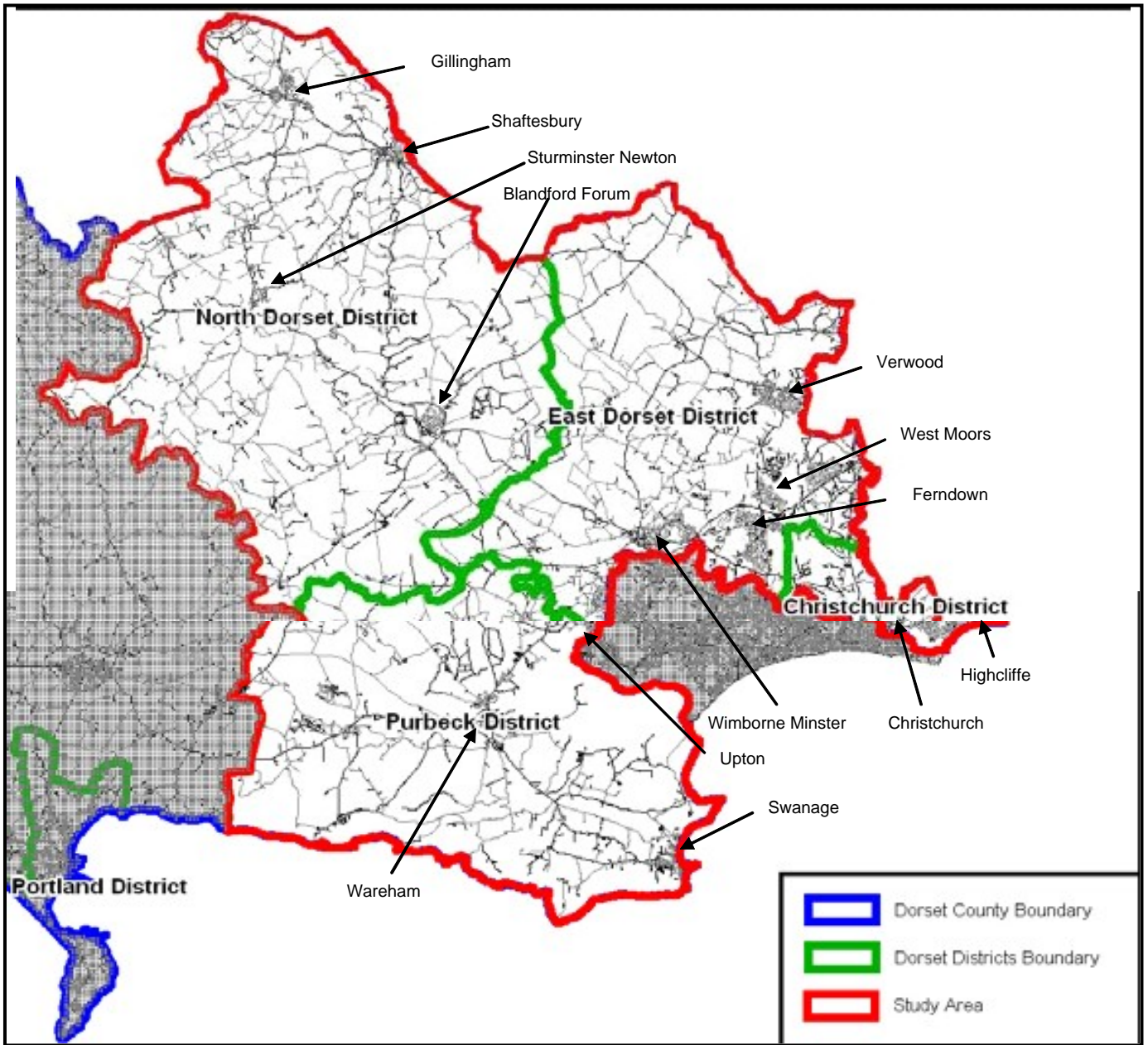
### **Content of the Report**

1.3 The Study has split into two volumes. This report (Volume 1) includes the macro analysis covering all four authority areas. Volume 2 is split into four separate reports for each authority.

1.4 Section 2.0 of Volume 1 provides an overview of the national and regional planning policy context. Sections 3.0 and 4.0 summarises the results of a household shopper survey and a business occupier survey. A review of the existing retail hierarchy is contained in Section 5.0.

1.5 Sections 6.0, 7.0 and 8.0 set out an analysis of shopping and commercial leisure needs within the study area and assess the ability of existing facilities to meet the needs of the community. Section 9.0 sets out the conclusions.

# JOINT STUDY AUTHORITIES AND MAIN CENTRES



## 2.0 NATIONAL AND REGIONAL PLANNING POLICY CONTEXT

### National Policy

*Planning Policy Statement 6: Planning for Town Centres (PPS6, March 2005)*

- 2.1 PPS6: Planning for Town Centres (March 2005) sets out the Government's policies on town centres, retail, commercial leisure and other town centre uses.
- 2.2 The Government's key objective for town centres (including city, town, district and local centres) is to promote their vitality and viability by planning for growth and development. Existing centres should be promoted and enhanced, by focusing development in such centres, and by encouraging a wide range of services accessible to all.
- 2.3 Other Government objectives that need to be taken account of in the context of the key objective are set out in paragraph 1.4:
- enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community and particularly socially excluded groups;
  - supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and
  - improving accessibility, ensuring that existing or new development is, or will be, accessible and well served by a choice of means of transport.
- 2.4 Regional planning bodies (RPBs) and local planning authorities (LPAs) are advised in paragraph 1.6 to implement the Government's objectives for town centres, by planning positively for their growth and development. They should therefore:
- develop a hierarchy and network of centres;
  - assess the need for further main town centre uses and ensure there is capacity to accommodate them;
  - focus development in, and plan for the expansion of, existing centres as appropriate, and at the local level identify appropriate sites in development plan documents;

- promote town centre management, creating partnerships to develop, improve and maintain the town centre and manage the evening and night-time economy; and
- regularly monitor and review the impact and effectiveness of their policies for promoting vital and viable town centres.

2.5 Paragraph 2.1 states that in order to deliver the Government's key objective, regional and local planning authorities should actively promote growth and manage change in town centres, define the network and hierarchy of centres, each performing their appropriate role to meet the needs of their catchment, and adopt a pro-active, plan-led approach to planning for town centres, through regional and local planning.

2.6 The main town centre uses to which PPS6 applies are outlined in paragraph 1.8:

- retail (including warehouse clubs and factory outlet centres);
- leisure, entertainment facilities and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres and bingo halls);
- offices, both commercial and those of public bodies; and
- arts, culture and tourism (theatres, museums, galleries and concert halls, hotels and conference facilities).

2.7 Paragraphs 2.15 to 2.17 of PPS6 offer specific guidance to LPAs on the role of plans at the local level, including the need to work in conjunction with stakeholders and the community to:

- assess the need for new floorspace for retail, leisure and other main town centre uses, taking account of both quantitative and qualitative considerations;
- identify deficiencies in provision, assess the capacity of existing centres to accommodate new development, including, where appropriate, the scope for extending the primary shopping area and/or town centre, and identify centres in decline where changes need to be made;
- identify centres within their area where development will be focused, as well as the need for any new centres of local importance, and development strategies for developing and strengthening centres within their area;



- define the extent of the primary shopping area and the town centre, for the centres in their area on their proposal map;
- review all existing allocations and reallocate sites which do not comply with this policy statement;
- identify and allocate sites in accordance with the considerations on site selection and land assembly e.g. assessment of need, appropriate scale of development, sequential approach, impact and accessibility;
- this study will particularly deal with the town centre uses of retailing and leisure;
- develop spatial policies and proposals to promote and secure investment in deprived areas by strengthening and/or identifying opportunities for growth of existing centres, and to seek to improve access to local facilities; and
- set out criteria based policies, in accordance with this policy statement, for assessing and locating new development proposals, including development on sites not allocated in development plan documents.

2.8 PPS6 also indicates that in addition to defining the extent of the primary shopping area for their centres, LPAs may distinguish between primary and secondary frontages. Primary frontages should contain a high proportion of retail uses, while secondary frontages provide opportunities for flexibility and diversity of uses. Policies should make it clear which uses will be permitted in such locations. This study seeks to advise each authority on appropriate boundaries and frontages for each town centre.

#### *Demonstrating Need for Development*

2.9 PPS6 requires Councils to undertake assessments of need for other non-retail town centre uses, i.e. commercial leisure and office development. This study assesses the retail and commercial leisure needs of the four authorities, and also provides commentary on the potential to accommodate office development within the main centres.

2.10 PPS6 states at paragraph 2.33 that:

*‘in assessing the need and capacity for additional retail and leisure development, local planning authorities should place greater weight on quantitative need for additional floorspace for the specific types of retail and leisure developments. However local planning authorities should also take account of qualitative considerations. In deprived areas which lack access to a range of services and facilities, and there will be clear and*

*demonstrable benefits in identifying sites for appropriate development to serve the communities in these areas, additional weight should be given to meeting these qualitative needs’.*

2.11 In assessing quantitative need for additional development, local planning authorities should assess the likely future demand for additional retail floorspace, having regard to a realistic assessment of the existing forecast population levels, forecast expenditure for specific classes of goods to be sold, within the broad categories of comparison and convenience goods and forecast improvements in productivity in the use of floorspace. This study includes a detailed retail capacity assessment and the methodology is set out in Appendix G.

2.12 With regards to assessing the qualitative need for additional development, paragraph 2.35 states that a key consideration will be to provide for consumer choice, ensuring that:

- an appropriate distribution of locations is achieved, subject to the key objective of promoting the vitality and viability of town centres and the application of the sequential approach, to improve accessibility for the whole community; and
- provision is made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly the needs of those living in deprived areas.

2.13 Other local issues, although not necessarily elements of ‘need’, can be important material considerations.

#### *Appropriate Scale of Development*

2.14 PPS6 also requires that local planning authorities ensure that the scale of opportunities identified is directly related to the role and function of the centre and its catchment. Paragraph 2.41 states:

*‘The aim should be to locate the appropriate type and scale of development in the right type of centre, to ensure that it fits into that centre and that it complements its role and function’.*

2.15 For city and town centres, paragraph 2.43 of PPS6 states that where a need has been identified, LPAs should seek to identify sites in the centre, or failing that on the edge of the centre, capable of accommodating larger format

developments. Paragraph 2.42 indicates that in most cases it is likely to be inappropriate to include local centres within the search area to be applied under the sequential approach for large scale developments.

- 2.16 The guidance places greater emphasis on the regeneration of town centres, particularly smaller centres and the need to define a network of centres, and where appropriate to plan for the decline of some centres. Local authorities may set indicative upper limits on the scale of new floorspace appropriate in different types of centres.

### *The Sequential Approach*

- 2.17 PPS6 sets out the sequential approach to site selection for new retail development (paragraph 2.44). The first preference for development should be existing centres where suitable sites or buildings for conversion are, or are likely to become available taking account of an appropriate scale of development in relation to the role and function of the centre. Town centre sites should be followed by edge-of-centre locations, with preference given to sites that are or will be well-connected to the centre. Out-of-centre sites should only be considered if no town centre or edge of centre sites are available, with preference given to sites that are, or will be, well served by a choice of means of transport and which are close to the centre and have a high likelihood of forming links with the centre.

- 2.18 LPAs should, in consultation with stakeholders (including the development industry) and the community, identify an appropriate range of sites to allow for accommodation of the identified need. Paragraph 2.45 emphasises the need for flexibility and realism from both LPAs and developers and operators in discussing the identification of sites:

*'LPAs should be sensitive to the needs of the community and stakeholders, including developers and operators and identify sites that are, or are likely to become available for development during the development plan period and which allow for the accommodation of the identified need, including sites capable of accommodating a range of business models'.*

- 2.19 The factors that should be taken into account in considering business models are scale, format, car park provision and the scope for disaggregation.

- 2.20 In selecting sites for allocation, the LPA should also consider the degree to which other considerations, including specific local circumstances, may be material to the choice of appropriate locations for development, and these include physical regeneration, employment, economic growth and social inclusion.
- 2.21 The guidance clearly states that local planning authorities should plan positively for growth by making provision for a range and choice of shopping and services. If a 'need' for new development is established, it will be necessary to identify opportunities to meet that need. PPS6 indicates that local authorities should allocate sufficient sites to meet anticipated demand for the next five years. PPS6 also suggests that an apparent lack of sites of the right size and in the right location should not be construed as an obstacle to site allocation and development to meet this need. Local planning authorities should consider the scope for effective site assembly using their compulsory purchase (CPO) powers, to ensure that suitable sites within or on the edge of centres are brought forward for development.
- 2.22 This suggests the onus is placed on the Council to identify sites to accommodate the 5-year demand for development. Whilst this study provides floorspace projections up to 2026, the Council need only seek to identify opportunities to accommodate projections up to 2016 at this stage.
- 2.23 PPS6 also suggests that where growth cannot be accommodated in identified existing centres, local planning authorities should plan for the extension of the primary shopping area if there is a need for additional retail provision or, where appropriate, plan for the extension of the town centre to accommodate other main town centre uses. Extension of the primary shopping area or town centre boundaries may also be appropriate where a need for large developments has been identified and this cannot be accommodated within the centre. Larger stores may deliver benefits for consumers and local planning authorities should seek to make provision for them in this context. In such cases, local planning authorities should seek to identify, designate and assemble larger sites adjoining the primary shopping area (i.e. in edge-of-centre locations).

*Planning for a Sustainable Future White Paper (May 2007)*

2.24 The White Paper, Planning for a Sustainable Future was published in May 2007 and sets out a wide ranging package of reforms to streamline the town and country planning system. In relation to town centre planning policy the White Paper states in paragraph 7.50 that:

*“A crucially important aspect of creating places where people want to live and communities can flourish is to maintain and nurture the vitality of our town centres.”*

2.25 The White Paper emphasises the need for local authorities to proactively manage the role and function of their town centres, including by extending the boundary where that makes sense, and to promote growth and development of their town centres by facilitating a wide range of shopping, leisure and local services to enhance consumer choice. To achieve this, local authorities need to have robust, evidence based plans and strategies that are up to date, which set out a clear and pro-active vision for town centres based on a sound understanding of both the need and demand for new facilities. The White Paper goes on to state in paragraph 7.52 that:

*“Where development outside the town centre would not impact detrimentally on the town centre, and it is otherwise acceptable in planning terms, both plan and planning decisions should reflect this”.*

2.26 In relation to the ‘needs test’, the paper considers that it can have the unintended effect of restricting competition and limiting consumer choice. To address this issue, two clear objectives have been identified, i.e. first to support current and prospective town centre investment that contributes to economic prosperity, national social and environmental goals. Second, planning should promote competition and improve consumer choice avoiding the unintended effects of the current needs test.

2.27 It is therefore proposed to review and replace the current need and impact tests with a new test which has a strong focus on national town centre policy and promotes competition and improves consumer choice avoiding the unintended effects of the current needs test.

### *Planning Policy Guidance Note 13: Transport (PPG 13, March 2001)*

- 2.28 The key objectives, set out at paragraph 4 of PPG13 are to integrate planning and transport, in order to:
- *“promote more sustainable transport choices for both people and for moving freight;*
  - *promote accessibility to jobs, shopping, leisure facilities and services by public transport; and*
  - *reduce the need to travel, especially by car.”*
- 2.29 The Guidance advises that planning policies should seek to promote the vitality and viability of existing town centres, which should be the preferred locations for new retail and leisure developments. When this development cannot be accommodated in or on the edge of existing centres, it may be appropriate to combine the proposal with existing out-of-centre developments.

### **Regional Planning Context**

#### *Regional Planning Guidance for the South West (2001)*

- 2.30 The regional planning framework for the South West is provided by RPG10, approved in 2001. The RPG identifies four spatially based sub-regions within the South West, these include the South East Region covering the main county areas of Dorset and southern Wiltshire and the Principal Urban Areas (PUA) of Bournemouth and Poole. RPG10 states in Policy SS1: Regional Spatial Strategy, that

*‘In the South East sub-region, it is important to sustain economic growth, while recognising that the level of protection afforded to environmental assets at international levels means that physical development will be constrained. Policies should recognise this area’s important contribution to the SW region, as well as links with adjoining Hampshire part of the South East Region.’*

- 2.31 Policy SS2 stipulates that development within the region should take place primarily within the defined PUA although other designated centres should also provide sustainable and balanced growth, the policy advises. This growth must be considered in relation to the town’s function and should not provide for growth that could be accommodated within the PUA.

2.32 Policy SS3 indicates that within the South East sub region investment should be based on the following objectives:

- *continue to exploit the economic growth potential of the area;*
- *spread the benefits of economic growth to the more disadvantaged parts of the sub-region, in particular to Weymouth and Portland, by coordinating economic promotion, environmental improvements and transport and other infrastructure improvements to encourage regeneration;*
- *encourage appropriate housing, employment, retail and social facilities in sustainable locations to reduce social exclusion and rural need; and*
- *conserve and enhance important environmental assets.*

2.33 In terms of town centre retail development, Policy EC6 of the RPG for the South West, states that “*local authorities in their development plans and other agencies in their plans, policies and programmes should:*

- *seek to locate developments which attract large numbers of people, including retailing, leisure, commercial activity and public facilities, in the centres of the PUA’s and in other designated centres for growth specified in the spatial strategy;*
- *encourage town centre developments of an appropriate scale in the market towns and larger settlements elsewhere in the region in keeping with their size and function; ensure that such development is located where it will contribute to the regeneration and environmental improvement of the town centres, can help to reduce the need to travel and encourage journeys by modes other than the private car;*
- *make no further provision for proposals to build or extend major regional or sub regional out-of-town shopping centres...;*
- *ensure that such development is located where it can help reduce the need to travel, encourage journeys by modes other than the private car and contribute to regeneration and environmental improvements to the centres; and*
- *ensure that the vitality and viability of existing centres, including the suburban centres, is protected and enhanced, notably by assessing the need for new development and by applying the sequential approach...to site selection for new retail and leisure development.”*

### *Regional Spatial Strategy for the South West 2006-2026*

- 2.34 RPG 10 is soon to be superseded by the Regional Spatial Strategy (RSS) for the South West 2006-2026. Currently in draft format, the strategy is expected to be adopted during 2008.
- 2.35 Similar to RPG 10 the emerging spatial strategy will have sustainable economic, social and environmental growth at the centre of its vision, in line with national planning policy.
- 2.36 Within the draft RSS the primary focus for development is directed to Strategically Significant Cities and Towns (SSCTs) (Development Policy A). These places offer the greatest levels of accessibility by means other than the car to cultural, transport, health, education and other services. None of the 21 identified SSCTs are situated within the study area. However, Development Policies B and C encourage the appropriate development of market towns, smaller towns and villages where they function as service centres and address local needs.
- 2.37 It is required that new investment in retail facilities within town centres take full account of changing patterns of behaviour and future levels of population growth (Policy TC1).

### *Bournemouth, Dorset and Poole Structure Plan (July 2000)*

- 2.38 The Bournemouth, Dorset and Poole Structure Plan, formally the Dorset County Structure Plan, was adopted in July 2000. Whilst a later Structure Plan Review was put on deposit in 2004, the decision was made to abandon further work on the Review document and turn to preparing the sub-regional studies which have informed the emerging Regional Spatial Strategy. Once adopted the RSS will replace the Structure Plan to direct spatial development within the South East sub-region. Until such a time the Bournemouth, Dorset and Poole Structure Plan remains the authoritative county level plan.
- 2.39 Shopping Policy A relates to the location of shopping development, and stands in line with PPS6 requiring that the search for the location of shopping development/ redevelopment should follow the sequential approach. This sequential approach should search to concentrate development or adjacent to the major shopping centres of Poole and Bournemouth or the main towns of



Christchurch, Ferndown, Verwood, Wimborne Minster, Blandford Forum, Gillingham, Shaftesbury, Sturminster Newton, Swanage, Upton, and Wareham, amongst others. However, a district or local shopping centre may be considered should no town centre site be found suitable.

2.40 Demonstration of the sequential approach needs to prove that the development/redevelopment is:

- *compatible in character with the centre,*
- *maintains/enhances the vitality and viability of the centre;*
- *does not adversely affect to a significant degree the vitality and viability of any nearby town, district or local centre as a whole;*
- *does not take place on land allocated for other uses, in particular employment land;*
- *does not undermine local shopping facilities; and*
- *is easily accessible by a choice of means of transport.*

2.41 In addition, Shopping Policy B recognises that “*provision should be made for the retention and improvement of local shopping facilities*”.

## 3.0 HOUSEHOLD SURVEY

### Survey Structure

3.1 NEMS Market Research carried out a telephone survey of 2,018 households in the Dorset study area in September/October 2007. The survey results are shown in Appendix F and summarised in this section. The study area, shown in Appendix A, has been split into 15 sectors or zones based on postcode boundaries, as follows:

- Zone ND1: Gillingham
- Zone ND2: Shaftesbury
- Zone ND3: Marnhull/Stalbridge/Sturminster
- Zone ND4: Blandford Forum
- Zone PB1: Swanage
- Zone PB2: Wareham
- Zone PB3: Upton
- Zone ED1: Wimborne/Colehill
- Zone ED2: Ferndown/West Moors
- Zone ED3: Verwood
- Zone ED4: Ringwood
- Zone ED5: Alderholt/Fordingbridge
- Zone CH1: Christchurch/Burton
- Zone CH2: Bournemouth (East)
- Zone CH3: Barton/New Milton

3.2 The study area includes all parts of East and North Dorset, Purbeck and Christchurch and a number of surrounding areas within adjoining authorities. This area includes the primary catchment areas of all the main shopping centres within the four districts, i.e. the area where these centres capture most of their trade. The methodology for defining the study area is described in Appendix G. A list of the postcodes contained in each zone is shown in Appendix A. The zones were chosen based on postcode boundaries which best fit the likely primary catchment areas of the main centres in the four Districts.

3.3 The number of interviews undertaken in each zone reflects the population in each respective zone in order to provide statistically reliable sub-samples. The main aims of the survey were to establish patterns for the following:

- Main food and grocery shopping;
- Top-up food and grocery shopping;

- Non-food shopping, including:
  - clothing and footwear;
  - domestic electrical appliances;
  - other electrical goods (TV, Hi-Fi and computers);
  - furniture, soft furnishing or carpets;
  - DIY/garden items and hardware;
  - health, beauty and chemist goods; and
  - Other non-food items;
  - leisure activities.

## Food and Grocery Shopping

### *Main Food Shopping*

3.4 Across the study area as a whole, large food stores are identified as the main destinations for main food shopping trips. The Sainsbury's store on Lyndhurst Road in Christchurch was the most popular shopping destination for the study area as a whole. The results indicate that most residents will visit large food stores (over 2,000 sq m net) that are relatively close to their home. The most popular main food shopping destination in each zone is as follows:

- **Zone ND1 (Gillingham):** Waitrose, Chantry Fields in Gillingham attracting 24% of respondents, followed by Somerfield on High Street in Gillingham town centre (20%). Tesco in Shaftesbury attracts 17% and Morrisons in Wincanton attracts 11%.
- **Zone ND2 (Shaftesbury):** Tesco on Christy's Lane in Shaftesbury attracting 53% of respondents, followed by Somerfield on Bell Street in Shaftesbury which accounted for 12% of respondents within the zone. Waitrose in Gillingham attracts 8% and Waitrose in Salisbury attracts 4%.
- **Zone ND3 (Marnhull/Stalbridge/Sturminster):** Sainsbury in Sherborne is the main destination (16%) followed by Morrisons in Wincanton (11%), Tesco Shaftesbury (9%), Waitrose in Gillingham (7%) and Asda in Yeovil (7%).
- **Zone ND4 (Blandford Forum):** The Tesco store in Stour Park, Blandford Forum was the main shopping destination, attracting 62% of respondents, while Somerfield in Langton Road, Blandford Forum was the second most popular destination for respondents' last main food

shopping trip (6%). There is a reasonable level of expenditure outflow to stores in Poole from this zone.

- **Zone PB1 (Swanage):** Coop with 35% followed by Somerfield with 11% respondents were the most popular main food shopping destinations. Both are located within Swanage town centre. There is also a reasonable level of expenditure outflow to stores in Poole from this zone.
- **Zone PB2 (Wareham):** The majority of respondents in this zone shop outside Purbeck, primarily at large stores in Poole and Dorchester. The most popular destination within the zone is Somerfield located within Wareham town centre (9%) for their main food shop.
- **Zone PB3 (Upton):** 95% of respondents shop outside Purbeck, predominantly in Poole.
- **Zone ED1 (Wimborne/Colehill):** Sainsbury's in Ferndown with 16% followed by Tesco in Ferndown town centre with 13% of respondents were the most popular destinations. There is also a significant level of expenditure outflow to stores in Poole from this zone.
- **Zone ED2 (Ferndown/West Moors):** Tesco at Ferndown with 43% followed by Sainsbury in Ferndown with 29%, attracted the most main food shopping trips. Asda at Castle Point attracts 7%.
- **Zone ED3 (Verwood):** Morrison's on Chiltern Drive in Verwood attracted 51% of trips followed by Sainsbury's at Ferndown with 19%. There is also a reasonable level of expenditure outflow to stores in Bournemouth from this zone.
- **Zone ED4 (Ringwood):** Sainsbury's in Ferndown attracts 22%, followed Sainsbury (21%) and Waitrose (20%) in Ringwood (20%), while Morrison's in Verwood attracts 7% of respondents and Tesco Ferndown attracts 6%.
- **Zone ED5 (Alderholt/Fordingbridge):** Morrison's in Verwood attracts 13% of respondents, followed by Sainsbury in Ferndown town centre

(8%) and Waitrose in Ringwood (5%). Tesco in Salisbury attracts 12% and Tesco in Blandford attracts 5%.

- **Zone CH1 (Christchurch/Burton):** Sainsbury's, on Lyndhurst Road in Christchurch attracts 62% of respondents, followed by Tesco in new Milton (7%). There is also a reasonable level of expenditure outflow to stores in Bournemouth from this zone.
- **Zone CH2 (Bournemouth East):** Sainsbury's on Lyndhurst Road in Christchurch attracted 29% of respondents, followed by Tesco Extra in Bournemouth (22%), Somerfield in Saxon Square Shopping Centre, Christchurch (9%).
- **Zone CH3 (Barton/New Milton):** The majority of respondents in this zone shop outside the borough, primarily at Tesco (48%) and Somerfield (12%) in New Milton (48%), although Sainsbury's on Lyndhurst Road in Christchurch attracted 13% of respondents.

3.5 There is evidence of cross flows of main food shopping trips within the four districts, no significant flows of expenditure between the districts. All experience degrees of outflow to larger centres in the surrounding area.

#### *Mode of Travel for Main Food Shopping*

3.6 Over 84% of respondents indicated that they travel to do their main food shopping by car, which is higher than the average derived from similar NLP surveys across the Country (81%). A low proportion of households travel by bus (3.7%) or walk (6.9%), which is lower than the averages derived from other NLP surveys of 7.3% and 8.4% respectively.

#### *Top-Up Food Shopping*

3.7 Top-up food shopping trips are usually made in addition to main weekly (or less frequent) shopping trips. Over 69% of households across the catchment area indicated that they undertake small-scale or top-up shopping trips in addition to their main food shopping trips. The results indicate that many households do their top-up shopping trips in large food stores (often where they also do their main food shopping). However, many household use local shops.

## Non-Food Shopping

- 3.8 Households were asked in which location they buy most of their household's non-food shopping. For the study area as a whole Poole appears to be the main non-food shopping destination, with 23.2% of respondents, followed by Bournemouth (19.3%), Christchurch (6.1%) and Salisbury (5.3%).
- 3.9 Within the Retail study area Christchurch (6.1%) had the highest share of respondents, followed by Blandford (3.3%), Shaftesbury (2.6%), Ferndown (2.5%) and Wimborne Minster (2.4%). Only Upton and Verwood did not feature at all.
- 3.10 The results below show that retention within individual zones is higher, signifying a localised catchment, but that the towns are used more predominantly for food and grocery shopping or other non-retail services, rather than comparison non-food shopping.

Centre	Local Study Area Zones	% Respondents Using As Main Centre for Non-food	Other Predominant Centre in Zone
Blandford	ND4	25.72%	Poole (34.6%)
Gillingham	ND1	14.6%	Yeovil (21.5%) Salisbury (14.5%)
	ND2	6.54%	Salisbury (28.5%) Shaftesbury (21%)
Shaftesbury	ND1	7.9%	Yeovil (21.5%) Gillingham (14.6%)
	ND2	21%	Salisbury (28.5%) Yeovil (10.9)
Sturminster	ND3	7.2%	Yeovil (43.2%)
Swanage	PB1	19.3%	Poole (51.6%) Bournemouth (16.2%)
Ferndown	ED2	12.7%	Bournemouth (31%) Poole (23.2%)
Verwood	ED3	12.7%	Bournemouth (29%) Poole (13.4%)
Wimborne Minster	ED1	21.6%	Poole (42.4%) Bournemouth (16.1%)
Christchurch	CH1	14.6%	Castlepoint (36.4%)
	CH2	18.7%	Castlepoint (33.3%)
	CH3	6.2%	Castlepoint (26.1%)

- 3.11 The results indicate that Blandford, Wimborne, Christchurch, Shaftesbury and Swanage are relatively strong comparison shopping destinations within their local catchment areas, although the outflow of non-food shopping trips to larger centres is still significant, i.e. Poole, Bournemouth, Yeovil and

Castlepoint. In our view this pattern of shopping reflects the shopping hierarchy, which is assessed in more detail in Section 17.

- 3.12 The results also indicate that residents within the study area have an extensive choice of shopping destinations both within and just outside the study area. No single centre dominates shopping patterns across the study area, but Poole and Bournemouth (and Castlepoint Shopping Centre to its edge) appear to be the dominant centres in the south, south-west and south-east parts of the study area; Yeovil and Salisbury are the dominant destinations in the north of the study area.
- 3.13 In terms of the cross flows of non-food shopping trips between the four Districts, there was no significant data.

#### *Mode of Travel for Non-Food Shopping*

- 3.14 The vast majority of respondents (80.5%) indicated that they use the car to travel to their non-food shopping destination. The second most popular mode of transport for travelling to non-food shopping destinations was by bus/coach (8.3%), and walking was the third most common mode of travel (5.3%).

#### *Non Food Shopping Destinations*

- 3.15 Households were also asked where they normally shop for the following different categories types of non-food goods:
- clothes and shoes;
  - domestic electrical appliances;
  - electrical goods;
  - furniture, soft furnishings and floor coverings;
  - DIY and hardware and garden items;
  - health, beauty and chemist goods; and
  - books, toys & gifts.
- 3.16 The most popular destination for non-food shopping goods, by zone, are as follows:
- **Zone ND1 (Gillingham):** Yeovil is the main destination for buying clothes and shoes (38.2%), Ferndown is the preferred choice for Furniture (22.5%) and Gillingham for DIY/Hardware/Garden (73%) and

health/beauty and chemist items (41.6%). Most respondents buy their domestic electrical appliances (21.3%), electrical goods (20.2%) and books, CDs, toys and gifts (25.8%) from the internet.

- **Zone ND2 (Shaftesbury):** Yeovil is the preferred location for buying clothes and shoes (21.1%), Salisbury for electrical goods (29.2%) and Gillingham for DIY/Hardware/Garden (39.6%). Shaftesbury is the main destination for electrical appliances (35.4%), furniture (15.6%), health/beauty and chemist items (67.7%) and books, CDs, toys and gifts (27.1%).
- **Zone ND3 (Marnhull/Stalbridge/Sturminster):** Bournemouth is the primary destination for clothes and shoes (13.5%) and Yeovil is preferred for electrical appliances (34.3%), electrical goods (40%), furniture (37.1%), DIY/Hardware/Garden (39%), health, beauty and chemist items (29.5%) and books, CDs, toys and gifts (40%).
- **Zone ND4 (Blandford Forum):** Poole is the preferred location for clothes and shoes (34.8%), electrical appliances (32.9%), electrical goods (32.3%) and furniture (34.2%). Blandford is the main destination for DIY/Hardware/Garden (40.5%), health/beauty and chemist items (67.7%), books, CDs, toys and gifts (34.8%).
- **Zone PB1 (Swanage):** Swanage is the most popular location for buying health/beauty and chemist items (57.6%). Poole is the preferred destination for buying clothes and shoes (47.8%), electrical appliances (50%), electrical goods (57.6%), Furniture (44.6%), DIY/hardware/garden (43.5%) and books, CDs, toys and gifts (37%).
- **Zone PB2 (Wareham):** Poole is the most popular location for buying clothes and shoes (43.1%), electrical appliances (37.6%), electrical goods (33.7%), furniture (34.3%), DIY, hardware/Garden (38.7%) and books, CDs, toys and gifts (33.1%). Dorchester is the destination of choice for health/beauty and chemist items (35.4%)
- **Zone PB3 (Upton):** Poole is the preferred destination for buying all non-food shopping items with percentages as follows: clothes and shoes (65.4%), electrical appliances (68.1%), electrical goods (57.1%),



Furniture (60.2%), DIY/hardware/garden (69.6%), health/beauty and chemist items (68.6%) and books, CDs, toys and gifts (56%).

- **Zone ED1 (Wimborne/Colehill):** Poole is the preferred destination for buying clothes and shoes (38.1%), electrical appliances (39.1%), electrical goods (32.5%), Furniture (37.1%), DIY/hardware/gardens (56.3%) and books, CDs, toys and gifts (33.5%). Wimborne Minster is the main location for buying health/beauty and chemist items (44.2%).
- **Zone ED2 (Ferndown/West Moors):** Bournemouth is the main destination for purchasing clothes and shoes (35.8%), DIY/hardware/garden (32.6%) and books, CDs, toys and gifts (30.5%). Poole is the preferred location for buying electrical appliances (21.4%) and electrical goods (19.8%). Furniture sales are evenly split between Bournemouth and Poole at 22.5% and Ferndown is the preferred choice for health/beauty and chemist items (61%).
- **Zone ED3 (Verwood):** Bournemouth is the main destination for buying clothes and shoes (34.2%), Furniture (19%), DIY/hardware/garden (32.9%) and books, CDs, toys and gifts. Verwood is the preferred choice for buying electrical appliances (25.3%), electrical goods (20.3%) and health/beauty and chemist items (41.8%).
- **Zone ED4 (Ringwood):** Bournemouth is the preferred location for people buying clothes and shoes (28.7%) and Furniture (14.8%). Castlepoint is the main shopping destination for buying electrical appliances (23.8%), electrical goods (23.8%) and DIY/hardware/garden (31.1%). Ringwood is the preferred choice for buying health/beauty and chemist items (62.3%) and was joint with the internet as the preferred option for buying books, CDs, toys and gifts (27% each).
- **Zone ED5 (Alderholt/Fordingbridge):** Salisbury is the preferred destination for buying all non-food shopping items with percentages as follows: clothes and shoes (46.7%), electrical appliances (41.3%), electrical goods (35.9%), Furniture (28.3%), DIY/hardware/garden (35.9%), health/beauty and chemist items (30.4%) and books, CDs, toys and gifts (35.9%).

- Zone CH1 (Christchurch/Burton):** Bournemouth is the main destination for buying clothes and shoes (34%). Castlepoint is the preferred location for purchasing domestic electrical appliances (67%), other electrical goods (61%), Furniture (48%) and DIY/hardware/garden (76%). Christchurch is the preferred option for buying health/beauty and chemist items (61.4%) and books, CDs, toys and gifts (35.9%). Retail warehouses in Christchurch attracted less than 2% of electrical, furniture and DIY goods expenditure from this zone.
- Zone CH2 (Bournemouth East):** Bournemouth is the main destination for buying clothes and shoes (32.4%). Castlepoint is the preferred location for electrical appliances (43.5%), electrical goods (41.7%), Furniture (34.3%) and DIY/hardware/garden (55.6%). Christchurch is the preferred choice for buying health/beauty and chemist items (75%) and books, CDs, toys and gifts (38.9%). Retail warehouses in Christchurch attracted about 15% of domestic electrical expenditure from this zone, and 8% of other electrical, 9% of furniture and 9% of DIY goods expenditure from this zone.
- Zone CH3 (Barton/New Milton):** Bournemouth the preferred location for buying clothes and shoes (22.6%). Castlepoint is the main destination for buying electrical appliances (35.1%), electrical goods (35.1%), Furniture (23.8%) and DIY/hardware/garden (48.8%). New Milton is the preferred choice for health/beauty and chemist items (64.3%) and books, CDs, toys and gifts (29.2%). Retail warehouses in Christchurch attracted 4% of DIY goods expenditure from this zone.

### Improvements to Town Centres

- 3.17 Respondents were asked what if anything would make them shop more often in their nearest town centres within the four areas (East Dorset, North Dorset, Purbeck and Christchurch).
- 3.18 The proportions of respondents across the study area indicating that there was “nothing” that would make them shop more often within their local towns was quite high ranging between 36% - 65%. These results are summarised below and relate to each of the main centres within the study area.

## *North Dorset*

3.19 In total 67 respondents stated that Gillingham was their main town centre and of those respondents 26.9% mentioned that 'nothing' would make them visit Gillingham more often. The main improvements mentioned for Gillingham (at least 5% or more) were:

- Better choice of shops in general (50.7%);
- Better choice of clothing shops (26.9%);
- More large shops (11.9%);
- Better quality of shops (10.4%); and
- Less charity shops (6%).

3.20 Within the study area, 77 respondents named Shaftesbury as their main town centre. Of these respondents, when asked whether anything would make them visit Shaftesbury town centre more 54.5% said that 'nothing' would. The main improvements mentioned for Shaftesbury (at least 5%) were:

- Better choice of shops in general (23.4%);
- More car parking (7.8%); and
- Better choice of clothing shops (6.5%).

3.21 In the household survey, when asked what their nearest town centre was 23 respondents named Sturminster Newton. Further to this the respondents were asked what would make them visit Sturminster more of which 60.9% replied that 'nothing' would make them visit more often. The main improvements mentioned for Sturminster Newton (at least 5%) were:

- Better choice of shops in general (26.1%);
- Better choice of clothing shops (13%); and
- Better quality shops (8.7%).

3.22 In total, when faced with the question of what their main town centre is, 139 respondents named Blandford (Forum & St Mary). Of these respondents that named Blandford 38.8% said that nothing would make them visit Blandford more often. The main improvements mentioned for Blandford (at least 5%) were:

- Better choice of shops in general (27.3%);
- More food supermarkets (15.8%)
- Cheaper/free car parking (7.2%);
- Better choice of clothing shops (7.2%); and
- More car parking (5%).

### *Purbeck*

3.23 In total 58 respondents stated that Swanage was their main town centre and of those respondents 55.2% mentioned that 'nothing' would make them visit Swanage more often. The main improvements mentioned for Swanage town centre (at least 5% or more) were:

- Better choice of shops in general (22.4%);
- More food supermarkets (13.8%);
- Better choice of clothing shops (12.1%); and
- More large shops (6.9%).

3.24 Within the study area, 56 respondents named Wareham as their main town centre. Of these respondents, when asked whether anything would make them visit Wareham town centre more often 41.1% said that 'nothing' would. The main improvements mentioned for Wareham (at least 5%) were:

- Better choice of shops in general (23.2%);
- More food supermarkets (12.5%);
- More car parking (7.1%)
- Better choice of clothes shops (7.1%); and
- Cheaper prices (5.4%).

3.25 In the household survey, when asked what their nearest town centre was only 2 respondents named Upton. Further to this the 2 respondents were asked what would make them visit Upton more with the following results:

- More food supermarkets (50%); and
- Other (50%).

### *East Dorset*

3.26 In total 142 respondents stated that Wimborne was their main town centre and of those respondents 34.5% mentioned that 'nothing' would make them visit Wimborne more often. The main improvements mentioned for Wimborne town centre (at least 5% or more) were:

- More food supermarkets (28.9%);
- Better choice of shops in general (25.4%);

- More car parking (8.5%);
- Better choice of clothing shops (7.7%);
- Better quality shops (6.3%);

3.27 Ferndown was named as the nearest main town centre by 105 respondents. Of these respondents when asked whether anything would make them shop in Ferndown more regularly 58.1% said that 'nothing' would. However, the main improvements mentioned by the remaining respondents for Ferndown town centre (at least 5% or more) were:

- Better choice of shops in general (23.8%);
- Better choice of clothing shops (10.5%);
- More car parking (6.7%); and
- Better quality shops (5.7%).

3.28 In the household survey only one respondent named West Moors as their main town centre and when asked whether anything would make them shop in the centre more often they replied 'more cafes, restaurants or pubs'.

3.29 Within the study area, 33 respondents named Verwood as their main town centre. Of these respondents, when asked whether anything would make them visit Verwood town centre more often 33.3% said that 'nothing' would. The main improvements mentioned for Verwood (at least 5%) were:

- Better choice of shops in general (51.5%);
- More food supermarkets (15.2%);
- Better choice of leisure/entertainment attractions (9.1%); and
- Better choice of clothes shops (9.1%).

### *Christchurch*

3.30 In the household survey, when asked what their nearest town centre was 245 respondents named Christchurch. Further to this the respondents were asked what would make them visit Christchurch more of which 40.8% replied that

'nothing' would make them visit more often. The main improvements mentioned for Christchurch town centre (at least 5%) were:

- Better choice of shops in general (23.7%);
- Better choice of clothing shops (12.2%);
- More car parking (10.2%); and
- More food supermarkets (6.5%).

3.31 In total 11 respondents stated that Highcliffe was their main town centre and of those respondents 45.5% mentioned that 'nothing' would make them visit Highcliffe more often. The main improvements mentioned for Highcliffe town centre (at least 5% or more) were:

- Better choice of shops in general (18.2%);
- Better choice of clothing shops (9.1%);
- More car parking (18.2%)
- More food supermarkets (9.1%)
- Lower rents for stores (9.1%);
- Fewer estate agents/banks (9.1%); and
- Less charity shops (9.1%).

3.32 Health checks of each centre explore these issues and are set out later in this report.

## **Leisure Activities**

### *Christchurch*

3.33 Within the study area for Christchurch (Zones CH1, CH2 and CH3) respondents were asked whether their households visit a variety of leisure activities and also if they did, at which location did they last visit to do these different activities. The results were as follows:

- Cinemas: 45.7% of respondents stated that their household visit the cinema with 44.9% travelling to Bournemouth, 28.6% staying in Christchurch and 13.8% going to Tower Park in Poole.
- Theatres: 45.9% of respondents answered that their households visit theatres on a regular basis with 27.9% travelling to Southampton, 27.4% travelling to Bournemouth and 16.8% choosing London as the main destination.

- Restaurants: 81.1% of respondents stated that their household regularly visit restaurants, which is a very high percentage. The main destination for visiting restaurants is Christchurch retaining 40.8% of respondents followed by Bournemouth which attracts 10.6% of respondents.
- Nightclubs: Only 7.2% of respondents within the Christchurch catchment area stated that their households visit nightclubs with the preferred location being Bournemouth (67.7%) followed by Southampton and Brighton each attracting 9.7% of respondents.
- Bingo: Only 4.9% of respondents stated that their household go out to play bingo which is relatively low. Of those households that do go out to play bingo the preferred destination is Bournemouth (42.9%) followed by Highcliffe and New Milton both attracting 14.3% of respondents
- Health & Fitness Clubs: 28.4% of respondents stated that they visited health and fitness clubs which is a high participation rate, with the main destinations being Christchurch (27%), followed by Bournemouth (25.4%) and New Milton (22%).
- Tenpin Bowling: 15.4% of respondents stated that they went ten-pin bowling on a regular basis with 53% of respondents choosing Poole as their preferred destination followed by Bournemouth (21.2%) and Southampton (15.2%).
- Library: A relatively high percentage of respondents stated that they visit a library (52.7%) with the preferred location being Christchurch (49.6) followed by New Milton (25.7%).

3.34 As can be seen from the above, the most popular leisure activities were dining out (81.1%), visiting the library (52.7%), theatre (45.9%) and the cinema (45.7%). Christchurch was the most popular destination for restaurants, library and health and fitness clubs, however Bournemouth tended to attract the most respondents for leisure activities overall.

3.35 The Borough of Christchurch is failing to attract people into the area to undertake ten pin bowling or to go to the theatre, bingo or a nightclub indicating a lack of leisure facilities in these areas.

### *North Dorset*

3.36 Within the study area for North Dorset (Zones ND1, ND2, ND3 and ND4) respondents were asked whether their households visit a variety of leisure activities and also if they did, at which location did they last visit to do these different activities. The results were as follows:

- Cinemas: 47.5% of respondents stated that their household visit the cinema with the preferred destination being Yeovil (37.1%) followed by Tower Park, Poole (26.8%).
- Theatres: 38.6% of respondents stated that their household visit the theatre with the most popular destination being London (22%) followed by Salisbury (17.9%) and Poole (11.6%)
- Restaurants: 75.2% of respondents stated that their household regularly visit restaurants. The destinations for this were very divided, however the locations with the highest percentages were Poole Town Centre (10.7%), Salisbury (8.9%), Blandford (8.6%) and Shaftesbury (8.3%).
- Nightclubs: Only 8.9% of respondents within the North Dorset catchment area stated that their households visit nightclubs with the preferred location being Bournemouth (35%) and Gillingham (15%).
- Bingo: Only 5.3% of respondents stated that their household visit bingo halls with the main destination for this being Poole (24%) followed by Yeovil (12%).
- Health & Fitness Clubs: 24.6% of respondents stated that their household visits health and fitness centres with the preferred location for this being Blandford Forum (20.9%) followed by Gillingham (20.1%) and Wimborne (10%).
- Tenpin Bowling: Within the North Dorset catchment area 22.7% of respondents stated that their households go bowling with the main destination for this activity being Yeovil attracting 50.4% of respondents followed by Poole (29.8%).



- Library: 52.7% of respondents stated that their households visit a library on a regular basis with the preferred location for this being Blandford Forum (27.8%) followed by Gillingham (18.8%) and Shaftesbury (14.8%).

3.37 As can be seen from the above results the most popular leisure activities within the North Dorset catchment area are dining out (75.2%), visiting the library (49.8%), cinema (47.5%) and theatre (38.6%). The most popular destinations for these activities were Poole and Yeovil both of which are located outside the district boundary. However, Blandford is quite well utilised for library, health and fitness clubs and restaurants.

3.38 Overall there would appear to be an under-provision in the key leisure activities within the North Dorset District and therefore expenditure is leaking out to adjoining areas such as Poole, Yeovil and Salisbury.

### *Purbeck*

3.39 Within the study area for the district of Purbeck (Zones PB1, PB2, and PB3) respondents were asked whether their households visit a variety of leisure activities and also if they did, at which location did they last visit to do these different activities. The results were as follows:

- Cinemas: 47.2% of respondents stated that their household visit the cinema with the preferred destination being Tower Park in Poole (55.7%) followed by 14.6% (Wareham).
- Theatres: 40.9% of respondents stated that their household visit the theatre with the most popular destination being Poole (28.9%) followed by Bournemouth (18.4%) and London (16.8%).
- Restaurants: 76.1% of respondents stated that their household regularly visit restaurants with the most popular destinations being Poole (32.3%) followed by Swanage (12.2%) and Wareham (10.2%).
- Nightclubs: Only 9.5% of respondents within the Purbeck catchment area stated that their household visit nightclubs with the preferred location being Bournemouth (43.2%) followed by Poole (25%).

- Bingo: Only 9.7% of respondents stated that their household visits bingo halls with the main destination for this being Poole by a substantial margin (71.1) followed by Swanage (11.1%).
- Health & Fitness Clubs: 25.6% of respondents stated that their household visits health and fitness centres with the preferred location for this being Poole town centre (32.8%) followed by Wareham (22.7%) and Warminster (12.6%).
- Tenpin Bowling: Within the Purbeck catchment area 20.9% of respondents stated that their households go bowling with the main destination for this activity being Poole (77.3%) followed by Weymouth (9.3%).
- Library: 50% of respondents stated that their households visit a library on a regular basis. The results were quite widely spread with the most popular locations as follows: Poole (20.7%), Swanage (16.8%), Wareham (16.4%), Upton (9.5%) and Dorchester (8.2%).

3.40 As can be seen from the above results the most popular leisure activities for the respondents within the Purbeck catchment area were dining out (76.1%), visiting the library (50%), cinema (47.2%) and theatre (40.9%). The most popular destination for leisure activities was Poole by a substantial margin which is outside the district boundary.

### *East Dorset*

3.41 Within the study area for East Dorset (Zones ED1, ED2, ED3, ED4 and ED5) respondents were asked whether their households visit a variety of leisure activities and also if they did, at which location did they last visit to do these different activities. The results were as follows:

- Cinemas: 49% of respondents stated that their household visit the cinema with the preferred destination being Tower Park in Poole (53%) followed by Bournemouth (18.7%) and Wimborne (11.7%).
- Theatres: 42.8% of respondents stated that their household visit the theatre with the most popular destination being Bournemouth (22.1%)

followed by Southampton (21%) and London (19.7%). In addition, Wimborne and Salisbury both attract 9.3% of respondents each.

- Restaurants: 78.9% of respondents stated that their household regularly visit restaurants. The results of the survey gave a wide spread of locations with the most popular being as follows: Bournemouth (15.4%), Wimborne Minster (14%), Ringwood (12.5%), Ferndown (10.9%) and Poole town centre (9%).
- Nightclubs: Only 7.5% of respondents within the East Dorset catchment area stated that their household visit nightclubs with the preferred location being Bournemouth (80.4%) followed by Salisbury (5.9%).
- Bingo: Only 5.3% of respondents stated that their household visits bingo halls with the main destination for this being Poole (44.4%) followed by Bournemouth (25%).
- Health & Fitness Clubs: 28.2% of respondents stated that their household visits health and fitness centres which is a high participation rate, with the preferred location for this being Ringwood (26.7%) followed by Ferndown (17.3%), Wimborne (13.1%) and Bournemouth (12%).
- Tenpin Bowling: Within the East Dorset catchment area 22.7% of respondents stated that their households go bowling with the main destination for this activity being Poole (74%) followed by Bournemouth (13.6%).
- Library: 52.7% of respondents stated that their households visit a library on a regular basis with the most popular destination being Ferndown (22.7%) followed by Wimborne Minster (18.8%), Ringwood (14%) and Verwood (12%).

3.42 As can be seen from the above results the most popular leisure activities were dining out (78.9%), visiting the library (52.7%), cinema (49%) and theatre (42.8%). The most popular destination for leisure activities was Bournemouth closely followed by Poole both of which are located outside the district boundary.

- 3.43 Of those locations located within East Dorset Wimborne Minster was the best at retaining leisure expenditure with Ferndown acting as the most popular destination for library services.
- 3.44 In conclusion, given the proximity of Poole and Bournemouth, East Dorset is struggling to retain leisure expenditure and therefore it is leaking out to the surrounding larger towns that are able to provide a greater offering.

## 4.0 BUSINESS OCCUPIER PERCEPTIONS

### Introduction

4.1 A postal survey was undertaken in November 2007 with 447 businesses responding. This was broken down by centre as follows with response rates in brackets:

- Blandford – 47 respondents (35%)
- Christchurch – 64 respondents (42%)
- Ferndown – 40 respondents (31%)
- Gillingham – 44 respondents (36%)
- Shaftsbury – 29 respondents (30%)
- Sturminster – 26 respondents (29%)
- Swanage – 53 respondents (37%)
- Upton – 8 respondents (26%)
- Verwood – 10 respondents (26%)
- Wareham – 50 respondents (36%)
- West Moors – 15 respondents (48%)
- Wimborne – 43 respondents (33%)
- Highcliffe – 18 respondents (36%)

4.2 The occupiers were asked to give their views on:

- current and future trading performance;
- future plans to improve or rationalise their premise;
- the main strengths and weaknesses of their town centre;
- how their town centre could be improved; and
- the future management of the town centre.

4.3 A copy of the business occupier survey results can be found in Appendix H.

### Length of Trading in Current Location

4.4 Table 4.1 shows the length of trading for the businesses surveyed in each of the town centres. The majority of businesses in each location have been trading in the centre for over ten years (ranging from 50% to 74%) indicating that there are a significant proportion of well established businesses in all of the centres. Many of the town centres have quite a high proportion of businesses that have been trading for 3-5, especially Gillingham, Verwood and West Moors. In general there are few new business (i.e. those that have been trading for less than a year) in any of the centres, although Christchurch has the highest proportion of these at 6%.

**Table 4.1: Length of Trading in Town Centre**

Duration	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
<1 yr	0	6	0	2	0	0	4	2	0	0	4	0	5
1-2 yrs	11	5	8	5	6	0	8	6	12	0	4	7	2
3-5 yrs	11	14	8	29	6	10	8	9	0	40	16	20	7
6-10 yrs	21	14	20	7	28	17	8	17	26	0	16	7	12
>10 yrs	57	61	62	57	55	73	57	60	50	60	56	59	74
Don't know No Answer	0	0	2	0	5	0	15	6	12	0	4	7	0
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: NEMS Business Occupier Survey November 2007

**Table 4.2: Tenure**

Tenure	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
Leased	74	70	90	75	83	65	62	43	38	60	64	80	68
Owner occupied	24	24	7	23	11	28	23	53	62	20	32	13	30
Don't Know No Answer	2	6	3	2	6	7	15	4	0	20	4	7	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: NEMS Business Occupier Survey November 2007

### **Property Tenure and Ownership**

- 4.5 The tenure of business properties in each centre is summarised in Table 4.2. In general the majority of occupiers in all of the centres are leasehold occupiers. However this trend is reversed in Swanage and Upton where a higher proportion of occupiers own their business property, 53% and 62% respectively.

### **Future Property Requirements**

- 4.6 Table 4.3 shows businesses' plans to change premises. The majority of occupiers in all the centres appear to be content with their existing premises, with between 72% and 94% across the centres having no plans to change. These results suggest that most occupiers are committed to remain in the centres. A number of businesses in certain centres, including Highcliffe (16%), Swanage (15%), West Moors (19%) and Wimborne (14%), are looking to improve their existing properties to meet their requirements. Significantly Gillingham is the only centre where the proportion of businesses looking to close or relocate outside of the town is higher than the proportion looking to satisfy their future requirements through either improvement to their property or relocation within the town.

**Table 4.3: Plans to Change Business Premises**

Future Plans	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
No Plans	87	78	94	75	72	83	73	72	87	90	78	60	75
Re-fit/Extend/Improve	2	9	3	9	16	7	4	15	13	10	10	19	14
Relocate within town	7	2	0	0	6	0	4	2	0	0	0	7	7
Close/ Relocate out of town	0	8	3	12	6	7	7	2	0	0	4	7	2
Other	4	3	0	2	0	3	0	4	0	0	2	7	2
No Answer	0	0	0	2	0	0	12	5	0	0	6	0	0
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: NEMS Business Occupier Survey November 2007

**Table 4.4: Current Trading Performance**

Performance/Score	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
Very Good (4)	13	11	12	14	6	14	8	21	25	10	14	27	21
Good (3)	30	33	28	46	39	17	27	28	50	40	28	27	35
Satisfactory (2)	53	36	35	29	44	52	35	34	12.5	40	36	33	28
Poor (1)	4	20	18	11	11	10	19	8	0	0	18	13	14
Don't Know/Refused	0	0	7	0	0	7	11	9	12.5	10	4	0	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Average Score (1-4)</b>	<b>2.51</b>	<b>2.34</b>	<b>2.38</b>	<b>2.61</b>	<b>2.39</b>	<b>2.37</b>	<b>2.26</b>	<b>2.69</b>	<b>3.14</b>	<b>2.67</b>	<b>2.40</b>	<b>2.67</b>	<b>2.64</b>

Source: NEMS Business Occupier Survey November 2007



## Trading Performance

- 4.7 Businesses were asked to describe their current trading performance as shown in Table 4.4. A scoring system of 1 point for *poor* trading, 2 points for *satisfactory* trading 3 points for *good* trading and 4 points for *very good* trading is used to calculate an average. The strongest trading centre appears to be Upton with an average of 3.14 translating to between *good* and *very good*, though this may be due to the small sample size. Other strong trade performance centres include Swanage (2.69), Verwood (2.67) and West Moors (2.67). In general the majority of businesses rated their trading performance as either *satisfactory* or *good*. However in Christchurch (20%), Ferndown (18%), Sturminster (19%) and Wareham (18%) significant proportions of the businesses rated their current trading as *poor*. West Moors had the highest proportion of businesses rating their current trade performance as *very good*.
- 4.8 Businesses were also asked whether they think their last 2 years trading performance has improved, stayed the same or declined, as shown in table 4.5. The results were relatively balanced for some centres such as Christchurch, Ferndown and Highcliffe with a similar proportion of businesses perceiving that they had improved as those perceiving they had declined. The centres with a high proportion of improved trading over the last 2 years include Upton (63%), West Moors (53%), Gillingham (48%) and Shaftesbury (45%) suggesting overall improved trading conditions in the last two years in these centres. Wareham was the only centre where there was a significant negative slant on the results with 30% of businesses feeling their trade performance has declined over the last 2 years, compared with only 22% feeling it had improved.

**Table 4.5: Last 2 Years Performance**

Performance	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
Improve	43	33	33	48	28	45	27	38	63	40	22	53	42
Stay Same	36	25	30	36	44	24	35	40	25	30	40	20	40
Decline	19	34	27	14	22	31	23	15	0	20	30	20	16
Don't Know/Refused	2	8	10	2	6	0	15	7	12	10	8	7	2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: NEMS Business Occupier Survey November 2007

**Table 4.6: Expected 12 Month Future Trading Performance**

Performance	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
Improve	34	45	35	54	28	31	38	38	75	30	34	27	26
Stay Same	55	28	32	39	44	52	27	38	25	50	46	66	51
Decline	4	19	10	5	22	14	12	11	0	0	12	0	7
Don't Know	7	8	23	2	6	3	23	13	0	20	8	7	16
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: NEMS Business Occupier Survey November 2007

4.9 Opinions on expected future trading performance are summarised in Table 4.6. In general respondents believed that trading would either improve or stay the same. Businesses were most optimistic in Upton and Gillingham where 75% and 54%, respectively, of respondents expected performance to improve. Highcliffe is the centre with the most neutral outlook with 22% believing performance would decline compared with 28% believing it would improve. None of the centres had a particularly pessimistic view of their future trading performance.

### Factors Constraining Businesses

4.10 Table 4.7 summarises the main factors that businesses believe constrain their trading performance. In general the most popular responses were the general economy and business overheads.

4.11 The main factors of concern to businesses in each centre are summarised as follows:

Blandford	The general economy and the availability and location of car parking
Christchurch	High overheads and the general economy
Ferndown	High overheads the general economy and the availability and location of car parking
Gillingham	High overheads and the general economy
Shaftsbury	The availability and location of car parking and the price of car parking
Sturminster	The availability and location of car parking
Swanage	The general economy and the availability and location of car parking
Upton	High overheads and the general economy;
Verwood	High overheads and competition from other businesses in the centre
Wareham	High overheads and the general economy
Wimborne	High overheads and the general economy
Highcliffe	High overheads, the general economy and the price of car parking

4.12 Overall there appears to be little concern from businesses over planning restrictions and the environment of the centre, with more concern over the physical aspects of the centres being placed on car parking issues and the quality and size of premises.

**Table 4.7: Factors Constraining Trading Performance**

Performance	% of Respondents in Each Centre												
	Blandford	Christch.	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	W. Moors	Wimborne
High overheads / rents	28%	45%	60%	27%	28%	21%	31%	26%	38%	30%	40%	47%	44%
General economy	43%	44%	35%	36%	39%	38%	31%	43%	50%	20%	52%	53%	47%
Quality or size of premises	21%	8%	10%	23%	6%	3%	8%	17%	13%	10%	4%	20%	7%
Staff recruitment / retention	21%	19%	8%	9%	11%	21%	12%	17%	0%	10%	18%	7%	12%
Availability/location of car parking	34%	31%	33%	23%	6%	48%	46%	34%	0%	10%	32%	27%	26%
Price of car parking	32%	31%	0%	20%	28%	38%	12%	17%	0%	0%	22%	0%	9%
Accessibility via public transport	2%	3%	5%	7%	6%	3%	4%	6%	0%	0%	2%	7%	12%
Competition from other businesses in the centre	11%	11%	13%	9%	22%	24%	0%	19%	13%	30%	8%	0%	12%
Competition from other businesses in the District	0%	2%	8%	5%	22%	21%	15%	6%	13%	0%	2%	27%	7%
Competition from other centres	2%	2%	0%	2%	0%	0%	4%	0%	0%	10%	0%	0%	5%
Security issues	2%	0%	5%	0%	6%	0%	0%	0%	13%	0%	2%	0%	5%
Lack of footfall / customers	17%	9%	28%	18%	22%	10%	12%	2%	0%	0%	10%	27%	9%
Poor location of premises	6%	3%	3%	0%	6%	0%	4%	4%	0%	10%	0%	7%	5%
Poor quality of centre environment	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Poor quality shops	13%	3%	18%	16%	17%	0%	0%	2%	0%	0%	8%	7%	9%
Poor quality services	0%	2%	0%	2%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Internet competition	4%	2%	5%	5%	0%	3%	12%	8%	13%	0%	4%	0%	14%
Planning restrictions	0%	3%	0%	5%	0%	3%	0%	8%	0%	0%	2%	0%	5%
Other	0%	5%	0%	0%	6%	3%	8%	8%	0%	10%	4%	0%	7%
Competition from Bournemouth	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Competition from Castlepoint	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Competition from Poole	2%	0%	3%	0%	0%	0%	0%	2%	13%	0%	6%	0%	5%
Competition from Dorchester	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%
Competition from Ringwood	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%
Competition from Salisbury	0%	0%	0%	2%	0%	7%	0%	0%	0%	0%	0%	0%	0%
Competition from Yeovil	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Empty units / shops	2%	5%	3%	5%	11%	0%	0%	0%	0%	0%	0%	0%	2%
Litter/poor environment/rundown	6%	3%	0%	2%	0%	0%	0%	2%	0%	10%	0%	7%	0%
Poor variety of shops	0%	3%	3%	9%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Too many charity shops	2%	2%	0%	0%	0%	3%	0%	0%	0%	0%	2%	0%	2%
(Not answered)	2%	5%	3%	2%	0%	3%	15%	8%	25%	20%	10%	0%	7%

Source: NEMS Business Occupier Survey November 2007 (NB- multiple choice question and % do not add up to 100%)

## Strengths and Weaknesses of the Town Centre

- 4.13 Occupiers' views on the strengths and weaknesses of their centre were sought, as shown in Table 4.8. On the basis of 1 point for *very poor* through to 3 points for *neutral* and 5 points for *very good*, the mean scores are calculated and are shown in the table; high scores (over 3.5) are good, scores around 3 are neutral and low scores (under 2.5) are poor.
- 4.14 On balance businesses across all centres were generally neutral for most factors, e.g. most had an average score of just under or just over 3. However, there are a number of significant factors that were either very good or very poor for various centres. Overall West Moors was the highest rated centre with an average of 3.17, comprising of especially good ratings for parking charges, personal safety and business security. Gillingham rates the worst centre with ten factors averaged as poor to very poor, including entertainment and leisure facilities scoring only 1.66.
- 4.15 Across the centres the best performing factors are personal safety and business security with no centres rating them on average as poor. The level of convenience for shoppers was neutral in all centres with the exception of West Moors. The poorest scoring factors were entertainment and leisure facilities, marketing/promotion/events and liveliness/street life/character. The poorest scoring factors in each centre represent opportunities for a centre to improve its attractiveness to businesses.
- 4.16 Businesses were also asked how they rate the market position of their centre. Table 4.9 indicates that a number of centres, including Blandford, Christchurch, Gillingham and Highcliffe are considered by the majority of businesses to be too down market. All of the other centres are considered as fine as they are by the majority of respondents, except Upton where there is a 50/50 split between too down market and fine as it is. None of the centres were considered to be too upmarket, with only a very small proportion of respondents expressing that view for Blandford, Sturminster and West Moors.

**Table 4.8: How Businesses Rate Aspects of their Centre**

Performance	Average Score on a Scale of 1 to 5												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
Rents	2.86	2.18	2.48	2.70	2.57	2.83	2.72	2.89	4.00	3.17	2.72	3.14	2.26
Rates	2.42	2.09	2.03	2.38	2.79	2.48	2.30	2.48	3.40	2.71	2.52	2.71	2.39
Availability of parking	2.55	2.42	2.62	2.50	2.81	2.08	1.74	1.80	3.88	3.70	2.19	3.20	3.02
Parking charges	2.11	1.95	3.19	2.07	2.38	2.04	3.47	1.66	4.33	4.80	2.47	4.63	2.90
Traffic congestion	1.86	1.64	2.95	2.58	1.82	1.96	1.71	2.10	3.38	3.11	2.33	2.79	2.71
Bus service	2.20	3.45	3.24	2.62	2.58	1.89	2.00	2.76	3.80	2.40	3.36	3.08	2.31
Personal safety	3.52	3.81	3.78	3.34	3.87	3.07	3.43	3.78	3.14	3.30	3.77	3.93	3.69
Business security	3.24	3.69	3.53	3.26	3.41	3.38	3.62	3.38	2.86	2.89	3.57	3.71	3.65
Range of shops & services	3.02	2.76	2.18	1.88	2.35	3.63	3.13	3.12	3.00	2.20	2.79	3.20	3.14
Quality of shops & services	3.07	2.75	2.97	2.21	2.94	3.61	3.48	3.24	3.00	3.40	3.17	3.53	3.43
Entertainment & leisure facilities	1.74	2.88	2.62	1.66	1.88	1.93	2.74	2.47	2.13	3.10	2.76	2.43	3.05
Marketing / promotion / events	2.07	3.09	2.22	2.05	2.07	2.42	2.71	2.74	2.29	3.00	2.40	2.38	3.05
Liveliness / street life / character	2.44	3.10	2.15	1.98	2.06	2.74	2.76	3.21	2.25	2.70	3.00	2.62	3.15
The market	2.42	2.80	2.46	1.67	1.56	2.04	2.56	3.10	n/a	3.71	2.98	3.00	3.23
Quality/No. of places to eat/drink	2.93	3.88	3.03	2.13	3.63	3.81	2.86	3.68	1.57	2.78	3.48	2.87	3.95
General shopping environment	2.78	2.90	2.81	2.00	2.71	3.57	3.09	3.29	2.50	2.40	3.19	3.20	3.43
Convenience for shoppers	2.70	3.06	3.03	2.67	2.94	3.07	2.87	3.20	3.13	2.60	3.10	3.50	3.37
<b>Overall Average</b>	<b>2.58</b>	<b>2.85</b>	<b>2.78</b>	<b>2.34</b>	<b>2.61</b>	<b>2.74</b>	<b>2.78</b>	<b>2.88</b>	<b>3.04</b>	<b>3.06</b>	<b>2.93</b>	<b>3.17</b>	<b>3.10</b>

Source: NEMS Business Occupier Survey November 2007 (Based on a scoring system of 1 for very poor, 2 poor, 3 neutral, 4 good and 5 for very good)

Green = Good to Very Good

Black = Neutral

Red = Poor to Very Poor

**Table 4.9: Opinions on Town Centre's Market Position**

Performance	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	W. Moors	Wimborne
Too up market	4%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	7%	0%
Fine as it is	26%	27%	35%	11%	28%	76%	46%	55%	50%	60%	48%	72%	49%
Too down market	62%	56%	30%	64%	39%	7%	23%	38%	50%	10%	34%	0%	32%
Other	6%	11%	25%	16%	11%	10%	12%	2%	0%	10%	12%	7%	9%
Not enough variety of shops/retailers	2%	0%	8%	7%	11%	0%	0%	0%	0%	20%	2%	7%	5%
Too many charity shops	0%	3%	2%	0%	0%	7%	0%	0%	0%	0%	0%	0%	5%
(Not answered)	0%	3%	0%	2%	11%	0%	15%	5%	0%	0%	4%	7%	0%
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: NEMS Business Occupier Survey November 2007

**Table 4.10: Opinions on Town Centre's Shopping/Service Mix**

Performance	% of Respondents in Each Centre												
	Blandford	Christchurch	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	West Moors	Wimborne
Too many small (independent) shops / not enough large (chain) stores	29%	16%	28%	61%	17%	4%	12%	15%	12%	20%	22%	7%	19%
About the right mix	49%	34%	25%	9%	28%	72%	31%	62%	38%	30%	52%	60%	44%
Not enough small independent shops	11%	45%	45%	23%	55%	24%	38%	17%	50%	50%	24%	33%	30%
Not Answered	11%	5%	2%	7%	0%	0%	19%	6%	0%	0%	2%	0%	7%
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: NEMS Business Occupier Survey November 2007

4.17 Table 4.10 summarises occupier's opinions about the mix of chain stores and small independent shops and services in their centre. In Blandford (49%), Shaftesbury (72%), Swanage (62%), Wareham (52%), West Moors (60%) and Wimborne (44%) the majority of respondents considered the centres to have the right mix of shops. Gillingham was the only centre where the majority (61%) of occupiers felt that there were too many small independent stores and that more large chain stores were needed. All of the other centres were perceived to have too few small independent shops.

### **Perceived Planning Issues for the Future of Town Centres**

4.18 Businesses were asked what they perceived to be the main issues for the future planning of their centre. The results are shown in Table 4.11. The highest and most significant proportions for each centre are shown in bold.

4.19 The most common occurring issue perceived across the centres was the need to remove and reduce traffic congestion and the need to improve public car parking and reduce parking charges, which both had relatively high proportions of respondents in many of the centres. The issue of increasing local and speciality retailers in the centre was also a popular with between 23% (in Blandford) and 70% (in Verwood) of respondents concerned with the factor in each centre.

4.20 In Blandford, Gillingham and Upton providing better entertainment and leisure is perceived as an important planning issue. In Verwood and Ferndown the survey highlights occupiers think that promoting and publicising the attractions of the town centre are an important issue. In Upton and West Moors making the centre safer is considered one of the most pressing planning issues.

4.21 In general providing housing in the town centres and improving the appearance of town centres is not considered a main planning issue among the business occupiers. In addition to these very few businesses consider that litter collections/making the area cleaner and using planting to improve appearances are high up the agenda.



**Table 4.11: Important Future Planning Issues**

Issue	% of Respondents in Each Centre												
	Blandford	Christch.	Ferndown	Gillingham	Highcliffe	Shaftesbury	Sturminster	Swanage	Upton	Verwood	Wareham	W. Moors	Wimborne
Increase range of national/chain stores	28%	30%	<b>50%</b>	<b>45%</b>	6%	7%	15%	11%	0%	20%	18%	7%	26%
Increase range of local/speciality retailers	23%	<b>47%</b>	<b>55%</b>	36%	<b>67%</b>	38%	35%	30%	25%	<b>70%</b>	<b>44%</b>	40%	<b>58%</b>
Improve quality of shops and services	28%	34%	28%	<b>39%</b>	33%	7%	23%	21%	<b>38%</b>	10%	28%	20%	<b>33%</b>
Improve appearance of the town centre	4%	3%	5%	14%	0%	3%	0%	4%	0%	0%	4%	0%	7%
Improve the market	26%	16%	15%	14%	22%	24%	19%	2%	0%	20%	6%	0%	0%
Make centre safer (CCTV, policing, better lighting etc.)	21%	5%	25%	14%	22%	10%	12%	38%	<b>63%</b>	30%	24%	<b>47%</b>	21%
Remove / reduce traffic congestion	<b>51%</b>	<b>50%</b>	18%	14%	<b>61%</b>	<b>48%</b>	<b>54%</b>	<b>40%</b>	13%	10%	30%	<b>33%</b>	23%
Provide more housing in the town centre	4%	6%	5%	0%	0%	3%	4%	0%	0%	0%	12%	13%	7%
Improve frequency of bus services	30%	3%	5%	9%	6%	21%	27%	11%	25%	<b>30%</b>	12%	7%	26%
Improve car parking availability and charges	<b>57%</b>	<b>63%</b>	<b>48%</b>	<b>39%</b>	39%	<b>55%</b>	<b>62%</b>	<b>66%</b>	0%	10%	<b>72%</b>	27%	40%
Provide better entertainment and leisure	<b>30%</b>	11%	8%	<b>39%</b>	17%	28%	12%	15%	<b>38%</b>	20%	10%	20%	9%
Improve quality/range of cafes and restaurants	9%	11%	13%	14%	11%	7%	8%	4%	<b>38%</b>	<b>30%</b>	8%	20%	5%
Improve pedestrian links and facilities	6%	13%	10%	7%	0%	34%	4%	15%	0%	0%	2%	7%	26%
Improve quality of shop units/retail accommodation	4%	22%	10%	18%	17%	10%	12%	9%	0%	0%	6%	7%	21%
Encourage / promote Sunday trading	2%	5%	10%	2%	0%	3%	8%	4%	0%	0%	8%	0%	0%
Promote / publicise the attractions of the town centre	13%	14%	<b>30%</b>	9%	6%	21%	15%	21%	13%	<b>30%</b>	26%	20%	12%
Provide and improve public transport facilities in the town centre	2%	3%	3%	9%	11%	24%	15%	4%	0%	10%	10%	13%	5%
More office accommodation	2%	3%	5%	2%	11%	0%	0%	0%	0%	0%	0%	20%	2%
Other	2%	8%	3%	2%	0%	3%	4%	2%	0%	10%	4%	7%	7%
Litter collections / more bins etc / make area cleaner	4%	2%	0%	0%	0%	0%	0%	6%	0%	0%	4%	7%	5%
Use flowers / plants to improve appearance	2%	0%	3%	0%	6%	3%	0%	4%	13%	0%	0%	0%	0%
Improve road / pavement surfaces	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%
Too many charity shops	2%	0%	0%	0%	6%	0%	0%	0%	0%	0%	2%	0%	0%
Too many empty / derelict buildings / shops	2%	2%	0%	2%	0%	0%	0%	4%	0%	0%	0%	0%	0%
(Not answered)	2%	0%	3%	5%	6%	3%	15%	6%	13%	0%	4%	0%	0%

Source: NEMS Business Occupier Survey November 2007

## Key Messages from the Occupier Survey

- A significant proportion of businesses have been trading in their centre for over 10 years;
- The majority of occupiers in most centres are leasehold occupiers;
- Most occupiers in all centres seems to be content with their existing premises, though Gillingham is the only centre where those that are not content are looking to either close or relocate outside of the town centre;
- With regards to current trading performance, most centres appear to be either satisfactory or good, with Upton, Swanage, Verwood and West Moors the best performers;
- Past trading performance was considered to be positive in all centres except Wareham;
- Opinions on expected trading performance were overall positive with no centre having a higher proportion of respondents expecting trading to decline than the proportion expecting it to improve;
- High overheads/rents and the general economy were considered the two most constraining factors to trading performance in most centres, however car parking factors were also a concern;
- On balance businesses across all centres considered that the strengths were business security and personal safety. The factors that obtained the worst overall scores were entertainment and leisure facilities, marketing/promotion/events and liveliness/street life/character;
- Opinions about the town centre's market position varied across the centres between fine as it is, and too down market; respondents did not feel any of the centres were too upmarket;
- The majority of all of the centre's respondents, with the exception of Gillingham, felt that there were too few independent and specialist retailers; and
- Businesses in most of the centres felt that reducing traffic congestion; improving public car parking; and reducing parking charges were key priority issues for the future planning of their centres. Most centres also had a good proportion of respondents expressing the view that increasing local and speciality retailers was also an important issue.

## 5.0 DEFINING THE NETWORK OF CENTRES

### Introduction

5.1 This section defines and assesses the existing network of Town, District and Local centres in the Joint Study area. Future recommendations for the future designation of centres within development plans along with appropriate Primary Shopping Area boundaries and Primary Shopping Frontages where appropriate are contained in section 24.

### Major Shopping Centres in the Study Area

5.2 North Dorset, Purbeck, East Dorset and Christchurch are all served by a number of District and Local Centres. The larger centres of Gillingham, Shaftesbury, Sturminster and Blandford in North Dorset; Swanage, Wareham and Upton in Purbeck; Wimborne, Ferndown, West Moors and Verwood in East Dorset; and Christchurch all primarily serve a local catchment area and have limited draw beyond their respective boundaries, as suggested by the household survey results shown in Appendix F and summarised in Section 3.

5.3 There are a number of larger competing centres in the area surrounding each of the districts. The main competing centres are Bournemouth, Poole, Dorchester, Salisbury, Southampton and Yeovil. Castlepoint, Bournemouth and Poole predominantly draw trade from Christchurch and East Dorset. Yeovil draws most of its trade from North Dorset and Poole draws significant trade from the Purbeck area.

5.4 The household survey results demonstrate the complex network of centres in the sub-region and over-lapping catchment areas. The survey results suggest:

- Gillingham and its primary catchment area falls within the sphere of influence of Yeovil, and to a lesser extent Salisbury and Shaftesbury. Gillingham's catchment area extends to Shaftesbury although significant trade is not drawn from this area.
- Shaftesbury and its primary catchment area falls within the sphere of influence of Yeovil and to a lesser extent Gillingham. Shaftesbury's catchment area extends to Gillingham due to cross flows of trade between these two areas.
- Sturminster's primary catchment area falls within the sphere of influence of Yeovil, and to a lesser extent Shaftesbury. The catchment area of Sturminster is very localised and there is a high out of outflow of expenditure.

- Blandford and its primary catchment area falls within the sphere of influence of Poole. It has a localised catchment area.
- Swanage and its primary catchment area falls within the sphere of influence of Poole and to a lesser extent Bournemouth. Swanage has a localised catchment area and does not attract expenditure from surrounding areas.
- Wareham and its primary catchment area falls within the sphere of influence of Poole and to a lesser extent Dorchester.
- Upton and its primary catchment area falls within the sphere of influence of Poole and to a lesser extent Bournemouth.
- Wimborne and its primary catchment area falls within the sphere of influence of Poole and to a lesser extent Bournemouth.
- Ferndown and its primary catchment area falls within the sphere of influence of Bournemouth and to a lesser extent Poole. The catchment area of Ferndown extends to West Moors, Wimborne, Verwood and Ringwood.
- West Moors and its primary catchment area falls within the sphere of influence of Bournemouth and to a lesser extent Poole.
- Verwood and its primary catchment area falls within the sphere of influence of Bournemouth and to a lesser extent Poole. Verwood's catchment area extends to Fordingbridge and Alderholt.
- Christchurch also falls within the sphere of influence of Castlepoint and Bournemouth. However, New Milton, Barton and East Bournemouth all fall within Christchurch's catchment area.

5.5 Residents in all of the local authority areas have relatively good access to larger centres by road, and in the cases of Swanage, Gillingham and Christchurch, by rail.

5.6 Javelin's UK Shopping Index 2006 provides an index of shopping centres on the basis of a weighted score for multiple retailers represented in each centre. Javelin's rank for centres in Dorset and surrounding areas is shown in Table 5.1.

5.7 In terms of the centres surrounding the study area, Southampton is ranked 9<sup>th</sup> and is the highest ranked centre in Hampshire and Dorset. Bournemouth is ranked 81<sup>st</sup>, above Poole but below Southampton and Salisbury. Poole is ranked slightly higher than Yeovil and significantly higher than Dorchester, Weymouth, Boscombe and Christchurch. The small market towns surrounding the Poole/Bournemouth conurbation are ranked much lower than Poole town centre, i.e. Blandford Forum, Wimborne and Ferndown.

**Table 5.1: Venuescore Shopping Index (2006)**

<b>Centre</b>	<b>Venuescore Index Score</b>	<b>Venuescore Ranking</b>
Southampton	299	9
Salisbury	203	41
Bournemouth	163	81
Poole	140	115
Yeovil	136	126
Weymouth	99	213
Dorchester	87	256
Boscombe	81	281
Castlepoint, Bournemouth	66	344
Gillingham	57	417
Christchurch	47	506
Kinson, Bournemouth	46	516
Parkstone, Poole	44	537
New Milton	38	633
Ringwood	35	679
Blandford Forum	32	737
Wimborne	32	737
Ferndown	29	820
Shaftesbury	26	906
Southbourne, Bournemouth	23	1,034
Westbourne, Bournemouth	21	1,127
Swanage	19	1,229
Holdenhurst Rd, Bournemouth	16	1,427
Charminster Rd, Bournemouth	15	1,528
Broadstone, Poole	12	1,818

Source: Venuescore 2006

- 5.8 For North Dorset, Gillingham is ranked highest at 417<sup>th</sup> followed by Blandford at 737<sup>th</sup> and Shaftesbury at 906<sup>th</sup>. Sturminster was not ranked by Venue. Internally there is some overlap between the catchments of Shaftesbury and Gillingham although, as stated previously the majority of available expenditure within the North Dorset district is leaking to other centres such as Yeovil (ranked 126<sup>th</sup>) and Poole (ranked 115<sup>th</sup>) particularly for comparison goods such as clothing and footwear. It is clear that residents of North Dorset have good access to a choice of centres within the sub-regional shopping catchment areas of Yeovil and Poole.
- 5.9 For Purbeck the only centre ranked is Swanage which came in at 1,229<sup>th</sup> indicating that the other centres either had a Venuescore of less than 10 and are therefore not listed in the top 2,200 centres across the UK or are too small to be included in Javelin's index. There is limited overlap between the catchment areas of the Purbeck towns and there is a large amount of leakage of available expenditure both

for comparison and convenience goods. Poole (ranked 115<sup>th</sup>), Bournemouth (ranked 81<sup>st</sup>) and to a lesser extent Dorchester (ranked 256<sup>th</sup>) absorb the majority of this expenditure. This tends to be the trend for almost all goods with little retained within the district. Therefore, although residents of Purbeck have good access to a choice of centres within the sub-regional shopping catchment areas very little is retained within the local area.

- 5.10 In East Dorset Wimborne is the highest ranked centre at 737<sup>th</sup> followed by Ferndown at 820<sup>th</sup>. Neither Verwood or West Moors appear in the rank. There is some cross flows of expenditure with Ferndown and Verwood attracting residents from other areas such as Ringwood and West Moors for convenience shopping. However, a large amount of the available expenditure leaks to the surrounding areas such as Bournemouth (81<sup>st</sup>) and Poole (115<sup>th</sup>). It is clear that residents of East Dorset have good access to a choice of centres within the sub-regional shopping catchment areas of Bournemouth and Poole.
- 5.11 Christchurch is ranked at 506<sup>th</sup> and attracts inflow from other areas outside the Borough such as New Milton, Barton and East Bournemouth. However, available convenience and comparison expenditure is still leaking out of the area to Castlepoint (344<sup>th</sup>) and Bournemouth (81<sup>st</sup>). Overall, the residents of Christchurch are well provided for and have good access to a choice of centres within the sub region. It should be noted that Highcliffe does not appear within the Venuescore Shopping Index.

## **6.0 THE QUANTITATIVE CAPACITY FOR NEW RETAIL DEVELOPMENT**

### **Introduction**

- 6.1 This section assesses the quantitative capacity for new retail floorspace in the Joint Study area in the period from 2007 to 2026. It sets out the methodology adopted for this analysis and provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken, shown in Section 19.
- 6.2 All monetary values expressed in this analysis are at 2005 prices, consistent with Experian's base year expenditure figures for 2005. A detailed methodology statement is provided in Appendix G.

### **Retail Trends**

- 6.3 Past retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future, particularly for comparison goods. In the past, expenditure growth has fuelled the growth in retail floorspace, including major out-of-centre development particularly in the 1980's and 1990's. Continuation of these past trends is likely to lead to a need for further retail floorspace.
- 6.4 New forms of retailing have emerged in recent years as an alternative to more traditional shopping facilities. Home/electronic shopping has also emerged with the increasing growth in the use of personal computers and the Internet. Trends within this sector may well have implications for retailing within the study area. The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street.
- 6.5 On-line shopping has experienced rapid growth since the late 1990s but in proportional terms the latest available data suggests it remains an insignificant percentage of total retail expenditure. Recent trends suggest continued strong growth in this sector. However, there is still uncertainty about its longer-term prospects and the potential effects on the high street.

- 6.6 In addition to new forms of retailing, retail operators have responded to changes in customers' requirements. For example, extended opening hours and Sunday trading increased significantly in the 1990s. Retailers also responded to stricter planning controls by changing their trading formats. For example, some major food operators have introduced smaller store formats capable of being accommodated within town centres, such as the Tesco *Metro*, Sainsbury *Central/Local* store and Marks and Spencer's *Simply Foods* formats. Food operators have also entered the local convenience store market, for example *Tesco Express* store and convenience stores linked with petrol filling stations. The entrance of European discount food operators such as Aldi, Lidl and Netto has also been rapid during the last decade.
- 6.7 Food store operators have also commenced a programme of store extensions, particularly Tesco, Sainsbury and Asda. These operators, faced with limited growth in food expenditure, have attempted to increase the sale of non-food products within their food stores, including clothing and electrical goods.
- 6.8 Comparison retailers have also responded to recent market conditions. The bulky goods retail warehouse sector has rationalised and there have been a number of mergers. For example there are fewer DIY operators, following the acquisition of Do It All, Great Mills and Wickes by Focus DIY. B&Q and Homebase developed very large '*category killer*' retail warehouses (some exceeding 10,000 sq m gross), but more recently have scaled down their stores. Other traditional high street retailers have sought large out-of-centre stores, for example Boots, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores across the country. Sports clothing retail warehouses including JJB Sports and Decathlon have also expanded out-of-centre. These trends have already been evident across the Country.
- 6.9 Within town centres, some high street multiple comparison retailers have also changed their format. High street national multiples have increasingly sought larger modern shop units (over 200 sq m) with an increasing polarisation of activity into the larger regional and sub-regional centres. The continuation of these trends may also influence future operator requirements in Dorset.
- 6.10 For example, factory outlet centres have been developed across the country as an alternative to fashion shops within town centres. These developments are usually large and can provide over 10,000 sq m of comparison retailing, focusing primarily on fashion items and clothing, offering designer clothing at discounted prices, for



example Whiteley Village Outlet Centre. A number of large factory outlet developments have emerged across Great Britain and draw from a wide catchment area.

### **Methodology and Data**

- 6.11 The quantitative analysis is based on a study area defined for the main centres in the four authorities. The study area has been divided into fifteen zones or sectors for more detailed analysis. The study area is shown in Plan 1 in Appendix A. The extent of the study area is based on postcode area boundaries and the proximity of competing shopping destinations, i.e. shopping facilities within the study area are expected to attract a significant proportion of their trade from residents within the study area, although there will be an element of trade drawn from beyond the study area. The study area covers the four local authority areas and extends into other neighbouring authorities.
- 6.12 The level of available expenditure to support retailers is based on first establishing per capita levels of spending for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2005 have been obtained.
- 6.13 Experian's latest national expenditure projections between 2005 and 2015 have been used to forecast expenditure within the study area. Unlike previous expenditure growth rates provided by The Data Consultancy (formerly URPI), which were based on past trends, Experian's projections are based on an econometric model of disaggregated consumer spending. This model takes a number of macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of disaggregated consumer spending volumes, prices and value. The model incorporates assumptions about income and price elasticities.
- 6.14 Experian provides recommended growth rates for the period 2005 to 2010, and 2005 to 2015. The recommended growth rates for the period 2005 and 2010 are 0.5% per annum for convenience goods and 4.3% per annum for comparison goods. These growth rates have been used in this study to forecast expenditure per capita up to 2010. Adjusted growth rates (0.9% and 3.3% per annum for convenience and comparison goods respectively) have been adopted to project expenditure between 2010 and 2015, consistent with Experian's overall growth forecasts for 2005 to 2015. Growth in expenditure beyond 2015, i.e. up to 2026, is based on 0.7% and 3.8% per

annum for convenience and comparison goods respectively, in line with Experian's growth forecast for 2005 to 2015.

6.15 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates are based on a range of factors including:

- information from household surveys;
- the level and quality of retail facilities; and
- the relative distance between shopping centres and study area zones.

6.16 The total turnover of shops within the study area is estimated based on expected penetration rates and the expected level of expenditure inflow. These turnover estimates are converted into average turnover to sales floorspace densities. Turnover densities are compared with company average turnover to sales floorspace densities and benchmark turnover levels in order to identify potential surplus capacity or deficit.

### **Population and Spending**

6.17 The project brief identifies a number of development scenarios arising from the emerging RSS, which may affect future population projections, e.g. new urban extension areas and increased house building rates, as follows:

- a 600-dwelling urban extension to the north of Christchurch, and in Christchurch as a whole 165 to 180 dwellings per annum between 2006 and 2026 as assumed in the draft RSS;
- enlarged urban extensions at Wimborne Minster, West Parley and Corfe Mullen (up from 2,400 new dwellings in the draft RSS to 6,400 dwellings in the urban extensions). The draft RSS assumes 270 dwellings per annum in the District as a whole between 2006 and 2026;
- a house competition rate of between 220 to 300 dwellings per annum in North Dorset as a whole, split with Blandford, Gillingham and Shaftesbury. The Draft RSS assumes 255 dwellings per annum between 2006 and 2026;

- an increase in house completions from 105 dwelling per annum (as envisaged in the draft RSS) to 120 dwellings per annum in Purbeck, and 2,750 dwellings around Upton.

6.18 Dorset County Council (DCC) has produced population projections based on the Draft RSS, which should include; the proposed 600 dwelling to the north of Christchurch; 2,400 new dwellings in urban extensions in East Dorset; 255 dwellings per annum in North Dorset and 105 dwellings per annum in Purbeck. However, the RSS Panel report suggests increased house building rates.

6.19 There appears to be a degree of uncertainty regarding future population growth, therefore we have adopted a range of projections. For population growth two scenarios (baseline and high growth) have been adopted. These two scenarios are based on 2001 Census figures and two different population projections available from Dorset County Council (DCC) and the Office of National Statistics (ONS). The growth in population suggested in these two data sources is shown below.

Authority Area	Growth in Population 2001 to 2026		Difference
	DCC – draft RSS	ONS 2004	
Christchurch	+7,000	+4,050	2,950
East Dorset	+4,600	+11,500	6,900
North Dorset	+3,650	+16,200	12,550
Purbeck	-500	+5,200	5,700

6.20 DCC's draft Regional Spatial Strategy based population projections show lower levels of population growth for North Dorset, Purbeck, West Dorset and East Dorset. The SWRSS Panel report indicates that new housing numbers should be based on the ONS's 2003 based population projections at a regional level, but recognises that the latest ONS 2004 projections, although similar at a regional level, do vary significantly at local authority level. The ONS 2004 figures appear to be higher than the figures currently advocated in the RSS panel report. For Christchurch, Dorset County Council's projections are higher than the ONS 2004 figures.

6.21 The baseline population scenario is based on the lower population projections, predominantly DCC based figures except for Christchurch. The high growth scenario adopts the higher population projections, predominantly ONS based figures, again except for Christchurch.

- 6.22 The ONS population projections may be more appropriate if the higher RSS Panel Report house completions are implemented in East Dorset, North Dorset and Purbeck. The ONS population figures may be appropriate if an urban extension is not implemented in Christchurch.
- 6.23 The baseline study area population for 2001 to 2026 is set out in Table 1B in Appendix B. Population within the study area is expected to increase from 361,640 in 2001 to 377,306 by 2026, a 4.3% growth. The high growth population projections are shown in Table 2B in Appendix B. In this higher scenario population is expected to increase from 361,640 in 2001 to 406,757 by 2026, a 12.5% growth
- 6.24 Table 3B in the Appendix B sets out the forecast growth in spending per head for convenience goods within each zone in the study area. Comparison forecasts of per capita spending are shown in Table 1C.
- 6.25 The levels of available spending are derived by combining the population in Tables 1B and 2B and per capita spending figures in Table 3B and 1C. For both comparison and convenience spending, a reduction has been made for special forms of trading such as mail order, e-tail (non-retail businesses) and vending machines.
- 6.26 Special Forms of Trading (SFT) and non-store activity is included within Experian's goods based expenditure estimates. "*Special forms of trading*" includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling. SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship to the demand for retail floorspace.
- 6.27 The growth in home computing, Internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian has attempted to provide projections for special forms of trading and E-tailing (Retail Planner Briefing Note 2.3D – December 2005).
- 6.28 This latest Experian information (2005 figure) suggests that non-store retail sales is:
- 2.9% of convenience goods expenditure; and
  - 6.3% of comparison goods expenditure.

- 6.29 For convenience expenditure 2.1% of the 2.9% is estimated to be E-tailing, and the rest (0.8%) is other forms of SFT e.g. mail order. E-tailing in 2004 can be broken down into E-tailing through retail businesses (e.g. Tesco and Sainsbury) at 1.1% and non-retail businesses (0.5%). Therefore the E-tailing split for retail and non-retail businesses is approximately 70:30.
- 6.30 For comparison expenditure in 2005, 4% of the 6.3% is estimated to be E-tailing, and the remaining 2.3% is other forms of SFT e.g. mail order. E-tailing through retail businesses (e.g. Next and Argos) is 1.3% and for non-retail businesses 1.8% (e.g. Amazon) in 2004. Therefore the E-tailing split for retail and non-retail businesses is approximately 40:60.
- 6.31 Experian provide projections for E-tailing and other SFT. These projections have been used to exclude expenditure attributed to e-tailing through non-retail businesses, which will not directly impact on the demand for retail floorspace. Experian estimate that SFT (including non-retail e-tailing) was 1.6% and 5.4% of total convenience and comparison goods expenditure respectively. The mid-point of the range of projections provided by Experian suggests that these percentages could increase to 2.3% and 7.8% by 2011 respectively. Therefore the amount of e-tail expenditure through non-retail businesses is expected to increase significantly in proportional terms, but as a proportion of total expenditure this sector is expected to remain relatively insignificant for the foreseeable future. NLP estimate that SFT is 1.8% and 6.0% of total convenience and comparison goods expenditure respectively in 2006, rising to 2.3% for convenience goods expenditure and 7.8% for comparison goods expenditure in 2011 and beyond. However, if this growth is achieved it may (to a large extent) be at the expense of other forms of home shopping such as catalogue and mail order shopping. In addition the implications on the demand for retail space are unclear. For example, some retailers operate on-line sales from their traditional retail premises e.g. food store operators. Therefore, growth in on-line sales may not always mean there is a reduction in the need for retail floorspace. Given the uncertainties relating to internet shopping and the likelihood that it will increase in proportional terms, this assessment has adopted relatively cautious growth projections for retail expenditure.
- 6.32 As a consequence of growth in population (baseline scenario) and per capita spending, convenience goods spending within the study area is forecast to increase by 16.3% from £592.06 million in 2007 to £688.71 million in 2026, as shown in Table

4B. Under the high growth scenario convenience spending is forecast to increase by 24.4% between 2007 and 2026.

6.33 Comparison goods spending is forecast to more than double between 2007 and 2016, from £1,062.64 million in 2007 to £2,145.74 million in 2026 for the baseline scenario, as shown in Table 2C. Under the high population growth scenario spending is forecast to increase by 115.7% to £2,311.33 million in 2026. These figures relate to real growth and exclude inflation.

### **Existing Retail Floorspace**

6.34 Existing convenience goods retail sales floorspace within four local authority areas is estimated to be 36,484 sq m net, as set out in Table 1A in Appendix A. The comparison goods retail floorspace is estimated to be 82,118 sq m net, as set out in Table 3A Appendix A, including comparison goods sold in food stores. These floorspace figures are broken down as follows:

- North Dorset - convenience = 12,938 sq m net, comparison = 20,848 sq m net;
- Purbeck - convenience = 5,040 sq m net, comparison = 8,825 sq m net;
- East Dorset - convenience = 11,593 sq m net, comparison = 17,974 sq m net;
- Christchurch convenience = 6,914 sq m net\*, comparison = 34,471 sq m net.

\* excludes the new Waitrose which was not open at the time of the household survey.

### **Existing Convenience Spending Patterns 2007**

6.35 The results of the household shopper questionnaire survey undertaken by NEMS in October 2007 have been used to estimate existing shopping patterns within the study area for both comparison and convenience shopping. The estimates of market share or penetration within each study area zone for convenience shopping are shown in Table 6B, Appendix B. The market share/penetration rate is the proportional amount of expenditure attracted to stores from each residential zone, derived from the household survey results. The proportion of each store/centre's trade from beyond the study area (expenditure inflow) is shown in the last column of Table 4B. This inflow figure is an estimate based on the likely catchment area of the store/centre, the likely amount of trade from tourism, the centre's proximity to the study area boundary and competing stores/centres outside the study area.

- 6.36 Company average turnover to sales floorspace densities are available for major food store operators. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores listed in Table 1A, Appendix A, and a benchmark turnover for each store has been calculated. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a helpful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms. Estimates for comparison sales floorspace within large food stores has been deducted from the figures in Table 1A, for consistency with the use of goods based expenditure figures.
- 6.37 Average sales densities are not widely available for small convenience shops, particularly independent retailers. We have assumed an average sales density for small convenience shops of £3,500 per sq m net. The total benchmark turnover of existing convenience sales floorspace within the four local authority areas is £259.00 million, as shown in Table 1A in Appendix A.

#### *Convenience Shopping North Dorset*

- 6.38 The level of convenience goods expenditure attracted to shops/stores in North Dorset in 2007 is estimated to be £99.17 million, as shown in Table 7B, Appendix B. North Dorset's share of convenience expenditure within the four ND zones is estimated to be about 67%, therefore, around 33% of convenience goods expenditure is estimated to be spent elsewhere, mainly in Wincanton, Sherborne and Yeovil.
- 6.39 The total benchmark turnover of existing convenience sales floorspace within North Dorset District is £93.87 million, as shown in Table 1A in Appendix A.
- 6.40 The assessment of shopping patterns in 2007 suggests convenience goods expenditure attracted to North Dorset in 2007 is £99.17 million, which suggests that convenience sales floorspace is collectively trading about 6% above the benchmark turnover, +£5.3 million, as shown in Table 17B Appendix B. However, as the trading performance of the main large food stores in North Dorset compared with the company average sales density shown below demonstrates, not all stores currently trade above average:
- Tesco, Blandford +20%;
  - Waitrose, Gillingham -31%;
  - Tesco, Shaftesbury -7%.

6.41 Whilst the Waitrose in Gillingham has a wide catchment area, the total amount of expenditure available to the store is limited by the competition from two other supermarkets (Somerfield and Lidl) in a relatively small town centre.

#### *Convenience Shopping Purbeck*

6.42 The level of convenience goods expenditure attracted to shops/stores in Purbeck in 2007 is estimated to be £39.28 million, as shown in Table 7B, Appendix B. Purbeck's share of convenience expenditure within the three PB zones is estimated to be about 37%. Therefore, around 63% of convenience goods expenditure is estimated to be spent elsewhere. Whilst this is a relatively low expenditure retention rate, it reflects the fact that the PB zones cover a wide area, and large parts of these zones are close to both Poole and Dorchester.

6.43 Indeed, the cross flows of convenience expenditure between Swanage and Wareham are fairly limited suggesting that they have relatively self-contained catchment areas in terms of convenience shopping.

6.44 The total benchmark turnover of existing convenience sales floorspace within Purbeck is £22.06 million, as shown in Table 1A in Appendix A.

6.45 The assessment of shopping patterns in 2007 suggests convenience goods expenditure attracted to Purbeck in 2007 is £39.28 million, which suggests that convenience sales floorspace is collectively trading about 78% above the benchmark turnover, +£17.22 million, as shown in Table 17B Appendix B.

#### *Convenience Shopping East Dorset*

6.46 The level of convenience goods expenditure attracted to shops/stores in East Dorset in 2007 is estimated to be £119.66 million, as shown in Table 7B, Appendix B. East Dorset's share of convenience expenditure within the five ED zones is estimated to be about 55%. Therefore, around 45% of convenience goods expenditure is estimated to be spent elsewhere, mainly in Poole, Bournemouth and Ringwood. The cross flows of convenience expenditure between the four main town centres highlight the wide catchment of both the Sainsbury's and Tesco in Ferndown, which attract 22% of expenditure from the Wimborne zone (ED1) and 22% from the Verwood zone



(ED3). This highlights potential for both Wimborne and Verwood to claw back some of the expenditure that is currently being spent in Ferndown.

6.47 The total benchmark turnover of existing convenience sales floorspace within East Dorset is £86.2 million, as shown in Table 1A in Appendix A.

6.48 The assessment of shopping patterns in 2007 suggests convenience goods expenditure attracted to East Dorset in 2007 is £119.66 million, which suggests that convenience sales floorspace is collectively trading about 39% above the benchmark turnover, +£33.46 million, as shown in Table 11B Appendix B. The trading performance of the main large food stores in East Dorset, compared with the company average sales density, is as follows:

- Tesco, Ferndown +25%;
- Morrisons, Verwood +52%;
- Sainsbury, Ferndown +113%.

6.49 These figures suggest the three main food stores in the District are currently over-trading, and are achieving average sales densities significantly in excess of the respective company averages.

#### *Convenience Shopping Christchurch*

6.50 The level of convenience goods expenditure attracted to shops/stores in Christchurch in 2007 is estimated to be £64.04 million, as shown in Table 7B, Appendix B.

6.51 Christchurch local authority area's share of convenience expenditure within the three CH zones is estimated to be about 46%. Therefore, around 54% of convenience goods expenditure is estimated to be spent elsewhere predominantly to Bournemouth and New Milton. Whilst this is relatively low expenditure retention rate overall, the core zones of CH1 and CH2 retain 62% and 58% of convenience expenditure within the borough respectively.

6.52 Based on our experience across the country this level of expenditure retention is still low, although not unsurprising given the proximity of Bournemouth. It should also be noted that the household survey results pre-date the opening of the new Waitrose store in Christchurch.

- 6.53 The total benchmark turnover of existing convenience sales floorspace within Christchurch is £56.01 million, as shown in Table 1A in Appendix A. This turnover figure excludes the new Waitrose store.
- 6.54 The assessment of shopping patterns in 2007 suggests convenience goods expenditure attracted to Christchurch in 2007 is £64.04 million, which suggests that convenience sales floorspace is collectively trading about 14% above the benchmark turnover, +£8.03 million, as shown in Table 17B Appendix B. However, the recent opening of the new Waitrose store is likely to have reduced the trading performance of existing facilities.

### **Existing Comparison Spending Patterns 2007**

- 6.55 The results of the household shopper questionnaire survey have been used to estimate existing comparison shopping patterns within the study area. The estimates of market share or penetration within each study area zone for comparison shopping area shown in Table 4C in Appendix C. The market share/penetration rate is the proportional amount of expenditure attracted to stores from each residential zone, derived from the household survey results. The additional proportion of each centre's trade from beyond the study area (expenditure inflow) is shown in the last column of Table 3C. This inflow figure is an estimate based on the likely catchment area of the centre, the likely amount of trade from tourism, the centres proximity to the study area boundary and competing centres outside the study area.
- 6.56 Company average sales densities are only available for a limited selection of multiple retailers. Available information indicates that sales densities amongst comparison retailers vary significantly. Based on our recent experience across the country average sales densities for comparison floorspace within town centres can range from £3,000 to over £7,000 per sq m net. The higher end of this range is usually only achieved by very successful regional shopping centres, which reflects the higher proportion of quality multiple retailers. The appropriate average for a centre is also affected by the amount of primary and secondary floorspace and the balance between multiple retailers and small independent traders. Based on the household survey results we have estimated the average turnover density of each town within the study area.

### *Comparison Shopping North Dorset*

- 6.57 The estimated comparison goods expenditure currently attracted by shopping facilities within North Dorset District is £78.2 million in 2007, as shown in Table 5C Appendix C. North Dorset's share of comparison expenditure within the four ND zones is estimated to be about 29%. Therefore about 71% of comparison expenditure is spent elsewhere, mainly in Yeovil, Poole and Salisbury.
- 6.58 The cross flows of comparison expenditure within the District is insignificant e.g. Shaftesbury attracts about 7% of its turnover from Gillingham and vice versa.
- 6.59 The south of the District falls within the catchment area of Poole and Bournemouth with the remainder falling within the catchment areas of Salisbury and Yeovil.
- 6.60 The main town centres in the District are estimated to have the following average turnover densities for their comparison goods floorspace:
- Blandford                      £4,234 per sq m;
  - Shaftesbury                    £3,700 per sq m;
  - Gillingham                    £3,020 per sq m; and
  - Sturminster Newton        £3,978 per sq m.
- 6.61 These turnover densities are within the range we would expect for relatively small rural market towns with a predominance of independent traders.

### *Comparison Shopping Purbeck*

- 6.62 The estimated comparison goods expenditure currently attracted by shopping facilities within Purbeck District is £23.66 million in 2007, as shown in Table 5C Appendix C. Purbeck's share of comparison expenditure within the three PB zones is estimated to be about 8%. Therefore about 92% of comparison expenditure is spent elsewhere, mainly Poole and Dorchester, however, this is due in part to the geographic proximity of parts of the zones to these centres.
- 6.63 The cross flows of comparison expenditure within the District is insignificant with Swanage attracting no expenditure from the Wareham zone although some expenditure flows from the Swanage zone to Wareham, which in part reflects the proximity of parts of this zone to Wareham.

6.64 The south of the District falls within the catchment area of Poole and Bournemouth with the remainder falling within the catchments of Salisbury and Yeovil.

6.65 The main town centres in the District are estimated to have the following average turnover densities for their comparison goods floorspace:

- Swanage £2,530 per sq m; and
- Wareham £2,886 per sq m.

6.66 These turnover densities are within the range we would expect for relatively small rural market towns with a predominance of independent traders, but are perhaps at the bottom end of the expected range.

#### *Comparison Shopping East Dorset*

6.67 The estimated comparison goods expenditure currently attracted by shopping facilities within East Dorset District is £79.36 million in 2007, as shown in Table 5C Appendix C. East Dorset's share of comparison expenditure within the five ED zones is estimated to be about 16% (although this does not include expenditure spent in Ringwood which is within zone ED4). Therefore about 84% of comparison expenditure is spent elsewhere, mainly in Bournemouth, Poole and Castlepoint.

6.68 Retention rates within the core zones of ED1 – 3 range from 20% - 28%. Whilst this is a low figure it is what we would expect for towns within close proximity to major shopping destinations and which naturally fall within their catchment.

6.69 The cross flows of comparison expenditure within the District are insignificant.

6.70 The main town centres in the District are estimated to have the following average turnover densities for their comparison goods floorspace:

- Ferndown £3,389 per sq m;
- Wimborne Minster £5,924 per sq m;
- Verwood £6,670 per sq m; and
- West Moors £3,708 per sq m.

6.71 The turnover densities for Ferndown and West Moors are within the range we would expect for relatively small centres with a predominance of independent traders. The turnover density of Wimborne Minster is relatively high and suggests the town is trading healthily. The turnover density for Verwood is also relatively high, but this reflects the high proportion of comparison sales floorspace (400 sq m net out of 988 sq m net) provided within the Morrisons store.

#### *Comparison Shopping Christchurch*

6.72 The estimated comparison goods expenditure currently attracted by shopping facilities within Christchurch is £77.98 million in 2007, as shown in Table 5C Appendix C. Christchurch's share of comparison expenditure within the three CH zones is estimated to be about 18% (although this does not include expenditure spent in New Milton which is in Zone CH3). Therefore about 82% of comparison expenditure is spent elsewhere, mainly in Bournemouth and Castlepoint.

6.73 The main retail centres in the Borough are estimated to have the following average turnover densities for their comparison goods floorspace:

- Christchurch £4,564 per sq m;
- Christchurch retail warehouses £1,092 per sq. m;
- Highcliffe £3,224 per sq m.

6.74 The turnover density for Highcliffe is within the range we would expect for relatively small centre with a predominance of independent traders. The turnover density of the rest of Christchurch (including local shops) is higher, but this reflects the higher proportion of national multiples within Christchurch town centre. The turnover density for retail warehouses is also within the range we would expect for bulky goods operators.

#### **Quantitative Capacity for Additional Convenience Floorspace**

6.75 The level of available convenience goods expenditure in 2011, 2016, 2021 and 2026 is shown at Tables 9B, 11B, 13B and 15B for the baseline population projections and in Tables 10B, 12B, 14B and 16B for the high growth population projections. The total level of convenience goods expenditure available for shops in all four local authority areas between 2007 and 2026 is summarised in Tables 17B and 18B. The

benchmark turnover of existing convenience floorspace has been subtracted from the estimates of available expenditure to provide surplus expenditure estimates, as shown at the bottom of Tables 19B and 20B Appendix B.

6.76 The floorspace estimates in Tables 19B and 20B assume that existing market shares are maintained except for small increases in the Christchurch zones to take account of the opening of Waitrose, given that neither it or the former Co-op were trading at the time of the household survey.

6.77 Whether it is desirable in planning policy terms for future expenditure growth to be met in this way is dependant on a number of factors including:

- qualitative deficiencies in existing provision;
- cross flows of expenditure between centres;
- the ability to reduce leakage given existing competition from larger centres;
- the benefit of reducing the distance travelled by shoppers; and
- the physical scope for accommodating growth in any one centre.

6.78 The projected need for additional convenience floorspace (the ranges are based on the two different population scenarios) are as follows for the four local authority areas:

Local Authority	Additional Convenience Goods Sales Floorspace Sq M Net			
	2007 to 2011	2007 to 2016	2007 to 2021	2007 to 2026
North Dorset	978 to 1,345	1,462 to 2,307	1,770 to 3,236	2,099 to 4,138
Purbeck	2,468 to 2,648	2,572 to 2,929	2,648 to 3,197	2,768 to 3,474
East Dorset	4,876 to 5,346	5,321 to 6,225	5,895 to 7,029	6,630 to 7,886
Christchurch	-1,390 to -1,233	-1,032 to -778	-694 to -364	-323 to 74

6.79 The top end of the range could be supported if the higher house completion rates and urban extension areas are implemented as envisaged in the RSS Panel Report. However, if the lower draft RSS completion rates are implemented then the lower floorspace projections may be more appropriate. If urban extensions are implemented in Christchurch, East Dorset and Purbeck then it is likely these new residential areas will require new local/neighbourhood centres, which will accommodate some of the floorspace projections shown above.

- 6.80 These floorspace projections relate only to convenience sales floorspace and exclude any comparison sales within food stores. Tables 19B and 20B assume an average turnover density of new floorspace at 2007 of £7,000 per sq m. The projections therefore assume that a mix of different types of floorspace would be provided i.e. large food superstores, smaller supermarkets and small shops.
- 6.81 The projections assume that existing convenience floorspace will increase its turnover in real terms in the future, an increase of 0.3% per annum. PPS6 indicates that retail studies should assess the potential for existing floorspace to increase its productivity in the future.
- 6.82 Historically, limited or no growth in turnover density has been assumed by most retail planners for convenience floorspace. However, recent information published by Experian recommends a growth rate of 0.75% per annum for convenience businesses. This growth rate is a combined figure for both food and non-food floorspace within food stores. Experian's recommended growth rate for comparison floorspace (non-food) is much higher than for convenience floorspace, i.e. between 2% to 2.5%. If Experian's higher growth rate for comparison floorspace (2% to 2.5%) is adopted for comparison floorspace within food stores then it follows that the appropriate growth rate for convenience sales floorspace only will be much lower than 0.75%. On this basis, we believe that a growth rate of 0.3% is appropriate for convenience sales floorspace only.

### **Quantitative Capacity for Additional Comparison Floorspace**

- 6.83 The assessment of existing shopping patterns in 2007 indicates that there is a high level of comparison expenditure leakage from across the study area, and in all four authority areas one would expect comparison expenditure outflow to continue to large centres including Poole and Bournemouth.
- 6.84 The future expenditure projections are based on the existing 2007 market shares derived from the household survey results. We have projected the level of comparison goods expenditure available to shops in the four local authority areas at 2011, 2016, 2021 and 2026 as shown in Tables 6C, 8C, 10C and 12C Appendix C on the basis of the baseline population projections and in Tables 7C, 9C, 11C and 13C on the basis of the high population projection figures.

- 6.85 The growth in comparison goods expenditure available for shops in all four areas between 2007 and 2026 is summarised in Tables 14C and 15C, in Appendix C. As was shown above, the current average turnover densities of all centres appear to be at relatively healthy levels and the existing trading position is therefore considered to be at 'equilibrium' at 2007. Future available expenditure is compared with the turnover of existing retail facilities and commitments in order to provide estimates of surplus expenditure, at the bottom of Tables 14C and 15C. This surplus therefore relates only to growth in available expenditure generated by increased population and spend per head.
- 6.86 Surplus expenditure projections in Tables 14C and 15C are converted into new comparison goods floorspace requirements in Tables 16C and 17C Appendix C.
- 6.87 These tables assume that the current 2007 turnover of existing and new comparison floorspace within the town centres will increase in real terms in the future, an increase of 1.5% per annum. Historically a growth rate of between 1% to 1.5% per annum has been widely adopted by retail planners. Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spending growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio. Allowing for this growth to be absorbed by existing retailers represents a cautious approach to forecasting future needs, and this allowance may help existing centres maintain their vitality and viability in the future. It effectively allows for existing retail outlets to increase their turnover to help them to compete with new provision. Recent information provided by Experian recommends a slightly higher growth rate of between 2% to 2.5%. However, we believe this recommended range of rates is too high, primarily for the following reasons:
- Experian's growth rate is based on past trends during the period 1986 to 1999. During this period comparison expenditure grew rapidly (5.8% per annum). The forecast rate of growth in comparison expenditure adopted in this study is much lower (about 3.8%). Growth in turnover efficiencies and expenditure growth are inextricably linked, and therefore it is unlikely that the Experian recommended growth in turnover efficiencies (2% and 2.5%) will be experienced if future growth in expenditure is only 3.8% per annum.
  - an element of the past growth in turnover efficiency between 1986 and 1999 will have related to a qualitative improvement in the overall stock of retail floorspace, i.e. the development of modern shopping centres and out-of-centre stores. As a result it would be wrong to assume that existing retail floorspace can increase its turnover efficiency at the same rate as suggested by national figures.



- Experian's growth rate is based on gross floorspace rather than net sales. Therefore, an element of the past growth in turnover density will relate to improvements in net to gross ratios e.g. reductions in storage. It does not follow that improvements to net to gross ratio will continue at the same rate in the future.

6.88 Furthermore existing comparison sales floorspace in the study area appears to be trading satisfactorily. For these reasons we have adopted a turnover efficiency of 1.5% per annum, slightly lower than the range recommended by Experian, and consistent with the top end of the range historically adopted by retail planners.

6.89 By 2016, estimated comparison expenditure is projected to exceed the benchmark turnover in the four authority areas (based on the two different population scenarios) as follows:

- North Dorset      £18.65 m - £24.73 m;
- Purbeck            £4.66 m - £6.75 m;
- East Dorset        £18.37 m - £23.9 m; and
- Christchurch      £18.36 m - £22.00 m.

6.90 By assuming an average turnover for new floorspace of £4,000 per sq m at 2007, the projected ranges for additional comparison floorspace for the four local authority areas are as follows:

Local Authority	Additional Comparison Goods Sales Floorspace Sq M Net			
	2007 to 2011	2007 to 2016	2007 to 2021	2007 to 2026
North Dorset	2,000 to 2,580	4,282 to 5,704	7,230 to 9,936	10,562 to 14,685
Purbeck	507 to 737	1,075 to 1,558	1,878 to 2,687	2,838 to 3,976
East Dorset	2,002 to 2,606	4,237 to 5,514	7,651 to 9,480	11,710 to 13,028
Christchurch	1,955 to 2,391	4,234 to 5,074	7,444 to 8,729	11,175 to 12,916

6.91 The top end of the range could be supported if the higher house completion rates and urban extension areas are implemented as envisaged in the RSS Panel Report. However, if the lower draft RSS completion rates are implemented then the lower floorspace projections may be more appropriate. If urban extensions are implemented in Christchurch, East Dorset and Purbeck then it is likely these new residential areas will require new local/neighbourhood centres, which will accommodate some of the floorspace projections shown above.

## 7.0 THE QUALITATIVE NEED FOR RETAIL DEVELOPMENT

### Introduction

- 7.1 PPS6 indicates with regards to assessing the qualitative need for additional development, that a key consideration will be to provide for consumer choice, ensuring that an appropriate distribution of locations is achieved to improve accessibility for the whole community. Provision should be made for a range of sites for shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community. This section assesses the qualitative need for new retail facilities in East Dorset, North Dorset, Christchurch and Purbeck local authority areas on this basis.
- 7.2 The analysis of town and local centres in the four districts (Sections 6 to 19) includes an assessment of existing shopping provision within each centre. The qualitative need assessment in this section draws on this analysis.

### Food and Grocery Shopping

- 7.3 Most households tend to undertake two kinds of food and grocery shopping trips, i.e. a *main* shopping trip generally made once a week or less often and *top-up* shopping trips made more frequently. Many households will also undertake bulk food shopping trips, particularly households who have access to a car for shopping. This pattern of food shopping is evident in the study, as shown by the household survey results (shown in Appendix F and summarised in Section 3).
- 7.4 For main and bulk food shopping the availability of a wide range of products and free surface level car parking are important requirements. Large supermarkets or superstores are the usual destination for these types of shopping trip. Food superstores are defined as over 2,500 sq m net or more in PPS6. Large supermarkets of between 1,500 to 2,499 sq m net are also suitable for main and bulk food shopping, but tend to have a lower proportion of non-food sales than superstores.
- 7.5 Small to medium sized supermarkets (about 500 to 1,499 sq m net) can cater for some main food shopping trips, but are less likely to be used for bulk food shopping. Small supermarkets and convenience stores (about 200 to 500 sq m net) tend to be used predominantly for basket and top up shopping.

### *Convenience Provision in North Dorset District*

- 7.6 The District as a whole has a reasonably good provision of food stores. The three main towns (Shaftesbury, Blandford and Gillingham) have a least two medium sized supermarkets (at least 800 sq m net or above). Waitrose in Gillingham offers a high end offer complemented by the Lidl store offering deep discounter retailing.
- 7.7 The largest stores are Tesco in Shaftesbury (only 2,294 sq m net) and Waitrose in Gillingham (only 2,156 sq m net), and therefore there are no large food superstores in the District i.e. that meet the definition in PPS6 (2,500 sq m net). It may therefore be appropriate for part of the quantitative need for the district to be met through extensions to existing stores where possible.
- 7.8 Within the North Dorset district, the household survey results indicate that the level of trip retention in Shaftesbury and Blandford is high (at least two thirds of trips) and Gillingham also scores well with over 50%. There is also some cross flows of trips between Gillingham (Waitrose) and Shaftesbury (Tesco).
- 7.9 However, retention of trips within the Sturminster area was low (12.1%) at the time of the household survey. Most of the main food shopping trips in this area are attracted to large food stores in adjoining areas such as Sherborne (Sainsbury) and Wincanton (Morrisons). However the qualitative provision in the area has recently been improved by the opening of the new Dyke and Sons supermarket in Stalbridge which provides a further main food shopping destination in addition to the Co-op at Sturminster.
- 7.10 In addition, 13.4% of respondents in the Blandford area suggested more food supermarkets would make them shop more often in the centre, which suggest opportunities to improve food store provision within this centre would be beneficial.

### *Convenience Provision in Purbeck District*

- 7.11 In terms of food store facilities suitable for main and bulk food shopping, Purbeck does not offer a food superstore (2,500 sq m net or more) with the potential to offer a full range and choice of products. None of the five main supermarket operators (Asda, Morrisons, Sainsbury, Tesco and Waitrose) are currently represented in Purbeck. The largest supermarket is the Co-op in Swanage (945 sq m net).
- 7.12 The other largest supermarkets within the district are the Somerfield store also within Swanage and small Co-op and Somerfield stores in Wareham. These stores are not

ideal for main and bulk food shopping because they have a more limited range and choice of products.

- 7.13 As a result of this poor provision, the amount of expenditure leakage to other centres is 43.1% for Zone PB1 (Swanage), 79.6% for Zone PB2 (Wareham) and 97.5% in Zone PB3 (Upton). The majority of respondents are shopping in Poole with the Tesco store in Waterloo Road attracting the principal share of this expenditure leakage. In addition, 11% of respondents in the Swanage area suggested more food supermarkets would make them shop more often in the centre, which suggest opportunities to improve food store provision within this centre would be beneficial.
- 7.14 The household survey results indicate that residents within Purbeck have poor access to large food stores (over 1,000 sq m net) within the District, and these residents depend on large food stores in Poole for main food shopping trips. There is an obvious deficiency in main and bulk food shopping provision within the district of Purbeck, particularly in Upton and Wareham. There is scope to improve food store provision in order to retain more convenience expenditure within the District.

#### *Convenience Provision in East Dorset District*

- 7.15 East Dorset generally has a relatively good provision of large food stores. Asda and Waitrose are the only top five operators not represented in the District (i.e. Tesco, Sainsbury and Morrisons are represented). There is a Waitrose store in Ringwood that also serves the eastern part of the District. .
- 7.16 West Moors is the only town centre that does not have a large food store (over 1,000 sq m net).
- 7.17 There is a good provision of small convenience stores, and Lidl represent the 'deep discounters' in Ferndown.
- 7.18 However, the household survey results indicate that there is a cross flow of main food and grocery shopping trips to the Sainsbury and Tesco stores at Ferndown from other areas within the District are significant. The same is also true of the Morrisons store located in Verwood. Therefore, the need for new food store provision within in each town is difficult to view in isolation.
- 7.19 The only superstores within East Dorset with floorspace of over 2,500 sq. m are the Sainsbury and Tesco stores located within Ferndown. The next largest store is the

Morrisons at Verwood (just over 2,000 sq m net).

- 7.20 The Tesco and Sainsbury stores at Ferndown primarily serve the residents of Ferndown and West Moors (Zone ED2) followed by Wimborne and Colehill (Zone ED1) and to a lesser extent attracts shoppers from Verwood (Zone ED3) and outside the District from Ringwood (Zone ED4).
- 7.21 The Morrison's at Verwood attracts the majority of its shoppers from Zone ED3 (Verwood) although respondents from the adjoining zones also stated that they shopped at the store with 13% of respondents from Zone ED5 (Alderholt/Fordingbridge) which is outside the district shopping at the store.
- 7.22 Within the East Dorset District there are a few small supermarkets which support the three main food shopping destinations. In Wimborne there is a Co-op and Somerfield, in West Moors there is a Tesco Express and Co-op and in Ferndown there is an Iceland. These stores only appear to serve the local population. However, a high proportion of respondents do their shopping in locations outside the district namely Poole, Bournemouth and Ringwood. The overall expenditure retention rate for main food shopping trips in the eastern most part of the District is very low; the central area is relatively high and the western area is also relatively low.
- 7.23 In some areas, such as Wimborne, where the choices for main and bulk food shopping provision is limited, the outflow of main food shopping trips is likely to continue in the future unless qualitative improvements are made. In addition, 20.3% of respondents in the Wimborne/Colehill area and 9% in the Verwood area suggested that more food supermarkets would make them shop more often in the centre, which suggests opportunities to improve food store provision within this centre would be beneficial. The proposed Waitrose in Wimborne if permitted could help to address this deficiency and relieve some of the congestion in the Tesco and Sainsbury stores in Ferndown.

#### *Convenience Provision in Christchurch Borough*

- 7.24 Christchurch has a good provision of food stores with a large Sainsbury's, the new Waitrose, an M&S Simply Food and a Somerfield store. Highcliffe has two small convenience stores but does not offer a genuine main food shopping offer. However, residents in Highcliffe have good access to the large Tesco superstore in New Milton.

- 7.25 The household survey results indicated that residents of the main area of

Christchurch and Burton (Zone CH1) have good access to large food stores e.g. Sainsbury and the newly opened Waitrose. Residents within the catchment area to the west in Barton/New Milton (CH3) just outside the study area, also appear to have good access to large food stores with the majority shopping at the Tesco store in New Milton outside the study area although 13% shop at the Christchurch Sainsbury. In addition, within the catchment for Christchurch, east Bournemouth (CH2) residents have good access to large food superstore in Bournemouth including Tesco Extra in Bournemouth.

- 7.26 Therefore, there does not appear to be any obvious area of deficiency in main and bulk food shopping provision within the Borough of Christchurch. In addition only 5.6% of respondents in the Christchurch area suggested more food supermarkets would make them shop more often in the centre suggesting people are generally satisfied with the current provision and therefore there does not appear to be an immediate need for a new food store. However, there are no discount food stores within the Borough, and the nearest Lidl and Aldi stores are in Bournemouth.

### **High Street Comparison Shopping**

- 7.27 The analysis of the shopping hierarchy (shown in Section 5 of this report) indicates that the main centres in Purbeck, Christchurch, East and North Dorset are relatively small in terms of the choice and range of comparison multiple retailers.
- 7.28 Within the surrounding areas Salisbury and Bournemouth, followed by Poole and Yeovil have a superior range and choice of multiple retailers, with Javelin Index scores up to ten times higher than the main centres within the four local authority areas. Customers will tend to visit large centres with an extensive choice and range of shops for higher order comparison shops, because this allows them to compare more goods before purchasing. These low trip retention rates do not necessary indicate a need for new facilities in any of the four areas, but they do indicate there is scope for improvement in higher order comparison shopping provision in all the main centres.

### *Comparison Shopping Provision in North Dorset District*

- 7.29 Our analysis of the four designated centres indicates that all the centres have a high proportion of services and miscellaneous units. The proportion of comparison shop units is below the national average in all four centres and the choice within each category tends to be limited. For example, they all have a relatively small choice of

clothing/fashion shops. However the four centres generally have representation in most of the main comparison goods categories. The proportion of convenience shop units is above the national average in Shaftesbury and Sturminster Newton, but our analysis indicates that the proportions of convenience shop units are below the national average in Blandford Forum and Gillingham.

- 7.30 In each of the centres small independent outlets are predominant with very few national multiple comparison retailers. The national multiple comparison retailers that were present were largely low end such as Woolworths and Mackays.
- 7.31 The household surveys indicated that the majority of respondents would shop more often in the four town centres if there was a better choice of shops in general.
- 7.32 In terms of national comparison multiples the town centres of North Dorset are unlikely to compete with the larger surrounding towns such as Yeovil and Poole. Notwithstanding the above, the four centres do tend to have a local distinctiveness in terms of niche retailing, especially Shaftesbury.
- 7.33 High street comparison shops within the four centres are generally characterised by:
- a limited number of multiple retailers selling lower order comparison goods e.g. card shops, chemists and small household goods.
  - independent retailers selling a wide range of goods including furniture and gifts.
- 7.34 Overall residents within the district have a good choice of high street comparison shopping destinations with good access to Poole and Yeovil.

#### *Comparison Shopping Provision in Purbeck District*

- 7.35 Our analysis of the three designated centres indicates that Swanage (76) and Wareham (45) have a reasonable number of comparison shop units. These centres generally have representation in most of the main comparison goods categories, although the choice within each category tends to be limited. For example, they have a relatively small choice of clothing/fashion shops.
- 7.36 In each of the centres small independent outlets are predominant with only Swanage having national multiple comparison retailers which were largely low end such as New Look and Shoe Fayre.

- 7.37 In the household surveys 11% of respondents said they'd shop more often in Swanage if there was a better choice of clothes shops and 4.4% said this of Wareham. Figures were not accessible for Upton due to the fact that it is not designated as a town centre.
- 7.38 All residents in the three centres have an excellent choice of comparison shopping destinations in the sub-region. The household survey results indicate that the outflow of expenditure on comparison goods from the district is significant for most types of goods.
- 7.39 In terms of national comparison multiples the town centres of Purbeck are unlikely to compete with these larger surrounding towns. In addition, none of the centres have a local distinctiveness in terms of niche retailing.
- 7.40 High street comparison shops within Swanage and Wareham are generally characterised by:
- a limited number of multiple retailers selling lower order comparison goods e.g. card shops, chemists, children's clothes and small household goods.
  - Independent retailers selling a wide range of goods including clothing, furniture, electrical etc.
- 7.41 Overall residents within the district have a good choice of high street comparison shopping destinations with good access to Poole, Bournemouth, Dorchester and Weymouth.

#### *Comparison Shopping Provision in East Dorset District*

- 7.42 Our analysis of the four designated centres indicates that Wimborne Minster (76) and Ferndown (41) have a reasonable number of comparison shop units. Wimborne has representation in each of the main comparison goods categories with the exception to cars/accessories whereas Ferndown is missing representation in variety and jewellers.
- 7.43 Wimborne has an excellent mix of retailers and offers niche retailing for items such as furniture and clothes/shoes with several high standard independent traders. In Ferndown, although there is a good mix of retailers, choice within each category



tends to be limited. For example, they have a relatively small choice of clothing/fashion shops.

- 7.44 Both Verwood (9) and West Moors (14), have few comparison shops offering both a poor mix and limited choice of non-food products in all categories.
- 7.45 In each of the centres small independent outlets are predominant although both Wimborne and Ferndown have a limited number of national multiple comparison retailers. In Wimborne this includes Woolworths, Martin McColl Newsagents, Superdrug, Stead & Simpson, Edinburgh Woollen Mill, Julian Graves, WH Smith and Mackays. In Ferndown there is a Boots and Superdrug. There are no national multiples present in either Verwood or West Moors.
- 7.46 The household survey results suggests that 22.8% of respondents in Wimborne, 16.7% in Ferndown/West Moors and 34.6% in Verwood would shop more often within their nearest town if there was a better choice of shops in general.
- 7.47 In addition, respondents also said a better choice of clothes shops would make them shop in the centres more often at the following percentages: 7.1% (Wimborne), 6.5% (Ferndown/West Moors) and 7.7% (Verwood).
- 7.48 All residents in the four centres have an excellent choice of comparison shopping destinations in the sub-region. The household survey results indicate that the outflow of expenditure on comparison goods from the district is significant for most types of goods.
- 7.49 In terms of national comparison multiples the town centres of East Dorset are unlikely to compete with these larger surrounding towns. However, Wimborne offers local distinctiveness and caters for a niche market in terms of clothes/shoes and furniture due to the number of specialist traders.
- 7.50 High street comparison shops within Wimborne are generally characterised by:
- Independent retailers selling a wide range of goods
  - A niche market for furniture, crafts and books
- 7.51 Overall residents within the district have a good choice of high street comparison shopping destinations but also benefit from good access to Poole and Bournemouth.

### *Comparison Shopping Provision in Christchurch Borough*

- 7.52 Our analysis of Christchurch showed that the town centre offers 80 comparison shop units which is considered to be a reasonable number. Christchurch has representation in all of the main comparison goods categories, although the choice in some categories tends to be limited. For example, they have a relatively small choice of booksellers, arts, craft and stationers.
- 7.53 Within Christchurch there are a number of small independent outlets although several national multiple comparison retailers are located within the town. These retailers include Argos, WH Smith, Boots, New Look, Clinton Cards, and Shoe Fayre.
- 7.54 In the household surveys 19.6% of respondents said they'd shop more often in Christchurch if there was a better choice of shops in general and 11.8% if there were a better choice of clothes shops.
- 7.55 Christchurch residents have an excellent choice of comparison shopping destinations in the sub-region. The household survey results indicate that the outflow of expenditure on comparison goods from the district is significant for most types of goods.
- 7.56 In terms of national comparison multiples Christchurch town centre is unlikely to compete successfully with the larger surrounding towns including Bournemouth and Poole. This is largely due to the fact that Christchurch does not offer the local distinctiveness or niche retailing which would give it the edge over its competitors.
- 7.57 High street comparison shops within Christchurch are generally characterised by:
- A relatively limited number of multiple retailers selling lower order comparison goods e.g. card shops, chemists, books, stationary etc.
  - Independent retailers selling a wide range of goods including clothing, furniture, electrical etc.
- 7.58 Overall residents within the district have a good choice of high street comparison shopping destinations with good access to Poole, Bournemouth and Castlepoint.
- 7.59 Based on our analysis the priorities for Christchurch are to attract additional chain stores and small independent shops and services into the centre.

### *Large Format Stores/Retail Warehouses*

- 7.60 In Christchurch there are currently three retail parks which house predominantly electrical, furniture, carpet and DIY retailers. Serving the East Dorset district there is a Halfords, David Phipp House Furnisher and Carpet Barn and in North Dorset there is two Travis Perkins and a Homebase located in Blandford and a Focus and Park Farm located within Gillingham. There are no large format stores/retail warehouses within Purbeck.
- 7.61 The household survey results indicate that the majority of households within the study area travel to locations outside the four districts for their DIY, electrical and furniture/floor-covering purchases. Poole is the main destination for these goods followed by Castlepoint and Salisbury in the four districts. Across the entire study area Poole attracted about 22% of shopping trips for these goods.
- 7.62 Apart from in Christchurch there are no other traditional retail warehouse parks throughout the study area, although there are individual shops selling furniture and other related bulky goods, including Focus and Homebase. The existing provision of retail warehouse stores is poor in all Districts apart from Christchurch.

### **Occupier Demand**

- 7.63 The floorspace projections set out in the previous section provide an indication of the theoretical scope for new retail development based on expenditure projections. It is also necessary to consider the potential level of demand from operators for new floorspace within the District.
- 7.64 A postal questionnaire was sent to over 300 national/regional multiple retailers and leisure operators, in order to ascertain their potential space requirements in the East Dorset, North Dorset, Purbeck or Christchurch local authority areas. The results from 25 responses are summarised in Appendix D, which based on our experience is a relatively low response rate. This canvas of operators identified only 10 operators with space requirements within the four Districts. Christchurch was the most mentioned target location (7 operators), followed by Ferndown and Swanage (3 operators each). Blandford, Gillingham, and Shaftesbury were also mentioned (2 responses each). A further 15 operators confirmed they do not have a requirement for space in any of the four local authority areas.
- 7.65 Multiple retail operators' space requirements across the country are often publicised.

Estates Gazette Interactive (EGI) collates this information. EGI identified requirements for floorspace in the four District's main towns is shown in Appendix D. The results advocate there are a total of 79 operators with space requirements in the four Districts, of which only one (Cargo Homeshop) was confirmed by the canvas of operators. The canvas also suggests one of the EGI requirements of WH Smith no longer exists, or is inaccurate.

- 7.66 In total the canvas of operators and EGI suggest 88 operators have requirements for space within the two districts. A high proportion of these requirements are non-retail uses, e.g. Café Gusto, Costa Coffee, McDonalds, HSBC, and Pizza Hut. Most of the requirements are not location specific and a number of towns in the four Districts are potential locations, suggesting there is no dominant centre in terms of national operator demand. The number of operators identified by the EGI across the six centres is broadly similar (Christchurch, Blandford, Shaftesbury, Ferndown, Swanage and Wimborne). There where no requirements identified for Gillingham or West Moors.
- 7.67 The demand from multiple comparison retailers in the four Districts is relatively weak, and this is probably due to the centres being too small and/or the operator's existing presence in larger centres in the area. However, this research does not gauge the extent of operator demand from small independent outlets. The shop vacancy rate in most districts and local centres within East Dorset, North Dorset, Purbeck or Christchurch local authority areas is significantly below the national average, which suggests the demand for premises is strong in relation to the supply of premises. The strategy should seek to provide new accommodation suitable for small independent outlets, not just chain stores.

## 8.0 THE NEED FOR COMMERCIAL AND OTHER TOWN CENTRE USES

### Introduction

- 8.1 This section assesses the need and potential for commercial leisure development in the four Districts. We have considered the potential for improving the provision of a range of commercial leisure uses including cinema/multiplex, ten pin bowling, bingo, nightclubs, private health and fitness clubs and catering, pubs and bars.

### Leisure Trends

- 8.2 The demand for commercial leisure facilities has increased significantly during the last 20 years. The growth in the commercial leisure sector was particularly strong during the late 1980s and again in the mid 1990s. Average household expenditure on leisure services increased in real terms by 93% between 1984 and 1995 (source: Family Expenditure Survey). Average household expenditure on leisure services increased by a further 45% between 1995 and 2005. The latest (2004-2005) average household expenditure on leisure services is over £3,000 per annum. However, many analysts consider that the commercial leisure market has now reached saturation in some sub-sectors.
- 8.3 The mid-1990s saw the expansion of major *leisure parks*. These leisure parks are generally anchored by a large multiplex cinema and offer other facilities such as ten-pin bowling, bingo, nightclubs, health/fitness clubs, themed destination restaurants, pub/restaurants, children's nurseries and budget hotels. Commercial leisure facilities have typically been located on the edge of town centres or out-of-centre, with good road access. Many leisure uses have also emerged on retail warehouse parks. Examples of major leisure parks are available in Poole, Bournemouth, Portsmouth and Southampton.
- 8.4 The cinema market remains an important sector because cinemas often anchor leisure developments, providing footfall for other uses. However, growth in this sector has slowed significantly in recent years with many areas reaching saturation levels. Many cinema operators have suspended or curtailed their expansion plans. Some cinema operators such as City Screen, Mainline Pictures and Reeltime Cinemas have opened new or taken over small cinemas in recent years. The expansion of other sectors has slowed, including ten-pin bowling and bingo. However, other sub-sectors

have remained strong in recent years, in particular the private health and fitness market, with a number of multiple operators seeking premises across the UK, e.g. LA Fitness, Fitness First and Esporta. Nevertheless, the health and fitness sector is also reaching saturation point in some areas.

## **The Potential for Leisure and Entertainment Uses**

### *Catchment Potential*

- 8.5 In general, commercial leisure facilities will draw the main part of their trade from residents up to a 20 minutes drive time. Major leisure facilities such as multiplex cinemas, ten-pin bowling centres, ice rinks and family entertainment centres require a large catchment population, and often benefit from locating together on a large out-of-centre leisure parks.
- 8.6 East Dorset, North Dorset and Purbeck have relatively well dispersed catchment populations. Christchurch is less dispersed but lies within the catchment area of the Bournemouth. Residents in the study area have good access to major leisure facilities in Bournemouth, Castlepoint, Poole, Southampton, Dorchester, Salisbury and Yeovil. The proximity of major leisure facilities in these surrounding Districts will limit the catchment area and potential for major leisure facilities within the four study area Districts.
- 8.7 The choice of leisure facilities in surrounding areas means that the Districts' potential leisure related catchment population is likely to be significantly less than the population of the study area as a whole (about 370,000). Our assessment of shopping patterns, although not directly comparable for leisure and entertainment uses, suggests that stores/shops in the District attract only about a third of total expenditure within the study area, which implies the shopping catchment population of the four study Districts is only around 123,000.

### **The Cinema Market**

- 8.8 Cinema admissions in the UK declined steadily during the 1950's, 1960's and 1970's, a period when the ownership of televisions increased significantly. Cinema admissions continued to decline in the early 1980's, but increased steadily after 1984 up to 2002. There was a peak in cinema admissions in 2002 at 175.9 million. The cinema industry reached a plateau in 2005 following a slight recovery in 2004 with a

net gain of 24 operating screens (still a virtual standstill compared to the 100-200 screens added at the turn of the decade). The BISL suggests that the cinema industry is now entering a period of change, signified by consolidation. Total admissions in 2005 were 164.6 million, slightly lower than in 2004 (171.3 million, 2.86 visits per person) and significantly lower than the figure for 2002 (176 million).

8.9 The number of cinemas has decreased from 737 in 1990 to 678 sites in 2003, but the number of screens has increased from 1,685 to 3,318, a growth rate of 5.4% per annum. Multiplex cinemas now dominate the market with over 72% of available screens in 2005. The number of annual admissions was 50,400 visits per screen in 2003.

8.10 Since the beginning of 2003 there has been considerable consolidation in the cinema market in the UK with significant merger and acquisition activity. The sector is now dominated by four companies:

- Terra Firma Capital Partners;
- Cine UK;
- Vue Cinemas; and
- National Amusements.

8.11 Total admissions are expected to increase by about 10% between 2005 and 2009, (Cinemagoing 14), an average growth rate of 2.5% per annum. Forecasts anticipate a net addition of 110 screens in 2006, 120 in 2007, 60 in 2008 and 60 in 2009. Compared to the last decade these figures represent a considerable slowing of growth, 2% compared to past growth of 5.5%.

8.12 There are five cinemas in the Districts (including part time cinemas). These are all small cinemas with a single screen each. In total these five cinemas have 1,707 seats shown in Appendix E. Table 8.1 below shows the market share for each of the cinemas within the study area and broken down for each zone. The Regent Centre Cinema in Christchurch attracts a relatively low proportion of cinema trips (6.3% overall) from the study area as a whole, although the share of trips within the zones immediately surrounding Christchurch Town Centre (Zones CH1-3) is highest, (over 40% in CH2). The Tivoli Cinema in Wimborne attracts the second highest share of cinema trips within the four Districts (5.4%). The Tivoli Cinema is most popular within Zone ED1 (24.5%), in all other zones it accounts for less than 10% of respondents.

The Mowlem Cinema in Swanage attracted only 2 % of respondents from the four

study Districts. All of the respondents visiting this cinema lived in Zone PB1. The Rex Cinema in Wareham accounted for over 3% of respondents. Most of the respondents that use the Rex Cinema live in Zones PB1 and PB2. In addition, there is a part-time cinema located at The Hub in Verwood. This cinema attracted 0.5% of respondents from the four study Districts, however, at the time of the study the cinema was newly operational which could potentially explain this low visitation rate.

- 8.13 The table below demonstrates that there are two zones where no respondents use the cinema facilities within the four Districts (highlighted in grey), these are zones ND1 and ND2. There are six zones within the study area where the proportion of respondents using cinemas within the four Districts is below 10%.

**Table 8.1: Cinema Market Share**

	% Market Share of Trips			
	Regent Centre Christchurch	Tivoli, Wimborne	Mowlem, Shore Road, Swanage	Rex, West Street Wareham
<b>TOTAL – All Study Area</b>	<b>6.3</b>	<b>5.4</b>	<b>1.3</b>	<b>3.3</b>
ND 1	0.0	0.0	0.0	0.0
ND2	0.0	0.0	0.0	0.0
ND3	0.0	2.2	0.0	0.0
ND4	0.0	7.4	0.0	0.0
PB1	0.0	0.0	26.1	15.2
PB2	0.0	0.0	0.0	26.9
PB3	0.0	7.5	0.0	0.0
ED1	0.0	24.5	0.0	0.0
ED2	1.3	6.6	0.0	0.0
ED3	2.1	8.5	0.0	0.0
ED4	1.9	3.7	0.0	0.0
ED5	2.0	4.1	0.0	0.0
CH1	29.7	0.0	0.0	0.0
CH2	41.0	0.0	0.0	0.0
CH3	14.8	0.0	0.0	0.0

- 8.14 The catchment area of a cinema facility within the four study Districts will be restricted by the proximity of major multiplexes, which contain multiple screens and therefore can show a greater number and variety of films. The household survey results indicated that 47.6% of respondents in the study area visit cinemas, of which 39.8% indicated their last trip was to the UCI at Tower Park in Poole. The other main destinations were Bournemouth (17.6%) and Yeovil (8.8%). Only 6.3% of the people who visit Cinemas choose to use Christchurch, 5.4% choose Wimborne and 3.3% visit Wareham.



- 8.15 To assess the demand for cinema admissions within the study area, Dodona's national forecasts for visits per person from 2001 to 2007 have been adopted. Growth in visits per person beyond 2007 have been assumed to grow at 2.6% per annum, based on a continuation of Dodona's annual growth rate between 2005 and 2007 up to 2008, 2012 and 2016.
- 8.16 The catchment population has been converted into a total number of cinema admissions per annum based on the national visitation rate (2.8 per person in 2003). Visitation rates have been projected based on a 2% growth rate per annum. The total number of cinema admissions has been converted into an optimum number of cinema seats, based on Dodona figures (300 visits per annum per seat). The results are shown in Table 8.2 overleaf.
- 8.17 Based on existing market shares we estimate that the catchment population for existing cinema provision is 84,714 as shown in Table 1G in Appendix E, allowing for inflow. Existing cinema's market share of trips within the study area is only 16.4%. This population is capable of supporting 825 cinema seats, which implies an existing over-provision of 882 seats. However, in the future a higher proportion of cinema trips could be retained within the study area. Tables G2 to G6 in Appendix G assume the retention of cinema trips in the study area can increase from about 16% to 30%.
- 8.18 Even allowing for this uplift in the retention of cinema trips, the analysis suggests there is limited potential for further cinema facilities in the study area in the short to medium term (by 2016). However, there could be potential for a small cinema in North Dorset, where there is theoretical potential for 236 seats by 2016.
- 8.19 The market share of cinema trips that could be retained within the four study Districts will also be constrained by the type of cinema facility that would be viable within the Districts' relatively small towns and the catchment population of each town. The towns and local shopping centres in the Districts are unlikely to be of sufficient size to support a large multiplex cinema. Small cinema facilities are unlikely to retain a high proportion of cinema trips in the District because some residents will prefer to visit larger multiplex facilities which have a better choice of films. Furthermore, cinema visits will also be linked with other trips to larger centres, e.g. shopping, leisure or work related trips.

8.20 The canvas of leisure operators undertaken during the study did not identify a demand for cinema development in any of the four study Districts. Therefore the commercial viability of cinema development in the Districts may be questionable irrespective of identified capacity.

**Table 8.2: Cinema Potential**

<b>Centre</b>	<b>2007</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>
<b>Catchment Population</b>					
Christchurch	37,258	46,482	46,105	47,076	47,799
East Dorset	22,724	41,053	41,145	41,535	42,282
Purbeck	22,542	27,989	28,287	27,775	27,766
North Dorset	2,194	33,618	33,412	33,656	33,721
<b>Study Area Total</b>	<b>84,718</b>	<b>149,142</b>	<b>148,949</b>	<b>150,042</b>	<b>151,568</b>
Visits Per Annum	2.92	3.22	3.56	3.93	4.34
<b>Total Visits Per Annum</b>					
Christchurch	108,795	149,853	164,108	185,007	207,399
East Dorset	66,353	132,351	146,453	163,231	183,459
Purbeck	65,822	90,235	100,688	109,152	120,476
North Dorset	6,407	108,382	118,930	132,265	146,314
<b>Study Area Total</b>	<b>247,378</b>	<b>480,822</b>	<b>530,179</b>	<b>589,656</b>	<b>657,647</b>
Optimum Visits Per Screen	75,000	75,000	75,000	75,000	75,000
Optimum Visits Per Seat	300	300	300	300	300
<b>Screen Potential</b>					
Christchurch	1.5	2.0	2.2	2.5	2.8
East Dorset	0.9	1.8	2.0	2.2	2.4
Purbeck	0.9	1.2	1.3	1.5	1.6
North Dorset	0.1	1.4	1.6	1.8	2.0
<b>Study Area Total</b>	<b>3.3</b>	<b>6.4</b>	<b>7.1</b>	<b>7.9</b>	<b>8.8</b>
<b>Existing Seat Provision</b>					
Christchurch	485	485	485	485	485
East Dorset	500	500	500	500	500
Purbeck	562	562	562	562	562
North Dorset	160	160	160	160	160
<b>Study Area Total</b>	<b>1,707</b>	<b>1,707</b>	<b>1,707</b>	<b>1,707</b>	<b>1,707</b>
<b>Seat Potential</b>					
Christchurch	-122	15	62	132	206
East Dorset	-279	-59	-12	44	112
Purbeck	-343	-261	-226	-198	-160
North Dorset	-139	201	236	281	328
<b>Study Area Total</b>	<b>-882</b>	<b>-104</b>	<b>60</b>	<b>259</b>	<b>485</b>

### *Private Health and Fitness Clubs*

- 8.21 The UK health club market expanded rapidly as public awareness about personal fitness has increased. Business in Sport and Leisure (BISL) indicates that membership growth levels have continued to rise and that data from The Leisure Database Company at 1<sup>st</sup> January 2005, shows that membership has grown by 25% since 2002, with an 8% increase in 2004 to over 7 million members across both the public and private sector. Over 11% of the population are now members of a private health club or registered users of a leisure centre gym in the UK, compared with just 8.9% in 2002 and this growth looks set to continue. However, the UK is still chasing the US where the fitness membership rate is 15.6%.
- 8.22 There were 90 new private health and fitness clubs opened in 2004 compared to 88 in 2003 and the figure increases to 113 new private clubs opened in 2004 if you take into account the smaller clubs not previously incorporated. The BISL indicates that despite business difficulties for individual operators the overall market shows positive progression towards Government targets. At the beginning of 2005 there were at least 724 more clubs under development or with planning applications lodged, 76 of which were scheduled to open in 2005.
- 8.23 There are over 3,738 public sports centres and 1,982 large (over 500 members) private health clubs in the UK ranging from small independent clubs to large operators such as Cannons, David Lloyd, Esporta, Fitness First, Holmes Place, Livingwell and LA Fitness.
- 8.24 Private health clubs had 3.5 million members in 2003 (1,801 members per club). The average membership for large private clubs rose from 1,740 in 2002 to 1,801 in 2003. The largest health clubs can have memberships of approximately 4,000 people. However, the UK market is still dominated by independent clubs. Public sector sports centres are also important, with 64% having fitness facilities. Membership of public sector fitness facilities rose by 2.9% in 2003 to just over 2.5 million.
- 8.25 The Mintel Health and Fitness Clubs Report (April 2005) indicates that there are now more than 4 million members of private health and fitness clubs in the UK, equating to around 9% of the adult population, whilst the average club has more than 1,500 members and gross annual sales in excess of £750,000. The Mintel Survey indicated that the vast majority of clubs anticipated growth in membership numbers over the next 12 months. The Mintel Report indicates that in the first three months of 2005

consumer confidence appeared to be experiencing something of a revival when compared with previous years and this should result in consumers being more disposed to making discretionary purchases such as health club memberships.

8.26 The Mintel Report (April 2005), states that in 2004 the value of the market for private health and fitness clubs grew by 5.7%, compared with an increase of 7.5% in 2003 and 7.9% in 2002. Forecasts for 2005 suggested a slight improvement, with a projected increase of 5.9%. Nonetheless this still means that market value has increased by 43% between 2000 and 2004 and by the end of 2005 it was expected to have increased by 51%.

8.27 There are a number of private health and fitness clubs in the Districts, including:

- Fitness by Design, Gillingham;
- Curves in Wimborne, Ferndown and Christchurch;
- Women's Workout Ltd, Christchurch;
- Ladyzone in West Parley; and
- Virgin Active, Corfe Mullen.

8.28 In addition to the independent private leisure/entertainment facilities there are a number sports centres owned by the District Councils. These include Two Riversmeet Leisure Centre in Christchurch which has a swimming pool, fitness suite, squash courts, sports hall and 18-hole golf course. The Queen Elizabeth Leisure Centre located on Blandford Road, in Wimborne has a swimming pool, indoor climbing arena, an astro turf pitch, sports hall, squash court and gymnasiums. Purbeck sports centre is situated in close proximity to Wareham town centre and provides astro pitches, sports hall, squash courts, swimming pool and tennis courts. North Dorset runs four leisure centres at Blandford, Gillingham, Shaftesbury and Sturminster Newton providing a range of facilities including swimming pools, sports halls, gymnasiums and tennis courts.

8.29 The study area population is approximately 370,000 in 2007, which could generate demand for about 41,000 public and private membership places, based on the national average membership rate (11%) or 57,800 based on the US rate (15.6%). Many study area residents will use health and fitness clubs in other centres. There are several national operator health clubs within surrounding areas including LA Fitness in Poole and Southampton, Cannons in Yeovil, Fitness First in Southampton, David Lloyd in Ringwood, and Esporta in Southampton. The household survey indicates that around 27% of households in the study area had visited a health/fitness club. Therefore, health club membership could be higher than 11% in the study

area. It should be noted that not all members of the household will participate and not all households will be members of clubs.

- 8.30 Based on the household survey results, the four study Districts joint share of members within the study area was approximately 34%. Over 10% of respondents who visit health clubs visit Bournemouth (10.7%), Ringwood (10.5%) and Poole Town Centre (10.3%).
- 8.31 The 3 private clubs and 7 public sports centres, assuming an average membership of at least 500, could accommodate 5,000 members, which would imply an under-provision. A future increase in membership rates and population growth could also generate additional demand. By way of an example, an increase in membership rates from 11% to 15.6% (the US rate) could increase demand by about 17,000 places in the study area as a whole.
- 8.32 These figures suggest there could be scope to improve health and fitness facilities within the Districts. New facilities are likely to be provided in the main centres. The analysis supports Purbeck Council's objective to provide a new leisure/sports centre or private health club in Swanage.

### *Tenpin Bowling*

- 8.33 Tenpin bowling grew rapidly in the UK in the 1960's. However, the complex scoring system, lack of investment and the deterioration exacerbated a significant decline in the 1970's. However, a resurgence of interest in tenpin bowling during the late 1980's and computer scoring led to a second boom. There were 280 tenpin bowling centres (5,600 lanes) in the UK in 2004, approximately one lane per 10,000 people. The tenpin bowling sector experienced steady growth in the late 1990's, with a 27% growth in spending during the last 10 years, although any real growth was mostly in the past four years. Mintel predicted the value of the tenpin bowling market would increase from £245 million in 2002 to £324 million by 2007.
- 8.34 Bowling centres now tend to be part of major leisure developments that include multiplex cinemas, restaurants and nightclubs offering a choice of leisure and entertainment activities.
- 8.35 Tenpin bowling centres require large buildings of between 2,300 to 4,200 sq m (25,000 to 45,000 sq ft) and are generally located in towns with a population of over 150,000 people.

8.36 None of the four study Districts has any tenpin bowling facilities. The household survey indicates that residents who visit bowling facilities in the study area mainly go to Poole (59%), Yeovil (14.7%) or Bournemouth (10.3%). The household survey results suggest that about 22.2% of households in the study area visit tenpin bowling facilities. The study area population (370,000) is in theory capable of supporting 37 lanes based on one lane per 10,000 people. However, there are two tenpin bowling facilities in Poole with 54 lanes, which will limit the potential for further facilities in Christchurch, Purbeck and East Dorset. The catchment population of centres in North Dorset are unlikely to support a ten-pin bowling facility.

### *Bingo*

8.37 The bingo market peaked in the mid-1970s, with almost 2,000 clubs nationwide. Since then the sector has struggled to compete with other leisure activities, including the impact of the National Lottery. However, the decline has bottomed out and attendance figures have remained steady since the late 1990's, and revenues and profits have started to increase.

8.38 Great Britain had 700 commercial bingo clubs in 2005, approximately one club per 80,000 people. Bingo clubs attracted 79 million admissions in 2005 (source: Mintel), about 1.75 admissions per adult per annum. On average each club attracted 113,000 admissions in 2005 (about 2,175 admissions per week). The average participation rate (adults) was 6.9% in 2004 (source: Mintel), split 2.8% regular players and 4.1% occasional players. The participation rate in the South East/East Anglia region was marginally below the national average (5.1%). Mintel forecasts that admissions will decline between from 79 million in 2005 to 68 million in 2010, although the average spend per head will increase from £26.90 to £38.40.

8.39 Mecca and Gala are the main bingo operators, controlling over half of the UK market. Marketing of the bingo sector has been more proactive in recent years and Gala and Mecca have invested in premises, moving out of dated premises (i.e. converted cinemas), into purpose built units. Bingo clubs have become increasingly sophisticated, and have actively sought to attract all age groups.

8.40 The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators, such as Mecca and Gala, require buildings of between 2,000 to 3,000 sq m, capable of seating up to 2,000 people, with

a catchment population of 50,000 to 70,000 people within freestanding towns (source: BISL) .

- 8.41 The study area population (about 295,000 adults) could generate approximately 516,000 admissions based on the national participation rate (1.75 per adult), compared with the average of 113,000 admission per club. These figures suggest that the study area as a whole could accommodate 4-5 bingo clubs. However, the provision of bingo facilities in other towns will limit potential in the four Districts.
- 8.42 There are no national bingo operators in the four study Districts. The household survey results indicated that only 6.3% of households in the study area visit bingo facilities, of which 44.1% visited bingo facilities in Poole and 16.5% facilities in Bournemouth.
- 8.43 Gala Bingo has a large facility at Tower Park in Poole, and there are three bingo facilities in Bournemouth (two Gala facilities and Club Grand Bingo), which will limit the potential for further facilities in Christchurch, Purbeck and East Dorset. The catchment population of centres in North Dorset are unlikely to support a bingo facility.

### *Nightclubs*

- 8.44 The value of the nightclub market (permanent venue offering dancing in return for an admission fee) declined from £2.16 billion in 1998 to £1.77 billion in 2002 (source: Mintel - Nightclubs). There are approximately 1,750 nightclubs in the UK, approximately one per 30,000 people.
- 8.45 The sector has faced increasing competition from late night pubs and bars, with no admission fees. The BISL envisages a continued period of rationalisation and price competition. However, the forecast trend of significant growth in the 18-24 year old age group is expected to provide a growing market.
- 8.46 Large nightclubs (capacity up to 2,000 people) are generally located in large towns with a population of over 100,000 people. There are three nightclubs within the four Districts. Gillingham has a nightclub called 'Legends' on Brickfields Business Park. Blandford Forum has one nightclub/bar called T'Z & Tiffany's. Swanage has one nightclub called 'Victoria Club'.

8.47 The household survey results indicated that only 8.2% of households in the study area visit nightclubs or late night music venues and that over half of these respondents' last visit to a nightclub/live music venue was in Bournemouth. Only 9.6% of respondents' last visits was within the four study Districts, the most popular was Gillingham (3.6%). The extensive provision of nightclubs in Bournemouth will limit the potential for major new nightclubs in the District.

### *Casinos*

8.48 Due to the changing nature of the casino market, with its proposed deregulation across the county, there is uncertainty to where casinos will be located in the future. Prior to deregulation operators could only obtain licences for casinos in specifically defined areas.

8.49 Operators now have to think in more detail about the catchment area of their casinos and the level of existing or future competition in a given area. From our knowledge of the casino market, key catchment areas will have to be within or within the near vicinity of a large centre such as a major town or city, with a drive time of approximately 30-40 minutes and as close to the centre of the catchment area as possible, with good transport links. The proximity of other established commercial uses will also be a key factor for operators when looking at locations for casinos.

8.50 There were 131 casinos in Britain in 2004. Approximately 12 million separate visits were made in Britain by members and their guests.

8.51 There are currently no commercial casinos within the four study Districts, however there are three casinos in Bournemouth. No specific catchment area population has been identified by casino operators. However, it is unlikely that any of the centres in the four study area Districts will have a catchment population large enough to support a casino. Larger centres such as London and Bournemouth are likely to be more attractive locations. However, as the market adjusts to deregulation, the locational requirements of casinos may evolve and become more clearly defined.

### *Bars and Restaurants*

8.52 On average households in the UK spent over £1,000 per annum eating and drinking away from the home in 2004-05 (source: Family Expenditure Survey).



- 8.53 Food and drink establishments (Class A3/A4/A5) including restaurants, bars and pubs have supported other major leisure uses on leisure and retail parks. Within town centres the demand for A3/A4/A5 uses has increased including a significant expansion in the number of coffees shops, such as Starbucks, Costa Coffee and Coffee Republic.
- 8.54 PPS6 (paragraph 2.22) indicates that “a diversity of uses in centres makes an important contribution to their vitality and viability. Different but complementary uses, during the day and in the evening, can reinforce each other, making town centres more attractive to local residents, shoppers and visitors. Local planning authorities should encourage diversification of uses in the town centre as a whole, and ensure that tourism, leisure and cultural activities, which appeal to a wide range of age and social groups, are dispersed throughout the centre”. Paragraph 2.23 also indicates that planning policies should “encourage a range of complementary evening and night-time economy uses which appeal to a wide range of age and social groups, ensuring that provision is made where appropriate for a range of leisure, cultural and tourism activities such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafes”.
- 8.55 National branded pub/restaurant chains have been investing heavily, although not exclusively in larger centres. Many chains such as All Bar One, JD Wetherspoons and Yates Wine Bars have sought representation in smaller centres close to residential communities.
- 8.56 National information available from Goad Plans indicates that the proportion of non-retail uses within town centres across the country has increased over the last decade as shown in Table 8.3. The proportion of Class A1 retail uses in Goad town centres has decreased by 9% between 1991 to 2005 (6 percentage points), whilst non-retail uses including Class A2, A3 and non-retail (service) A1 uses have all increased.

**Table 8.3: GB Goad Plan Town Centres Use Class Mix**

Type of Unit	% Change 1991 to 2002	Proportion of Total Number of Units (%)			
		1991	1994	2000	2005
Class A1 (Retail)	- 9	62.7	61.2	59.1	56.4
Class A1 (Services)	+33	6.6	6.9	8.2	9.6
Class A2	+23	8.2	8.5	8.9	8.9
Class A3/A5*	+43	8.6	9.2	11.2	13.7
Miscellaneous	+87	0.8	1.0	1.4	1.4
Vacant & Under	- 19	13.1	13.2	11.2	10.1

Const.					
Total	-	100.0	100.0	100.0	100.0

Source: Goad Centre Reports

\*excludes Bars/Public houses (A4)

- 8.57 This national Goad data provides an average for over 1,100 town centres across the country, and relates to a wide range of centres in terms of size and type. In general, larger city and town centres will have a higher proportion of retail units than smaller town and district centres, which have a mix of shops and services. Therefore, one may expect the District Centres to have a lower proportion of Class A3/A5 uses than the national average, because the national average is skewed by smaller centres with a lower proportion of Class A1 use and higher proportion of non-retail use.
- 8.58 Themed bar operators and pub restaurants have grown significantly over the last ten years, such as JD Wetherspoons. These outlets generally require a minimum 50,000 population and are usually located on main streets or secondary positions close to prime retail, commercial and other leisure users. Operators usually require large premises of 250 - 1,500 sq m, in close proximity to public car parks and good transport links. The EGI retail requirements identified a requirement by JD Wetherspoon in Christchurch.
- 8.59 Themed restaurants have also expanded rapidly in recent years. These operators have located in out of centre retail/leisure parks as well as good secondary/primary high street locations. Fast food operators such as McDonalds and Burger King have expanded the number of drive through outlets, and town centre outlets. Outlets have been developed within retail/leisure parks or on busy roads. Outlets require sites of approximately 0.2 hectares. Our published requirements suggest a number of bars, restaurant and café operators are looking for opportunities within the District Centres including: ASK, Café Giardino, Giraffe, Las Iguanas, Strada, TGI Friday's , Zizzi in Christchurch, Ferndown and Swanage.
- 8.60 The growth in Class A3 to A5 uses within town centres may continue in the future, and will compete for shop premises with other town centre uses. Future town centre development should provide additional space for these uses as well as Class A1 retail. An allowance of 10% to 15% of new floorspace for Class A3 to A5 uses may be appropriate. Within the household survey visiting restaurants/cafes was by far the most popular leisure time activity (77.9%). A wide variety of destinations were given by respondents, however, the most popular was Poole Town Centre (13.1%), Christchurch (10.2%), Bournemouth (9.5%) and Wimborne Minster (6.4%).

### *Theatres*

8.61 The household survey indicated that over 42% of respondents in the study area visit theatres. Bournemouth was the main theatre destination last visited for households within the study area (20%) followed by London (18.8%). There are several theatres within the four Districts. There are three theatres within Wimborne which was the sixth most popular destination last visited within the study area (4.8%). Over 3% of respondents last visited the theatre in Christchurch which has one theatre 'The Regent Centre' Less than 1% of respondents last visited the theatre at the Barrington Theatre in Ferndown and less than 2% last visited the Mowlem Theatre in Swanage. Taking account of the amount of respondents in the study area who indicated they visit theatres there may be a requirement for a further small theatre in the Districts, however, current provision in the surrounding authorities means that there is not a requirement for a larger theatre.

### *Other Leisure, Entertainment and Cultural Facilities*

8.62 The four study Districts have a range of other leisure and entertainment facilities, including but not limited to the following:

- Alice in Wonderland Family Fun Park Wild Thing Indoor Adventure Play Centre Christchurch;
- Alpine Leisure Centre and Adventure Park, Christchurch;
- Christchurch Castle, Motte and Hall, Christchurch;
- Christchurch Priory, Christchurch;
- Highcliffe Castle;
- Museum of Electricity, Christchurch;
- Blandford Forum Museum;
- Cavacade of Costume Museum;
- Cholderton Rare Breeds Farm and Rabbit World;
- Climb Aboard, North Dorset;
- Cool Play, North Dorset;
- Gillingham Museum;
- Gorcombe, North Dorset;
- Mayhem Quad Bikes, North Dorset;
- Monkeyworld, Purbeck;
- Moors Valley Country Park, East Dorset;
- Kingston Lacy, East Dorset;
- Honeybrook Farm, East Dorset;
- The Priests House Museum, East Dorset;
- Dorset Heavy Horse and Animal Centre, East Dorset;
- Walford Mill. East Dorset; and
- Stapehill Abbey, East Dorset.

## Conclusions on Leisure and Other Town Centre Uses

- 8.63 The four study Districts have a limited selection of commercial leisure, entertainment and cultural facilities, but this reflects the relatively small catchment population of the main towns in the Districts. Residents in the District have relatively good access to leisure, entertainment and cultural facilities outside the District particularly in Bournemouth and Poole. The four District's location within the catchment area of larger centres will limit the potential for commercial leisure and entertainment facilities.
- 8.64 There could be scope for small scale leisure facilities in the four Districts such as health and fitness clubs, a small cinema in North Dorset and restaurants and bars. Future town centre development should provide additional space for these uses as well as Class A1 retail. As an average mixed use town centre development schemes could include between 10% to 15% for Class A3 to A5 uses.

**9.0 CONCLUSIONS AND POLICY RECOMMENDATIONS**

**Retail Floorspace Projections**

9.1 The projected need for additional convenience floorspace (the ranges are based on the two different population scenarios) are as follows for the four local authority areas:

Local Authority	Additional Convenience Goods Sales Floorspace Sq M Net			
	2007 to 2011	2007 to 2016	2007 to 2021	2007 to 2026
North Dorset	978 to 1,345	1,462 to 2,307	1,770 to 3,236	2,099 to 4,138
Purbeck	2,460 to 2,648	2,572 to 2,929	2,648 to 3,197	2,768 to 3,474
East Dorset	4,994 to 5,464	5,431 to 6,344	6,014 to 7,147	6,748 to 8,004
Christchurch	-1,227 to -1,384	-773 to -1,026	-358 to -688	-317 to 79

9.2 A more detailed town by town breakdown of these floorspace figures is shown in Tables 19B and 20Bin Appendix B.

9.3 The projected ranges for additional comparison floorspace for the four local authority areas are as follows:

Local Authority	Additional Comparison Goods Sales Floorspace Sq M Net			
	2007 to 2011	2007 to 2016	2007 to 2021	2007 to 2026
North Dorset	2,000 to 2,580	4,282 to 5,704	7,230 to 9,936	10,562 to 14,685
Purbeck	507 to 737	1,075 to 1,558	1,878 to 2,687	2,838 to 3,976
East Dorset	2,002 to 2,606	4,237 to 5,514	7,651 to 9,480	11,710 to 13,028
Christchurch	1,955 to 2,391	4,234 to 5,074	7,444 to 8,729	11,175 to 12,916

9.4 A more detailed town by town breakdown of these floorspace figures is shown in Tables 16C and 17C in Appendix C.

**Strategy for Accommodating Future Growth**

9.5 The floorspace projections shown above provide broad guidance. Meeting the projections between 2007 and 2016 is the priority, and longer term projections need to be monitored. The floorspace projections should not be considered to be maximum or minimum limits or targets, particularly when translated into the development plan allocations or when used to guide development control decisions. Floorspace projections should not inhibit competition between retailers when located within centres, subject to the consideration of scale and impact. However, if an out-

of-centre proposal exceeds the floorspace projections then the need for the proposal and impact will need to be carefully considered.

- 9.6 The sequential approach suggests that town and district centre sites should be the first choice for retail and commercial leisure development. The ability of the town and district centres as the preferred locations for retail and leisure development, needs to be considered, particularly for development which may have a relatively large catchment area.
- 9.7 Some forms of retail or leisure facilities which serve more localised catchment areas may be more appropriate within local centres, rather than the main town/district centres. However, all development should be appropriate in terms of scale and nature to the centre in which it is located.
- 9.8 The existing stock of premises may have a role to play in accommodating projected growth. However the low vacancy rates suggest there is limited potential to accommodate growth in vacant units in some areas.
- 9.9 The retail capacity analysis in this report assumes that existing retail floorspace can, on average, increase its turnover to sales floorspace densities. A growth rate of 1.5% per annum is assumed for comparison floorspace and 0.3% for convenience floorspace. The adoption of these growth rates represents a balanced approach. The floorspace projections reflect these assumptions. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

### **Commercial Leisure Development**

- 9.10 The provision of leisure, entertainment and cultural facilities within all Districts is limited as this reflects the limited size of the catchment areas of the main towns. However, as discussed above, there could be scope for small scale leisure facilities in the four Districts such as health and fitness clubs, a small cinema in North Dorset and restaurants and bars.

### **Future Strategy Implementation and Monitoring**

- 9.11 There are a number of broad areas of possible action the Councils could pursue in order to maintain and enhance the role of shopping centres, as follows:

- application of guidance within PPS6, particularly relating to need and the sequential approach in determining out-of-centre retail and other development proposals that generate significant numbers of trips;
- improving the range and choice of shops and services in all centres (where appropriate in terms of scale) by encouraging intensification, development and the re-occupation of vacant premises, and continuing to promote the centres.
- maintaining the generally high quality environment within each centre;
- measures to improve accessibility and public transport to the district and local centres in order to encourage more residents to shop in their nearest centre, which may involve maintaining an appropriate level of car parking at a competitive cost and safeguarding and improving public transport services;
- the implementation of shop frontage policies within the development plan to protect retail and other desirable town centre uses; and
- measures to bring forward development opportunities to improve the availability of modern premises suitable for new occupiers, including a mix of units suitable for both national multiples and small independent outlets.

9.12 The recommendations and projections within this study are expected to assist the Councils in preparing development plan policies over the coming years and to assist development control decisions during this period.

## **Appendix A**

### Study Area and Existing Retail Facilities



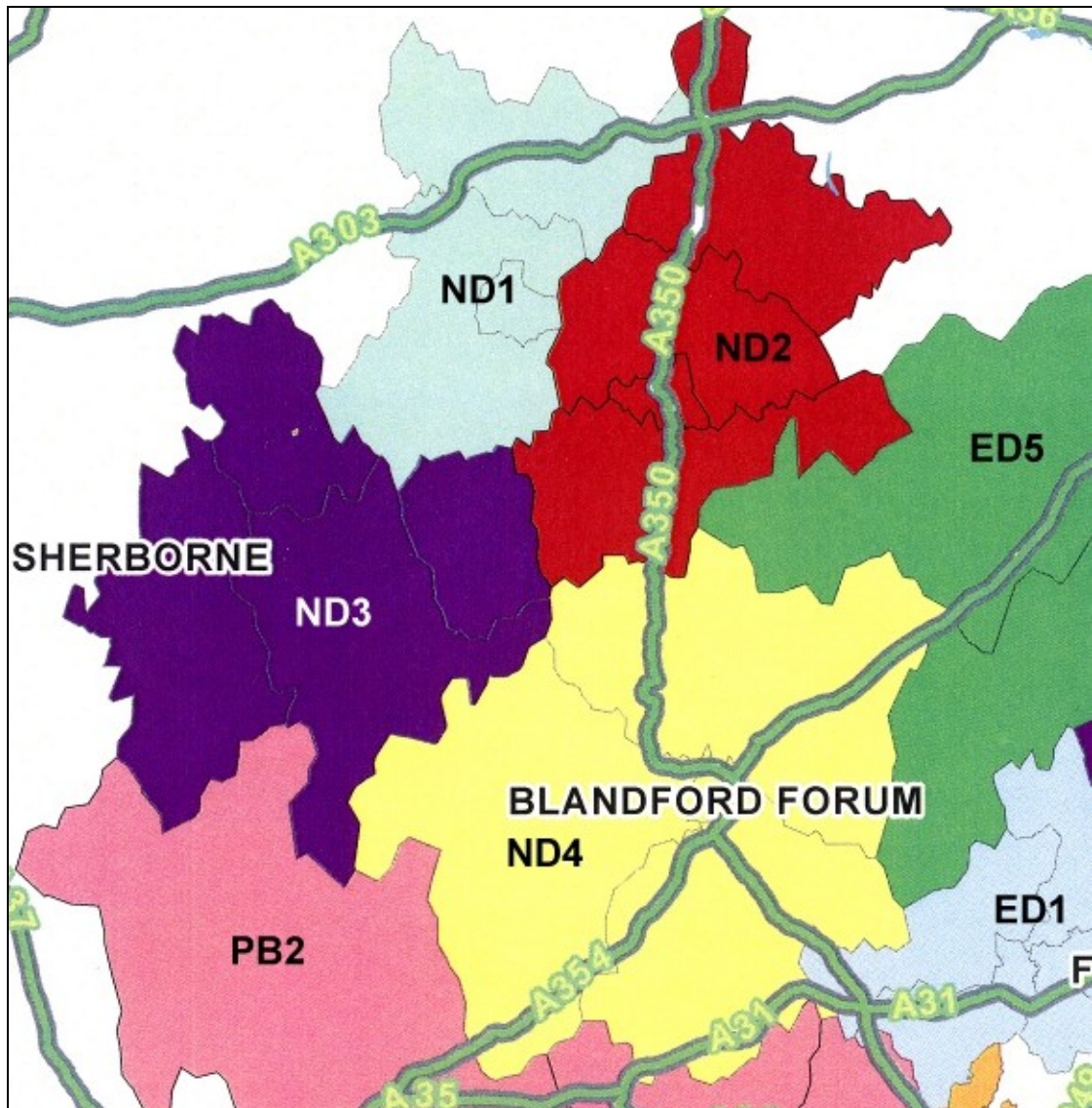
## Joint Dorset Study Area – North Dorset and Purbeck

<b>Zone</b>	<b>Postal Sector</b>
ND1 - Gillingham	BA12 6 SP8 4 SP8 5
ND2 - Shaftesbury	SP3 6 SP7 0 SP7 8 SP7 9
ND3 - Marnhull/Stalbridge/Sturminster	BA8 0 DT9 5 DT10 1 DT10 2
ND4 - Blandford Forum	DT2 7 DT11 0 DT11 7 DT11 8 DT11 9
PB1 - Swanage	BH19 1 BH19 2 BH19 3 BH20 5
PB2 - Wareham	BH16 6 BH20 4 BH20 6 BH20 7 DT2 8
PB3 - Upton	BH16 5 BH17 7 BH18 9 BH15 4

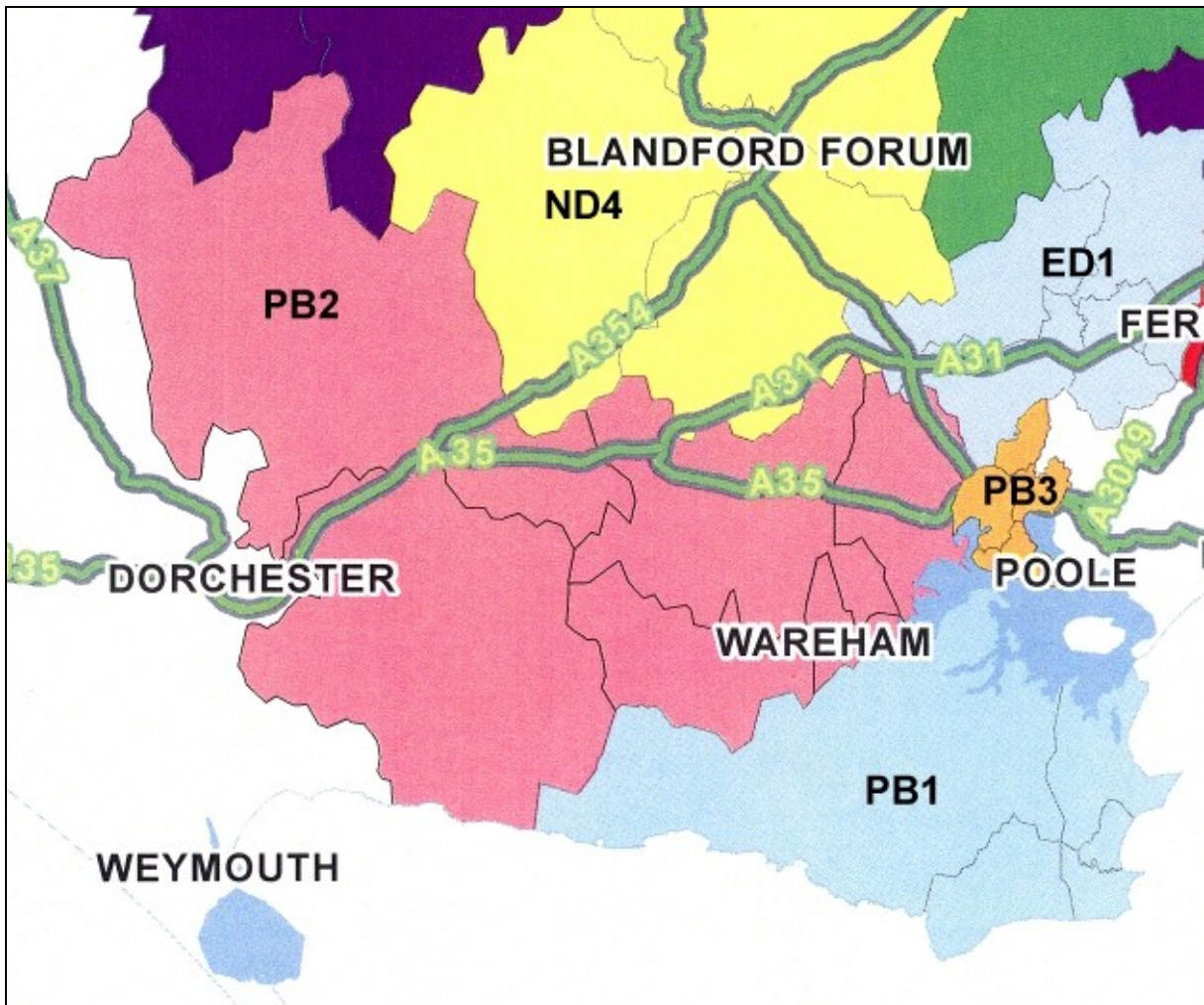
## Joint Dorset Study Area – East Dorset and Christchurch

<b>Zone</b>	<b>Postal Sector</b>
ED1 - Wimborne/Colehill	BH21 1
	BH21 2
	BH21 3
	BH21 4
	BH21 7
ED2 - Ferndown/West Moors	BH10 6
	BH10 7
	BH18 9
	BH22 0
	BH22 8
	BH22 9
ED3 - Verwood	BH21 6
	BH21 8
	BH31 6
	BH31 7
ED4 - Ashley Heath/St Leonards	BH23 6
	BH24 2
ED5 – Alderholt/Fordingbridge	SP6 1
	SP6 3
ED6 - Ringwood	BH24 1
	BH24 3
ED7 - East Dorset (North)	BH21 5
	SP5 5
CH1 - Christchurch/Burton	BH23 3
	BH23 4
	BH23 7
	BH23 8
CH2 – Bournemouth (East)	BH6 4
	BH23 1
	BH23 2
CH3 - Barton/New Milton	BH23 5
	BH25 5
	BH25 6
	BH25 7

North Dorset Section of the Study Area

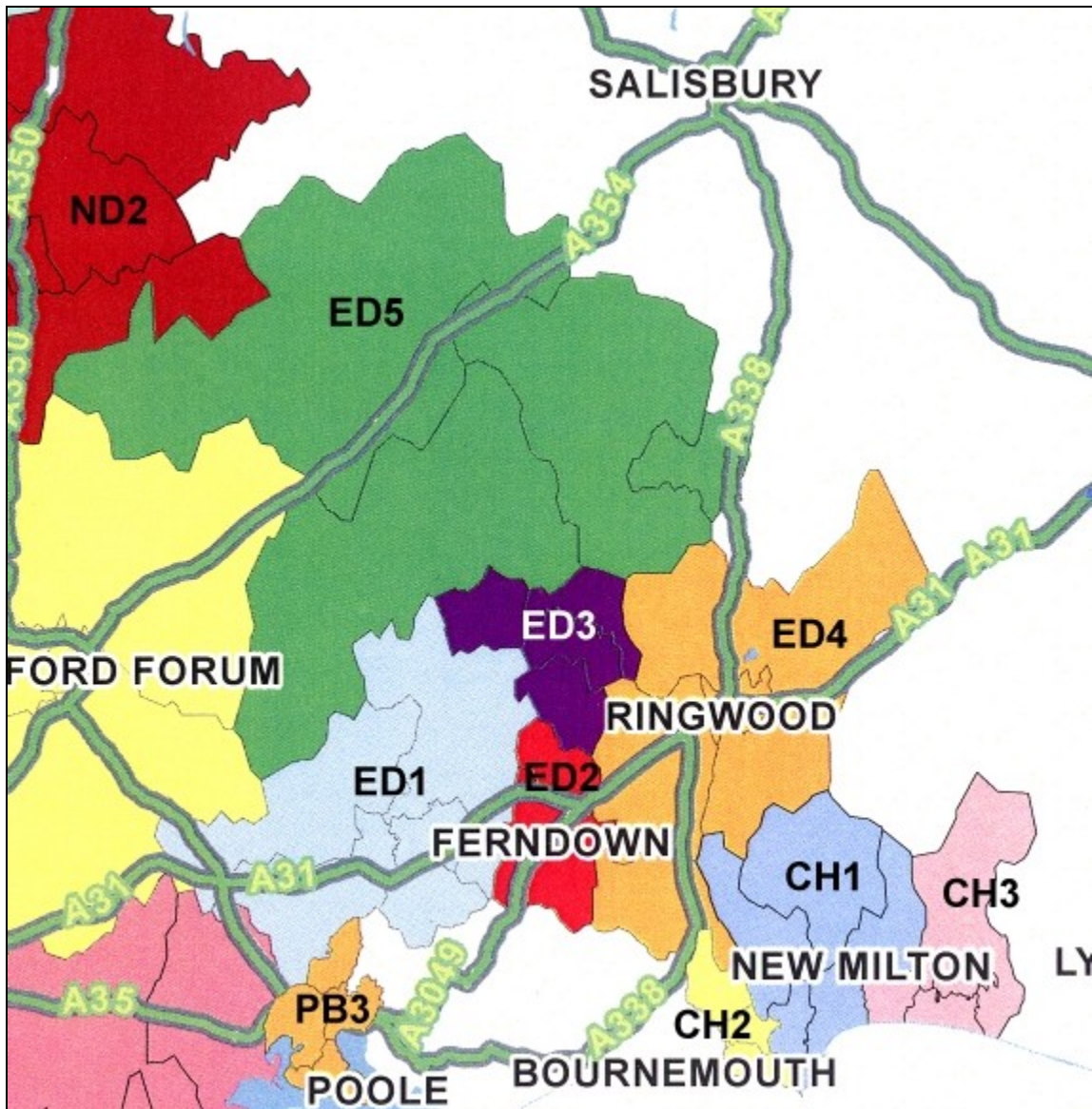


Purbeck Section of the Study Area

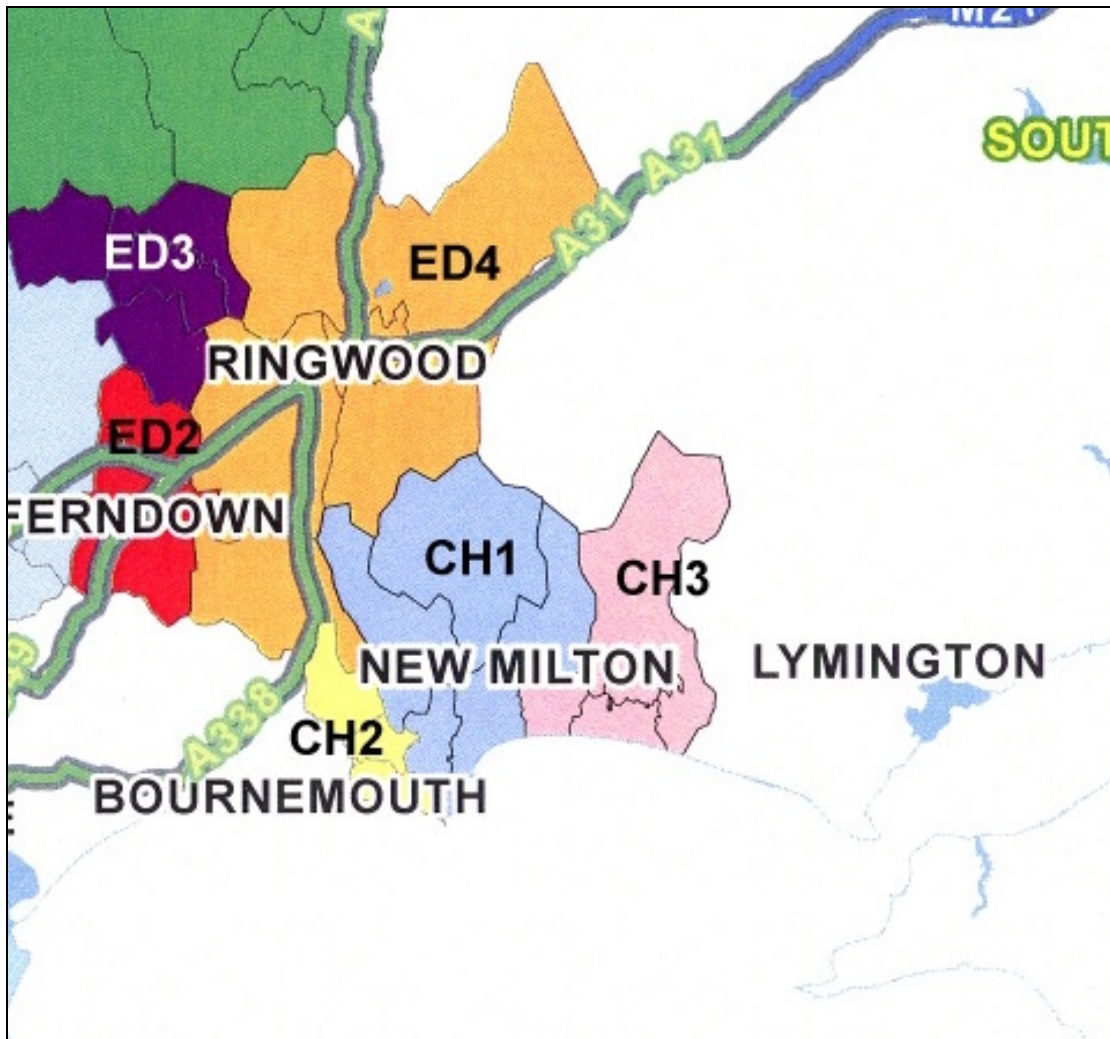


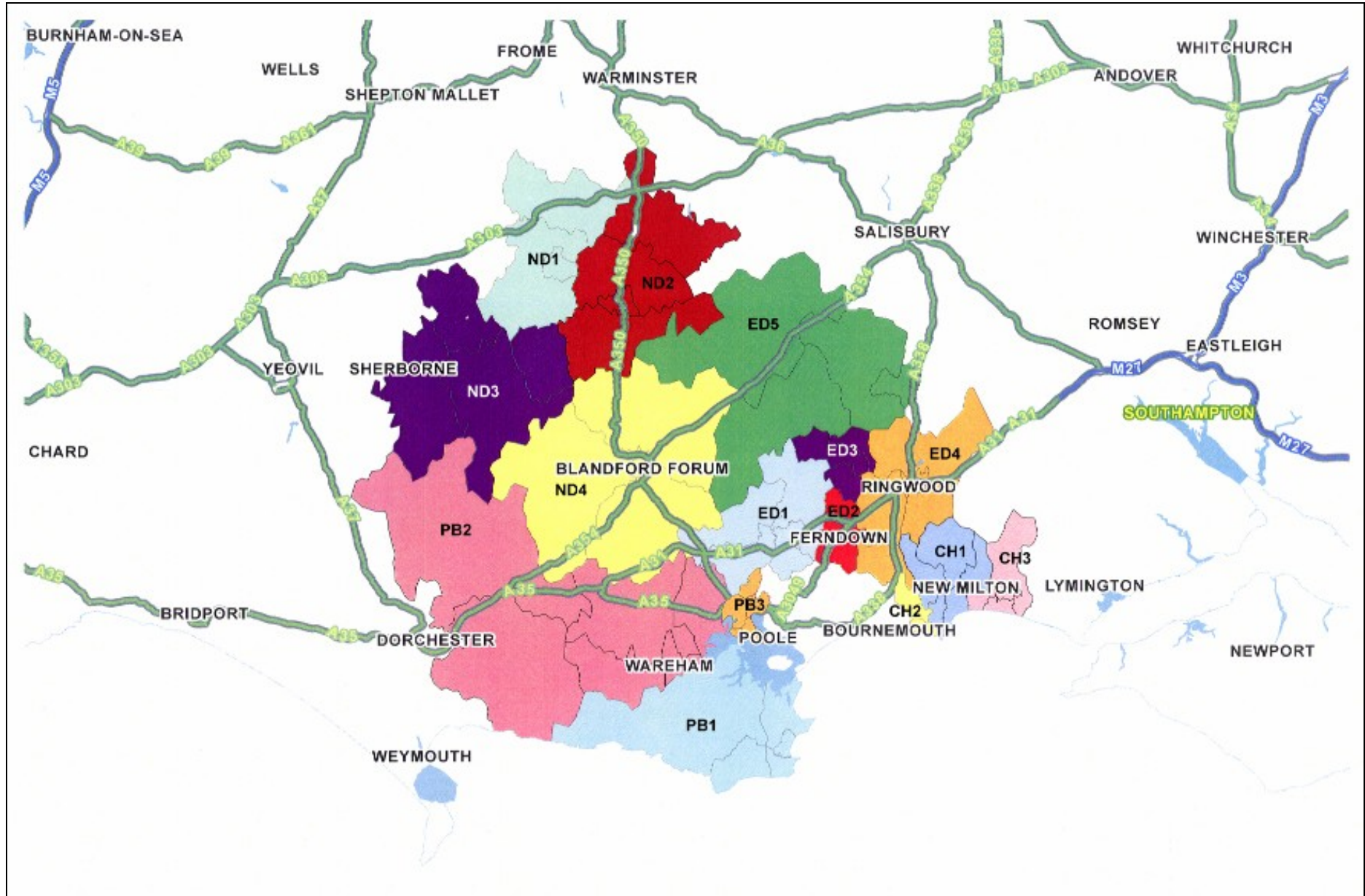


East Dorset Section of the Study Area



Christchurch Section of the Study Area







**Table 1A - Convenience Floorspace and Benchmark Turnover (2005 Prices)**

District/Town/Store	Net Sales Floorspace Sq M	% Convenience Sales Floorspace	Convenience Sales Floorspace Sq M Net	Convenience Turnover Density £ per Sq M	Total Convenience Turnover £M
<b>North Dorset</b>					
Tesco, Shaftesbury	2,294	70%	1,606	£13,145	£21.11
Somerfield, Shaftesbury	823	80%	658	£5,935	£3.91
Co-op, The Sycamores, Shaftesbury	184	90%	166	£5,343	£0.88
Other town centre convenience, Shaftesbury	820	98%	804	£3,500	£2.81
Somerfield, Blandford	1,400	85%	1,190	£5,935	£7.06
Tesco, Blandford	1,860	75%	1,395	£13,145	£18.34
Other town centre convenience, Blandford	1,100	98%	1,078	£3,500	£3.77
Waitrose, Gillingham	2,156	85%	1,833	£10,659	£19.53
Somerfield, Gillingham	743	90%	669	£5,935	£3.97
Lidl, Gillingham	1,000	60%	600	£2,802	£1.68
Gillingham other	340	98%	333	£3,500	£1.17
Southern Co-operatives, Sturminster Newton	349	80%	279	£5,343	£1.49
Sturminster Newton other	575	98%	564	£3,500	£1.97
Stalbridge	1,300	98%	1,274	£3,500	£4.46
Other local shops in North Dorset	500	98%	490	£3,500	£1.72
<b>North Dorset sub-total</b>	<b>15,444</b>		<b>12,938</b>	<b>£7,256</b>	<b>£93.87</b>
<b>Purbeck</b>					
Somerfield, Wareham	514	80%	411	£5,935	£2.44
Co-op Stop & Shop, North Street, Wareham	365	90%	329	£5,343	£1.76
Wareham Other	785	98%	769	£3,500	£2.69
Co-op, Kings Road West, Swanage	945	80%	756	£5,343	£4.04
Somerfield, Swanage	553	85%	470	£5,935	£2.79
Other town centre convenience, Swanage	1,000	98%	980	£3,500	£3.43
Co-op Upton	165	90%	149	£5,343	£0.79
Wool	250	98%	245	£3,500	£0.86
Lychet Matravers	200	98%	196	£3,500	£0.69
Bovington	300	98%	294	£3,500	£1.03
Sandford	250	98%	245	£3,500	£0.86
Beres Regis	100	98%	98	£3,500	£0.34
Corfe Castle	100	98%	98	£3,500	£0.34
<b>Purbeck sub-total</b>	<b>5,527</b>		<b>5,040</b>	<b>£4,377</b>	<b>£22.06</b>
<b>East Dorset</b>					
Sainsbury's, Ferndown	2,993	65%	1,945	£9,221	£17.94
Tesco, Ferndown	3,189	60%	1,913	£13,145	£25.15
Lidl, Ferndown	1,150	80%	920	£2,802	£2.58
Co-op, Victoria Road, Ferndown	93	90%	84	£5,343	£0.45
Iceland, Ferndown Town Centre	500	95%	475	£4,864	£2.31
Other town centre convenience, Ferndown	350	98%	350	£3,500	£1.23
Morrisons, Verwood	2,001	80%	1,601	£9,549	£15.29
One Stop, Verwood	200	90%	180	£4,000	0.72
Verwood Other	220	98%	216	£3,500	£0.75
Somerfield, Crown Mead, Wimborne	1,310	86%	1,127	£5,935	£6.69
Wimborne Other	765	98%	750	£3,500	£2.62
Co-op, Station Road, West Moors	300	85%	255	£5,343	£1.36
Tesco Express, West Moors	166	90%	149	£13,145	£1.96
West Moors Other	200	98%	196	£3,500	£0.69
Co-op, New Road, West Parley	248	90%	223	£5,343	£1.19
Co-op, Wareham Road, Corfe Mullen	790	90%	711	£5,343	£3.80
Co-op, The Parade, Corfe Mullen	308	98%	302	£5,343	£1.61
Other local shops East Dorset	200	98%	196	£3,500	£0.69
<b>East Dorset sub-total</b>	<b>14,983</b>		<b>11,593</b>	<b>£7,507</b>	<b>£87.02</b>
<b>Christchurch*</b>					
Sainsburys, Christchurch	3,559	80%	2,847	£9,221	£26.25
Somerfield, Christchurch	957	85%	813	£5,935	£4.83
Marks & Spencer, Christchurch	1,210	95%	1,150	£11,077	£12.73
Other town centre convenience, Christchurch	735	98%	720	£3,500	£2.52
Tesco Express, Highcliffe	300	90%	270	£13,145	£3.55
Somerfield, Lymington Road, Highcliffe	411	85%	349	£5,935	£2.07
Other convenience in Highcliffe	210	98%	206	£3,500	£0.72
Tesco Express, Barrack Road, Christchurch	163	90%	147	£13,145	£1.93
Other Barrack Road	150	98%	147	£3,500	£0.51
Purewell local shops	270	98%	265	£3,500	£0.93
<b>Christchurch sub-total</b>	<b>7,965</b>		<b>6,914</b>	<b>£8,107</b>	<b>£56.05</b>
<b>TOTAL</b>	<b>43,919</b>		<b>36,484</b>	<b>£7,099</b>	<b>£259.00</b>
<b>Comparison Sales Floorspace in Food Stores Sq M Net</b>					<b>7,435</b>

Sources:

Retail Rankings 2006 and Verdict  
Institute of Grocery Distribution  
Goald Plans and NLP Site Visits 2007

\* Waitrose store in Christchurch excluded  
Not open at time of household survey



**Table 2A - Comparison Floorspace**

<b>District/Centre</b>	<b>Gross Floorspace Sq M</b>	<b>Net Sales Floorspace Sq M</b>
<b>North Dorset</b>		
Shaftesbury comparison shops	7,420	4,823
Comparison in food stores, Shaftesbury	n/a	888
Blandford comparison shops	10,670	6,936
Comparison in food stores, Blandford	n/a	697
Gillingham comparison shops	7,056	4,586
Comparison in food stores, Gillingham	n/a	805
Sturminster Newton	2,358	1,533
Comparison in food stores, Sturminster Newton	n/a	81
Other local shops North Dorset	n/a	500
<b>North Dorset Sub-Total</b>	<b>n/a</b>	<b>20,848</b>
<b>Purbeck</b>		
Wareham comparison shops	3,905	2,538
Comparison in food stores, Wareham	n/a	155
Swanage comparison shops	7,690	4,999
Comparison in food stores, Swanage	n/a	292
Other Comparison in food stores, Purbeck	n/a	41
Other local shops Purbeck	n/a	800
<b>North Dorset Sub-Total</b>	<b>n/a</b>	<b>8,825</b>
<b>East Dorset</b>		
Ferndown comparison shops	9,474	6,158
Comparison in food stores, Ferndown	n/a	2,587
Verwood comparison shops	866	563
Comparison in food stores, Verwood	n/a	425
Wimborne comparison shops	10,081	6,553
Comparison in food stores, Wimborne	n/a	203
West Moors comparison shops	1,184	770
Comparison in food stores, West Moors	n/a	66
Other East Dorset	n/a	650
<b>East Dorset Sub-Total</b>	<b>n/a</b>	<b>17,974</b>
<b>Christchurch</b>		
Christchurch comparison shops	11,670	7,586
Christchurch Retail Warehouses	27,736	22,189
Highcliffe comparison shops	n/a	1,734
Local shops, Christchurch	n/a	1,912
Comparison in food stores, Christchurch	n/a	1,051
<b>Christchurch Sub-Total</b>	<b>n/a</b>	<b>34,471</b>
<b>GRAND TOTAL</b>	<b>n/a</b>	<b>82,118</b>

Sources: Goad Plans  
NLP Site Visits 2007

## **Appendix B**

### Convenience Retail Assessment

**Table 1B: Population Projections (Baseline Figures)**

<b>Zone</b>	<b>2001</b>	<b>2007</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>
<b>North Dorset</b>						
ND1 - Gillingham	15,920	16,819	16,977	17,114	17,174	17,243
ND2 - Shaftesbury	17,352	18,332	18,504	18,653	18,719	18,794
ND3 - Marnhull/Stalbridge/Sturminster	18,604	19,717	19,959	20,204	20,382	20,570
ND4 - Blandford Forum	28,408	30,344	30,478	30,476	30,268	30,104
<b>Purbeck</b>						
PB1 - Swanage	16,445	16,754	16,624	16,421	16,272	16,254
PB2 - Wareham	32,211	33,001	32,826	32,521	32,303	32,312
PB3 - Upton	34,570	34,378	34,216	34,222	34,444	34,791
<b>East Dorset</b>						
ED1 - Wimborne/Colehill	35,097	35,427	35,476	35,405	35,878	36,580
ED2 - Ferndown/West Moors	33,391	34,016	34,175	34,090	34,588	35,341
ED3 - Verwood	14,348	14,624	14,676	14,607	14,813	15,138
ED4 - Ringwood	22,009	22,412	22,507	22,452	22,790	23,298
ED5 - Alderholt/Fordingbridge	16,260	16,523	16,530	16,346	16,288	16,324
<b>Christchurch</b>						
CH1 - Christchurch/Burton	27,382	27,672	27,907	28,212	28,663	29,187
CH2 - Bournemouth East	19,398	19,626	19,882	20,227	20,661	21,128
CH3 - Barton/New Milton	30,245	30,638	30,685	30,465	30,297	30,242
<b>Total</b>	<b>361,640</b>	<b>370,283</b>	<b>371,423</b>	<b>371,416</b>	<b>373,541</b>	<b>377,306</b>

Sources:

*2001 Population Census*

*ONS 2004 District Wide Projections for Christchurch, Somerset and Wiltshire 2004 to 2026*

*Hampshire County Council's District Wide Projections for New Forest District 2001 to 2026*

*Dorset County Council's District Wide Projections North Dorset, Purbeck, West Dorset and East Dorset Districts 2001 to 2027*

**Table 2B: Population Projections (High Growth Figures)**

<b>Zone</b>	<b>2001</b>	<b>2007</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>
<b>North Dorset</b>						
ND1 - Gillingham	15,920	16,873	17,339	17,931	18,586	19,179
ND2 - Shaftesbury	17,352	18,391	18,899	19,544	20,258	20,905
ND3 - Marnhull/Stalbridge/Sturminster	18,604	19,792	20,374	21,136	21,958	22,714
ND4 - Blandford Forum	28,408	30,515	31,491	32,750	34,144	35,392
<b>Purbeck</b>						
PB1 - Swanage	16,445	16,994	17,217	17,550	17,957	18,364
PB2 - Wareham	32,211	33,424	33,939	34,698	35,602	36,498
PB3 - Upton	34,570	34,505	34,528	34,815	35,329	35,900
<b>East Dorset</b>						
ED1 - Wimborne/Colehill	35,097	35,837	36,297	36,959	37,755	38,604
ED2 - Ferndown/West Moors	33,391	34,518	35,179	35,991	36,884	37,816
ED3 - Verwood	14,348	14,864	15,155	15,515	15,909	16,320
ED4 - Ringwood	22,009	22,760	23,231	23,801	24,425	25,074
ED5 - Alderholt/Fordingbridge	16,260	16,631	16,747	16,758	16,784	16,860
<b>Christchurch</b>						
CH1 - Christchurch/Burton	27,382	27,842	28,517	29,164	29,884	30,627
CH2 - Bournemouth East	19,398	19,702	20,153	20,649	21,201	21,766
CH3 - Barton/New Milton	30,245	30,697	30,896	30,794	30,718	30,739
<b>Total</b>	<b>361,640</b>	<b>373,345</b>	<b>379,963</b>	<b>388,056</b>	<b>397,395</b>	<b>406,757</b>

Sources:

*2001 Population Census*

*ONS 2004 District Wide Projections for Dorset (except Christchurch), Somerset and Wiltshire 2004 to 2026*

*Hampshire County Council's District Wide Projections for New Forest District 2001 to 2026*

*Dorset County Council's District Wide RSS based Projections for Christchurch 2001 to 2027*

Table 3B: Convenience Retail Expenditure Per Capita (2005 Prices)

Expenditure Per Capita	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
<b>North Dorset</b>									
ND1 - Gillingham	£1,645	£1,678	£1,751	£1,813	£1,877	2.0%	6.4%	10.2%	14.1%
ND2 - Shaftesbury	£1,582	£1,614	£1,685	£1,744	£1,806	2.0%	6.5%	10.2%	14.2%
ND3 - Marnhull/Stalbridge/Sturminster	£1,679	£1,713	£1,788	£1,852	£1,918	2.0%	6.5%	10.3%	14.2%
ND4 - Blandford Forum	£1,519	£1,549	£1,617	£1,675	£1,734	2.0%	6.5%	10.3%	14.2%
<b>Purbeck</b>									
PB1 - Swanage	£1,603	£1,635	£1,707	£1,767	£1,830	2.0%	6.5%	10.2%	14.1%
PB2 - Wareham	£1,640	£1,673	£1,746	£1,808	£1,872	2.0%	6.5%	10.2%	14.2%
PB3 - Upton	£1,540	£1,571	£1,639	£1,697	£1,757	2.0%	6.4%	10.2%	14.1%
<b>East Dorset</b>									
ED1 - Wimborne/Colehill	£1,634	£1,667	£1,740	£1,801	£1,865	2.0%	6.5%	10.2%	14.1%
ED2 - Ferndown/West Moors	£1,598	£1,630	£1,702	£1,762	£1,825	2.0%	6.5%	10.3%	14.2%
ED3 - Verwood	£1,583	£1,615	£1,686	£1,746	£1,808	2.0%	6.5%	10.3%	14.2%
ED4 - Ringwood	£1,589	£1,621	£1,692	£1,752	£1,814	2.0%	6.5%	10.3%	14.2%
ED5 - Alderholt/Fordingbridge	£1,666	£1,699	£1,773	£1,836	£1,901	2.0%	6.4%	10.2%	14.1%
<b>Christchurch</b>									
CH1 - Christchurch/Burton	£1,577	£1,609	£1,679	£1,739	£1,801	2.0%	6.5%	10.3%	14.2%
CH2 - Bournemouth East	£1,574	£1,606	£1,676	£1,736	£1,798	2.0%	6.5%	10.3%	14.2%
CH3 - Barton/New Milton	£1,606	£1,638	£1,710	£1,771	£1,834	2.0%	6.5%	10.3%	14.2%

**Sources:**

Experian local estimates of 2005 convenience goods expenditure per capita

Excluding special forms of trading - 1.9% in 2007, 2.0% in 2008, 2.1% in 2009, 2.2% in 2010 and 2.3% in 2011 and beyond

Experian Business Strategies - recommended forecast growth rates

(0.5% per annum between 2005 to 2010, 0.9% between 2011 and 2015 and 0.7% per annum between 2016 and 2026)

**Table 4B: Total Convenience Retail Expenditure (2005 Prices) - Baseline Population**

Expenditure	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
<b>North Dorset</b>									
ND1 - Gillingham	£27.67	£28.49	£29.97	£31.14	£32.37	3.0%	8.3%	12.5%	17.0%
ND2 - Shaftesbury	£29.00	£29.87	£31.43	£32.65	£33.94	3.0%	8.4%	12.6%	17.0%
ND3 - Marnhull/Stalbridge/Sturminster	£33.10	£34.19	£36.13	£37.75	£39.45	3.3%	9.1%	14.0%	19.2%
ND4 - Blandford Forum	£46.09	£47.21	£49.28	£50.70	£52.21	2.4%	6.9%	10.0%	13.3%
<b>Purbeck</b>									
PB1 - Swanage	£26.86	£27.18	£28.03	£28.75	£29.74	1.2%	4.4%	7.1%	10.7%
PB2 - Wareham	£54.12	£54.92	£56.78	£58.40	£60.49	1.5%	4.9%	7.9%	11.8%
PB3 - Upton	£52.94	£53.75	£56.09	£58.45	£61.14	1.5%	5.9%	10.4%	15.5%
<b>East Dorset</b>									
ED1 - Wimborne/Colehill	£57.89	£59.14	£61.60	£64.62	£68.22	2.2%	6.4%	11.6%	17.8%
ED2 - Ferndown/West Moors	£54.36	£55.70	£58.02	£60.94	£64.48	2.5%	6.7%	12.1%	18.6%
ED3 - Verwood	£23.15	£23.70	£24.63	£25.86	£27.37	2.4%	6.4%	11.7%	18.2%
ED4 - Ashley Heath/St Leonards	£35.61	£36.48	£37.99	£39.93	£42.27	2.4%	6.7%	12.1%	18.7%
ED5 - Alderholt/Fordingbridge	£27.53	£28.08	£28.98	£29.90	£31.04	2.0%	5.3%	8.6%	12.7%
<b>Christchurch</b>									
CH1 - Christchurch/Burton	£43.64	£44.90	£47.37	£49.85	£52.56	2.9%	8.5%	14.2%	20.4%
CH2 - Bournemouth East	£30.89	£31.93	£33.90	£35.87	£37.98	3.4%	9.7%	16.1%	22.9%
CH3 - Barton/New Milton	£49.20	£50.26	£52.10	£53.66	£55.46	2.2%	5.9%	9.0%	12.7%
<b>Catchment Area Total</b>	<b>£592.06</b>	<b>£605.81</b>	<b>£632.29</b>	<b>£658.46</b>	<b>£688.71</b>	<b>2.3%</b>	<b>6.8%</b>	<b>11.2%</b>	<b>16.3%</b>

Sources:

Table 1B and Table 3B

Table 5B: Total Convenience Retail Expenditure (2005 Prices) - High Population Growth

Expenditure	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
<b>North Dorset</b>									
ND1 - Gillingham	£27.76	£29.10	£31.40	£33.70	£36.01	4.8%	13.1%	21.4%	29.7%
ND2 - Shaftesbury	£29.09	£30.50	£32.93	£35.33	£37.75	4.8%	13.2%	21.4%	29.8%
ND3 - Marnhull/Stalbridge/Sturminster	£33.23	£34.90	£37.79	£40.67	£43.56	5.0%	13.7%	22.4%	31.1%
ND4 - Blandford Forum	£46.35	£48.78	£52.96	£57.19	£61.39	5.2%	14.3%	23.4%	32.4%
<b>Purbeck</b>									
PB1 - Swanage	£27.24	£28.15	£29.96	£31.73	£33.60	3.3%	10.0%	16.5%	23.3%
PB2 - Wareham	£54.81	£56.78	£60.58	£64.37	£68.33	3.6%	10.5%	17.4%	24.7%
PB3 - Upton	£53.14	£54.24	£57.06	£59.95	£63.08	2.1%	7.4%	12.8%	18.7%
<b>East Dorset</b>									
ED1 - Wimborne/Colehill	£58.56	£60.51	£64.31	£68.00	£71.99	3.3%	9.8%	16.1%	22.9%
ED2 - Ferndown/West Moors	£55.16	£57.34	£61.26	£64.99	£69.00	4.0%	11.1%	17.8%	25.1%
ED3 - Verwood	£23.53	£24.48	£26.16	£27.78	£29.51	4.0%	11.2%	18.0%	25.4%
ED4 - Ashley Heath/St Leonards	£36.17	£37.66	£40.27	£42.79	£45.49	4.1%	11.4%	18.3%	25.8%
ED5 - Alderholt/Fordingbridge	£27.71	£28.45	£29.71	£30.82	£32.05	2.7%	7.2%	11.2%	15.7%
<b>Christchurch</b>									
CH1 - Christchurch/Burton	£43.91	£45.88	£48.97	£51.97	£55.15	4.5%	11.5%	18.4%	25.6%
CH2 - Bournemouth East	£31.01	£32.37	£34.61	£36.81	£39.13	4.4%	11.6%	18.7%	26.2%
CH3 - Barton/New Milton	£49.30	£50.61	£52.66	£54.40	£56.37	2.7%	6.8%	10.4%	14.3%
<b>Catchment Area Total</b>	<b>£596.97</b>	<b>£619.74</b>	<b>£660.62</b>	<b>£700.48</b>	<b>£742.40</b>	<b>3.8%</b>	<b>10.7%</b>	<b>17.3%</b>	<b>24.4%</b>

Sources:

Table 2B and Table 3B

**Table 6B: Estimated Convenience Shopping Penetration Rates**

Store/Destination	North Dorset				Purbeck			East Dorset					Christchurch			Inflow
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3	
<b>North Dorset</b>																
Tesco, Shaftesbury	15%	37%	6%	2%								3%				5%
Other Shaftesbury	1%	27%	1%	1%												5%
Tesco, Blandford		1%	3%	44%		1%		2%				3%				5%
Other Blandford				20%												5%
Waitrose, Gillingham	25%	9%	7%	2%												5%
Other Gillingham	32%	5%	4%	1%												5%
Sturminster Newton			10%	2%												2%
Stalbridge			9%													2%
North Dorset Other	1%	1%	1%	2%												2%
<b>North Dorset sub-total</b>	<b>74%</b>	<b>80%</b>	<b>41%</b>	<b>74%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>n/a</b>
<b>Purbeck</b>																
Wareham					7%	18%										5%
Swanage					54%											10%
Other Purbeck				1%	7%	8%	8%									2%
<b>Purbeck sub-total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>68%</b>	<b>26%</b>	<b>8%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>n/a</b>
<b>East Dorset</b>																
Sainsbury's, Ferndown				1%	1%		1%	12%	28%	14%	21%	8%				5%
Tesco, Ferndown							1%	10%	36%	8%	5%		1%			5%
Other Ferndown								1%	5%	2%	2%	1%				2%
Morrisons, Verwood								1%	1%	47%	5%	9%				5%
Other Verwood										4%						2%
Wimborne						1%	1%	20%		1%		2%				5%
West Moors					1%				6%		1%					2%
East Dorset Other							2%	10%		3%	1%	2%			1%	2%
<b>East Dorset sub-total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>5%</b>	<b>54%</b>	<b>76%</b>	<b>79%</b>	<b>35%</b>	<b>22%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>n/a</b>
<b>Christchurch</b>																
Christchurch										1%	2%		60%	58%	19%	10%
Highcliffe													2%	0%	6%	10%
<b>Christchurch sub-total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>62%</b>	<b>58%</b>	<b>25%</b>	<b>n/a</b>
<b>JOINT AREA TOTAL</b>	<b>74%</b>	<b>80%</b>	<b>41%</b>	<b>76%</b>	<b>70%</b>	<b>28%</b>	<b>13%</b>	<b>56%</b>	<b>76%</b>	<b>80%</b>	<b>37%</b>	<b>28%</b>	<b>63%</b>	<b>58%</b>	<b>26%</b>	<b>n/a</b>
<b>Other Outside Joint Area</b>	<b>26%</b>	<b>20%</b>	<b>59%</b>	<b>24%</b>	<b>30%</b>	<b>72%</b>	<b>87%</b>	<b>44%</b>	<b>24%</b>	<b>20%</b>	<b>63%</b>	<b>72%</b>	<b>37%</b>	<b>42%</b>	<b>74%</b>	<b>n/a</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>n/a</b>

Source: NEMS Household Survey September 2007



Table 7B: Convenience Turnover in Joint Dorset Area 2007

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2007 £M</b>	<b>£27.67</b>	<b>£29.00</b>	<b>£33.10</b>	<b>£46.09</b>	<b>£26.86</b>	<b>£54.12</b>	<b>£52.94</b>	<b>£57.89</b>	<b>£54.36</b>	<b>£23.15</b>	<b>£35.61</b>	<b>£27.53</b>	<b>£43.64</b>	<b>£30.89</b>	<b>£49.20</b>		
<b>North Dorset</b>																	
Tesco, Shaftesbury	£4.15	£10.73	£1.99	£0.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83	£0.00	£0.00	£0.00	£0.93	£19.55
Other Shaftesbury	£0.28	£7.83	£0.33	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£9.34
Tesco, Blandford	£0.00	£0.29	£0.99	£20.28	£0.00	£0.54	£0.00	£1.16	£0.00	£0.00	£0.00	£0.83	£0.00	£0.00	£0.00	£1.20	£25.29
Other Blandford	£0.00	£0.00	£0.00	£9.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	£9.68
Waitrose, Gillingham	£6.92	£2.61	£2.32	£0.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£13.40
Other Gillingham	£8.85	£1.45	£1.32	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.60	£12.69
Sturminster Newton	£0.00	£0.00	£3.31	£0.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£4.32
Stalbridge	£0.00	£0.00	£2.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£3.04
North Dorset Other	£0.28	£0.29	£0.33	£0.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£1.86
<b>North Dorset sub-total</b>	<b>£20.47</b>	<b>£23.20</b>	<b>£13.57</b>	<b>£34.11</b>	<b>£0.00</b>	<b>£0.54</b>	<b>£0.00</b>	<b>£1.16</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.65</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.46</b>	<b>£99.17</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£1.88	£9.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£12.20
Swanage	£0.00	£0.00	£0.00	£0.00	£14.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.45	£15.95
Other Purbeck	£0.00	£0.00	£0.00	£0.46	£1.88	£4.33	£4.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£11.12
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.46</b>	<b>£18.26</b>	<b>£14.07</b>	<b>£4.24</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.25</b>	<b>£39.28</b>
<b>East Dorset</b>																	
Sainsbury's, Ferndown	£0.00	£0.00	£0.00	£0.46	£0.27	£0.00	£0.53	£6.95	£15.22	£3.24	£7.48	£2.20	£0.00	£0.00	£0.00	£1.82	£38.16
Tesco, Ferndown	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£5.79	£19.57	£1.85	£1.78	£0.00	£0.44	£0.00	£0.00	£1.50	£31.45
Other Ferndown	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£2.72	£0.46	£0.71	£0.28	£0.00	£0.00	£0.00	£0.09	£4.84
Morrisons, Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.54	£10.88	£1.78	£2.48	£0.00	£0.00	£0.00	£0.81	£17.07
Other Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.94
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54	£0.53	£11.58	£0.00	£0.23	£0.00	£0.55	£0.00	£0.00	£0.00	£0.67	£14.10
West Moors	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£3.26	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.08	£3.96
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£5.79	£0.00	£0.69	£0.36	£0.55	£0.00	£0.00	£0.49	£0.18	£9.12
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.46</b>	<b>£0.54</b>	<b>£0.54</b>	<b>£2.65</b>	<b>£31.26</b>	<b>£41.31</b>	<b>£18.29</b>	<b>£12.46</b>	<b>£6.06</b>	<b>£0.44</b>	<b>£0.00</b>	<b>£0.49</b>	<b>£5.17</b>	<b>£119.66</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.71	£0.00	£26.18	£17.92	£9.35	£5.44	£59.83
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£0.00	£2.95	£0.38	£4.21
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.23</b>	<b>£0.71</b>	<b>£0.00</b>	<b>£27.06</b>	<b>£17.92</b>	<b>£12.30</b>	<b>£5.82</b>	<b>£64.04</b>
<b>JOINT AREA TOTAL</b>	<b>£20.47</b>	<b>£23.20</b>	<b>£13.57</b>	<b>£35.03</b>	<b>£18.80</b>	<b>£15.15</b>	<b>£6.88</b>	<b>£32.42</b>	<b>£41.31</b>	<b>£18.52</b>	<b>£13.18</b>	<b>£7.71</b>	<b>£27.49</b>	<b>£17.92</b>	<b>£12.79</b>	<b>£17.71</b>	<b>£322.16</b>
Other Outside Joint Area	£7.19	£5.80	£19.53	£11.06	£8.06	£38.97	£46.06	£25.47	£13.05	£4.63	£22.44	£19.82	£16.15	£12.97	£36.41	n/a	£287.61
<b>Study Area Total</b>	<b>£27.67</b>	<b>£29.00</b>	<b>£33.10</b>	<b>£46.09</b>	<b>£26.86</b>	<b>£54.12</b>	<b>£52.94</b>	<b>£57.89</b>	<b>£54.36</b>	<b>£23.15</b>	<b>£35.61</b>	<b>£27.53</b>	<b>£43.64</b>	<b>£30.89</b>	<b>£49.20</b>	<b>n/a</b>	<b>£592.06</b>

Source: NEMS Household Survey and Tables 4B and 6B

**Table 8B: Estimated Future Convenience Shopping Penetration Rates (with Waitrose in Christchurch)**

Store/Destination	North Dorset				Purbeck			East Dorset					Christchurch			Inflow
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3	
<b>North Dorset</b>																
Shaftesbury	16%	64%	7%	3%								3%				5%
Blandford		1%	3%	64%		1%		2%				3%				5%
Gillingham	57%	14%	11%	3%												5%
Sturminster Newton			10%	2%												2%
Stalbridge			9%													2%
North Dorset Other	1%	1%	1%	2%												2%
<b>North Dorset sub-total</b>	<b>74%</b>	<b>80%</b>	<b>41%</b>	<b>74%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>6%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>n/a</b>
<b>Purbeck</b>																
Wareham					7%	18%										5%
Swanage					54%											10%
Other Purbeck				1%	7%	8%	8%									2%
<b>Purbeck sub-total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>68%</b>	<b>26%</b>	<b>8%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>n/a</b>
<b>East Dorset</b>																
Ferndown				1%	1%		2%	23%	69%	24%	28%	9%	1%			5%
Verwood								1%	1%	51%	5%	9%				5%
Wimborne						1%	1%	20%		1%		2%				5%
West Moors					1%				6%		1%					2%
East Dorset Other							2%	10%		3%	1%	2%			1%	2%
<b>East Dorset sub-total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>5%</b>	<b>54%</b>	<b>76%</b>	<b>79%</b>	<b>35%</b>	<b>22%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>n/a</b>
<b>Christchurch</b>																
Christchurch										1%	2%		62%	60%	20%	10%
Highcliffe													2%	0%	6%	10%
<b>Christchurch sub-total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>64%</b>	<b>60%</b>	<b>26%</b>	<b>n/a</b>
<b>JOINT AREA TOTAL</b>	<b>74%</b>	<b>80%</b>	<b>41%</b>	<b>76%</b>	<b>70%</b>	<b>28%</b>	<b>13%</b>	<b>56%</b>	<b>76%</b>	<b>80%</b>	<b>37%</b>	<b>28%</b>	<b>65%</b>	<b>60%</b>	<b>27%</b>	<b>n/a</b>
<b>Other Outside Joint Area</b>	<b>26%</b>	<b>20%</b>	<b>59%</b>	<b>24%</b>	<b>30%</b>	<b>72%</b>	<b>87%</b>	<b>44%</b>	<b>24%</b>	<b>20%</b>	<b>63%</b>	<b>72%</b>	<b>35%</b>	<b>40%</b>	<b>73%</b>	<b>n/a</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>n/a</b>

Source: NEMS Household Survey September 2007

Table 9B: Convenience Turnover in Joint Dorset Area 2011 - Baseline Population

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2011 £M</b>	<b>£28.49</b>	<b>£29.87</b>	<b>£34.19</b>	<b>£47.21</b>	<b>£27.18</b>	<b>£54.92</b>	<b>£53.75</b>	<b>£59.14</b>	<b>£55.70</b>	<b>£23.70</b>	<b>£36.48</b>	<b>£28.08</b>	<b>£44.90</b>	<b>£31.93</b>	<b>£50.26</b>		
<b>North Dorset</b>																	
Shaftesbury	£4.56	£19.11	£2.39	£1.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.00	£1.42	£29.74
Blandford	£0.00	£0.30	£1.03	£30.21	£0.00	£0.55	£0.00	£1.18	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.00	£1.71	£35.82
Gillingham	£16.24	£4.18	£3.76	£1.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	£26.88
Sturminster Newton	£0.00	£0.00	£3.42	£0.94	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£4.45
Stalbridge	£0.00	£0.00	£3.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£3.14
North Dorset Other	£0.28	£0.30	£0.34	£0.94	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£1.91
<b>North Dorset sub-total</b>	<b>£21.08</b>	<b>£23.89</b>	<b>£14.02</b>	<b>£34.94</b>	<b>£0.00</b>	<b>£0.55</b>	<b>£0.00</b>	<b>£1.18</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.69</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.59</b>	<b>£101.93</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£1.90	£9.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£12.38
Swanage	£0.00	£0.00	£0.00	£0.00	£14.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.47	£16.15
Other Purbeck	£0.00	£0.00	£0.00	£0.47	£1.90	£4.39	£4.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£11.29
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.47</b>	<b>£18.48</b>	<b>£14.28</b>	<b>£4.30</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.28</b>	<b>£39.81</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.47	£0.27	£0.00	£1.08	£13.60	£38.44	£5.69	£10.22	£2.53	£0.45	£0.00	£0.00	£3.64	£76.37
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	£0.56	£12.09	£1.82	£2.53	£0.00	£0.00	£0.00	£0.88	£18.47
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.54	£11.83	£0.00	£0.24	£0.00	£0.56	£0.00	£0.00	£0.00	£0.69	£14.40
West Moors	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£3.34	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.08	£4.06
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.08	£5.91	£0.00	£0.71	£0.36	£0.56	£0.00	£0.00	£0.50	£0.18	£9.31
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.47</b>	<b>£0.54</b>	<b>£0.55</b>	<b>£2.69</b>	<b>£31.94</b>	<b>£42.34</b>	<b>£18.72</b>	<b>£12.77</b>	<b>£6.18</b>	<b>£0.45</b>	<b>£0.00</b>	<b>£0.50</b>	<b>£5.46</b>	<b>£122.61</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.73	£0.00	£27.84	£19.16	£10.05	£5.80	£63.82
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90	£0.00	£3.02	£0.39	£4.31
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.24</b>	<b>£0.73</b>	<b>£0.00</b>	<b>£28.74</b>	<b>£19.16</b>	<b>£13.07</b>	<b>£6.19</b>	<b>£68.12</b>
<b>JOINT AREA TOTAL</b>	<b>£21.08</b>	<b>£23.89</b>	<b>£14.02</b>	<b>£35.88</b>	<b>£19.03</b>	<b>£15.38</b>	<b>£6.99</b>	<b>£33.12</b>	<b>£42.34</b>	<b>£18.96</b>	<b>£13.50</b>	<b>£7.86</b>	<b>£29.19</b>	<b>£19.16</b>	<b>£13.57</b>	<b>£18.52</b>	<b>£332.48</b>
<b>Other Outside Joint Area</b>	<b>£7.41</b>	<b>£5.97</b>	<b>£20.17</b>	<b>£11.33</b>	<b>£8.15</b>	<b>£39.54</b>	<b>£46.77</b>	<b>£26.02</b>	<b>£13.37</b>	<b>£4.74</b>	<b>£22.99</b>	<b>£20.22</b>	<b>£15.72</b>	<b>£12.77</b>	<b>£36.69</b>	<b>n/a</b>	<b>£291.86</b>
<b>Study Area Total</b>	<b>£28.49</b>	<b>£29.87</b>	<b>£34.19</b>	<b>£47.21</b>	<b>£27.18</b>	<b>£54.92</b>	<b>£53.75</b>	<b>£59.14</b>	<b>£55.70</b>	<b>£23.70</b>	<b>£36.48</b>	<b>£28.08</b>	<b>£44.90</b>	<b>£31.93</b>	<b>£50.26</b>	<b>n/a</b>	<b>£605.81</b>

**Table 10B: Convenience Turnover in Joint Dorset Area 2011 - High Population Growth**

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2011 £M</b>	<b>£29.10</b>	<b>£30.50</b>	<b>£34.90</b>	<b>£48.78</b>	<b>£28.15</b>	<b>£56.78</b>	<b>£54.24</b>	<b>£60.51</b>	<b>£57.34</b>	<b>£24.48</b>	<b>£37.66</b>	<b>£28.45</b>	<b>£45.88</b>	<b>£32.37</b>	<b>£50.61</b>		
<b>North Dorset</b>																	
Shaftesbury	£4.66	£19.52	£2.44	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.00	£1.45	£30.38
Blandford	£0.00	£0.31	£1.05	£31.22	£0.00	£0.57	£0.00	£1.21	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.00	£1.76	£36.96
Gillingham	£16.58	£4.27	£3.84	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.31	£27.47
Sturminster Newton	£0.00	£0.00	£3.49	£0.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£4.56
Stalbridge	£0.00	£0.00	£3.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£3.20
North Dorset Other	£0.29	£0.31	£0.35	£0.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£1.96
<b>North Dorset sub-total</b>	<b>£21.53</b>	<b>£24.40</b>	<b>£14.31</b>	<b>£36.10</b>	<b>£0.00</b>	<b>£0.57</b>	<b>£0.00</b>	<b>£1.21</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.71</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.71</b>	<b>£104.53</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£1.97	£10.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£12.80
Swanage	£0.00	£0.00	£0.00	£0.00	£15.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.52	£16.72
Other Purbeck	£0.00	£0.00	£0.00	£0.49	£1.97	£4.54	£4.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£11.57
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.49</b>	<b>£19.14</b>	<b>£14.76</b>	<b>£4.34</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.36</b>	<b>£41.09</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.49	£0.28	£0.00	£1.08	£13.92	£39.57	£5.87	£10.54	£2.56	£0.46	£0.00	£0.00	£3.74	£78.51
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£0.57	£12.48	£1.88	£2.56	£0.00	£0.00	£0.00	£0.91	£19.01
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	£0.54	£12.10	£0.00	£0.24	£0.00	£0.57	£0.00	£0.00	£0.00	£0.70	£14.73
West Moors	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£3.44	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.08	£4.18
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.08	£6.05	£0.00	£0.73	£0.38	£0.57	£0.00	£0.00	£0.51	£0.19	£9.51
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.49</b>	<b>£0.56</b>	<b>£0.57</b>	<b>£2.71</b>	<b>£32.67</b>	<b>£43.58</b>	<b>£19.34</b>	<b>£13.18</b>	<b>£6.26</b>	<b>£0.46</b>	<b>£0.00</b>	<b>£0.51</b>	<b>£5.61</b>	<b>£125.94</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.75	£0.00	£28.45	£19.42	£10.12	£5.90	£64.89
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£3.04	£0.40	£4.35
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.24</b>	<b>£0.75</b>	<b>£0.00</b>	<b>£29.37</b>	<b>£19.42</b>	<b>£13.16</b>	<b>£6.29</b>	<b>£69.23</b>
<b>JOINT AREA TOTAL</b>	<b>£21.53</b>	<b>£24.40</b>	<b>£14.31</b>	<b>£37.07</b>	<b>£19.70</b>	<b>£15.90</b>	<b>£7.05</b>	<b>£33.88</b>	<b>£43.58</b>	<b>£19.58</b>	<b>£13.93</b>	<b>£7.97</b>	<b>£29.82</b>	<b>£19.42</b>	<b>£13.66</b>	<b>£18.97</b>	<b>£340.79</b>
<b>Other Outside Joint Area</b>	<b>£7.56</b>	<b>£6.10</b>	<b>£20.59</b>	<b>£11.71</b>	<b>£8.44</b>	<b>£40.88</b>	<b>£47.19</b>	<b>£26.62</b>	<b>£13.76</b>	<b>£4.90</b>	<b>£23.72</b>	<b>£20.49</b>	<b>£16.06</b>	<b>£12.95</b>	<b>£36.94</b>	<b>n/a</b>	<b>£297.92</b>
<b>Study AreaTotal</b>	<b>£29.10</b>	<b>£30.50</b>	<b>£34.90</b>	<b>£48.78</b>	<b>£28.15</b>	<b>£56.78</b>	<b>£54.24</b>	<b>£60.51</b>	<b>£57.34</b>	<b>£24.48</b>	<b>£37.66</b>	<b>£28.45</b>	<b>£45.88</b>	<b>£32.37</b>	<b>£50.61</b>	<b>n/a</b>	<b>£619.74</b>

Table 11B: Convenience Turnover in Joint Dorset Area 2016 - Baseline Population

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2016 £M</b>	<b>£29.97</b>	<b>£31.43</b>	<b>£36.13</b>	<b>£49.28</b>	<b>£28.03</b>	<b>£56.78</b>	<b>£56.09</b>	<b>£61.60</b>	<b>£58.02</b>	<b>£24.63</b>	<b>£37.99</b>	<b>£28.98</b>	<b>£47.37</b>	<b>£33.90</b>	<b>£52.10</b>		
<b>North Dorset</b>																	
Shaftesbury	£4.79	£20.12	£2.53	£1.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.87	£0.00	£0.00	£0.00	£1.49	£31.28
Blandford	£0.00	£0.31	£1.08	£31.54	£0.00	£0.57	£0.00	£1.23	£0.00	£0.00	£0.00	£0.87	£0.00	£0.00	£0.00	£1.78	£37.39
Gillingham	£17.08	£4.40	£3.97	£1.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.35	£28.28
Sturminster Newton	£0.00	£0.00	£3.61	£0.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£4.69
Stalbridge	£0.00	£0.00	£3.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.32
North Dorset Other	£0.30	£0.31	£0.36	£0.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£2.00
<b>North Dorset sub-total</b>	<b>£22.17</b>	<b>£25.14</b>	<b>£14.81</b>	<b>£36.47</b>	<b>£0.00</b>	<b>£0.57</b>	<b>£0.00</b>	<b>£1.23</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.74</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.81</b>	<b>£106.95</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£1.96	£10.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£12.79
Swanage	£0.00	£0.00	£0.00	£0.00	£15.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.51	£16.65
Other Purbeck	£0.00	£0.00	£0.00	£0.49	£1.96	£4.54	£4.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£11.71
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.49</b>	<b>£19.06</b>	<b>£14.76</b>	<b>£4.49</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.35</b>	<b>£41.16</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.49	£0.28	£0.00	£1.12	£14.17	£40.04	£5.91	£10.64	£2.61	£0.47	£0.00	£0.00	£3.79	£79.52
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£0.58	£12.56	£1.90	£2.61	£0.00	£0.00	£0.00	£0.91	£19.18
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	£0.56	£12.32	£0.00	£0.25	£0.00	£0.58	£0.00	£0.00	£0.00	£0.71	£14.99
West Moors	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£3.48	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.08	£4.22
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	£6.16	£0.00	£0.74	£0.38	£0.58	£0.00	£0.00	£0.52	£0.19	£9.69
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.49</b>	<b>£0.56</b>	<b>£0.57</b>	<b>£2.80</b>	<b>£33.27</b>	<b>£44.10</b>	<b>£19.46</b>	<b>£13.30</b>	<b>£6.38</b>	<b>£0.47</b>	<b>£0.00</b>	<b>£0.52</b>	<b>£5.69</b>	<b>£127.60</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.76	£0.00	£29.37	£20.34	£10.42	£6.11	£67.25
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95	£0.00	£3.13	£0.41	£4.48
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.25</b>	<b>£0.76</b>	<b>£0.00</b>	<b>£30.32</b>	<b>£20.34</b>	<b>£13.54</b>	<b>£6.52</b>	<b>£71.73</b>
<b>JOINT AREA TOTAL</b>	<b>£22.17</b>	<b>£25.14</b>	<b>£14.81</b>	<b>£37.45</b>	<b>£19.62</b>	<b>£15.90</b>	<b>£7.29</b>	<b>£34.50</b>	<b>£44.10</b>	<b>£19.70</b>	<b>£14.06</b>	<b>£8.12</b>	<b>£30.79</b>	<b>£20.34</b>	<b>£14.07</b>	<b>£19.37</b>	<b>£347.43</b>
<b>Other Outside Joint Area</b>	<b>£7.79</b>	<b>£6.29</b>	<b>£21.31</b>	<b>£11.83</b>	<b>£8.41</b>	<b>£40.88</b>	<b>£48.80</b>	<b>£27.11</b>	<b>£13.93</b>	<b>£4.93</b>	<b>£23.93</b>	<b>£20.87</b>	<b>£16.58</b>	<b>£13.56</b>	<b>£38.03</b>	<b>n/a</b>	<b>£304.23</b>
<b>Study AreaTotal</b>	<b>£29.97</b>	<b>£31.43</b>	<b>£36.13</b>	<b>£49.28</b>	<b>£28.03</b>	<b>£56.78</b>	<b>£56.09</b>	<b>£61.60</b>	<b>£58.02</b>	<b>£24.63</b>	<b>£37.99</b>	<b>£28.98</b>	<b>£47.37</b>	<b>£33.90</b>	<b>£52.10</b>	<b>n/a</b>	<b>£632.29</b>

Table 12B: Convenience Turnover in Joint Dorset Area 2016 - High Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2016 £M</b>	<b>£31.40</b>	<b>£32.93</b>	<b>£37.79</b>	<b>£52.96</b>	<b>£29.96</b>	<b>£60.58</b>	<b>£57.06</b>	<b>£64.31</b>	<b>£61.26</b>	<b>£26.16</b>	<b>£40.27</b>	<b>£29.71</b>	<b>£48.97</b>	<b>£34.61</b>	<b>£52.66</b>		
<b>North Dorset</b>																	
Shaftesbury	£5.02	£21.08	£2.65	£1.59	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.89	£0.00	£0.00	£0.00	£1.56	£32.79
Blandford	£0.00	£0.33	£1.13	£33.89	£0.00	£0.61	£0.00	£1.29	£0.00	£0.00	£0.00	£0.89	£0.00	£0.00	£0.00	£1.91	£40.05
Gillingham	£17.90	£4.61	£4.16	£1.59	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.41	£29.67
Sturminster Newton	£0.00	£0.00	£3.78	£1.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£4.94
Stalbridge	£0.00	£0.00	£3.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.47
North Dorset Other	£0.31	£0.33	£0.38	£1.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£2.12
<b>North Dorset sub-total</b>	<b>£23.23</b>	<b>£26.35</b>	<b>£15.49</b>	<b>£39.19</b>	<b>£0.00</b>	<b>£0.61</b>	<b>£0.00</b>	<b>£1.29</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.78</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.09</b>	<b>£113.02</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£2.10	£10.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	£13.65
Swanage	£0.00	£0.00	£0.00	£0.00	£16.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.62	£17.79
Other Purbeck	£0.00	£0.00	£0.00	£0.53	£2.10	£4.85	£4.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£12.28
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.53</b>	<b>£20.37</b>	<b>£15.75</b>	<b>£4.56</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.51</b>	<b>£43.73</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.53	£0.30	£0.00	£1.14	£14.79	£42.27	£6.28	£11.28	£2.67	£0.49	£0.00	£0.00	£3.99	£83.73
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.61	£13.34	£2.01	£2.67	£0.00	£0.00	£0.00	£0.96	£20.25
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61	£0.57	£12.86	£0.00	£0.26	£0.00	£0.59	£0.00	£0.00	£0.00	£0.74	£15.64
West Moors	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£3.68	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.09	£4.47
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14	£6.43	£0.00	£0.78	£0.40	£0.59	£0.00	£0.00	£0.53	£0.20	£10.08
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.53</b>	<b>£0.60</b>	<b>£0.61</b>	<b>£2.85</b>	<b>£34.73</b>	<b>£46.56</b>	<b>£20.66</b>	<b>£14.09</b>	<b>£6.54</b>	<b>£0.49</b>	<b>£0.00</b>	<b>£0.53</b>	<b>£5.98</b>	<b>£134.16</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.81	£0.00	£30.36	£20.76	£10.53	£6.27	£68.99
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00	£3.16	£0.41	£4.55
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.26</b>	<b>£0.81</b>	<b>£0.00</b>	<b>£31.34</b>	<b>£20.76</b>	<b>£13.69</b>	<b>£6.69</b>	<b>£73.55</b>
<b>JOINT AREA TOTAL</b>	<b>£23.23</b>	<b>£26.35</b>	<b>£15.49</b>	<b>£40.25</b>	<b>£20.97</b>	<b>£16.96</b>	<b>£7.42</b>	<b>£36.01</b>	<b>£46.56</b>	<b>£20.93</b>	<b>£14.90</b>	<b>£8.32</b>	<b>£31.83</b>	<b>£20.76</b>	<b>£14.22</b>	<b>£20.26</b>	<b>£364.46</b>
<b>Other Outside Joint Area</b>	<b>£8.16</b>	<b>£6.59</b>	<b>£22.30</b>	<b>£12.71</b>	<b>£8.99</b>	<b>£43.62</b>	<b>£49.64</b>	<b>£28.30</b>	<b>£14.70</b>	<b>£5.23</b>	<b>£25.37</b>	<b>£21.39</b>	<b>£17.14</b>	<b>£13.84</b>	<b>£38.44</b>	<b>n/a</b>	<b>£316.42</b>
<b>Study Area Total</b>	<b>£31.40</b>	<b>£32.93</b>	<b>£37.79</b>	<b>£52.96</b>	<b>£29.96</b>	<b>£60.58</b>	<b>£57.06</b>	<b>£64.31</b>	<b>£61.26</b>	<b>£26.16</b>	<b>£40.27</b>	<b>£29.71</b>	<b>£48.97</b>	<b>£34.61</b>	<b>£52.66</b>	<b>n/a</b>	<b>£660.62</b>

Table 13B: Convenience Turnover in Joint Dorset Area 2021- Baseline Population

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2021 £M</b>	<b>£31.14</b>	<b>£32.65</b>	<b>£37.75</b>	<b>£50.70</b>	<b>£28.75</b>	<b>£58.40</b>	<b>£58.45</b>	<b>£64.62</b>	<b>£60.94</b>	<b>£25.86</b>	<b>£39.93</b>	<b>£29.90</b>	<b>£49.85</b>	<b>£35.87</b>	<b>£53.66</b>		
<b>North Dorset</b>																	
Shaftesbury	£4.98	£20.89	£2.64	£1.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.90	£0.00	£0.00	£0.00	£1.55	£32.48
Blandford	£0.00	£0.33	£1.13	£32.45	£0.00	£0.58	£0.00	£1.29	£0.00	£0.00	£0.00	£0.90	£0.00	£0.00	£0.00	£1.83	£38.51
Gillingham	£17.75	£4.57	£4.15	£1.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.40	£29.39
Sturminster Newton	£0.00	£0.00	£3.77	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£4.88
Stalbridge	£0.00	£0.00	£3.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.47
North Dorset Other	£0.31	£0.33	£0.38	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£2.07
<b>North Dorset sub-total</b>	<b>£23.04</b>	<b>£26.12</b>	<b>£15.48</b>	<b>£37.52</b>	<b>£0.00</b>	<b>£0.58</b>	<b>£0.00</b>	<b>£1.29</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.79</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.98</b>	<b>£110.81</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£2.01	£10.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£13.15
Swanage	£0.00	£0.00	£0.00	£0.00	£15.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.55	£17.08
Other Purbeck	£0.00	£0.00	£0.00	£0.51	£2.01	£4.67	£4.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£12.11
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.51</b>	<b>£19.55</b>	<b>£15.18</b>	<b>£4.68</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.42</b>	<b>£42.34</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.51	£0.29	£0.00	£1.17	£14.86	£42.05	£6.21	£11.18	£2.69	£0.50	£0.00	£0.00	£3.97	£83.43
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	£0.61	£13.19	£2.00	£2.69	£0.00	£0.00	£0.00	£0.96	£20.09
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£0.58	£12.92	£0.00	£0.26	£0.00	£0.60	£0.00	£0.00	£0.00	£0.75	£15.70
West Moors	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£3.66	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.09	£4.43
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17	£6.46	£0.00	£0.78	£0.40	£0.60	£0.00	£0.00	£0.54	£0.20	£10.14
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.51</b>	<b>£0.58</b>	<b>£0.58</b>	<b>£2.92</b>	<b>£34.89</b>	<b>£46.32</b>	<b>£20.43</b>	<b>£13.97</b>	<b>£6.58</b>	<b>£0.50</b>	<b>£0.00</b>	<b>£0.54</b>	<b>£5.96</b>	<b>£133.78</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.80	£0.00	£30.90	£21.52	£10.73	£6.42	£70.63
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£3.22	£0.42	£4.64
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.26</b>	<b>£0.80</b>	<b>£0.00</b>	<b>£31.90</b>	<b>£21.52</b>	<b>£13.95</b>	<b>£6.84</b>	<b>£75.27</b>
<b>JOINT AREA TOTAL</b>	<b>£23.04</b>	<b>£26.12</b>	<b>£15.48</b>	<b>£38.53</b>	<b>£20.13</b>	<b>£16.35</b>	<b>£7.60</b>	<b>£36.19</b>	<b>£46.32</b>	<b>£20.69</b>	<b>£14.77</b>	<b>£8.37</b>	<b>£32.40</b>	<b>£21.52</b>	<b>£14.49</b>	<b>£20.21</b>	<b>£362.20</b>
<b>Other Outside Joint Area</b>	<b>£8.10</b>	<b>£6.53</b>	<b>£22.27</b>	<b>£12.17</b>	<b>£8.63</b>	<b>£42.05</b>	<b>£50.85</b>	<b>£28.43</b>	<b>£14.63</b>	<b>£5.17</b>	<b>£25.15</b>	<b>£21.53</b>	<b>£17.45</b>	<b>£14.35</b>	<b>£39.17</b>	<b>n/a</b>	<b>£316.47</b>
<b>Study Area Total</b>	<b>£31.14</b>	<b>£32.65</b>	<b>£37.75</b>	<b>£50.70</b>	<b>£28.75</b>	<b>£58.40</b>	<b>£58.45</b>	<b>£64.62</b>	<b>£60.94</b>	<b>£25.86</b>	<b>£39.93</b>	<b>£29.90</b>	<b>£49.85</b>	<b>£35.87</b>	<b>£53.66</b>	<b>n/a</b>	<b>£658.46</b>

Table 14B: Convenience Turnover in Joint Dorset Area 2021 - High Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2021 £M</b>	<b>£33.70</b>	<b>£35.33</b>	<b>£40.67</b>	<b>£57.19</b>	<b>£31.73</b>	<b>£64.37</b>	<b>£59.95</b>	<b>£68.00</b>	<b>£64.99</b>	<b>£27.78</b>	<b>£42.79</b>	<b>£30.82</b>	<b>£51.97</b>	<b>£36.81</b>	<b>£54.40</b>		
<b>North Dorset</b>																	
Shaftesbury	£5.39	£22.61	£2.85	£1.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.00	£0.00	£0.00	£1.67	£35.16
Blandford	£0.00	£0.35	£1.22	£36.60	£0.00	£0.64	£0.00	£1.36	£0.00	£0.00	£0.00	£0.92	£0.00	£0.00	£0.00	£2.06	£43.16
Gillingham	£19.21	£4.95	£4.47	£1.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.52	£31.86
Sturminster Newton	£0.00	£0.00	£4.07	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£5.31
Stalbridge	£0.00	£0.00	£3.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.73
North Dorset Other	£0.34	£0.35	£0.41	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£2.29
<b>North Dorset sub-total</b>	<b>£24.94</b>	<b>£28.26</b>	<b>£16.67</b>	<b>£42.32</b>	<b>£0.00</b>	<b>£0.64</b>	<b>£0.00</b>	<b>£1.36</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.85</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.47</b>	<b>£121.52</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£2.22	£11.59	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.69	£14.50
Swanage	£0.00	£0.00	£0.00	£0.00	£17.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.71	£18.85
Other Purbeck	£0.00	£0.00	£0.00	£0.57	£2.22	£5.15	£4.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£12.99
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.57</b>	<b>£21.58</b>	<b>£16.74</b>	<b>£4.80</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.66</b>	<b>£46.34</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.57	£0.32	£0.00	£1.20	£15.64	£44.84	£6.67	£11.98	£2.77	£0.52	£0.00	£0.00	£4.23	£88.74
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.65	£14.17	£2.14	£2.77	£0.00	£0.00	£0.00	£1.02	£21.43
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.60	£13.60	£0.00	£0.28	£0.00	£0.62	£0.00	£0.00	£0.00	£0.79	£16.52
West Moors	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£3.90	£0.00	£0.43	£0.00	£0.00	£0.00	£0.00	£0.09	£4.74
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.20	£6.80	£0.00	£0.83	£0.43	£0.62	£0.00	£0.00	£0.54	£0.21	£10.63
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.57</b>	<b>£0.63</b>	<b>£0.64</b>	<b>£3.00</b>	<b>£36.72</b>	<b>£49.39</b>	<b>£21.94</b>	<b>£14.98</b>	<b>£6.78</b>	<b>£0.52</b>	<b>£0.00</b>	<b>£0.54</b>	<b>£6.33</b>	<b>£142.06</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.86	£0.00	£32.22	£22.08	£10.88	£6.63	£72.95
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£3.26	£0.43	£4.73
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.28</b>	<b>£0.86</b>	<b>£0.00</b>	<b>£33.26</b>	<b>£22.08</b>	<b>£14.14</b>	<b>£7.06</b>	<b>£77.68</b>
<b>JOINT AREA TOTAL</b>	<b>£24.94</b>	<b>£28.26</b>	<b>£16.67</b>	<b>£43.47</b>	<b>£22.21</b>	<b>£18.02</b>	<b>£7.79</b>	<b>£38.08</b>	<b>£49.39</b>	<b>£22.22</b>	<b>£15.83</b>	<b>£8.63</b>	<b>£33.78</b>	<b>£22.08</b>	<b>£14.69</b>	<b>£21.52</b>	<b>£387.59</b>
<b>Other Outside Joint Area</b>	<b>£8.76</b>	<b>£7.07</b>	<b>£23.99</b>	<b>£13.73</b>	<b>£9.52</b>	<b>£46.34</b>	<b>£52.16</b>	<b>£29.92</b>	<b>£15.60</b>	<b>£5.56</b>	<b>£26.96</b>	<b>£22.19</b>	<b>£18.19</b>	<b>£14.72</b>	<b>£39.71</b>	<b>n/a</b>	<b>£334.41</b>
<b>Study Area Total</b>	<b>£33.70</b>	<b>£35.33</b>	<b>£40.67</b>	<b>£57.19</b>	<b>£31.73</b>	<b>£64.37</b>	<b>£59.95</b>	<b>£68.00</b>	<b>£64.99</b>	<b>£27.78</b>	<b>£42.79</b>	<b>£30.82</b>	<b>£51.97</b>	<b>£36.81</b>	<b>£54.40</b>	<b>n/a</b>	<b>£700.48</b>



Table 15B: Convenience Turnover in Joint Dorset Area 2026 - Baseline Population

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2026 £M</b>	<b>£32.37</b>	<b>£33.94</b>	<b>£39.45</b>	<b>£52.21</b>	<b>£29.74</b>	<b>£60.49</b>	<b>£61.14</b>	<b>£68.22</b>	<b>£64.48</b>	<b>£27.37</b>	<b>£42.27</b>	<b>£31.04</b>	<b>£52.56</b>	<b>£37.98</b>	<b>£55.46</b>		
<b>North Dorset</b>																	
Shaftesbury	£5.18	£21.72	£2.76	£1.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	£0.00	£0.00	£0.00	£1.61	£33.77
Blandford	£0.00	£0.34	£1.18	£33.42	£0.00	£0.60	£0.00	£1.36	£0.00	£0.00	£0.00	£0.93	£0.00	£0.00	£0.00	£1.89	£39.73
Gillingham	£18.45	£4.75	£4.34	£1.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.46	£30.56
Sturminster Newton	£0.00	£0.00	£3.94	£1.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£5.09
Stalbridge	£0.00	£0.00	£3.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.62
North Dorset Other	£0.32	£0.34	£0.39	£1.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£2.14
<b>North Dorset sub-total</b>	<b>£23.95</b>	<b>£27.15</b>	<b>£16.17</b>	<b>£38.64</b>	<b>£0.00</b>	<b>£0.60</b>	<b>£0.00</b>	<b>£1.36</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.86</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.17</b>	<b>£114.92</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£2.08	£10.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.65	£13.62
Swanage	£0.00	£0.00	£0.00	£0.00	£16.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.61	£17.67
Other Purbeck	£0.00	£0.00	£0.00	£0.52	£2.08	£4.84	£4.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£12.58
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.52</b>	<b>£20.22</b>	<b>£15.73</b>	<b>£4.89</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.50</b>	<b>£43.87</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.52	£0.30	£0.00	£1.22	£15.69	£44.49	£6.57	£11.83	£2.79	£0.53	£0.00	£0.00	£4.20	£88.14
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.64	£13.96	£2.11	£2.79	£0.00	£0.00	£0.00	£1.01	£21.20
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.60	£0.61	£13.64	£0.00	£0.27	£0.00	£0.62	£0.00	£0.00	£0.00	£0.79	£16.54
West Moors	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£3.87	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.09	£4.68
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.22	£6.82	£0.00	£0.82	£0.42	£0.62	£0.00	£0.00	£0.55	£0.21	£10.67
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.52</b>	<b>£0.59</b>	<b>£0.60</b>	<b>£3.06</b>	<b>£36.84</b>	<b>£49.01</b>	<b>£21.62</b>	<b>£14.79</b>	<b>£6.83</b>	<b>£0.53</b>	<b>£0.00</b>	<b>£0.55</b>	<b>£6.30</b>	<b>£141.24</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.85	£0.00	£32.59	£22.79	£11.09	£6.76	£74.34
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	£0.00	£3.33	£0.44	£4.82
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.27</b>	<b>£0.85</b>	<b>£0.00</b>	<b>£33.64</b>	<b>£22.79</b>	<b>£14.42</b>	<b>£7.20</b>	<b>£79.16</b>
<b>JOINT AREA TOTAL</b>	<b>£23.95</b>	<b>£27.15</b>	<b>£16.17</b>	<b>£39.68</b>	<b>£20.82</b>	<b>£16.94</b>	<b>£7.95</b>	<b>£38.20</b>	<b>£49.01</b>	<b>£21.90</b>	<b>£15.64</b>	<b>£8.69</b>	<b>£34.16</b>	<b>£22.79</b>	<b>£14.97</b>	<b>£21.16</b>	<b>£379.19</b>
<b>Other Outside Joint Area</b>	<b>£8.42</b>	<b>£6.79</b>	<b>£23.27</b>	<b>£12.53</b>	<b>£8.92</b>	<b>£43.56</b>	<b>£53.19</b>	<b>£30.02</b>	<b>£15.48</b>	<b>£5.47</b>	<b>£26.63</b>	<b>£22.35</b>	<b>£18.40</b>	<b>£15.19</b>	<b>£40.49</b>	n/a	<b>£330.69</b>
<b>Study AreaTotal</b>	<b>£32.37</b>	<b>£33.94</b>	<b>£39.45</b>	<b>£52.21</b>	<b>£29.74</b>	<b>£60.49</b>	<b>£61.14</b>	<b>£68.22</b>	<b>£64.48</b>	<b>£27.37</b>	<b>£42.27</b>	<b>£31.04</b>	<b>£52.56</b>	<b>£37.98</b>	<b>£55.46</b>	n/a	<b>£688.71</b>

Table 16B: Convenience Turnover in Joint Dorset Area 2026 - High Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2026 £M</b>	<b>£36.01</b>	<b>£37.75</b>	<b>£43.56</b>	<b>£61.39</b>	<b>£33.60</b>	<b>£68.33</b>	<b>£63.08</b>	<b>£71.99</b>	<b>£69.00</b>	<b>£29.51</b>	<b>£45.49</b>	<b>£32.05</b>	<b>£55.15</b>	<b>£39.13</b>	<b>£56.37</b>		
<b>North Dorset</b>																	
Shaftesbury	£5.76	£24.16	£3.05	£1.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.96	£0.00	£0.00	£0.00	£1.79	£37.56
Blandford	£0.00	£0.38	£1.31	£39.29	£0.00	£0.68	£0.00	£1.44	£0.00	£0.00	£0.00	£0.96	£0.00	£0.00	£0.00	£2.20	£46.26
Gillingham	£20.52	£5.29	£4.79	£1.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.62	£34.06
Sturminster Newton	£0.00	£0.00	£4.36	£1.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£5.70
Stalbridge	£0.00	£0.00	£3.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£4.00
North Dorset Other	£0.36	£0.38	£0.44	£1.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£2.45
<b>North Dorset sub-total</b>	<b>£26.64</b>	<b>£30.20</b>	<b>£17.86</b>	<b>£45.43</b>	<b>£0.00</b>	<b>£0.68</b>	<b>£0.00</b>	<b>£1.44</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.92</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.85</b>	<b>£130.03</b>
<b>Purbeck</b>																	
Wareham	£0.00	£0.00	£0.00	£0.00	£2.35	£12.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.73	£15.38
Swanage	£0.00	£0.00	£0.00	£0.00	£18.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.81	£19.96
Other Purbeck	£0.00	£0.00	£0.00	£0.61	£2.35	£5.47	£5.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£13.75
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.61</b>	<b>£22.85</b>	<b>£17.77</b>	<b>£5.05</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.82</b>	<b>£49.09</b>
<b>East Dorset</b>																	
Ferndown	£0.00	£0.00	£0.00	£0.61	£0.34	£0.00	£1.26	£16.56	£47.61	£7.08	£12.74	£2.88	£0.55	£0.00	£0.00	£4.48	£94.11
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.72	£0.69	£15.05	£2.27	£2.88	£0.00	£0.00	£0.00	£1.08	£22.70
Wimborne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£0.63	£14.40	£0.00	£0.30	£0.00	£0.64	£0.00	£0.00	£0.00	£0.83	£17.48
West Moors	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£4.14	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£0.10	£5.03
East Dorset Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.26	£7.20	£0.00	£0.89	£0.45	£0.64	£0.00	£0.00	£0.56	£0.22	£11.23
<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.61</b>	<b>£0.67</b>	<b>£0.68</b>	<b>£3.15</b>	<b>£38.88</b>	<b>£52.44</b>	<b>£23.31</b>	<b>£15.92</b>	<b>£7.05</b>	<b>£0.55</b>	<b>£0.00</b>	<b>£0.56</b>	<b>£6.71</b>	<b>£150.55</b>
<b>Christchurch</b>																	
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.91	£0.00	£34.19	£23.48	£11.27	£7.01	£77.16
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.10	£0.00	£3.38	£0.45	£4.93
<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.30</b>	<b>£0.91</b>	<b>£0.00</b>	<b>£35.30</b>	<b>£23.48</b>	<b>£14.66</b>	<b>£7.46</b>	<b>£82.10</b>
<b>JOINT AREA TOTAL</b>	<b>£26.64</b>	<b>£30.20</b>	<b>£17.86</b>	<b>£46.65</b>	<b>£23.52</b>	<b>£19.13</b>	<b>£8.20</b>	<b>£40.32</b>	<b>£52.44</b>	<b>£23.60</b>	<b>£16.83</b>	<b>£8.97</b>	<b>£35.85</b>	<b>£23.48</b>	<b>£15.22</b>	<b>£22.85</b>	<b>£411.77</b>
<b>Other Outside Joint Area</b>	<b>£9.36</b>	<b>£7.55</b>	<b>£25.70</b>	<b>£14.73</b>	<b>£10.08</b>	<b>£49.20</b>	<b>£54.88</b>	<b>£31.68</b>	<b>£16.56</b>	<b>£5.90</b>	<b>£28.66</b>	<b>£23.08</b>	<b>£19.30</b>	<b>£15.65</b>	<b>£41.15</b>	<b>n/a</b>	<b>£353.48</b>
<b>Study AreaTotal</b>	<b>£36.01</b>	<b>£37.75</b>	<b>£43.56</b>	<b>£61.39</b>	<b>£33.60</b>	<b>£68.33</b>	<b>£63.08</b>	<b>£71.99</b>	<b>£69.00</b>	<b>£29.51</b>	<b>£45.49</b>	<b>£32.05</b>	<b>£55.15</b>	<b>£39.13</b>	<b>£56.37</b>	<b>n/a</b>	<b>£742.40</b>

Table 17B: Summary of North Dorset Convenience Turnover 2007 to 2026 (£Millions) - Baseline Population

		2007	2011	2016	2021	2026
<b>AVAILABLE EXPENDITURE</b>						
<b>North Dorset</b>	Shaftesbury	£28.89	£29.74	£31.28	£32.48	£33.77
	Blandford	£34.97	£35.82	£37.39	£38.51	£39.73
	Gillingham	£26.10	£26.88	£28.28	£29.39	£30.56
	Sturminster Newton	£4.32	£4.45	£4.69	£4.88	£5.09
	Stalbridge	£3.04	£3.14	£3.32	£3.47	£3.62
	North Dorset Other	£1.86	£1.91	£2.00	£2.07	£2.14
	<b>North Dorset sub-total</b>	<b>£99.17</b>	<b>£101.93</b>	<b>£106.95</b>	<b>£110.81</b>	<b>£114.92</b>
<b>Purbeck</b>	Wareham	£12.20	£12.38	£12.79	£13.15	£13.62
	Swanage	£15.95	£16.15	£16.65	£17.08	£17.67
	Other Purbeck	£11.12	£11.29	£11.71	£12.11	£12.58
	<b>Purbeck sub-total</b>	<b>£39.28</b>	<b>£39.81</b>	<b>£41.16</b>	<b>£42.34</b>	<b>£43.87</b>
<b>East Dorset</b>	Ferndown	£74.46	£76.37	£79.52	£83.43	£88.14
	Verwood	£18.02	£18.47	£19.18	£20.09	£21.20
	Wimborne	£14.10	£14.40	£14.99	£15.70	£16.54
	West Moors	£3.96	£4.06	£4.22	£4.43	£4.68
	East Dorset Other	£9.12	£9.31	£9.69	£10.14	£10.67
	<b>East Dorset sub-total</b>	<b>£119.66</b>	<b>£122.61</b>	<b>£127.60</b>	<b>£133.78</b>	<b>£141.24</b>
<b>Christchurch</b>	Christchurch	£59.83	£63.82	£67.25	£70.63	£74.34
	Highcliffe	£4.21	£4.31	£4.48	£4.64	£4.82
	<b>Christchurch sub-total</b>	<b>£64.04</b>	<b>£68.12</b>	<b>£71.73</b>	<b>£75.27</b>	<b>£79.16</b>
<b>JOINT AREA TOTAL</b>		<b>£322.16</b>	<b>£332.48</b>	<b>£347.43</b>	<b>£362.20</b>	<b>£379.19</b>
<b>BENCHMARK TURNOVER EXISTING FLOORSPACE</b>						
<b>North Dorset</b>	Shaftesbury	£28.71	£29.06	£29.49	£29.94	£30.39
	Blandford	£29.17	£29.52	£29.97	£30.42	£30.88
	Gillingham	£26.35	£26.67	£27.07	£27.48	£27.89
	Sturminster Newton	£3.46	£3.50	£3.55	£3.61	£3.66
	Stalbridge	£4.46	£4.51	£4.58	£4.65	£4.72
	North Dorset Other	£1.72	£1.74	£1.77	£1.79	£1.82
	<b>North Dorset sub-total</b>	<b>£93.87</b>	<b>£95.00</b>	<b>£96.44</b>	<b>£97.89</b>	<b>£99.37</b>
<b>Purbeck</b>	Wareham	£6.89	£6.97	£7.08	£7.19	£7.29
	Swanage	£10.26	£10.38	£10.54	£10.70	£10.86
	Other Purbeck	£4.91	£4.97	£5.04	£5.12	£5.20
	<b>Purbeck sub-total</b>	<b>£22.06</b>	<b>£22.33</b>	<b>£22.66</b>	<b>£23.00</b>	<b>£23.35</b>
<b>East Dorset</b>	Ferndown	£49.65	£50.25	£51.01	£51.78	£52.56
	Verwood	£16.76	£16.96	£17.22	£17.48	£17.74
	Wimborne	£9.31	£9.42	£9.56	£9.71	£9.86
	West Moors	£4.01	£4.06	£4.12	£4.18	£4.24
	East Dorset Other	£7.29	£7.38	£7.49	£7.60	£7.72
	<b>East Dorset sub-total</b>	<b>£87.02</b>	<b>£88.07</b>	<b>£89.40</b>	<b>£90.75</b>	<b>£92.12</b>
<b>Christchurch</b>	Christchurch*	£70.70	£71.55	£72.63	£73.73	£74.84
	Highcliffe	£6.34	£6.42	£6.51	£6.61	£6.71
	<b>Christchurch sub-total</b>	<b>£77.04</b>	<b>£77.97</b>	<b>£79.15</b>	<b>£80.34</b>	<b>£81.55</b>
* turnover includes Waitrose						
<b>JOINT AREA TOTAL</b>		<b>£279.99</b>	<b>£283.37</b>	<b>£287.64</b>	<b>£291.98</b>	<b>£296.39</b>
<b>SURPLUS/DEFICIT EXPENDITURE</b>						
<b>North Dorset</b>	Shaftesbury	£0.18	£0.68	£1.78	£2.54	£3.38
	Blandford	£5.80	£6.30	£7.42	£8.09	£8.85
	Gillingham	-£0.25	£0.21	£1.21	£1.91	£2.67
	Sturminster Newton	£0.86	£0.95	£1.14	£1.28	£1.43
	Stalbridge	-£1.42	-£1.38	-£1.27	-£1.19	-£1.10
	North Dorset Other	£0.14	£0.17	£0.23	£0.28	£0.32
	<b>North Dorset sub-total</b>	<b>£5.30</b>	<b>£6.93</b>	<b>£10.51</b>	<b>£12.92</b>	<b>£15.55</b>
<b>Purbeck</b>	Wareham	£5.31	£5.40	£5.71	£5.97	£6.33
	Swanage	£5.69	£5.76	£6.11	£6.38	£6.80
	Other Purbeck	£6.21	£6.32	£6.67	£6.99	£7.38
	<b>Purbeck sub-total</b>	<b>£17.22</b>	<b>£17.49</b>	<b>£18.49</b>	<b>£19.33</b>	<b>£20.51</b>
<b>East Dorset</b>	Ferndown	£24.81	£26.13	£28.51	£31.65	£35.59
	Verwood	£1.26	£1.51	£1.96	£2.61	£3.46
	Wimborne	£4.79	£4.98	£5.42	£5.99	£6.69
	West Moors	-£0.05	£0.00	£0.10	£0.25	£0.44
	East Dorset Other	£1.83	£1.93	£2.20	£2.54	£2.96
	<b>East Dorset sub-total</b>	<b>£32.64</b>	<b>£34.54</b>	<b>£38.20</b>	<b>£43.04</b>	<b>£49.13</b>
<b>Christchurch</b>	Christchurch	-£10.87	-£7.73	-£5.38	-£3.09	-£0.50
	Highcliffe	-£2.13	-£2.11	-£2.03	-£1.97	-£1.89
	<b>Christchurch sub-total</b>	<b>-£13.00</b>	<b>-£9.84</b>	<b>-£7.42</b>	<b>-£5.07</b>	<b>-£2.39</b>
<b>JOINT AREA TOTAL</b>		<b>£42.17</b>	<b>£49.11</b>	<b>£59.79</b>	<b>£70.22</b>	<b>£82.80</b>

Table 18B: Summary of North Dorset Convenience Turnover 2007 to 2026 (£Millions) - High Population Growth

		2007	2011	2016	2021	2026
<b>AVAILABLE EXPENDITURE</b>						
<b>North Dorset</b>	Shaftesbury	£28.89	£30.38	£32.79	£35.16	£37.56
	Blandford	£34.97	£36.96	£40.05	£43.16	£46.26
	Gillingham	£26.10	£27.47	£29.67	£31.86	£34.06
	Sturminster Newton	£4.32	£4.56	£4.94	£5.31	£5.70
	Stalbridge	£3.04	£3.20	£3.47	£3.73	£4.00
	North Dorset Other	£1.86	£1.96	£2.12	£2.29	£2.45
	<b>North Dorset sub-total</b>	<b>£99.17</b>	<b>£104.53</b>	<b>£113.02</b>	<b>£121.52</b>	<b>£130.03</b>
<b>Purbeck</b>	Wareham	£12.20	£12.80	£13.65	£14.50	£15.38
	Swanage	£15.95	£16.72	£17.79	£18.85	£19.96
	Other Purbeck	£11.12	£11.57	£12.28	£12.99	£13.75
	<b>Purbeck sub-total</b>	<b>£39.28</b>	<b>£41.09</b>	<b>£43.73</b>	<b>£46.34</b>	<b>£49.09</b>
<b>East Dorset</b>	Ferndown	£74.46	£78.51	£83.73	£88.74	£94.11
	Verwood	£18.02	£19.01	£20.25	£21.43	£22.70
	Wimborne	£14.10	£14.73	£15.64	£16.52	£17.48
	West Moors	£3.96	£4.18	£4.47	£4.74	£5.03
	East Dorset Other	£9.12	£9.51	£10.08	£10.63	£11.23
	<b>East Dorset sub-total</b>	<b>£119.66</b>	<b>£125.94</b>	<b>£134.16</b>	<b>£142.06</b>	<b>£150.55</b>
<b>Christchurch</b>	Christchurch	£59.83	£64.89	£68.99	£72.95	£77.16
	Highcliffe	£4.21	£4.35	£4.55	£4.73	£4.93
	<b>Christchurch sub-total</b>	<b>£64.04</b>	<b>£69.23</b>	<b>£73.55</b>	<b>£77.68</b>	<b>£82.10</b>
<b>JOINT AREA TOTAL</b>		<b>£322.16</b>	<b>£340.79</b>	<b>£364.46</b>	<b>£387.59</b>	<b>£411.77</b>
<b>BENCHMARK TURNOVER EXISTING FLOORSPACE</b>						
<b>North Dorset</b>	Shaftesbury	£28.71	£29.06	£29.49	£29.94	£30.39
	Blandford	£29.17	£29.52	£29.97	£30.42	£30.88
	Gillingham	£26.35	£26.67	£27.07	£27.48	£27.89
	Sturminster Newton	£3.46	£3.50	£3.55	£3.61	£3.66
	Stalbridge	£4.46	£4.51	£4.58	£4.65	£4.72
	North Dorset Other	£1.72	£1.74	£1.77	£1.79	£1.82
	<b>North Dorset sub-total</b>	<b>£93.87</b>	<b>£95.00</b>	<b>£96.44</b>	<b>£97.89</b>	<b>£99.37</b>
<b>Purbeck</b>	Wareham	£6.89	£6.97	£7.08	£7.19	£7.29
	Swanage	£10.26	£10.38	£10.54	£10.70	£10.86
	Other Purbeck	£4.91	£4.97	£5.04	£5.12	£5.20
	<b>Purbeck sub-total</b>	<b>£22.06</b>	<b>£22.33</b>	<b>£22.66</b>	<b>£23.00</b>	<b>£23.35</b>
<b>East Dorset</b>	Ferndown	£49.65	£50.25	£51.01	£51.78	£52.56
	Verwood	£16.76	£16.96	£17.22	£17.48	£17.74
	Wimborne	£9.31	£9.42	£9.56	£9.71	£9.86
	West Moors	£4.01	£4.06	£4.12	£4.18	£4.24
	East Dorset Other	£7.29	£7.38	£7.49	£7.60	£7.72
	<b>East Dorset sub-total</b>	<b>£87.02</b>	<b>£88.07</b>	<b>£89.40</b>	<b>£90.75</b>	<b>£92.12</b>
<b>Christchurch</b>	Christchurch*	£70.70	£71.55	£72.63	£73.73	£74.84
	Highcliffe	£6.34	£6.42	£6.51	£6.61	£6.71
	<b>Christchurch sub-total</b>	<b>£77.04</b>	<b>£77.97</b>	<b>£79.15</b>	<b>£80.34</b>	<b>£81.55</b>
* turnover includes Waitrose						
<b>JOINT AREA TOTAL</b>		<b>£279.99</b>	<b>£283.37</b>	<b>£287.64</b>	<b>£291.98</b>	<b>£296.39</b>
<b>SURPLUS/DEFICIT EXPENDITURE</b>						
<b>North Dorset</b>	Shaftesbury	£0.18	£1.33	£3.29	£5.22	£7.17
	Blandford	£5.80	£7.44	£10.08	£12.74	£15.38
	Gillingham	-£0.25	£0.80	£2.60	£4.38	£6.17
	Sturminster Newton	£0.86	£1.05	£1.38	£1.71	£2.03
	Stalbridge	-£1.42	-£1.31	-£1.11	-£0.92	-£0.72
	North Dorset Other	£0.14	£0.22	£0.35	£0.49	£0.63
	<b>North Dorset sub-total</b>	<b>£5.30</b>	<b>£9.53</b>	<b>£16.59</b>	<b>£23.63</b>	<b>£30.66</b>
<b>Purbeck</b>	Wareham	£5.31	£5.83	£6.57	£7.31	£8.09
	Swanage	£5.69	£6.34	£7.25	£8.15	£9.10
	Other Purbeck	£6.21	£6.60	£7.23	£7.87	£8.55
	<b>Purbeck sub-total</b>	<b>£17.22</b>	<b>£18.76</b>	<b>£21.06</b>	<b>£23.33</b>	<b>£25.74</b>
<b>East Dorset</b>	Ferndown	£24.81	£28.26	£32.73	£36.96	£41.56
	Verwood	£1.26	£2.05	£3.03	£3.95	£4.96
	Wimborne	£4.79	£5.30	£6.07	£6.81	£7.63
	West Moors	-£0.05	£0.12	£0.35	£0.56	£0.78
	East Dorset Other	£1.83	£2.13	£2.59	£3.03	£3.51
	<b>East Dorset sub-total</b>	<b>£32.64</b>	<b>£37.87</b>	<b>£44.77</b>	<b>£51.31</b>	<b>£58.43</b>
<b>Christchurch</b>	Christchurch	-£10.87	-£6.67	-£3.64	-£0.78	£2.32
	Highcliffe	-£2.13	-£2.07	-£1.96	-£1.88	-£1.78
	<b>Christchurch sub-total</b>	<b>-£13.00</b>	<b>-£8.73</b>	<b>-£5.60</b>	<b>-£2.66</b>	<b>£0.55</b>
<b>JOINT AREA TOTAL</b>		<b>£42.17</b>	<b>£57.43</b>	<b>£76.82</b>	<b>£95.61</b>	<b>£115.38</b>

Table 19B: Convenience Floorspace Projections 2007 to 2026 - Baseline Population

	2007	2011	2016	2021	2026
<b>SURPLUS/DEFICIT EXPENDITURE</b>					
<b>North Dorset</b>					
Shaftesbury	£0.18	£0.68	£1.78	£2.54	£3.38
Blandford	£5.80	£6.30	£7.42	£8.09	£8.85
Gillingham	-£0.25	£0.21	£1.21	£1.91	£2.67
Sturminster Newton	£0.86	£0.95	£1.14	£1.28	£1.43
Stalbridge	-£1.42	-£1.38	-£1.27	-£1.19	-£1.10
North Dorset Other	£0.14	£0.17	£0.23	£0.28	£0.32
<b>North Dorset sub-total</b>	<b>£5.30</b>	<b>£6.93</b>	<b>£10.51</b>	<b>£12.92</b>	<b>£15.55</b>
<b>Purbeck</b>					
Wareham	£5.31	£5.40	£5.71	£5.97	£6.33
Swanage	£5.69	£5.76	£6.11	£6.38	£6.80
Other Purbeck	£6.21	£6.32	£6.67	£6.99	£7.38
<b>Purbeck sub-total</b>	<b>£17.22</b>	<b>£17.49</b>	<b>£18.49</b>	<b>£19.33</b>	<b>£20.51</b>
<b>East Dorset</b>					
Ferndown	£24.81	£26.13	£28.51	£31.65	£35.59
Verwood	£1.26	£1.51	£1.96	£2.61	£3.46
Wimborne	£4.79	£4.98	£5.42	£5.99	£6.69
West Moors	-£0.05	£0.00	£0.10	£0.25	£0.44
East Dorset Other	£1.83	£1.93	£2.20	£2.54	£2.96
<b>East Dorset sub-total</b>	<b>£32.64</b>	<b>£34.54</b>	<b>£38.20</b>	<b>£43.04</b>	<b>£49.13</b>
<b>Christchurch</b>					
Christchurch	-£10.87	-£7.73	-£5.38	-£3.09	-£0.50
Highcliffe	-£2.13	-£2.11	-£2.03	-£1.97	-£1.89
<b>Christchurch sub-total</b>	<b>-£13.00</b>	<b>-£9.84</b>	<b>-£7.42</b>	<b>-£5.07</b>	<b>-£2.39</b>
<b>JOINT AREA TOTAL</b>	<b>£42.17</b>	<b>£49.11</b>	<b>£59.79</b>	<b>£70.22</b>	<b>£82.80</b>
<b>New Floorspace Turnover Density</b>	<b>£7,000</b>	<b>£7,084</b>	<b>£7,191</b>	<b>£7,300</b>	<b>£7,410</b>
<b>SALES FLOORSPACE SQ M NET</b>					
<b>North Dorset</b>					
Shaftesbury	26	97	248	348	456
Blandford	829	889	1,032	1,109	1,195
Gillingham	-36	29	168	262	360
Sturminster Newton	122	134	158	175	192
Stalbridge	-203	-194	-176	-162	-148
North Dorset Other	19	23	32	38	44
<b>North Dorset sub-total</b>	<b>757</b>	<b>978</b>	<b>1,462</b>	<b>1,770</b>	<b>2,099</b>
<b>Purbeck</b>					
Wareham	759	763	795	817	854
Swanage	813	813	850	874	918
Other Purbeck	888	892	928	957	996
<b>Purbeck sub-total</b>	<b>2,460</b>	<b>2,468</b>	<b>2,572</b>	<b>2,648</b>	<b>2,768</b>
<b>East Dorset</b>					
Ferndown	3,544	3,688	3,964	4,336	4,803
Verwood	180	212	272	358	467
Wimborne	685	702	754	820	902
West Moors	-7	0	15	34	59
East Dorset Other	261	273	306	348	399
<b>East Dorset sub-total</b>	<b>4,663</b>	<b>4,876</b>	<b>5,312</b>	<b>5,895</b>	<b>6,630</b>
<b>Christchurch</b>					
Christchurch	-1,553	-1,092	-749	-424	-67
Highcliffe	-305	-298	-283	-270	-256
<b>Christchurch sub-total</b>	<b>-1,857</b>	<b>-1,390</b>	<b>-1,032</b>	<b>-694</b>	<b>-323</b>
<b>JOINT AREA TOTAL</b>	<b>6,024</b>	<b>6,933</b>	<b>8,314</b>	<b>9,619</b>	<b>11,174</b>

Table 20B: Convenience Floorspace Projections 2007 to 2026 - High Population Growth

	2007	2011	2016	2021	2026
<b>SURPLUS/DEFICIT EXPENDITURE</b>					
<b>North Dorset</b>					
Shaftesbury	£0.18	£1.33	£3.29	£5.22	£7.17
Blandford	£5.80	£7.44	£10.08	£12.74	£15.38
Gillingham	-£0.25	£0.80	£2.60	£4.38	£6.17
Sturminster Newton	£0.86	£1.05	£1.38	£1.71	£2.03
Stalbridge	-£1.42	-£1.31	-£1.11	-£0.92	-£0.72
North Dorset Other	£0.14	£0.22	£0.35	£0.49	£0.63
<b>North Dorset sub-total</b>	<b>£5.30</b>	<b>£9.53</b>	<b>£16.59</b>	<b>£23.63</b>	<b>£30.66</b>
<b>Purbeck</b>					
Wareham	£5.31	£5.83	£6.57	£7.31	£8.09
Swanage	£5.69	£6.34	£7.25	£8.15	£9.10
Other Purbeck	£6.21	£6.60	£7.23	£7.87	£8.55
<b>Purbeck sub-total</b>	<b>£17.22</b>	<b>£18.76</b>	<b>£21.06</b>	<b>£23.33</b>	<b>£25.74</b>
<b>East Dorset</b>					
Ferndown	£24.81	£28.26	£32.73	£36.96	£41.56
Verwood	£1.26	£2.05	£3.03	£3.95	£4.96
Wimborne	£4.79	£5.30	£6.07	£6.81	£7.63
West Moors	-£0.05	£0.12	£0.35	£0.56	£0.78
East Dorset Other	£1.83	£2.13	£2.59	£3.03	£3.51
<b>East Dorset sub-total</b>	<b>£32.64</b>	<b>£37.87</b>	<b>£44.77</b>	<b>£51.31</b>	<b>£58.43</b>
<b>Christchurch</b>					
Christchurch	-£10.87	-£6.67	-£3.64	-£0.78	£2.32
Highcliffe	-£2.13	-£2.07	-£1.96	-£1.88	-£1.78
<b>Christchurch sub-total</b>	<b>-£13.00</b>	<b>-£8.73</b>	<b>-£5.60</b>	<b>-£2.66</b>	<b>£0.55</b>
<b>JOINT AREA TOTAL</b>	<b>£42.17</b>	<b>£57.43</b>	<b>£76.82</b>	<b>£95.61</b>	<b>£115.38</b>
<b>New Floorspace Turnover Density</b>	<b>£7,000</b>	<b>£7,084</b>	<b>£7,191</b>	<b>£7,300</b>	<b>£7,410</b>
<b>SALES FLOORSPACE SQ M NET</b>					
<b>North Dorset</b>					
Shaftesbury	26	187	458	716	968
Blandford	829	1,050	1,402	1,745	2,076
Gillingham	-36	113	361	600	833
Sturminster Newton	122	149	192	234	274
Stalbridge	-203	-185	-155	-126	-98
North Dorset Other	19	31	49	67	85
<b>North Dorset sub-total</b>	<b>757</b>	<b>1,345</b>	<b>2,307</b>	<b>3,236</b>	<b>4,138</b>
<b>Purbeck</b>					
Wareham	759	823	914	1,002	1,092
Swanage	813	894	1,009	1,116	1,228
Other Purbeck	888	931	1,006	1,079	1,154
<b>Purbeck sub-total</b>	<b>2,460</b>	<b>2,648</b>	<b>2,929</b>	<b>3,197</b>	<b>3,474</b>
<b>East Dorset</b>					
Ferndown	3,544	3,990	4,551	5,063	5,608
Verwood	180	289	421	541	669
Wimborne	685	749	845	934	1,029
West Moors	-7	17	48	76	106
East Dorset Other	261	301	360	415	474
<b>East Dorset sub-total</b>	<b>4,663</b>	<b>5,346</b>	<b>6,225</b>	<b>7,029</b>	<b>7,886</b>
<b>Christchurch</b>					
Christchurch	-1,553	-941	-506	-107	314
Highcliffe	-305	-292	-273	-257	-240
<b>Christchurch sub-total</b>	<b>-1,857</b>	<b>-1,233</b>	<b>-778</b>	<b>-364</b>	<b>74</b>
<b>JOINT AREA TOTAL</b>	<b>6,024</b>	<b>8,106</b>	<b>10,682</b>	<b>13,098</b>	<b>15,571</b>

## **Appendix C**

### Comparison Retail Assessment

**Table 1C: Comparison Retail Expenditure Per Capita (2005 Prices)**

Expenditure Per Capita	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
<b>North Dorset</b>									
ND1 - Gillingham	£2,874	£3,322	£3,922	£4,726	£5,695	15.6%	36.5%	64.4%	98.1%
ND2 - Shaftesbury	£2,719	£3,142	£3,710	£4,471	£5,388	15.6%	36.4%	64.4%	98.1%
ND3 - Marnhull/Stalbridge/Sturminster	£2,870	£3,317	£3,917	£4,720	£5,688	15.6%	36.5%	64.5%	98.2%
ND4 - Blandford Forum	£2,685	£3,104	£3,664	£4,415	£5,320	15.6%	36.5%	64.4%	98.1%
<b>Purbeck</b>									
PB1 - Swanage	£2,794	£3,229	£3,813	£4,594	£5,536	15.6%	36.5%	64.4%	98.1%
PB2 - Wareham	£2,863	£3,309	£3,907	£4,708	£5,673	15.6%	36.5%	64.4%	98.2%
PB3 - Upton	£2,808	£3,246	£3,832	£4,618	£5,565	15.6%	36.5%	64.5%	98.2%
<b>East Dorset</b>									
ED1 - Wimborne/Colehill	£3,003	£3,470	£4,097	£4,937	£5,949	15.6%	36.4%	64.4%	98.1%
ED2 - Ferndown/West Moors	£2,864	£3,310	£3,909	£4,710	£5,676	15.6%	36.5%	64.5%	98.2%
ED3 - Verwood	£2,971	£3,434	£4,054	£4,885	£5,886	15.6%	36.5%	64.4%	98.1%
ED4 - Ringwood	£2,971	£3,434	£4,054	£4,885	£5,886	15.6%	36.5%	64.4%	98.1%
ED5 - Alderholt/Fordingbridge	£2,979	£3,443	£4,065	£4,899	£5,903	15.6%	36.5%	64.5%	98.2%
<b>Christchurch</b>									
CH1 - Christchurch/Burton	£2,830	£3,270	£3,861	£4,653	£5,607	15.5%	36.4%	64.4%	98.1%
CH2 - Bournemouth East	£2,848	£3,292	£3,886	£4,683	£5,643	15.6%	36.4%	64.4%	98.1%
CH3 - Barton/New Milton	£2,980	£3,444	£4,067	£4,900	£5,904	15.6%	36.5%	64.4%	98.1%

**Sources:**

Experian local estimates of 2005 comparison goods expenditure per capita

Excluding special forms of trading - 6.5% in 2007, 7.0% in 2008, 7.4% in 2009, 7.7% in 2010, 7.8% in 2011 and 7.9% in 2012 and beyond

Experian Business Strategies - recommended forecast growth rates

(4.3% per annum between 2005 to 2010, 3.3% between 2011 to 2015 and 3.8% between 2016 and 2026)

**Table 2C: Total Comparison Retail Expenditure (2005 Prices) - Baseline Population**

Expenditure	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
<b>North Dorset</b>									
ND1 - Gillingham	£48.34	£56.40	£67.12	£81.17	£98.20	16.7%	38.9%	67.9%	103.1%
ND2 - Shaftesbury	£49.85	£58.14	£69.20	£83.69	£101.25	16.6%	38.8%	67.9%	103.1%
ND3 - Marnhull/Stalbridge/Sturminster	£56.59	£66.20	£79.14	£96.20	£117.00	17.0%	39.9%	70.0%	106.8%
ND4 - Blandford Forum	£81.47	£94.60	£111.67	£133.63	£160.15	16.1%	37.1%	64.0%	96.6%
<b>Purbeck</b>									
PB1 - Swanage	£46.81	£53.68	£62.61	£74.76	£89.98	14.7%	33.8%	59.7%	92.2%
PB2 - Wareham	£94.48	£108.62	£127.06	£152.08	£183.31	15.0%	34.5%	61.0%	94.0%
PB3 - Upton	£96.53	£111.07	£131.14	£159.06	£193.60	15.1%	35.8%	64.8%	100.5%
<b>East Dorset</b>									
ED1 - Wimborne/Colehill	£106.39	£123.10	£145.05	£177.13	£217.62	15.7%	36.3%	66.5%	104.6%
ED2 - Ferndown/West Moors	£97.42	£113.12	£133.26	£162.91	£200.58	16.1%	36.8%	67.2%	105.9%
ED3 - Verwood	£43.45	£50.40	£59.22	£72.36	£89.11	16.0%	36.3%	66.5%	105.1%
ED4 - Ringwood	£66.59	£77.29	£91.02	£111.33	£137.14	16.1%	36.7%	67.2%	106.0%
ED5 - Alderholt/Fordingbridge	£49.22	£56.91	£66.45	£79.79	£96.37	15.6%	35.0%	62.1%	95.8%
<b>Christchurch</b>									
CH1 - Christchurch/Burton	£78.31	£91.26	£108.93	£133.37	£163.65	16.5%	39.1%	70.3%	109.0%
CH2 - Bournemouth East	£55.89	£65.45	£78.60	£96.76	£119.23	17.1%	40.6%	73.1%	113.3%
CH3 - Barton/New Milton	£91.30	£105.68	£123.90	£148.45	£178.56	15.7%	35.7%	62.6%	95.6%
<b>Catchment Area Total</b>	<b>£1,062.64</b>	<b>£1,231.92</b>	<b>£1,454.37</b>	<b>£1,762.70</b>	<b>£2,145.74</b>	<b>15.9%</b>	<b>36.9%</b>	<b>65.9%</b>	<b>101.9%</b>

**Sources:**

Table 1B and Table 2C



**Table 3C: Total Comparison Retail Expenditure (2005 Prices) - High Population Growth**

Expenditure	2007	2011	2016	2021	2026	Growth 2007-2011	Growth 2007-2016	Growth 2007-2021	Growth 2007-2026
<b>North Dorset</b>									
ND1 - Gillingham	£48.49	£57.60	£70.33	£87.84	£109.22	18.8%	45.0%	81.1%	125.2%
ND2 - Shaftesbury	£50.01	£59.38	£72.51	£90.57	£112.62	18.7%	45.0%	81.1%	125.2%
ND3 - Marnhull/Stalbridge/Sturminster	£56.80	£67.58	£82.79	£103.64	£129.19	19.0%	45.7%	82.5%	127.4%
ND4 - Blandford Forum	£81.93	£97.75	£120.00	£150.75	£188.29	19.3%	46.5%	84.0%	129.8%
<b>Purbeck</b>									
PB1 - Swanage	£47.48	£55.59	£66.92	£82.49	£101.66	17.1%	40.9%	73.7%	114.1%
PB2 - Wareham	£95.69	£112.30	£135.57	£167.61	£207.06	17.4%	41.7%	75.2%	116.4%
PB3 - Upton	£96.89	£112.08	£133.41	£163.15	£199.77	15.7%	37.7%	68.4%	106.2%
<b>East Dorset</b>									
ED1 - Wimborne/Colehill	£107.62	£125.95	£151.42	£186.40	£229.66	17.0%	40.7%	73.2%	113.4%
ED2 - Ferndown/West Moors	£98.86	£116.44	£140.69	£173.72	£214.63	17.8%	42.3%	75.7%	117.1%
ED3 - Verwood	£44.16	£52.04	£62.90	£77.71	£96.06	17.8%	42.4%	76.0%	117.5%
ED4 - Ringwood	£67.62	£79.77	£96.49	£119.32	£147.59	18.0%	42.7%	76.5%	118.3%
ED5 - Alderholt/Fordingbridge	£49.54	£57.66	£68.12	£82.23	£99.53	16.4%	37.5%	66.0%	100.9%
<b>Christchurch</b>									
CH1 - Christchurch/Burton	£78.79	£93.25	£112.60	£139.05	£171.72	18.3%	42.9%	76.5%	117.9%
CH2 - Bournemouth East	£56.11	£66.34	£80.24	£99.29	£122.83	18.2%	43.0%	76.9%	118.9%
CH3 - Barton/New Milton	£91.48	£106.41	£125.24	£150.52	£181.50	16.3%	36.9%	64.5%	98.4%
<b>Catchment Area Total</b>	<b>£1,071.48</b>	<b>£1,260.16</b>	<b>£1,519.22</b>	<b>£1,874.29</b>	<b>£2,311.33</b>	<b>17.6%</b>	<b>41.8%</b>	<b>74.9%</b>	<b>115.7%</b>

Sources:

Table 2B and Table 3C

**Table 4C: Estimated Comparison Shopping Penetration Rates**

Store/Destination	North Dorset				Purbeck			East Dorset					Christchurch			Inflow
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3	
<b>North Dorset</b>																
Blandford Forum		1%	3%	31%		1%						2%				10%
Gillingham	18%	7%	3%												1%	10%
Shaftesbury	7%	27%	1%	1%								2%				10%
Sturminster Newton	0%	1%	8%	1%												10%
Other local centres			2%	1%												5%
<b>North Dorset sub-total</b>	<b>25%</b>	<b>36%</b>	<b>17%</b>	<b>34%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>n/a</b>
<b>Purbeck</b>																
Swanage					22%											30%
Wareham					5%	5%										10%
Other local centres					1%	1%	1%									5%
<b>Purbeck sub-total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>28%</b>	<b>6%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>n/a</b>
<b>East Dorset</b>																
Ferndown	8%	2%	1%	1%	1%		1%	2%	14%	5%	2%					10%
Verwood										10%	1%	2%				10%
West Moors									2%	2%						10%
Wimbourne	1%	1%		1%		1%	3%	24%	3%	3%		2%				10%
Other local centres								2%	1%							2%
<b>East Dorset sub-total</b>	<b>9%</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>4%</b>	<b>28%</b>	<b>20%</b>	<b>20%</b>	<b>3%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>n/a</b>
<b>Christchurch</b>																
Christchurch	1%		1%	1%	1%	8%				1%	1%		17%	20%	7%	15%
Christchurch retail warehouses				1%	1%		1%	2%	1%		1%	1%	1%	7%	1%	100%
Highcliffe													2%	1%	3%	15%
<b>Christchurch sub-total</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>8%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>20%</b>	<b>28%</b>	<b>11%</b>	<b>n/a</b>
<b>JOINT AREA TOTAL</b>	<b>35%</b>	<b>39%</b>	<b>19%</b>	<b>38%</b>	<b>31%</b>	<b>16%</b>	<b>6%</b>	<b>30%</b>	<b>21%</b>	<b>21%</b>	<b>5%</b>	<b>9%</b>	<b>20%</b>	<b>28%</b>	<b>12%</b>	<b>n/a</b>
<b>Other Outside Joint Area</b>																
Bournemouth	1%	3%	3%	4%	9%	4%	6%	9%	33%	33%	27%	10%	17%	22%	14%	n/a
Castlepoint	1%		1%	1%	1%	1%	3%	5%	11%	17%	24%	3%	47%	39%	28%	n/a
Poole	4%	8%	3%	38%	54%	46%	79%	48%	20%	9%	6%	6%	3%	2%	2%	n/a
Ringwood									2%	7%	28%	2%	1%		1%	n/a
Southampton	1%	1%	1%	2%	1%	1%	1%	1%	1%	6%	3%	5%	3%	2%	7%	n/a
Dorchester			3%	4%	2%	20%		2%	7%	2%	2%	2%				n/a
Salisbury	10%	30%	2%	4%		1%	1%	1%		2%	0%	47%				n/a
Yeovil	29%	7%	51%	2%		2%										n/a
Other	19%	12%	17%	7%	2%	9%	4%	4%	5%	3%	5%	16%	9%	7%	36%	n/a
<b>Other Total</b>	<b>65%</b>	<b>61%</b>	<b>81%</b>	<b>62%</b>	<b>69%</b>	<b>84%</b>	<b>94%</b>	<b>70%</b>	<b>79%</b>	<b>79%</b>	<b>95%</b>	<b>91%</b>	<b>80%</b>	<b>72%</b>	<b>88%</b>	<b>n/a</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>n/a</b>

Source: NEMS Household Survey September 2007

Table 5C: Comparison Turnover in Joint Dorset Area 2007 - Baseline Population

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2007 £M</b>	<b>£48.34</b>	<b>£49.85</b>	<b>£56.59</b>	<b>£81.47</b>	<b>£46.81</b>	<b>£94.48</b>	<b>£96.53</b>	<b>£106.39</b>	<b>£97.42</b>	<b>£43.45</b>	<b>£66.59</b>	<b>£49.22</b>	<b>£78.31</b>	<b>£55.89</b>	<b>£91.30</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£0.50	£1.70	£25.26	£0.00	£0.94	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00	£0.00	£0.00	£2.94	£32.32
Gillingham	£8.70	£3.49	£1.70	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.91	£1.48	£16.28
Shaftesbury	£3.38	£13.46	£0.57	£0.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98	£0.00	£0.00	£0.00	£1.92	£21.13
Sturminster Newton	£0.00	£0.50	£4.53	£0.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£6.42
Other local centres	£0.00	£0.00	£1.13	£0.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£2.04
<b>North Dorset sub-total</b>	<b>£12.08</b>	<b>£17.94</b>	<b>£9.62</b>	<b>£27.70</b>	<b>£0.00</b>	<b>£0.94</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.97</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.91</b>	<b>£7.02</b>	<b>£78.20</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£10.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.09	£13.39
Wareham	£0.00	£0.00	£0.00	£0.00	£2.34	£4.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£7.77
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.47	£0.94	£0.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£2.50
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£13.11</b>	<b>£5.67</b>	<b>£0.97</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.91</b>	<b>£23.66</b>
<b>East Dorset</b>																	
Ferndown	£3.87	£1.00	£0.57	£0.81	£0.47	£0.00	£0.97	£2.13	£13.64	£2.17	£1.33	£0.00	£0.00	£0.00	£0.00	£2.69	£29.64
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.34	£0.67	£0.98	£0.00	£0.00	£0.00	£0.60	£6.59
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.95	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£3.10
Wimbourne	£0.48	£0.50	£0.00	£0.81	£0.00	£0.94	£2.90	£25.53	£2.92	£1.30	£0.00	£0.98	£0.00	£0.00	£0.00	£3.64	£40.02
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.13	£0.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£3.16
<b>East Dorset sub-total</b>	<b>£4.35</b>	<b>£1.50</b>	<b>£0.57</b>	<b>£1.63</b>	<b>£0.47</b>	<b>£0.94</b>	<b>£3.86</b>	<b>£27.66</b>	<b>£18.51</b>	<b>£8.69</b>	<b>£2.00</b>	<b>£1.97</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£7.21</b>	<b>£79.36</b>
<b>Christchurch</b>																	
Christchurch	£0.48	£0.00	£0.57	£0.81	£0.47	£7.56	£0.00	£0.00	£0.00	£0.43	£0.67	£0.00	£13.31	£11.18	£6.39	£6.28	£48.15
Christchurch retail warehouses	£0.00	£0.00	£0.00	£0.81	£0.47	£0.00	£0.97	£2.13	£0.97	£0.00	£0.67	£0.49	£0.78	£3.91	£0.91	£12.12	£24.23
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.57	£0.56	£2.74	£0.73	£5.59
<b>Christchurch sub-total</b>	<b>£0.48</b>	<b>£0.00</b>	<b>£0.57</b>	<b>£1.63</b>	<b>£0.94</b>	<b>£7.56</b>	<b>£0.97</b>	<b>£2.13</b>	<b>£0.97</b>	<b>£0.43</b>	<b>£1.33</b>	<b>£0.49</b>	<b>£15.66</b>	<b>£15.65</b>	<b>£10.04</b>	<b>£19.13</b>	<b>£77.98</b>
<b>JOINT AREA TOTAL</b>	<b>£16.92</b>	<b>£19.44</b>	<b>£10.75</b>	<b>£30.96</b>	<b>£14.51</b>	<b>£15.12</b>	<b>£5.79</b>	<b>£29.79</b>	<b>£19.48</b>	<b>£9.12</b>	<b>£3.33</b>	<b>£4.43</b>	<b>£15.66</b>	<b>£15.65</b>	<b>£10.96</b>	<b>£37.28</b>	<b>£259.19</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.48	£1.50	£1.70	£3.26	£4.21	£3.78	£5.79	£9.57	£32.15	£14.34	£17.98	£4.92	£13.31	£12.30	£12.78	n/a	£138.07
Castlepoint	£0.48	£0.00	£0.57	£0.81	£0.47	£0.94	£2.90	£5.32	£10.72	£7.39	£15.98	£1.48	£36.81	£21.80	£25.56	n/a	£131.22
Poole	£1.93	£3.99	£1.70	£30.96	£25.28	£43.46	£76.26	£51.07	£19.48	£3.91	£4.00	£2.95	£2.35	£1.12	£1.83	n/a	£270.28
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.95	£3.04	£18.64	£0.98	£0.78	£0.00	£0.91	n/a	£26.31
Southampton	£0.48	£0.50	£0.57	£1.63	£0.47	£0.94	£0.97	£1.06	£0.97	£2.61	£2.00	£2.46	£2.35	£1.12	£6.39	n/a	£24.52
Dorchester	£0.00	£0.00	£1.70	£3.26	£0.94	£18.90	£0.00	£2.13	£6.82	£0.87	£1.33	£0.98	£0.00	£0.00	£0.00	n/a	£36.92
Salisbury	£4.83	£14.95	£1.13	£3.26	£0.00	£0.94	£0.97	£1.06	£0.00	£0.87	£0.00	£23.13	£0.00	£0.00	£0.00	n/a	£51.16
Yeovil	£14.02	£3.49	£28.86	£1.63	£0.00	£1.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£49.89
Other	£9.18	£5.98	£9.62	£5.70	£0.94	£8.50	£3.86	£4.26	£4.87	£1.30	£3.33	£7.88	£7.05	£3.91	£32.87	n/a	£109.25
<b>Other Total</b>	<b>£31.42</b>	<b>£30.41</b>	<b>£45.84</b>	<b>£50.51</b>	<b>£32.30</b>	<b>£79.36</b>	<b>£90.74</b>	<b>£74.47</b>	<b>£76.96</b>	<b>£34.32</b>	<b>£63.26</b>	<b>£44.79</b>	<b>£62.65</b>	<b>£40.24</b>	<b>£80.34</b>	<b>n/a</b>	<b>£837.62</b>
<b>TOTAL STUDY AREA</b>	<b>£48.34</b>	<b>£49.85</b>	<b>£56.59</b>	<b>£81.47</b>	<b>£46.81</b>	<b>£94.48</b>	<b>£96.53</b>	<b>£104.26</b>	<b>£96.45</b>	<b>£43.45</b>	<b>£66.59</b>	<b>£49.22</b>	<b>£78.31</b>	<b>£55.89</b>	<b>£91.30</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 6C: Comparison Turnover in Joint Dorset Area 2011 - Baseline Population

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2011 £M</b>	<b>£56.40</b>	<b>£58.14</b>	<b>£66.20</b>	<b>£94.60</b>	<b>£53.68</b>	<b>£108.62</b>	<b>£111.07</b>	<b>£123.10</b>	<b>£113.12</b>	<b>£50.40</b>	<b>£77.29</b>	<b>£56.91</b>	<b>£91.26</b>	<b>£65.45</b>	<b>£105.68</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£0.58	£1.99	£29.33	£0.00	£1.09	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14	£0.00	£0.00	£0.00	£3.41	£37.53
Gillingham	£10.15	£4.07	£1.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£1.73	£18.99
Shaftesbury	£3.95	£15.70	£0.66	£0.95	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.14	£0.00	£0.00	£0.00	£2.24	£24.63
Sturminster Newton	£0.00	£0.58	£5.30	£0.95	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	£7.51
Other local centres	£0.00	£0.00	£1.32	£0.95	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£2.38
<b>North Dorset sub-total</b>	<b>£14.10</b>	<b>£20.93</b>	<b>£11.25</b>	<b>£32.17</b>	<b>£0.00</b>	<b>£1.09</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.28</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.06</b>	<b>£8.17</b>	<b>£91.04</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£11.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.54	£15.35
Wareham	£0.00	£0.00	£0.00	£0.00	£2.68	£5.43	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.81	£8.93
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.54	£1.09	£1.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£2.87
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£15.03</b>	<b>£6.52</b>	<b>£1.11</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.49</b>	<b>£27.15</b>
<b>East Dorset</b>																	
Ferndown	£4.51	£1.16	£0.66	£0.95	£0.54	£0.00	£1.11	£2.46	£15.84	£2.52	£1.55	£0.00	£0.00	£0.00	£0.00	£3.13	£34.42
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.04	£0.77	£1.14	£0.00	£0.00	£0.00	£0.70	£7.65
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.26	£1.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£3.60
Wimbourne	£0.56	£0.58	£0.00	£0.95	£0.00	£1.09	£3.33	£29.54	£3.39	£1.51	£0.00	£1.14	£0.00	£0.00	£0.00	£4.21	£46.31
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.46	£1.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.67
<b>East Dorset sub-total</b>	<b>£5.08</b>	<b>£1.74</b>	<b>£0.66</b>	<b>£1.89</b>	<b>£0.54</b>	<b>£1.09</b>	<b>£4.44</b>	<b>£32.01</b>	<b>£21.49</b>	<b>£10.08</b>	<b>£2.32</b>	<b>£2.28</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£8.36</b>	<b>£91.97</b>
<b>Christchurch</b>																	
Christchurch	£0.56	£0.00	£0.66	£0.95	£0.54	£8.69	£0.00	£0.00	£0.00	£0.50	£0.77	£0.00	£15.51	£13.09	£7.40	£7.30	£55.98
Christchurch retail warehouses	£0.00	£0.00	£0.00	£0.95	£0.54	£0.00	£1.11	£2.46	£1.13	£0.00	£0.77	£0.57	£0.91	£4.58	£1.06	£14.08	£28.16
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83	£0.65	£3.17	£0.85	£6.50
<b>Christchurch sub-total</b>	<b>£0.56</b>	<b>£0.00</b>	<b>£0.66</b>	<b>£1.89</b>	<b>£1.07</b>	<b>£8.69</b>	<b>£1.11</b>	<b>£2.46</b>	<b>£1.13</b>	<b>£0.50</b>	<b>£1.55</b>	<b>£0.57</b>	<b>£18.25</b>	<b>£18.33</b>	<b>£11.62</b>	<b>£22.23</b>	<b>£90.64</b>
<b>JOINT AREA TOTAL</b>	<b>£19.74</b>	<b>£22.67</b>	<b>£12.58</b>	<b>£35.95</b>	<b>£16.64</b>	<b>£17.38</b>	<b>£6.66</b>	<b>£34.47</b>	<b>£22.62</b>	<b>£10.58</b>	<b>£3.86</b>	<b>£5.12</b>	<b>£18.25</b>	<b>£18.33</b>	<b>£12.68</b>	<b>£43.25</b>	<b>£300.80</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.56	£1.74	£1.99	£3.78	£4.83	£4.34	£6.66	£11.08	£37.33	£16.63	£20.87	£5.69	£15.51	£14.40	£14.80	n/a	£160.23
Castlepoint	£0.56	£0.00	£0.66	£0.95	£0.54	£1.09	£3.33	£6.16	£12.44	£8.57	£18.55	£1.71	£42.89	£25.53	£29.59	n/a	£152.56
Poole	£2.26	£4.65	£1.99	£35.95	£28.99	£49.97	£87.74	£59.09	£22.62	£4.54	£4.64	£3.41	£2.74	£1.31	£2.11	n/a	£312.00
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.26	£3.53	£21.64	£1.14	£0.91	£0.00	£1.06	n/a	£30.54
Southampton	£0.56	£0.58	£0.66	£1.89	£0.54	£1.09	£1.11	£1.23	£1.13	£3.02	£2.32	£2.85	£2.74	£1.31	£7.40	n/a	£28.43
Dorchester	£0.00	£0.00	£1.99	£3.78	£1.07	£21.72	£0.00	£2.46	£7.92	£1.01	£1.55	£1.14	£0.00	£0.00	£0.00	n/a	£42.64
Salisbury	£5.64	£17.44	£1.32	£3.78	£0.00	£1.09	£1.11	£1.23	£0.00	£1.01	£0.00	£26.75	£0.00	£0.00	£0.00	n/a	£59.37
Yeovil	£16.36	£4.07	£33.76	£1.89	£0.00	£2.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£58.25
Other	£10.72	£6.98	£11.25	£6.62	£1.07	£9.78	£4.44	£4.92	£5.66	£1.51	£3.86	£9.11	£8.21	£4.58	£38.04	n/a	£126.76
<b>Other Total</b>	<b>£36.66</b>	<b>£35.46</b>	<b>£53.62</b>	<b>£58.65</b>	<b>£37.04</b>	<b>£91.24</b>	<b>£104.40</b>	<b>£86.17</b>	<b>£89.36</b>	<b>£39.81</b>	<b>£73.43</b>	<b>£51.79</b>	<b>£73.00</b>	<b>£47.13</b>	<b>£93.00</b>	<b>n/a</b>	<b>£970.78</b>
<b>TOTAL STUDY AREA</b>	<b>£56.40</b>	<b>£58.14</b>	<b>£66.20</b>	<b>£94.60</b>	<b>£53.68</b>	<b>£108.62</b>	<b>£111.07</b>	<b>£120.64</b>	<b>£111.99</b>	<b>£50.40</b>	<b>£77.29</b>	<b>£56.91</b>	<b>£91.26</b>	<b>£65.45</b>	<b>£105.68</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 7C: Comparison Turnover in Joint Dorset Area 2011 - High Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2011 £M</b>	<b>£57.60</b>	<b>£59.38</b>	<b>£67.58</b>	<b>£97.75</b>	<b>£55.59</b>	<b>£112.30</b>	<b>£112.08</b>	<b>£125.95</b>	<b>£116.44</b>	<b>£52.04</b>	<b>£79.77</b>	<b>£57.66</b>	<b>£93.25</b>	<b>£66.34</b>	<b>£106.41</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£0.59	£2.03	£30.30	£0.00	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£1.15	£0.00	£0.00	£0.00	£3.52	£38.72
Gillingham	£10.37	£4.16	£2.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£1.76	£19.38
Shaftesbury	£4.03	£16.03	£0.68	£0.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.15	£0.00	£0.00	£0.00	£2.29	£25.16
Sturminster Newton	£0.00	£0.59	£5.41	£0.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.70	£7.68
Other local centres	£0.00	£0.00	£1.35	£0.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£2.45
<b>North Dorset sub-total</b>	<b>£14.40</b>	<b>£21.38</b>	<b>£11.49</b>	<b>£33.23</b>	<b>£0.00</b>	<b>£1.12</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.31</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.06</b>	<b>£8.38</b>	<b>£93.38</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£12.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.67	£15.90
Wareham	£0.00	£0.00	£0.00	£0.00	£2.78	£5.62	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84	£9.23
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.56	£1.12	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£2.94
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£15.57</b>	<b>£6.74</b>	<b>£1.12</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£4.65</b>	<b>£28.07</b>
<b>East Dorset</b>																	
Ferndown	£4.61	£1.19	£0.68	£0.98	£0.56	£0.00	£1.12	£2.52	£16.30	£2.60	£1.60	£0.00	£0.00	£0.00	£0.00	£3.21	£35.36
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.20	£0.80	£1.15	£0.00	£0.00	£0.00	£0.72	£7.87
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.33	£1.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£3.71
Wimbourne	£0.58	£0.59	£0.00	£0.98	£0.00	£1.12	£3.36	£30.23	£3.49	£1.56	£0.00	£1.15	£0.00	£0.00	£0.00	£4.31	£47.38
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.52	£1.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£3.76
<b>East Dorset sub-total</b>	<b>£5.18</b>	<b>£1.78</b>	<b>£0.68</b>	<b>£1.95</b>	<b>£0.56</b>	<b>£1.12</b>	<b>£4.48</b>	<b>£32.75</b>	<b>£22.12</b>	<b>£10.41</b>	<b>£2.39</b>	<b>£2.31</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£8.57</b>	<b>£94.31</b>
<b>Christchurch</b>																	
Christchurch	£0.58	£0.00	£0.68	£0.98	£0.56	£8.98	£0.00	£0.00	£0.00	£0.52	£0.80	£0.00	£15.85	£13.27	£7.45	£7.45	£57.11
Christchurch retail warehouses	£0.00	£0.00	£0.00	£0.98	£0.56	£0.00	£1.12	£2.52	£1.16	£0.00	£0.80	£0.58	£0.93	£4.64	£1.06	£14.35	£28.71
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.87	£0.66	£3.19	£0.86	£6.58
<b>Christchurch sub-total</b>	<b>£0.58</b>	<b>£0.00</b>	<b>£0.68</b>	<b>£1.95</b>	<b>£1.11</b>	<b>£8.98</b>	<b>£1.12</b>	<b>£2.52</b>	<b>£1.16</b>	<b>£0.52</b>	<b>£1.60</b>	<b>£0.58</b>	<b>£18.65</b>	<b>£18.58</b>	<b>£11.70</b>	<b>£22.66</b>	<b>£92.39</b>
<b>JOINT AREA TOTAL</b>	<b>£20.16</b>	<b>£23.16</b>	<b>£12.84</b>	<b>£37.14</b>	<b>£17.23</b>	<b>£17.97</b>	<b>£6.72</b>	<b>£35.27</b>	<b>£23.29</b>	<b>£10.93</b>	<b>£3.99</b>	<b>£5.19</b>	<b>£18.65</b>	<b>£18.58</b>	<b>£12.77</b>	<b>£44.26</b>	<b>£308.15</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.58	£1.78	£2.03	£3.91	£5.00	£4.49	£6.72	£11.34	£38.43	£17.17	£21.54	£5.77	£15.85	£14.60	£14.90	n/a	£164.10
Castlepoint	£0.58	£0.00	£0.68	£0.98	£0.56	£1.12	£3.36	£6.30	£12.81	£8.85	£19.15	£1.73	£43.83	£25.87	£29.79	n/a	£155.59
Poole	£2.30	£4.75	£2.03	£37.14	£30.02	£51.66	£88.54	£60.46	£23.29	£4.68	£4.79	£3.46	£2.80	£1.33	£2.13	n/a	£319.37
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.33	£3.64	£22.34	£1.15	£0.93	£0.00	£1.06	n/a	£31.46
Southampton	£0.58	£0.59	£0.68	£1.95	£0.56	£1.12	£1.12	£1.26	£1.16	£3.12	£2.39	£2.88	£2.80	£1.33	£7.45	n/a	£29.00
Dorchester	£0.00	£0.00	£2.03	£3.91	£1.11	£22.46	£0.00	£2.52	£8.15	£1.04	£1.60	£1.15	£0.00	£0.00	£0.00	n/a	£43.97
Salisbury	£5.76	£17.81	£1.35	£3.91	£0.00	£1.12	£1.12	£1.26	£0.00	£1.04	£0.00	£27.10	£0.00	£0.00	£0.00	n/a	£60.48
Yeovil	£16.70	£4.16	£34.47	£1.95	£0.00	£2.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£59.53
Other	£10.94	£7.13	£11.49	£6.84	£1.11	£10.11	£4.48	£5.04	£5.82	£1.56	£3.99	£9.23	£8.39	£4.64	£38.31	n/a	£129.08
<b>Other Total</b>	<b>£37.44</b>	<b>£36.22</b>	<b>£54.74</b>	<b>£60.60</b>	<b>£38.36</b>	<b>£94.34</b>	<b>£105.35</b>	<b>£88.17</b>	<b>£91.99</b>	<b>£41.11</b>	<b>£75.79</b>	<b>£52.47</b>	<b>£74.60</b>	<b>£47.77</b>	<b>£93.64</b>	<b>n/a</b>	<b>£992.59</b>
<b>TOTAL STUDY AREA</b>	<b>£57.60</b>	<b>£59.38</b>	<b>£67.58</b>	<b>£97.75</b>	<b>£55.59</b>	<b>£112.30</b>	<b>£112.08</b>	<b>£123.43</b>	<b>£115.28</b>	<b>£52.04</b>	<b>£79.77</b>	<b>£57.66</b>	<b>£93.25</b>	<b>£66.34</b>	<b>£106.41</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 8C: Comparison Turnover in Joint Dorset Area 2016 - Baseline Population

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2016 £M</b>	<b>£67.12</b>	<b>£69.20</b>	<b>£79.14</b>	<b>£111.67</b>	<b>£62.61</b>	<b>£127.06</b>	<b>£131.14</b>	<b>£145.05</b>	<b>£133.26</b>	<b>£59.22</b>	<b>£91.02</b>	<b>£66.45</b>	<b>£108.93</b>	<b>£78.60</b>	<b>£123.90</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£0.69	£2.37	£34.62	£0.00	£1.27	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33	£0.00	£0.00	£0.00	£4.03	£44.31
Gillingham	£12.08	£4.84	£2.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£2.05	£22.59
Shaftesbury	£4.70	£18.68	£0.79	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33	£0.00	£0.00	£0.00	£2.66	£29.28
Sturminster Newton	£0.00	£0.69	£6.33	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.81	£8.95
Other local centres	£0.00	£0.00	£1.58	£1.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£2.83
<b>North Dorset sub-total</b>	<b>£16.78</b>	<b>£24.91</b>	<b>£13.45</b>	<b>£37.97</b>	<b>£0.00</b>	<b>£1.27</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.66</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.24</b>	<b>£9.69</b>	<b>£107.97</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£13.77	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.13	£17.91
Wareham	£0.00	£0.00	£0.00	£0.00	£3.13	£6.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.95	£10.43
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.63	£1.27	£1.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£3.37
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£17.53</b>	<b>£7.62</b>	<b>£1.31</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.24</b>	<b>£31.71</b>
<b>East Dorset</b>																	
Ferndown	£5.37	£1.38	£0.79	£1.12	£0.63	£0.00	£1.31	£2.90	£18.66	£2.96	£1.82	£0.00	£0.00	£0.00	£0.00	£3.69	£40.63
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.92	£0.91	£1.33	£0.00	£0.00	£0.00	£0.82	£8.98
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.67	£1.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£4.23
Wimbourne	£0.67	£0.69	£0.00	£1.12	£0.00	£1.27	£3.93	£34.81	£4.00	£1.78	£0.00	£1.33	£0.00	£0.00	£0.00	£4.96	£54.56
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.90	£1.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£4.32
<b>East Dorset sub-total</b>	<b>£6.04</b>	<b>£2.08</b>	<b>£0.79</b>	<b>£2.23</b>	<b>£0.63</b>	<b>£1.27</b>	<b>£5.25</b>	<b>£37.71</b>	<b>£25.32</b>	<b>£11.84</b>	<b>£2.73</b>	<b>£2.66</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£9.85</b>	<b>£108.40</b>
<b>Christchurch</b>																	
Christchurch	£0.67	£0.00	£0.79	£1.12	£0.63	£10.16	£0.00	£0.00	£0.00	£0.59	£0.91	£0.00	£18.52	£15.72	£8.67	£8.67	£66.45
Christchurch retail warehouses	£0.00	£0.00	£0.00	£1.12	£0.63	£0.00	£1.31	£2.90	£1.33	£0.00	£0.91	£0.66	£1.09	£5.50	£1.24	£16.69	£33.39
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.18	£0.79	£3.72	£1.00	£7.68
<b>Christchurch sub-total</b>	<b>£0.67</b>	<b>£0.00</b>	<b>£0.79</b>	<b>£2.23</b>	<b>£1.25</b>	<b>£10.16</b>	<b>£1.31</b>	<b>£2.90</b>	<b>£1.33</b>	<b>£0.59</b>	<b>£1.82</b>	<b>£0.66</b>	<b>£21.79</b>	<b>£22.01</b>	<b>£13.63</b>	<b>£26.36</b>	<b>£107.52</b>
<b>JOINT AREA TOTAL</b>	<b>£23.49</b>	<b>£26.99</b>	<b>£15.04</b>	<b>£42.43</b>	<b>£19.41</b>	<b>£20.33</b>	<b>£7.87</b>	<b>£40.61</b>	<b>£26.65</b>	<b>£12.44</b>	<b>£4.55</b>	<b>£5.98</b>	<b>£21.79</b>	<b>£22.01</b>	<b>£14.87</b>	<b>£51.15</b>	<b>£355.61</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.67	£2.08	£2.37	£4.47	£5.64	£5.08	£7.87	£13.05	£43.98	£19.54	£24.58	£6.64	£18.52	£17.29	£17.35	n/a	£189.12
Castlepoint	£0.67	£0.00	£0.79	£1.12	£0.63	£1.27	£3.93	£7.25	£14.66	£10.07	£21.84	£1.99	£51.19	£30.66	£34.69	n/a	£180.77
Poole	£2.68	£5.54	£2.37	£42.43	£33.81	£58.45	£103.60	£69.63	£26.65	£5.33	£5.46	£3.99	£3.27	£1.57	£2.48	n/a	£367.26
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.67	£4.15	£25.49	£1.33	£1.09	£0.00	£1.24	n/a	£35.95
Southampton	£0.67	£0.69	£0.79	£2.23	£0.63	£1.27	£1.31	£1.45	£1.33	£3.55	£2.73	£3.32	£3.27	£1.57	£8.67	n/a	£33.50
Dorchester	£0.00	£0.00	£2.37	£4.47	£1.25	£25.41	£0.00	£2.90	£9.33	£1.18	£1.82	£1.33	£0.00	£0.00	£0.00	n/a	£50.07
Salisbury	£6.71	£20.76	£1.58	£4.47	£0.00	£1.27	£1.31	£1.45	£0.00	£1.18	£0.00	£31.23	£0.00	£0.00	£0.00	n/a	£69.97
Yeovil	£19.46	£4.84	£40.36	£2.23	£0.00	£2.54	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£69.44
Other	£12.75	£8.30	£13.45	£7.82	£1.25	£11.44	£5.25	£5.80	£6.66	£1.78	£4.55	£10.63	£9.80	£5.50	£44.60	n/a	£149.59
<b>Other Total</b>	<b>£43.63</b>	<b>£42.21</b>	<b>£64.10</b>	<b>£69.23</b>	<b>£43.20</b>	<b>£106.73</b>	<b>£123.27</b>	<b>£101.54</b>	<b>£105.28</b>	<b>£46.78</b>	<b>£86.47</b>	<b>£60.47</b>	<b>£87.14</b>	<b>£56.59</b>	<b>£109.03</b>	<b>n/a</b>	<b>£1,145.68</b>
<b>TOTAL STUDY AREA</b>	<b>£67.12</b>	<b>£69.20</b>	<b>£79.14</b>	<b>£111.67</b>	<b>£62.61</b>	<b>£127.06</b>	<b>£131.14</b>	<b>£142.15</b>	<b>£131.93</b>	<b>£59.22</b>	<b>£91.02</b>	<b>£66.45</b>	<b>£108.93</b>	<b>£78.60</b>	<b>£123.90</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 9C: Comparison Turnover in Joint Dorset Area 2016 - High Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2016 £M</b>	<b>£70.33</b>	<b>£72.51</b>	<b>£82.79</b>	<b>£120.00</b>	<b>£66.92</b>	<b>£135.57</b>	<b>£133.41</b>	<b>£151.42</b>	<b>£140.69</b>	<b>£62.90</b>	<b>£96.49</b>	<b>£68.12</b>	<b>£112.60</b>	<b>£80.24</b>	<b>£125.24</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£0.73	£2.48	£37.20	£0.00	£1.36	£0.00	£0.00	£0.00	£0.00	£0.00	£1.36	£0.00	£0.00	£0.00	£4.31	£47.44
Gillingham	£12.66	£5.08	£2.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.25	£2.15	£23.62
Shaftesbury	£4.92	£19.58	£0.83	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.36	£0.00	£0.00	£0.00	£2.79	£30.68
Sturminster Newton	£0.00	£0.73	£6.62	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£9.40
Other local centres	£0.00	£0.00	£1.66	£1.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£3.00
<b>North Dorset sub-total</b>	<b>£17.58</b>	<b>£26.10</b>	<b>£14.07</b>	<b>£40.80</b>	<b>£0.00</b>	<b>£1.36</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£2.72</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.25</b>	<b>£10.25</b>	<b>£114.14</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£14.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.42	£19.14
Wareham	£0.00	£0.00	£0.00	£0.00	£3.35	£6.78	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.01	£11.14
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.67	£1.36	£1.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£3.53
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£18.74</b>	<b>£8.13</b>	<b>£1.33</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£5.60</b>	<b>£33.80</b>
<b>East Dorset</b>																	
Ferndown	£5.63	£1.45	£0.83	£1.20	£0.67	£0.00	£1.33	£3.03	£19.70	£3.14	£1.93	£0.00	£0.00	£0.00	£0.00	£3.89	£42.80
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.29	£0.96	£1.36	£0.00	£0.00	£0.00	£0.86	£9.48
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.81	£1.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£4.48
Wimbourne	£0.70	£0.73	£0.00	£1.20	£0.00	£1.36	£4.00	£36.34	£4.22	£1.89	£0.00	£1.36	£0.00	£0.00	£0.00	£5.18	£56.98
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.03	£1.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£4.52
<b>East Dorset sub-total</b>	<b>£6.33</b>	<b>£2.18</b>	<b>£0.83</b>	<b>£2.40</b>	<b>£0.67</b>	<b>£1.36</b>	<b>£5.34</b>	<b>£39.37</b>	<b>£26.73</b>	<b>£12.58</b>	<b>£2.89</b>	<b>£2.72</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£10.34</b>	<b>£113.73</b>
<b>Christchurch</b>																	
Christchurch	£0.70	£0.00	£0.83	£1.20	£0.67	£10.85	£0.00	£0.00	£0.00	£0.63	£0.96	£0.00	£19.14	£16.05	£8.77	£8.97	£68.77
Christchurch retail warehouses	£0.00	£0.00	£0.00	£1.20	£0.67	£0.00	£1.33	£3.03	£1.41	£0.00	£0.96	£0.68	£1.13	£5.62	£1.25	£17.28	£34.56
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.25	£0.80	£3.76	£1.02	£7.83
<b>Christchurch sub-total</b>	<b>£0.70</b>	<b>£0.00</b>	<b>£0.83</b>	<b>£2.40</b>	<b>£1.34</b>	<b>£10.85</b>	<b>£1.33</b>	<b>£3.03</b>	<b>£1.41</b>	<b>£0.63</b>	<b>£1.93</b>	<b>£0.68</b>	<b>£22.52</b>	<b>£22.47</b>	<b>£13.78</b>	<b>£27.27</b>	<b>£111.16</b>
<b>JOINT AREA TOTAL</b>	<b>£24.61</b>	<b>£28.28</b>	<b>£15.73</b>	<b>£45.60</b>	<b>£20.74</b>	<b>£21.69</b>	<b>£8.00</b>	<b>£42.40</b>	<b>£28.14</b>	<b>£13.21</b>	<b>£4.82</b>	<b>£6.13</b>	<b>£22.52</b>	<b>£22.47</b>	<b>£15.03</b>	<b>£53.45</b>	<b>£372.83</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.70	£2.18	£2.48	£4.80	£6.02	£5.42	£8.00	£13.63	£46.43	£20.76	£26.05	£6.81	£19.14	£17.65	£17.53	n/a	£197.62
Castlepoint	£0.70	£0.00	£0.83	£1.20	£0.67	£1.36	£4.00	£7.57	£15.48	£10.69	£23.16	£2.04	£52.92	£31.29	£35.07	n/a	£186.98
Poole	£2.81	£5.80	£2.48	£45.60	£36.14	£62.36	£105.40	£72.68	£28.14	£5.66	£5.79	£4.09	£3.38	£1.60	£2.50	n/a	£384.43
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.81	£4.40	£27.02	£1.36	£1.13	£0.00	£1.25	n/a	£37.97
Southampton	£0.70	£0.73	£0.83	£2.40	£0.67	£1.36	£1.33	£1.51	£1.41	£3.77	£2.89	£3.41	£3.38	£1.60	£8.77	n/a	£34.76
Dorchester	£0.00	£0.00	£2.48	£4.80	£1.34	£27.11	£0.00	£3.03	£9.85	£1.26	£1.93	£1.36	£0.00	£0.00	£0.00	n/a	£53.16
Salisbury	£7.03	£21.75	£1.66	£4.80	£0.00	£1.36	£1.33	£1.51	£0.00	£1.26	£0.00	£32.02	£0.00	£0.00	£0.00	n/a	£72.72
Yeovil	£20.39	£5.08	£42.22	£2.40	£0.00	£2.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£72.80
Other	£13.36	£8.70	£14.07	£8.40	£1.34	£12.20	£5.34	£6.06	£7.03	£1.89	£4.82	£10.90	£10.13	£5.62	£45.09	n/a	£154.95
<b>Other Total</b>	<b>£45.71</b>	<b>£44.23</b>	<b>£67.06</b>	<b>£74.40</b>	<b>£46.17</b>	<b>£113.88</b>	<b>£125.41</b>	<b>£105.99</b>	<b>£111.15</b>	<b>£49.69</b>	<b>£91.66</b>	<b>£61.99</b>	<b>£90.08</b>	<b>£57.77</b>	<b>£110.21</b>	<b>n/a</b>	<b>£1,195.40</b>
<b>TOTAL STUDY AREA</b>	<b>£70.33</b>	<b>£72.51</b>	<b>£82.79</b>	<b>£120.00</b>	<b>£66.92</b>	<b>£135.57</b>	<b>£133.41</b>	<b>£148.39</b>	<b>£139.28</b>	<b>£62.90</b>	<b>£96.49</b>	<b>£68.12</b>	<b>£112.60</b>	<b>£80.24</b>	<b>£125.24</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 10C: Comparison Turnover in Joint Dorset Area 2021 - Baseline Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2021 £M</b>	<b>£81.17</b>	<b>£83.69</b>	<b>£96.20</b>	<b>£133.63</b>	<b>£74.76</b>	<b>£152.08</b>	<b>£159.06</b>	<b>£177.13</b>	<b>£162.91</b>	<b>£72.36</b>	<b>£111.33</b>	<b>£79.79</b>	<b>£133.37</b>	<b>£96.76</b>	<b>£148.45</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£0.84	£2.89	£41.43	£0.00	£1.52	£0.00	£0.00	£0.00	£0.00	£0.00	£1.60	£0.00	£0.00	£0.00	£4.83	£53.09
Gillingham	£14.61	£5.86	£2.89	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.48	£2.48	£27.32
Shaftesbury	£5.68	£22.60	£0.96	£1.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.60	£0.00	£0.00	£0.00	£3.22	£35.39
Sturminster Newton	£0.00	£0.84	£7.70	£1.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.99	£10.86
Other local centres	£0.00	£0.00	£1.92	£1.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£3.42
<b>North Dorset sub-total</b>	<b>£20.29</b>	<b>£30.13</b>	<b>£16.35</b>	<b>£45.44</b>	<b>£0.00</b>	<b>£1.52</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.19</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.48</b>	<b>£11.68</b>	<b>£130.09</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£16.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.93	£21.38
Wareham	£0.00	£0.00	£0.00	£0.00	£3.74	£7.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.13	£12.48
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.75	£1.52	£1.59	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£4.05
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£20.93</b>	<b>£9.12</b>	<b>£1.59</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£6.26</b>	<b>£37.91</b>
<b>East Dorset</b>																	
Ferndown	£6.49	£1.67	£0.96	£1.34	£0.75	£0.00	£1.59	£3.54	£22.81	£3.62	£2.23	£0.00	£0.00	£0.00	£0.00	£4.50	£49.50
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.24	£1.11	£1.60	£0.00	£0.00	£0.00	£0.99	£10.94
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.26	£1.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£5.18
Wimbourne	£0.81	£0.84	£0.00	£1.34	£0.00	£1.52	£4.77	£42.51	£4.89	£2.17	£0.00	£1.60	£0.00	£0.00	£0.00	£6.04	£66.49
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.54	£1.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£5.28
<b>East Dorset sub-total</b>	<b>£7.30</b>	<b>£2.51</b>	<b>£0.96</b>	<b>£2.67</b>	<b>£0.75</b>	<b>£1.52</b>	<b>£6.36</b>	<b>£46.05</b>	<b>£30.95</b>	<b>£14.47</b>	<b>£3.34</b>	<b>£3.19</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£12.01</b>	<b>£132.10</b>
<b>Christchurch</b>																	
Christchurch	£0.81	£0.00	£0.96	£1.34	£0.75	£12.17	£0.00	£0.00	£0.00	£0.72	£1.11	£0.00	£22.67	£19.35	£10.39	£10.54	£80.82
Christchurch retail warehouses	£0.00	£0.00	£0.00	£1.34	£0.75	£0.00	£1.59	£3.54	£1.63	£0.00	£1.11	£0.80	£1.33	£6.77	£1.48	£20.35	£40.70
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.67	£0.97	£4.45	£1.21	£9.30
<b>Christchurch sub-total</b>	<b>£0.81</b>	<b>£0.00</b>	<b>£0.96</b>	<b>£2.67</b>	<b>£1.50</b>	<b>£12.17</b>	<b>£1.59</b>	<b>£3.54</b>	<b>£1.63</b>	<b>£0.72</b>	<b>£2.23</b>	<b>£0.80</b>	<b>£26.67</b>	<b>£27.09</b>	<b>£16.33</b>	<b>£32.10</b>	<b>£130.82</b>
<b>JOINT AREA TOTAL</b>	<b>£28.41</b>	<b>£32.64</b>	<b>£18.28</b>	<b>£50.78</b>	<b>£23.17</b>	<b>£24.33</b>	<b>£9.54</b>	<b>£49.60</b>	<b>£32.58</b>	<b>£15.20</b>	<b>£5.57</b>	<b>£7.18</b>	<b>£26.67</b>	<b>£27.09</b>	<b>£17.81</b>	<b>£62.05</b>	<b>£430.91</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.81	£2.51	£2.89	£5.35	£6.73	£6.08	£9.54	£15.94	£53.76	£23.88	£30.06	£7.98	£22.67	£21.29	£20.78	n/a	£230.27
Castlepoint	£0.81	£0.00	£0.96	£1.34	£0.75	£1.52	£4.77	£8.86	£17.92	£12.30	£26.72	£2.39	£62.68	£37.73	£41.57	n/a	£220.33
Poole	£3.25	£6.70	£2.89	£50.78	£40.37	£69.96	£125.66	£85.02	£32.58	£6.51	£6.68	£4.79	£4.00	£1.94	£2.97	n/a	£444.08
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.26	£5.07	£31.17	£1.60	£1.33	£0.00	£1.48	n/a	£43.91
Southampton	£0.81	£0.84	£0.96	£2.67	£0.75	£1.52	£1.59	£1.77	£1.63	£4.34	£3.34	£3.99	£4.00	£1.94	£10.39	n/a	£40.54
Dorchester	£0.00	£0.00	£2.89	£5.35	£1.50	£30.42	£0.00	£3.54	£11.40	£1.45	£2.23	£1.60	£0.00	£0.00	£0.00	n/a	£60.36
Salisbury	£8.12	£25.11	£1.92	£5.35	£0.00	£1.52	£1.59	£1.77	£0.00	£1.45	£0.00	£37.50	£0.00	£0.00	£0.00	n/a	£84.33
Yeovil	£23.54	£5.86	£49.06	£2.67	£0.00	£3.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£84.17
Other	£15.42	£10.04	£16.35	£9.35	£1.50	£13.69	£6.36	£7.09	£8.15	£2.17	£5.57	£12.77	£12.00	£6.77	£53.44	n/a	£180.67
<b>Other Total</b>	<b>£52.76</b>	<b>£51.05</b>	<b>£77.92</b>	<b>£82.85</b>	<b>£51.58</b>	<b>£127.75</b>	<b>£149.52</b>	<b>£123.99</b>	<b>£128.70</b>	<b>£57.16</b>	<b>£105.76</b>	<b>£72.61</b>	<b>£106.70</b>	<b>£69.66</b>	<b>£130.64</b>	<b>n/a</b>	<b>£1,388.67</b>
<b>TOTAL STUDY AREA</b>	<b>£81.17</b>	<b>£83.69</b>	<b>£96.20</b>	<b>£133.63</b>	<b>£74.76</b>	<b>£152.08</b>	<b>£159.06</b>	<b>£173.59</b>	<b>£161.28</b>	<b>£72.36</b>	<b>£111.33</b>	<b>£79.79</b>	<b>£133.37</b>	<b>£96.76</b>	<b>£148.45</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C



Table 11C: Comparison Turnover in Joint Dorset Area 2021 - High Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2021 £M</b>	<b>£87.84</b>	<b>£90.57</b>	<b>£103.64</b>	<b>£150.75</b>	<b>£82.49</b>	<b>£167.61</b>	<b>£163.15</b>	<b>£186.40</b>	<b>£173.72</b>	<b>£77.71</b>	<b>£119.32</b>	<b>£82.23</b>	<b>£139.05</b>	<b>£99.29</b>	<b>£150.52</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£0.91	£3.11	£46.73	£0.00	£1.68	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64	£0.00	£0.00	£0.00	£5.41	£59.47
Gillingham	£15.81	£6.34	£3.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.51	£2.68	£29.44
Shaftesbury	£6.15	£24.45	£1.04	£1.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.64	£0.00	£0.00	£0.00	£3.48	£38.27
Sturminster Newton	£0.00	£0.91	£8.29	£1.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.07	£11.77
Other local centres	£0.00	£0.00	£2.07	£1.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£3.76
<b>North Dorset sub-total</b>	<b>£21.96</b>	<b>£32.61</b>	<b>£17.62</b>	<b>£51.25</b>	<b>£0.00</b>	<b>£1.68</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.29</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.51</b>	<b>£12.81</b>	<b>£142.72</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£18.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.44	£23.59
Wareham	£0.00	£0.00	£0.00	£0.00	£4.12	£8.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.25	£13.76
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.82	£1.68	£1.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£4.34
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£23.10</b>	<b>£10.06</b>	<b>£1.63</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£6.90</b>	<b>£41.69</b>
<b>East Dorset</b>																	
Ferndown	£7.03	£1.81	£1.04	£1.51	£0.82	£0.00	£1.63	£3.73	£24.32	£3.89	£2.39	£0.00	£0.00	£0.00	£0.00	£4.82	£52.98
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.77	£1.19	£1.64	£0.00	£0.00	£0.00	£1.06	£11.67
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.47	£1.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£5.53
Wimbourne	£0.88	£0.91	£0.00	£1.51	£0.00	£1.68	£4.89	£44.74	£5.21	£2.33	£0.00	£1.64	£0.00	£0.00	£0.00	£6.38	£70.16
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.73	£1.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£5.57
<b>East Dorset sub-total</b>	<b>£7.91</b>	<b>£2.72</b>	<b>£1.04</b>	<b>£3.01</b>	<b>£0.82</b>	<b>£1.68</b>	<b>£6.53</b>	<b>£48.46</b>	<b>£33.01</b>	<b>£15.54</b>	<b>£3.58</b>	<b>£3.29</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£12.76</b>	<b>£140.34</b>
<b>Christchurch</b>																	
Christchurch	£0.88	£0.00	£1.04	£1.51	£0.82	£13.41	£0.00	£0.00	£0.00	£0.78	£1.19	£0.00	£23.64	£19.86	£10.54	£11.05	£84.71
Christchurch retail warehouses	£0.00	£0.00	£0.00	£1.51	£0.82	£0.00	£1.63	£3.73	£1.74	£0.00	£1.19	£0.82	£1.39	£6.95	£1.51	£21.29	£42.58
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.78	£0.99	£4.52	£1.24	£9.53
<b>Christchurch sub-total</b>	<b>£0.88</b>	<b>£0.00</b>	<b>£1.04</b>	<b>£3.01</b>	<b>£1.65</b>	<b>£13.41</b>	<b>£1.63</b>	<b>£3.73</b>	<b>£1.74</b>	<b>£0.78</b>	<b>£2.39</b>	<b>£0.82</b>	<b>£27.81</b>	<b>£27.80</b>	<b>£16.56</b>	<b>£33.58</b>	<b>£136.82</b>
<b>JOINT AREA TOTAL</b>	<b>£30.74</b>	<b>£35.32</b>	<b>£19.69</b>	<b>£57.28</b>	<b>£25.57</b>	<b>£26.82</b>	<b>£9.79</b>	<b>£52.19</b>	<b>£34.74</b>	<b>£16.32</b>	<b>£5.97</b>	<b>£7.40</b>	<b>£27.81</b>	<b>£27.80</b>	<b>£18.06</b>	<b>£66.05</b>	<b>£461.57</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.88	£2.72	£3.11	£6.03	£7.42	£6.70	£9.79	£16.78	£57.33	£25.65	£32.22	£8.22	£23.64	£21.84	£21.07	n/a	£243.40
Castlepoint	£0.88	£0.00	£1.04	£1.51	£0.82	£1.68	£4.89	£9.32	£19.11	£13.21	£28.64	£2.47	£65.35	£38.72	£42.15	n/a	£229.78
Poole	£3.51	£7.25	£3.11	£57.28	£44.55	£77.10	£128.89	£89.47	£34.74	£6.99	£7.16	£4.93	£4.17	£1.99	£3.01	n/a	£474.16
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.47	£5.44	£33.41	£1.64	£1.39	£0.00	£1.51	n/a	£46.86
Southampton	£0.88	£0.91	£1.04	£3.01	£0.82	£1.68	£1.63	£1.86	£1.74	£4.66	£3.58	£4.11	£4.17	£1.99	£10.54	n/a	£42.62
Dorchester	£0.00	£0.00	£3.11	£6.03	£1.65	£33.52	£0.00	£3.73	£12.16	£1.55	£2.39	£1.64	£0.00	£0.00	£0.00	n/a	£65.79
Salisbury	£8.78	£27.17	£2.07	£6.03	£0.00	£1.68	£1.63	£1.86	£0.00	£1.55	£0.00	£38.65	£0.00	£0.00	£0.00	n/a	£89.43
Yeovil	£25.47	£6.34	£52.86	£3.01	£0.00	£3.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£91.04
Other	£16.69	£10.87	£17.62	£10.55	£1.65	£15.09	£6.53	£7.46	£8.69	£2.33	£5.97	£13.16	£12.51	£6.95	£54.19	n/a	£190.24
<b>Other Total</b>	<b>£57.09</b>	<b>£55.25</b>	<b>£83.95</b>	<b>£93.46</b>	<b>£56.92</b>	<b>£140.79</b>	<b>£153.36</b>	<b>£130.48</b>	<b>£137.24</b>	<b>£61.39</b>	<b>£113.35</b>	<b>£74.83</b>	<b>£111.24</b>	<b>£71.49</b>	<b>£132.46</b>	<b>n/a</b>	<b>£1,473.31</b>
<b>TOTAL STUDY AREA</b>	<b>£87.84</b>	<b>£90.57</b>	<b>£103.64</b>	<b>£150.75</b>	<b>£82.49</b>	<b>£167.61</b>	<b>£163.15</b>	<b>£182.67</b>	<b>£171.99</b>	<b>£77.71</b>	<b>£119.32</b>	<b>£82.23</b>	<b>£139.05</b>	<b>£99.29</b>	<b>£150.52</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 12C: Comparison Turnover in Joint Dorset Area 2026 - Baseline Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2026 £M</b>	<b>£98.20</b>	<b>£101.25</b>	<b>£117.00</b>	<b>£160.15</b>	<b>£89.98</b>	<b>£183.31</b>	<b>£193.60</b>	<b>£217.62</b>	<b>£200.58</b>	<b>£89.11</b>	<b>£137.14</b>	<b>£96.37</b>	<b>£163.65</b>	<b>£119.23</b>	<b>£178.56</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£1.01	£3.51	£49.65	£0.00	£1.83	£0.00	£0.00	£0.00	£0.00	£0.00	£1.93	£0.00	£0.00	£0.00	£5.79	£63.72
Gillingham	£17.68	£7.09	£3.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.79	£3.01	£33.06
Shaftesbury	£6.87	£27.34	£1.17	£1.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.93	£0.00	£0.00	£0.00	£3.89	£42.80
Sturminster Newton	£0.00	£1.01	£9.36	£1.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.20	£13.17
Other local centres	£0.00	£0.00	£2.34	£1.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£4.14
<b>North Dorset sub-total</b>	<b>£24.55</b>	<b>£36.45</b>	<b>£19.89</b>	<b>£54.45</b>	<b>£0.00</b>	<b>£1.83</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.85</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.79</b>	<b>£14.08</b>	<b>£156.90</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£19.80	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.94	£25.73
Wareham	£0.00	£0.00	£0.00	£0.00	£4.50	£9.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.37	£15.03
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.90	£1.83	£1.94	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£4.90
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£25.19</b>	<b>£11.00</b>	<b>£1.94</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£7.54</b>	<b>£45.67</b>
<b>East Dorset</b>																	
Ferndown	£7.86	£2.03	£1.17	£1.60	£0.90	£0.00	£1.94	£4.35	£28.08	£4.46	£2.74	£0.00	£0.00	£0.00	£0.00	£5.51	£60.63
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£8.91	£1.37	£1.93	£0.00	£0.00	£0.00	£1.22	£13.43
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.01	£1.78	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58	£6.37
Wimbourne	£0.98	£1.01	£0.00	£1.60	£0.00	£1.83	£5.81	£52.23	£6.02	£2.67	£0.00	£1.93	£0.00	£0.00	£0.00	£7.41	£81.49
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.35	£2.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£6.49
<b>East Dorset sub-total</b>	<b>£8.84</b>	<b>£3.04</b>	<b>£1.17</b>	<b>£3.20</b>	<b>£0.90</b>	<b>£1.83</b>	<b>£7.74</b>	<b>£56.58</b>	<b>£38.11</b>	<b>£17.82</b>	<b>£4.11</b>	<b>£3.85</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£14.72</b>	<b>£161.93</b>
<b>Christchurch</b>																	
Christchurch	£0.98	£0.00	£1.17	£1.60	£0.90	£14.66	£0.00	£0.00	£0.00	£0.89	£1.37	£0.00	£27.82	£23.85	£12.50	£12.86	£98.61
Christchurch retail warehouses	£0.00	£0.00	£0.00	£1.60	£0.90	£0.00	£1.94	£4.35	£2.01	£0.00	£1.37	£0.96	£1.64	£8.35	£1.79	£24.90	£49.80
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.27	£1.19	£5.36	£1.47	£11.30
<b>Christchurch sub-total</b>	<b>£0.98</b>	<b>£0.00</b>	<b>£1.17</b>	<b>£3.20</b>	<b>£1.80</b>	<b>£14.66</b>	<b>£1.94</b>	<b>£4.35</b>	<b>£2.01</b>	<b>£0.89</b>	<b>£2.74</b>	<b>£0.96</b>	<b>£32.73</b>	<b>£33.38</b>	<b>£19.64</b>	<b>£39.23</b>	<b>£159.70</b>
<b>JOINT AREA TOTAL</b>	<b>£34.37</b>	<b>£39.49</b>	<b>£22.23</b>	<b>£60.86</b>	<b>£27.89</b>	<b>£29.33</b>	<b>£11.62</b>	<b>£60.93</b>	<b>£40.12</b>	<b>£18.71</b>	<b>£6.86</b>	<b>£8.67</b>	<b>£32.73</b>	<b>£33.38</b>	<b>£21.43</b>	<b>£75.58</b>	<b>£524.19</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£0.98	£3.04	£3.51	£6.41	£8.10	£7.33	£11.62	£19.59	£66.19	£29.41	£37.03	£9.64	£27.82	£26.23	£25.00	n/a	£281.88
Castlepoint	£0.98	£0.00	£1.17	£1.60	£0.90	£1.83	£5.81	£10.88	£22.06	£15.15	£32.91	£2.89	£76.91	£46.50	£50.00	n/a	£269.60
Poole	£3.93	£8.10	£3.51	£60.86	£48.59	£84.32	£152.94	£104.46	£40.12	£8.02	£8.23	£5.78	£4.91	£2.38	£3.57	n/a	£539.72
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.01	£6.24	£38.40	£1.93	£1.64	£0.00	£1.79	n/a	£54.00
Southampton	£0.98	£1.01	£1.17	£3.20	£0.90	£1.83	£1.94	£2.18	£2.01	£5.35	£4.11	£4.82	£4.91	£2.38	£12.50	n/a	£49.29
Dorchester	£0.00	£0.00	£3.51	£6.41	£1.80	£36.66	£0.00	£4.35	£14.04	£1.78	£2.74	£1.93	£0.00	£0.00	£0.00	n/a	£73.22
Salisbury	£9.82	£30.38	£2.34	£6.41	£0.00	£1.83	£1.94	£2.18	£0.00	£1.78	£0.00	£45.29	£0.00	£0.00	£0.00	n/a	£101.96
Yeovil	£28.48	£7.09	£59.67	£3.20	£0.00	£3.67	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£102.10
Other	£18.66	£12.15	£19.89	£11.21	£1.80	£16.50	£7.74	£8.70	£10.03	£2.67	£6.86	£15.42	£14.73	£8.35	£64.28	n/a	£218.99
<b>Other Total</b>	<b>£63.83</b>	<b>£61.76</b>	<b>£94.77</b>	<b>£99.30</b>	<b>£62.08</b>	<b>£153.98</b>	<b>£181.98</b>	<b>£152.33</b>	<b>£158.46</b>	<b>£70.40</b>	<b>£130.28</b>	<b>£87.69</b>	<b>£130.92</b>	<b>£85.84</b>	<b>£157.13</b>	<b>n/a</b>	<b>£1,690.76</b>
<b>TOTAL STUDY AREA</b>	<b>£98.20</b>	<b>£101.25</b>	<b>£117.00</b>	<b>£160.15</b>	<b>£89.98</b>	<b>£183.31</b>	<b>£193.60</b>	<b>£213.27</b>	<b>£198.58</b>	<b>£89.11</b>	<b>£137.14</b>	<b>£96.37</b>	<b>£163.65</b>	<b>£119.23</b>	<b>£178.56</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 13C: Comparison Turnover in Joint Dorset Area 2026 - High Population Growth

	North Dorset				Purbeck			East Dorset					Christchurch			Inflow	Total
	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	CH1	CH2	CH3		
<b>Expenditure 2026 £M</b>	<b>£109.22</b>	<b>£112.62</b>	<b>£129.19</b>	<b>£188.29</b>	<b>£101.66</b>	<b>£207.06</b>	<b>£199.77</b>	<b>£229.66</b>	<b>£214.63</b>	<b>£96.06</b>	<b>£147.59</b>	<b>£99.53</b>	<b>£171.72</b>	<b>£122.83</b>	<b>£181.50</b>		
<b>North Dorset</b>																	
Blandford Forum	£0.00	£1.13	£3.88	£58.37	£0.00	£2.07	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99	£0.00	£0.00	£0.00	£6.74	£74.18
Gillingham	£19.66	£7.88	£3.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.81	£3.32	£36.56
Shaftesbury	£7.65	£30.41	£1.29	£1.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.99	£0.00	£0.00	£0.00	£4.32	£47.54
Sturminster Newton	£0.00	£1.13	£10.33	£1.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.33	£14.68
Other local centres	£0.00	£0.00	£2.58	£1.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£4.69
<b>North Dorset sub-total</b>	<b>£27.31</b>	<b>£40.54</b>	<b>£21.96</b>	<b>£64.02</b>	<b>£0.00</b>	<b>£2.07</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£3.98</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£1.81</b>	<b>£15.95</b>	<b>£177.64</b>
<b>Purbeck</b>																	
Swanage	£0.00	£0.00	£0.00	£0.00	£22.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.71	£29.08
Wareham	£0.00	£0.00	£0.00	£0.00	£5.08	£10.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.54	£16.98
Other local centres	£0.00	£0.00	£0.00	£0.00	£1.02	£2.07	£2.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£5.34
<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£28.47</b>	<b>£12.42</b>	<b>£2.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£8.51</b>	<b>£51.39</b>
<b>East Dorset</b>																	
Ferndown	£8.74	£2.25	£1.29	£1.88	£1.02	£0.00	£2.00	£4.59	£30.05	£4.80	£2.95	£0.00	£0.00	£0.00	£0.00	£5.96	£65.53
Verwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.61	£1.48	£1.99	£0.00	£0.00	£0.00	£1.31	£14.38
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.29	£1.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£6.84
Wimbourne	£1.09	£1.13	£0.00	£1.88	£0.00	£2.07	£5.99	£55.12	£6.44	£2.88	£0.00	£1.99	£0.00	£0.00	£0.00	£7.86	£86.45
Other local centres	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.59	£2.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£6.87
<b>East Dorset sub-total</b>	<b>£9.83</b>	<b>£3.38</b>	<b>£1.29</b>	<b>£3.77</b>	<b>£1.02</b>	<b>£2.07</b>	<b>£7.99</b>	<b>£59.71</b>	<b>£40.78</b>	<b>£19.21</b>	<b>£4.43</b>	<b>£3.98</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£0.00</b>	<b>£15.75</b>	<b>£173.20</b>
<b>Christchurch</b>																	
Christchurch	£1.09	£0.00	£1.29	£1.88	£1.02	£16.56	£0.00	£0.00	£0.00	£0.96	£1.48	£0.00	£29.19	£24.57	£12.70	£13.61	£104.36
Christchurch retail warehouses	£0.00	£0.00	£0.00	£1.88	£1.02	£0.00	£2.00	£4.59	£2.15	£0.00	£1.48	£1.00	£1.72	£8.60	£1.81	£26.24	£52.48
Highcliffe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.43	£1.23	£5.44	£1.52	£11.62
<b>Christchurch sub-total</b>	<b>£1.09</b>	<b>£0.00</b>	<b>£1.29</b>	<b>£3.77</b>	<b>£2.03</b>	<b>£16.56</b>	<b>£2.00</b>	<b>£4.59</b>	<b>£2.15</b>	<b>£0.96</b>	<b>£2.95</b>	<b>£1.00</b>	<b>£34.34</b>	<b>£34.39</b>	<b>£19.96</b>	<b>£41.37</b>	<b>£168.46</b>
<b>JOINT AREA TOTAL</b>	<b>£38.23</b>	<b>£43.92</b>	<b>£24.55</b>	<b>£71.55</b>	<b>£31.51</b>	<b>£33.13</b>	<b>£11.99</b>	<b>£64.30</b>	<b>£42.93</b>	<b>£20.17</b>	<b>£7.38</b>	<b>£8.96</b>	<b>£34.34</b>	<b>£34.39</b>	<b>£21.78</b>	<b>£81.57</b>	<b>£570.70</b>
<b>Other Outside Joint Area</b>																	
Bournemouth	£1.09	£3.38	£3.88	£7.53	£9.15	£8.28	£11.99	£20.67	£70.83	£31.70	£39.85	£9.95	£29.19	£27.02	£25.41	n/a	£299.92
Castlepoint	£1.09	£0.00	£1.29	£1.88	£1.02	£2.07	£5.99	£11.48	£23.61	£16.33	£35.42	£2.99	£80.71	£47.90	£50.82	n/a	£282.61
Poole	£4.37	£9.01	£3.88	£71.55	£54.90	£95.25	£157.82	£110.23	£42.93	£8.65	£8.86	£5.97	£5.15	£2.46	£3.63	n/a	£584.64
Ringwood	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.29	£6.72	£41.33	£1.99	£1.72	£0.00	£1.81	n/a	£57.87
Southampton	£1.09	£1.13	£1.29	£3.77	£1.02	£2.07	£2.00	£2.30	£2.15	£5.76	£4.43	£4.98	£5.15	£2.46	£12.70	n/a	£52.29
Dorchester	£0.00	£0.00	£3.88	£7.53	£2.03	£41.41	£0.00	£4.59	£15.02	£1.92	£2.95	£1.99	£0.00	£0.00	£0.00	n/a	£81.33
Salisbury	£10.92	£33.79	£2.58	£7.53	£0.00	£2.07	£2.00	£2.30	£0.00	£1.92	£0.00	£46.78	£0.00	£0.00	£0.00	n/a	£109.89
Yeovil	£31.67	£7.88	£65.88	£3.77	£0.00	£4.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£113.35
Other	£20.75	£13.51	£21.96	£13.18	£2.03	£18.64	£7.99	£9.19	£10.73	£2.88	£7.38	£15.92	£15.46	£8.60	£65.34	n/a	£233.56
<b>Other Total</b>	<b>£71.00</b>	<b>£68.70</b>	<b>£104.64</b>	<b>£116.74</b>	<b>£70.15</b>	<b>£173.93</b>	<b>£187.78</b>	<b>£160.76</b>	<b>£169.56</b>	<b>£75.89</b>	<b>£140.21</b>	<b>£90.57</b>	<b>£137.38</b>	<b>£88.43</b>	<b>£159.72</b>	<b>n/a</b>	<b>£1,815.46</b>
<b>TOTAL STUDY AREA</b>	<b>£109.22</b>	<b>£112.62</b>	<b>£129.19</b>	<b>£188.29</b>	<b>£101.66</b>	<b>£207.06</b>	<b>£199.77</b>	<b>£225.06</b>	<b>£212.48</b>	<b>£96.06</b>	<b>£147.59</b>	<b>£99.53</b>	<b>£171.72</b>	<b>£122.83</b>	<b>£181.50</b>	<b>n/a</b>	<b>n/a</b>

Source: Tables 2C and 4C

Table 14C: Comparison Expenditure 2007 - 2026 (£ Millions) - Baseline Population

		2007	2011	2016	2021	2026
<b>AVAILABLE EXPENDITURE</b>						
<b>North Dorset</b>	Blandford Forum	£32.32	£37.53	£44.31	£53.09	£63.72
	Gillingham	£16.28	£18.99	£22.59	£27.32	£33.06
	Shaftesbury	£21.13	£24.63	£29.28	£35.39	£42.80
	Sturminster Newton	£6.42	£7.51	£8.95	£10.86	£13.17
	Other local centres	£2.04	£2.38	£2.83	£3.42	£4.14
	<b>North Dorset sub-total</b>	<b>£78.20</b>	<b>£91.04</b>	<b>£107.97</b>	<b>£130.09</b>	<b>£156.90</b>
<b>Purbeck</b>	Swanage	£13.39	£15.35	£17.91	£21.38	£25.73
	Wareham	£7.77	£8.93	£10.43	£12.48	£15.03
	Other local centres	£2.50	£2.87	£3.37	£4.05	£4.90
	<b>Purbeck sub-total</b>	<b>£23.66</b>	<b>£27.15</b>	<b>£31.71</b>	<b>£37.91</b>	<b>£45.67</b>
<b>East Dorset</b>	Ferndown	£29.64	£34.42	£40.63	£49.50	£60.63
	Verwood	£6.59	£7.65	£8.98	£10.94	£13.43
	West Moors	£3.10	£3.60	£4.23	£5.18	£6.37
	Wimbourne	£40.02	£46.31	£54.56	£66.49	£81.49
	Other local centres	£3.16	£3.67	£4.32	£5.28	£6.49
	<b>East Dorset sub-total</b>	<b>£82.52</b>	<b>£95.64</b>	<b>£112.72</b>	<b>£137.38</b>	<b>£168.41</b>
<b>Christchurch</b>	Christchurch	£48.15	£55.98	£66.45	£80.82	£98.61
	Christchurch retail warehouses	£24.23	£28.16	£33.39	£40.70	£49.80
	Highcliffe	£5.59	£6.50	£7.68	£9.30	£11.30
	<b>Christchurch sub-total</b>	<b>£77.98</b>	<b>£90.64</b>	<b>£107.52</b>	<b>£130.82</b>	<b>£159.70</b>
<b>JOINT AREA TOTAL</b>		<b>£262.36</b>	<b>£304.47</b>	<b>£359.92</b>	<b>£436.19</b>	<b>£530.68</b>
<b>TURNOVER EXISTING FLOORSPACE</b>						
<b>North Dorset</b>	Blandford Forum	£32.32	£34.30	£36.96	£39.81	£42.89
	Gillingham	£16.28	£17.28	£18.62	£20.05	£21.60
	Shaftesbury	£21.13	£22.42	£24.16	£26.02	£28.04
	Sturminster Newton	£6.42	£6.82	£7.35	£7.91	£8.52
	Other local centres	£2.04	£2.17	£2.34	£2.52	£2.71
	<b>North Dorset sub-total</b>	<b>£78.20</b>	<b>£83.00</b>	<b>£89.41</b>	<b>£96.32</b>	<b>£103.76</b>
<b>Purbeck</b>	Swanage	£13.39	£14.21	£15.31	£16.49	£17.76
	Wareham	£7.77	£8.25	£8.89	£9.57	£10.31
	Other local centres	£2.50	£2.65	£2.86	£3.08	£3.31
	<b>Purbeck sub-total</b>	<b>£23.66</b>	<b>£25.11</b>	<b>£27.05</b>	<b>£29.14</b>	<b>£31.39</b>
<b>East Dorset</b>	Ferndown	£29.64	£31.46	£33.89	£36.51	£39.34
	Verwood	£6.59	£7.00	£7.54	£8.12	£8.75
	West Moors	£3.10	£3.29	£3.54	£3.82	£4.11
	Wimbourne	£40.02	£42.47	£45.76	£49.29	£53.10
	Other local centres	£3.16	£3.36	£3.62	£3.90	£4.20
	<b>East Dorset sub-total</b>	<b>£82.52</b>	<b>£87.58</b>	<b>£94.35</b>	<b>£101.64</b>	<b>£109.50</b>
<b>Christchurch</b>	Christchurch	£48.15	£51.11	£55.06	£59.31	£63.90
	Christchurch retail warehouses	£24.23	£25.72	£27.71	£29.85	£32.16
	Highcliffe	£5.59	£5.94	£6.40	£6.89	£7.42
	<b>Christchurch sub-total</b>	<b>£77.98</b>	<b>£82.77</b>	<b>£89.16</b>	<b>£96.06</b>	<b>£103.48</b>
<b>JOINT AREA TOTAL</b>		<b>£262.36</b>	<b>£278.46</b>	<b>£299.98</b>	<b>£323.16</b>	<b>£348.13</b>
<b>SURPLUS EXPENDITURE</b>						
<b>North Dorset</b>	Blandford Forum	£0.00	£3.23	£7.36	£13.28	£20.84
	Gillingham	£0.00	£1.71	£3.98	£7.27	£11.46
	Shaftesbury	£0.00	£2.21	£5.12	£9.37	£14.77
	Sturminster Newton	£0.00	£0.69	£1.61	£2.94	£4.65
	Other local centres	£0.00	£0.21	£0.50	£0.91	£1.43
	<b>North Dorset sub-total</b>	<b>£0.00</b>	<b>£8.05</b>	<b>£18.56</b>	<b>£33.77</b>	<b>£53.14</b>
<b>Purbeck</b>	Swanage	£0.00	£1.14	£2.60	£4.89	£7.97
	Wareham	£0.00	£0.68	£1.55	£2.90	£4.72
	Other local centres	£0.00	£0.22	£0.51	£0.98	£1.59
	<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£2.04</b>	<b>£4.66</b>	<b>£8.77</b>	<b>£14.28</b>
<b>East Dorset</b>	Ferndown	£0.00	£2.96	£6.74	£12.98	£21.30
	Verwood	£0.00	£0.65	£1.44	£2.82	£4.68
	West Moors	£0.00	£0.31	£0.69	£1.36	£2.26
	Wimbourne	£0.00	£3.83	£8.80	£17.19	£28.39
	Other local centres	£0.00	£0.31	£0.70	£1.38	£2.29
	<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£8.06</b>	<b>£18.37</b>	<b>£35.73</b>	<b>£58.91</b>
<b>Christchurch</b>	Christchurch	£0.00	£4.87	£11.39	£21.50	£34.71
	Christchurch retail warehouses	£0.00	£2.44	£5.68	£10.85	£17.64
	Highcliffe	£0.00	£0.56	£1.29	£2.41	£3.87
	<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£7.87</b>	<b>£18.36</b>	<b>£34.76</b>	<b>£56.22</b>
<b>JOINT AREA TOTAL</b>		<b>£0.00</b>	<b>£26.01</b>	<b>£59.95</b>	<b>£113.03</b>	<b>£182.55</b>

Table 15C: Comparison Expenditure 2007 - 2026 (£ Millions) - High Population

		2007	2011	2016	2021	2026
<b>AVAILABLE EXPENDITURE</b>						
<b>North Dorset</b>	Blandford Forum	£32.32	£38.72	£47.44	£59.47	£74.18
	Gillingham	£16.28	£19.38	£23.62	£29.44	£36.56
	Shaftesbury	£21.13	£25.16	£30.68	£38.27	£47.54
	Sturminster Newton	£6.42	£7.68	£9.40	£11.77	£14.68
	Other local centres	£2.04	£2.45	£3.00	£3.76	£4.69
	<b>North Dorset sub-total</b>	<b>£78.20</b>	<b>£93.38</b>	<b>£114.14</b>	<b>£142.72</b>	<b>£177.64</b>
<b>Purbeck</b>	Swanage	£13.39	£15.90	£19.14	£23.59	£29.08
	Wareham	£7.77	£9.23	£11.14	£13.76	£16.98
	Other local centres	£2.50	£2.94	£3.53	£4.34	£5.34
	<b>Purbeck sub-total</b>	<b>£23.66</b>	<b>£28.07</b>	<b>£33.80</b>	<b>£41.69</b>	<b>£51.39</b>
<b>East Dorset</b>	Ferndown	£29.64	£35.36	£42.80	£52.98	£65.53
	Verwood	£6.59	£7.87	£9.48	£11.67	£14.38
	West Moors	£3.10	£3.71	£4.48	£5.53	£6.84
	Wimbourne	£40.02	£47.38	£56.98	£70.16	£86.45
	Other local centres	£3.16	£3.76	£4.52	£5.57	£6.87
	<b>East Dorset sub-total</b>	<b>£82.52</b>	<b>£98.07</b>	<b>£118.26</b>	<b>£145.92</b>	<b>£180.08</b>
<b>Christchurch</b>	Christchurch	£48.15	£57.11	£68.77	£84.71	£104.36
	Christchurch retail warehouses	£24.23	£28.71	£34.56	£42.58	£52.48
	Highcliffe	£5.59	£6.58	£7.83	£9.53	£11.62
	<b>Christchurch sub-total</b>	<b>£77.98</b>	<b>£92.39</b>	<b>£111.16</b>	<b>£136.82</b>	<b>£168.46</b>
<b>JOINT AREA TOTAL</b>		<b>£262.36</b>	<b>£311.91</b>	<b>£377.36</b>	<b>£467.15</b>	<b>£577.57</b>
<b>TURNOVER EXISTING FLOORSPACE</b>						
<b>North Dorset</b>	Blandford Forum	£32.32	£34.30	£36.96	£39.81	£42.89
	Gillingham	£16.28	£17.28	£18.62	£20.05	£21.60
	Shaftesbury	£21.13	£22.42	£24.16	£26.02	£28.04
	Sturminster Newton	£6.42	£6.82	£7.35	£7.91	£8.52
	Other local centres	£2.04	£2.17	£2.34	£2.52	£2.71
	<b>North Dorset sub-total</b>	<b>£78.20</b>	<b>£83.00</b>	<b>£89.41</b>	<b>£96.32</b>	<b>£103.76</b>
<b>Purbeck</b>	Swanage	£13.39	£14.21	£15.31	£16.49	£17.76
	Wareham	£7.77	£8.25	£8.89	£9.57	£10.31
	Other local centres	£2.50	£2.65	£2.86	£3.08	£3.31
	<b>Purbeck sub-total</b>	<b>£23.66</b>	<b>£25.11</b>	<b>£27.05</b>	<b>£29.14</b>	<b>£31.39</b>
<b>East Dorset</b>	Ferndown	£29.64	£31.46	£33.89	£36.51	£39.34
	Verwood	£6.59	£7.00	£7.54	£8.12	£8.75
	West Moors	£3.10	£3.29	£3.54	£3.82	£4.11
	Wimbourne	£40.02	£42.47	£45.76	£49.29	£53.10
	Other local centres	£3.16	£3.36	£3.62	£3.90	£4.20
	<b>East Dorset sub-total</b>	<b>£82.52</b>	<b>£87.58</b>	<b>£94.35</b>	<b>£101.64</b>	<b>£109.50</b>
<b>Christchurch</b>	Christchurch	£48.15	£51.11	£55.06	£59.31	£63.90
	Christchurch retail warehouses	£24.23	£25.72	£27.71	£29.85	£32.16
	Highcliffe	£5.59	£5.94	£6.40	£6.89	£7.42
	<b>Christchurch sub-total</b>	<b>£77.98</b>	<b>£82.77</b>	<b>£89.16</b>	<b>£96.06</b>	<b>£103.48</b>
<b>JOINT AREA TOTAL</b>		<b>£262.36</b>	<b>£278.46</b>	<b>£299.98</b>	<b>£323.16</b>	<b>£348.13</b>
<b>SURPLUS EXPENDITURE</b>						
<b>North Dorset</b>	Blandford Forum	£0.00	£4.42	£10.48	£19.66	£31.29
	Gillingham	£0.00	£2.10	£5.00	£9.39	£14.95
	Shaftesbury	£0.00	£2.73	£6.52	£12.25	£19.51
	Sturminster Newton	£0.00	£0.86	£2.06	£3.86	£6.15
	Other local centres	£0.00	£0.28	£0.66	£1.24	£1.98
	<b>North Dorset sub-total</b>	<b>£0.00</b>	<b>£10.38</b>	<b>£24.73</b>	<b>£46.40</b>	<b>£73.88</b>
<b>Purbeck</b>	Swanage	£0.00	£1.69	£3.83	£7.10	£11.31
	Wareham	£0.00	£0.99	£2.25	£4.18	£6.67
	Other local centres	£0.00	£0.29	£0.67	£1.26	£2.03
	<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£2.97</b>	<b>£6.75</b>	<b>£12.55</b>	<b>£20.00</b>
<b>East Dorset</b>	Ferndown	£0.00	£3.90	£8.90	£16.46	£26.20
	Verwood	£0.00	£0.87	£1.94	£3.55	£5.63
	West Moors	£0.00	£0.42	£0.94	£1.71	£2.72
	Wimbourne	£0.00	£4.90	£11.22	£20.87	£33.35
	Other local centres	£0.00	£0.40	£0.91	£1.68	£2.68
	<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£10.49</b>	<b>£23.90</b>	<b>£44.27</b>	<b>£70.58</b>
<b>Christchurch</b>	Christchurch	£0.00	£6.00	£13.71	£25.39	£40.46
	Christchurch retail warehouses	£0.00	£2.98	£6.85	£12.73	£20.32
	Highcliffe	£0.00	£0.64	£1.44	£2.64	£4.20
	<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£9.62</b>	<b>£22.00</b>	<b>£40.77</b>	<b>£64.98</b>
<b>JOINT AREA TOTAL</b>		<b>£0.00</b>	<b>£33.45</b>	<b>£77.38</b>	<b>£143.99</b>	<b>£229.44</b>

Table 16C: Joint Study Area Comparison Floorspace Projections - Baseline Population

		2007	2011	2016	2021	2026
<b>SURPLUS EXPENDITURE</b>						
<b>North Dorset</b>	Blandford Forum	£0.00	£3.23	£7.36	£13.28	£20.84
	Gillingham	£0.00	£1.71	£3.98	£7.27	£11.46
	Shaftesbury	£0.00	£2.21	£5.12	£9.37	£14.77
	Sturminster Newton	£0.00	£0.69	£1.61	£2.94	£4.65
	Other local centres	£0.00	£0.21	£0.50	£0.91	£1.43
	<b>North Dorset sub-total</b>	<b>£0.00</b>	<b>£8.05</b>	<b>£18.56</b>	<b>£33.77</b>	<b>£53.14</b>
<b>Purbeck</b>	Swanage	£0.00	£1.14	£2.60	£4.89	£7.97
	Wareham	£0.00	£0.68	£1.55	£2.90	£4.72
	Other local centres	£0.00	£0.22	£0.51	£0.98	£1.59
	<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£2.04</b>	<b>£4.66</b>	<b>£8.77</b>	<b>£14.28</b>
<b>East Dorset</b>	Ferndown	£0.00	£2.96	£6.74	£12.98	£21.30
	Verwood	£0.00	£0.65	£1.44	£2.82	£4.68
	West Moors	£0.00	£0.31	£0.69	£1.36	£2.26
	Wimbourne	£0.00	£3.83	£8.80	£17.19	£28.39
	Other local centres	£0.00	£0.31	£0.70	£1.38	£2.29
	<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£8.06</b>	<b>£18.37</b>	<b>£35.73</b>	<b>£58.91</b>
<b>Christchurch</b>	Christchurch	£0.00	£4.87	£11.39	£21.50	£34.71
	Christchurch retail warehouses	£0.00	£2.44	£5.68	£10.85	£17.64
	Highcliffe	£0.00	£0.56	£1.29	£2.41	£3.87
	<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£7.87</b>	<b>£18.36</b>	<b>£34.76</b>	<b>£56.22</b>
<b>JOINT AREA TOTAL</b>		<b>£0.00</b>	<b>£26.01</b>	<b>£59.95</b>	<b>£113.03</b>	<b>£182.55</b>
<b>New Floorspace Turnover Density</b>		<b>£4,000</b>	<b>£4,024</b>	<b>£4,335</b>	<b>£4,670</b>	<b>£5,031</b>
<b>SALES FLOORSQ M NET</b>						
<b>North Dorset</b>	Blandford Forum	n/a	802	1,697	2,844	4,142
	Gillingham	n/a	425	917	1,556	2,278
	Shaftesbury	n/a	548	1,182	2,006	2,935
	Sturminster Newton	n/a	171	371	630	924
	Other local centres	n/a	53	115	194	284
	<b>North Dorset sub-total</b>	<b>n/a</b>	<b>2,000</b>	<b>4,282</b>	<b>7,230</b>	<b>10,562</b>
<b>Purbeck</b>	Swanage	n/a	284	600	1,047	1,584
	Wareham	n/a	169	357	622	938
	Other local centres	n/a	55	118	209	316
	<b>Purbeck sub-total</b>	<b>n/a</b>	<b>507</b>	<b>1,075</b>	<b>1,878</b>	<b>2,838</b>
<b>East Dorset</b>	Ferndown	n/a	736	1,554	2,780	4,233
	Verwood	n/a	161	331	603	930
	West Moors	n/a	77	159	291	449
	Wimbourne	n/a	953	2,031	3,682	5,643
	Other local centres	n/a	76	162	295	455
	<b>East Dorset sub-total</b>	<b>n/a</b>	<b>2,002</b>	<b>4,237</b>	<b>7,651</b>	<b>11,710</b>
<b>Christchurch</b>	Christchurch	n/a	1,210	2,628	4,605	6,899
	Christchurch retail warehouses	n/a	606	1,310	2,323	3,506
	Highcliffe	n/a	139	297	516	770
	<b>Christchurch sub-total</b>	<b>n/a</b>	<b>1,955</b>	<b>4,234</b>	<b>7,444</b>	<b>11,175</b>
<b>JOINT AREA TOTAL</b>		<b>n/a</b>	<b>6,464</b>	<b>13,829</b>	<b>24,203</b>	<b>36,284</b>

Table 17C: Joint Study Area Comparison Floorspace Projections - High Population Growth

		2007	2011	2016	2021	2026
<b>SURPLUS EXPENDITURE</b>						
<b>North Dorset</b>	Blandford Forum	£0.00	£4.42	£10.48	£19.66	£31.29
	Gillingham	£0.00	£2.10	£5.00	£9.39	£14.95
	Shaftesbury	£0.00	£2.73	£6.52	£12.25	£19.51
	Sturminster Newton	£0.00	£0.86	£2.06	£3.86	£6.15
	Other local centres	£0.00	£0.28	£0.66	£1.24	£1.98
	<b>North Dorset sub-total</b>	<b>£0.00</b>	<b>£10.38</b>	<b>£24.73</b>	<b>£46.40</b>	<b>£73.88</b>
<b>Purbeck</b>	Swanage	£0.00	£1.69	£3.83	£7.10	£11.31
	Wareham	£0.00	£0.99	£2.25	£4.18	£6.67
	Other local centres	£0.00	£0.29	£0.67	£1.26	£2.03
	<b>Purbeck sub-total</b>	<b>£0.00</b>	<b>£2.97</b>	<b>£6.75</b>	<b>£12.55</b>	<b>£20.00</b>
<b>East Dorset</b>	Ferndown	£0.00	£3.90	£8.90	£16.46	£26.20
	Verwood	£0.00	£0.87	£1.94	£3.55	£5.63
	West Moors	£0.00	£0.42	£0.94	£1.71	£2.72
	Wimbourne	£0.00	£4.90	£11.22	£20.87	£33.35
	Other local centres	£0.00	£0.40	£0.91	£1.68	£2.68
	<b>East Dorset sub-total</b>	<b>£0.00</b>	<b>£10.49</b>	<b>£23.90</b>	<b>£44.27</b>	<b>£70.58</b>
<b>Christchurch</b>	Christchurch	£0.00	£6.00	£13.71	£25.39	£40.46
	Christchurch retail warehouses	£0.00	£2.98	£6.85	£12.73	£20.32
	Highcliffe	£0.00	£0.64	£1.44	£2.64	£4.20
	<b>Christchurch sub-total</b>	<b>£0.00</b>	<b>£9.62</b>	<b>£22.00</b>	<b>£40.77</b>	<b>£64.98</b>
<b>JOINT AREA TOTAL</b>		<b>£0.00</b>	<b>£33.45</b>	<b>£77.38</b>	<b>£143.99</b>	<b>£229.44</b>
<b>New Floorspace Turnover Density</b>		<b>£4,000</b>	<b>£4,024</b>	<b>£4,335</b>	<b>£4,670</b>	<b>£5,031</b>
<b>SALES FLOORSQ M NET</b>						
<b>North Dorset</b>	Blandford Forum	n/a	1,097	2,418	4,210	6,219
	Gillingham	n/a	521	1,154	2,010	2,972
	Shaftesbury	n/a	680	1,505	2,622	3,877
	Sturminster Newton	n/a	213	475	827	1,223
	Other local centres	n/a	69	153	266	393
	<b>North Dorset sub-total</b>	<b>n/a</b>	<b>2,580</b>	<b>5,704</b>	<b>9,936</b>	<b>14,685</b>
<b>Purbeck</b>	Swanage	n/a	420	884	1,521	2,248
	Wareham	n/a	245	519	896	1,325
	Other local centres	n/a	72	155	271	403
	<b>Purbeck sub-total</b>	<b>n/a</b>	<b>737</b>	<b>1,558</b>	<b>2,687</b>	<b>3,976</b>
<b>East Dorset</b>	Ferndown	n/a	968	2,054	3,525	5,207
	Verwood	n/a	217	447	760	1,119
	West Moors	n/a	104	216	367	541
	Wimbourne	n/a	1,218	2,588	4,469	6,629
	Other local centres	n/a	99	209	359	532
	<b>East Dorset sub-total</b>	<b>n/a</b>	<b>2,606</b>	<b>5,514</b>	<b>9,480</b>	<b>14,028</b>
<b>Christchurch</b>	Christchurch	n/a	1,490	3,162	5,437	8,042
	Christchurch retail warehouses	n/a	742	1,580	2,726	4,039
	Highcliffe	n/a	159	332	566	835
	<b>Christchurch sub-total</b>	<b>n/a</b>	<b>2,391</b>	<b>5,074</b>	<b>8,729</b>	<b>12,916</b>
<b>JOINT AREA TOTAL</b>		<b>n/a</b>	<b>8,314</b>	<b>17,850</b>	<b>30,832</b>	<b>45,605</b>

## **Appendix D**

### Operators' Requirements



## EAST DORSET, NORTH DORSET, PURBECK OR CHRISTCHURCH OPERATOR REQUIREMENTS SURVEY

- Over 300 questionnaires were sent to a range of national/regional retail and leisure companies.
- 25 responses were received (8.3% response rate) from the following companies:

### Companies with a requirement:

Operator	Space required Sq Ft	Locations
Caffe Nero	1,000 – 1,200	Christchurch, Blandford, Gillingham, Shaftesbury
Cargo Homeshop	4,000	Christchurch, Wimborne, Blandford
Woolworths	5,000 (Net)	Ferndown
QS	2,500 – 7,500	Swanage
Barnardos	1,200	Christchurch, Swanage, Wimborne, Shaftesbury
Subway	800 - 1200	Christchurch, Swanage, Blandford, Gillingham, West Moors, Ferndown
Travis Perkins/Wickes	20,000 – 30,000	Christchurch, Ferndown
Sports Direct	5,000 – 15,000	Christchurch
Brantano Limited	7,500	Christchurch

### Companies with no requirement:

• F. Hinds	• T-Mobile	• Debenhams
• Claires Accessories	• Allied Carpets	• Bowlplex PLC
• H & M	• Next	• British Home Stores
• WH Smith	• SCS Upholstery	• Toys R Us
• Currys/PC World	• Showcase Cinemas	
• Brannigans	• Comet	

### Questionnaire Results

Does your company have a requirement for new or expanded premises in either East Dorset, North Dorset, Purbeck or Christchurch?

Yes	10 (40%)	No	15 (60%)	Total	25
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What are the main reasons why you are not looking for premises?

Reasons cited:


'Catchment population / centres too small'	6
'Adequate existing representation in areas'	6
'No plans'	1

What has prevented you from securing this requirement to date?

Reasons cited:

'Lack of available/suitable premises/sites'	7
'Other priority locations'	2

## ESTATES GAZETTE (EGI) – RETAILER AND LEISURE REQUIREMENTS

Retailer	Retail Activity	Location				Floorspace (Ft)		Town					
		Out of town	Edge of town	In town	Shopping centre	Min	Max	Blandford	Christchurch	Shaftesbury	Wimborn	Ferndown	Swanage
 Interest													
Anonymous Ten Pin Bowling Client	Leisure					1486	2323						
Argos	Department Store					465	1486						
Ask	Restaurants Bars & Cafes					232	465						
Baron Jon	Clothing					139	232						
Better	Retailing Service					93	186						
Bon Marche	Clothing					232	325						
Bonita	Clothing					N/A	N/A						
British Heart Foundation	Charity Shop					60	N/A						
Brewers Fayre/Premier Travel Inn	Restaurants Bars & Cafes					2023	8094						
Budgens	Food					186	372						
Burger King	Food					46	321						
Café Giardino	Restaurants Bars & Cafes					158	279						
Café Gusto	Restaurants Bars & Cafes					37	116						
Card Factory	Cards & Stationary					93	139						
Cargo Homeshop	Household Goods					279	465						
Carphone Warehouse	Electrical and Computer Goods					46	139						
Cheque Centre	Services – Financial					42	111						
Chips	Electrical and Computer Goods					46	93						
Coffee 1	Restaurants Bars & Cafes					70	186						
Coffee Republic	Restaurants Bars & Cafes					93	139						
Costa Coffee	Restaurants Bars & Cafes					93	183						
Ghost	Clothing					93	N/A						
Dorothy Perkins	Clothing					102	279						
Dreams	Household Goods					650	N/A						

Retailer	Retail Activity	Location				Floorspace (Ft)		Town						
		Out of town	Edge of town	In town	Shopping centre	Min	Max	Blandford	Christchurch	Shaftesbury	Wimborn	Ferndown	Swanage	
Emporio	Clothing					650	929							
Giraffe	Restaurants Bars & Cafes					139	279							
Go Outdoors	Sports					2,787	N/A							
Hi Ho Silver	Accessories and Jewellery					37	74							
Help the Aged	Charity Shop					46	93							
Heron Frozen Foods	Food					186	325							
Home Look	Household Goods					186	465							
HSBC	Financial Services					232	1115							
Instore	Department Store					465	929							
Intek Communications	Electrical and Computer Goods					26	56							
JD Weatherspoon	Restaurants Bars & Cafes					3035	N/A							
Julian Graves	Food					46	186							
Ladbrokes	Services – Retailing					88	121							
Laithwaites	CTN					186	465							
Land of Leather	Household Goods					743	1394							
Las Iguanas	Restaurants Bars & Cafes					260	418							
Laura Ashley	Clothing/Household Goods					279	465							
Lucky Voice	Services – Leisure					465	N/A							
McDonalds	Restaurants Bars & Cafes					65	75							
Majestic Wine Warehouse	Cash & Carry, CTN					186	465							
Millets	Sports					465	929							
Movenpick	Restaurants Bars & Cafes					10	N/A							
Natural Café	Restaurants Bars & Cafes					84	139							
One Stop	CTN					1012	4047							
Past Times	Gifts & Speciality					121	N/A							
PC World	Electrical and Computer Goods					929	1115							

 Interest

Retailer	Retail Activity	Location				Floorspace (Ft)		Town						
		Out of town	Edge of town	In town	Shopping centre	Min	Max	Blandford	Christchurch	Shaftesbury	Wimborne	Ferndown	Swanage	
Peacocks	Clothing					418	697							
Pets at Home	Pets & Accessories					929	1115							
Phones 4 U	Electrical and Computer Goods					56	139							
Pizza Hut	Restaurants Bars & Cafes					296	N/A							
Pizza Express	Restaurants Bars & Cafes					232	465							
Ponden Mill	Household Goods					139	465							
Ponti's	Restaurants Bars & Cafes					232	372							
Poundland	Department Store					325	743							
Priceless Shoes	Clothing					139	186							
Rileys	Leisure					743	1394							
River Island	Accessories and Jewellery/Clothing					650	1394							
Robert Dyas	Hardware & DIY					186	372							
RSVP Greetings	Cards & Stationary					84	130							
Saks	Pharmacy Health & Beauty					54	186							
Save the Children	Charity Shop					56	93							
Scope	Charity Shop					70	139							
Screwfix	Hardware & DIY					465	1115							
Select	Clothing					186	232							
Smile Local	Food					33	325							
Space.NK	Pharmacy Health & Beauty					65	111							
SPAR	Food					139	279							
Specsavers	Pharmacy Health & Beauty					84	163							
Speedy Hire Centres	Hardware & DIY					465	N/A							
Streamer Trading Company	Household Goods					139	186							
Strada	Restaurants Bars & Cafes					255	465							
Sue Ryder Care	Charity Shop					65	232							

Retailer	Retail Activity	Location				Floorspace (Ft)		Town						
		Out of town	Edge of town	In town	Shopping centre	Min	Max	Blandford	Christchurch	Shaftesbury	Wimborn	Ferndown	Swanage	
TGI Fridays	Restaurants Bars & Cafes					325	604							
Trade Depot	Hardware & DIY					2044	3530							
tReds	Clothing					74	93							
Vans	Clothing					93	139							
Vets4Pets	Pets & Accessories					158	186							
Waitrose	Food					929	3252							
Waitrose Food & Home	Food					7432	8361							
WHSmith	Books Video & Music					604	1115							
White Company (The)	Household Goods					N/A	N/A							
Whittard of Chelsea	Restaurants Bars & Cafes					23	93							
Zizzi	Restaurants Bars & Cafes					232	465							
<b>Total Number of Requirements</b>								<b>50</b>	<b>59</b>	<b>51</b>	<b>41</b>	<b>41</b>	<b>47</b>	

## **Appendix E**

### Cinema Assessment

## CINEMAS IN AND AROUND THE STUDY AREA

<b>Location</b>	<b>Name</b>	<b>Number of Screens</b>	<b>Seats</b>
Tower Park, Poole	UCI	10	2,082
Westover Road, Bournemouth	Odeon	6	1,761
Yeo Leisure Park, Yeovil	Cineworld	10	1,895
Regent Centre, Christchurch	Regent Centre	1	485
Wimborne	Tivoli	1	500
New Canal, Salisbury	Odeon	5	1,055
New Bond Street, Weymouth	Cineworld	9	1,626
Shore Road, Swanage	Mowlem	1	411
West Street, Wareham	Rex	1	151
Trinity Street, Dorchester	Plaza	1	300
Ocean Village, Southampton	Harbour Lights Picturehouse	2	469
West Quay Road, Southampton	Odeon	13	3,102
Ocean Village Southampton	UGC	5	1,629

**Table 1G: Cinema Penetration Rates and Catchment Potential 2007**

Centre/Facilities	ND	ND	ND	ND	PB	PB	PB	ED	ED	ED	ED	ED	CH	CH	CH
	1	2	3	4	1	2	3	1	2	3	4	5	1	2	3
<b>Population</b>	<b>16,819</b>	<b>18,332</b>	<b>19,717</b>	<b>30,344</b>	<b>16,754</b>	<b>33,001</b>	<b>34,378</b>	<b>35,427</b>	<b>34,016</b>	<b>14,624</b>	<b>22,412</b>	<b>16,523</b>	<b>27,672</b>	<b>19,626</b>	<b>30,638</b>
<b>Christchurch</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>30%</b>	<b>41%</b>	<b>15%</b>
Wimborne	0%	0%	2%	7%	0%	0%	8%	25%	7%	8%	4%	4%	0%	0%	0%
Ferndown	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Verwood	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%
<b>East Dorset Sub-Total</b>	<b>0%</b>	<b>0%</b>	<b>2%</b>	<b>7%</b>	<b>0%</b>	<b>0%</b>	<b>8%</b>	<b>25%</b>	<b>8%</b>	<b>14%</b>	<b>4%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
Wareham	0%	0%	0%	0%	15%	27%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Swanage	0%	0%	0%	0%	26%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Purbeck Sub-Total</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>41%</b>	<b>27%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
Sturminster Newton	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Shaftsbury	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Blandford	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>North Dorset Sub-Total</b>	<b>0%</b>	<b>2%</b>	<b>2%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Total Study Area</b>	<b>0%</b>	<b>2%</b>	<b>4%</b>	<b>11%</b>	<b>41%</b>	<b>27%</b>	<b>8%</b>	<b>25%</b>	<b>9%</b>	<b>16%</b>	<b>6%</b>	<b>6%</b>	<b>30%</b>	<b>41%</b>	<b>15%</b>
<b>Other Destinations</b>															
Castlepoint	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Bournemouth	3%	0%	11%	1%	7%	1%	10%	7%	21%	30%	41%	4%	49%	37%	48%
Yeovil	88%	47%	80%	8%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Tower Park UCI, Poole	3%	9%	2%	63%	46%	40%	80%	64%	65%	51%	39%	29%	19%	16%	5%
Southampton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	4%	2%	2%	23%
Salisbury	0%	36%	0%	4%	0%	0%	0%	0%	0%	0%	3%	53%	0%	0%	0%
Dorchester	0%	0%	0%	6%	2%	12%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Weymouth	0%	0%	0%	3%	0%	12%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Other	6%	6%	3%	4%	4%	3%	3%	3%	5%	3%	8%	4%	0%	0%	9%
<b>Other Sub-Total</b>	<b>100%</b>	<b>98%</b>	<b>96%</b>	<b>89%</b>	<b>59%</b>	<b>73%</b>	<b>93%</b>	<b>75%</b>	<b>91%</b>	<b>84%</b>	<b>94%</b>	<b>94%</b>	<b>70%</b>	<b>59%</b>	<b>85%</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>101%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Catchment Potential</b>	<b>0</b>	<b>367</b>	<b>789</b>	<b>3,338</b>	<b>6,869</b>	<b>8,910</b>	<b>2,750</b>	<b>8,857</b>	<b>3,061</b>	<b>2,340</b>	<b>1,345</b>	<b>991</b>	<b>8,301</b>	<b>8,047</b>	<b>4,596</b>

District	Study Area Catchment Population	Inflow %	Total Catchment Potential
Christchurch	22,355	40%	37,258
East Dorset	20,451	10%	22,724
Purbeck	15,779	30%	22,542
North Dorset	1,975	10%	2,194
<b>TOTAL</b>	<b>60,561</b>		<b>84,718</b>
<b>Market Share</b>	<b>16.4%</b>		

Sources: Population - see Table 1B, Appendix B  
NEMS Household Survey September 2007



**Table 2G: Cinema Penetration Rates and Catchment Potential 2011**

Centre/Facilities	ND	ND	ND	ND	PB	PB	PB	ED	ED	ED	ED	ED	CH	CH	CH
	1	2	3	4	1	2	3	1	2	3	4	5	1	2	3
<b>Population</b>	<b>16,977</b>	<b>18,504</b>	<b>19,959</b>	<b>30,478</b>	<b>16,624</b>	<b>32,826</b>	<b>34,216</b>	<b>35,476</b>	<b>34,175</b>	<b>14,676</b>	<b>22,507</b>	<b>16,530</b>	<b>27,907</b>	<b>19,882</b>	<b>30,685</b>
Christchurch	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	2%	2%	40%	45%	20%
East Dorset	0%	0%	2%	7%	0%	0%	10%	35%	35%	35%	4%	4%	0%	0%	0%
Purbeck Sub-Total	0%	0%	0%	0%	50%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Dorset	35%	35%	35%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Total Study Area</b>	<b>35%</b>	<b>35%</b>	<b>37%</b>	<b>42%</b>	<b>50%</b>	<b>35%</b>	<b>10%</b>	<b>35%</b>	<b>36%</b>	<b>37%</b>	<b>6%</b>	<b>6%</b>	<b>40%</b>	<b>45%</b>	<b>20%</b>
<b>Other Destinations</b>	<b>65%</b>	<b>65%</b>	<b>63%</b>	<b>58%</b>	<b>50%</b>	<b>65%</b>	<b>90%</b>	<b>65%</b>	<b>64%</b>	<b>63%</b>	<b>94%</b>	<b>94%</b>	<b>60%</b>	<b>55%</b>	<b>80%</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Catchment Potential</b>	<b>5,942</b>	<b>6,476</b>	<b>7,385</b>	<b>12,801</b>	<b>8,312</b>	<b>11,489</b>	<b>3,422</b>	<b>12,417</b>	<b>12,303</b>	<b>5,430</b>	<b>1,350</b>	<b>992</b>	<b>11,163</b>	<b>8,947</b>	<b>6,137</b>

District	Study Area Catchment Population	Inflow %	Total Catchment Potential
Christchurch	27,663	40%	46,105
East Dorset	37,030	10%	41,145
Purbeck	19,801	30%	28,287
North Dorset	30,071	10%	33,412
<b>TOTAL</b>	<b>114,565</b>		<b>148,949</b>
<b>Market Share</b>	<b>30.8%</b>		

Sources: Population - see Table 1B, Appendix B

**Table 3G: Cinema Penetration Rates and Catchment Potential 2016**

Centre/Facilities	ND	ND	ND	ND	PB	PB	PB	ED	ED	ED	ED	ED	CH	CH	CH
	1	2	3	4	1	2	3	1	2	3	4	5	1	2	3
<b>Population</b>	<b>17,114</b>	<b>18,653</b>	<b>20,204</b>	<b>30,476</b>	<b>16,421</b>	<b>32,521</b>	<b>34,222</b>	<b>35,405</b>	<b>34,090</b>	<b>14,607</b>	<b>22,452</b>	<b>16,346</b>	<b>28,212</b>	<b>20,227</b>	<b>30,465</b>
Christchurch	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	2%	2%	40%	45%	20%
East Dorset	0%	0%	2%	7%	0%	0%	10%	35%	35%	35%	4%	4%	0%	0%	0%
Purbeck Sub-Total	0%	0%	0%	0%	50%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Dorset	35%	35%	35%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Total Study Area</b>	<b>35%</b>	<b>35%</b>	<b>37%</b>	<b>42%</b>	<b>50%</b>	<b>35%</b>	<b>10%</b>	<b>35%</b>	<b>36%</b>	<b>37%</b>	<b>6%</b>	<b>6%</b>	<b>40%</b>	<b>45%</b>	<b>20%</b>
<b>Other Destinations</b>	<b>65%</b>	<b>65%</b>	<b>63%</b>	<b>58%</b>	<b>50%</b>	<b>65%</b>	<b>90%</b>	<b>65%</b>	<b>64%</b>	<b>63%</b>	<b>94%</b>	<b>94%</b>	<b>60%</b>	<b>55%</b>	<b>80%</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Catchment Potential</b>	<b>5,990</b>	<b>6,529</b>	<b>7,476</b>	<b>12,800</b>	<b>8,210</b>	<b>11,382</b>	<b>3,422</b>	<b>12,392</b>	<b>12,273</b>	<b>5,405</b>	<b>1,347</b>	<b>981</b>	<b>11,285</b>	<b>9,102</b>	<b>6,093</b>

District	Study Area Catchment Population	Inflow %	Total Catchment Potential
Christchurch	27,889	40%	46,482
East Dorset	36,947	10%	41,053
Purbeck	19,593	30%	27,989
North Dorset	30,256	10%	33,618
<b>TOTAL</b>	<b>114,685</b>		<b>149,142</b>
<b>Market Share</b>	<b>30.9%</b>		

**Table 4G: Cinema Penetration Rates and Catchment Potential 2021**

Centre/Facilities	ND	ND	ND	ND	PB	PB	PB	ED	ED	ED	ED	ED	CH	CH	CH
	1	2	3	4	1	2	3	1	2	3	4	5	1	2	3
<b>Population</b>	<b>17,174</b>	<b>18,719</b>	<b>20,382</b>	<b>30,268</b>	<b>16,272</b>	<b>32,303</b>	<b>34,444</b>	<b>35,878</b>	<b>34,588</b>	<b>14,813</b>	<b>22,790</b>	<b>16,288</b>	<b>28,663</b>	<b>20,661</b>	<b>30,297</b>
Christchurch	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	2%	2%	40%	45%	20%
East Dorset	0%	0%	2%	7%	0%	0%	10%	35%	35%	35%	4%	4%	0%	0%	0%
Purbeck Sub-Total	0%	0%	0%	0%	50%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Dorset	35%	35%	35%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Total Study Area</b>	<b>35%</b>	<b>35%</b>	<b>37%</b>	<b>42%</b>	<b>50%</b>	<b>35%</b>	<b>10%</b>	<b>35%</b>	<b>36%</b>	<b>37%</b>	<b>6%</b>	<b>6%</b>	<b>40%</b>	<b>45%</b>	<b>20%</b>
<b>Other Destinations</b>	<b>65%</b>	<b>65%</b>	<b>63%</b>	<b>58%</b>	<b>50%</b>	<b>65%</b>	<b>90%</b>	<b>65%</b>	<b>64%</b>	<b>63%</b>	<b>94%</b>	<b>94%</b>	<b>60%</b>	<b>55%</b>	<b>80%</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Catchment Potential</b>	<b>6,011</b>	<b>6,552</b>	<b>7,541</b>	<b>12,713</b>	<b>8,136</b>	<b>11,306</b>	<b>3,444</b>	<b>12,557</b>	<b>12,452</b>	<b>5,481</b>	<b>1,367</b>	<b>977</b>	<b>11,465</b>	<b>9,297</b>	<b>6,059</b>

District	Study Area Catchment Population	Inflow %	Total Catchment Potential
Christchurch	28,246	40%	47,076
East Dorset	37,382	10%	41,535
Purbeck	19,442	30%	27,775
North Dorset	30,290	10%	33,656
<b>TOTAL</b>	<b>115,360</b>		<b>150,042</b>
<b>Market Share</b>	<b>30.9%</b>		

**Table 5G: Cinema Penetration Rates and Catchment Potential 2026**

Centre/Facilities	ND	ND	ND	ND	PB	PB	PB	ED	ED	ED	ED	ED	CH	CH	CH
	1	2	3	4	1	2	3	1	2	3	4	5	1	2	3
<b>Population</b>	<b>17,243</b>	<b>18,794</b>	<b>20,570</b>	<b>30,104</b>	<b>16,254</b>	<b>32,312</b>	<b>34,791</b>	<b>36,580</b>	<b>35,341</b>	<b>15,138</b>	<b>23,298</b>	<b>16,324</b>	<b>29,187</b>	<b>21,128</b>	<b>30,242</b>
Christchurch	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	2%	2%	40%	45%	20%
East Dorset	0%	0%	2%	7%	0%	0%	10%	35%	35%	35%	4%	4%	0%	0%	0%
Purbeck Sub-Total	0%	0%	0%	0%	50%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Dorset	35%	35%	35%	35%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<b>Total Study Area</b>	<b>35%</b>	<b>35%</b>	<b>37%</b>	<b>42%</b>	<b>50%</b>	<b>35%</b>	<b>10%</b>	<b>35%</b>	<b>36%</b>	<b>37%</b>	<b>6%</b>	<b>6%</b>	<b>40%</b>	<b>45%</b>	<b>20%</b>
<b>Other Destinations</b>	<b>65%</b>	<b>65%</b>	<b>63%</b>	<b>58%</b>	<b>50%</b>	<b>65%</b>	<b>90%</b>	<b>65%</b>	<b>64%</b>	<b>63%</b>	<b>94%</b>	<b>94%</b>	<b>60%</b>	<b>55%</b>	<b>80%</b>
<b>Market Share Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Catchment Potential</b>	<b>6,035</b>	<b>6,578</b>	<b>7,611</b>	<b>12,644</b>	<b>8,127</b>	<b>11,309</b>	<b>3,479</b>	<b>12,803</b>	<b>12,723</b>	<b>5,601</b>	<b>1,398</b>	<b>979</b>	<b>11,675</b>	<b>9,508</b>	<b>6,048</b>

District	Study Area Catchment Population	Inflow %	Total Catchment Potential
Christchurch	28,679	40%	47,799
East Dorset	38,053	10%	42,282
Purbeck	19,436	30%	27,766
North Dorset	30,349	10%	33,721
<b>TOTAL</b>	<b>116,518</b>		<b>151,568</b>
<b>Market Share</b>	<b>30.9%</b>		

**Table 2G: Cinema Potential 2007 to 2021**

<b>Centre</b>	<b>2007</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>
<b>Catchment Population</b>					
Christchurch	37,258	46,482	46,105	47,076	47,799
East Dorset	22,724	41,053	41,145	41,535	42,282
Purbeck	22,542	27,989	28,287	27,775	27,766
North Dorset	2,194	33,618	33,412	33,656	33,721
<b>Study Area Total</b>	<b>84,718</b>	<b>149,142</b>	<b>148,949</b>	<b>150,042</b>	<b>151,568</b>
Visits Per Annum	2.92	3.22	3.56	3.93	4.34
<b>Total Visits Per Annum</b>					
Christchurch	108,795	149,853	164,108	185,007	207,399
East Dorset	66,353	132,351	146,453	163,231	183,459
Purbeck	65,822	90,235	100,688	109,152	120,476
North Dorset	6,407	108,382	118,930	132,265	146,314
<b>Study Area Total</b>	<b>247,378</b>	<b>480,822</b>	<b>530,179</b>	<b>589,656</b>	<b>657,647</b>
Optimum Visits Per Screen	75,000	75,000	75,000	75,000	75,000
Optimum Visits Per Seat	300	300	300	300	300
<b>Screen Potential</b>					
Christchurch	1.5	2.0	2.2	2.5	2.8
East Dorset	0.9	1.8	2.0	2.2	2.4
Purbeck	0.9	1.2	1.3	1.5	1.6
North Dorset	0.1	1.4	1.6	1.8	2.0
<b>Study Area Total</b>	<b>3.3</b>	<b>6.4</b>	<b>7.1</b>	<b>7.9</b>	<b>8.8</b>
<b>Existing Seat Provision</b>					
Christchurch	485	485	485	485	485
East Dorset	500	500	500	500	500
Purbeck	562	562	562	562	562
North Dorset	160	160	160	160	160
<b>Study Area Total</b>	<b>1,707</b>	<b>1,707</b>	<b>1,707</b>	<b>1,707</b>	<b>1,707</b>
<b>Seat Potential</b>					
Christchurch	-122	15	62	132	206
East Dorset	-279	-59	-12	44	112
Purbeck	-343	-261	-226	-198	-160
North Dorset	-139	201	236	281	328
<b>Study Area Total</b>	<b>-882</b>	<b>-104</b>	<b>60</b>	<b>259</b>	<b>485</b>

## **Appendix F**

### Household Survey Results

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q01 Which store or shop did you do your household's last main food and grocery shopping ?</b>																										
Sainsbury's, Lyndhurst Road, Christchurch	7.5%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0		
Sainsbury's, Ringwood Road, Ferndown	6.9%	139	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.5%	1	16.2%	32	29.4%	55	19.0%	15	22.1%	27	7.6%	7
Tesco, Waterloo Road, Poole	6.1%	124	0.0%	0	0.0%	0	1.0%	1	0.0%	0	7.6%	7	10.5%	19	35.6%	68	14.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Penny Walk, Ferndown	5.9%	120	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	13.2%	26	43.3%	81	3.8%	3	5.7%	7	0.0%	0
Tesco, Stour Park, Blandford St Mary	5.6%	114	0.0%	0	2.1%	2	2.9%	3	61.4%	97	0.0%	0	1.1%	2	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Tesco, Caird Avenue, New Milton	4.6%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	4.1%	82	16.9%	15	53.1%	51	8.6%	9	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Morrisons, District Shopping Centre, Verwood	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.1%	2	50.6%	40	7.4%	9	13.0%	12
Tesco, Tower Park, Manning Heath, Poole	3.0%	60	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.4%	5	7.7%	14	11.0%	21	7.1%	14	1.6%	3	0.0%	0	0.0%	0	2.2%	2
Asda, Culliford Crescent, Canford Heath, Poole	2.6%	52	0.0%	0	0.0%	0	0.0%	0	4.4%	7	4.3%	4	5.0%	9	8.9%	17	6.6%	13	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.4%	49	1.1%	1	1.0%	1	2.9%	3	1.3%	2	3.3%	3	0.6%	1	2.6%	5	3.0%	6	0.0%	0	6.3%	5	6.6%	8	6.5%	6
Asda, West Quay Road, Poole Town Centre	2.4%	48	0.0%	0	0.0%	0	1.0%	1	2.5%	4	4.3%	4	5.0%	9	12.0%	23	3.0%	6	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wessex Fields, Bournemouth	2.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	2	5.1%	4	2.5%	3	2.2%	2
Asda, Hampshire Centre / Castle Point, Bournemouth	2.1%	43	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	1	7.0%	13	6.3%	5	8.2%	10	2.2%	10	2.2%	2
Waitrose, Chantry Fields, Gillingham	2.0%	41	23.6%	21	8.3%	8	6.7%	7	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.3%	1	19.7%	24	5.4%	5
Co-Op, Kings Road West, Swanage	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Meeting House Lane, Ringwood	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	21.3%	26	1.1%	1
Tesco, Weymouth Avenue, Dorchester	1.3%	27	0.0%	0	0.0%	0	0.0%	0	1.3%	2	2.2%	2	12.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Street, Salisbury	1.3%	26	0.0%	0	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%	1	0.8%	1	12.0%	11
Sainsbury's, Pitwines Close, Poole	1.2%	25	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.7%	3	8.4%	16	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Dorchester Road, Dorchester	1.2%	24	1.1%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	11.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	1.2%	24	11.2%	10	1.0%	1	10.5%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Station Road,	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5												
New Milton																									
Somerfield, Crown Mead, Hanham Road, Wimborne	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	10.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Gillingham	1.1%	22	20.2%	18	2.1%	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	0.0%	0	
Waitrose, Tudor Arcade, South Street, Dorchester	1.0%	21	0.0%	0	0.0%	0	0.0%	0	3.2%	5	2.2%	2	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somefield, Wareham	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	8.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco, Poole Road, Branksome, Poole	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.3%	3	2.8%	5	2.6%	5	2.5%	5	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Sherborne	1.0%	20	0.0%	0	1.0%	1	16.2%	17	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.9%	19	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.5%	1	2.7%	5	1.3%	1	0.8%	1	1.1%
Tesco Express, Old Milton Road, New Milton	0.9%	18	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Alder Park, Poole	0.8%	17	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.7%	3	2.6%	5	0.5%	1	1.6%	3	1.3%	1	0.0%	0	
Somerfield, Shaftesbury	0.6%	13	1.1%	1	11.5%	11	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Saxon Square, Christchurch	0.6%	13	0.0%	0	0.0%	0	0.0%	0	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, Wareham Road, Corfe Mullen, Wimborne	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	4.1%	8	0.0%	0	0.0%	0	0.0%	0	
Asda, St Pauls Road, Bournemouth	0.6%	13	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.8%	1	
Morrisons, Manor Roundabout, Dorchester Road, Dorchester	0.6%	12	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.0%	9	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Tesco, Southampton Road, Salisbury	0.6%	12	0.0%	0	1.0%	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	0.0%	10	
Lidl, Gillingham	0.5%	11	6.7%	6	3.1%	3	1.0%	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	
Somerfield, Station Road, Swanage	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Churchill Way West, Salisbury	0.5%	10	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	
Co-Op, High Street, Fordingbridge	0.5%	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	0.0%	0	0.0%	10	
Somerfield, Blandford	0.4%	9	0.0%	0	0.0%	0	0.0%	0	5.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Lymington Road, Highcliffe	0.4%	9	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Asda, Preston Road, Yeovil	0.4%	9	1.1%	1	1.0%	1	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, Christchurch	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco Express, Barrack Road, Christchurch	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lidl, Ferndown	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.1%	2	2.5%	2	0.0%	1	
Tesco, Queensway, Yeovil	0.3%	6	2.2%	2	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op Stop & Shop, North	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5															
Street, Wareham	0.2%	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	0.0%	0	0.0%	0	0.0%	0		
Somerfield, Lower Blandford Road, Broadstone	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road, Kinson / Bournemouth	0.2%	5	0.0%	0	0.0%	0	4.8%	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	0.0%	0
Somerfield, Newland, Sherborne	0.2%	5	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Abbey Manor Park, Yeovil	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dolphin Centre, Poole	0.2%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stalbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ashley Road, Poole	0.2%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.2%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southern Co-Operatives, Station Road, Sturminster Newton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanage	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterloo Road, Poole	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ringwood Road, Poole	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dike & Son, Ring Street, Stalbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Bournemouth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Newstead Road, Weymouth	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Sainsbury's, The Maltings, Salisbury	0.1%	3	1.1%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lysander Road, Yeovil	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Boscombe	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Trinity Street, Dorchester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Littlemoor Road, Weymouth	0.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Warminster Road, Frome	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Station Road, West Moors	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Poole Road, Branksome	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, King John Avenue, Bearwood, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Waitrose, Wimborne Road, Winton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, The Square, Mere	0.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Blandford Road, Hamworthy, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moorvale Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Herbert Road, Parkstone, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimborne Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cheap Street, Sherborne	0.1%	2	0.0%	0	0.0%	0	1.0%	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
Aldi, Sherborne Road, Yeovil	0.1%	2	0.0%	0	1.0%	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	0.0%	0
Lidl, Lyde Road, Yeovil	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Spar, Southampton Road, Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	1.0%	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
Iceland, Castle Street, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Costcutter, Ashley Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meetinghouse Lane, Ringwood	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Hindon	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	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Shaftesbury	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	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colehill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Road, Swanage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Ashley Road, Parkstone, Poole	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Chiltern Drive, Verwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Seamoor Road, Westbourne, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Wimborne Road, Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Salisbury	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	0.0%	0	0.0%	0	0.0%	0
Morrisons, West Bay Road, Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5												
Morrisons, Weymouth Street, Warminster	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	0.0%	0	0.0%	0	0.0%	0	
Local shops, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Northolt Road, South Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Shaftesbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Tollbar Way, Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
Saulflands Store, Saulfland Place, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Bargates, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Langton Road, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Poole Road, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Salisbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, New Road, West Parley, Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Southbourne Grove, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Goldys Farm Shop, West Holme, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
Iceland, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Ivel Square, Yeovil	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Victoria Road, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Dorchester Road, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local farm shop, Child Okeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, High Street, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Mendip Avenue, Shepton Mallet	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Moorvale Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Purbeck Parade, Lytchett Matravers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Ludwell	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Riverside Way, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Shillingstone Drive, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, South Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
Local shops, Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Standford Road, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Dorchester Road, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Walkford Store, Ringwood Road, Walkford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wrens Shop, Church Road, East Knoyle	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / can't remember)	1.1%	23	2.2%	2	1.0%	1	1.0%	1	1.3%	2	5.4%	5	1.7%
(Don't do main food shopping)	0.5%	10	1.1%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.6%
Base:	2018	89	96	105	158	92	181	191	197	187	79	122	92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q02 Is there any other store or shop you do your main food and grocery shopping ?</b>																										
<i>Those who do main food shopping at Q01</i>																										
Sainsbury's, Ringwood Road, Ferndown	4.4%	89	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	8.8%	17	21.4%	40	5.1%	4	19.0%	23	3.3%	3
Sainsbury's, Lyndhurst Road, Christchurch	3.2%	65	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Tesco, Penny Walk, Ferndown	3.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	11	18.7%	35	11.4%	9	5.0%	6	1.1%	1
Waitrose, The Furlong, Ringwood	2.3%	47	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	2.1%	4	1.6%	3	6.3%	5	16.5%	20	8.7%	8
Asda, Hampshire Centre / Castle Point, Bournemouth	2.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.0%	2	2.1%	4	5.1%	4	4.1%	5	2.2%	2
Waitrose, Chantry Fields, Gillingham	2.0%	40	18.2%	16	12.5%	12	8.7%	9	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Quay Road, Poole Town Centre	2.0%	40	0.0%	0	1.0%	1	0.0%	0	4.4%	7	4.3%	4	3.9%	7	7.9%	15	2.6%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Waterloo Road, Poole	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.7%	3	12.2%	23	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Culliford Crescent, Canford Heath, Poole	1.8%	36	0.0%	0	1.0%	1	0.0%	0	3.2%	5	5.4%	5	4.4%	8	4.8%	9	3.6%	7	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Tower Park, Manning Heath, Poole	1.6%	32	0.0%	0	1.0%	1	0.0%	0	0.0%	0	5.4%	5	2.8%	5	6.3%	12	4.1%	8	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Christy's Lane, Shaftesbury	1.6%	32	17.0%	15	11.5%	11	4.9%	5	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Caird Avenue, New Milton	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Christchurch	1.3%	26	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tesco, Stour Park, Blandford St Mary	1.3%	26	0.0%	0	0.0%	0	2.9%	3	11.4%	18	0.0%	0	1.7%	3	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wessex Fields, Bournemouth	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	5.1%	4	3.3%	4	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	1.1%	23	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	7.2%	13	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pitwines Close, Poole	1.1%	23	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.8%	5	6.3%	12	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Blandford	1.0%	20	0.0%	0	0.0%	0	0.0%	0	12.7%	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
Morrisons, District Shopping Centre, Verwood	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	3	12.7%	10	1.7%	2	2.2%	2
Somerfield, Station Road, Swanage	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ferndown	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	4.3%	8	2.5%	2	3.3%	4	1.1%	1
Somerfield, Crown Mead, Hanham Road, Wimborne	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Somerfield, Station Road, New Milton	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somefield, Wareham	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	7.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Somerfield, Lower Blandford Road, Broadstone	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Poole Road, Branksome, Poole	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	2	2.8%	5	0.5%	1	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.7%	14	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.1%	4	1.1%	2	0.0%	0	0.0%	0	2.2%	2
Sainsbury's, Sherborne	0.6%	12	0.0%	0	0.0%	0	7.8%	8	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Shaftesbury	0.6%	12	0.0%	0	12.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weymouth Avenue, Dorchester	0.6%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.1%	1	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gillingham	0.6%	12	8.0%	7	3.1%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Meeting House Lane, Ringwood	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.6%	8	3.3%	3
Somerfield, Saxon Square, Christchurch	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterloo Road, Poole	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.2%	8	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.5%	11	0.0%	0	3.1%	3	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5
Internet / delivered	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	2	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.8%	1	1.1%	1
Tesco Express, Old Milton Road, New Milton	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dorchester Road, Dorchester	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	3	1.1%	1	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Alder Park, Poole	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	2.1%	4	1.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	0.5%	10	8.0%	7	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Ferndown	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.2%	6	0.0%	0	0.8%	1	0.0%	0
Somerfield, Lymington Road, Highcliffe	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barrack Road, Christchurch	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Wallisdown Road, Bournemouth	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	3	0.5%	1	1.3%	1	0.0%	0	0.0%	0
Co-Op, Kings Road West, Swanage	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.4%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.5%	1	1.1%	2	1.3%	1	0.0%	0	1.1%	1
Tesco, Castle Street, Salisbury	0.4%	8	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7
Tesco, Southampton Road, Salisbury	0.4%	8	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Co-Op, New Milton	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.5%	1	0.5%	1	1.1%	2	0.0%	0	0.8%	1	0.0%	0
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Stop & Shop, North Street, Wareham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ringwood Road, Poole	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Tesco, Queensway, Yeovil	0.3%	6	0.0%	0	1.0%	1	4.9%	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
Co-Op, High Street, Fordingbridge	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Asda, Preston Road, Yeovil	0.3%	6	1.1%	1	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Gillingham	0.3%	6	5.7%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Milbourne Port, Sherborne	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Asda, St Pauls Road, Bournemouth	0.2%	5	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ringwood	0.2%	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	0.0%	0	4.1%	5	0.0%	0
Tesco Express, Moorvale Road, Bournemouth	0.2%	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	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Dorchester	0.2%	5	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road, Kinson / Bournemouth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Southern Co-Operatives, Station Road, Sturminster Newton	0.2%	5	0.0%	0	0.0%	0	2.9%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Station Road, West Moors	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dolphin Centre, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Manor Roundabout, Dorchester Road, Dorchester	0.2%	4	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Boscombe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0
Waitrose, Standford Road, Lymington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Pioneer, Northmead Drive, Creekmoor, Poole	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bargates, Christchurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, The Forum Centre, Trinity Street, Dorchester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lymington Road, Highcliffe	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5															
Sainsbury's, The Maltings, Salisbury	0.1%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Iceland, Trinity Street, Dorchester	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Avenue Road, New Milton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lysander Road, Yeovil	0.1%	3	0.0%	0	1.0%	1	1.0%	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	0.0%	0	0.0%	0
Ferndene Farm Shop, Bashley Cross Road, New Milton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Lidl, Lyde Road, Yeovil	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wimborne Road, Winton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Newland, Sherborne	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Meetinghouse Lane, Ringwood	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Bell Street, Shaftesbury	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Blandford Road, Hamworthy, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ashley Road, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wimborne Road, Winton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Weymouth Street, Warminster	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wessex Fields, Frome	0.1%	2	1.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Riverside Way, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stalbridge	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, The Square, Mere	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local farm shop, Bashley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Tuckton Road, Tuckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Adastral Square, Branksome, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lees News, Gordon Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Wimborne																								
Somerfield, Seabourne Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somefield, Canford Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wimborne Road, Winton, Bournemouth	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Castle Lane West, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Tisbury	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Highcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Shaftesbury	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	0.0%	0	0.0%	0	0.0%	0
Crow Farm Shop, Crow, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-Op, Ringwood Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buy-Lo Co-Op, Northmead Drive, Creekmoor, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Poole Road, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fontmell Magna	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	0.0%	0	0.0%	0	0.0%	0
M J Dewey, Barrack Road, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Jubilee Sidings, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, George Street, Richmond	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Maynard Road, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Newstead Road, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Warminster Road, Frome	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Crossways	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, Westend, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Wimborne Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Blandford Camp, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Castle Lane West, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ludbourne Road, Sherborne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ashley Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Sainsbury's, Ringwood Road, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0										
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Co-Op, Holdenhurst Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Saulflands Store, Saulfland Place, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Somerfield, Littlemoor Road, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco Express, West Moors Spar, Carey Road, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0										
Spar, Southampton Road, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco Express, Christchurch Road, Boscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0										
Tesco Express, Fernside Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0										
Somerfield, King John Avenue, Bearwood, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0										
Hickey's, Lower Blandford Road, Broadstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0										
Tesco Express, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1										
Tesco Extra, The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0										
Tesco, Abbey Manor Park, Yeovil	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Local shops, High Street, Shaftesbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Tesco, Hampstead House, Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1										
Waitrose, Seamoor Road, Westbourne, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0										
Local shops, Round Hill, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1										
Local shops, Shaftesbury Road, Gillingham	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Local shops, Bransgore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Local shops, Swanage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
Local shops, Wareham Road, Lytchett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0										
Aldi, Holdenhurst Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0										
(Nowhere else)	34.1%	685	27.3%	24	28.1%	27	36.9%	38	43.0%	68	34.8%	32	37.8%	68	34.4%	65	32.0%	62	29.9%	56	41.8%	33	23.1%	28	40.2%	37
(Don't know)	1.9%	38	9.1%	8	2.1%	2	2.9%	3	1.3%	2	1.1%	1	1.1%	2	1.6%	3	2.6%	5	1.1%	2	2.5%	2	0.8%	1	2.2%	2
Base:	2008		88		96		103		158		92		180		189		194		187		79		121		92	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q03 How do you normally travel to do your main food shopping ?</b>																										
<i>Those who do main food shopping at Q01</i>																										
Car-driver	72.2%	1449	78.4%	69	68.8%	66	81.6%	84	77.2%	122	64.1%	59	73.9%	133	70.9%	134	76.3%	148	69.5%	130	74.7%	59	62.8%	76	78.3%	72
Car-passenger	12.0%	240	13.6%	12	13.5%	13	8.7%	9	13.9%	22	7.6%	7	14.4%	26	15.9%	30	11.9%	23	13.9%	26	13.9%	11	11.6%	14	7.6%	7
Bus / coach	3.7%	74	2.3%	2	1.0%	1	1.9%	2	1.3%	2	1.1%	1	3.3%	6	7.4%	14	2.6%	5	3.7%	7	1.3%	1	7.4%	9	0.0%	0
Train	0.2%	4	1.1%	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	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	6	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Walk	6.9%	138	2.3%	2	13.5%	13	3.9%	4	3.2%	5	17.4%	16	5.6%	10	2.6%	5	5.7%	11	9.6%	18	2.5%	2	10.7%	13	6.5%	6
Bicycle	0.7%	14	0.0%	0	1.0%	1	0.0%	0	1.9%	3	1.1%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Scooter	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
(Not applicable, goods delivered)	2.5%	50	1.1%	1	0.0%	0	1.9%	2	1.9%	3	4.3%	4	1.7%	3	1.6%	3	2.1%	4	0.0%	0	7.6%	6	5.8%	7	5.4%	5
(Don't know / varies)	1.2%	25	1.1%	1	1.0%	1	0.0%	0	0.0%	0	4.3%	4	0.0%	0	1.1%	2	1.0%	2	1.1%	2	0.0%	0	0.8%	1	2.2%	2
Base:		2008		88		96		103		158		92		180		189		194		187		79		121		92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5												
<b>Q04 In addition to your main food shopping at which store or shop did you last visit for small scale / top up shopping for things like bread, milk or newspapers?</b>																									
Tesco, Penny Walk, Ferndown	3.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	26.7%	50	3.8%	3	0.8%	1	0.0%	0	
Sainsbury's, Ringwood Road, Ferndown	2.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.0%	4	18.7%	35	0.0%	0	8.2%	10	2.2%	2	
Tesco, Stour Park, Blandford St Mary	2.2%	45	0.0%	0	1.0%	1	0.0%	0	26.6%	42	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Crown Mead, Hanham Road, Wimborne	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.8%	35	0.5%	1	0.0%	0	0.0%	0	3.3%	3	
Sainsbury's, Lyndhurst Road, Christchurch	1.9%	38	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%	1	0.8%	1	0.0%	0	
Morrisons, District Shopping Centre, Verwood	1.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	41.8%	33	0.8%	1	2.2%	2	
Co-Op, Wareham Road, Corfe Mullen, Wimborne	1.6%	32	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	3	14.2%	28	0.0%	0	0.0%	0	0.0%	0	
Co-Op, High Street, Fordingbridge	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	28	
Tesco, Waterloo Road, Poole	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6	10.5%	20	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1.3%	27	1.1%	1	5.2%	5	0.0%	0	0.6%	1	0.0%	0	1.1%	2	2.1%	4	1.5%	3	1.6%	3	0.0%	0	2.5%	3	1.1%
Somefield, Wareham	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	12.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Chantry Fields, Gillingham	1.1%	23	21.3%	19	3.1%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Kings Road West, Swanage	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco, Caird Avenue, New Milton	1.1%	22	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%	1	0.0%	0	0.0%	0	
Sainsbury's, Meeting House Lane, Ringwood	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.3%	1	14.8%	18	0.0%	0	
Tesco Express, Old Milton Road, New Milton	1.0%	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	0.0%	0	0.0%	0	
Tesco, Christy's Lane, Shaftesbury	1.0%	20	2.2%	2	15.6%	15	1.0%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Station Road, New Milton	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Waitrose, The Furlong, Ringwood	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	10.7%	13	3.3%	3	
Local shops, Wimborne	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	6.1%	12	0.0%	0	2.5%	2	0.0%	0	1.1%	1	
Tesco Express, Ringwood	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	13.1%	16	0.0%	0	
Somerfield, Saxon Square, Christchurch	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Lower Blandford Road, Broadstone	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	15	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Gillingham	0.8%	16	16.9%	15	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Christchurch	0.7%	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	
Southern Co-Operatives,	0.7%	14	0.0%	0	0.0%	0	10.5%	11	1.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
Station Road, Sturminster Newton													
Spar, Carey Road, Wareham	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Parsonage Barn Lane, Ringwood	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%
Tesco Express, West Moors	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	12	1.3%
Marks & Spencer, Christchurch	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Lymington Road, Highcliffe	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pitwines Close, Poole	0.6%	12	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Purbeck Parade, Lytchett Matravers	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	11	0.0%
Somerfield, Station Road, Swanage	0.5%	11	0.0%	0	0.0%	0	0.0%	0	12.0%	11	0.0%	0	0.0%
Co-Op, Poole Road, Upton	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.7%
Local shops, Bransgore	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op Stop & Shop, North Street, Wareham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.4%	8	0.5%
Tesco Express, Barrack Road, Christchurch	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Wimborne Road, Kinson / Bournemouth	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Somerfield, Blandford	0.5%	10	0.0%	0	0.0%	0	6.3%	10	0.0%	0	0.0%	0	0.0%
Asda, West Quay Road, Poole Town Centre	0.4%	9	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	2	2.1%
Sainsbury's, Sherborne	0.4%	9	0.0%	0	0.0%	0	5.7%	6	0.0%	0	1.1%	2	0.0%
Tesco Extra, Wessex Fields, Bournemouth	0.4%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Tesco Express, Lower Blandford Road, Broadstone	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	3.1%
Tesco, Weymouth Avenue, Dorchester	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%
Spar, Market Place, Blandford Forum	0.4%	9	0.0%	0	0.0%	0	0.0%	0	5.7%	9	0.0%	0	0.0%
Londis, Fairmile Road, Christchurch	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Shaftesbury	0.4%	9	0.0%	0	8.3%	8	0.0%	0	0.6%	1	0.0%	0	0.0%
Dike & Son, Ring Street, Stalbridge	0.4%	8	0.0%	0	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.0%
Local shops, Bere Regis	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	3.3%
Local shops, Swanage	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%
Co-Op, The Square, Mere	0.4%	8	9.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Blandford Forum	0.4%	8	0.0%	0	0.0%	0	0.0%	0	5.1%	8	0.0%	0	0.0%

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Co-Op, New Milton	0.4%	8	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-Op, Station Road, West Moors	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0	0.0%	0
Spar, Southbourne Grove, Bournemouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Lodbourne Green Parade, Gillingham	0.3%	7	7.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dolphin Centre, Poole	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Culliford Crescent, Canford Heath, Poole	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	4	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lymington Road, Highcliffe	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Dales Drive, Wimborne	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Verwood	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	5.1%	4	0.0%	0	0.0%	0
Local shops, Ringwood	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	5	0.0%	0
Local shops, Highcliffe	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Salisbury Road, Blandford Forum	0.3%	6	0.0%	0	0.0%	0	0.0%	0	3.8%	6	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, Avenue Road, New Milton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Blandford Road, Hamworthy, Poole	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hampshire Centre / Castle Point, Bournemouth	0.3%	6	0.0%	0	0.0%	0	1.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Costcutter, High Street, Swanage	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colehill	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crossways	0.2%	5	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	0.2%	5	1.1%	1	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, The Forum Centre, Trinity Street, Dorchester	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Motcombe	0.2%	5	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sixpenny Handley	0.2%	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	0.0%	0	0.0%	0	5.4%	5
Local shops, Sturminster Newton	0.2%	5	0.0%	0	0.0%	0	3.8%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Road, West Parley, Wimborne	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Lidl, Ferndown	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	2	0.0%	0	0.8%	1	1.1%	1
Local shops, Ringwood Road, Dorset	0.2%	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	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Buy-Lo Co-Op, Northmead Drive, Creekmoor, Poole	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Poole	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa, Sopwith Crescent, Wimborne	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimborne Road, Bournemouth	0.2%	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	2.7%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op, Ashley Road, Parkstone, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gillingham	0.2%	4	3.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Tuckton Road, Tuckton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Burton, Christchurch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorset	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.1%	1
Co-Op Pioneer, Northmead Drive, Creekmoor, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Fernside Road, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Stalbridge	0.2%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Christchurch Road, New Milton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-Op, The Sycamores, Shaftesbury	0.1%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Verwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0
Local shops, Upton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Ferndown	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Dorchester	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Puddletown	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Adastral Square, Branksome, Poole	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Tesco Express, Salisbury Street, Fordingbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Local shops, Broadway, Southbourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ivy Cross, Shaftesbury	0.1%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Local shops, High Street, Wool	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, New Milton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moorvale Road, Bournemouth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broadstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pimperne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tower Park, Manning Heath, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Piddletrenthide	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Newland, Sherborne	0.1%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Local shops, Fontmell Magna	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Hunt Road, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Firshill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wareham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gillingham	0.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Udder Farm Shop, Front Street, East Stour	0.1%	2	1.1%	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Standford Road, Lymington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fairmile Road, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ferndown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrens Shop, Church Road, East Knoyle	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Stanpit, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somefield, Canford Heath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Milbourne Port, Sherborne	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hamworthy	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Henstridge	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Poole Road, Branksome, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, King John Avenue, Bearwood, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shillingstone	0.1%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Asda, The Marlands, Southampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, St Pauls Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
Local shops, East Knoyle	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Ibsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Danestream Farm Shop, Sway Road, New Milton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndene Farm Shop, Bashley Cross Road, New Milton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Trinity Street, Dorchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Churchill Way West, Salisbury	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%
One Stop Shop, Barrack Road, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Marnhull	0.1%	2	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Somerfield, West Street, Bridport	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%
Co-Op, Ringwood Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Spar, Christchurch Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Corfe Castle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%
Sainsbury's, Alder Park, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%
Local shops, Mudeford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Lytchett Matravers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%
Local shops, Bovington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%
Lidl, Poole Road, Branksome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Lidl, Ringwood Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Co-Op, High Street, Wincanton	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Long Street, Sherborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Morrisons, Ashley Road, Parkstone, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%
Co-Op, High Street, Tisbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Kinson	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Local shops, Langton Matravers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%
Local shops, Ludwell	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Salisbury Road, Burton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Shaftesbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, High Street, Salisbury	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Poundbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Local shops, Winterbourne Steepleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Shaftesbury	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	0.0%	0	0.0%	0	0.0%	0
Somerfield, Seabourne Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Kings Road, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Templecombe	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, The Grove, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, The Triangle, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Throop	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local market, New Milton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Aldi, Wallisdown Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Crow Lane, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Local shops, Milton Road, Milborne St Andrew	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorchester Road, Tolpuddle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northmoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Ferry Road, Studland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St Thomas Street, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Sandford, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Turberry Road, Ferndale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Morrisons, Weymouth Street, Warminster	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	0.0%	0	0.0%	0	0.0%	0
Local shops, West Lulworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hindon	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	0.0%	0	0.0%	0	0.0%	0
Broad Robin Stores, Broad Robin, Gillingham	0.1%	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	0.0%	0	0.0%	0	0.0%	0
C & B Styles, High Street, Sixpenny Handley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lidl, Dorchester Road, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Milford-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Station Road, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Coppice Street, Shaftesbury	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	0.0%	0	0.0%	0	0.0%	0
Post Office, Reforne, Portland	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bournemouth Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ludbourne Road, Sherborne	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, North Street, Wareham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Maltings, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local shops, Milborne Port	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Station Road, New Milton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Costcutter, Ashley Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Dorchester Road, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crow Farm Shop, Crow, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Local shops, Okeford Fitzpaine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Christchurch Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Southampton Road, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Iceland, Poole Road, Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, The Square, Mere	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Spar, West Street, Bere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Regis																										
Tesco Express, Charminster Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local market, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Alweston	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Iceland, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Local shops, Bishops Caundle	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Stourbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, High Street, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Broad Chalke, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Tesco, Queensway, Yeovil	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Shillingstone Drive, Bournemouth	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Forge One Stop, Horton Road, Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Local shops, Bure Lane, Mudeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Tisbury	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	0.0%	0	0.0%	0	0.0%	0		
Local shops, Cerne Abbas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Walkford Store, Ringwood Road, Walkford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Walkford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't do top-up food shopping)	24.7%	498	19.1%	17	29.2%	28	26.7%	28	24.1%	38	25.0%	23	23.2%	42	25.7%	49	20.8%	41	20.9%	39	30.4%	24	28.7%	35	29.3%	27
(Don't know / can't remember)	5.8%	118	9.0%	8	7.3%	7	7.6%	8	8.9%	14	9.8%	9	6.6%	12	7.9%	15	4.1%	8	1.6%	3	5.1%	4	3.3%	4	5.4%	5
Base:	2018		89		96		105		158		92		181		191		197		187		79		122		92	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q05 Which other stores do you use to buy small scale / top up shopping?</b>																										
<i>Those who do top up food shopping at Q04</i>																										
Sainsbury's, Ringwood Road, Ferndown	1.6%	25	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	3	7.4%	11	5.5%	3	4.6%	4	4.6%	3
Tesco, Penny Walk, Ferndown	1.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	8.8%	13	1.8%	1	2.3%	2	0.0%	0
Asda, Culliford Crescent, Canford Heath, Poole	1.1%	17	2.8%	2	0.0%	0	0.0%	0	0.8%	1	4.3%	3	0.0%	0	7.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Christchurch	1.1%	17	0.0%	0	0.0%	0	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%	1	0.0%	0
Somerfield, Saxon Square, Christchurch	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ferndown	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.4%	5	0.0%	0	3.4%	3	0.0%	0
Marks & Spencer, Dolphin Centre, Poole	0.7%	11	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	2	2.8%	4	1.9%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Station Road, New Milton	0.7%	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	0.0%	0	1.1%	1	0.0%	0
Somerfield, Station Road, Swanage	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lower Blandford Road, Broadstone	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, District Shopping Centre, Verwood	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	5.5%	3	3.4%	3	3.1%	2
Tesco Express, Ringwood	0.7%	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	0.7%	1	1.8%	1	8.0%	7	0.0%	0
Somerfield, Lymington Road, Highcliffe	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Blandford	0.6%	9	0.0%	0	0.0%	0	0.0%	0	6.7%	8	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somefield, Wareham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barrack Road, Christchurch	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Station Road, West Moors	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lyndhurst Road, Christchurch	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Express, Old Milton Road, New Milton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Trinity Street, Dorchester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Stop & Shop, North Street, Wareham	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.5%	7	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Caird Avenue, New Milton	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Crown Mead,	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
Hanham Road, Wimborne													
Somerfield, Gillingham	0.5%	7	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Hampshire Centre / Castle Point, Bournemouth	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Waterloo Road, Poole	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Christchurch	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Pitwines Close, Poole	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%
Asda, West Quay Road, Poole Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.8%
Sainsbury's, Alder Park, Poole	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.4%
Local shops, Blandford Forum	0.4%	6	0.0%	0	0.0%	0	1.3%	1	4.2%	5	0.0%	0	0.0%
Local shops, New Milton	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, West Moors	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Waitrose, The Furlong, Ringwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Spar, Carey Road, Wareham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	6	0.0%
Waitrose, Chantry Fields, Gillingham	0.3%	5	5.6%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Lidl, Gillingham	0.3%	5	2.8%	2	1.5%	1	1.3%	1	0.8%	1	0.0%	0	0.0%
Local shops, Shaftesbury	0.3%	5	0.0%	0	5.9%	4	0.0%	0	0.8%	1	0.0%	0	0.0%
Local shops, Poole	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%
Spar, Market Place, Blandford Forum	0.3%	5	0.0%	0	0.0%	0	0.0%	0	4.2%	5	0.0%	0	0.0%
Tesco, Stour Park, Blandford St Mary	0.3%	5	0.0%	0	0.0%	0	1.3%	1	2.5%	3	0.0%	0	0.0%
Co-Op, Kings Road West, Swanage	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	5	0.0%
Morrisons, Southgate Road, Wincanton	0.3%	5	2.8%	2	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%
Tesco Express, Lower Blandford Road, Broadstone	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Co-Op, Lodbourne Green Parade, Gillingham	0.3%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Salisbury Street, Fordingbridge	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Ringwood Road, Dorset	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Lidl, Christchurch Road,	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Bournemouth																								
Tesco, Christy's Lane, Shaftesbury	0.3%	4	2.8%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colehill	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wimborne	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tower Park, Manning Heath, Poole	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanage	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Poole Road, Branksome, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Shaftesbury	0.2%	3	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southern Co-Operatives, Station Road, Sturminster Newton	0.2%	3	0.0%	0	0.0%	0	2.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Milton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Pauls Road, Bournemouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Spar, The Square, Mere	0.2%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ringwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Lidl, Waterloo Road, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	1.1%	1	0.0%	0
Co-Op, Avenue Road, New Milton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Pioneer, Northmead Drive, Creekmoor, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Barrack Road, Christchurch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Boscombe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Wimborne Road, Winton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Express, Lymington Road, Highcliffe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Priory Bridge Road, Taunton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Fairmile Road, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Weymouth Avenue, Dorchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bransgore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hyde	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.1%	1	0.0%	0
Local shops, Ashley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local shops, Ivy Cross, Shaftesbury	0.1%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cheap Street,	0.1%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Sherborne																										
Morrisons, Dorchester Road, Weymouth	0.1%	2	0.0%	0	0.0%	0	1.3%	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	0.0%	0
Tesco, Dorchester Road, Dorchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Dales Drive, Wimborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crow Farm Shop, Crow, Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Iceland, High Street, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Parade, Hill View Road, Bournemouth	0.1%	2	0.0%	0	1.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimborne Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Fordingbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Morrisons, Lysander Road, Yeovil	0.1%	2	1.4%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Meeting House Lane, Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Local shops, Verwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Queensway, Yeovil	0.1%	2	0.0%	0	0.0%	0	1.3%	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	0.0%	0
Marks & Spencer, South Street, Dorchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Road, Yeovil	0.1%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alldays, Gillingham	0.1%	2	1.4%	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	0.0%	0	0.0%	0	0.0%	0
Local shops, Southbourne Grove, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road, Kinson / Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.5%	1
Spar, Southampton Road, Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Tesco, Purbeck Parade, Lytchett Matravers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Milton Road, Milborne St Andrew	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Puddletown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Ferndown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sherborne	0.1%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Boscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bovington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
Somerfield, Seabourne Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Poole Road, Branksome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local market, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, Charlton Down	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Co-Op, Tuckton Road, Tuckton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Local shops, Crow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%
Co-Op, Bargates, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Buy-Lo Co-Op, Northmead Drive, Creekmoor, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Local shops, Child Okeford	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Lyde Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%
Co-Op, New Road, West Parley, Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local shops, Shillingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%
Local shops, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dike & Son, Ring Street, Stalbridge	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Co-Op, Poole Road, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Local shops, Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Local shops, Stoborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Local shops, Firshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%
Local shops, High Street, Mere	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local farm shop, Bashley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, The Causeway, Hazelbury Bryan	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%
Local shops, The Grove, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, The Triangle, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Local shops, Three Legged Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%
Local shops, Bere Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Local shops, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%
Local shops, Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, The Forum Centre, Trinity Street, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5												
Co-Op, Blandford Road, Hamworthy, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Burton, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, St Thomas Street, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Charminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Charter Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Extra, Wessex Fields, Bournemouth	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, The Sycamores, Shaftesbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Weymouth Street, Warminster	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nisa, Sopwith Crescent, Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, High Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	
Somerfield, King John Avenue, Bearwood, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, High Street, Tisbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop Shop, Salisbury Road, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's, Lyndhurst Road, Somerford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Langton Matravers	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Waitrose, Seamoor Road, Westbourne, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Somerfield, Rempstone Centre, South Street, Wareham	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Northbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Gainsborough Close, Salisbury	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Broadstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Parsonage Barn Lane, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-Op, Blandford Road, Hamworthy	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Spar, Southbourne Grove, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Co-Op, High Street, Salisbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Co-Op, High Street, Tisbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Somefield, Canford Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, St Ives, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0		
Tesco, Castle Street, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1		
Tesco, High Street, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local shops, Stourpaine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
One Stop Shop, Christchurch Road, New Milton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
The Udder Farm Shop, Front Street, East Stour	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Waitrose, Wimborne Road, Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0		
(Nowhere else)	58.9%	895	47.2%	34	70.6%	48	58.4%	45	65.0%	78	59.4%	41	61.9%	86	57.7%	82	59.0%	92	53.4%	79	69.1%	38	51.7%	45	75.4%	49
(Don't know / refused)	4.3%	65	8.3%	6	1.5%	1	3.9%	3	5.8%	7	2.9%	2	2.2%	3	6.3%	9	5.8%	9	4.7%	7	3.6%	2	1.1%	1	3.1%	2
Base:	1520		72		68		77		120		69		139		142		156		148		55		87		65	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q06 In which town do you buy most of your household's non-food shopping?</b>																										
Poole Town Centre	23.2%	469	3.4%	3	5.2%	5	1.0%	1	34.2%	54	43.5%	40	43.1%	78	83.8%	160	46.2%	91	15.5%	29	8.9%	7	0.0%	0	0.0%	0
Bournemouth	19.3%	390	2.2%	2	2.1%	2	6.7%	7	3.8%	6	10.9%	10	1.7%	3	7.3%	14	16.2%	32	44.9%	84	48.1%	38	32.0%	39	22.8%	21
Christchurch	6.1%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	5.3%	107	12.4%	11	29.2%	28	2.9%	3	5.7%	9	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.6%	3	5.1%	4	0.8%	1	50.0%	46
Yeovil	4.9%	99	32.6%	29	8.3%	8	52.4%	55	2.5%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	4.0%	81	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	2	2.1%	4	6.1%	12	6.4%	12	15.2%	12	9.8%	12	2.2%	2
Dorchester	4.0%	80	1.1%	1	0.0%	0	1.9%	2	7.0%	11	7.6%	7	32.0%	58	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	3.3%	66	0.0%	0	0.0%	0	2.9%	3	37.3%	59	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1
New Milton	3.2%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	6.3%	5	40.2%	49	2.2%	2
Shaftesbury	2.6%	53	5.6%	5	43.8%	42	2.9%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ferndown	2.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7	19.3%	36	1.3%	1	4.9%	6	1.1%	1
Wimborne Minster	2.4%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	18.8%	37	3.2%	6	1.3%	1	0.0%	0	3.3%	3
Southampton	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2	0.0%	0	7.6%	6	1.6%	2	1.1%	1
Boscombe	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	2	1.3%	1	0.8%	1	2.2%	2
Swanage	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	1.0%	21	19.1%	17	1.0%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.9%	19	2.2%	2	2.1%	2	1.0%	1	0.6%	1	0.0%	0	1.7%	3	0.5%	1	1.0%	2	1.1%	2	0.0%	0	1.6%	2	0.0%	0
Wareham	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	6.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.6%	13	0.0%	0	0.0%	0	12.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.4%	9	0.0%	0	2.1%	2	5.7%	6	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	2.5%	3	2.2%	2
Wincanton	0.3%	6	4.5%	4	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Weymouth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	4	0.0%	0	1.0%	1	1.0%	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	1.1%	1
Highcliffe	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	2	0.0%	0	1.0%	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	0.0%	0	0.0%	0
Bath	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bere Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Ashley Heath	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bransgore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Corfe Mullen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Tisbury	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	0.0%	0	0.0%	0	0.0%	0		
Trowbridge	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Basingstoke	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know / varies)	4.8%	96	11.2%	10	1.0%	1	2.9%	3	5.7%	9	8.7%	8	6.6%	12	2.6%	5	5.1%	10	4.8%	9	1.3%	1	4.9%	6	1.1%	1
Base:	2018	89	96	105	158	92	181	191	197	187	79	122	92													

### Q07 How do you normally travel to do your non-food shopping ?

Car-driver	70.5%	1423	69.7%	62	62.5%	60	82.9%	87	74.7%	118	65.2%	60	74.6%	135	67.5%	129	71.6%	141	71.7%	134	81.0%	64	68.9%	84	82.6%	76
Car-passenger	10.0%	201	11.2%	10	13.5%	13	7.6%	8	10.8%	17	7.6%	7	10.5%	19	12.0%	23	8.1%	16	12.8%	24	11.4%	9	9.8%	12	8.7%	8
Bus / coach	8.3%	167	7.9%	7	2.1%	2	4.8%	5	3.8%	6	8.7%	8	5.5%	10	15.7%	30	9.6%	19	6.4%	12	7.6%	6	8.2%	10	3.3%	3
Train	0.9%	19	3.4%	3	1.0%	1	0.0%	0	0.0%	0	1.1%	1	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	6	0.0%	0	1.0%	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	0.8%	1	0.0%	0
Walk	5.3%	107	4.5%	4	15.6%	15	1.9%	2	5.7%	9	10.9%	10	2.8%	5	2.6%	5	5.1%	10	3.2%	6	0.0%	0	7.4%	9	3.3%	3
Bicycle	0.6%	12	0.0%	0	1.0%	1	0.0%	0	1.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Scooter	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	44	1.1%	1	1.0%	1	1.0%	1	1.9%	3	2.2%	2	0.6%	1	1.0%	2	3.0%	6	3.7%	7	0.0%	0	1.6%	2	2.2%	2
(Not applicable, goods delivered)	1.5%	30	2.2%	2	2.1%	2	1.0%	1	1.9%	3	2.2%	2	1.7%	3	0.5%	1	2.5%	5	1.1%	2	0.0%	0	2.5%	3	0.0%	0
Base:	2018	89	96	105	158	92	181	191	197	187	79	122	92													

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q08 At which location did your household last buy clothes and shoes ?</b>																										
Poole Town Centre	21.8%	440	4.5%	4	5.2%	5	1.0%	1	34.8%	55	47.8%	44	43.1%	78	65.4%	125	38.1%	75	17.1%	32	8.9%	7	1.6%	2	3.3%	3
Bournemouth	18.7%	377	2.2%	2	5.2%	5	3.8%	4	9.5%	15	15.2%	14	6.1%	11	13.6%	26	16.8%	33	35.8%	67	34.2%	27	28.7%	35	14.1%	13
Castlepoint	9.5%	192	1.1%	1	0.0%	0	1.9%	2	1.9%	3	2.2%	2	3.9%	7	5.2%	10	12.2%	24	15.5%	29	24.1%	19	16.4%	20	5.4%	5
Internet / delivered	5.7%	116	7.9%	7	11.5%	11	2.9%	3	7.0%	11	5.4%	5	3.3%	6	4.7%	9	6.1%	12	6.4%	12	2.5%	2	9.0%	11	1.1%	1
Salisbury	5.6%	113	15.7%	14	35.4%	34	2.9%	3	5.7%	9	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.5%	1	6.3%	5	0.8%	1	46.7%	43
Yeovil	5.6%	112	38.2%	34	13.5%	13	53.3%	56	2.5%	4	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	3.3%	67	1.1%	1	2.1%	2	1.0%	1	3.8%	6	0.0%	0	1.7%	3	2.6%	5	3.0%	6	1.1%	2	6.3%	5	3.3%	4	6.5%	6
Christchurch	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Dorchester	2.8%	57	0.0%	0	0.0%	0	3.8%	4	5.7%	9	5.4%	5	19.9%	36	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.1%	1
Ringwood	2.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.5%	1	0.0%	0	3.2%	6	8.9%	7	26.2%	32	4.3%	4
Boscombe	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.5%	3	3.7%	7	1.3%	1	0.8%	1	1.1%	1
New Milton	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wimborne Minster	1.4%	29	2.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	10.2%	20	2.1%	4	0.0%	0	0.0%	0	1.1%	1
Blandford (Forum and St Mary)	1.0%	21	0.0%	0	0.0%	0	1.0%	1	10.1%	16	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Abroad	0.9%	19	0.0%	0	1.0%	1	0.0%	0	1.9%	3	2.2%	2	1.1%	2	0.5%	1	1.5%	3	0.5%	1	0.0%	0	1.6%	2	0.0%	0
London	0.8%	17	1.1%	1	3.1%	3	3.8%	4	0.0%	0	1.1%	1	1.1%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.2%	2
Shaftesbury	0.7%	15	3.4%	3	9.4%	9	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Ferndown	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	7.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.6%	13	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.4%	9	0.0%	0	0.0%	0	6.7%	7	0.6%	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
Street	0.4%	9	2.2%	2	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.3%	6	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Lymington	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Bath	0.2%	5	1.1%	1	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	0.2%	4	2.2%	2	1.0%	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	0.0%	0	0.0%	0
Sturminster Newton	0.2%	4	0.0%	0	1.0%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.2%	2
Oxford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	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
Winton	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Exeter	0.1%	3	1.1%	1	0.0%	0	1.0%	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	0.0%	0
Gillingham	0.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Ashley Heath	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakeside Shopping Centre, Essex	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Highcliffe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	2	1.1%	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	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Windsor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	2	1.1%	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	0.0%	0	0.0%	0	0.0%	0
West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Clarks Village Retail Outlet, Street	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hythe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Bere Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gretna 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	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lewes	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	0.0%	0	0.0%	0	0.0%	0
Farley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Newbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northumberland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Andover	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	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peter Port, Guernsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Turbary Retail Park, Ringwood Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Wincanton	0.1%	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	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dolphin Centre, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	52	4.5%	4	4.2%	4	4.8%	5	3.2%	5	2.2%	2	2.8%	5
(Don't regularly buy these kind of goods)	1.3%	26	1.1%	1	1.0%	1	1.0%	1	1.3%	2	1.1%	1	1.1%	2
Base:	2018	89	96	105	158	92	181	191	197	187	79	122	92	



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q09 At which other locations do you shop for clothes and shoes ?</b>																										
<i>Those who buy clothes and shoes at Q08</i>																										
Bournemouth	19.1%	381	4.5%	4	10.5%	10	13.5%	14	17.9%	28	16.5%	15	18.4%	33	23.0%	44	25.0%	48	21.5%	40	19.5%	15	21.8%	26	14.1%	13
Poole Town Centre	11.5%	229	5.7%	5	9.5%	9	12.5%	13	23.1%	36	15.4%	14	12.3%	22	10.5%	20	20.8%	40	16.7%	31	13.0%	10	3.4%	4	4.3%	4
Southampton	10.4%	207	6.8%	6	5.3%	5	1.0%	1	7.1%	11	5.5%	5	4.5%	8	9.9%	19	10.4%	20	8.1%	15	23.4%	18	16.0%	19	16.3%	15
Salisbury	5.9%	118	23.9%	21	16.8%	16	5.8%	6	14.7%	23	0.0%	0	1.7%	3	0.0%	0	1.6%	3	3.8%	7	5.2%	4	10.9%	13	18.5%	17
Castlepoint	5.0%	99	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	2.2%	4	6.3%	12	6.3%	12	8.1%	15	5.2%	4	6.7%	8	3.3%	3
Yeovil	3.4%	67	23.9%	21	21.1%	20	12.5%	13	3.8%	6	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Trowbridge	2.9%	58	2.3%	2	6.3%	6	1.0%	1	1.3%	2	4.4%	4	3.4%	6	4.7%	9	5.2%	10	2.2%	4	1.3%	1	0.8%	1	3.3%	3
Dorchester	2.5%	49	0.0%	0	0.0%	0	4.8%	5	11.5%	18	5.5%	5	10.6%	19	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	2.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.8%	1	0.0%	0
Brighton	1.9%	38	6.8%	6	0.0%	0	3.8%	4	0.6%	1	4.4%	4	3.9%	7	0.0%	0	1.6%	3	0.0%	0	3.9%	3	3.4%	4	2.2%	2
Wimborne Minster	1.9%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.1%	2	2.1%	4	8.3%	16	3.2%	6	3.9%	3	1.7%	2	1.1%	1
Boscombe	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	2.6%	2	5.0%	6	0.0%	0
Bath	0.9%	18	9.1%	8	6.3%	6	1.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.1%	2	2.6%	2	7.6%	9	1.1%	1
London	0.8%	16	0.0%	0	1.1%	1	0.0%	0	2.6%	4	2.2%	2	0.6%	1	0.5%	1	0.0%	0	1.1%	2	0.0%	0	0.8%	1	1.1%	1
Shaftesbury	0.8%	16	2.3%	2	10.5%	10	1.0%	1	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.8%	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	0.8%	1	0.0%	0
Blandford (Forum and St Mary)	0.8%	15	1.1%	1	0.0%	0	1.9%	2	6.4%	10	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.7%	13	0.0%	0	0.0%	0	1.0%	1	0.6%	1	1.1%	1	5.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Swanage	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.3%	1	0.8%	1	2.2%	2
Sherborne	0.4%	8	0.0%	0	2.1%	2	3.8%	4	0.6%	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
Lymington	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.8%	1	0.0%	0
Bristol	0.3%	6	1.1%	1	1.1%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1
Gillingham	0.2%	3	0.0%	0	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow	0.1%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
West Quay Road, Southampton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Bluewater Shopping Centre, Kent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Highcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gunwharf Quays, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harleston	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	0.0%	0	0.0%	0	0.0%	0		
Bicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Internet / delivered	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	0.0%	0	0.0%	0	0.0%	0		
Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Broadstone	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Romsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Royal Tunbridge Wells, Kent	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sidmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
St Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Thornham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Warminster	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	0.0%	0	0.0%	0	0.0%	0		
Stalbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Clarks Village Retail Outlet, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	36.9%	736	27.3%	24	26.3%	25	41.3%	43	28.8%	45	37.4%	34	45.3%	81	49.2%	94	31.3%	60	39.8%	74	39.0%	30	34.5%	41	32.6%	30
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1992		88		95		104		156		91		179		191		192		186		77		119		92

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

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Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
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# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q10 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?</b>																										
Poole Town Centre	22.0%	443	1.1%	1	4.2%	4	3.8%	4	32.9%	52	50.0%	46	37.6%	68	68.1%	130	39.1%	77	21.4%	40	7.6%	6	5.7%	7	5.4%	5
Castlepoint	13.2%	267	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2	6.4%	12	13.9%	11	23.8%	29	1.1%	1
Internet / delivered	10.0%	201	21.3%	19	8.3%	8	12.4%	13	10.1%	16	8.7%	8	8.3%	15	10.5%	20	9.1%	18	7.0%	13	8.9%	7	19.7%	24	9.8%	9
Bournemouth	5.6%	113	0.0%	0	2.1%	2	1.0%	1	0.6%	1	4.3%	4	1.1%	2	2.1%	4	3.0%	6	18.7%	35	17.7%	14	10.7%	13	2.2%	2
Salisbury	3.4%	68	7.9%	7	18.8%	18	1.0%	1	1.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	41.3%	38
Wimborne Minster	3.0%	61	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.6%	1	1.0%	2	23.9%	47	3.2%	6	2.5%	2	0.0%	0	1.1%	1
Yeovil	3.0%	61	19.1%	17	3.1%	3	34.3%	36	1.9%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	2.9%	59	0.0%	0	0.0%	0	1.9%	2	5.1%	8	0.0%	0	24.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Dorchester	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.5%	3	20.3%	38	0.0%	0	2.5%	3	0.0%	0
New Milton	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	2.0%	41	6.7%	6	35.4%	34	0.0%	0	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%	1
Blandford (Forum and St Mary)	1.8%	36	0.0%	0	0.0%	0	1.0%	1	21.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Verwood	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	25.3%	20	3.3%	4	7.6%	7	7.6%	7
Southampton	1.5%	31	0.0%	0	0.0%	0	1.0%	1	1.3%	2	0.0%	0	0.6%	1	0.5%	1	1.5%	3	0.5%	1	2.5%	2	3.3%	4	5.4%	5
Sturminster Newton	1.2%	24	2.2%	2	1.0%	1	13.3%	14	3.8%	6	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	13.1%	16	0.0%	0	0.0%	0
Mere	0.9%	18	14.6%	13	3.1%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	4.7%	9	1.5%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.7%	14	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.6%	1	1.0%	2	1.0%	2	2.1%	4	1.3%	1	0.0%	0	1.1%	1
Ferndown	0.7%	14	12.4%	11	2.1%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailey Drive Retail Park	0.6%	13	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.5%	11	3.4%	3	0.0%	0	6.7%	7	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Wessex Gate Retail Park, Poole	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.7%	3	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	6
Stoney Lane Retail Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Barrack Road, Christchurch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.1%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerford Road Retail Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	3	1.1%	1	1.0%	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	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Charles Darwin Centre, Shrewsbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houndstone Retail Park, Yeovil	0.1%	2	1.1%	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	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
Retail Park, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Park, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dorchester Retail Park, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFI, Poole Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hordle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Canterbury	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Currys, Quedam Centre, Yeovil	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%
Puriton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Frome	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hemel Hempstead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ruislip	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Petersfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Kinson, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Belper	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Torquay	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bolton	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Trowbridge	0.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wool, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%
(Don't regularly buy these kind of goods)	9.2%	185	1.1%	1	8.3%	8	9.5%	10	10.1%	16	3.3%	3	8.3%
(Don't know / varies)	3.8%	77	4.5%	4	7.3%	7	4.8%	5	2.5%	4	6.5%	6	4.4%
Base:	2018		89		96		105		158		92		181
													191
													197
													187
													79
													122
													92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q11 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?</b>																										
<i>Those who buy domestic electric appliances (e.g. fridges and kitchen items) at Q10</i>																										
Poole Town Centre	7.1%	131	1.1%	1	5.7%	5	6.3%	6	12.0%	17	15.7%	14	10.2%	17	6.9%	12	13.9%	24	9.2%	16	9.1%	6	2.8%	3	2.4%	2
Bournemouth	6.1%	112	1.1%	1	3.4%	3	1.1%	1	3.5%	5	6.7%	6	4.8%	8	3.4%	6	8.7%	15	10.9%	19	7.6%	5	12.8%	14	8.3%	7
Internet / delivered	3.5%	65	5.7%	5	2.3%	2	4.2%	4	5.6%	8	2.2%	2	1.8%	3	4.6%	8	3.5%	6	3.4%	6	4.5%	3	1.8%	2	9.5%	8
Castlepoint	2.9%	54	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	4.6%	8	0.0%	0	8.3%	9	0.0%	0
Southampton	1.6%	29	1.1%	1	2.3%	2	0.0%	0	0.7%	1	0.0%	0	1.8%	3	0.0%	0	0.6%	1	1.7%	3	4.5%	3	2.8%	3	2.4%	2
Yeovil	1.6%	29	11.4%	10	4.5%	4	9.5%	9	1.4%	2	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.6%	29	3.4%	3	13.6%	12	1.1%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.9%	1	9.5%	8
Wimborne Minster	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	7.5%	13	1.7%	3	0.0%	0	0.0%	0	3.6%	3
Blandford (Forum and St Mary)	1.1%	20	1.1%	1	1.1%	1	2.1%	2	9.2%	13	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Dorchester	1.0%	18	0.0%	0	0.0%	0	2.1%	2	3.5%	5	1.1%	1	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1
New Milton	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Ferndown	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	5.7%	10	0.0%	0	0.9%	1	0.0%	0
Weymouth	0.5%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	2	1.1%	1	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	8	4.5%	4	3.4%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	2	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0
Sherborne	0.3%	5	1.1%	1	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.2%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Verwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Stalbridge	0.1%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.2%	1
Woking	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Barrack Road, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	
Tisbury	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Milford-on-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Don't regularly buy these kind of goods)	64.4%	1180	55.7%	49	65.9%	58	64.2%	61	61.3%	87	62.9%	56	65.1%	108
(Don't know / varies)	5.0%	91	5.7%	5	4.5%	4	4.2%	4	2.8%	4	9.0%	8	4.2%	7
Base:	1833	88	88	95	142	89	166	175	173	174	66	109	84	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q12 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?</b>																										
Poole Town Centre	20.1%	405	3.4%	3	8.3%	8	1.9%	2	32.3%	51	57.6%	53	33.7%	61	57.1%	109	32.5%	64	19.8%	37	7.6%	6	2.5%	3	3.3%	3
Castlepoint	12.4%	250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	2.0%	4	4.8%	9	7.6%	6	23.8%	29	0.0%	0
Internet / delivered	12.3%	249	20.2%	18	10.4%	10	15.2%	16	13.3%	21	12.0%	11	9.9%	18	14.7%	28	12.2%	24	9.1%	17	19.0%	15	16.4%	20	18.5%	17
Bournemouth	6.4%	129	0.0%	0	3.1%	3	1.0%	1	0.6%	1	5.4%	5	2.8%	5	2.6%	5	2.0%	4	16.0%	30	10.1%	8	19.7%	24	2.2%	2
Salisbury	3.8%	77	9.0%	8	29.2%	28	0.0%	0	1.9%	3	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	35.9%	33
Yeovil	3.3%	67	18.0%	16	5.2%	5	40.0%	42	0.6%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	3.3%	67	0.0%	0	1.0%	1	0.0%	0	1.9%	3	1.1%	1	1.7%	3	2.1%	4	22.8%	45	3.7%	7	1.3%	1	0.0%	0	2.2%	2
Dorchester	2.1%	42	1.1%	1	0.0%	0	1.9%	2	1.3%	2	0.0%	0	19.9%	36	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	19.8%	37	0.0%	0	0.0%	0	0.0%	0
New Milton	1.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	1.6%	33	0.0%	0	0.0%	0	1.9%	2	17.7%	28	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.1%	1
Southampton	1.4%	29	1.1%	1	0.0%	0	1.0%	1	1.3%	2	1.1%	1	1.1%	2	1.0%	2	1.0%	2	0.5%	1	5.1%	4	0.8%	1	4.3%	4
Verwood	1.4%	28	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%	3	20.3%	16	4.1%	5	4.3%	4
Sturminster Newton	0.9%	18	1.1%	1	1.0%	1	11.4%	12	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.8%	17	10.1%	9	6.3%	6	1.0%	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	0.0%	0
Broadstone	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	2.6%	5	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.6%	13	4.5%	4	0.0%	0	7.6%	8	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	7.4%	9	1.1%	1
Weymouth	0.5%	10	1.1%	1	0.0%	0	0.0%	0	0.6%	1	1.1%	1	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.8%	1	0.0%	0
Christchurch	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	8	0.0%	0	8.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	5.4%	5
Portsmouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.5%	1	0.0%	0	1.6%	2	0.0%	0
Bailey Drive Retail Park	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.3%	7	4.5%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Poole	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Somerford Road Retail Park	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.2%	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	0.0%	0	0.0%	0	0.0%	0
London	0.2%	4	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Fleetsbridge Industrial Park, Dorset	0.2%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	4	2.2%	2	1.0%	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	0.0%	0	0.0%	0
Tisbury	0.1%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Lane Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Colchester	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cosham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Birmingham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stalbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Frome	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Horsell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Currys, Quedam Centre, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Houndstone Retail Park, Yeovil	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Bracknell	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	0.0%	0	0.0%	0	0.0%	0		
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Horsham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Canterbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Chedington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newcastle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Orkney	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dorchester Retail Park, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Romford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Royal Tunbridge Wells, Kent	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Exeter	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	0.0%	0	0.0%	0	0.0%	0		
Lytchett Minster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Taunton	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Bolton	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Watford	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Branksome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Wincanton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	12.7%	256	10.1%	9	9.4%	9	7.6%	8	14.6%	23	7.6%	7	13.8%	25	12.0%	23	15.7%	31	13.4%	25	26.6%	21	14.8%	18	9.8%	9
(Don't know / varies)	4.1%	83	6.7%	6	5.2%	5	5.7%	6	1.3%	2	3.3%	3	5.0%	9	3.1%	6	4.6%	9	3.7%	7	2.5%	2	4.9%	6	6.5%	6
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q13 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?</b>																										
<i>Those who buy other kinds of electric goods such as TV / Hi-Fi and computers at Q12</i>																										
Poole Town Centre	6.2%	110	0.0%	0	3.4%	3	3.1%	3	13.3%	18	10.6%	9	11.5%	18	6.5%	11	10.2%	17	8.0%	13	10.3%	6	4.8%	5	2.4%	2
Bournemouth	5.1%	89	1.3%	1	3.4%	3	1.0%	1	6.7%	9	5.9%	5	5.1%	8	5.4%	9	2.4%	4	6.2%	10	15.5%	9	8.7%	9	4.8%	4
Internet / delivered	3.9%	68	7.5%	6	2.3%	2	3.1%	3	5.2%	7	1.2%	1	3.8%	6	4.8%	8	6.0%	10	4.3%	7	1.7%	1	1.0%	1	7.2%	6
Castlepoint	2.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.3%	7	1.7%	1	6.7%	7	1.2%	1
Salisbury	2.2%	39	10.0%	8	12.6%	11	1.0%	1	3.0%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.2%	2	1.7%	1	1.9%	2	10.8%	9
Southampton	2.0%	36	2.5%	2	2.3%	2	1.0%	1	1.5%	2	0.0%	0	1.3%	2	0.6%	1	1.2%	2	3.1%	5	5.2%	3	1.9%	2	2.4%	2
Yeovil	1.2%	22	3.8%	3	6.9%	6	8.2%	8	0.7%	1	0.0%	0	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	0.7%	12	0.0%	0	0.0%	0	3.1%	3	1.5%	2	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	4.9%	8	0.0%	0	1.0%	1	0.0%	0
Wimborne Minster	0.6%	10	0.0%	0	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	6	1.2%	2	0.0%	0	0.0%	0	0.0%	0
New Milton	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	1.2%	1
Weymouth	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sherborne	0.2%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	1.0%	1	1.2%	1
London	0.2%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	1.2%	1
Sturminster Newton	0.2%	4	0.0%	0	0.0%	0	3.1%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.2%	4	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.2%	3	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.7%	1	1.0%	1	1.0%	1	0.0%	0
Shaftesbury	0.2%	3	2.5%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Warminster	0.1%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	2	1.3%	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	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Hedge End	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alder Holt	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Mere	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Swanage	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	
Frome	0.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Wessex Gate Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	66.8%	1177	50.0%	40	59.8%	52	70.1%	68	64.4%	87	75.3%	64	66.0%	103
(Don't know / varies)	5.2%	91	10.0%	8	5.7%	5	5.2%	5	0.7%	1	7.1%	6	4.5%	7
Base:	1762	80	87	97	135	85	156	168	166	162	58	104	83	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q14 Which location did your household last buy furniture, soft furnishings and floor-coverings ?</b>																										
Poole Town Centre	22.3%	449	6.7%	6	11.5%	11	4.8%	5	34.2%	54	44.6%	41	34.3%	62	60.2%	115	37.1%	73	22.5%	42	8.9%	7	9.8%	12	5.4%	5
Castlepoint	8.9%	180	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	3.0%	6	2.7%	5	2.5%	2	11.5%	14	0.0%	0
Bournemouth	8.2%	166	1.1%	1	0.0%	0	2.9%	3	1.3%	2	4.3%	4	7.7%	14	1.6%	3	7.6%	15	22.5%	42	19.0%	15	14.8%	18	5.4%	5
Internet / delivered	3.9%	78	3.4%	3	5.2%	5	5.7%	6	7.0%	11	5.4%	5	2.2%	4	3.1%	6	4.1%	8	3.2%	6	1.3%	1	4.9%	6	6.5%	6
Dorchester	3.4%	69	0.0%	0	0.0%	0	1.0%	1	0.6%	1	0.0%	0	0.6%	1	1.0%	2	6.6%	13	15.5%	29	8.9%	7	4.9%	6	7.6%	7
Yeovil	3.0%	61	18.0%	16	3.1%	3	37.1%	39	1.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.6%	52	2.2%	2	13.5%	13	0.0%	0	3.2%	5	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0	1.6%	2	28.3%	26
Wimborne Minster	2.4%	48	1.1%	1	2.1%	2	0.0%	0	1.3%	2	0.0%	0	1.1%	2	1.0%	2	15.2%	30	1.6%	3	5.1%	4	0.0%	0	1.1%	1
Christchurch	2.0%	41	1.1%	1	0.0%	0	1.9%	2	1.3%	2	2.2%	2	16.6%	30	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	2.0%	40	0.0%	0	0.0%	0	3.8%	4	0.6%	1	1.1%	1	1.1%	2	0.5%	1	0.5%	1	0.5%	1	3.8%	3	3.3%	4	4.3%	4
Blandford (Forum and St Mary)	1.9%	39	1.1%	1	2.1%	2	2.9%	3	18.4%	29	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
New Milton	1.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Ferndown	1.5%	30	22.5%	20	5.2%	5	2.9%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	3.8%	3	13.9%	17	0.0%	0
Wareham	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	7	6.6%	12	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.9%	18	2.2%	2	15.6%	15	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.7%	15	5.6%	5	2.1%	2	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.6%	13	0.0%	0	1.0%	1	9.5%	10	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.5%	11	0.0%	0	2.1%	2	1.0%	1	0.6%	1	2.2%	2	0.0%	0	1.0%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Swanage	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	9	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	1.0%	2	1.0%	2	0.5%	1	0.0%	0	0.8%	1	1.1%	1
Winton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	2.5%	2	2.5%	3	2.2%	2
Bailey Drive Retail Park	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Gillingham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.3%	6	2.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Boscombe	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.2%	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	0.0%	0	0.0%	0	5.4%	5
Somerford Road Retail Park	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Verwood	0.2%	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	3.8%	3	0.8%	1	0.0%	0
Wessex Gate Retail Park, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.1%	3	1.1%	1	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0
Retail Park, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Bath	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.1%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melksham	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Weston-Super-Mare	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Basingstoke	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Cardiff	0.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	0.1%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hedge End	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Crockerton	0.1%	2	1.1%	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	0.0%	0	0.0%	0
Bracknell	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Canterbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Axminster	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Darlington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Stour	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlepoint Centre, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelmsford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lincoln	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks Designer Outlet, Chester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	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	0.0%	0	0.0%	0	0.0%	0
Retail Park, Barrack Road, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newton Abbot	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	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Lane Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Chilwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colchester	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	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Paignton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	16.9%	342	18.0%	16	15.6%	15	9.5%	10	13.3%	21	17.4%	16	14.9%	27	19.4%	37	17.3%	34	18.2%	34	30.4%	24	16.4%	20	23.9%	22
(Don't know / varies)	5.8%	118	6.7%	6	13.5%	13	4.8%	5	5.7%	9	4.3%	4	3.9%	7	5.2%	10	4.6%	9	4.3%	8	5.1%	4	9.0%	11	3.3%	3
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q15 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ?</b>																										
<i>Those who buy furniture, soft furnishings and floor-coverings at Q14</i>																										
Bournemouth	9.3%	156	1.4%	1	2.5%	2	3.2%	3	8.8%	12	13.2%	10	6.5%	10	9.1%	14	17.2%	28	12.4%	19	3.6%	2	11.8%	12	4.3%	3
Poole Town Centre	7.1%	119	2.7%	2	6.2%	5	6.3%	6	10.2%	14	14.5%	11	10.4%	16	5.8%	9	10.4%	17	9.2%	14	10.9%	6	2.9%	3	1.4%	1
Southampton	2.7%	45	0.0%	0	1.2%	1	1.1%	1	0.7%	1	0.0%	0	1.3%	2	1.3%	2	1.8%	3	3.9%	6	7.3%	4	3.9%	4	10.0%	7
Yeovil	2.3%	39	19.2%	14	7.4%	6	12.6%	12	0.7%	1	0.0%	0	3.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.2%	37	6.8%	5	16.0%	13	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.7%	1	5.5%	3	2.0%	2	12.9%	9
Castlepoint	2.0%	33	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%	3	1.8%	1	2.9%	3	0.0%	0
Internet / delivered	1.7%	29	1.4%	1	1.2%	1	3.2%	3	0.7%	1	2.6%	2	0.0%	0	2.6%	4	2.5%	4	0.7%	1	1.8%	1	3.9%	4	2.9%	2
Dorchester	1.3%	22	0.0%	0	0.0%	0	1.1%	1	6.6%	9	0.0%	0	5.8%	9	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	1.4%	1
Ferndown	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	2.5%	4	3.9%	6	1.8%	1	4.9%	5	0.0%	0
Blandford (Forum and St Mary)	0.8%	14	0.0%	0	3.7%	3	1.1%	1	7.3%	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
Wimborne Minster	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.3%	7	0.7%	1	1.8%	1	1.0%	1	0.0%	0
Shaftesbury	0.6%	10	4.1%	3	6.2%	5	1.1%	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	0.0%	0
New Milton	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.5%	9	1.4%	1	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.3%	2	0.0%	0	1.0%	1	0.0%	0
Ringwood	0.4%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.0%	2	0.0%	0
Bath	0.4%	6	2.7%	2	1.2%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.3%	5	1.4%	1	3.7%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.3%	5	1.4%	1	1.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.4%	1
Wincanton	0.2%	4	2.7%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.2%	3	0.0%	0	1.2%	1	1.1%	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	0.0%	0
Weymouth	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Verwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crockerton	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iminster	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerford Road Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Ives, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Street	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Verwood Industrial Estate, Verwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Bailey Drive Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
Bere Alston	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0												
(Don't know / varies)	67.1%	1124	52.1%	38	54.3%	44	67.4%	64	63.5%	87	67.1%	51	71.4%	110	77.9%	120	61.4%	100	67.3%	103	63.6%	35	63.7%	65	68.6%	48
(Don't regularly buy these kind of goods)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1676	73	81	95	137	76	154	154	163	153	55	102	70													



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q16 Which location did your household last buy DIY / hardware and garden items ?</b>																										
Poole Town Centre	22.3%	451	3.4%	3	6.3%	6	2.9%	3	19.6%	31	43.5%	40	38.7%	70	69.6%	133	56.3%	111	19.8%	37	7.6%	6	3.3%	4	4.3%	4
Castlepoint	16.8%	339	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.0%	2	10.7%	20	15.2%	12	31.1%	38	7.6%	7
Bournemouth	8.8%	178	1.1%	1	1.0%	1	1.9%	2	1.3%	2	2.2%	2	0.6%	1	1.6%	3	6.6%	13	32.6%	61	32.9%	26	27.0%	33	12.0%	11
Gillingham	5.8%	117	73.0%	65	39.6%	38	13.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	3.8%	77	0.0%	0	4.2%	4	3.8%	4	40.5%	64	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Yeovil	2.6%	53	4.5%	4	2.1%	2	39.0%	41	0.6%	1	1.1%	1	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Salisbury	2.4%	49	1.1%	1	12.5%	12	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	35.9%	33
Wimborne Minster	2.3%	47	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.7%	3	1.6%	3	12.7%	25	3.7%	7	2.5%	2	0.8%	1	1.1%	1
Dorchester	2.2%	44	0.0%	0	0.0%	0	0.0%	0	3.2%	5	1.1%	1	21.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	2.1%	42	0.0%	0	0.0%	0	2.9%	3	19.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.2%	2
B&Q, Fleets Lane, Poole	1.5%	30	0.0%	0	0.0%	0	0.0%	0	1.9%	3	2.2%	2	3.9%	7	4.7%	9	3.6%	7	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.5%	1	2.0%	4	9.1%	17	1.3%	1	3.3%	4	0.0%	0
Ringwood	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	3.8%	3	16.4%	20	2.2%	2
B&Q, Castlepoint Centre, Bournemouth	1.1%	22	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	5.1%	4	2.5%	3	0.0%	0
New Milton	0.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.7%	15	0.0%	0	14.6%	14	0.0%	0	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%	1
Internet / delivered	0.7%	14	2.2%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	1.1%	2	1.0%	2	0.5%	1	1.1%	2	0.0%	0	1.6%	2	1.1%	1
Weymouth	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Fleetsbridge Industrial Park, Dorset	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	3.7%	7	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.6%	12	0.0%	0	0.0%	0	8.6%	9	1.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bailey Drive Retail Park	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	3.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.5%	10	0.0%	0	0.0%	0	7.6%	8	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8
Verwood	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	6.3%	5	0.0%	0	1.1%	1
Three Legged Cross	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	7.6%	6	0.0%	0	0.0%	0
Christchurch	0.3%	6	0.0%	0	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%	1	0.0%	0	0.0%	0
Southampton	0.3%	6	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.1%	1
B&Q, Orchid Way, Christchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.2%	5	0.0%	0	0.0%	0	4.8%	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
Wool, Dorset	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Lane Retail Park	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.2%	4	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.2%	4	2.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Owermoigne	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.1%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Bransgore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Alder Holt	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2		
Broadstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Holt	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.1%	1		
Wincanton	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
West Moors	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0		
Ruislip	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Abroad	0.1%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kinson, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bamford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Fareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Axminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0		
Harold Wood	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	0.0%	0	0.0%	0	0.0%	0		
Chippenham	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	0.0%	0	0.0%	0	0.0%	0		
Newhaven	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	0.0%	0	0.0%	0	0.0%	0		
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Romsey	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	0.0%	0	0.0%	0	0.0%	0		
Bashley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Longham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sixpenny Handley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
St Ives, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Colchester	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	0.0%	0	0.0%	0	0.0%	0		
Hurn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tisbury	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	0.0%	0	0.0%	0	0.0%	0		
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Warminster	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	0.0%	0	0.0%	0	0.0%	0		
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Somerford Road Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Broomhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	10.5%	211	6.7%	6	7.3%	7	8.6%	9	7.0%	11	15.2%	14	8.8%	16	10.5%	20	10.7%	21	12.8%	24	7.6%	6	9.0%	11	8.7%	8
(Don't know / varies)	2.1%	42	2.2%	2	3.1%	3	1.0%	1	0.0%	0	7.6%	7	2.8%	5	1.0%	2	1.5%	3	2.7%	5	2.5%	2	3.3%	4	2.2%	2
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q17 Which other locations do you visit to buy DIY / hardware and garden items ?</b>																										
<i>Those who buy DIY / hardware and garden items at Q16</i>																										
Poole Town Centre	7.6%	137	0.0%	0	5.6%	5	4.2%	4	23.1%	34	16.7%	13	9.7%	16	5.3%	9	9.7%	17	12.3%	20	5.5%	4	3.6%	4	4.8%	4
Bournemouth	4.7%	85	0.0%	0	4.5%	4	2.1%	2	2.0%	3	2.6%	2	1.2%	2	5.8%	10	6.8%	12	8.0%	13	9.6%	7	7.2%	8	4.8%	4
Castlepoint	3.8%	69	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.9%	8	2.7%	2	14.4%	16	2.4%	2
Yeovil	2.3%	42	19.3%	16	7.9%	7	14.6%	14	0.7%	1	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.7%	31	0.0%	0	0.0%	0	3.1%	3	5.4%	8	1.3%	1	10.9%	18	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	1.7%	31	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	2.3%	4	9.7%	17	1.8%	3	2.7%	2	0.0%	0	1.2%	1
Salisbury	1.6%	28	3.6%	3	13.5%	12	1.0%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.7%	2	0.0%	2	0.0%	0	6.0%	5
Ferndown	1.5%	27	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.2%	2	1.8%	3	3.4%	6	3.7%	6	4.1%	3	2.7%	3	1.2%	1
Gillingham	1.5%	27	7.2%	6	16.9%	15	5.2%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	1.2%	21	0.0%	0	1.1%	1	2.1%	2	7.5%	11	0.0%	0	1.2%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Ringwood	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	1	0.0%	0	9.0%	10	1.2%	1
Internet / delivered	0.8%	15	0.0%	0	1.1%	1	0.0%	0	0.7%	1	1.3%	1	1.2%	2	1.2%	2	0.0%	0	1.8%	3	0.0%	0	2.7%	3	0.0%	0
Weymouth	0.8%	15	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	6.7%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.8%	14	0.0%	0	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
New Milton	0.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.6%	10	1.2%	1	1.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.8%	2	0.0%	0
Swanage	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.6%	2	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Castlepoint Centre, Bournemouth	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Sherborne	0.4%	7	2.4%	2	1.1%	1	2.1%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Fleets Lane, Poole	0.4%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.2%	2	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.3%	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	0.0%	0	0.0%	0	3.6%	3
Wincanton	0.2%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.2%	4	0.0%	0	0.0%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	1.2%	1
Bailey Drive Retail Park	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Orchid Way, Christchurch	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Stoney Lane Retail Park	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Shaftesbury	0.1%	2	1.2%	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	0.0%	0	0.0%	0	0.0%	0
Lymington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerford Road Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alder Holt	0.1%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Fleetsbridge Industrial Park, Dorset	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Wallisdown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Mere	0.1%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chichester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Birmingham	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	0.0%	0	0.0%	0	0.0%	0		
Corfe Mullen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Everton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Child Okeford	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	0.0%	0	0.0%	0	0.0%	0		
Nursling	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Ottery Saint Mary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Frome	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Parley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Porton	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	0.0%	0	0.0%	0	0.0%	0		
Retail Park, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
Ruislip	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	0.0%	0	0.0%	0	0.0%	0		
Sandown, Isle of Wight	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sixpenny Handley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Owermoigne	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Southbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stockport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tarrant Launceston	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	0.0%	0	0.0%	0	0.0%	0		
Taunton	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Three Legged Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
Tisbury	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	0.0%	0	0.0%	0	0.0%	0		
Bashley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Branksome	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	59.9%	1082	51.8%	43	49.4%	44	57.3%	55	41.5%	61	60.3%	47	58.8%	97	72.5%	124	58.0%	102	63.8%	104	57.5%	42	57.7%	64	61.9%	52
(Don't know / varies)	3.5%	64	8.4%	7	3.4%	3	2.1%	2	2.7%	4	5.1%	4	2.4%	4	4.7%	8	5.1%	9	3.1%	5	4.1%	3	2.7%	3	2.4%	2
Base:		1807		83		89		96		147		78		165		171		176		163		73		111		84

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q18 Which location did your household last buy chemist, health and beauty items ?</b>																										
Poole Town Centre	13.0%	263	0.0%	0	1.0%	1	0.0%	0	11.4%	18	19.6%	18	23.8%	43	68.6%	131	21.8%	43	2.7%	5	0.0%	0	0.0%	0	1.1%	1
Christchurch	9.7%	195	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	1.3%	1	1.6%	2	0.0%	0
Ferndown	7.8%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	11.7%	23	61.0%	114	11.4%	9	5.7%	7	2.2%	2
Blandford (Forum and St Mary)	5.9%	119	0.0%	0	2.1%	2	2.9%	3	67.7%	107	0.0%	0	0.6%	1	1.0%	2	1.0%	2	0.5%	1	0.0%	0	0.0%	0	1.1%	1
New Milton	5.6%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	4.8%	97	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.5%	1	44.2%	87	1.1%	2	1.3%	1	0.0%	0	3.3%	3
Ringwood	4.7%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	3	10.1%	8	62.3%	76	5.4%	5
Bournemouth	4.6%	93	0.0%	0	0.0%	0	2.9%	3	0.6%	1	0.0%	0	0.0%	0	2.1%	4	1.5%	3	14.4%	27	19.0%	15	4.9%	6	8.7%	8
Shaftesbury	4.4%	89	18.0%	16	67.7%	65	1.9%	2	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Dorchester	3.7%	75	0.0%	0	0.0%	0	1.0%	1	4.4%	7	2.2%	2	35.4%	64	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	2.3%	46	12.4%	11	0.0%	0	29.5%	31	0.6%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.1%	43	0.0%	0	2.1%	2	1.0%	1	1.9%	3	1.1%	1	1.7%	3	2.1%	4	2.0%	4	2.1%	4	0.0%	0	4.1%	5	4.3%	4
Gillingham	2.0%	41	41.6%	37	2.1%	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	0.0%	0	0.0%	0
Salisbury	2.0%	41	2.2%	2	11.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	28
Wareham	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	5	18.2%	33	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Verwood	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	41.8%	33	2.5%	3	2.2%	2
Castlepoint	1.9%	38	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	1.0%	2	1.5%	3	2.7%	5	7.6%	6	6.6%	8	0.0%	0
Broadstone	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	20	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	24
Sherborne	1.1%	23	1.1%	1	0.0%	0	19.0%	20	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.1%	22	0.0%	0	0.0%	0	16.2%	17	2.5%	4	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bransgore	0.7%	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	0.8%	1	0.0%	0
Highcliffe	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.7%	14	0.0%	0	0.0%	0	12.4%	13	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%	1
West Moors	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	13	0.0%	0	0.0%	0	0.0%	0
Mere	0.5%	10	7.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.8%	1	0.0%	0
Upton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.5%	1	0.5%	1	0.5%	1	0.0%	0	0.8%	1	1.1%	1
Wool, Dorset	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.3%	7	5.6%	5	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tisbury	0.2%	5	0.0%	0	5.2%	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	0.0%	0
Lytchett Matravers	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.2%	4	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Ives, Dorset	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Tower Park, Poole	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.8%	1	0.0%	0
Weymouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Winton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1				
Colehill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hamworthy	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Farnborough	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Burton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ashley Heath	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kinson, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Lewes	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	0.0%	0	0.0%	0	0.0%	0		
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Higher Langham	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lytchett Minster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Exeter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Parley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
Sandford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Milborne Port	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Southbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bath	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	0.0%	0	0.0%	0	0.0%	0		
St Leonards	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0		
Stevenage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Taunton	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Burwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Child Okeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Warminster	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Dorset	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	0.0%	0	0.0%	0	0.0%	0		
Downton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1		
Epsom	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	3.9%	79	3.4%	3	3.1%	3	3.8%	4	1.9%	3	7.6%	7	3.3%	6	5.8%	11	1.0%	2	2.7%	5	6.3%	5	5.7%	7	3.3%	3
(Don't know / varies)	1.0%	20	1.1%	1	1.0%	1	1.0%	1	2.5%	4	0.0%	0	0.6%	1	1.6%	3	1.0%	2	0.5%	1	0.0%	0	1.6%	2	0.0%	0
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q19 Which other locations do you visit to buy chemist, health and beauty items ?</b>																										
<i>Those who buy chemist, health and beauty items at Q18</i>																										
Poole Town Centre	7.4%	143	1.2%	1	6.5%	6	0.0%	0	10.3%	16	15.3%	13	15.4%	27	10.0%	18	19.0%	37	9.9%	18	4.1%	3	0.0%	0	2.2%	2
Bournemouth	6.2%	120	0.0%	0	3.2%	3	2.0%	2	2.6%	4	9.4%	8	2.3%	4	4.4%	8	6.2%	12	14.3%	26	2.7%	2	13.0%	15	7.9%	7
Salisbury	2.4%	46	9.3%	8	16.1%	15	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.2%	4	1.4%	1	0.0%	0	13.5%	12
Yeovil	2.3%	45	16.3%	14	5.4%	5	21.8%	22	0.6%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Castlepoint	2.2%	43	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	2	8.8%	16	1.4%	1	4.3%	5	5.6%	5
Christchurch	1.9%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	2	2.0%	0
Ringwood	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	13.5%	10	11.3%	13	5.6%	5		
Ferndown	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7	8.2%	15	5.4%	4	1.7%	2	1.1%	1
New Milton	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	1.2%	23	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.1%	2	0.0%	0	8.2%	16	1.1%	2	0.0%	0	0.0%	0	1.1%	1
Blandford (Forum and St Mary)	1.0%	20	0.0%	0	0.0%	0	3.0%	3	9.7%	15	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.0%	19	2.3%	2	0.0%	0	1.0%	1	0.6%	1	1.2%	1	0.6%	1	0.6%	1	1.5%	3	0.0%	0	1.4%	1	1.7%	2	1.1%	1
Shaftesbury	0.9%	18	11.6%	10	6.5%	6	1.0%	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	0.0%	0
Dorchester	0.8%	16	0.0%	0	0.0%	0	2.0%	2	2.6%	4	3.5%	3	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Gillingham	0.6%	12	8.1%	7	3.2%	3	1.0%	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	0.0%	0
Southampton	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.5%	4	1.1%	1
Boscombe	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.1%	1
Wareham	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	10	0.0%	0	1.1%	1
Swanage	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	7	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.4%	7	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.6%	1	2.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.3%	6	0.0%	0	0.0%	0	4.0%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.2%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
West Moors	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
Wool, Dorset	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamworthy	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset	0.2%	3	1.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytchett Matravers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	2	1.2%	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	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bransgore	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.1%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	
Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colehill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Bath	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
London	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sixpenny Handley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Winchester	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	61.5%	1192	41.9%	36	60.2%	56	55.4%	56	61.9%	96	61.2%	52	62.3%	109
(Don't know / varies)	3.0%	59	8.1%	7	2.2%	2	4.0%	4	3.2%	5	5.9%	5	3.4%	6
Base:	1939	86	93	101	155	85	175	180	195	182	74	115	89	



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q20 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?</b>																										
Poole Town Centre	16.6%	335	2.2%	2	2.1%	2	1.0%	1	20.3%	32	37.0%	34	33.1%	60	56.0%	107	33.5%	66	8.0%	15	0.0%	0	3.3%	4	3.3%	3
Internet / delivered	15.7%	316	25.8%	23	13.5%	13	16.2%	17	17.7%	28	14.1%	13	16.0%	29	19.9%	38	11.7%	23	10.7%	20	19.0%	15	27.0%	33	15.2%	14
Bournemouth	10.9%	219	1.1%	1	2.1%	2	3.8%	4	2.5%	4	7.6%	7	2.2%	4	4.7%	9	6.6%	13	30.5%	57	29.1%	23	18.0%	22	9.8%	9
Christchurch	6.1%	123	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	4.5%	90	1.1%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.6%	1	2.1%	4	3.0%	6	10.7%	20	11.4%	9	8.2%	10	2.2%	2
Salisbury	3.7%	75	7.9%	7	22.9%	22	1.9%	2	3.8%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.3%	1	1.6%	2	35.9%	33
Yeovil	3.6%	72	20.2%	18	5.2%	5	40.0%	42	2.5%	4	0.0%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	3.1%	63	0.0%	0	0.0%	0	3.8%	4	6.3%	10	3.3%	3	24.9%	45	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	2.9%	58	0.0%	0	0.0%	0	1.9%	2	34.8%	55	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	2.9%	58	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	2	22.3%	44	3.7%	7	1.3%	1	0.0%	0	3.3%	3
New Milton	2.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	2.4%	49	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%	5	7.6%	6	27.0%	33	2.2%	2
Shaftesbury	2.1%	42	11.2%	10	27.1%	26	1.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Ferndown	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	7	15.5%	29	1.3%	1	0.8%	1	0.0%	0
Southampton	1.1%	22	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.5%	1	3.8%	3	0.8%	1	3.3%	3
Swanage	1.0%	20	0.0%	0	1.0%	1	0.0%	0	0.0%	0	20.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.3%	1	0.8%	1	1.1%	1
Gillingham	0.6%	12	11.2%	10	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.5%	11	0.0%	0	0.0%	0	8.6%	9	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	3.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	8
London	0.3%	7	1.1%	1	0.0%	0	1.0%	1	0.6%	1	1.1%	1	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Lymington	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.2%	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	6.3%	5	0.0%	0	0.0%	0
Bath	0.2%	4	1.1%	1	2.1%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	3	2.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
West Moors	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lewes	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ipswich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clarks Village Retail Outlet, Street	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Stalbridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royal Tunbridge Wells, Kent	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marnhull	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whiteley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	10.8%	217	7.9%	7	13.5%	13	7.6%	8	5.7%	9	10.9%	10	8.3%	15	13.6%	26	11.7%	23	11.2%	21	13.9%	11	11.5%	14	6.5%	6
(Don't know / varies)	2.3%	46	3.4%	3	2.1%	2	3.8%	4	1.9%	3	2.2%	2	1.1%	2	1.0%	2	3.6%	7	2.1%	4	2.5%	2	0.8%	1	2.2%	2
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q21 Which other locations do you visit to buy other non-food items such as books, CD's, toys and gifts ?</b>																										
<i>Those who buy other non-food items such as books, CD's, toys and gifts at Q20</i>																										
Bournemouth	10.9%	196	1.2%	1	3.6%	3	3.1%	3	6.0%	9	15.9%	13	9.6%	16	12.7%	21	12.6%	22	14.5%	24	11.8%	8	11.1%	12	10.5%	9
Poole Town Centre	9.0%	162	1.2%	1	7.2%	6	9.3%	9	17.5%	26	22.0%	18	16.9%	28	12.7%	21	10.9%	19	13.3%	22	4.4%	3	1.9%	2	1.2%	1
Salisbury	3.7%	67	12.2%	10	13.3%	11	4.1%	4	4.0%	6	0.0%	0	1.2%	2	0.6%	1	0.6%	1	2.4%	4	5.9%	4	4.6%	5	18.6%	16
Castlepoint	3.6%	64	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.8%	3	2.4%	4	4.0%	7	6.6%	11	5.9%	4	7.4%	8	3.5%	3
Internet / delivered	3.1%	56	2.4%	2	8.4%	7	2.1%	2	6.7%	10	2.4%	2	0.0%	0	1.2%	2	2.9%	5	3.0%	5	0.0%	0	5.6%	6	3.5%	3
Christchurch	2.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Southampton	2.8%	50	0.0%	0	1.2%	1	0.0%	0	0.7%	1	0.0%	0	1.2%	2	3.6%	6	1.7%	3	1.2%	2	4.4%	3	4.6%	5	3.5%	3
Yeovil	2.2%	39	12.2%	10	8.4%	7	15.5%	15	0.7%	1	0.0%	0	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	2.0%	36	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.6%	1	3.6%	6	11.5%	20	3.0%	5	2.9%	2	0.0%	0	0.0%	0
Dorchester	2.0%	36	0.0%	0	1.2%	1	1.0%	1	6.0%	9	2.4%	2	13.3%	22	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	1.4%	25	0.0%	0	0.0%	0	0.0%	0	15.4%	23	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7	7.8%	13	1.5%	1	0.9%	1	1.2%	1
Ringwood	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.8%	3	4.4%	3	9.3%	10	4.7%	4
Shaftesbury	1.1%	19	6.1%	5	14.5%	12	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	1.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.7%	12	0.0%	0	0.0%	0	1.0%	1	0.7%	1	0.0%	0	6.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lymington	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.5%	9	8.5%	7	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	8	1.2%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.6%	1	0.0%	0	0.9%	1	1.2%	1
Swanage	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.3%	5	1.2%	1	0.0%	0	2.1%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.2%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.9%	1	0.0%	0
Fordingbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3
West Quay Road, Southampton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.0%	0
Oxford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moors	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	1.0%	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	0.0%	0
Weston-Super-Mare	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Gosport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clarks Village Retail Outlet, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bere Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashley Heath	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Broadstone	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	0.0%	0	0.0%	0	0.0%	0		
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Epsom	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Highcliffe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brighton	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't regularly buy these kind of goods)	50.4%	908	46.3%	38	47.0%	39	58.8%	57	44.3%	66	42.7%	35	52.4%	87	65.5%	108	44.3%	77	51.2%	85	58.8%	40	50.9%	55	53.5%	46
(Don't know / varies)	4.1%	74	9.8%	8	2.4%	2	3.1%	3	3.4%	5	6.1%	5	3.6%	6	1.2%	2	8.0%	14	3.0%	5	4.4%	3	4.6%	5	3.5%	3
Base:	1801		82		83		97		149		82		166		165		174		166		68		108		86	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5														
<b>Q22 What is the nearest town centre to where you live?</b>																											
Poole	16.3%	328	0.0%	0	0.0%	0	0.0%	0	10.1%	16	18.5%	17	29.3%	53	92.1%	176	26.9%	53	7.0%	13	0.0%	0	0.0%	0	0.0%	0	
Christchurch	12.1%	245	0.0%	0	0.0%	0	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%	2	0.0%	0	
Bournemouth	9.0%	182	0.0%	0	0.0%	0	4.8%	5	0.6%	1	3.3%	3	0.6%	1	2.6%	5	1.5%	3	36.4%	68	30.4%	24	13.9%	17	5.4%	5	
Wimborne Minster	6.9%	140	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	66.0%	130	1.1%	2	2.5%	2	0.0%	0	4.3%	4	
Blandford (Forum and St Mary)	6.9%	139	0.0%	0	0.0%	0	4.8%	5	81.0%	128	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	
Ringwood	6.8%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	25.3%	20	82.0%	100	16.3%	15	
New Milton	5.7%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ferndown	5.2%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	2.5%	5	51.9%	97	0.0%	0	1.6%	2	0.0%	0	
Dorchester	4.0%	81	0.0%	0	0.0%	0	1.0%	1	2.5%	4	1.1%	1	41.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shaftesbury	3.8%	77	2.2%	2	72.9%	70	2.9%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Salisbury	3.5%	71	5.6%	5	20.8%	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	50.0%	46	
Gillingham	3.3%	67	69.7%	62	3.1%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Swanage	2.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wareham	2.8%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	11	24.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yeovil	2.3%	47	14.6%	13	3.1%	3	29.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Verwood	1.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.5%	32	0.0%	0	1.1%	1	
Sherborne	1.6%	32	0.0%	0	0.0%	0	28.6%	30	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sturminster Newton	1.1%	23	0.0%	0	0.0%	0	18.1%	19	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Fordingbridge	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	15.2%	14	
Highcliffe	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wincanton	0.5%	10	3.4%	3	0.0%	0	6.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Broadstone	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lymington	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mere	0.1%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Castlepoint	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Southampton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	
Upton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stalbridge	0.1%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weymouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wimborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	
Boscombe	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Studland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Warminster	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weston-super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	1.0%	2	0.0%	0	0.5%	1	1.3%	1	0.0%	0	1.1%	1	
Base:	2018		89	96	105	158	92	181	191	197	187	79	122	92													

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q23 What if anything would make you shop more often in your nearest town centre ?</b>																										
<i>Those who know what their nearest town centre is at Q22</i>																										
Nothing	52.2%	1049	37.1%	33	58.3%	56	64.8%	68	40.8%	64	61.5%	56	64.1%	116	61.4%	116	42.1%	83	55.9%	104	35.9%	28	54.9%	67	60.4%	55
Better choice of shops in general	19.5%	391	41.6%	37	16.7%	16	14.3%	15	26.8%	42	16.5%	15	14.4%	26	10.6%	20	22.8%	45	16.7%	31	34.6%	27	23.8%	29	9.9%	9
Better choice of clothing shops	7.4%	148	21.3%	19	5.2%	5	6.7%	7	7.0%	11	11.0%	10	4.4%	8	2.6%	5	7.1%	14	6.5%	12	7.7%	6	4.9%	6	4.4%	4
More car parking	6.5%	130	2.2%	2	9.4%	9	4.8%	5	5.1%	8	1.1%	1	3.9%	7	5.8%	11	8.1%	16	9.1%	17	10.3%	8	4.9%	6	4.4%	4
More food supermarkets	6.4%	128	3.4%	3	1.0%	1	3.8%	4	13.4%	21	11.0%	10	3.3%	6	1.6%	3	20.3%	40	2.2%	4	9.0%	7	2.5%	3	6.6%	6
Cheaper / free car parking	4.5%	91	3.4%	3	1.0%	1	2.9%	3	7.6%	12	0.0%	0	0.6%	1	6.3%	12	3.0%	6	7.5%	14	6.4%	5	4.1%	5	11.0%	10
Better quality shops	3.4%	69	9.0%	8	2.1%	2	2.9%	3	3.8%	6	2.2%	2	1.7%	3	2.6%	5	5.6%	11	4.3%	8	3.8%	3	1.6%	2	0.0%	0
More large shops	3.3%	67	10.1%	9	1.0%	1	1.9%	2	3.8%	6	5.5%	5	2.2%	4	2.1%	4	3.0%	6	2.7%	5	6.4%	5	5.7%	7	2.2%	2
Improved bus services	2.4%	48	0.0%	0	3.1%	3	1.0%	1	0.6%	1	1.1%	1	1.1%	2	5.3%	10	1.5%	3	3.2%	6	1.3%	1	0.0%	0	3.3%	3
Better maintenance / cleanliness	1.1%	23	1.1%	1	1.0%	1	1.0%	1	1.9%	3	0.0%	0	1.1%	2	3.2%	6	0.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	1.1%	22	1.1%	1	2.1%	2	1.0%	1	1.3%	2	3.3%	3	1.7%	3	0.0%	0	0.5%	1	0.5%	1	1.3%	1	2.5%	3	1.1%	1
More traffic free areas / pedestrianisation	1.0%	21	2.2%	2	1.0%	1	1.9%	2	1.3%	2	0.0%	0	1.1%	2	0.5%	1	2.0%	4	1.6%	3	0.0%	0	0.0%	0	1.1%	1
More independent shops	1.0%	21	0.0%	0	3.1%	3	1.0%	1	1.9%	3	0.0%	0	1.1%	2	0.5%	1	1.0%	2	1.6%	3	1.3%	1	0.0%	0	1.1%	1
Better choice of non-food stores	0.9%	18	3.4%	3	0.0%	0	1.0%	1	0.6%	1	1.1%	1	0.6%	1	0.5%	1	1.0%	2	0.5%	1	1.3%	1	1.6%	2	0.0%	0
Less charity shops	0.9%	18	3.4%	3	2.1%	2	0.0%	0	2.5%	4	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.8%	16	1.1%	1	1.0%	1	1.0%	1	2.5%	4	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	1.3%	1	0.8%	1	1.1%	1
Better choice of leisure / entertainment attractions	0.7%	14	2.2%	2	0.0%	0	0.0%	0	1.9%	3	1.1%	1	0.6%	1	0.5%	1	0.5%	1	0.5%	1	5.1%	4	0.0%	0	0.0%	0
Fewer estate agents / banks	0.6%	13	1.1%	1	1.0%	1	1.9%	2	0.6%	1	0.0%	0	0.6%	1	0.5%	1	1.0%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Improved access	0.5%	11	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1	1.1%	2	0.5%	1	0.5%	1	1.3%	1	0.0%	0	0.0%	0
Other	0.4%	9	0.0%	0	1.0%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	1.1%	2	2.6%	2	0.0%	0	0.0%	0
Improved layout	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	1.3%	1	0.0%	0	0.0%	0
Occupy empty stores	0.3%	6	0.0%	0	0.0%	0	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%	2	0.0%	0
Remove Tesco	0.3%	6	0.0%	0	3.1%	3	0.0%	0	1.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer crowds	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
More cafés / restaurants / pubs	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	2	1.3%	1	0.0%	0	0.0%	0
Improve the Park & Ride	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Expand the town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Longer opening hours	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rents for stores	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Improved security	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved market	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Fewer restaurants / cafés / pubs	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover shopping	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
(Don't know)	1.6%	33	2.2%	2	1.0%	1	1.0%	1	0.0%	0	3.3%	3	3.3%	6	1.1%	2	1.5%	3	2.7%	5	0.0%	0	0.8%	1	1.1%	1
Base:		2010		89		96		105		157		91		181		189		197		186		78		122		91

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q24 Do you or your family do any of the following leisure activities?</b>																										
Restaurant / café	77.9%	1572	77.5%	69	75.0%	72	66.7%	70	79.7%	126	81.5%	75	75.7%	137	73.8%	141	80.7%	159	80.2%	150	81.0%	64	73.8%	90	77.2%	71
Library	51.4%	1038	52.8%	47	56.3%	54	46.7%	49	46.2%	73	56.5%	52	47.0%	85	49.7%	95	51.8%	102	56.2%	105	55.7%	44	48.4%	59	51.1%	47
Cinema	47.6%	960	43.8%	39	49.0%	47	43.8%	46	51.3%	81	50.0%	46	51.4%	93	41.9%	80	53.8%	106	40.6%	76	59.5%	47	44.3%	54	53.3%	49
Theatre	42.1%	850	37.1%	33	51.0%	49	31.4%	33	36.7%	58	44.6%	41	41.4%	75	38.7%	74	45.7%	90	36.9%	69	45.6%	36	41.0%	50	48.9%	45
Health & fitness club	26.9%	542	27.0%	24	17.7%	17	20.0%	21	30.4%	48	26.1%	24	22.1%	40	28.8%	55	25.9%	51	28.9%	54	34.2%	27	29.5%	36	25.0%	23
Tenpin bowling	22.2%	448	32.6%	29	21.9%	21	34.3%	36	28.5%	45	17.4%	16	21.0%	38	22.5%	43	21.3%	42	23.0%	43	31.6%	25	18.0%	22	23.9%	22
Nightclub	8.2%	166	10.1%	9	5.2%	5	6.7%	7	12.0%	19	6.5%	6	8.3%	15	12.0%	23	7.1%	14	9.6%	18	6.3%	5	4.9%	6	8.7%	8
Bingo	6.3%	127	5.6%	5	1.0%	1	9.5%	10	5.7%	9	8.7%	8	7.7%	14	12.0%	23	6.1%	12	7.0%	13	3.8%	3	4.1%	5	3.3%	3
None of these	8.1%	163	5.6%	5	7.3%	7	9.5%	10	6.3%	10	7.6%	7	9.9%	18	5.8%	11	7.1%	14	9.6%	18	7.6%	6	11.5%	14	6.5%	6
(Don't know)	0.1%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q25 Where did you or your family last visit the cinema?</b>																										
<i>Those who go to the cinema at Q24</i>																										
Tower Park, Poole	39.8%	382	2.6%	1	8.5%	4	2.2%	1	63.0%	51	45.7%	21	39.8%	37	80.0%	64	64.2%	68	64.5%	49	51.1%	24	38.9%	21	28.6%	14
Bournemouth	17.6%	169	2.6%	1	0.0%	0	10.9%	5	1.2%	1	6.5%	3	1.1%	1	10.0%	8	7.5%	8	21.1%	16	29.8%	14	40.7%	22	4.1%	2
Yeovil	8.8%	84	84.6%	33	21.3%	10	65.2%	30	7.4%	6	0.0%	0	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	6.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.1%	1	1.9%	1	1.9%	1	2.0%	1
Wimborne	5.4%	52	0.0%	0	0.0%	0	2.2%	1	7.4%	6	0.0%	0	0.0%	0	7.5%	6	24.5%	26	6.6%	5	8.5%	4	3.7%	2	4.1%	2
Salisbury	5.0%	48	0.0%	0	36.2%	17	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	53.1%	26
Wareham	3.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	7	26.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	2.2%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	4.1%	2
Cineworld, Old Station Way, Yeovil	2.2%	21	2.6%	1	25.5%	12	15.2%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.9%	18	0.0%	0	0.0%	0	0.0%	0	6.2%	5	2.2%	1	11.8%	11	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	1.5%	14	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	11.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Light House, Poole	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.2%	1	0.0%	0	1.3%	1	1.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0
London	0.5%	5	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Verwood (The Hub)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Slough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stevenage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Coventry	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swansea	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Wycombe	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston-super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
(Don't know)	0.8%	8	0.0%	0	2.1%	1	2.2%	1	1.2%	1	0.0%	0	1.1%	1	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.9%	1	0.0%	0
Base:		960		39		47		46		81		46		93		80		106		76		47		54		49



# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q26 Where did you or your family last visit the Theatre?</b>																										
<i>Those who go to the theatre at Q24</i>																										
Bournemouth	20.0%	170	6.1%	2	8.2%	4	15.2%	5	10.3%	6	7.3%	3	21.3%	16	21.6%	16	17.8%	16	30.4%	21	30.6%	11	20.0%	10	13.3%	6
London	18.8%	160	27.3%	9	18.4%	9	21.2%	7	22.4%	13	9.8%	4	18.7%	14	18.9%	14	20.0%	18	18.8%	13	16.7%	6	22.0%	11	20.0%	9
Southampton	16.9%	144	6.1%	2	8.2%	4	3.0%	1	5.2%	3	17.1%	7	8.0%	6	6.8%	5	18.9%	17	17.4%	12	30.6%	11	28.0%	14	15.6%	7
Poole	12.6%	107	3.0%	1	0.0%	0	9.1%	3	27.6%	16	17.1%	7	28.0%	21	36.5%	27	11.1%	10	11.6%	8	5.6%	2	8.0%	4	0.0%	0
Salisbury	8.1%	69	30.3%	10	28.6%	14	6.1%	2	8.6%	5	0.0%	0	1.3%	1	1.4%	1	1.1%	1	0.0%	0	2.8%	1	8.0%	4	46.7%	21
Wimborne	4.8%	41	0.0%	0	0.0%	0	0.0%	0	10.3%	6	0.0%	0	2.7%	2	5.4%	4	22.2%	20	7.2%	5	2.8%	1	2.0%	1	0.0%	0
Christchurch	3.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Swanage	1.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	1.5%	13	3.0%	1	4.1%	2	24.2%	8	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.2%	10	3.0%	1	16.3%	8	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.9%	8	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.7%	6	0.0%	0	0.0%	0	0.0%	0
Bath	0.8%	7	6.1%	2	6.1%	3	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.7%	6	12.1%	4	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Verwood	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	3	0.0%	0	0.0%	0
New Milton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.2%	2	0.0%	0	2.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Dorchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Weymouth Pavilion, Weymouth, Dorset	0.2%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pavilion Theatre, Westover Road, Bournemouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Durweston	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill Theatre, High Street, Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scarborough	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Octagon Theatre, Hendford, Yeovil	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snappe	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sway	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre Royal, Sawclose,	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
Bath													
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Basildon	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Sherbourne	0.1%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%
Weston-super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%
Richmond	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%
Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%
Edinburgh	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%
(Don't know)	1.8%	15	0.0%	0	2.0%	1	0.0%	0	3.4%	2	4.9%	2	1.3%
Base:	850	33	49	33	58	41	75	74	90	69	36	50	45

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q27 Where did you or your family last visit a restaurant?</b>																										
<i>Those who go to restaurants at Q24</i>																										
Poole Town Centre	13.1%	206	4.3%	3	2.8%	2	1.4%	1	23.8%	30	16.0%	12	19.7%	27	53.9%	76	18.9%	30	6.7%	10	6.3%	4	3.3%	3	1.4%	1
Christchurch	10.2%	161	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	3.3%	5	4.7%	3	8.9%	8	0.0%	0
Bournemouth	9.5%	149	1.4%	1	0.0%	0	7.1%	5	4.0%	5	2.7%	2	2.2%	3	9.9%	14	6.9%	11	30.0%	45	20.3%	13	13.3%	12	1.4%	1
Wimborne Minster	6.4%	101	1.4%	1	0.0%	0	1.4%	1	5.6%	7	0.0%	0	3.7%	5	7.1%	10	36.5%	58	8.7%	13	1.6%	1	1.1%	1	2.8%	2
Ringwood	4.4%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	4.7%	7	15.6%	10	47.8%	43	8.5%	6		
Salisbury	4.0%	63	8.7%	6	20.8%	15	2.9%	2	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	38.0%	27		
Ferndown	3.8%	60	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	6.3%	10	27.3%	41	4.7%	3	2.2%	2	2.8%	2
Swanage	2.9%	45	0.0%	0	1.4%	1	0.0%	0	0.8%	1	56.0%	42	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.8%	1	6.7%	5	21.9%	30	0.7%	1	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Dorchester	2.3%	36	0.0%	0	0.0%	0	4.3%	3	4.0%	5	0.0%	0	20.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	2.0%	32	1.4%	1	1.4%	1	1.4%	1	20.6%	26	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Shaftesbury	1.8%	29	5.8%	4	30.6%	22	1.4%	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	1.4%	1
New Milton	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	1.5%	23	5.8%	4	4.2%	3	21.4%	15	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	1.4%	22	30.4%	21	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	1.4%	22	0.0%	0	2.8%	2	0.0%	0	1.6%	2	0.0%	0	2.2%	3	2.1%	3	1.3%	2	0.7%	1	1.6%	1	2.2%	2	4.2%	3
Abroad	1.4%	22	1.4%	1	0.0%	0	1.4%	1	2.4%	3	0.0%	0	0.7%	1	1.4%	2	2.5%	4	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Highcliffe	1.3%	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	0.0%	0	0.0%	0	0.0%	0
Weymouth	1.1%	18	0.0%	0	0.0%	0	4.3%	3	3.2%	4	0.0%	0	6.6%	9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.1%	17	0.0%	0	4.2%	3	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	5.6%	4
Verwood	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	1.3%	2	0.0%	0	14.1%	9	0.0%	0	1.4%	1
Lymington	0.8%	13	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moors	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	4.0%	6	3.1%	2	0.0%	0	0.0%	0
Mere	0.6%	10	11.6%	8	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Forest	0.6%	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	0.7%	1	0.0%	0	3.3%	3	1.4%	1
Broadstone	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	7	1.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.6%	10	0.0%	0	1.4%	1	10.0%	7	0.8%	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
Bransgore	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Fordingbridge	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	8.5%	6
King Stag	0.4%	7	0.0%	0	1.4%	1	7.1%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	3.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton-on-Sea	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brockenhurst	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Wool	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.3%	5	0.0%	0	0.0%	0	5.7%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parley	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.4%	1
Dorset	0.3%	4	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Point	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	1	0.0%	0	0.0%	0
Milford-on-Sea	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Stour	0.2%	3	1.4%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5											
Ansty	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swallowcliff	0.2%	3	0.0%	0	1.4%	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	0.0%	0
Lytchett Minster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	1.3%	2	0.0%	0	0.0%	0	0.0%
Exeter	0.2%	3	1.4%	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	0.0%	0	0.0%	0
Pimperne	0.2%	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	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludwell	0.2%	3	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.7%	1	0.0%	0	1.1%	1	0.0%	0
Stockport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Bailey Bridge Retail Park, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canford Cliffs	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gorley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
East Knoyle	0.1%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	2	0.0%	0	0.0%	0	1.4%	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
Burley	0.1%	2	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%	1	1.1%	1	0.0%	0	0
Stalbridge	0.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Lytchett Matravers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Fareham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole	0.1%	2	1.4%	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	0.0%	0	0.0%	0
Tarrant Monkton	0.1%	2	0.0%	0	0.0%	0	1.4%	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
Piddletrenthide	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Birmingham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alder Holt	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bath	0.1%	2	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studland	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henstridge	0.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buckland Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hordle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Gussage All Saints	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Castle	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Alvediston	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Street	0.1%	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	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Kinson	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	0.0%	0	0.0%	0	0.0%	0		
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Longham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0		
Bishops Caundle	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Blackpool	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Okeford Fitzpaine	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pibsbury	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Cranborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0		
Portsmouth	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Puddletown	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	0.0%	0	0.0%	0	0.0%	0		
Bere Regis	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	0.0%	0	0.0%	0	0.0%	0		
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rockbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burton-on-Trent	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Swanage	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Northbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0		
Sopley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
St Albans	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
St Leonards	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0		
Compton Chamberlayne	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1		
Ashley Cross	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	0.0%	0	0.0%	0	0.0%	0		
Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dartmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Putney	0.1%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Durweston	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
East Knighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Marnhull	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Whitechurch Canonicorum	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tiverton	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	0.0%	0	0.0%	0	0.0%	0		
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Truro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oborne	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Owermoigne	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	0.0%	0	0.0%	0	0.0%	0		
Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weybridge	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1		
Godshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1		
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wootton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hanging Langford	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
(Don't know)	7.3%	114	11.6%	8	8.3%	6	8.6%	6	7.1%	9	8.0%	6	4.4%	6	7.8%	11	8.8%	14	4.0%	6	10.9%	7	6.7%	6	11.3%	8

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5														
Base:	1572	69	72	70	126	75	137	141	159	150	64	90	71														
<b>Q28 Where did you or your family last visit a nightclub?</b>																											
<i>Those who go to nightclubs at Q24</i>																											
Bournemouth	57.2%	95	11.1%	1	20.0%	1	28.6%	2	52.6%	10	16.7%	1	26.7%	4	60.9%	14	85.7%	12	88.9%	16	60.0%	3	83.3%	5	62.5%	5	
Poole	8.4%	14	0.0%	0	0.0%	0	0.0%	0	5.3%	1	16.7%	1	6.7%	1	39.1%	9	14.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury	5.4%	9	0.0%	0	80.0%	4	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	25.0%	2	
Gillingham	3.6%	6	66.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weymouth	3.0%	5	0.0%	0	0.0%	0	14.3%	1	10.5%	2	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Swanage	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dorchester	2.4%	4	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Christchurch	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Southampton	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Brighton	1.2%	2	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	
Blandford Forum	1.2%	2	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bristol	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Abroad	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Melton Mowbray	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	
Exeter	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Taunton	0.6%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Birmingham	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Plymouth	0.6%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Winchester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yeovil	0.6%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	4.8%	8	0.0%	0	0.0%	0	0.0%	0	5.3%	1	16.7%	1	13.3%	2	0.0%	0	0.0%	0	5.6%	1	20.0%	1	0.0%	0	0.0%	0	
Base:	166	9	5	7	19	6	15	23	14	18	5	6	8														

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q29 Where did you or your family last go to play bingo?</b>																										
<i>Those who go to play bingo at Q24</i>																										
Poole	44.1%	56	20.0%	1	0.0%	0	20.0%	2	33.3%	3	37.5%	3	78.6%	11	78.3%	18	83.3%	10	23.1%	3	33.3%	1	20.0%	1	33.3%	1
Bournemouth	16.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3	0.0%	0	46.2%	6	33.3%	1	40.0%	2	0.0%	0
Swanage	3.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	2.4%	3	0.0%	0	0.0%	0	30.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.6%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Bishops Caundle	1.6%	2	0.0%	0	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1	20.0%	1	0.0%	0
Tower Park, Poole	1.6%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	1
Abroad	0.8%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lansdown	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.8%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.8%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parley	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shillingstone	0.8%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Witchampton	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wool	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.8%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silton	0.8%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.8%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.8%	1	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamworthy	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.5%	7	20.0%	1	0.0%	0	10.0%	1	11.1%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Base:		127		5		1		10		9		8		14		23		12		13		3		5		3

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q30 Where did you or your family last go to a healthclub?</b>																										
<i>Those who go to a healthclub at Q24</i>																										
Bournemouth	10.7%	58	0.0%	0	0.0%	0	9.5%	2	2.1%	1	0.0%	0	0.0%	0	1.8%	1	5.9%	3	22.2%	12	14.8%	4	8.3%	3	4.3%	1
Ringwood	10.5%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.4%	4	37.0%	10	77.8%	28	34.8%	8
Poole Town Centre	10.3%	56	0.0%	0	0.0%	0	4.8%	1	8.3%	4	8.3%	2	10.0%	4	60.0%	33	17.6%	9	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Wimborne	7.2%	39	0.0%	0	0.0%	0	0.0%	0	22.9%	11	0.0%	0	0.0%	0	3.6%	2	39.2%	20	1.9%	1	3.7%	1	0.0%	0	13.0%	3
Christchurch	6.3%	34	0.0%	0	0.0%	0	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%	1	0.0%	0
Ferndown	6.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	50.0%	27	11.1%	3	2.8%	1	0.0%	0
Wareham	5.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	6	50.0%	20	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
New Milton	5.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blandford Forum	4.4%	24	0.0%	0	5.9%	1	0.0%	0	45.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Gillingham	4.2%	23	70.8%	17	23.5%	4	4.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	3.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	5.5%	3	23.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	2.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadstone	2.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	10	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	1.8%	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	29.6%	8	0.0%	0	0.0%	0	8.7%	2
Lymington	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	1.5%	8	12.5%	3	0.0%	0	19.0%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.5%	8	0.0%	0	0.0%	0	33.3%	7	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.5%	8	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.3%	7	0.0%	0	41.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creekmoor	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.6%	3	0.0%	0	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.6%	3	0.0%	0	17.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2
Heath	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	3
Swanage	0.4%	2	8.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge	0.4%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.4%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bobbington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shawfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Forest	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton On Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milford-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Brockenhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Oakdale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Haddon	0.2%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandford	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0



## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	
Godshill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorset	0.2%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
St Ives	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Leonards	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Bristol	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Burton-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Cary	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winterbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Winton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Parley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
(Don't know)	2.0%	11	4.2%	1	5.9%	1	0.0%	0	4.2%	2	4.2%	1	2.5%	1
Base:	542	24	17	21	48	24	40	55	51	54	27	36	23	

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q31 Where did you or your family last go for tenpin bowling?</b>																										
<i>Those who go tenpin bowling at Q24</i>																										
Poole	58.7%	263	6.9%	2	33.3%	7	11.1%	4	57.8%	26	93.8%	15	60.5%	23	86.0%	37	90.5%	38	76.7%	33	80.0%	20	54.5%	12	50.0%	11
Yeovil	14.7%	66	86.2%	25	42.9%	9	77.8%	28	8.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	10.3%	46	3.4%	1	9.5%	2	5.6%	2	4.4%	2	0.0%	0	0.0%	0	9.3%	4	4.8%	2	11.6%	5	12.0%	3	22.7%	5	27.3%	6
Weymouth	3.3%	15	0.0%	0	0.0%	0	0.0%	0	11.1%	5	0.0%	0	23.7%	9	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	3.3%	15	0.0%	0	4.8%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	4.5%	1
Branksome	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.3%	1	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Blandford (Forum and St Mary)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	11.1%	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
Salisbury	1.1%	5	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	4
Tower Park, Poole	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Taunton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Gillingham	0.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Corfe Mullen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.2%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre Parcs, Thetford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	0.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Purley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.5%	1	0.0%	0
Base:		448		29		21		36		45		16		38		43		42		43		25		22		22

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>Q32 Where did you or your family last visit a library?</b>																										
<i>Those who go to a library at Q24</i>																										
Christchurch	10.9%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0										
Ferndown	7.9%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	67.6%	71	0.0%	0	11.9%	7	0.0%	0				
Wimborne Minster	6.6%	69	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.1%	1	64.7%	66	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Blandford (Forum and St Mary)	6.1%	63	0.0%	0	0.0%	0	2.0%	1	83.6%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
New Milton	5.7%	59	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	5.7%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	46.3%	44	7.8%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Ringwood	5.0%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	79.7%	47	0.0%	0	0.0%	0
Verwood	4.3%	45	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	2	90.9%	40	0.0%	0	2.1%	1
Gillingham	4.0%	42	80.9%	38	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	3.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	3.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	8	35.3%	30	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	3.2%	33	0.0%	0	61.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	2.9%	30	0.0%	0	0.0%	0	2.0%	1	1.4%	1	0.0%	0	3.5%	3	2.1%	2	2.0%	2	9.5%	10	2.3%	1	3.4%	2	2.1%	1
Fordingbridge	2.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.6%	28
Broadstone	2.3%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	17	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	2.1%	22	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	22.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	2.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	22.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	1.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobile Library	1.4%	15	0.0%	0	1.9%	1	2.0%	1	2.7%	2	0.0%	0	2.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.7%	1	2.1%	1
Salisbury	1.3%	14	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.5%	12
Corfe Mullen	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.1%	2	9.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.2%	12	0.0%	0	0.0%	0	20.4%	10	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	1.1%	11	0.0%	0	0.0%	0	18.4%	9	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stalbridge	1.0%	10	2.1%	1	0.0%	0	18.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moors	1.0%	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	9.5%	10	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.9%	9	0.0%	0	1.9%	1	14.3%	7	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.8%	8	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.8%	8	14.9%	7	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytchett Matravers	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	6	0.0%	0	0.0%	0	0.0%	0
Puddletown	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lymington	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.5%	5	0.0%	0	0.0%	0	8.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.5%	5	0.0%	0	0.0%	0	10.2%	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
Colehill	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	4	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wool	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bransgore	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Creekmoor	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crossways	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamworthy	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Castle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
Weymouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Buxton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
London	0.2%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Castlepoint	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Charminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shillingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Banwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1		
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sturminster Newton	0.1%	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	0.0%	0	0.0%	0	0.0%	0		
Burton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know)	1.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.4%	2	0.0%	0	1.0%	1	1.9%	2	0.0%	0	1.7%	1	2.1%	1
Base:	1038	47	54	49	73	52	85	95	102	105	44	59	47													

### Q33 What items, if any, do you regularly buy on the internet?

Nothing	60.4%	1218	48.3%	43	58.3%	56	55.2%	58	54.4%	86	58.7%	54	61.9%	112	67.0%	128	61.9%	122	65.8%	123	58.2%	46	57.4%	70	57.6%	53
Books, CD's, Toys etc.	24.0%	485	36.0%	32	21.9%	21	28.6%	30	29.1%	46	22.8%	21	26.5%	48	20.4%	39	19.3%	38	18.2%	34	31.6%	25	29.5%	36	29.3%	27
Electrical TV, Hi-Fi and Computers	10.0%	202	19.1%	17	6.3%	6	7.6%	8	12.7%	20	14.1%	13	9.9%	18	7.9%	15	8.6%	17	8.6%	16	8.9%	7	15.6%	19	13.0%	12
Clothes and Shoes	9.5%	191	13.5%	12	16.7%	16	8.6%	9	10.8%	17	4.3%	4	8.8%	16	9.4%	18	9.1%	18	8.0%	15	7.6%	6	7.4%	9	12.0%	11
Groceries	6.5%	132	1.1%	1	2.1%	2	8.6%	9	3.2%	5	7.6%	7	5.5%	10	6.8%	13	7.1%	14	4.8%	9	13.9%	11	10.7%	13	10.9%	10
Domestic Electrical Appliances	6.0%	122	11.2%	10	4.2%	4	3.8%	4	8.2%	13	6.5%	6	4.4%	8	4.7%	9	7.6%	15	3.7%	7	2.5%	2	9.0%	11	13.0%	12
DIY, Hardware and Homewares	2.6%	53	6.7%	6	3.1%	3	1.9%	2	1.3%	2	2.2%	2	2.2%	4	2.1%	4	3.0%	6	1.1%	2	5.1%	4	2.5%	3	2.2%	2
Holidays	2.5%	50	1.1%	1	3.1%	3	1.9%	2	2.5%	4	0.0%	0	2.2%	4	2.1%	4	2.5%	5	4.3%	8	2.5%	2	2.5%	3	1.1%	1
Health and Beauty, Chemist Items	2.2%	44	3.4%	3	0.0%	0	3.8%	4	1.3%	2	1.1%	1	0.6%	1	2.1%	4	2.5%	5	3.7%	7	3.8%	3	0.8%	1	4.3%	4
Furniture, Soft Furnishings and Floor Coverings	1.8%	36	4.5%	4	2.1%	2	2.9%	3	1.3%	2	2.2%	2	0.6%	1	2.1%	4	3.0%	6	1.1%	2	0.0%	0	2.5%	3	2.2%	2
Hobby goods	1.0%	20	1.1%	1	2.1%	2	1.0%	1	1.3%	2	0.0%	0	1.7%	3	0.5%	1	0.5%	1	1.6%	3	1.3%	1	0.0%	0	0.0%	0
Cars and car products	0.5%	11	0.0%	0	3.1%	3	1.0%	1	0.6%	1	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0	1.6%	2	0.0%	0
Pet products	0.4%	8	0.0%	0	1.0%	1	0.0%	0	0.6%	1	1.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Gifts	0.3%	7	1.1%	1	0.0%	0	1.0%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.2%	2
Other	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Arts and crafts goods	0.2%	5	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insurance	0.2%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Concert tickets	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.3%	47	2.2%	2	2.1%	2	2.9%	3	2.5%	4	5.4%	5	1.7%	3	2.1%	4	4.6%	9	1.1%	2	1.3%	1	0.0%	0	1.1%	1
Base:	2018	89	96	105	158	92	181	191	197	187	79	122	92													

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5													
<b>GEN Gender:</b>																										
Male	27.5%	554	21.3%	19	27.1%	26	26.7%	28	31.0%	49	32.6%	30	29.3%	53	33.0%	63	26.4%	52	22.5%	42	36.7%	29	23.8%	29	19.6%	18
Female	72.5%	1464	78.7%	70	72.9%	70	73.3%	77	69.0%	109	67.4%	62	70.7%	128	67.0%	128	73.6%	145	77.5%	145	63.3%	50	76.2%	93	80.4%	74
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92
<b>AGE How old are you ?</b>																										
18-24	2.1%	43	3.4%	3	0.0%	0	3.8%	4	2.5%	4	2.2%	2	3.3%	6	1.0%	2	1.5%	3	2.7%	5	3.8%	3	1.6%	2	1.1%	1
25-34	7.7%	155	5.6%	5	4.2%	4	7.6%	8	17.7%	28	7.6%	7	5.0%	9	7.9%	15	6.6%	13	7.5%	14	6.3%	5	6.6%	8	9.8%	9
35-44	17.7%	358	23.6%	21	12.5%	12	27.6%	29	19.0%	30	18.5%	17	21.0%	38	15.7%	30	16.2%	32	13.9%	26	19.0%	15	15.6%	19	23.9%	22
45-54	20.8%	420	25.8%	23	30.2%	29	22.9%	24	20.3%	32	14.1%	13	20.4%	37	18.8%	36	20.8%	41	13.9%	26	24.1%	19	15.6%	19	30.4%	28
55-64	25.4%	512	27.0%	24	26.0%	25	24.8%	26	25.3%	40	39.1%	36	19.9%	36	27.2%	52	27.9%	55	26.7%	50	17.7%	14	27.0%	33	21.7%	20
65+	25.0%	505	14.6%	13	27.1%	26	13.3%	14	14.6%	23	17.4%	16	28.2%	51	26.7%	51	25.9%	51	33.7%	63	26.6%	21	33.6%	41	10.9%	10
(Refused)	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	2.2%	4	2.6%	5	1.0%	2	1.6%	3	2.5%	2	0.0%	0	2.2%	2
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92
<b>CAR Finally, how many cars are there normally available for use in the household ?</b>																										
None	10.0%	202	4.5%	4	9.4%	9	4.8%	5	5.7%	9	12.0%	11	6.1%	11	12.0%	23	7.6%	15	13.4%	25	7.6%	6	10.7%	13	5.4%	5
One	43.8%	883	37.1%	33	44.8%	43	45.7%	48	45.6%	72	43.5%	40	44.2%	80	46.6%	89	44.2%	87	42.2%	79	30.4%	24	48.4%	59	37.0%	34
Two	34.3%	693	44.9%	40	35.4%	34	34.3%	36	37.3%	59	33.7%	31	34.8%	63	29.8%	57	37.6%	74	32.1%	60	46.8%	37	32.0%	39	41.3%	38
Three or more	11.1%	223	13.5%	12	10.4%	10	15.2%	16	10.8%	17	9.8%	9	12.7%	23	10.5%	20	10.2%	20	10.7%	20	12.7%	10	9.0%	11	15.2%	14
(Don't know)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	1	1.7%	3	1.0%	2	0.5%	1	1.6%	3	2.5%	2	0.0%	0	1.1%	1
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92
<b>SEG Socioeconomic Grouping:</b>																										
A	4.7%	94	0.0%	0	4.2%	4	3.8%	4	4.4%	7	6.5%	6	3.3%	6	3.7%	7	7.1%	14	3.7%	7	6.3%	5	4.1%	5	4.3%	4
B	19.6%	395	21.3%	19	21.9%	21	17.1%	18	20.3%	32	16.3%	15	21.0%	38	18.3%	35	19.3%	38	18.2%	34	27.8%	22	19.7%	24	16.3%	15
C1	33.1%	668	28.1%	25	29.2%	28	30.5%	32	37.3%	59	30.4%	28	29.8%	54	28.3%	54	40.1%	79	40.6%	76	36.7%	29	26.2%	32	35.9%	33
C2	25.4%	513	29.2%	26	27.1%	26	32.4%	34	19.0%	30	23.9%	22	27.1%	49	30.4%	58	23.4%	46	22.5%	42	17.7%	14	33.6%	41	26.1%	24
D	7.4%	150	13.5%	12	11.5%	11	9.5%	10	7.0%	11	6.5%	6	3.9%	7	9.9%	19	5.6%	11	4.3%	8	2.5%	2	10.7%	13	4.3%	4
E	3.1%	62	4.5%	4	5.2%	5	1.0%	1	4.4%	7	3.3%	3	2.2%	4	2.1%	4	1.5%	3	4.3%	8	2.5%	2	0.0%	0	2.2%	2
(Refused)	6.7%	136	3.4%	3	1.0%	1	5.7%	6	7.6%	12	13.0%	12	12.7%	23	7.3%	14	3.0%	6	6.4%	12	6.3%	5	5.7%	7	10.9%	10
Base:		2018		89		96		105		158		92		181		191		197		187		79		122		92

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
<b>QUOTA Zone:</b>													
ND1	4.4%	89	100.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ND2	4.8%	96	0.0%	0	100.0%	96	0.0%	0	0.0%	0	0.0%	0	0.0%
ND3	5.2%	105	0.0%	0	0.0%	0	100.0%	105	0.0%	0	0.0%	0	0.0%
ND4	7.8%	158	0.0%	0	0.0%	0	0.0%	0	100.0%	158	0.0%	0	0.0%
PB1	4.6%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	92	0.0%
PB2	9.0%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
PB3	9.5%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
ED1	9.8%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
ED2	9.3%	187	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
ED3	3.9%	79	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
ED4	6.0%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
ED5	4.6%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
CH1	7.6%	153	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CH2	5.4%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
CH3	8.3%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:	2018	89		96		105		158		92		181	

# Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5
<b>PC Postcode:</b>													
BA126	1.0%	20	22.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BA80	1.1%	23	0.0%	0	0.0%	0	21.9%	23	0.0%	0	0.0%	0	0.0%
BH106	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH107	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH154	2.2%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH165	2.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH166	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH177	2.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH189	2.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH191	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH192	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH193	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH204	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH205	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH206	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH207	1.4%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH211	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH212	2.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH213	2.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH214	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH215	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%
BH216	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH217	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH218	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH220	2.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH228	2.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH229	2.7%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH231	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH232	2.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH233	1.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH234	2.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH235	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH236	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%
BH237	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH238	1.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH241	3.3%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.9%
BH242	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%
BH243	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%
BH255	3.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH256	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH257	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
BH316	2.9%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	74.7%
BH317	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%
BH64	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
DT101	1.2%	24	0.0%	0	0.0%	0	22.9%	24	0.0%	0	0.0%	0	0.0%

## Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	ND1	ND2	ND3	ND4	PB1	PB2	PB3	ED1	ED2	ED3	ED4	ED5	
DT102	1.4%	29	0.0%	0	0.0%	0	27.6%	29	0.0%	0	0.0%	0	0.0%	0
DT110	2.2%	45	0.0%	0	0.0%	0	0.0%	0	28.5%	45	0.0%	0	0.0%	0
DT117	2.9%	59	0.0%	0	0.0%	0	0.0%	0	37.3%	59	0.0%	0	0.0%	0
DT118	1.3%	27	0.0%	0	0.0%	0	0.0%	0	17.1%	27	0.0%	0	0.0%	0
DT119	1.3%	27	0.0%	0	0.0%	0	0.0%	0	17.1%	27	0.0%	0	0.0%	0
DT27	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	30	0.0%	0
DT28	1.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	35	0.0%	0
DT95	1.4%	29	0.0%	0	0.0%	0	27.6%	29	0.0%	0	0.0%	0	0.0%	0
SP36	1.2%	25	0.0%	0	26.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP55	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP61	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP63	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP70	0.8%	17	0.0%	0	17.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP78	1.9%	39	0.0%	0	40.6%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP79	0.7%	15	0.0%	0	15.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP84	2.7%	55	61.8%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SP85	0.7%	14	15.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	2018	89	96	105	158	92	181	191	197	187	79	122	92	





## **Appendix G**

### Retail Capacity Methodology Statement

## Staged Approach

The methodology used to assess the need for new retail floorspace within Dorset is set below. The methodology used is a widely adopted staged approach, as follows:

**Step 1** – seeks to identify the amount of expenditure currently available to shopping facilities within the four Districts, based on population and average expenditure per capita information and the results of a household shopper survey.

**Step 2** – estimates the appropriate “benchmark” or “equilibrium” turnover of existing retail facilities based on sales floorspace and an appropriate average sales density for existing floorspace.

**Step 3** – compares the actual level of available expenditure (Step 1) with the benchmark turnover (Step 2) in order to establish if existing facilities are trading above or below the benchmark turnover or at equilibrium. Available expenditure over and above the benchmark (or equilibrium) is potentially available to support new retail development without undermining the vitality and viability of existing retail facilities.

**Step 4** – projects available expenditure into the future, taking into account population growth, growth in average expenditure per capita and forecast changes in shopping patterns i.e. the changes in the proportional flows of expenditure within the study area zones due to pipeline development proposals.

**Step 5** – projects the benchmark turnover of existing and committed retail floorspace, allowing for an appropriate level of growth in turnover efficiencies (sales densities) in order to ensure the vitality and viability of these retail facilities and to maintain an appropriate equilibrium in the future;

**Step 6** – compares the projected level of available expenditure (Step 4) with the projected benchmark turnover (Step 5) in order to quantify the amount of surplus expenditure, over and above the benchmark turnover (or equilibrium), available to support new retail development without undermining the vitality and viability of existing retail facilities.

**Step 7** – converts available surplus expenditure into potential new floorspace based on assumed average sales densities for new floorspace. This also seeks to provide an appropriate balance and mix of different types of retail floorspace in order to meet any qualitative deficiencies in existing provision.

**Step 8** – having identified the scale and type of retail floorspace needed, the study identifies sites that are suitable, viable and available to meet the need for new floorspace within five year periods up to 2026. The consideration of sites takes into account the sequential approach to site selection and the ability of town centre sites to accommodate the need for new floorspace.

There are a number of variables which contribute to the assessment of need and capacity and it is important that these are taken account of together when considering the robustness of the approach and results of the Study. The assumptions made, or data sources adopted for each variable, influence the results of the retail need assessment. In many cases there are a range of assumptions that can be adopted for each variable, e.g. population, expenditure growth, expenditure claw back, over-trading etc. If the most cautious assumptions are adopted for all variables then there is a high probability that retail need will be under-estimated. Conversely, if the other extremes are adopted for all assumptions then retail need will probably be over-estimated.

Within this study NLP have attempted to adopt realistic assumptions, and to provide a balanced approach. NLP has not adopted the most cautious or the most bullish assumptions. The range of assumptions adopted in this study provides an appropriate approach for future planning in Dorset.

**Steps 1 and 4 - Existing and Future Available Expenditure**

As indicated above, Steps 1 and 4 of the approach seek to quantify the amount of expenditure available to shopping facilities within the four Districts, now and in the future. The critical variables adopted are outlined below.

*Study Area*

The study area adopted by NLP is considered to be appropriate for determining the need for development within the four Districts, as shown in Plan 1 Appendix A. The study area includes all parts of the four Districts and parts of neighbouring authorities where expenditure inflow into the Districts is anticipated.

*Population Projections*

Population figures within the study are based on 2001 Census data, projected forward using the latest information available, provided by Dorset County Council, Hampshire County Council and the ONS.

*Expenditure Per Capita and Projected Growth*

The local expenditure data adopted was provided by Experian for 2005. Experian Business Strategies’ recommended growth rates were adopted (EBS forecast), as set out in Retail Planner Brief 4.0 (October 2006). The annual average growth rates from 2005 to 2016 are:

- Convenience expenditure – 0.7% per annum;
- Comparison expenditure – 3.8% per annum.

Within the context of past trends, the growth rates adopted in the NLP study, particularly for comparison goods expenditure, are not unrealistically high. Experian’s Briefing Note 4.0 also provided growth projections based on past trends as follows.

	<b>Ultra Long term</b>	<b>Long term</b>	<b>Medium Term</b>
Convenience	0.6%	0.7%	1.0%
Comparison	4.6%	5.2%	6.2%

The EBS recommended forecasts growth rates, as adopted in this study, are at the middle of the range of rates shown above for convenience goods expenditure (0.7% p.a.), but below the bottom end of the range for comparison goods (4.6%). In relation to comparison expenditure growth the study could have adopted a much higher growth rate (i.e. 5.2% or 6.2% per annum), therefore, based on past trends the growth rate adopted for comparison expenditure in this report are cautious. The adoption of relatively cautious expenditure per capita growth rates, is consistent with NLP’s adopted projections for increases in home shopping/internet sales and the growth in turnover efficiency for existing retail floorspace.

*Special Forms of Trading*

The impact of home shopping and internet sales will in the future reduce the need for retail development. Internet shopping is included as part of the 'retail sales not in stores' expenditure, which is excluded from the quantitative assessment. The expenditure figures within this study exclude all special forms of trading, i.e. non-retail related expenditure such as mail order and home shopping. The proportional reduction for special forms of trading is expected to increase in the future, in line with Experian's projections set out in Retail Planner Briefing Note 2.3D (December 2005).

### **Steps 2 and 3 - Benchmark Turnover and Vitality and Viability**

As indicated earlier, in these steps the study has estimated the expected (or benchmark) turnover of existing retail facilities based on sales floorspace data and expected average sales densities for existing floorspace. This benchmark is then compared with the actual level of available expenditure, in order to establish if existing facilities are trading above or below the benchmark turnover or at equilibrium. Available expenditure over and above the benchmark (or equilibrium) is potentially available to support new retail development without undermining the vitality and viability of existing retail facilities. This is a widely accepted approach. Most retail studies involve the use of average sales densities, or turnover efficiency, as a benchmark from which future retail capacity is generated.

It is appropriate to adopt a realistic benchmark turnover for existing retail floorspace in order to ensure that this floorspace achieves, on average, an appropriate level of turnover in order to maintain its vitality and viability. However, the need to protect existing floorspace in this way needs to be balanced against other objectives, as set out in PPS6. The objectives of PPS6 are set out at paragraph 1.4, which states that:

*"There are other Government objectives which need to be taken account of in the context of the key objective in Paragraph 1.3 above:*

*enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community, particularly socially-excluded groups;*

*supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and*

*improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport.*

It would be wrong to seek to protect existing retail facilities to an extent where consumer choice would be restricted, or where competition and innovation was stifled. PPS6 clearly states (paragraph 1.7) that *"it is not the role of the planning system to restrict competition, preserve existing commercial interests or to prevent innovation."* PPS6 also states (paragraph 2.36) that the degree to which shops may be overtrading is one of the considerations which may be taken into account in an assessment of need. Therefore, a balanced approach is required to promote innovation, competition and consumer choice on the one hand, whilst maintaining the vitality and viability of existing facilities on the other. For these reasons, it is necessary to assess whether existing retail facilities are trading at satisfactory levels or the degree to which shops are trading at equilibrium, before an assessment of future growth is undertaken. NLP's approach is consistent with this guidance.

The benchmark turnover or equilibrium trading level for retail floorspace is usually established by multiplying company average sales density information to sales floorspace data. This is a widely accepted approach. For convenience (food) retailing, this exercise is much easier than for comparison retailing, because company average sales density is

available for all the main food store operators who dominate the market in terms of both floorspace and expenditure. Therefore, a reasonably comprehensive picture of average trading performance can be established for convenience retailing. However, for comparison retailing the market is more fragmented, including a large number of multiple and independent operators. The availability of company average sales density information is more limited in the comparison sector. However, it is possible to assess appropriate average trading levels for comparison sales floorspace based on information that is available for multiple retailers and judgment.

### **Step 5 – Projecting Benchmark Turnover Efficiencies**

As indicated earlier, this stage projects the benchmark turnover of existing and committed retail floorspace, allowing for an appropriate level of growth in turnover efficiencies (sales densities) in order to ensure the vitality and viability of these retail facilities and to maintain an appropriate equilibrium in the future. Making an allowance for retailer's ability to improve their turnover efficiency (or sales density), is necessary to ensure existing shops on average retain a satisfactory level of turnover in the future in order to ensure the vitality and viability of the town centre, i.e. to maintain equilibrium in the future. The aim is not to constrain commercial competition or innovation.

This study adopts a 1.5% per annum increase in turnover efficiency for comparison floorspace and 0.3% per annum for convenience floorspace, in order to allow existing floorspace to retain a good level of trading, whilst not restricting competition.

Experian (Briefing Note 2.2) suggests that future growth in sales densities could be higher than previously suggested by URPI, i.e. between 2% and 2.5% for comparison floorspace and 0.75% for convenience floorspace, based on long term trends between 1975 and 2003. However, Experian indicate that the 2% to 2.5% increase in turnover efficiency "*can be used in conjunction with the long-term growth trend of expenditure growth (4.8%)*". This study adopts a lower expenditure growth rate (3.8% not 4.8%), and therefore, it would not be appropriate to adopt Experian's higher growth rate for turnover efficiency with a lower expenditure growth rate.

### **Steps 6 to 8 - The Need for Retail Floorspace**

Surplus expenditure projections are converted into retail floorspace requirements. NLP's projections relate only to comparison and convenience retail floorspace, and other forms of non-retail Class A1, A2, A3, A4 and A5 are excluded.

## **Appendix I**

### Business Occupier Survey Results

# Blandford Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q01 How long has your business been located in Christchurch town centre ?</b>														
Less than a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	10.6%	5	0.0%	0	100.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	10.6%	5	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	21.3%	10	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0	0.0%	0
Over 10 years	57.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	27	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?</b>														
Leased	74.5%	35	0.0%	0	100.0%	5	100.0%	5	90.0%	9	59.3%	16	0.0%	0
Owner occupied	23.4%	11	0.0%	0	0.0%	0	0.0%	0	10.0%	1	37.0%	10	0.0%	0
(Don't know / not sure)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Q03 Do you have any current plans to change your business premises ?</b>														
No plans	87.2%	41	0.0%	0	80.0%	4	40.0%	2	100.0%	10	92.6%	25	0.0%	0
Refit, extend or improve premises	2.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Relocate within new premises in the town centre	6.4%	3	0.0%	0	20.0%	1	20.0%	1	0.0%	0	3.7%	1	0.0%	0
Close or relocate to new premises outside the centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.3%	2	0.0%	0	0.0%	0	20.0%	1	0.0%	0	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Q04 Which statement best describes your business's current trading performance ?</b>														
Very good	12.8%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	2	14.8%	4	0.0%	0
Good	29.8%	14	0.0%	0	20.0%	1	60.0%	3	10.0%	1	33.3%	9	0.0%	0
Satisfactory	53.2%	25	0.0%	0	60.0%	3	40.0%	2	70.0%	7	48.1%	13	0.0%	0
Poor	4.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Q05 Over the last 2 years has your trading performance...</b>														
Improved	42.6%	20	0.0%	0	40.0%	2	40.0%	2	50.0%	5	40.7%	11	0.0%	0
Stayed the same	36.2%	17	0.0%	0	40.0%	2	40.0%	2	20.0%	2	40.7%	11	0.0%	0
Declined	19.1%	9	0.0%	0	20.0%	1	20.0%	1	30.0%	3	14.8%	4	0.0%	0
(Don't know / not sure)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Q06 Over the next 12 months do you expect your business performance to...</b>														
Improve	34.0%	16	0.0%	0	20.0%	1	60.0%	3	40.0%	4	29.6%	8	0.0%	0
Stay the same	55.3%	26	0.0%	0	60.0%	3	40.0%	2	50.0%	5	59.3%	16	0.0%	0
Decline	4.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Don't know / not sure)	6.4%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	1	7.4%	2	0.0%	0
Base:		47		0		5		5		10		27		0



# Blandford Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

November 2007

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q07 What are the main issues constraining your business ?</b>														
High overheads / rents	27.7%	13	0.0%	0	40.0%	2	60.0%	3	20.0%	2	22.2%	6	0.0%	0
General economy	42.6%	20	0.0%	0	40.0%	2	60.0%	3	40.0%	4	40.7%	11	0.0%	0
Quality or size of premises	21.3%	10	0.0%	0	20.0%	1	20.0%	1	30.0%	3	18.5%	5	0.0%	0
Staff recruitment / retention	21.3%	10	0.0%	0	20.0%	1	40.0%	2	20.0%	2	18.5%	5	0.0%	0
Availability and location of car parking	34.0%	16	0.0%	0	0.0%	0	40.0%	2	30.0%	3	40.7%	11	0.0%	0
Price of car parking	31.9%	15	0.0%	0	0.0%	0	40.0%	2	30.0%	3	37.0%	10	0.0%	0
Accessibility via public transport and cycle	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Competition from other businesses in the town centre	10.6%	5	0.0%	0	20.0%	1	20.0%	1	10.0%	1	7.4%	2	0.0%	0
Competition from other businesses in the rest of the District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from other town centres	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Security issues	2.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Lack of footfall / customers	17.0%	8	0.0%	0	20.0%	1	0.0%	0	20.0%	2	18.5%	5	0.0%	0
Poor location of premises	6.4%	3	0.0%	0	40.0%	2	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Poor quality of town centre environment	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Poor quality shops	12.8%	6	0.0%	0	20.0%	1	0.0%	0	0.0%	0	18.5%	5	0.0%	0
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	4.3%	2	0.0%	0	20.0%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Planning restrictions	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
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Competition from Dorchester	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	2.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Litter / poor environment / rundown	6.4%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	2	3.7%	1	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Not answered)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Q08 What is your opinion of Christchurch's market position in shopping terms ?</b>														
Too up market	4.3%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	3.7%	1	0.0%	0
Fine as it is	25.5%	12	0.0%	0	20.0%	1	20.0%	1	40.0%	4	22.2%	6	0.0%	0
Too down market	61.7%	29	0.0%	0	80.0%	4	80.0%	4	50.0%	5	59.3%	16	0.0%	0
Other	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	3	0.0%	0
Not enough / variety of shops / retailers	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Q09 How would you describe Christchurch town centre's current shopping and service mix ?</b>														
Too many small (independent) shops / not enough large (chain) stores	29.8%	14	0.0%	0	60.0%	3	40.0%	2	20.0%	2	25.9%	7	0.0%	0
About the right mix	48.9%	23	0.0%	0	0.0%	0	40.0%	2	50.0%	5	59.3%	16	0.0%	0
Not enough small (independent) shops	10.6%	5	0.0%	0	20.0%	1	0.0%	0	10.0%	1	11.1%	3	0.0%	0
(Not answered)	10.6%	5	0.0%	0	20.0%	1	20.0%	1	20.0%	2	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0

# Blandford Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Q10 How do you rate the centre in terms of the following ?</b>														
<b>Rents</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.4%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	1	7.4%	2	0.0%	0
Neither good nor poor	57.4%	27	0.0%	0	80.0%	4	80.0%	4	70.0%	7	44.4%	12	0.0%	0
Quite poor	12.8%	6	0.0%	0	20.0%	1	20.0%	1	0.0%	0	14.8%	4	0.0%	0
Very poor	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Don't know)	21.3%	10	0.0%	0	0.0%	0	0.0%	0	20.0%	2	29.6%	8	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Rates</b>														
Very good	2.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Quite good	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Neither good nor poor	38.3%	18	0.0%	0	40.0%	2	60.0%	3	50.0%	5	29.6%	8	0.0%	0
Quite poor	31.9%	15	0.0%	0	60.0%	3	40.0%	2	0.0%	0	37.0%	10	0.0%	0
Very poor	14.9%	7	0.0%	0	0.0%	0	0.0%	0	20.0%	2	18.5%	5	0.0%	0
(Don't know)	8.5%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	2	7.4%	2	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Availability of parking</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	29.8%	14	0.0%	0	60.0%	3	40.0%	2	40.0%	4	18.5%	5	0.0%	0
Neither good nor poor	19.1%	9	0.0%	0	0.0%	0	40.0%	2	30.0%	3	14.8%	4	0.0%	0
Quite poor	17.0%	8	0.0%	0	0.0%	0	0.0%	0	10.0%	1	25.9%	7	0.0%	0
Very poor	27.7%	13	0.0%	0	40.0%	2	20.0%	1	10.0%	1	33.3%	9	0.0%	0
(Don't know)	6.4%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	1	7.4%	2	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Parking charges</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.4%	3	0.0%	0	20.0%	1	0.0%	0	10.0%	1	3.7%	1	0.0%	0
Neither good nor poor	29.8%	14	0.0%	0	0.0%	0	20.0%	1	40.0%	4	33.3%	9	0.0%	0
Quite poor	29.8%	14	0.0%	0	0.0%	0	60.0%	3	30.0%	3	29.6%	8	0.0%	0
Very poor	31.9%	15	0.0%	0	80.0%	4	20.0%	1	20.0%	2	29.6%	8	0.0%	0
(Don't know)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Traffic congestion</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	8.5%	4	0.0%	0	20.0%	1	0.0%	0	10.0%	1	7.4%	2	0.0%	0
Neither good nor poor	14.9%	7	0.0%	0	0.0%	0	20.0%	1	0.0%	0	22.2%	6	0.0%	0
Quite poor	25.5%	12	0.0%	0	40.0%	2	40.0%	2	20.0%	2	22.2%	6	0.0%	0
Very poor	44.7%	21	0.0%	0	20.0%	1	40.0%	2	60.0%	6	44.4%	12	0.0%	0
(Don't know)	6.4%	3	0.0%	0	20.0%	1	0.0%	0	10.0%	1	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Bus service</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	8.5%	4	0.0%	0	20.0%	1	40.0%	2	10.0%	1	0.0%	0	0.0%	0
Neither good nor poor	17.0%	8	0.0%	0	20.0%	1	20.0%	1	30.0%	3	11.1%	3	0.0%	0
Quite poor	17.0%	8	0.0%	0	40.0%	2	0.0%	0	20.0%	2	14.8%	4	0.0%	0
Very poor	21.3%	10	0.0%	0	0.0%	0	40.0%	2	10.0%	1	25.9%	7	0.0%	0
(Don't know)	36.2%	17	0.0%	0	20.0%	1	0.0%	0	30.0%	3	48.1%	13	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Personal safety</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	53.2%	25	0.0%	0	40.0%	2	80.0%	4	50.0%	5	51.9%	14	0.0%	0
Neither good nor poor	36.2%	17	0.0%	0	40.0%	2	20.0%	1	50.0%	5	33.3%	9	0.0%	0
Quite poor	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.4%	3	0.0%	0	20.0%	1	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Base:		47		0		5		5		10		27		0

# Blandford Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

November 2007

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	38.3%	18	0.0%	0	40.0%	2	40.0%	2	40.0%	4	37.0%	10	0.0%	0
Neither good nor poor	46.8%	22	0.0%	0	40.0%	2	60.0%	3	50.0%	5	44.4%	12	0.0%	0
Quite poor	10.6%	5	0.0%	0	20.0%	1	0.0%	0	0.0%	0	14.8%	4	0.0%	0
Very poor	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Don't know)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Range of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	36.2%	17	0.0%	0	20.0%	1	20.0%	1	60.0%	6	33.3%	9	0.0%	0
Neither good nor poor	29.8%	14	0.0%	0	20.0%	1	80.0%	4	10.0%	1	29.6%	8	0.0%	0
Quite poor	25.5%	12	0.0%	0	40.0%	2	0.0%	0	20.0%	2	29.6%	8	0.0%	0
Very poor	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
(Don't know)	4.3%	2	0.0%	0	20.0%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Quality of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	36.2%	17	0.0%	0	20.0%	1	20.0%	1	60.0%	6	33.3%	9	0.0%	0
Neither good nor poor	34.0%	16	0.0%	0	20.0%	1	80.0%	4	30.0%	3	29.6%	8	0.0%	0
Quite poor	25.5%	12	0.0%	0	40.0%	2	0.0%	0	10.0%	1	33.3%	9	0.0%	0
Very poor	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Don't know)	2.1%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Entertainment and leisure facilities</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	14.9%	7	0.0%	0	0.0%	0	20.0%	1	20.0%	2	14.8%	4	0.0%	0
Quite poor	36.2%	17	0.0%	0	60.0%	3	60.0%	3	50.0%	5	22.2%	6	0.0%	0
Very poor	38.3%	18	0.0%	0	20.0%	1	20.0%	1	30.0%	3	48.1%	13	0.0%	0
(Don't know)	10.6%	5	0.0%	0	20.0%	1	0.0%	0	0.0%	0	14.8%	4	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Neither good nor poor	19.1%	9	0.0%	0	40.0%	2	40.0%	2	20.0%	2	11.1%	3	0.0%	0
Quite poor	46.8%	22	0.0%	0	20.0%	1	60.0%	3	70.0%	7	40.7%	11	0.0%	0
Very poor	21.3%	10	0.0%	0	20.0%	1	0.0%	0	0.0%	0	33.3%	9	0.0%	0
(Don't know)	8.5%	4	0.0%	0	20.0%	1	0.0%	0	10.0%	1	7.4%	2	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	8.5%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	1	11.1%	3	0.0%	0
Neither good nor poor	31.9%	15	0.0%	0	40.0%	2	20.0%	1	30.0%	3	33.3%	9	0.0%	0
Quite poor	42.6%	20	0.0%	0	20.0%	1	80.0%	4	40.0%	4	40.7%	11	0.0%	0
Very poor	8.5%	4	0.0%	0	20.0%	1	0.0%	0	10.0%	1	7.4%	2	0.0%	0
(Don't know)	8.5%	4	0.0%	0	20.0%	1	0.0%	0	10.0%	1	7.4%	2	0.0%	0
Base:		47		0		5		5		10		27		0
<b>The market</b>														
Very good	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Quite good	12.8%	6	0.0%	0	0.0%	0	20.0%	1	20.0%	2	11.1%	3	0.0%	0
Neither good nor poor	27.7%	13	0.0%	0	20.0%	1	40.0%	2	20.0%	2	29.6%	8	0.0%	0
Quite poor	34.0%	16	0.0%	0	60.0%	3	20.0%	1	30.0%	3	33.3%	9	0.0%	0
Very poor	19.1%	9	0.0%	0	20.0%	1	20.0%	1	20.0%	2	18.5%	5	0.0%	0
(Don't know)	4.3%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0

Column %ges.

## Blandford Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

November 2007

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	4.3%	2	0.0%	0	0.0%	0	20.0%	1	10.0%	1	0.0%	0	0.0%	0
Quite good	29.8%	14	0.0%	0	20.0%	1	20.0%	1	30.0%	3	33.3%	9	0.0%	0
Neither good nor poor	25.5%	12	0.0%	0	20.0%	1	20.0%	1	30.0%	3	25.9%	7	0.0%	0
Quite poor	27.7%	13	0.0%	0	40.0%	2	40.0%	2	20.0%	2	25.9%	7	0.0%	0
Very poor	8.5%	4	0.0%	0	20.0%	1	0.0%	0	10.0%	1	7.4%	2	0.0%	0
(Don't know)	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Base:		47		0		5		5		10		27		0
<b>General shopping environment</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	21.3%	10	0.0%	0	0.0%	0	20.0%	1	40.0%	4	18.5%	5	0.0%	0
Neither good nor poor	38.3%	18	0.0%	0	40.0%	2	20.0%	1	40.0%	4	40.7%	11	0.0%	0
Quite poor	34.0%	16	0.0%	0	20.0%	1	60.0%	3	20.0%	2	37.0%	10	0.0%	0
Very poor	4.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Don't know)	2.1%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		47		0		5		5		10		27		0
<b>Convenience for shoppers</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	19.1%	9	0.0%	0	20.0%	1	20.0%	1	20.0%	2	18.5%	5	0.0%	0
Neither good nor poor	31.9%	15	0.0%	0	40.0%	2	40.0%	2	20.0%	2	33.3%	9	0.0%	0
Quite poor	38.3%	18	0.0%	0	40.0%	2	40.0%	2	30.0%	3	40.7%	11	0.0%	0
Very poor	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
(Don't know)	6.4%	3	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0	0.0%	0
Base:		47		0		5		5		10		27		0

## Blandford Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	27.7%	13	0.0%	0	80.0%	4	20.0%	1	10.0%	1	25.9%	7	0.0%	0
Increase range of local / speciality retailers	23.4%	11	0.0%	0	20.0%	1	0.0%	0	30.0%	3	25.9%	7	0.0%	0
Improve quality of shops and services	27.7%	13	0.0%	0	0.0%	0	20.0%	1	30.0%	3	33.3%	9	0.0%	0
Improve appearance of the town centre	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Improve the market	25.5%	12	0.0%	0	0.0%	0	40.0%	2	40.0%	4	22.2%	6	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	21.3%	10	0.0%	0	20.0%	1	20.0%	1	30.0%	3	18.5%	5	0.0%	0
Remove / reduce traffic congestion	51.1%	24	0.0%	0	40.0%	2	40.0%	2	60.0%	6	51.9%	14	0.0%	0
Provide more housing in the town centre	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	2	0.0%	0
Improve frequency of bus services to the town centre	29.8%	14	0.0%	0	20.0%	1	20.0%	1	50.0%	5	25.9%	7	0.0%	0
Improve public car parking availability and reduce car parking charges	57.4%	27	0.0%	0	80.0%	4	60.0%	3	40.0%	4	59.3%	16	0.0%	0
Provide better entertainment and leisure	29.8%	14	0.0%	0	60.0%	3	40.0%	2	30.0%	3	22.2%	6	0.0%	0
Improve quality and range of cafes and restaurants	8.5%	4	0.0%	0	0.0%	0	40.0%	2	0.0%	0	7.4%	2	0.0%	0
Improve pedestrian links and facilities in the town centre	6.4%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	1	7.4%	2	0.0%	0
Improve quality of shop units / retail accommodation	4.3%	2	0.0%	0	20.0%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Encourage / promote Sunday trading	2.1%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promote / publicise the attractions of the town centre	12.8%	6	0.0%	0	20.0%	1	20.0%	1	20.0%	2	7.4%	2	0.0%	0
Provide and improve public transport facilities in the town centre	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
More office accommodation	2.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	2.1%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Litter collections / more bins etc / make area cleaner	4.3%	2	0.0%	0	0.0%	0	20.0%	1	0.0%	0	3.7%	1	0.0%	0
Use flowers / plants to improve appearance	2.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Not answered)	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Base:		47		0		5		5		10		27		0

## Blandford Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q12 Please make any additional comments in the space provided below:</b>														
Other	29.8%	14	0.0%	0	20.0%	1	40.0%	2	30.0%	3	29.6%	8	0.0%	0
Parking problems / expensive parking / need free parking	8.5%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	1	11.1%	3	0.0%	0
Too many charity shops	4.3%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	3.7%	1	0.0%	0
Empty buildings / shops	4.3%	2	0.0%	0	0.0%	0	20.0%	1	0.0%	0	3.7%	1	0.0%	0
Too many estate agents	4.3%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	3.7%	1	0.0%	0
Town needs a supermarket	4.3%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	1	3.7%	1	0.0%	0
Footfall has decreased / needs more footfall	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Traffic Congestion / road closures	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Need new leisure facilities	2.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
New / better variety of shops / retailers / services	2.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
(Not answered)	53.2%	25	0.0%	0	80.0%	4	40.0%	2	60.0%	6	48.1%	13	0.0%	0
Base:		47		0		5		5		10		27		0

**ARE Area:**

Blandford	100.0%	47	0.0%	0	100.0%	5	100.0%	5	100.0%	10	100.0%	27	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		47		0		5		5		10		27		0

# Christchurch Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q01 How long has your business been located in Christchurch town centre ?**

Less than a year	6.3%	4	100.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	4.7%	3	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	14.1%	9	0.0%	0	0.0%	0	100.0%	9	0.0%	0	0.0%	0
6 – 10 years	14.1%	9	0.0%	0	0.0%	0	0.0%	0	100.0%	9	0.0%	0
Over 10 years	60.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	39
Base:		64		4		3		9		9		39

**Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?**

Leased	70.3%	45	75.0%	3	33.3%	1	77.8%	7	88.9%	8	66.7%	26	0.0%	0
Owner occupied	23.4%	15	0.0%	0	0.0%	0	22.2%	2	11.1%	1	30.8%	12	0.0%	0
(Don't know / not sure)	6.3%	4	25.0%	1	66.7%	2	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Base:		64		4		3		9		9		39		0

**Q03 Do you have any current plans to change your business premises ?**

No plans	78.1%	50	100.0%	4	66.7%	2	77.8%	7	66.7%	6	79.5%	31	0.0%	0
Refit, extend or improve premises	9.4%	6	0.0%	0	0.0%	0	0.0%	0	11.1%	1	12.8%	5	0.0%	0
Relocate within new premises in the town centre	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Close or relocate to new premises outside the centre	7.8%	5	0.0%	0	33.3%	1	22.2%	2	11.1%	1	2.6%	1	0.0%	0
Other	3.1%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	2.6%	1	0.0%	0
Base:		64		4		3		9		9		39		0

**Q04 Which statement best describes your business's current trading performance ?**

Very good	10.9%	7	0.0%	0	0.0%	0	0.0%	0	11.1%	1	15.4%	6	0.0%	0
Good	32.8%	21	100.0%	4	33.3%	1	33.3%	3	22.2%	2	28.2%	11	0.0%	0
Satisfactory	35.9%	23	0.0%	0	33.3%	1	33.3%	3	44.4%	4	38.5%	15	0.0%	0
Poor	20.3%	13	0.0%	0	33.3%	1	33.3%	3	22.2%	2	17.9%	7	0.0%	0
Base:		64		4		3		9		9		39		0

**Q05 Over the last 2 years has your trading performance...**

Improved	32.8%	21	25.0%	1	33.3%	1	55.6%	5	22.2%	2	30.8%	12	0.0%	0
Stayed the same	25.0%	16	0.0%	0	66.7%	2	22.2%	2	44.4%	4	20.5%	8	0.0%	0
Declined	34.4%	22	0.0%	0	0.0%	0	22.2%	2	33.3%	3	43.6%	17	0.0%	0
(Don't know / not sure)	7.8%	5	75.0%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Base:		64		4		3		9		9		39		0

**Q06 Over the next 12 months do you expect your business performance to...**

Improve	45.3%	29	100.0%	4	66.7%	2	66.7%	6	22.2%	2	38.5%	15	0.0%	0
Stay the same	28.1%	18	0.0%	0	0.0%	0	11.1%	1	55.6%	5	30.8%	12	0.0%	0
Decline	18.8%	12	0.0%	0	33.3%	1	22.2%	2	11.1%	1	20.5%	8	0.0%	0
(Don't know / not sure)	7.8%	5	0.0%	0	0.0%	0	0.0%	0	11.1%	1	10.3%	4	0.0%	0
Base:		64		4		3		9		9		39		0

# Christchurch Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)						
<b>Q07 What are the main issues constraining your business ?</b>													
High overheads / rents	45.3%	29 50.0%	2 33.3%	1 44.4%	4 55.6%	5 43.6%	17 0.0%	0					
General economy	43.8%	28 75.0%	3 0.0%	0 44.4%	4 33.3%	3 46.2%	18 0.0%	0					
Quality or size of premises	7.8%	5 25.0%	1 0.0%	0 0.0%	0 22.2%	2 5.1%	2 0.0%	0					
Staff recruitment / retention	18.8%	12 25.0%	1 0.0%	0 44.4%	4 11.1%	1 15.4%	6 0.0%	0					
Availability and location of car parking	31.3%	20 25.0%	1 0.0%	0 44.4%	4 33.3%	3 30.8%	12 0.0%	0					
Price of car parking	31.3%	20 25.0%	1 0.0%	0 33.3%	3 22.2%	2 35.9%	14 0.0%	0					
Accessibility via public transport and cycle	3.1%	2 0.0%	0 0.0%	0 11.1%	1 0.0%	0 2.6%	1 0.0%	0					
Competition from other businesses in the town centre	10.9%	7 0.0%	0 0.0%	0 0.0%	0 22.2%	2 12.8%	5 0.0%	0					
Competition from other businesses in the rest of the District	1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	1 0.0%	0					
Competition from other town centres	1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	1 0.0%	0					
Security issues	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Lack of footfall / customers	9.4%	6 0.0%	0 33.3%	1 0.0%	0 22.2%	2 7.7%	3 0.0%	0					
Poor location of premises	3.1%	2 25.0%	1 33.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Poor quality of town centre environment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Poor quality shops	3.1%	2 0.0%	0 0.0%	0 0.0%	0 11.1%	1 2.6%	1 0.0%	0					
Poor quality services	1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	1 0.0%	0					
Internet competition	1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	1 0.0%	0					
Planning restrictions	3.1%	2 0.0%	0 0.0%	0 11.1%	1 0.0%	0 2.6%	1 0.0%	0					
Other	4.7%	3 25.0%	1 0.0%	0 0.0%	0 0.0%	0 5.1%	2 0.0%	0					
Competition from Bournemouth	4.7%	3 0.0%	0 66.7%	2 0.0%	0 0.0%	0 2.6%	1 0.0%	0					
Competition from Castlepoint	9.4%	6 0.0%	0 33.3%	1 0.0%	0 22.2%	2 7.7%	3 0.0%	0					
Competition from Poole	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Competition from Dorchester	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Competition from Ringwood	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Competition from Salisbury	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Competition from Yeovil	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Empty units / shops	4.7%	3 0.0%	0 33.3%	1 0.0%	0 0.0%	0 5.1%	2 0.0%	0					
Litter / poor environment / rundown	3.1%	2 0.0%	0 33.3%	1 0.0%	0 0.0%	0 2.6%	1 0.0%	0					
Poor variety of shops	3.1%	2 0.0%	0 33.3%	1 0.0%	0 11.1%	1 0.0%	0 0.0%	0					
Too many charity shops	1.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	1 0.0%	0					
(Not answered)	4.7%	3 0.0%	0 0.0%	0 0.0%	0 11.1%	1 5.1%	2 0.0%	0					
Base:		64	4	3	9	9	39	0					

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Fine as it is	26.6%	17 50.0%	2 0.0%	0 11.1%	1 44.4%	4 25.6%	10 0.0%	0					
Too down market	56.3%	36 50.0%	2 66.7%	2 55.6%	5 33.3%	3 61.5%	24 0.0%	0					
Other	10.9%	7 0.0%	0 33.3%	1 11.1%	1 11.1%	1 10.3%	4 0.0%	0					
Not enough / variety of shops / retailers	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0					
Too many charity shops	3.1%	2 0.0%	0 0.0%	0 11.1%	1 11.1%	1 0.0%	0 0.0%	0					
(Not answered)	3.1%	2 0.0%	0 0.0%	0 11.1%	1 0.0%	0 2.6%	1 0.0%	0					
Base:		64	4	3	9	9	39	0					

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	15.6%	10 25.0%	1 33.3%	1 33.3%	3 22.2%	2 7.7%	3 0.0%	0					
About the right mix	34.4%	22 75.0%	3 0.0%	0 11.1%	1 22.2%	2 41.0%	16 0.0%	0					
Not enough small (independent) shops	45.3%	29 0.0%	0 66.7%	2 44.4%	4 55.6%	5 46.2%	18 0.0%	0					
(Not answered)	4.7%	3 0.0%	0 0.0%	0 11.1%	1 0.0%	0 5.1%	2 0.0%	0					
Base:		64	4	3	9	9	39	0					



# Christchurch Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.3%	4	25.0%	1	0.0%	0	0.0%	0	11.1%	1	5.1%	2
Neither good nor poor	21.9%	14	0.0%	0	33.3%	1	33.3%	3	33.3%	3	17.9%	7
Quite poor	28.1%	18	75.0%	3	0.0%	0	44.4%	4	22.2%	2	23.1%	9
Very poor	20.3%	13	0.0%	0	33.3%	1	0.0%	0	33.3%	3	23.1%	9
(Don't know)	23.4%	15	0.0%	0	33.3%	1	22.2%	2	0.0%	0	30.8%	12
Base:		64		4		3		9		9		39
<b>Rates</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.3%	4	0.0%	0	0.0%	0	11.1%	1	0.0%	0	7.7%	3
Neither good nor poor	25.0%	16	50.0%	2	33.3%	1	11.1%	1	44.4%	4	20.5%	8
Quite poor	26.6%	17	25.0%	1	0.0%	0	44.4%	4	22.2%	2	25.6%	10
Very poor	29.7%	19	25.0%	1	33.3%	1	33.3%	3	33.3%	3	28.2%	11
(Don't know)	12.5%	8	0.0%	0	33.3%	1	0.0%	0	0.0%	0	17.9%	7
Base:		64		4		3		9		9		39
<b>Availability of parking</b>												
Very good	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Quite good	20.3%	13	25.0%	1	66.7%	2	11.1%	1	22.2%	2	17.9%	7
Neither good nor poor	14.1%	9	0.0%	0	0.0%	0	11.1%	1	0.0%	0	20.5%	8
Quite poor	31.3%	20	75.0%	3	33.3%	1	22.2%	2	55.6%	5	23.1%	9
Very poor	21.9%	14	0.0%	0	0.0%	0	44.4%	4	11.1%	1	23.1%	9
(Don't know)	10.9%	7	0.0%	0	0.0%	0	11.1%	1	11.1%	1	12.8%	5
Base:		64		4		3		9		9		39
<b>Parking charges</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	9.4%	6	0.0%	0	33.3%	1	11.1%	1	0.0%	0	10.3%	4
Neither good nor poor	15.6%	10	0.0%	0	0.0%	0	11.1%	1	22.2%	2	17.9%	7
Quite poor	28.1%	18	50.0%	2	66.7%	2	11.1%	1	55.6%	5	20.5%	8
Very poor	39.1%	25	50.0%	2	0.0%	0	55.6%	5	22.2%	2	41.0%	16
(Don't know)	7.8%	5	0.0%	0	0.0%	0	11.1%	1	0.0%	0	10.3%	4
Base:		64		4		3		9		9		39
<b>Traffic congestion</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	4.7%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	2
Neither good nor poor	15.6%	10	0.0%	0	33.3%	1	11.1%	1	11.1%	1	17.9%	7
Quite poor	14.1%	9	25.0%	1	33.3%	1	22.2%	2	33.3%	3	5.1%	2
Very poor	57.8%	37	50.0%	2	33.3%	1	66.7%	6	55.6%	5	59.0%	23
(Don't know)	7.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5
Base:		64		4		3		9		9		39
<b>Bus service</b>												
Very good	9.4%	6	0.0%	0	0.0%	0	0.0%	0	11.1%	1	12.8%	5
Quite good	32.8%	21	75.0%	3	66.7%	2	33.3%	3	44.4%	4	23.1%	9
Neither good nor poor	17.2%	11	25.0%	1	0.0%	0	22.2%	2	22.2%	2	15.4%	6
Quite poor	9.4%	6	0.0%	0	33.3%	1	22.2%	2	0.0%	0	7.7%	3
Very poor	4.7%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	5.1%	2
(Don't know)	26.6%	17	0.0%	0	0.0%	0	22.2%	2	11.1%	1	35.9%	14
Base:		64		4		3		9		9		39
<b>Personal safety</b>												
Very good	10.9%	7	25.0%	1	0.0%	0	0.0%	0	0.0%	0	15.4%	6
Quite good	54.7%	35	50.0%	2	66.7%	2	66.7%	6	66.7%	6	48.7%	19
Neither good nor poor	18.8%	12	25.0%	1	33.3%	1	11.1%	1	22.2%	2	17.9%	7
Quite poor	4.7%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	5.1%	2
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.9%	7	0.0%	0	0.0%	0	22.2%	2	0.0%	0	12.8%	5
Base:		64		4		3		9		9		39

# Christchurch Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	6.3%	4	0.0%	0	0.0%	0	11.1%	1	0.0%	0	7.7%	3	0.0%	0
Quite good	56.3%	36	75.0%	3	66.7%	2	55.6%	5	66.7%	6	51.3%	20	0.0%	0
Neither good nor poor	21.9%	14	25.0%	1	33.3%	1	22.2%	2	11.1%	1	23.1%	9	0.0%	0
Quite poor	6.3%	4	0.0%	0	0.0%	0	11.1%	1	22.2%	2	2.6%	1	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	6	0.0%	0
Base:		64		4		3		9		9		39		0
<b>Range of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	28.1%	18	50.0%	2	0.0%	0	22.2%	2	22.2%	2	30.8%	12	0.0%	0
Neither good nor poor	28.1%	18	25.0%	1	0.0%	0	11.1%	1	22.2%	2	35.9%	14	0.0%	0
Quite poor	29.7%	19	25.0%	1	0.0%	0	44.4%	4	44.4%	4	25.6%	10	0.0%	0
Very poor	10.9%	7	0.0%	0	100.0%	3	22.2%	2	11.1%	1	2.6%	1	0.0%	0
(Don't know)	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Base:		64		4		3		9		9		39		0
<b>Quality of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	21.9%	14	50.0%	2	0.0%	0	11.1%	1	22.2%	2	23.1%	9	0.0%	0
Neither good nor poor	35.9%	23	0.0%	0	0.0%	0	66.7%	6	33.3%	3	35.9%	14	0.0%	0
Quite poor	29.7%	19	50.0%	2	0.0%	0	22.2%	2	22.2%	2	33.3%	13	0.0%	0
Very poor	7.8%	5	0.0%	0	100.0%	3	0.0%	0	11.1%	1	2.6%	1	0.0%	0
(Don't know)	4.7%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	5.1%	2	0.0%	0
Base:		64		4		3		9		9		39		0
<b>Entertainment and leisure facilities</b>														
Very good	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Quite good	31.3%	20	50.0%	2	33.3%	1	22.2%	2	44.4%	4	28.2%	11	0.0%	0
Neither good nor poor	25.0%	16	0.0%	0	0.0%	0	55.6%	5	22.2%	2	23.1%	9	0.0%	0
Quite poor	26.6%	17	50.0%	2	33.3%	1	11.1%	1	22.2%	2	28.2%	11	0.0%	0
Very poor	9.4%	6	0.0%	0	33.3%	1	11.1%	1	11.1%	1	7.7%	3	0.0%	0
(Don't know)	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0
Base:		64		4		3		9		9		39		0
<b>Marketing / promotion / events</b>														
Very good	3.1%	2	25.0%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Quite good	35.9%	23	50.0%	2	33.3%	1	22.2%	2	44.4%	4	35.9%	14	0.0%	0
Neither good nor poor	25.0%	16	0.0%	0	0.0%	0	33.3%	3	33.3%	3	25.6%	10	0.0%	0
Quite poor	18.8%	12	25.0%	1	33.3%	1	33.3%	3	0.0%	0	17.9%	7	0.0%	0
Very poor	7.8%	5	0.0%	0	0.0%	0	11.1%	1	11.1%	1	7.7%	3	0.0%	0
(Don't know)	9.4%	6	0.0%	0	33.3%	1	0.0%	0	0.0%	0	12.8%	5	0.0%	0
Base:		64		4		3		9		9		39		0
<b>Liveliness / street life / character</b>														
Very good	4.7%	3	50.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Quite good	32.8%	21	0.0%	0	0.0%	0	33.3%	3	22.2%	2	41.0%	16	0.0%	0
Neither good nor poor	29.7%	19	25.0%	1	0.0%	0	22.2%	2	66.7%	6	25.6%	10	0.0%	0
Quite poor	14.1%	9	0.0%	0	66.7%	2	22.2%	2	0.0%	0	12.8%	5	0.0%	0
Very poor	9.4%	6	25.0%	1	0.0%	0	11.1%	1	11.1%	1	7.7%	3	0.0%	0
(Don't know)	9.4%	6	0.0%	0	33.3%	1	11.1%	1	0.0%	0	10.3%	4	0.0%	0
Base:		64		4		3		9		9		39		0
<b>The market</b>														
Very good	3.1%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	2.6%	1	0.0%	0
Quite good	37.5%	24	75.0%	3	0.0%	0	44.4%	4	22.2%	2	38.5%	15	0.0%	0
Neither good nor poor	17.2%	11	0.0%	0	33.3%	1	11.1%	1	33.3%	3	15.4%	6	0.0%	0
Quite poor	12.5%	8	0.0%	0	33.3%	1	22.2%	2	11.1%	1	10.3%	4	0.0%	0
Very poor	25.0%	16	25.0%	1	0.0%	0	11.1%	1	33.3%	3	28.2%	11	0.0%	0
(Don't know)	4.7%	3	0.0%	0	33.3%	1	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Base:		64		4		3		9		9		39		0

# Christchurch Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	21.9%	14	50.0%	2	0.0%	0	22.2%	2	0.0%	0	25.6%	10	0.0%	0
Quite good	45.3%	29	50.0%	2	66.7%	2	44.4%	4	88.9%	8	33.3%	13	0.0%	0
Neither good nor poor	21.9%	14	0.0%	0	0.0%	0	22.2%	2	11.1%	1	28.2%	11	0.0%	0
Quite poor	3.1%	2	0.0%	0	0.0%	0	11.1%	1	0.0%	0	2.6%	1	0.0%	0
Very poor	1.6%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0
Base:		64		4		3		9		9		39		0
<b>General shopping environment</b>														
Very good	3.1%	2	25.0%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Quite good	23.4%	15	25.0%	1	0.0%	0	0.0%	0	22.2%	2	30.8%	12	0.0%	0
Neither good nor poor	39.1%	25	25.0%	1	0.0%	0	55.6%	5	55.6%	5	35.9%	14	0.0%	0
Quite poor	20.3%	13	25.0%	1	0.0%	0	22.2%	2	11.1%	1	23.1%	9	0.0%	0
Very poor	9.4%	6	0.0%	0	66.7%	2	11.1%	1	11.1%	1	5.1%	2	0.0%	0
(Don't know)	4.7%	3	0.0%	0	33.3%	1	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Base:		64		4		3		9		9		39		0
<b>Convenience for shoppers</b>														
Very good	1.6%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Quite good	34.4%	22	50.0%	2	0.0%	0	33.3%	3	44.4%	4	33.3%	13	0.0%	0
Neither good nor poor	39.1%	25	50.0%	2	0.0%	0	11.1%	1	33.3%	3	48.7%	19	0.0%	0
Quite poor	12.5%	8	0.0%	0	33.3%	1	33.3%	3	0.0%	0	10.3%	4	0.0%	0
Very poor	9.4%	6	0.0%	0	66.7%	2	11.1%	1	22.2%	2	2.6%	1	0.0%	0
(Don't know)	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Base:		64		4		3		9		9		39		0

# Christchurch Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	29.7%	19	25.0%	1	33.3%	1	33.3%	3	22.2%	2	30.8%	12	0.0%	0
Increase range of local / speciality retailers	46.9%	30	0.0%	0	66.7%	2	55.6%	5	44.4%	4	48.7%	19	0.0%	0
Improve quality of shops and services	34.4%	22	25.0%	1	100.0%	3	22.2%	2	33.3%	3	33.3%	13	0.0%	0
Improve appearance of the town centre	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Improve the market	15.6%	10	50.0%	2	66.7%	2	0.0%	0	11.1%	1	12.8%	5	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	4.7%	3	25.0%	1	0.0%	0	0.0%	0	11.1%	1	2.6%	1	0.0%	0
Remove / reduce traffic congestion	50.0%	32	25.0%	1	33.3%	1	66.7%	6	55.6%	5	48.7%	19	0.0%	0
Provide more housing in the town centre	6.3%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	1	7.7%	3	0.0%	0
Improve frequency of bus services to the town centre	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Improve public car parking availability and reduce car parking charges	62.5%	40	50.0%	2	0.0%	0	55.6%	5	66.7%	6	69.2%	27	0.0%	0
Provide better entertainment and leisure	10.9%	7	75.0%	3	0.0%	0	11.1%	1	0.0%	0	7.7%	3	0.0%	0
Improve quality and range of cafes and restaurants	10.9%	7	0.0%	0	0.0%	0	22.2%	2	0.0%	0	12.8%	5	0.0%	0
Improve pedestrian links and facilities in the town centre	12.5%	8	0.0%	0	33.3%	1	11.1%	1	33.3%	3	7.7%	3	0.0%	0
Improve quality of shop units / retail accommodation	21.9%	14	0.0%	0	66.7%	2	22.2%	2	33.3%	3	17.9%	7	0.0%	0
Encourage / promote Sunday trading	4.7%	3	25.0%	1	0.0%	0	0.0%	0	11.1%	1	2.6%	1	0.0%	0
Promote / publicise the attractions of the town centre	14.1%	9	0.0%	0	0.0%	0	33.3%	3	11.1%	1	12.8%	5	0.0%	0
Provide and improve public transport facilities in the town centre	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0
More office accommodation	3.1%	2	25.0%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	7.8%	5	0.0%	0	0.0%	0	11.1%	1	11.1%	1	7.7%	3	0.0%	0
Litter collections / more bins etc / make area cleaner	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Use flowers / plants to improve appearance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	6.3%	4	25.0%	1	0.0%	0	11.1%	1	11.1%	1	2.6%	1	0.0%	0
Too many empty / derelict buildings / shops	1.6%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Base:		64		4		3		9		9		39		0

**Q12 Please make any additional comments in the space provided below:**

Other	28.1%	18	0.0%	0	100.0%	3	11.1%	1	44.4%	4	25.6%	10	0.0%	0
Too many charity shops	9.4%	6	25.0%	1	0.0%	0	0.0%	0	11.1%	1	10.3%	4	0.0%	0
Traffic Congestion / road closures	9.4%	6	25.0%	1	0.0%	0	11.1%	1	0.0%	0	10.3%	4	0.0%	0
Empty buildings / shops	9.4%	6	25.0%	1	33.3%	1	0.0%	0	11.1%	1	7.7%	3	0.0%	0
Parking problems / expensive parking / need free parking	6.3%	4	0.0%	0	0.0%	0	11.1%	1	0.0%	0	7.7%	3	0.0%	0
Rent / rates are too high	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	3	0.0%	0
New / better variety of shops / retailers / services	4.7%	3	25.0%	1	33.3%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Town needs a supermarket	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Need new leisure facilities (Not answered)	1.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		64		4		3		9		9		39		0

## Christchurch Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)	
<b>ARE Area:</b>													
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch	100.0%	64	100.0%	4	100.0%	3	100.0%	9	100.0%	9	100.0%	39	0.0%
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		64		4		3		9		9		39	0

## Ferndown Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q01 How long has your business been located in Christchurch town centre ?</b>														
Less than a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	7.5%	3	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	7.5%	3	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	20.0%	8	0.0%	0	0.0%	0	0.0%	0	100.0%	8	0.0%	0	0.0%	0
Over 10 years	62.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0
(Don't know / not sure)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Base:		40		0		3		3		8		25		1
<b>Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?</b>														
Leased	90.0%	36	0.0%	0	100.0%	3	100.0%	3	87.5%	7	88.0%	22	100.0%	1
Owner occupied	7.5%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	8.0%	2	0.0%	0
(Don't know / not sure)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Q03 Do you have any current plans to change your business premises ?</b>														
No plans	95.0%	38	0.0%	0	100.0%	3	33.3%	1	100.0%	8	100.0%	25	100.0%	1
Refit, extend or improve premises	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Relocate within new premises in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close or relocate to new premises outside the centre	2.5%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Q04 Which statement best describes your business's current trading performance ?</b>														
Very good	12.5%	5	0.0%	0	0.0%	0	0.0%	0	25.0%	2	12.0%	3	0.0%	0
Good	27.5%	11	0.0%	0	33.3%	1	0.0%	0	37.5%	3	28.0%	7	0.0%	0
Satisfactory	35.0%	14	0.0%	0	66.7%	2	33.3%	1	25.0%	2	32.0%	8	100.0%	1
Poor	17.5%	7	0.0%	0	0.0%	0	66.7%	2	12.5%	1	16.0%	4	0.0%	0
(Don't know / no opinion)	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Q05 Over the last 2 years has your trading performance...</b>														
Improved	32.5%	13	0.0%	0	33.3%	1	0.0%	0	62.5%	5	28.0%	7	0.0%	0
Stayed the same	30.0%	12	0.0%	0	33.3%	1	66.7%	2	25.0%	2	24.0%	6	100.0%	1
Declined	27.5%	11	0.0%	0	33.3%	1	33.3%	1	12.5%	1	32.0%	8	0.0%	0
(Don't know / not sure)	10.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Q06 Over the next 12 months do you expect your business performance to...</b>														
Improve	35.0%	14	0.0%	0	66.7%	2	33.3%	1	62.5%	5	24.0%	6	0.0%	0
Stay the same	32.5%	13	0.0%	0	33.3%	1	33.3%	1	12.5%	1	36.0%	9	100.0%	1
Decline	10.0%	4	0.0%	0	0.0%	0	0.0%	0	12.5%	1	12.0%	3	0.0%	0
(Don't know / not sure)	22.5%	9	0.0%	0	0.0%	0	33.3%	1	12.5%	1	28.0%	7	0.0%	0
Base:		40		0		3		3		8		25		1

# Ferndown Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q07 What are the main issues constraining your business ?**

High overheads / rents	60.0%	24	0.0%	0	100.0%	3	100.0%	3	25.0%	2	60.0%	15	100.0%	1
General economy	35.0%	14	0.0%	0	33.3%	1	66.7%	2	37.5%	3	28.0%	7	100.0%	1
Quality or size of premises	10.0%	4	0.0%	0	0.0%	0	33.3%	1	37.5%	3	0.0%	0	0.0%	0
Staff recruitment / retention	7.5%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	8.0%	2	0.0%	0
Availability and location of car parking	32.5%	13	0.0%	0	0.0%	0	33.3%	1	37.5%	3	32.0%	8	100.0%	1
Price of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility via public transport and cycle	5.0%	2	0.0%	0	0.0%	0	33.3%	1	12.5%	1	0.0%	0	0.0%	0
Competition from other businesses in the town centre	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0
Competition from other businesses in the rest of the District	7.5%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	8.0%	2	0.0%	0
Competition from other town centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security issues	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Lack of footfall / customers	27.5%	11	0.0%	0	33.3%	1	33.3%	1	12.5%	1	32.0%	8	0.0%	0
Poor location of premises	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Poor quality of town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	17.5%	7	0.0%	0	0.0%	0	0.0%	0	25.0%	2	20.0%	5	0.0%	0
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	5.0%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Planning restrictions	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
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	2.5%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Litter / poor environment / rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor variety of shops	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		40		0		3		3		8		25		1

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	35.0%	14	0.0%	0	33.3%	1	0.0%	0	37.5%	3	36.0%	9	100.0%	1
Too down market	30.0%	12	0.0%	0	0.0%	0	33.3%	1	50.0%	4	28.0%	7	0.0%	0
Other	25.0%	10	0.0%	0	33.3%	1	66.7%	2	12.5%	1	24.0%	6	0.0%	0
Not enough / variety of shops / retailers	7.5%	3	0.0%	0	33.3%	1	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Too many charity shops	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		40		0		3		3		8		25		1

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	27.5%	11	0.0%	0	66.7%	2	33.3%	1	25.0%	2	24.0%	6	0.0%	0
About the right mix	25.0%	10	0.0%	0	33.3%	1	33.3%	1	25.0%	2	24.0%	6	0.0%	0
Not enough small (independent) shops	45.0%	18	0.0%	0	0.0%	0	33.3%	1	50.0%	4	48.0%	12	100.0%	1
(Not answered)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		40		0		3		3		8		25		1

# Ferndown Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	Don't know / not sure (Q01)					
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	15.0%	6	0.0%	0	0.0%	0	0.0%	0	37.5%	3	12.0%	3
Neither good nor poor	30.0%	12	0.0%	0	0.0%	0	0.0%	0	37.5%	3	32.0%	8
Quite poor	17.5%	7	0.0%	0	0.0%	0	66.7%	2	0.0%	0	20.0%	5
Very poor	20.0%	8	0.0%	0	100.0%	3	33.3%	1	0.0%	0	16.0%	4
(Don't know)	17.5%	7	0.0%	0	0.0%	0	0.0%	0	25.0%	2	20.0%	5
Base:		40		0		3		3		8		25
<b>Rates</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	7.5%	3	0.0%	0	0.0%	0	0.0%	0	37.5%	3	0.0%	0
Neither good nor poor	25.0%	10	0.0%	0	0.0%	0	0.0%	0	37.5%	3	28.0%	7
Quite poor	15.0%	6	0.0%	0	0.0%	0	0.0%	0	12.5%	1	20.0%	5
Very poor	37.5%	15	0.0%	0	100.0%	3	100.0%	3	0.0%	0	32.0%	8
(Don't know)	15.0%	6	0.0%	0	0.0%	0	0.0%	0	12.5%	1	20.0%	5
Base:		40		0		3		3		8		25
<b>Availability of parking</b>												
Very good	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Quite good	37.5%	15	0.0%	0	66.7%	2	33.3%	1	62.5%	5	28.0%	7
Neither good nor poor	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Quite poor	25.0%	10	0.0%	0	33.3%	1	0.0%	0	0.0%	0	36.0%	9
Very poor	27.5%	11	0.0%	0	0.0%	0	66.7%	2	25.0%	2	24.0%	6
(Don't know)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0
Base:		40		0		3		3		8		25
<b>Parking charges</b>												
Very good	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
Quite good	27.5%	11	0.0%	0	33.3%	1	66.7%	2	50.0%	4	16.0%	4
Neither good nor poor	32.5%	13	0.0%	0	33.3%	1	33.3%	1	12.5%	1	40.0%	10
Quite poor	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Very poor	10.0%	4	0.0%	0	0.0%	0	0.0%	0	12.5%	1	12.0%	3
(Don't know)	22.5%	9	0.0%	0	33.3%	1	0.0%	0	25.0%	2	20.0%	5
Base:		40		0		3		3		8		25
<b>Traffic congestion</b>												
Very good	5.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	4.0%	1
Quite good	15.0%	6	0.0%	0	0.0%	0	33.3%	1	12.5%	1	16.0%	4
Neither good nor poor	50.0%	20	0.0%	0	66.7%	2	33.3%	1	37.5%	3	52.0%	13
Quite poor	20.0%	8	0.0%	0	33.3%	1	0.0%	0	37.5%	3	16.0%	4
Very poor	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2
(Don't know)	5.0%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1	4.0%	1
Base:		40		0		3		3		8		25
<b>Bus service</b>												
Very good	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Quite good	27.5%	11	0.0%	0	33.3%	1	33.3%	1	25.0%	2	24.0%	6
Neither good nor poor	22.5%	9	0.0%	0	0.0%	0	33.3%	1	25.0%	2	24.0%	6
Quite poor	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Very poor	7.5%	3	0.0%	0	0.0%	0	33.3%	1	12.5%	1	4.0%	1
(Don't know)	37.5%	15	0.0%	0	66.7%	2	0.0%	0	37.5%	3	40.0%	10
Base:		40		0		3		3		8		25
<b>Personal safety</b>												
Very good	10.0%	4	0.0%	0	33.3%	1	0.0%	0	12.5%	1	8.0%	2
Quite good	50.0%	20	0.0%	0	0.0%	0	66.7%	2	50.0%	4	52.0%	13
Neither good nor poor	30.0%	12	0.0%	0	0.0%	0	33.3%	1	37.5%	3	32.0%	8
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.0%	4	0.0%	0	66.7%	2	0.0%	0	0.0%	0	8.0%	2
Base:		40		0		3		3		8		25



# Ferndown Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	7.5%	3	0.0%	0	33.3%	1	0.0%	0	12.5%	1	4.0%	1	0.0%	0
Quite good	40.0%	16	0.0%	0	0.0%	0	66.7%	2	50.0%	4	40.0%	10	0.0%	0
Neither good nor poor	30.0%	12	0.0%	0	33.3%	1	33.3%	1	25.0%	2	28.0%	7	100.0%	1
Quite poor	5.0%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1	4.0%	1	0.0%	0
Very poor	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
(Don't know)	15.0%	6	0.0%	0	33.3%	1	0.0%	0	0.0%	0	20.0%	5	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Range of shops &amp; services available</b>														
Very good	2.5%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	12.5%	5	0.0%	0	0.0%	0	33.3%	1	25.0%	2	8.0%	2	0.0%	0
Neither good nor poor	17.5%	7	0.0%	0	33.3%	1	33.3%	1	12.5%	1	16.0%	4	0.0%	0
Quite poor	30.0%	12	0.0%	0	0.0%	0	33.3%	1	25.0%	2	36.0%	9	0.0%	0
Very poor	32.5%	13	0.0%	0	33.3%	1	0.0%	0	37.5%	3	32.0%	8	100.0%	1
(Don't know)	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Quality of shops &amp; services available</b>														
Very good	2.5%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	37.5%	15	0.0%	0	33.3%	1	66.7%	2	50.0%	4	28.0%	7	100.0%	1
Neither good nor poor	22.5%	9	0.0%	0	0.0%	0	33.3%	1	12.5%	1	28.0%	7	0.0%	0
Quite poor	25.0%	10	0.0%	0	0.0%	0	0.0%	0	37.5%	3	28.0%	7	0.0%	0
Very poor	10.0%	4	0.0%	0	33.3%	1	0.0%	0	0.0%	0	12.0%	3	0.0%	0
(Don't know)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Entertainment and leisure facilities</b>														
Very good	7.5%	3	0.0%	0	33.3%	1	0.0%	0	12.5%	1	4.0%	1	0.0%	0
Quite good	12.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0
Neither good nor poor	30.0%	12	0.0%	0	33.3%	1	33.3%	1	25.0%	2	28.0%	7	100.0%	1
Quite poor	22.5%	9	0.0%	0	0.0%	0	0.0%	0	25.0%	2	28.0%	7	0.0%	0
Very poor	20.0%	8	0.0%	0	33.3%	1	66.7%	2	25.0%	2	12.0%	3	0.0%	0
(Don't know)	7.5%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	8.0%	2	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Marketing / promotion / events</b>														
Very good	2.5%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Quite good	5.0%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Neither good nor poor	30.0%	12	0.0%	0	33.3%	1	33.3%	1	37.5%	3	24.0%	6	100.0%	1
Quite poor	27.5%	11	0.0%	0	0.0%	0	66.7%	2	12.5%	1	32.0%	8	0.0%	0
Very poor	27.5%	11	0.0%	0	33.3%	1	0.0%	0	25.0%	2	32.0%	8	0.0%	0
(Don't know)	7.5%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	8.0%	2	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Liveliness / street life / character</b>														
Very good	2.5%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Quite good	7.5%	3	0.0%	0	33.3%	1	0.0%	0	12.5%	1	4.0%	1	0.0%	0
Neither good nor poor	22.5%	9	0.0%	0	33.3%	1	0.0%	0	25.0%	2	20.0%	5	100.0%	1
Quite poor	37.5%	15	0.0%	0	0.0%	0	33.3%	1	25.0%	2	48.0%	12	0.0%	0
Very poor	30.0%	12	0.0%	0	33.3%	1	66.7%	2	25.0%	2	28.0%	7	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
Base:		40		0		3		3		8		25		1
<b>The market</b>														
Very good	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Quite good	15.0%	6	0.0%	0	66.7%	2	0.0%	0	25.0%	2	8.0%	2	0.0%	0
Neither good nor poor	15.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5	100.0%	1
Quite poor	17.5%	7	0.0%	0	33.3%	1	33.3%	1	25.0%	2	12.0%	3	0.0%	0
Very poor	20.0%	8	0.0%	0	0.0%	0	66.7%	2	25.0%	2	16.0%	4	0.0%	0
(Don't know)	30.0%	12	0.0%	0	0.0%	0	0.0%	0	25.0%	2	40.0%	10	0.0%	0
Base:		40		0		3		3		8		25		1

## Ferndown Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Quality / number of places to eat / drink</b>														
Very good	2.5%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Quite good	35.0%	14	0.0%	0	33.3%	1	33.3%	1	25.0%	2	36.0%	9	100.0%	1
Neither good nor poor	30.0%	12	0.0%	0	33.3%	1	33.3%	1	25.0%	2	32.0%	8	0.0%	0
Quite poor	17.5%	7	0.0%	0	33.3%	1	33.3%	1	12.5%	1	16.0%	4	0.0%	0
Very poor	10.0%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	2	8.0%	2	0.0%	0
(Don't know)	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Base:		40		0		3		3		8		25		1
<b>General shopping environment</b>														
Very good	2.5%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Quite good	22.5%	9	0.0%	0	33.3%	1	0.0%	0	25.0%	2	24.0%	6	0.0%	0
Neither good nor poor	30.0%	12	0.0%	0	33.3%	1	66.7%	2	0.0%	0	32.0%	8	100.0%	1
Quite poor	30.0%	12	0.0%	0	33.3%	1	0.0%	0	50.0%	4	28.0%	7	0.0%	0
Very poor	7.5%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	8.0%	2	0.0%	0
(Don't know)	7.5%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	8.0%	2	0.0%	0
Base:		40		0		3		3		8		25		1
<b>Convenience for shoppers</b>														
Very good	5.0%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	2	0.0%	0	0.0%	0
Quite good	35.0%	14	0.0%	0	66.7%	2	0.0%	0	25.0%	2	40.0%	10	0.0%	0
Neither good nor poor	22.5%	9	0.0%	0	33.3%	1	66.7%	2	12.5%	1	16.0%	4	100.0%	1
Quite poor	27.5%	11	0.0%	0	0.0%	0	0.0%	0	25.0%	2	36.0%	9	0.0%	0
Very poor	7.5%	3	0.0%	0	0.0%	0	33.3%	1	12.5%	1	4.0%	1	0.0%	0
(Don't know)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		40		0		3		3		8		25		1

## Ferndown Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	50.0%	20	0.0%	0	100.0%	3	33.3%	1	62.5%	5	44.0%	11	0.0%	0
Increase range of local / speciality retailers	55.0%	22	0.0%	0	0.0%	0	33.3%	1	50.0%	4	64.0%	16	100.0%	1
Improve quality of shops and services	27.5%	11	0.0%	0	33.3%	1	0.0%	0	37.5%	3	28.0%	7	0.0%	0
Improve appearance of the town centre	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Improve the market	15.0%	6	0.0%	0	0.0%	0	0.0%	0	25.0%	2	16.0%	4	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	25.0%	10	0.0%	0	33.3%	1	33.3%	1	12.5%	1	24.0%	6	100.0%	1
Remove / reduce traffic congestion	17.5%	7	0.0%	0	33.3%	1	0.0%	0	25.0%	2	16.0%	4	0.0%	0
Provide more housing in the town centre	5.0%	2	0.0%	0	0.0%	0	66.7%	2	0.0%	0	0.0%	0	0.0%	0
Improve frequency of bus services to the town centre	5.0%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	4.0%	1	0.0%	0
Improve public car parking availability and reduce car parking charges	47.5%	19	0.0%	0	66.7%	2	100.0%	3	25.0%	2	44.0%	11	100.0%	1
Provide better entertainment and leisure	7.5%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	8.0%	2	0.0%	0
Improve quality and range of cafes and restaurants	12.5%	5	0.0%	0	33.3%	1	0.0%	0	12.5%	1	12.0%	3	0.0%	0
Improve pedestrian links and facilities in the town centre	10.0%	4	0.0%	0	33.3%	1	0.0%	0	12.5%	1	8.0%	2	0.0%	0
Improve quality of shop units / retail accommodation	10.0%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	2	8.0%	2	0.0%	0
Encourage / promote Sunday trading	10.0%	4	0.0%	0	0.0%	0	0.0%	0	37.5%	3	4.0%	1	0.0%	0
Promote / publicise the attractions of the town centre	30.0%	12	0.0%	0	66.7%	2	33.3%	1	37.5%	3	24.0%	6	0.0%	0
Provide and improve public transport facilities in the town centre	2.5%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
More office accommodation	5.0%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1	4.0%	1	0.0%	0
Other	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Litter collections / more bins etc / make area cleaner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use flowers / plants to improve appearance	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		40		0		3		3		8		25		1

**Q12 Please make any additional comments in the space provided below:**

Other	22.5%	9	0.0%	0	0.0%	0	33.3%	1	25.0%	2	24.0%	6	0.0%	0
Rent / rates are too high	10.0%	4	0.0%	0	33.3%	1	33.3%	1	0.0%	0	8.0%	2	0.0%	0
New / better variety of shops / retailers / services	10.0%	4	0.0%	0	33.3%	1	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Parking problems / expensive parking / need free parking	7.5%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	8.0%	2	0.0%	0
Footfall has decreased / needs more footfall	7.5%	3	0.0%	0	0.0%	0	33.3%	1	12.5%	1	4.0%	1	0.0%	0
Empty buildings / shops	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Need new leisure facilities	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
(Nothing else)	2.5%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	52.5%	21	0.0%	0	0.0%	0	33.3%	1	62.5%	5	56.0%	14	100.0%	1
Base:		40		0		3		3		8		25		1

## Ferndown Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
<b>ARE Area:</b>							
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndown	100.0%	40	0.0%	0	100.0%	3	100.0%
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		40	0	3	3	8	25

# Gillingham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q01 How long has your business been located in Christchurch town centre ?**

Less than a year	2.3%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	4.5%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	29.5%	13	0.0%	0	0.0%	0	100.0%	13	0.0%	0	0.0%	0
6 – 10 years	6.8%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	3	0.0%	0
Over 10 years	56.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	25
Base:		44		1		2		13		3		25

**Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?**

Leased	75.0%	33	100.0%	1	100.0%	2	84.6%	11	100.0%	3	64.0%	16	0.0%	0
Owner occupied	22.7%	10	0.0%	0	0.0%	0	15.4%	2	0.0%	0	32.0%	8	0.0%	0
(Don't know / not sure)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		44		1		2		13		3		25		0

**Q03 Do you have any current plans to change your business premises ?**

No plans	75.0%	33	100.0%	1	100.0%	2	76.9%	10	66.7%	2	72.0%	18	0.0%	0
Refit, extend or improve premises	9.1%	4	0.0%	0	0.0%	0	7.7%	1	0.0%	0	12.0%	3	0.0%	0
Relocate within new premises in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close or relocate to new premises outside the centre	11.4%	5	0.0%	0	0.0%	0	7.7%	1	0.0%	0	16.0%	4	0.0%	0
Other	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
(Not answered)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0

**Q04 Which statement best describes your business's current trading performance ?**

Very good	13.6%	6	0.0%	0	0.0%	0	0.0%	0	33.3%	1	20.0%	5	0.0%	0
Good	45.5%	20	100.0%	1	50.0%	1	46.2%	6	66.7%	2	40.0%	10	0.0%	0
Satisfactory	29.5%	13	0.0%	0	50.0%	1	38.5%	5	0.0%	0	28.0%	7	0.0%	0
Poor	11.4%	5	0.0%	0	0.0%	0	15.4%	2	0.0%	0	12.0%	3	0.0%	0
Base:		44		1		2		13		3		25		0

**Q05 Over the last 2 years has your trading performance...**

Improved	47.7%	21	0.0%	0	100.0%	2	53.8%	7	66.7%	2	40.0%	10	0.0%	0
Stayed the same	36.4%	16	0.0%	0	0.0%	0	46.2%	6	33.3%	1	36.0%	9	0.0%	0
Declined	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	6	0.0%	0
(Don't know / not sure)	2.3%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0

**Q06 Over the next 12 months do you expect your business performance to...**

Improve	54.5%	24	100.0%	1	50.0%	1	69.2%	9	66.7%	2	44.0%	11	0.0%	0
Stay the same	38.6%	17	0.0%	0	50.0%	1	30.8%	4	33.3%	1	44.0%	11	0.0%	0
Decline	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
(Don't know / not sure)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		44		1		2		13		3		25		0

# Gillingham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q07 What are the main issues constraining your business ?**

High overheads / rents	27.3%	12	0.0%	0	50.0%	1	38.5%	5	0.0%	0	24.0%	6	0.0%	0
General economy	36.4%	16	0.0%	0	0.0%	0	30.8%	4	66.7%	2	40.0%	10	0.0%	0
Quality or size of premises	22.7%	10	0.0%	0	50.0%	1	7.7%	1	0.0%	0	32.0%	8	0.0%	0
Staff recruitment / retention	9.1%	4	0.0%	0	0.0%	0	7.7%	1	0.0%	0	12.0%	3	0.0%	0
Availability and location of car parking	22.7%	10	100.0%	1	0.0%	0	38.5%	5	33.3%	1	12.0%	3	0.0%	0
Price of car parking	20.5%	9	0.0%	0	0.0%	0	15.4%	2	0.0%	0	28.0%	7	0.0%	0
Accessibility via public transport and cycle	6.8%	3	0.0%	0	0.0%	0	7.7%	1	33.3%	1	4.0%	1	0.0%	0
Competition from other businesses in the town centre	9.1%	4	0.0%	0	50.0%	1	15.4%	2	0.0%	0	4.0%	1	0.0%	0
Competition from other businesses in the rest of the District	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Competition from other town centres	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Security issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of footfall / customers	18.2%	8	0.0%	0	0.0%	0	30.8%	4	33.3%	1	12.0%	3	0.0%	0
Poor location of premises	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	15.9%	7	0.0%	0	0.0%	0	15.4%	2	0.0%	0	20.0%	5	0.0%	0
Poor quality services	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Internet competition	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Planning restrictions	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	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
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	9.1%	4	0.0%	0	0.0%	0	7.7%	1	0.0%	0	12.0%	3	0.0%	0
Empty units / shops	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Litter / poor environment / rundown	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Poor variety of shops	9.1%	4	0.0%	0	0.0%	0	15.4%	2	0.0%	0	8.0%	2	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.0%	1	0.0%	0
Base:		44		1		2		13		3		25		0

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	5	0.0%	0
Too down market	63.6%	28	100.0%	1	50.0%	1	61.5%	8	100.0%	3	60.0%	15	0.0%	0
Other	15.9%	7	0.0%	0	50.0%	1	30.8%	4	0.0%	0	8.0%	2	0.0%	0
Not enough / variety of shops / retailers	6.8%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	8.0%	2	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		44		1		2		13		3		25		0

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	61.4%	27	100.0%	1	50.0%	1	38.5%	5	100.0%	3	68.0%	17	0.0%	0
About the right mix	9.1%	4	0.0%	0	50.0%	1	15.4%	2	0.0%	0	4.0%	1	0.0%	0
Not enough small (independent) shops	22.7%	10	0.0%	0	0.0%	0	30.8%	4	0.0%	0	24.0%	6	0.0%	0
(Not answered)	6.8%	3	0.0%	0	0.0%	0	15.4%	2	0.0%	0	4.0%	1	0.0%	0
Base:		44		1		2		13		3		25		0

# Gillingham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)					
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	18.2%	8	100.0%	1	0.0%	0	15.4%	2	33.3%	1	16.0%	4
Neither good nor poor	36.4%	16	0.0%	0	100.0%	2	38.5%	5	66.7%	2	28.0%	7
Quite poor	15.9%	7	0.0%	0	0.0%	0	15.4%	2	0.0%	0	20.0%	5
Very poor	13.6%	6	0.0%	0	0.0%	0	15.4%	2	0.0%	0	16.0%	4
(Don't know)	15.9%	7	0.0%	0	0.0%	0	15.4%	2	0.0%	0	20.0%	5
Base:		44		1		2		13		3		25
<b>Rates</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	9.1%	4	0.0%	0	0.0%	0	0.0%	0	33.3%	1	12.0%	3
Neither good nor poor	40.9%	18	100.0%	1	100.0%	2	30.8%	4	66.7%	2	36.0%	9
Quite poor	13.6%	6	0.0%	0	0.0%	0	23.1%	3	0.0%	0	12.0%	3
Very poor	25.0%	11	0.0%	0	0.0%	0	38.5%	5	0.0%	0	24.0%	6
(Don't know)	11.4%	5	0.0%	0	0.0%	0	7.7%	1	0.0%	0	16.0%	4
Base:		44		1		2		13		3		25
<b>Availability of parking</b>												
Very good	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Quite good	27.3%	12	0.0%	0	50.0%	1	15.4%	2	0.0%	0	36.0%	9
Neither good nor poor	11.4%	5	0.0%	0	0.0%	0	7.7%	1	33.3%	1	12.0%	3
Quite poor	36.4%	16	100.0%	1	50.0%	1	30.8%	4	66.7%	2	32.0%	8
Very poor	22.7%	10	0.0%	0	0.0%	0	46.2%	6	0.0%	0	16.0%	4
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25
<b>Parking charges</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.8%	3	0.0%	0	0.0%	0	15.4%	2	33.3%	1	0.0%	0
Neither good nor poor	27.3%	12	100.0%	1	100.0%	2	7.7%	1	33.3%	1	28.0%	7
Quite poor	27.3%	12	0.0%	0	0.0%	0	7.7%	1	33.3%	1	40.0%	10
Very poor	34.1%	15	0.0%	0	0.0%	0	53.8%	7	0.0%	0	32.0%	8
(Don't know)	4.5%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25
<b>Traffic congestion</b>												
Very good	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Quite good	15.9%	7	0.0%	0	0.0%	0	15.4%	2	0.0%	0	20.0%	5
Neither good nor poor	40.9%	18	0.0%	0	100.0%	2	46.2%	6	66.7%	2	32.0%	8
Quite poor	15.9%	7	0.0%	0	0.0%	0	7.7%	1	0.0%	0	24.0%	6
Very poor	22.7%	10	0.0%	0	0.0%	0	30.8%	4	33.3%	1	20.0%	5
(Don't know)	2.3%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25
<b>Bus service</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	20.5%	9	0.0%	0	50.0%	1	7.7%	1	33.3%	1	24.0%	6
Neither good nor poor	20.5%	9	0.0%	0	50.0%	1	23.1%	3	33.3%	1	16.0%	4
Quite poor	22.7%	10	100.0%	1	0.0%	0	23.1%	3	0.0%	0	24.0%	6
Very poor	13.6%	6	0.0%	0	0.0%	0	23.1%	3	33.3%	1	8.0%	2
(Don't know)	22.7%	10	0.0%	0	0.0%	0	23.1%	3	0.0%	0	28.0%	7
Base:		44		1		2		13		3		25
<b>Personal safety</b>												
Very good	9.1%	4	0.0%	0	0.0%	0	0.0%	0	33.3%	1	12.0%	3
Quite good	40.9%	18	100.0%	1	50.0%	1	23.1%	3	0.0%	0	52.0%	13
Neither good nor poor	31.8%	14	0.0%	0	50.0%	1	46.2%	6	66.7%	2	20.0%	5
Quite poor	11.4%	5	0.0%	0	0.0%	0	15.4%	2	0.0%	0	12.0%	3
Very poor	6.8%	3	0.0%	0	0.0%	0	15.4%	2	0.0%	0	4.0%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25

# Gillingham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Business security</b>														
Very good	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Quite good	38.6%	17	100.0%	1	50.0%	1	30.8%	4	33.3%	1	40.0%	10	0.0%	0
Neither good nor poor	34.1%	15	0.0%	0	0.0%	0	30.8%	4	33.3%	1	40.0%	10	0.0%	0
Quite poor	13.6%	6	0.0%	0	50.0%	1	7.7%	1	33.3%	1	12.0%	3	0.0%	0
Very poor	4.5%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0
<b>Range of shops &amp; services available</b>														
Very good	2.3%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Neither good nor poor	9.1%	4	0.0%	0	0.0%	0	7.7%	1	33.3%	1	8.0%	2	0.0%	0
Quite poor	36.4%	16	100.0%	1	50.0%	1	15.4%	2	0.0%	0	48.0%	12	0.0%	0
Very poor	40.9%	18	0.0%	0	0.0%	0	61.5%	8	66.7%	2	32.0%	8	0.0%	0
(Don't know)	4.5%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0
<b>Quality of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	15.9%	7	0.0%	0	50.0%	1	15.4%	2	0.0%	0	16.0%	4	0.0%	0
Neither good nor poor	20.5%	9	0.0%	0	0.0%	0	23.1%	3	33.3%	1	20.0%	5	0.0%	0
Quite poor	27.3%	12	100.0%	1	50.0%	1	7.7%	1	0.0%	0	36.0%	9	0.0%	0
Very poor	31.8%	14	0.0%	0	0.0%	0	38.5%	5	66.7%	2	28.0%	7	0.0%	0
(Don't know)	4.5%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0
<b>Entertainment and leisure facilities</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Neither good nor poor	13.6%	6	0.0%	0	50.0%	1	15.4%	2	0.0%	0	12.0%	3	0.0%	0
Quite poor	27.3%	12	0.0%	0	50.0%	1	15.4%	2	33.3%	1	32.0%	8	0.0%	0
Very poor	50.0%	22	100.0%	1	0.0%	0	53.8%	7	66.7%	2	48.0%	12	0.0%	0
(Don't know)	6.8%	3	0.0%	0	0.0%	0	15.4%	2	0.0%	0	4.0%	1	0.0%	0
Base:		44		1		2		13		3		25		0
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Neither good nor poor	29.5%	13	0.0%	0	50.0%	1	38.5%	5	33.3%	1	24.0%	6	0.0%	0
Quite poor	25.0%	11	0.0%	0	50.0%	1	15.4%	2	66.7%	2	24.0%	6	0.0%	0
Very poor	34.1%	15	100.0%	1	0.0%	0	38.5%	5	0.0%	0	36.0%	9	0.0%	0
(Don't know)	6.8%	3	0.0%	0	0.0%	0	7.7%	1	0.0%	0	8.0%	2	0.0%	0
Base:		44		1		2		13		3		25		0
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	11.4%	5	0.0%	0	0.0%	0	7.7%	1	33.3%	1	12.0%	3	0.0%	0
Neither good nor poor	15.9%	7	0.0%	0	50.0%	1	15.4%	2	33.3%	1	12.0%	3	0.0%	0
Quite poor	29.5%	13	0.0%	0	50.0%	1	30.8%	4	0.0%	0	32.0%	8	0.0%	0
Very poor	40.9%	18	100.0%	1	0.0%	0	46.2%	6	33.3%	1	40.0%	10	0.0%	0
(Don't know)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Base:		44		1		2		13		3		25		0
<b>The market</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	4.5%	2	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.0%	1	0.0%	0
(Don't know)	93.2%	41	100.0%	1	100.0%	2	92.3%	12	100.0%	3	92.0%	23	0.0%	0
Base:		44		1		2		13		3		25		0



## Gillingham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	9.1%	4	0.0%	0	0.0%	0	7.7%	1	0.0%	0	12.0%	3	0.0%	0
Neither good nor poor	20.5%	9	0.0%	0	50.0%	1	0.0%	0	33.3%	1	28.0%	7	0.0%	0
Quite poor	31.8%	14	0.0%	0	0.0%	0	46.2%	6	66.7%	2	24.0%	6	0.0%	0
Very poor	27.3%	12	100.0%	1	50.0%	1	23.1%	3	0.0%	0	28.0%	7	0.0%	0
(Don't know)	11.4%	5	0.0%	0	0.0%	0	23.1%	3	0.0%	0	8.0%	2	0.0%	0
Base:		44		1		2		13		3		25		0
<b>General shopping environment</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.8%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Neither good nor poor	25.0%	11	0.0%	0	0.0%	0	15.4%	2	33.3%	1	32.0%	8	0.0%	0
Quite poor	27.3%	12	100.0%	1	0.0%	0	23.1%	3	66.7%	2	24.0%	6	0.0%	0
Very poor	38.6%	17	0.0%	0	50.0%	1	53.8%	7	0.0%	0	36.0%	9	0.0%	0
(Don't know)	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0
<b>Convenience for shoppers</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	25.0%	11	0.0%	0	50.0%	1	23.1%	3	0.0%	0	28.0%	7	0.0%	0
Neither good nor poor	27.3%	12	100.0%	1	50.0%	1	7.7%	1	66.7%	2	28.0%	7	0.0%	0
Quite poor	34.1%	15	0.0%	0	0.0%	0	30.8%	4	33.3%	1	40.0%	10	0.0%	0
Very poor	11.4%	5	0.0%	0	0.0%	0	30.8%	4	0.0%	0	4.0%	1	0.0%	0
(Don't know)	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0

## Gillingham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Don't know / not sure) (Q01)								
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	45.5%	20	100.0%	1	50.0%	1	15.4%	2	33.3%	1	60.0%	15	0.0%	0
Increase range of local / speciality retailers	36.4%	16	100.0%	1	50.0%	1	23.1%	3	66.7%	2	36.0%	9	0.0%	0
Improve quality of shops and services	38.6%	17	100.0%	1	50.0%	1	30.8%	4	66.7%	2	36.0%	9	0.0%	0
Improve appearance of the town centre	13.6%	6	0.0%	0	0.0%	0	7.7%	1	0.0%	0	20.0%	5	0.0%	0
Improve the market	13.6%	6	0.0%	0	0.0%	0	7.7%	1	66.7%	2	12.0%	3	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	13.6%	6	0.0%	0	0.0%	0	23.1%	3	33.3%	1	8.0%	2	0.0%	0
Remove / reduce traffic congestion	13.6%	6	0.0%	0	0.0%	0	23.1%	3	0.0%	0	12.0%	3	0.0%	0
Provide more housing in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve frequency of bus services to the town centre	9.1%	4	0.0%	0	0.0%	0	15.4%	2	33.3%	1	4.0%	1	0.0%	0
Improve public car parking availability and reduce car parking charges	38.6%	17	0.0%	0	50.0%	1	30.8%	4	0.0%	0	48.0%	12	0.0%	0
Provide better entertainment and leisure	38.6%	17	0.0%	0	50.0%	1	46.2%	6	66.7%	2	32.0%	8	0.0%	0
Improve quality and range of cafes and restaurants	13.6%	6	0.0%	0	100.0%	2	7.7%	1	0.0%	0	12.0%	3	0.0%	0
Improve pedestrian links and facilities in the town centre	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0
Improve quality of shop units / retail accommodation	18.2%	8	0.0%	0	50.0%	1	30.8%	4	0.0%	0	12.0%	3	0.0%	0
Encourage / promote Sunday trading	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Promote / publicise the attractions of the town centre	9.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	4	0.0%	0
Provide and improve public transport facilities in the town centre	9.1%	4	0.0%	0	0.0%	0	7.7%	1	0.0%	0	12.0%	3	0.0%	0
More office accommodation	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Litter collections / more bins etc / make area cleaner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use flowers / plants to improve appearance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
(Not answered)	4.5%	2	0.0%	0	0.0%	0	15.4%	2	0.0%	0	0.0%	0	0.0%	0
Base:		44		1		2		13		3		25		0

**Q12 Please make any additional comments in the space provided below:**

Other	22.7%	10	0.0%	0	0.0%	0	38.5%	5	0.0%	0	20.0%	5	0.0%	0
Need new leisure facilities	13.6%	6	0.0%	0	0.0%	0	7.7%	1	0.0%	0	20.0%	5	0.0%	0
New / better variety of shops / retailers / services	11.4%	5	0.0%	0	0.0%	0	7.7%	1	0.0%	0	16.0%	4	0.0%	0
Empty buildings / shops	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Traffic Congestion / road closures	4.5%	2	0.0%	0	0.0%	0	0.0%	0	33.3%	1	4.0%	1	0.0%	0
(Nothing else)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Parking problems / expensive parking / need free parking	2.3%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
(Not answered)	52.3%	23	100.0%	1	100.0%	2	53.8%	7	66.7%	2	44.0%	11	0.0%	0
Base:		44		1		2		13		3		25		0

## Gillingham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)	
<b>ARE Area:</b>													
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	100.0%	44	100.0%	1	100.0%	2	100.0%	13	100.0%	3	100.0%	25	0.0%
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		44		1		2		13		3		25	0

## Shaftesbury Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Don't know / not sure) (Q01)								
<b>Q01 How long has your business been located in Christchurch town centre ?</b>														
Less than a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	10.3%	3	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	17.2%	5	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0
Over 10 years	72.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	21	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?</b>														
Leased	65.5%	19	0.0%	0	0.0%	0	100.0%	3	80.0%	4	57.1%	12	0.0%	0
Owner occupied	27.6%	8	0.0%	0	0.0%	0	0.0%	0	20.0%	1	33.3%	7	0.0%	0
(Don't know / not sure)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Q03 Do you have any current plans to change your business premises ?</b>														
No plans	82.8%	24	0.0%	0	0.0%	0	100.0%	3	100.0%	5	76.2%	16	0.0%	0
Refit, extend or improve premises	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Relocate within new premises in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close or relocate to new premises outside the centre	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Q04 Which statement best describes your business's current trading performance ?</b>														
Very good	13.8%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	14.3%	3	0.0%	0
Good	17.2%	5	0.0%	0	0.0%	0	0.0%	0	40.0%	2	14.3%	3	0.0%	0
Satisfactory	51.7%	15	0.0%	0	0.0%	0	100.0%	3	20.0%	1	52.4%	11	0.0%	0
Poor	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
(Don't know / no opinion)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Q05 Over the last 2 years has your trading performance...</b>														
Improved	44.8%	13	0.0%	0	0.0%	0	33.3%	1	80.0%	4	38.1%	8	0.0%	0
Stayed the same	24.1%	7	0.0%	0	0.0%	0	66.7%	2	0.0%	0	23.8%	5	0.0%	0
Declined	31.0%	9	0.0%	0	0.0%	0	0.0%	0	20.0%	1	38.1%	8	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Q06 Over the next 12 months do you expect your business performance to...</b>														
Improve	31.0%	9	0.0%	0	0.0%	0	66.7%	2	40.0%	2	23.8%	5	0.0%	0
Stay the same	51.7%	15	0.0%	0	0.0%	0	33.3%	1	40.0%	2	57.1%	12	0.0%	0
Decline	13.8%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	14.3%	3	0.0%	0
(Don't know / not sure)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0

# Shaftesbury Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q07 What are the main issues constraining your business ?</b>														
High overheads / rents	20.7%	6	0.0%	0	0.0%	0	33.3%	1	20.0%	1	19.0%	4	0.0%	0
General economy	37.9%	11	0.0%	0	0.0%	0	66.7%	2	40.0%	2	33.3%	7	0.0%	0
Quality or size of premises	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Staff recruitment / retention	20.7%	6	0.0%	0	0.0%	0	0.0%	0	60.0%	3	14.3%	3	0.0%	0
Availability and location of car parking	48.3%	14	0.0%	0	0.0%	0	100.0%	3	20.0%	1	47.6%	10	0.0%	0
Price of car parking	37.9%	11	0.0%	0	0.0%	0	66.7%	2	0.0%	0	42.9%	9	0.0%	0
Accessibility via public transport and cycle	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Competition from other businesses in the town centre	24.1%	7	0.0%	0	0.0%	0	0.0%	0	20.0%	1	28.6%	6	0.0%	0
Competition from other businesses in the rest of the District	20.7%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	1	23.8%	5	0.0%	0
Competition from other town centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of footfall / customers	10.3%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	9.5%	2	0.0%	0
Poor location of premises	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of town centre environment	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
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Planning restrictions	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Other	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / poor environment / rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
(Not answered)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Q08 What is your opinion of Christchurch's market position in shopping terms ?</b>														
Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	75.9%	22	0.0%	0	0.0%	0	100.0%	3	60.0%	3	76.2%	16	0.0%	0
Too down market	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Other	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
Not enough / variety of shops / retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	6.9%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Q09 How would you describe Christchurch town centre's current shopping and service mix ?</b>														
Too many small (independent) shops / not enough large (chain) stores	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
About the right mix	72.4%	21	0.0%	0	0.0%	0	100.0%	3	20.0%	1	81.0%	17	0.0%	0
Not enough small (independent) shops	24.1%	7	0.0%	0	0.0%	0	0.0%	0	60.0%	3	19.0%	4	0.0%	0
Base:		29		0		0		3		5		21		0

# Shaftesbury Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>Q10 How do you rate the centre in terms of the following ?</b>														
<b>Rents</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
Neither good nor poor	34.5%	10	0.0%	0	0.0%	0	33.3%	1	60.0%	3	28.6%	6	0.0%	0
Quite poor	13.8%	4	0.0%	0	0.0%	0	66.7%	2	0.0%	0	9.5%	2	0.0%	0
Very poor	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
(Don't know)	37.9%	11	0.0%	0	0.0%	0	0.0%	0	40.0%	2	42.9%	9	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Rates</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	6.9%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	4.8%	1	0.0%	0
Neither good nor poor	37.9%	11	0.0%	0	0.0%	0	33.3%	1	60.0%	3	33.3%	7	0.0%	0
Quite poor	20.7%	6	0.0%	0	0.0%	0	33.3%	1	0.0%	0	23.8%	5	0.0%	0
Very poor	13.8%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	14.3%	3	0.0%	0
(Don't know)	20.7%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	1	23.8%	5	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Availability of parking</b>														
Very good	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Quite good	17.2%	5	0.0%	0	0.0%	0	0.0%	0	20.0%	1	19.0%	4	0.0%	0
Neither good nor poor	10.3%	3	0.0%	0	0.0%	0	33.3%	1	20.0%	1	4.8%	1	0.0%	0
Quite poor	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
Very poor	48.3%	14	0.0%	0	0.0%	0	66.7%	2	40.0%	2	47.6%	10	0.0%	0
(Don't know)	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Parking charges</b>														
Very good	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Quite good	6.9%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	4.8%	1	0.0%	0
Neither good nor poor	24.1%	7	0.0%	0	0.0%	0	0.0%	0	40.0%	2	23.8%	5	0.0%	0
Quite poor	10.3%	3	0.0%	0	0.0%	0	0.0%	0	40.0%	2	4.8%	1	0.0%	0
Very poor	44.8%	13	0.0%	0	0.0%	0	66.7%	2	0.0%	0	52.4%	11	0.0%	0
(Don't know)	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Traffic congestion</b>														
Very good	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Quite good	13.8%	4	0.0%	0	0.0%	0	33.3%	1	20.0%	1	9.5%	2	0.0%	0
Neither good nor poor	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
Quite poor	13.8%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	14.3%	3	0.0%	0
Very poor	51.7%	15	0.0%	0	0.0%	0	66.7%	2	40.0%	2	52.4%	11	0.0%	0
(Don't know)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Bus service</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Neither good nor poor	17.2%	5	0.0%	0	0.0%	0	33.3%	1	20.0%	1	14.3%	3	0.0%	0
Quite poor	13.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	4	0.0%	0
Very poor	31.0%	9	0.0%	0	0.0%	0	33.3%	1	40.0%	2	28.6%	6	0.0%	0
(Don't know)	34.5%	10	0.0%	0	0.0%	0	33.3%	1	20.0%	1	38.1%	8	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Personal safety</b>														
Very good	6.9%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	4.8%	1	0.0%	0
Quite good	37.9%	11	0.0%	0	0.0%	0	66.7%	2	60.0%	3	28.6%	6	0.0%	0
Neither good nor poor	20.7%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	1	23.8%	5	0.0%	0
Quite poor	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
Very poor	17.2%	5	0.0%	0	0.0%	0	33.3%	1	0.0%	0	19.0%	4	0.0%	0
(Don't know)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0

# Shaftesbury Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Quite good	44.8%	13	0.0%	0	0.0%	0	33.3%	1	80.0%	4	38.1%	8	0.0%	0
Neither good nor poor	27.6%	8	0.0%	0	0.0%	0	33.3%	1	0.0%	0	33.3%	7	0.0%	0
Quite poor	10.3%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	9.5%	2	0.0%	0
Very poor	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
(Don't know)	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Range of shops &amp; services available</b>														
Very good	6.9%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	4.8%	1	0.0%	0
Quite good	55.2%	16	0.0%	0	0.0%	0	33.3%	1	40.0%	2	61.9%	13	0.0%	0
Neither good nor poor	24.1%	7	0.0%	0	0.0%	0	33.3%	1	20.0%	1	23.8%	5	0.0%	0
Quite poor	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Very poor	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
(Don't know)	6.9%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Quality of shops &amp; services available</b>														
Very good	13.8%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	9.5%	2	0.0%	0
Quite good	48.3%	14	0.0%	0	0.0%	0	100.0%	3	0.0%	0	52.4%	11	0.0%	0
Neither good nor poor	20.7%	6	0.0%	0	0.0%	0	0.0%	0	40.0%	2	19.0%	4	0.0%	0
Quite poor	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
Very poor	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
(Don't know)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Entertainment and leisure facilities</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Neither good nor poor	27.6%	8	0.0%	0	0.0%	0	33.3%	1	20.0%	1	28.6%	6	0.0%	0
Quite poor	24.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	7	0.0%	0
Very poor	41.4%	12	0.0%	0	0.0%	0	66.7%	2	60.0%	3	33.3%	7	0.0%	0
(Don't know)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	20.7%	6	0.0%	0	0.0%	0	0.0%	0	40.0%	2	19.0%	4	0.0%	0
Neither good nor poor	24.1%	7	0.0%	0	0.0%	0	66.7%	2	40.0%	2	14.3%	3	0.0%	0
Quite poor	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Very poor	31.0%	9	0.0%	0	0.0%	0	33.3%	1	20.0%	1	33.3%	7	0.0%	0
(Don't know)	17.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	37.9%	11	0.0%	0	0.0%	0	0.0%	0	60.0%	3	38.1%	8	0.0%	0
Neither good nor poor	17.2%	5	0.0%	0	0.0%	0	33.3%	1	20.0%	1	14.3%	3	0.0%	0
Quite poor	13.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	4	0.0%	0
Very poor	24.1%	7	0.0%	0	0.0%	0	66.7%	2	20.0%	1	19.0%	4	0.0%	0
(Don't know)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>The market</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	13.8%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	9.5%	2	0.0%	0
Neither good nor poor	13.8%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	14.3%	3	0.0%	0
Quite poor	20.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	6	0.0%	0
Very poor	37.9%	11	0.0%	0	0.0%	0	66.7%	2	40.0%	2	33.3%	7	0.0%	0
(Don't know)	13.8%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	14.3%	3	0.0%	0
Base:		29		0		0		3		5		21		0

## Shaftesbury Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	13.8%	4	0.0%	0	0.0%	0	33.3%	1	20.0%	1	9.5%	2	0.0%	0
Quite good	51.7%	15	0.0%	0	0.0%	0	33.3%	1	80.0%	4	47.6%	10	0.0%	0
Neither good nor poor	24.1%	7	0.0%	0	0.0%	0	33.3%	1	0.0%	0	28.6%	6	0.0%	0
Quite poor	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0
<b>General shopping environment</b>														
Very good	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
Quite good	48.3%	14	0.0%	0	0.0%	0	66.7%	2	20.0%	1	52.4%	11	0.0%	0
Neither good nor poor	27.6%	8	0.0%	0	0.0%	0	33.3%	1	40.0%	2	23.8%	5	0.0%	0
Quite poor	6.9%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	4.8%	1	0.0%	0
Very poor	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
(Don't know)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Base:		29		0		0		3		5		21		0
<b>Convenience for shoppers</b>														
Very good	10.3%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.5%	2	0.0%	0
Quite good	20.7%	6	0.0%	0	0.0%	0	33.3%	1	20.0%	1	19.0%	4	0.0%	0
Neither good nor poor	37.9%	11	0.0%	0	0.0%	0	33.3%	1	40.0%	2	38.1%	8	0.0%	0
Quite poor	13.8%	4	0.0%	0	0.0%	0	33.3%	1	20.0%	1	9.5%	2	0.0%	0
Very poor	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	3	0.0%	0
(Don't know)	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Base:		29		0		0		3		5		21		0



## Shaftesbury Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Don't know / not sure) (Q01)								
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	6.9%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	4.8%	1	0.0%	0
Increase range of local / speciality retailers	37.9%	11	0.0%	0	0.0%	0	33.3%	1	20.0%	1	42.9%	9	0.0%	0
Improve quality of shops and services	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Improve appearance of the town centre	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Improve the market	24.1%	7	0.0%	0	0.0%	0	33.3%	1	0.0%	0	28.6%	6	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	10.3%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	9.5%	2	0.0%	0
Remove / reduce traffic congestion	48.3%	14	0.0%	0	0.0%	0	0.0%	0	40.0%	2	57.1%	12	0.0%	0
Provide more housing in the town centre	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Improve frequency of bus services to the town centre	20.7%	6	0.0%	0	0.0%	0	33.3%	1	40.0%	2	14.3%	3	0.0%	0
Improve public car parking availability and reduce car parking charges	55.2%	16	0.0%	0	0.0%	0	66.7%	2	20.0%	1	61.9%	13	0.0%	0
Provide better entertainment and leisure	27.6%	8	0.0%	0	0.0%	0	33.3%	1	40.0%	2	23.8%	5	0.0%	0
Improve quality and range of cafes and restaurants	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Improve pedestrian links and facilities in the town centre	34.5%	10	0.0%	0	0.0%	0	33.3%	1	20.0%	1	38.1%	8	0.0%	0
Improve quality of shop units / retail accommodation	10.3%	3	0.0%	0	0.0%	0	33.3%	1	20.0%	1	4.8%	1	0.0%	0
Encourage / promote Sunday trading	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Promote / publicise the attractions of the town centre	20.7%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	1	23.8%	5	0.0%	0
Provide and improve public transport facilities in the town centre	24.1%	7	0.0%	0	0.0%	0	33.3%	1	0.0%	0	28.6%	6	0.0%	0
More office accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Litter collections / more bins etc / make area cleaner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use flowers / plants to improve appearance	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	3.4%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		29		0		0		3		5		21		0

**Q12 Please make any additional comments in the space provided below:**

Other	27.6%	8	0.0%	0	0.0%	0	33.3%	1	20.0%	1	28.6%	6	0.0%	0
Parking problems / expensive parking / need free parking	13.8%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	14.3%	3	0.0%	0
Footfall has decreased / needs more footfall	6.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0
Traffic Congestion / road closures	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
(Not answered)	55.2%	16	0.0%	0	0.0%	0	33.3%	1	80.0%	4	52.4%	11	0.0%	0
Base:		29		0		0		3		5		21		0

## Shaftesbury Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>ARE Area:</b>														
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	100.0%	29	0.0%	0	0.0%	0	100.0%	3	100.0%	5	100.0%	21	0.0%	0
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		29		0		0		3		5		21		0

## Sturminster Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q01 How long has your business been located in Christchurch town centre ?**

Less than a year	3.8%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1 – 2 years	7.7%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	
3 – 5 years	7.7%	2	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0	
6 – 10 years	7.7%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	
Over 10 years	57.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	15	
(Don't know / not sure)	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	
Base:		26		1		2		2		2		15	4

**Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?**

Leased	61.5%	16	100.0%	1	100.0%	2	100.0%	2	100.0%	2	53.3%	8	25.0%	1
Owner occupied	23.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	6	0.0%	0
(Don't know / not sure)	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4

**Q03 Do you have any current plans to change your business premises ?**

No plans	73.1%	19	100.0%	1	0.0%	0	50.0%	1	100.0%	2	93.3%	14	25.0%	1
Refit, extend or improve premises	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Relocate within new premises in the town centre	3.8%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Close or relocate to new premises outside the centre	7.7%	2	0.0%	0	100.0%	2	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
(Not answered)	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4

**Q04 Which statement best describes your business's current trading performance ?**

Very good	7.7%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	6.7%	1	0.0%	0
Good	26.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.7%	7	0.0%	0
Satisfactory	34.6%	9	100.0%	1	0.0%	0	100.0%	2	50.0%	1	33.3%	5	0.0%	0
Poor	19.2%	5	0.0%	0	100.0%	2	0.0%	0	0.0%	0	13.3%	2	25.0%	1
(Don't know / no opinion)	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4

**Q05 Over the last 2 years has your trading performance...**

Improved	26.9%	7	100.0%	1	0.0%	0	0.0%	0	50.0%	1	33.3%	5	0.0%	0
Stayed the same	34.6%	9	0.0%	0	0.0%	0	100.0%	2	50.0%	1	40.0%	6	0.0%	0
Declined	23.1%	6	0.0%	0	100.0%	2	0.0%	0	0.0%	0	20.0%	3	25.0%	1
(Don't know / not sure)	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4

**Q06 Over the next 12 months do you expect your business performance to...**

Improve	38.5%	10	100.0%	1	0.0%	0	50.0%	1	100.0%	2	40.0%	6	0.0%	0
Stay the same	26.9%	7	0.0%	0	0.0%	0	50.0%	1	0.0%	0	33.3%	5	25.0%	1
Decline	11.5%	3	0.0%	0	100.0%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know / not sure)	23.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	75.0%	3
Base:		26		1		2		2		2		15		4

## Sturminster Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q07 What are the main issues constraining your business ?**

High overheads / rents	30.8%	8	100.0%	1	50.0%	1	50.0%	1	0.0%	0	33.3%	5	0.0%	0
General economy	30.8%	8	0.0%	0	50.0%	1	0.0%	0	0.0%	0	46.7%	7	0.0%	0
Quality or size of premises	7.7%	2	0.0%	0	0.0%	0	50.0%	1	0.0%	0	6.7%	1	0.0%	0
Staff recruitment / retention	11.5%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0	13.3%	2	0.0%	0
Availability and location of car parking	46.2%	12	0.0%	0	50.0%	1	50.0%	1	100.0%	2	46.7%	7	25.0%	1
Price of car parking	11.5%	3	0.0%	0	100.0%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Accessibility via public transport and cycle	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Competition from other businesses in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the rest of the District	15.4%	4	0.0%	0	50.0%	1	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Competition from other town centres	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Security issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of footfall / customers	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	25.0%	1
Poor location of premises	3.8%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality of town centre environment	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
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	11.5%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	13.3%	2	0.0%	0
Planning restrictions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	25.0%	1
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / poor environment / rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops (Not answered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Fine as it is	46.2%	12	100.0%	1	0.0%	0	0.0%	0	50.0%	1	60.0%	9	25.0%	1
Too down market	23.1%	6	0.0%	0	50.0%	1	50.0%	1	50.0%	1	20.0%	3	0.0%	0
Other	11.5%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0	13.3%	2	0.0%	0
Not enough / variety of shops / retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops (Not answered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	15.4%	4	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	11.5%	3	100.0%	1	0.0%	0	0.0%	0	50.0%	1	6.7%	1	0.0%	0
About the right mix	30.8%	8	0.0%	0	0.0%	0	0.0%	0	50.0%	1	40.0%	6	25.0%	1
Not enough small (independent) shops (Not answered)	38.5%	10	0.0%	0	100.0%	2	50.0%	1	0.0%	0	46.7%	7	0.0%	0
(Not answered)	19.2%	5	0.0%	0	0.0%	0	50.0%	1	0.0%	0	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4

# Sturminster Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q10 How do you rate the centre in terms of the following ?****Rents**

Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Quite good	11.5%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0	13.3%	2	0.0%	0
Neither good nor poor	38.5%	10	0.0%	0	50.0%	1	0.0%	0	50.0%	1	53.3%	8	0.0%	0
Quite poor	7.7%	2	0.0%	0	0.0%	0	50.0%	1	0.0%	0	6.7%	1	0.0%	0
Very poor	11.5%	3	100.0%	1	50.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know)	30.8%	8	0.0%	0	0.0%	0	0.0%	0	50.0%	1	20.0%	3	100.0%	4
Base:		26		1		2		2		2		15		4

**Rates**

Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Neither good nor poor	34.6%	9	0.0%	0	50.0%	1	0.0%	0	50.0%	1	46.7%	7	0.0%	0
Quite poor	19.2%	5	0.0%	0	0.0%	0	100.0%	2	0.0%	0	20.0%	3	0.0%	0
Very poor	19.2%	5	100.0%	1	50.0%	1	0.0%	0	0.0%	0	20.0%	3	0.0%	0
(Don't know)	23.1%	6	0.0%	0	0.0%	0	0.0%	0	50.0%	1	6.7%	1	100.0%	4
Base:		26		1		2		2		2		15		4

**Availability of parking**

Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Neither good nor poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite poor	19.2%	5	0.0%	0	0.0%	0	50.0%	1	50.0%	1	20.0%	3	0.0%	0
Very poor	53.8%	14	100.0%	1	100.0%	2	50.0%	1	50.0%	1	53.3%	8	25.0%	1
(Don't know)	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4

**Parking charges**

Very good	19.2%	5	100.0%	1	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Quite good	19.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	5	0.0%	0
Neither good nor poor	19.2%	5	0.0%	0	0.0%	0	50.0%	1	50.0%	1	13.3%	2	25.0%	1
Quite poor	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Very poor	7.7%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	26.9%	7	0.0%	0	0.0%	0	50.0%	1	50.0%	1	13.3%	2	75.0%	3
Base:		26		1		2		2		2		15		4

**Traffic congestion**

Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Neither good nor poor	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Quite poor	19.2%	5	100.0%	1	50.0%	1	0.0%	0	50.0%	1	13.3%	2	0.0%	0
Very poor	46.2%	12	0.0%	0	50.0%	1	100.0%	2	50.0%	1	53.3%	8	0.0%	0
(Don't know)	19.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	100.0%	4
Base:		26		1		2		2		2		15		4

**Bus service**

Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	19.2%	5	0.0%	0	50.0%	1	0.0%	0	50.0%	1	20.0%	3	0.0%	0
Quite poor	26.9%	7	100.0%	1	0.0%	0	50.0%	1	0.0%	0	33.3%	5	0.0%	0
Very poor	19.2%	5	0.0%	0	50.0%	1	0.0%	0	0.0%	0	20.0%	3	25.0%	1
(Don't know)	34.6%	9	0.0%	0	0.0%	0	50.0%	1	50.0%	1	26.7%	4	75.0%	3
Base:		26		1		2		2		2		15		4

**Personal safety**

Very good	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Quite good	42.3%	11	0.0%	0	50.0%	1	50.0%	1	50.0%	1	46.7%	7	25.0%	1
Neither good nor poor	19.2%	5	100.0%	1	0.0%	0	50.0%	1	0.0%	0	20.0%	3	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	11.5%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0
(Don't know)	19.2%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	1	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4

# Sturminster Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Quite good	46.2%	12	0.0%	0	50.0%	1	50.0%	1	50.0%	1	53.3%	8	25.0%	1
Neither good nor poor	26.9%	7	100.0%	1	50.0%	1	50.0%	1	0.0%	0	26.7%	4	0.0%	0
Quite poor	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.2%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	1	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4
<b>Range of shops &amp; services available</b>														
Very good	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Quite good	30.8%	8	0.0%	0	0.0%	0	0.0%	0	100.0%	2	33.3%	5	25.0%	1
Neither good nor poor	30.8%	8	0.0%	0	50.0%	1	100.0%	2	0.0%	0	33.3%	5	0.0%	0
Quite poor	19.2%	5	100.0%	1	50.0%	1	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Very poor	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know)	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4
<b>Quality of shops &amp; services available</b>														
Very good	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Quite good	46.2%	12	0.0%	0	0.0%	0	100.0%	2	100.0%	2	46.7%	7	25.0%	1
Neither good nor poor	19.2%	5	100.0%	1	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Quite poor	11.5%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Very poor	3.8%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4
<b>Entertainment and leisure facilities</b>														
Very good	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Quite good	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Neither good nor poor	30.8%	8	100.0%	1	0.0%	0	50.0%	1	50.0%	1	26.7%	4	25.0%	1
Quite poor	15.4%	4	0.0%	0	0.0%	0	0.0%	0	50.0%	1	20.0%	3	0.0%	0
Very poor	11.5%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0
(Don't know)	26.9%	7	0.0%	0	50.0%	1	50.0%	1	0.0%	0	13.3%	2	75.0%	3
Base:		26		1		2		2		2		15		4
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Neither good nor poor	38.5%	10	0.0%	0	0.0%	0	100.0%	2	50.0%	1	40.0%	6	25.0%	1
Quite poor	15.4%	4	100.0%	1	50.0%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Very poor	11.5%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0
(Don't know)	19.2%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	1	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Neither good nor poor	46.2%	12	100.0%	1	50.0%	1	0.0%	0	50.0%	1	53.3%	8	25.0%	1
Quite poor	15.4%	4	0.0%	0	0.0%	0	50.0%	1	0.0%	0	20.0%	3	0.0%	0
Very poor	7.7%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know)	19.2%	5	0.0%	0	0.0%	0	50.0%	1	50.0%	1	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4
<b>The market</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	7.7%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	6.7%	1	0.0%	0
Neither good nor poor	34.6%	9	100.0%	1	0.0%	0	100.0%	2	0.0%	0	33.3%	5	25.0%	1
Quite poor	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Very poor	11.5%	3	0.0%	0	100.0%	2	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know)	30.8%	8	0.0%	0	0.0%	0	0.0%	0	50.0%	1	26.7%	4	75.0%	3
Base:		26		1		2		2		2		15		4

## Sturminster Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Quite good	23.1%	6	0.0%	0	50.0%	1	0.0%	0	50.0%	1	26.7%	4	0.0%	0
Neither good nor poor	19.2%	5	0.0%	0	0.0%	0	50.0%	1	50.0%	1	13.3%	2	25.0%	1
Quite poor	26.9%	7	100.0%	1	0.0%	0	0.0%	0	0.0%	0	40.0%	6	0.0%	0
Very poor	7.7%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know)	19.2%	5	0.0%	0	0.0%	0	50.0%	1	0.0%	0	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4
<b>General shopping environment</b>														
Very good	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Quite good	11.5%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	13.3%	2	0.0%	0
Neither good nor poor	50.0%	13	0.0%	0	50.0%	1	100.0%	2	50.0%	1	53.3%	8	25.0%	1
Quite poor	11.5%	3	100.0%	1	50.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Very poor	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Don't know)	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4
<b>Convenience for shoppers</b>														
Very good	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Quite good	30.8%	8	0.0%	0	50.0%	1	50.0%	1	50.0%	1	33.3%	5	0.0%	0
Neither good nor poor	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Quite poor	26.9%	7	100.0%	1	50.0%	1	50.0%	1	0.0%	0	26.7%	4	0.0%	0
Very poor	11.5%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	6.7%	1	25.0%	1
(Don't know)	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3
Base:		26		1		2		2		2		15		4

## Sturminster Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	15.4%	4	100.0%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0
Increase range of local / speciality retailers	34.6%	9	100.0%	1	0.0%	0	50.0%	1	0.0%	0	46.7%	7	0.0%	0
Improve quality of shops and services	23.1%	6	100.0%	1	50.0%	1	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Improve appearance of the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	19.2%	5	0.0%	0	50.0%	1	50.0%	1	0.0%	0	13.3%	2	25.0%	1
Make centre safer (CCTV, policing, better lighting etc.)	11.5%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	13.3%	2	0.0%	0
Remove / reduce traffic congestion	53.8%	14	0.0%	0	50.0%	1	100.0%	2	100.0%	2	60.0%	9	0.0%	0
Provide more housing in the town centre	3.8%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve frequency of bus services to the town centre	26.9%	7	0.0%	0	0.0%	0	0.0%	0	100.0%	2	26.7%	4	25.0%	1
Improve public car parking availability and reduce car parking charges	61.5%	16	0.0%	0	100.0%	2	50.0%	1	100.0%	2	66.7%	10	25.0%	1
Provide better entertainment and leisure	11.5%	3	0.0%	0	50.0%	1	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Improve quality and range of cafes and restaurants	7.7%	2	0.0%	0	50.0%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Improve pedestrian links and facilities in the town centre	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Improve quality of shop units / retail accommodation	11.5%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0	13.3%	2	0.0%	0
Encourage / promote Sunday trading	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Promote / publicise the attractions of the town centre	15.4%	4	0.0%	0	0.0%	0	0.0%	0	50.0%	1	20.0%	3	0.0%	0
Provide and improve public transport facilities in the town centre	15.4%	4	0.0%	0	0.0%	0	100.0%	2	0.0%	0	13.3%	2	0.0%	0
More office accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1
Litter collections / more bins etc / make area cleaner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use flowers / plants to improve appearance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	75.0%	3
Base:		26		1		2		2		2		15		4

**Q12 Please make any additional comments in the space provided below:**

Parking problems / expensive parking / need free parking	15.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	4	0.0%	0
Traffic Congestion / road closures	11.5%	3	0.0%	0	0.0%	0	50.0%	1	0.0%	0	13.3%	2	0.0%	0
Other	11.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	3	0.0%	0
(Nothing else)	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	25.0%	1
More Police needed on the streets	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
(Not answered)	53.8%	14	100.0%	1	100.0%	2	50.0%	1	100.0%	2	33.3%	5	75.0%	3
Base:		26		1		2		2		2		15		4



## Sturminster Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>ARE Area:</b>														
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster	100.0%	26	100.0%	1	100.0%	2	100.0%	2	100.0%	2	100.0%	15	100.0%	4
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		26		1		2		2		2		15		4

# Swanage Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q01 How long has your business been located in Christchurch town centre ?</b>														
Less than a year	1.9%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	5.7%	3	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	9.4%	5	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	17.0%	9	0.0%	0	3.3%	0	0.0%	0	100.0%	9	0.0%	0	0.0%	0
Over 10 years	60.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0
(Don't know / not sure)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	3
Base:		53		1		3		5		9		32		3
<b>Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?</b>														
Leased	43.4%	23	100.0%	1	66.7%	2	40.0%	2	66.7%	6	37.5%	12	0.0%	0
Owner occupied	52.8%	28	0.0%	0	33.3%	1	60.0%	3	33.3%	3	62.5%	20	33.3%	1
(Don't know / not sure)	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	2
Base:		53		1		3		5		9		32		3
<b>Q03 Do you have any current plans to change your business premises ?</b>														
No plans	71.7%	38	0.0%	0	100.0%	3	80.0%	4	88.9%	8	71.9%	23	0.0%	0
Refit, extend or improve premises	15.1%	8	100.0%	1	0.0%	0	0.0%	0	11.1%	1	18.8%	6	0.0%	0
Relocate within new premises in the town centre	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Close or relocate to new premises outside the centre	1.9%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	33.3%	1
(Not answered)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	66.7%	2
Base:		53		1		3		5		9		32		3
<b>Q04 Which statement best describes your business's current trading performance ?</b>														
Very good	20.8%	11	100.0%	1	0.0%	0	20.0%	1	0.0%	0	28.1%	9	0.0%	0
Good	28.3%	15	0.0%	0	66.7%	2	40.0%	2	44.4%	4	21.9%	7	0.0%	0
Satisfactory	34.0%	18	0.0%	0	33.3%	1	20.0%	1	55.6%	5	34.4%	11	0.0%	0
Poor	7.5%	4	0.0%	0	0.0%	0	20.0%	1	0.0%	0	9.4%	3	0.0%	0
(Don't know / no opinion)	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	100.0%	3
Base:		53		1		3		5		9		32		3
<b>Q05 Over the last 2 years has your trading performance...</b>														
Improved	37.7%	20	100.0%	1	66.7%	2	60.0%	3	44.4%	4	31.3%	10	0.0%	0
Stayed the same	39.6%	21	0.0%	0	33.3%	1	20.0%	1	44.4%	4	46.9%	15	0.0%	0
Declined	15.1%	8	0.0%	0	0.0%	0	20.0%	1	11.1%	1	18.8%	6	0.0%	0
(Don't know / not sure)	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	100.0%	3
Base:		53		1		3		5		9		32		3
<b>Q06 Over the next 12 months do you expect your business performance to...</b>														
Improve	37.7%	20	100.0%	1	66.7%	2	40.0%	2	55.6%	5	31.3%	10	0.0%	0
Stay the same	37.7%	20	0.0%	0	0.0%	0	40.0%	2	44.4%	4	43.8%	14	0.0%	0
Decline	11.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	6	0.0%	0
(Don't know / not sure)	13.2%	7	0.0%	0	33.3%	1	20.0%	1	0.0%	0	6.3%	2	100.0%	3
Base:		53		1		3		5		9		32		3

## Swanage Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q07 What are the main issues constraining your business ?**

High overheads / rents	26.4%	14	0.0%	0	66.7%	2	20.0%	1	22.2%	2	28.1%	9	0.0%	0
General economy	43.4%	23	100.0%	1	66.7%	2	40.0%	2	33.3%	3	46.9%	15	0.0%	0
Quality or size of premises	17.0%	9	0.0%	0	0.0%	0	20.0%	1	11.1%	1	21.9%	7	0.0%	0
Staff recruitment / retention	17.0%	9	0.0%	0	0.0%	0	40.0%	2	22.2%	2	15.6%	5	0.0%	0
Availability and location of car parking	34.0%	18	0.0%	0	66.7%	2	40.0%	2	44.4%	4	31.3%	10	0.0%	0
Price of car parking	17.0%	9	0.0%	0	0.0%	0	0.0%	0	33.3%	3	18.8%	6	0.0%	0
Accessibility via public transport and cycle	5.7%	3	0.0%	0	0.0%	0	20.0%	1	0.0%	0	6.3%	2	0.0%	0
Competition from other businesses in the town centre	18.9%	10	100.0%	1	66.7%	2	20.0%	1	33.3%	3	9.4%	3	0.0%	0
Competition from other businesses in the rest of the District	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Competition from other town centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of footfall / customers	1.9%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Poor location of premises	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	0.0%	0
Poor quality of town centre environment	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Poor quality shops	1.9%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	7.5%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	1	9.4%	3	0.0%	0
Planning restrictions	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0
Other	7.5%	4	0.0%	0	0.0%	0	20.0%	1	11.1%	1	3.1%	1	33.3%	1
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / poor environment / rundown	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	66.7%	2
Base:		53		1		3		5		9		32		3

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	54.7%	29	0.0%	0	66.7%	2	40.0%	2	55.6%	5	59.4%	19	33.3%	1
Too down market	37.7%	20	100.0%	1	33.3%	1	60.0%	3	33.3%	3	37.5%	12	0.0%	0
Other	1.9%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Not enough / variety of shops / retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	66.7%	2
Base:		53		1		3		5		9		32		3

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	15.1%	8	100.0%	1	33.3%	1	0.0%	0	11.1%	1	15.6%	5	0.0%	0
About the right mix	62.3%	33	0.0%	0	33.3%	1	80.0%	4	66.7%	6	65.6%	21	33.3%	1
Not enough small (independent) shops	17.0%	9	0.0%	0	33.3%	1	20.0%	1	11.1%	1	18.8%	6	0.0%	0
(Not answered)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	66.7%	2
Base:		53		1		3		5		9		32		3

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	17.0%	9	0.0%	0	33.3%	1	0.0%	0	44.4%	4	12.5%	4
Neither good nor poor	35.8%	19	100.0%	1	66.7%	2	60.0%	3	22.2%	2	34.4%	11
Quite poor	9.4%	5	0.0%	0	0.0%	0	40.0%	2	11.1%	1	6.3%	2
Very poor	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4
(Don't know)	30.2%	16	0.0%	0	0.0%	0	0.0%	0	22.2%	2	34.4%	11
Base:		53		1		3		5		9		32
<b>Rates</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	13.2%	7	0.0%	0	33.3%	1	0.0%	0	22.2%	2	12.5%	4
Neither good nor poor	32.1%	17	100.0%	1	33.3%	1	40.0%	2	33.3%	3	31.3%	10
Quite poor	24.5%	13	0.0%	0	33.3%	1	40.0%	2	33.3%	3	21.9%	7
Very poor	17.0%	9	0.0%	0	0.0%	0	20.0%	1	11.1%	1	21.9%	7
(Don't know)	13.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4
Base:		53		1		3		5		9		32
<b>Availability of parking</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	5.7%	3	0.0%	0	0.0%	0	20.0%	1	0.0%	0	6.3%	2
Neither good nor poor	13.2%	7	0.0%	0	0.0%	0	20.0%	1	0.0%	0	15.6%	5
Quite poor	32.1%	17	100.0%	1	33.3%	1	40.0%	2	44.4%	4	28.1%	9
Very poor	43.4%	23	0.0%	0	66.7%	2	20.0%	1	55.6%	5	46.9%	15
(Don't know)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		53		1		3		5		9		32
<b>Parking charges</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1
Neither good nor poor	17.0%	9	0.0%	0	0.0%	0	20.0%	1	11.1%	1	18.8%	6
Quite poor	13.2%	7	100.0%	1	33.3%	1	0.0%	0	0.0%	0	15.6%	5
Very poor	54.7%	29	0.0%	0	66.7%	2	40.0%	2	77.8%	7	56.3%	18
(Don't know)	11.3%	6	0.0%	0	0.0%	0	40.0%	2	0.0%	0	6.3%	2
Base:		53		1		3		5		9		32
<b>Traffic congestion</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	9.4%	5	0.0%	0	0.0%	0	0.0%	0	33.3%	3	6.3%	2
Neither good nor poor	20.8%	11	0.0%	0	33.3%	1	40.0%	2	33.3%	3	15.6%	5
Quite poor	34.0%	18	0.0%	0	66.7%	2	40.0%	2	11.1%	1	37.5%	12
Very poor	30.2%	16	100.0%	1	0.0%	0	20.0%	1	22.2%	2	37.5%	12
(Don't know)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		53		1		3		5		9		32
<b>Bus service</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	22.6%	12	0.0%	0	33.3%	1	20.0%	1	44.4%	4	18.8%	6
Neither good nor poor	20.8%	11	100.0%	1	0.0%	0	20.0%	1	11.1%	1	25.0%	8
Quite poor	17.0%	9	0.0%	0	33.3%	1	20.0%	1	0.0%	0	18.8%	6
Very poor	11.3%	6	0.0%	0	0.0%	0	20.0%	1	22.2%	2	9.4%	3
(Don't know)	28.3%	15	0.0%	0	33.3%	1	20.0%	1	22.2%	2	28.1%	9
Base:		53		1		3		5		9		32
<b>Personal safety</b>												
Very good	17.0%	9	100.0%	1	33.3%	1	20.0%	1	44.4%	4	6.3%	2
Quite good	43.4%	23	0.0%	0	33.3%	1	20.0%	1	55.6%	5	50.0%	16
Neither good nor poor	26.4%	14	0.0%	0	0.0%	0	60.0%	3	0.0%	0	31.3%	10
Quite poor	5.7%	3	0.0%	0	33.3%	1	0.0%	0	0.0%	0	6.3%	2
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Base:		53		1		3		5		9		32

# Swanage Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	5.7%	3	0.0%	0	0.0%	0	20.0%	1	11.1%	1	3.1%	1	0.0%	0
Quite good	43.4%	23	100.0%	1	66.7%	2	20.0%	1	77.8%	7	37.5%	12	0.0%	0
Neither good nor poor	24.5%	13	0.0%	0	0.0%	0	40.0%	2	11.1%	1	31.3%	10	0.0%	0
Quite poor	9.4%	5	0.0%	0	33.3%	1	0.0%	0	0.0%	0	12.5%	4	0.0%	0
Very poor	5.7%	3	0.0%	0	0.0%	0	20.0%	1	0.0%	0	6.3%	2	0.0%	0
(Don't know)	11.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	100.0%	3
Base:		53		1		3		5		9		32		3
<b>Range of shops &amp; services available</b>														
Very good	1.9%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Quite good	34.0%	18	0.0%	0	33.3%	1	20.0%	1	44.4%	4	37.5%	12	0.0%	0
Neither good nor poor	34.0%	18	0.0%	0	33.3%	1	40.0%	2	22.2%	2	37.5%	12	33.3%	1
Quite poor	18.9%	10	0.0%	0	0.0%	0	40.0%	2	22.2%	2	18.8%	6	0.0%	0
Very poor	3.8%	2	100.0%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	66.7%	2
Base:		53		1		3		5		9		32		3
<b>Quality of shops &amp; services available</b>														
Very good	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	0.0%	0
Quite good	37.7%	20	0.0%	0	33.3%	1	20.0%	1	66.7%	6	37.5%	12	0.0%	0
Neither good nor poor	34.0%	18	0.0%	0	33.3%	1	60.0%	3	0.0%	0	40.6%	13	33.3%	1
Quite poor	15.1%	8	0.0%	0	0.0%	0	20.0%	1	22.2%	2	15.6%	5	0.0%	0
Very poor	3.8%	2	100.0%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	66.7%	2
Base:		53		1		3		5		9		32		3
<b>Entertainment and leisure facilities</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	24.5%	13	0.0%	0	0.0%	0	20.0%	1	44.4%	4	25.0%	8	0.0%	0
Neither good nor poor	20.8%	11	0.0%	0	0.0%	0	20.0%	1	0.0%	0	28.1%	9	33.3%	1
Quite poor	20.8%	11	0.0%	0	66.7%	2	20.0%	1	11.1%	1	21.9%	7	0.0%	0
Very poor	26.4%	14	100.0%	1	33.3%	1	40.0%	2	33.3%	3	21.9%	7	0.0%	0
(Don't know)	7.5%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	66.7%	2
Base:		53		1		3		5		9		32		3
<b>Marketing / promotion / events</b>														
Very good	1.9%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	17.0%	9	0.0%	0	0.0%	0	20.0%	1	44.4%	4	12.5%	4	0.0%	0
Neither good nor poor	37.7%	20	0.0%	0	0.0%	0	40.0%	2	22.2%	2	46.9%	15	33.3%	1
Quite poor	17.0%	9	0.0%	0	33.3%	1	20.0%	1	11.1%	1	18.8%	6	0.0%	0
Very poor	13.2%	7	0.0%	0	33.3%	1	20.0%	1	22.2%	2	9.4%	3	0.0%	0
(Don't know)	13.2%	7	100.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	4	66.7%	2
Base:		53		1		3		5		9		32		3
<b>Liveliness / street life / character</b>														
Very good	1.9%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0
Quite good	35.8%	19	0.0%	0	100.0%	3	20.0%	1	44.4%	4	31.3%	10	33.3%	1
Neither good nor poor	37.7%	20	0.0%	0	0.0%	0	60.0%	3	22.2%	2	46.9%	15	0.0%	0
Quite poor	9.4%	5	100.0%	1	0.0%	0	0.0%	0	11.1%	1	9.4%	3	0.0%	0
Very poor	5.7%	3	0.0%	0	0.0%	0	20.0%	1	11.1%	1	3.1%	1	0.0%	0
(Don't know)	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	66.7%	2
Base:		53		1		3		5		9		32		3
<b>The market</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	30.2%	16	0.0%	0	66.7%	2	20.0%	1	44.4%	4	28.1%	9	0.0%	0
Neither good nor poor	30.2%	16	0.0%	0	0.0%	0	20.0%	1	44.4%	4	31.3%	10	33.3%	1
Quite poor	3.8%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Very poor	9.4%	5	0.0%	0	0.0%	0	40.0%	2	11.1%	1	6.3%	2	0.0%	0
(Don't know)	26.4%	14	100.0%	1	0.0%	0	20.0%	1	0.0%	0	31.3%	10	66.7%	2
Base:		53		1		3		5		9		32		3

## Swanage Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	18.9%	10	0.0%	0	33.3%	1	0.0%	0	22.2%	2	21.9%	7	0.0%	0
Quite good	39.6%	21	0.0%	0	0.0%	0	40.0%	2	44.4%	4	46.9%	15	0.0%	0
Neither good nor poor	26.4%	14	100.0%	1	0.0%	0	20.0%	1	22.2%	2	28.1%	9	33.3%	1
Quite poor	5.7%	3	0.0%	0	33.3%	1	20.0%	1	11.1%	1	0.0%	0	0.0%	0
Very poor	3.8%	2	0.0%	0	33.3%	1	20.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	66.7%	2
Base:		53		1		3		5		9		32		3
<b>General shopping environment</b>														
Very good	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	0.0%	0
Quite good	35.8%	19	0.0%	0	33.3%	1	20.0%	1	55.6%	5	37.5%	12	0.0%	0
Neither good nor poor	37.7%	20	0.0%	0	33.3%	1	40.0%	2	11.1%	1	46.9%	15	33.3%	1
Quite poor	13.2%	7	100.0%	1	33.3%	1	40.0%	2	11.1%	1	6.3%	2	0.0%	0
Very poor	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
(Don't know)	7.5%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	66.7%	2
Base:		53		1		3		5		9		32		3
<b>Convenience for shoppers</b>														
Very good	7.5%	4	0.0%	0	0.0%	0	20.0%	1	22.2%	2	3.1%	1	0.0%	0
Quite good	28.3%	15	0.0%	0	66.7%	2	0.0%	0	22.2%	2	34.4%	11	0.0%	0
Neither good nor poor	34.0%	18	0.0%	0	0.0%	0	40.0%	2	22.2%	2	40.6%	13	33.3%	1
Quite poor	24.5%	13	100.0%	1	33.3%	1	40.0%	2	33.3%	3	18.8%	6	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	66.7%	2
Base:		53		1		3		5		9		32		3

## Swanage Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	Don't know / not sure (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	11.3%	6	0.0%	0	0.0%	0	0.0%	0	18.8%	6	0.0%	0		
Increase range of local / speciality retailers	30.2%	16	0.0%	0	66.7%	2	40.0%	2	22.2%	2	31.3%	10	0.0%	0
Improve quality of shops and services	20.8%	11	100.0%	1	33.3%	1	40.0%	2	11.1%	1	18.8%	6	0.0%	0
Improve appearance of the town centre	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Improve the market	1.9%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	37.7%	20	100.0%	1	66.7%	2	20.0%	1	22.2%	2	43.8%	14	0.0%	0
Remove / reduce traffic congestion	39.6%	21	0.0%	0	0.0%	0	0.0%	0	22.2%	2	56.3%	18	33.3%	1
Provide more housing in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve frequency of bus services to the town centre	11.3%	6	0.0%	0	0.0%	0	20.0%	1	11.1%	1	12.5%	4	0.0%	0
Improve public car parking availability and reduce car parking charges	66.0%	35	0.0%	0	100.0%	3	40.0%	2	66.7%	6	75.0%	24	0.0%	0
Provide better entertainment and leisure	15.1%	8	100.0%	1	0.0%	0	20.0%	1	11.1%	1	15.6%	5	0.0%	0
Improve quality and range of cafes and restaurants	3.8%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Improve pedestrian links and facilities in the town centre	15.1%	8	100.0%	1	0.0%	0	0.0%	0	22.2%	2	12.5%	4	33.3%	1
Improve quality of shop units / retail accommodation	9.4%	5	0.0%	0	33.3%	1	20.0%	1	0.0%	0	9.4%	3	0.0%	0
Encourage / promote Sunday trading	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	0.0%	0
Promote / publicise the attractions of the town centre	20.8%	11	0.0%	0	0.0%	0	20.0%	1	55.6%	5	15.6%	5	0.0%	0
Provide and improve public transport facilities in the town centre	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	0.0%	0
More office accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Litter collections / more bins etc / make area cleaner	5.7%	3	0.0%	0	33.3%	1	0.0%	0	0.0%	0	3.1%	1	33.3%	1
Use flowers / plants to improve appearance	3.8%	2	0.0%	0	0.0%	0	0.0%	0	11.1%	1	3.1%	1	0.0%	0
Improve road / pavement surfaces	5.7%	3	0.0%	0	0.0%	0	20.0%	1	11.1%	1	3.1%	1	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	33.3%	1
(Not answered)	5.7%	3	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	66.7%	2
Base:		53		1		3		5		9		32		3

**Q12 Please make any additional comments in the space provided below:**

Other	30.2%	16	0.0%	0	0.0%	0	40.0%	2	44.4%	4	28.1%	9	33.3%	1
Parking problems / expensive parking / need free parking	7.5%	4	0.0%	0	0.0%	0	0.0%	0	22.2%	2	6.3%	2	0.0%	0
New / better variety of shops / retailers / services	7.5%	4	0.0%	0	33.3%	1	60.0%	3	0.0%	0	0.0%	0	0.0%	0
More Police needed on the streets	5.7%	3	0.0%	0	0.0%	0	20.0%	1	0.0%	0	6.3%	2	0.0%	0
Need new leisure facilities	3.8%	2	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Rent / rates are too high	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Town needs a supermarket	1.9%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	58.5%	31	100.0%	1	66.7%	2	40.0%	2	44.4%	4	62.5%	20	66.7%	2
Base:		53		1		3		5		9		32		3

## Swanage Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>ARE Area:</b>														
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	100.0%	53	100.0%	1	100.0%	3	100.0%	5	100.0%	9	100.0%	32	100.0%	3
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		53		1		3		5		9		32		3



## Upton Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q01 How long has your business been located in Christchurch town centre ?**

Less than a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	25.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Over 10 years	50.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	4	0.0%	0
(Don't know / not sure)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Base:		8		0		1		0		2		4		1

**Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?**

Leased	37.5%	3	0.0%	0	100.0%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	1
Owner occupied	62.5%	5	0.0%	0	0.0%	0	0.0%	0	50.0%	1	100.0%	4	0.0%	0
Base:		8		0		1		0		2		4		1

**Q03 Do you have any current plans to change your business premises ?**

No plans	87.5%	7	0.0%	0	100.0%	1	0.0%	0	100.0%	2	75.0%	3	100.0%	1
Refit, extend or improve premises	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Relocate within new premises in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close or relocate to new premises outside the centre	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
Base:		8		0		1		0		2		4		1

**Q04 Which statement best describes your business's current trading performance ?**

Very good	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Good	50.0%	4	0.0%	0	100.0%	1	0.0%	0	50.0%	1	25.0%	1	100.0%	1
Satisfactory	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no opinion)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Base:		8		0		1		0		2		4		1

**Q05 Over the last 2 years has your trading performance...**

Improved	62.5%	5	0.0%	0	100.0%	1	0.0%	0	50.0%	1	50.0%	2	100.0%	1
Stayed the same	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Declined	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)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Base:		8		0		1		0		2		4		1

**Q06 Over the next 12 months do you expect your business performance to...**

Improve	75.0%	6	0.0%	0	100.0%	1	0.0%	0	50.0%	1	75.0%	3	100.0%	1
Stay the same	25.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	25.0%	1	0.0%	0
Decline	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		8		0		1		0		2		4		1

## Upton Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>Q07 What are the main issues constraining your business ?</b>														
High overheads / rents	37.5%	3	0.0%	0	100.0%	1	0.0%	0	50.0%	1	0.0%	0	100.0%	1
General economy	50.0%	4	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	2	100.0%	1
Quality or size of premises	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff recruitment / retention	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Availability and location of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Price of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility via public transport and cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the town centre	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Competition from other businesses in the rest of the District	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Competition from other town centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security issues	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Lack of footfall / customers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor location of premises	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of town centre environment	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
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Planning restrictions	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
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / poor environment / rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Base:		8		0		1		0		2		4		1
<b>Q08 What is your opinion of Christchurch's market position in shopping terms ?</b>														
Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	50.0%	4	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	2	100.0%	1
Too down market	50.0%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	2	50.0%	2	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
Not enough / variety of shops / retailers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		8		0		1		0		2		4		1
<b>Q09 How would you describe Christchurch town centre's current shopping and service mix ?</b>														
Too many small (independent) shops / not enough large (chain) stores	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
About the right mix	37.5%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	25.0%	1	100.0%	1
Not enough small (independent) shops	50.0%	4	0.0%	0	100.0%	1	0.0%	0	50.0%	1	50.0%	2	0.0%	0
Base:		8		0		1		0		2		4		1

# Upton Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q10 How do you rate the centre in terms of the following ?</b>														
<b>Rents</b>														
Very good	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Quite good	25.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Neither good nor poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	50.0%	4	0.0%	0	0.0%	0	0.0%	0	50.0%	1	75.0%	3	0.0%	0
Base:		8		0		1		0		2		4		1
<b>Rates</b>														
Very good	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Quite good	25.0%	2	0.0%	0	100.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Neither good nor poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
(Don't know)	37.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3	0.0%	0
Base:		8		0		1		0		2		4		1
<b>Availability of parking</b>														
Very good	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Quite good	62.5%	5	0.0%	0	100.0%	1	0.0%	0	50.0%	1	75.0%	3	0.0%	0
Neither good nor poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	100.0%	1
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	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
Base:		8		0		1		0		2		4		1
<b>Parking charges</b>														
Very good	50.0%	4	0.0%	0	100.0%	1	0.0%	0	100.0%	2	25.0%	1	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	100.0%	1
Base:		8		0		1		0		2		4		1
<b>Traffic congestion</b>														
Very good	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Quite good	25.0%	2	0.0%	0	100.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Neither good nor poor	50.0%	4	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	2	100.0%	1
Quite poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Very poor	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
Base:		8		0		1		0		2		4		1
<b>Bus service</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	50.0%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	2	50.0%	2	0.0%	0
Neither good nor poor	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	37.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	100.0%	1
Base:		8		0		1		0		2		4		1
<b>Personal safety</b>														
Very good	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Quite good	25.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Neither good nor poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Quite poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Very poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
(Don't know)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Base:		8		0		1		0		2		4		1

# Upton Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	37.5%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Neither good nor poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	100.0%	1
(Don't know)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Base:		8		0		1		0		2		4		1
<b>Range of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	25.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	100.0%	1
Neither good nor poor	62.5%	5	0.0%	0	100.0%	1	0.0%	0	50.0%	1	75.0%	3	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	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
Base:		8		0		1		0		2		4		1
<b>Quality of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	100.0%	1
Neither good nor poor	50.0%	4	0.0%	0	100.0%	1	0.0%	0	100.0%	2	25.0%	1	0.0%	0
Quite poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
Very poor	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
Base:		8		0		1		0		2		4		1
<b>Entertainment and leisure facilities</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	25.0%	1	0.0%	0
Quite poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	100.0%	1
Very poor	37.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3	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
Base:		8		0		1		0		2		4		1
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	1	25.0%	1	0.0%	0
Quite poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	100.0%	1
Very poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0
(Don't know)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Base:		8		0		1		0		2		4		1
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	25.0%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Neither good nor poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Quite poor	25.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	100.0%	1
Very poor	37.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	1	50.0%	2	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
Base:		8		0		1		0		2		4		1
<b>The market</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	100.0%	8	0.0%	0	100.0%	1	0.0%	0	100.0%	2	100.0%	4	100.0%	1
Base:		8		0		1		0		2		4		1

## Upton Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite poor	50.0%	4	0.0%	0	0.0%	0	0.0%	0	100.0%	2	50.0%	2	0.0%	0
Very poor	37.5%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	2	0.0%	0
(Don't know)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Base:		8		0		1		0		2		4		1
<b>General shopping environment</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	25.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	25.0%	1	0.0%	0
Neither good nor poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Quite poor	50.0%	4	0.0%	0	100.0%	1	0.0%	0	50.0%	1	50.0%	2	0.0%	0
Very poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	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
Base:		8		0		1		0		2		4		1
<b>Convenience for shoppers</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	50.0%	4	0.0%	0	100.0%	1	0.0%	0	50.0%	1	25.0%	1	100.0%	1
Neither good nor poor	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Quite poor	37.5%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	2	0.0%	0
Very poor	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
Base:		8		0		1		0		2		4		1

## Upton Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	Don't know / not sure (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase range of local / speciality retailers	25.0%	2	0.0%	0	0.0%	0	0.0%	0	50.0%	1	25.0%	1	0.0%	0
Improve quality of shops and services	37.5%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	1	50.0%	2	0.0%	0
Improve appearance of the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	62.5%	5	0.0%	0	100.0%	1	0.0%	0	50.0%	1	50.0%	2	100.0%	1
Remove / reduce traffic congestion	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Provide more housing in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve frequency of bus services to the town centre	25.0%	2	0.0%	0	100.0%	1	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Improve public car parking availability and reduce car parking charges	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provide better entertainment and leisure	37.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.0%	3	0.0%	0
Improve quality and range of cafes and restaurants	37.5%	3	0.0%	0	100.0%	1	0.0%	0	100.0%	2	0.0%	0	0.0%	0
Improve pedestrian links and facilities in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve quality of shop units / retail accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Encourage / promote Sunday trading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promote / publicise the attractions of the town centre	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0
Provide and improve public transport facilities in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More office accommodation	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
Litter collections / more bins etc / make area cleaner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use flowers / plants to improve appearance	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
Base:		8		0		1		0		2		4		1

**Q12 Please make any additional comments in the space provided below:**

New / better variety of shops / retailers / services	12.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0
(Not answered)	75.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	2	75.0%	3	100.0%	1
Base:		8		0		1		0		2		4		1

## Upton Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>ARE Area:</b>														
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	100.0%	8	0.0%	0	100.0%	1	0.0%	0	100.0%	2	100.0%	4	100.0%	1
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		8		0		1		0		2		4		1

## Verwood Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q01 How long has your business been located in Christchurch town centre ?**

Less than a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	40.0%	4	0.0%	0	0.0%	0	100.0%	4	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Over 10 years	60.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	6	0.0%	0
Base:		10		0		0		4		0		6		0

**Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?**

Leased	60.0%	6	0.0%	0	0.0%	0	75.0%	3	0.0%	0	50.0%	3	0.0%	0
Owner occupied	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
(Don't know / not sure)	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Base:		10		0		0		4		0		6		0

**Q03 Do you have any current plans to change your business premises ?**

No plans	90.0%	9	0.0%	0	0.0%	0	75.0%	3	0.0%	0	100.0%	6	0.0%	0
Refit, extend or improve premises	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Relocate within new premises in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close or relocate to new premises outside the centre	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
Base:		10		0		0		4		0		6		0

**Q04 Which statement best describes your business's current trading performance ?**

Very good	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Good	40.0%	4	0.0%	0	0.0%	0	50.0%	2	0.0%	0	33.3%	2	0.0%	0
Satisfactory	40.0%	4	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	3	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no opinion)	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Base:		10		0		0		4		0		6		0

**Q05 Over the last 2 years has your trading performance...**

Improved	40.0%	4	0.0%	0	0.0%	0	50.0%	2	0.0%	0	33.3%	2	0.0%	0
Stayed the same	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Declined	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
(Don't know / not sure)	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Base:		10		0		0		4		0		6		0

**Q06 Over the next 12 months do you expect your business performance to...**

Improve	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Stay the same	50.0%	5	0.0%	0	0.0%	0	75.0%	3	0.0%	0	33.3%	2	0.0%	0
Decline	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)	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Base:		10		0		0		4		0		6		0



## Verwood Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>Q07 What are the main issues constraining your business ?</b>														
High overheads / rents	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
General economy	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Quality or size of premises	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Staff recruitment / retention	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Availability and location of car parking	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Price of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility via public transport and cycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the town centre	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Competition from other businesses in the rest of the District	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from other town centres	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Security issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of footfall / customers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor location of premises	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality of town centre environment	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
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planning restrictions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / poor environment / rundown	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Q08 What is your opinion of Christchurch's market position in shopping terms ?</b>														
Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	60.0%	6	0.0%	0	0.0%	0	75.0%	3	0.0%	0	50.0%	3	0.0%	0
Too down market	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Not enough / variety of shops / retailers	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Q09 How would you describe Christchurch town centre's current shopping and service mix ?</b>														
Too many small (independent) shops / not enough large (chain) stores	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
About the right mix	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Not enough small (independent) shops	50.0%	5	0.0%	0	0.0%	0	50.0%	2	0.0%	0	50.0%	3	0.0%	0
Base:		10		0		0		4		0		6		0

## Verwood Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Q10 How do you rate the centre in terms of the following ?</b>														
<b>Rents</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Neither good nor poor	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Quite poor	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	40.0%	4	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	3	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Rates</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Neither good nor poor	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Quite poor	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Very poor	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
(Don't know)	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Availability of parking</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	80.0%	8	0.0%	0	0.0%	0	75.0%	3	0.0%	0	83.3%	5	0.0%	0
Neither good nor poor	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Quite poor	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Very poor	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
Base:		10		0		0		4		0		6		0
<b>Parking charges</b>														
Very good	40.0%	4	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	3	0.0%	0
Quite good	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Neither good nor poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	50.0%	5	0.0%	0	0.0%	0	75.0%	3	0.0%	0	33.3%	2	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Traffic congestion</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Neither good nor poor	40.0%	4	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	3	0.0%	0
Quite poor	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Bus service</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite poor	40.0%	4	0.0%	0	0.0%	0	25.0%	1	0.0%	0	50.0%	3	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	50.0%	5	0.0%	0	0.0%	0	50.0%	2	0.0%	0	50.0%	3	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Personal safety</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Neither good nor poor	70.0%	7	0.0%	0	0.0%	0	50.0%	2	0.0%	0	83.3%	5	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	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
Base:		10		0		0		4		0		6		0

# Verwood Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	60.0%	6	0.0%	0	0.0%	0	75.0%	3	0.0%	0	50.0%	3	0.0%	0
Quite poor	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Range of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Neither good nor poor	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Quite poor	40.0%	4	0.0%	0	0.0%	0	50.0%	2	0.0%	0	33.3%	2	0.0%	0
Very poor	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	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
Base:		10		0		0		4		0		6		0
<b>Quality of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	60.0%	6	0.0%	0	0.0%	0	50.0%	2	0.0%	0	66.7%	4	0.0%	0
Neither good nor poor	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Quite poor	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Very poor	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
Base:		10		0		0		4		0		6		0
<b>Entertainment and leisure facilities</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	50.0%	5	0.0%	0	0.0%	0	50.0%	2	0.0%	0	50.0%	3	0.0%	0
Neither good nor poor	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Quite poor	20.0%	2	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0
Very poor	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	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
Base:		10		0		0		4		0		6		0
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	30.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	0
Neither good nor poor	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Quite poor	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Base:		10		0		0		4		0		6		0
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	60.0%	6	0.0%	0	0.0%	0	50.0%	2	0.0%	0	66.7%	4	0.0%	0
Quite poor	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Very poor	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	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
Base:		10		0		0		4		0		6		0
<b>The market</b>														
Very good	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Quite good	30.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	3	0.0%	0
Neither good nor poor	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Base:		10		0		0		4		0		6		0

## Verwood Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Neither good nor poor	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Quite poor	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Very poor	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
(Don't know)	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Base:		10		0		0		4		0		6		0
<b>General shopping environment</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	20.0%	2	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Quite poor	40.0%	4	0.0%	0	0.0%	0	50.0%	2	0.0%	0	33.3%	2	0.0%	0
Very poor	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	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
Base:		10		0		0		4		0		6		0
<b>Convenience for shoppers</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Neither good nor poor	40.0%	4	0.0%	0	0.0%	0	75.0%	3	0.0%	0	16.7%	1	0.0%	0
Quite poor	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Very poor	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	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
Base:		10		0		0		4		0		6		0

## Verwood Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Increase range of local / speciality retailers	70.0%	7	0.0%	0	0.0%	0	100.0%	4	0.0%	0	50.0%	3	0.0%	0
Improve quality of shops and services	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Improve appearance of the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Remove / reduce traffic congestion	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Provide more housing in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve frequency of bus services to the town centre	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Improve public car parking availability and reduce car parking charges	10.0%	1	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0
Provide better entertainment and leisure	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Improve quality and range of cafes and restaurants	30.0%	3	0.0%	0	0.0%	0	50.0%	2	0.0%	0	16.7%	1	0.0%	0
Improve pedestrian links and facilities in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve quality of shop units / retail accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Encourage / promote Sunday trading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promote / publicise the attractions of the town centre	30.0%	3	0.0%	0	0.0%	0	25.0%	1	0.0%	0	33.3%	2	0.0%	0
Provide and improve public transport facilities in the town centre	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
More office accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Litter collections / more bins etc / make area cleaner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use flowers / plants to improve appearance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		10		0		0		4		0		6		0

**Q12 Please make any additional comments in the space provided below:**

(Nothing else)	20.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	16.7%	1	0.0%	0
Traffic Congestion / road closures	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0
(Not answered)	60.0%	6	0.0%	0	0.0%	0	75.0%	3	0.0%	0	50.0%	3	0.0%	0
Base:		10		0		0		4		0		6		0

## Verwood Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
<b>ARE Area:</b>							
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%
Verwood	100.0%	10	0.0%	0	0.0%	4	0.0%
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		10		0		4	
						0	
						6	
							0

# Wareham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q01 How long has your business been located in Christchurch town centre ?</b>														
Less than a year	4.0%	2	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	4.0%	2	0.0%	0	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	16.0%	8	0.0%	0	0.0%	0	100.0%	8	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	16.0%	8	0.0%	0	0.0%	0	0.0%	0	100.0%	8	0.0%	0	0.0%	0
Over 10 years	56.0%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	28	0.0%	0
(Don't know / not sure)	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Base:		50		2		2		8		8		28		2
<b>Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?</b>														
Leased	64.0%	32	100.0%	2	50.0%	1	100.0%	8	37.5%	3	60.7%	17	50.0%	1
Owner occupied	32.0%	16	0.0%	0	50.0%	1	0.0%	0	62.5%	5	35.7%	10	0.0%	0
(Don't know / not sure)	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Q03 Do you have any current plans to change your business premises ?</b>														
No plans	78.0%	39	0.0%	0	100.0%	2	75.0%	6	87.5%	7	82.1%	23	50.0%	1
Refit, extend or improve premises	10.0%	5	0.0%	0	0.0%	0	0.0%	0	12.5%	1	14.3%	4	0.0%	0
Relocate within new premises in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close or relocate to new premises outside the centre	4.0%	2	50.0%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	2.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	6.0%	3	0.0%	0	0.0%	0	12.5%	1	0.0%	0	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Q04 Which statement best describes your business's current trading performance ?</b>														
Very good	14.0%	7	0.0%	0	50.0%	1	0.0%	0	12.5%	1	17.9%	5	0.0%	0
Good	28.0%	14	50.0%	1	50.0%	1	12.5%	1	37.5%	3	28.6%	8	0.0%	0
Satisfactory	36.0%	18	0.0%	0	0.0%	0	50.0%	4	50.0%	4	32.1%	9	50.0%	1
Poor	18.0%	9	50.0%	1	0.0%	0	37.5%	3	0.0%	0	17.9%	5	0.0%	0
(Don't know / no opinion)	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Q05 Over the last 2 years has your trading performance...</b>														
Improved	22.0%	11	0.0%	0	100.0%	2	0.0%	0	25.0%	2	25.0%	7	0.0%	0
Stayed the same	40.0%	20	0.0%	0	0.0%	0	50.0%	4	37.5%	3	46.4%	13	0.0%	0
Declined	30.0%	15	100.0%	2	0.0%	0	50.0%	4	25.0%	2	25.0%	7	0.0%	0
(Don't know / not sure)	8.0%	4	0.0%	0	0.0%	0	0.0%	0	12.5%	1	3.6%	1	100.0%	2
Base:		50		2		2		8		8		28		2
<b>Q06 Over the next 12 months do you expect your business performance to...</b>														
Improve	34.0%	17	0.0%	0	50.0%	1	12.5%	1	37.5%	3	39.3%	11	50.0%	1
Stay the same	46.0%	23	50.0%	1	50.0%	1	62.5%	5	37.5%	3	46.4%	13	0.0%	0
Decline	12.0%	6	50.0%	1	0.0%	0	25.0%	2	25.0%	2	3.6%	1	0.0%	0
(Don't know / not sure)	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	50.0%	1
Base:		50		2		2		8		8		28		2

# Wareham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q07 What are the main issues constraining your business ?</b>														
High overheads / rents	40.0%	20	50.0%	1	0.0%	0	50.0%	4	25.0%	2	42.9%	12	50.0%	1
General economy	52.0%	26	0.0%	0	50.0%	1	75.0%	6	37.5%	3	57.1%	16	0.0%	0
Quality or size of premises	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Staff recruitment / retention	18.0%	9	0.0%	0	0.0%	0	12.5%	1	25.0%	2	21.4%	6	0.0%	0
Availability and location of car parking	32.0%	16	100.0%	2	0.0%	0	25.0%	2	50.0%	4	25.0%	7	50.0%	1
Price of car parking	22.0%	11	0.0%	0	0.0%	0	37.5%	3	50.0%	4	14.3%	4	0.0%	0
Accessibility via public transport and cycle	2.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the town centre	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0
Competition from other businesses in the rest of the District	2.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Competition from other town centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security issues	2.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Lack of footfall / customers	10.0%	5	0.0%	0	0.0%	0	12.5%	1	12.5%	1	7.1%	2	50.0%	1
Poor location of premises	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	8.0%	4	0.0%	0	0.0%	0	12.5%	1	25.0%	2	3.6%	1	0.0%	0
Poor quality services	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Internet competition	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Planning restrictions	2.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0
Competition from Dorchester	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / poor environment / rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
(Not answered)	10.0%	5	0.0%	0	50.0%	1	0.0%	0	0.0%	0	10.7%	3	50.0%	1
Base:		50		2		2		8		8		28		2

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	48.0%	24	50.0%	1	50.0%	1	50.0%	4	25.0%	2	57.1%	16	0.0%	0
Too down market	34.0%	17	0.0%	0	50.0%	1	25.0%	2	25.0%	2	39.3%	11	50.0%	1
Other	12.0%	6	50.0%	1	0.0%	0	25.0%	2	37.5%	3	0.0%	0	0.0%	0
Not enough / variety of shops / retailers	2.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	22.0%	11	100.0%	2	0.0%	0	0.0%	0	25.0%	2	25.0%	7	0.0%	0
About the right mix	52.0%	26	0.0%	0	100.0%	2	62.5%	5	37.5%	3	57.1%	16	0.0%	0
Not enough small (independent) shops	24.0%	12	0.0%	0	0.0%	0	37.5%	3	37.5%	3	17.9%	5	50.0%	1
(Not answered)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Base:		50		2		2		8		8		28		2



# Wareham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	Don't know / not sure (Q01)					
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	14.0%	7	50.0%	1	50.0%	1	25.0%	2	12.5%	1	7.1%	2
Neither good nor poor	34.0%	17	0.0%	0	50.0%	1	25.0%	2	25.0%	2	39.3%	11
Quite poor	24.0%	12	0.0%	0	0.0%	0	37.5%	3	37.5%	3	21.4%	6
Very poor	6.0%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	2
(Don't know)	22.0%	11	0.0%	0	0.0%	0	12.5%	1	25.0%	2	25.0%	7
Base:		50		2		2		8		8		28
<b>Rates</b>												
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1	3.6%	1
Quite good	10.0%	5	0.0%	0	50.0%	1	12.5%	1	0.0%	0	10.7%	3
Neither good nor poor	34.0%	17	50.0%	1	50.0%	1	62.5%	5	12.5%	1	32.1%	9
Quite poor	26.0%	13	0.0%	0	0.0%	0	12.5%	1	50.0%	4	25.0%	7
Very poor	18.0%	9	50.0%	1	0.0%	0	12.5%	1	25.0%	2	17.9%	5
(Don't know)	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3
Base:		50		2		2		8		8		28
<b>Availability of parking</b>												
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Quite good	14.0%	7	0.0%	0	50.0%	1	0.0%	0	12.5%	1	17.9%	5
Neither good nor poor	8.0%	4	0.0%	0	0.0%	0	12.5%	1	12.5%	1	7.1%	2
Quite poor	40.0%	20	0.0%	0	50.0%	1	50.0%	4	25.0%	2	46.4%	13
Very poor	30.0%	15	100.0%	2	0.0%	0	37.5%	3	50.0%	4	21.4%	6
(Don't know)	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		50		2		2		8		8		28
<b>Parking charges</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	26.0%	13	100.0%	2	50.0%	1	25.0%	2	25.0%	2	17.9%	5
Neither good nor poor	16.0%	8	0.0%	0	50.0%	1	12.5%	1	12.5%	1	17.9%	5
Quite poor	34.0%	17	0.0%	0	0.0%	0	25.0%	2	37.5%	3	42.9%	12
Very poor	22.0%	11	0.0%	0	0.0%	0	37.5%	3	25.0%	2	21.4%	6
(Don't know)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		50		2		2		8		8		28
<b>Traffic congestion</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	10.0%	5	0.0%	0	0.0%	0	12.5%	1	12.5%	1	10.7%	3
Neither good nor poor	38.0%	19	0.0%	0	50.0%	1	50.0%	4	37.5%	3	39.3%	11
Quite poor	24.0%	12	50.0%	1	50.0%	1	12.5%	1	37.5%	3	21.4%	6
Very poor	26.0%	13	50.0%	1	0.0%	0	25.0%	2	12.5%	1	28.6%	8
(Don't know)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		50		2		2		8		8		28
<b>Bus service</b>												
Very good	6.0%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	2
Quite good	30.0%	15	0.0%	0	50.0%	1	50.0%	4	25.0%	2	28.6%	8
Neither good nor poor	20.0%	10	50.0%	1	0.0%	0	12.5%	1	37.5%	3	17.9%	5
Quite poor	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Very poor	8.0%	4	0.0%	0	0.0%	0	12.5%	1	0.0%	0	10.7%	3
(Don't know)	34.0%	17	0.0%	0	50.0%	1	25.0%	2	37.5%	3	32.1%	9
Base:		50		2		2		8		8		28
<b>Personal safety</b>												
Very good	10.0%	5	0.0%	0	0.0%	0	25.0%	2	0.0%	0	7.1%	2
Quite good	62.0%	31	50.0%	1	50.0%	1	50.0%	4	75.0%	6	67.9%	19
Neither good nor poor	16.0%	8	0.0%	0	50.0%	1	12.5%	1	0.0%	0	21.4%	6
Quite poor	8.0%	4	50.0%	1	0.0%	0	0.0%	0	25.0%	2	3.6%	1
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.0%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Base:		50		2		2		8		8		28

# Wareham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	10.0%	5	0.0%	0	0.0%	0	25.0%	2	0.0%	0	7.1%	2	50.0%	1
Quite good	56.0%	28	50.0%	1	50.0%	1	37.5%	3	62.5%	5	64.3%	18	0.0%	0
Neither good nor poor	16.0%	8	0.0%	0	0.0%	0	12.5%	1	12.5%	1	21.4%	6	0.0%	0
Quite poor	12.0%	6	0.0%	0	50.0%	1	25.0%	2	25.0%	2	3.6%	1	0.0%	0
Very poor	4.0%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
(Don't know)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Range of shops &amp; services available</b>														
Very good	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Quite good	30.0%	15	0.0%	0	50.0%	1	25.0%	2	25.0%	2	35.7%	10	0.0%	0
Neither good nor poor	24.0%	12	0.0%	0	0.0%	0	37.5%	3	0.0%	0	32.1%	9	0.0%	0
Quite poor	22.0%	11	0.0%	0	50.0%	1	12.5%	1	25.0%	2	21.4%	6	50.0%	1
Very poor	16.0%	8	100.0%	2	0.0%	0	25.0%	2	37.5%	3	3.6%	1	0.0%	0
(Don't know)	6.0%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Quality of shops &amp; services available</b>														
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Quite good	40.0%	20	50.0%	1	50.0%	1	37.5%	3	37.5%	3	39.3%	11	50.0%	1
Neither good nor poor	24.0%	12	0.0%	0	0.0%	0	50.0%	4	0.0%	0	28.6%	8	0.0%	0
Quite poor	24.0%	12	0.0%	0	50.0%	1	12.5%	1	50.0%	4	21.4%	6	0.0%	0
Very poor	4.0%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	1	3.6%	1	0.0%	0
(Don't know)	4.0%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Entertainment and leisure facilities</b>														
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Quite good	26.0%	13	0.0%	0	50.0%	1	0.0%	0	25.0%	2	35.7%	10	0.0%	0
Neither good nor poor	20.0%	10	50.0%	1	50.0%	1	37.5%	3	37.5%	3	7.1%	2	0.0%	0
Quite poor	24.0%	12	0.0%	0	0.0%	0	37.5%	3	25.0%	2	25.0%	7	0.0%	0
Very poor	16.0%	8	50.0%	1	0.0%	0	25.0%	2	12.5%	1	10.7%	3	50.0%	1
(Don't know)	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	4	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Marketing / promotion / events</b>														
Very good	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Quite good	12.0%	6	0.0%	0	50.0%	1	0.0%	0	0.0%	0	17.9%	5	0.0%	0
Neither good nor poor	28.0%	14	50.0%	1	50.0%	1	25.0%	2	25.0%	2	28.6%	8	0.0%	0
Quite poor	18.0%	9	0.0%	0	0.0%	0	25.0%	2	25.0%	2	17.9%	5	0.0%	0
Very poor	24.0%	12	50.0%	1	0.0%	0	50.0%	4	25.0%	2	14.3%	4	50.0%	1
(Don't know)	16.0%	8	0.0%	0	0.0%	0	0.0%	0	25.0%	2	17.9%	5	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Liveliness / street life / character</b>														
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	50.0%	1
Quite good	38.0%	19	50.0%	1	100.0%	2	37.5%	3	37.5%	3	35.7%	10	0.0%	0
Neither good nor poor	20.0%	10	0.0%	0	0.0%	0	25.0%	2	12.5%	1	25.0%	7	0.0%	0
Quite poor	14.0%	7	0.0%	0	0.0%	0	12.5%	1	25.0%	2	14.3%	4	0.0%	0
Very poor	16.0%	8	50.0%	1	0.0%	0	25.0%	2	25.0%	2	10.7%	3	0.0%	0
(Don't know)	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	50.0%	1
Base:		50		2		2		8		8		28		2
<b>The market</b>														
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Quite good	28.0%	14	0.0%	0	100.0%	2	0.0%	0	37.5%	3	32.1%	9	0.0%	0
Neither good nor poor	38.0%	19	50.0%	1	0.0%	0	75.0%	6	0.0%	0	42.9%	12	0.0%	0
Quite poor	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	50.0%	1
Very poor	16.0%	8	50.0%	1	0.0%	0	25.0%	2	37.5%	3	7.1%	2	0.0%	0
(Don't know)	8.0%	4	0.0%	0	0.0%	0	0.0%	0	25.0%	2	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2

# Wareham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	12.0%	6	50.0%	1	0.0%	0	25.0%	2	0.0%	0	10.7%	3	0.0%	0
Quite good	44.0%	22	0.0%	0	50.0%	1	37.5%	3	50.0%	4	46.4%	13	50.0%	1
Neither good nor poor	24.0%	12	0.0%	0	0.0%	0	37.5%	3	25.0%	2	25.0%	7	0.0%	0
Quite poor	10.0%	5	0.0%	0	50.0%	1	0.0%	0	12.5%	1	10.7%	3	0.0%	0
Very poor	6.0%	3	50.0%	1	0.0%	0	0.0%	0	12.5%	1	3.6%	1	0.0%	0
(Don't know)	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2
<b>General shopping environment</b>														
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Quite good	44.0%	22	50.0%	1	50.0%	1	50.0%	4	50.0%	4	42.9%	12	0.0%	0
Neither good nor poor	22.0%	11	50.0%	1	50.0%	1	0.0%	0	0.0%	0	28.6%	8	50.0%	1
Quite poor	18.0%	9	0.0%	0	0.0%	0	37.5%	3	12.5%	1	17.9%	5	0.0%	0
Very poor	8.0%	4	0.0%	0	0.0%	0	0.0%	0	37.5%	3	3.6%	1	0.0%	0
(Don't know)	4.0%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	50.0%	1
Base:		50		2		2		8		8		28		2
<b>Convenience for shoppers</b>														
Very good	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Quite good	32.0%	16	0.0%	0	50.0%	1	37.5%	3	25.0%	2	35.7%	10	0.0%	0
Neither good nor poor	38.0%	19	100.0%	2	50.0%	1	37.5%	3	12.5%	1	42.9%	12	0.0%	0
Quite poor	14.0%	7	0.0%	0	0.0%	0	12.5%	1	25.0%	2	10.7%	3	50.0%	1
Very poor	8.0%	4	0.0%	0	0.0%	0	0.0%	0	37.5%	3	3.6%	1	0.0%	0
(Don't know)	4.0%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	50.0%	1
Base:		50		2		2		8		8		28		2

# Wareham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	Don't know / not sure (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	18.0%	9	0.0%	0	0.0%	0	12.5%	1	25.0%	2	21.4%	6	0.0%	0
Increase range of local / speciality retailers	44.0%	22	50.0%	1	50.0%	1	50.0%	4	62.5%	5	35.7%	10	50.0%	1
Improve quality of shops and services	28.0%	14	0.0%	0	0.0%	0	12.5%	1	37.5%	3	35.7%	10	0.0%	0
Improve appearance of the town centre	4.0%	2	0.0%	0	0.0%	0	12.5%	1	0.0%	0	3.6%	1	0.0%	0
Improve the market	6.0%	3	50.0%	1	0.0%	0	0.0%	0	12.5%	1	3.6%	1	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	24.0%	12	50.0%	1	50.0%	1	12.5%	1	25.0%	2	25.0%	7	0.0%	0
Remove / reduce traffic congestion	30.0%	15	100.0%	2	0.0%	0	12.5%	1	25.0%	2	32.1%	9	50.0%	1
Provide more housing in the town centre	12.0%	6	0.0%	0	50.0%	1	12.5%	1	0.0%	0	10.7%	3	50.0%	1
Improve frequency of bus services to the town centre	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	6	0.0%	0
Improve public car parking availability and reduce car parking charges	72.0%	36	50.0%	1	50.0%	1	75.0%	6	75.0%	6	75.0%	21	50.0%	1
Provide better entertainment and leisure	10.0%	5	0.0%	0	0.0%	0	12.5%	1	25.0%	2	7.1%	2	0.0%	0
Improve quality and range of cafes and restaurants	8.0%	4	50.0%	1	50.0%	1	0.0%	0	12.5%	1	3.6%	1	0.0%	0
Improve pedestrian links and facilities in the town centre	2.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Improve quality of shop units / retail accommodation	6.0%	3	0.0%	0	0.0%	0	0.0%	0	25.0%	2	3.6%	1	0.0%	0
Encourage / promote Sunday trading	8.0%	4	0.0%	0	0.0%	0	12.5%	1	12.5%	1	7.1%	2	0.0%	0
Promote / publicise the attractions of the town centre	26.0%	13	0.0%	0	0.0%	0	62.5%	5	25.0%	2	21.4%	6	0.0%	0
Provide and improve public transport facilities in the town centre	10.0%	5	0.0%	0	0.0%	0	12.5%	1	0.0%	0	14.3%	4	0.0%	0
More office accommodation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	4.0%	2	0.0%	0	0.0%	0	25.0%	2	0.0%	0	0.0%	0	0.0%	0
Litter collections / more bins etc / make area cleaner	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0
Use flowers / plants to improve appearance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	50.0%	1
Base:		50		2		2		8		8		28		2

**Q12 Please make any additional comments in the space provided below:**

Other	30.0%	15	50.0%	1	0.0%	0	37.5%	3	25.0%	2	32.1%	9	0.0%	0
Parking problems / expensive parking / need free parking	12.0%	6	50.0%	1	0.0%	0	12.5%	1	12.5%	1	10.7%	3	0.0%	0
Too many charity shops	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
New / better variety of shops / retailers / services	2.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town needs a supermarket	2.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	2.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Empty buildings / shops	2.0%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Need new leisure facilities	2.0%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	64.0%	32	0.0%	0	100.0%	2	50.0%	4	62.5%	5	67.9%	19	100.0%	2
Base:		50		2		2		8		8		28		2

## Wareham Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)	
<b>ARE Area:</b>													
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wareham	100.0%	50	100.0%	2	100.0%	2	100.0%	8	100.0%	8	100.0%	28	100.0%
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		50		2		2		8		8		28	

## West Moor Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q01 How long has your business been located in Christchurch town centre ?**

Less than a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	6.7%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	20.0%	3	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	6.7%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Over 10 years	60.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	9	0.0%	0
(Don't know / not sure)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Base:		15		0		1		3		1		9		1

**Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?**

Leased	80.0%	12	0.0%	0	100.0%	1	100.0%	3	100.0%	1	66.7%	6	100.0%	1
Owner occupied	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
(Don't know / not sure)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Base:		15		0		1		3		1		9		1

**Q03 Do you have any current plans to change your business premises ?**

No plans	60.0%	9	0.0%	0	100.0%	1	66.7%	2	0.0%	0	55.6%	5	100.0%	1
Refit, extend or improve premises	20.0%	3	0.0%	0	0.0%	0	33.3%	1	100.0%	1	11.1%	1	0.0%	0
Relocate within new premises in the town centre	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Close or relocate to new premises outside the centre	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	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
(Not answered)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Base:		15		0		1		3		1		9		1

**Q04 Which statement best describes your business's current trading performance ?**

Very good	26.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3	100.0%	1
Good	26.7%	4	0.0%	0	0.0%	0	33.3%	1	100.0%	1	22.2%	2	0.0%	0
Satisfactory	33.3%	5	0.0%	0	100.0%	1	66.7%	2	0.0%	0	22.2%	2	0.0%	0
Poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Base:		15		0		1		3		1		9		1

**Q05 Over the last 2 years has your trading performance...**

Improved	53.3%	8	0.0%	0	100.0%	1	66.7%	2	0.0%	0	55.6%	5	0.0%	0
Stayed the same	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	100.0%	1
Declined	20.0%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	22.2%	2	0.0%	0
(Don't know / not sure)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Base:		15		0		1		3		1		9		1

**Q06 Over the next 12 months do you expect your business performance to...**

Improve	26.7%	4	0.0%	0	100.0%	1	0.0%	0	0.0%	0	33.3%	3	0.0%	0
Stay the same	66.7%	10	0.0%	0	0.0%	0	100.0%	3	100.0%	1	55.6%	5	100.0%	1
Decline	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)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Base:		15		0		1		3		1		9		1

## West Moor Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	Don't know / not sure (Q01)
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**Q07 What are the main issues constraining your business ?**

High overheads / rents	46.7%	7	0.0%	0	0.0%	0	66.7%	2	0.0%	0	44.4%	4	100.0%	1
General economy	53.3%	8	0.0%	0	100.0%	1	33.3%	1	0.0%	0	55.6%	5	100.0%	1
Quality or size of premises	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3	0.0%	0
Staff recruitment / retention	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Availability and location of car parking	26.7%	4	0.0%	0	0.0%	0	33.3%	1	100.0%	1	22.2%	2	0.0%	0
Price of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility via public transport and cycle	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Competition from other businesses in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from other businesses in the rest of the District	26.7%	4	0.0%	0	100.0%	1	0.0%	0	0.0%	0	33.3%	3	0.0%	0
Competition from other town centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security issues	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of footfall / customers	26.7%	4	0.0%	0	0.0%	0	66.7%	2	0.0%	0	22.2%	2	0.0%	0
Poor location of premises	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Poor quality of town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planning restrictions	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
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / poor environment / rundown	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		15		0		1		3		1		9		1

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Fine as it is	73.3%	11	0.0%	0	0.0%	0	100.0%	3	100.0%	1	66.7%	6	100.0%	1
Too down market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Not enough / variety of shops / retailers	6.7%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Base:		15		0		1		3		1		9		1

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
About the right mix	60.0%	9	0.0%	0	0.0%	0	66.7%	2	100.0%	1	55.6%	5	100.0%	1
Not enough small (independent) shops	33.3%	5	0.0%	0	100.0%	1	33.3%	1	0.0%	0	33.3%	3	0.0%	0
Base:		15		0		1		3		1		9		1

# West Moor Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	26.7%	4	0.0%	0	0.0%	0	33.3%	1	100.0%	1	22.2%	2
Neither good nor poor	53.3%	8	0.0%	0	100.0%	1	66.7%	2	0.0%	0	44.4%	4
Quite poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Base:		15		0		1		3		1		9
<b>Rates</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	13.3%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	11.1%	1
Neither good nor poor	53.3%	8	0.0%	0	100.0%	1	66.7%	2	100.0%	1	44.4%	4
Quite poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Very poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
(Don't know)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Base:		15		0		1		3		1		9
<b>Availability of parking</b>												
Very good	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Quite good	46.7%	7	0.0%	0	100.0%	1	66.7%	2	0.0%	0	33.3%	3
Neither good nor poor	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Quite poor	40.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	1	55.6%	5
Very poor	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
Base:		15		0		1		3		1		9
<b>Parking charges</b>												
Very good	40.0%	6	0.0%	0	100.0%	1	66.7%	2	0.0%	0	33.3%	3
Quite good	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Neither good nor poor	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	46.7%	7	0.0%	0	0.0%	0	0.0%	0	100.0%	1	55.6%	5
Base:		15		0		1		3		1		9
<b>Traffic congestion</b>												
Very good	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Quite good	26.7%	4	0.0%	0	100.0%	1	33.3%	1	0.0%	0	22.2%	2
Neither good nor poor	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3
Quite poor	20.0%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	11.1%	1
Very poor	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3
(Don't know)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0
Base:		15		0		1		3		1		9
<b>Bus service</b>												
Very good	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Quite good	20.0%	3	0.0%	0	100.0%	1	66.7%	2	0.0%	0	0.0%	0
Neither good nor poor	40.0%	6	0.0%	0	0.0%	0	0.0%	0	100.0%	1	55.6%	5
Quite poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
Very poor	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2
Base:		15		0		1		3		1		9
<b>Personal safety</b>												
Very good	26.7%	4	0.0%	0	100.0%	1	33.3%	1	0.0%	0	11.1%	1
Quite good	46.7%	7	0.0%	0	0.0%	0	66.7%	2	100.0%	1	44.4%	4
Neither good nor poor	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3
Quite poor	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Very poor	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
Base:		15		0		1		3		1		9



# West Moor Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	66.7%	10	0.0%	0	100.0%	1	66.7%	2	100.0%	1	55.6%	5	100.0%	1
Neither good nor poor	26.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	4	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		15		0		1		3		1		9		1
<b>Range of shops &amp; services available</b>														
Very good	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Quite good	26.7%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	22.2%	2	100.0%	1
Neither good nor poor	46.7%	7	0.0%	0	0.0%	0	33.3%	1	100.0%	1	55.6%	5	0.0%	0
Quite poor	20.0%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Very poor	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
Base:		15		0		1		3		1		9		1
<b>Quality of shops &amp; services available</b>														
Very good	13.3%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	11.1%	1	0.0%	0
Quite good	40.0%	6	0.0%	0	0.0%	0	33.3%	1	100.0%	1	33.3%	3	100.0%	1
Neither good nor poor	33.3%	5	0.0%	0	100.0%	1	33.3%	1	0.0%	0	33.3%	3	0.0%	0
Quite poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Very poor	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
Base:		15		0		1		3		1		9		1
<b>Entertainment and leisure facilities</b>														
Very good	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	33.3%	5	0.0%	0	0.0%	0	33.3%	1	0.0%	0	44.4%	4	0.0%	0
Quite poor	40.0%	6	0.0%	0	100.0%	1	33.3%	1	0.0%	0	44.4%	4	0.0%	0
Very poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	100.0%	1
(Don't know)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0
Base:		15		0		1		3		1		9		1
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	13.3%	2	0.0%	0	0.0%	0	66.7%	2	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	20.0%	3	0.0%	0	0.0%	0	0.0%	0	100.0%	1	22.2%	2	0.0%	0
Quite poor	40.0%	6	0.0%	0	100.0%	1	33.3%	1	0.0%	0	33.3%	3	100.0%	1
Very poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
(Don't know)	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Base:		15		0		1		3		1		9		1
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	13.3%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	11.1%	1	0.0%	0
Neither good nor poor	40.0%	6	0.0%	0	0.0%	0	33.3%	1	0.0%	0	44.4%	4	100.0%	1
Quite poor	20.0%	3	0.0%	0	100.0%	1	33.3%	1	0.0%	0	11.1%	1	0.0%	0
Very poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
(Don't know)	13.3%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	11.1%	1	0.0%	0
Base:		15		0		1		3		1		9		1
<b>The market</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Quite poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	93.3%	14	0.0%	0	100.0%	1	100.0%	3	100.0%	1	88.9%	8	100.0%	1
Base:		15		0		1		3		1		9		1

## West Moor Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Quality / number of places to eat / drink</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	46.7%	7	0.0%	0	0.0%	0	100.0%	3	100.0%	1	33.3%	3	0.0%	0
Neither good nor poor	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Quite poor	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3	0.0%	0
Very poor	20.0%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	11.1%	1	100.0%	1
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		15		0		1		3		1		9		1
<b>General shopping environment</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	40.0%	6	0.0%	0	0.0%	0	100.0%	3	100.0%	1	22.2%	2	0.0%	0
Neither good nor poor	40.0%	6	0.0%	0	100.0%	1	0.0%	0	0.0%	0	55.6%	5	0.0%	0
Quite poor	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	100.0%	1
Very poor	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
Base:		15		0		1		3		1		9		1
<b>Convenience for shoppers</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	53.3%	8	0.0%	0	0.0%	0	100.0%	3	100.0%	1	44.4%	4	0.0%	0
Neither good nor poor	33.3%	5	0.0%	0	100.0%	1	0.0%	0	0.0%	0	33.3%	3	100.0%	1
Quite poor	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Base:		15		0		1		3		1		9		1

## West Moor Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Increase range of local / speciality retailers	40.0%	6	0.0%	0	100.0%	1	33.3%	1	0.0%	0	44.4%	4	0.0%	0
Improve quality of shops and services	20.0%	3	0.0%	0	0.0%	0	66.7%	2	0.0%	0	11.1%	1	0.0%	0
Improve appearance of the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	46.7%	7	0.0%	0	0.0%	0	66.7%	2	100.0%	1	44.4%	4	0.0%	0
Remove / reduce traffic congestion	33.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	4	100.0%	1
Provide more housing in the town centre	13.3%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	11.1%	1	0.0%	0
Improve frequency of bus services to the town centre	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Improve public car parking availability and reduce car parking charges	26.7%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	33.3%	3	0.0%	0
Provide better entertainment and leisure	20.0%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Improve quality and range of cafes and restaurants	20.0%	3	0.0%	0	100.0%	1	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Improve pedestrian links and facilities in the town centre	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Improve quality of shop units / retail accommodation	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Encourage / promote Sunday trading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promote / publicise the attractions of the town centre	20.0%	3	0.0%	0	0.0%	0	66.7%	2	0.0%	0	11.1%	1	0.0%	0
Provide and improve public transport facilities in the town centre	13.3%	2	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	100.0%	1
More office accommodation	20.0%	3	0.0%	0	100.0%	1	33.3%	1	100.0%	1	0.0%	0	0.0%	0
Other	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Litter collections / more bins etc / make area cleaner	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Use flowers / plants to improve appearance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		15		0		1		3		1		9		1

**Q12 Please make any additional comments in the space provided below:**

New / better variety of shops / retailers / services	13.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Need new leisure facilities (Nothing else)	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
(Not answered)	6.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
	80.0%	12	0.0%	0	100.0%	1	66.7%	2	100.0%	1	77.8%	7	100.0%	1
Base:		15		0		1		3		1		9		1

## West Moor Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>ARE Area:</b>														
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moor	100.0%	15	0.0%	0	100.0%	1	100.0%	3	100.0%	1	100.0%	9	100.0%	1
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		15		0		1		3		1		9		1

# Wimborne Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q01 How long has your business been located in Christchurch town centre ?</b>														
Less than a year	4.7%	2	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	2.3%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	7.0%	3	0.0%	0	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	11.6%	5	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0
Over 10 years	74.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	32	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?</b>														
Leased	67.4%	29	100.0%	2	100.0%	1	66.7%	2	80.0%	4	62.5%	20	0.0%	0
Owner occupied	30.2%	13	0.0%	0	0.0%	0	33.3%	1	20.0%	1	34.4%	11	0.0%	0
(Don't know / not sure)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Q03 Do you have any current plans to change your business premises ?</b>														
No plans	74.4%	32	100.0%	2	0.0%	0	66.7%	2	40.0%	2	81.3%	26	0.0%	0
Refit, extend or improve premises	14.0%	6	0.0%	0	0.0%	0	0.0%	0	40.0%	2	12.5%	4	0.0%	0
Relocate within new premises in the town centre	7.0%	3	0.0%	0	100.0%	1	0.0%	0	20.0%	1	3.1%	1	0.0%	0
Close or relocate to new premises outside the centre	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Other	2.3%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Q04 Which statement best describes your business's current trading performance ?</b>														
Very good	20.9%	9	0.0%	0	0.0%	0	33.3%	1	20.0%	1	21.9%	7	0.0%	0
Good	34.9%	15	0.0%	0	0.0%	0	33.3%	1	20.0%	1	40.6%	13	0.0%	0
Satisfactory	27.9%	12	100.0%	2	0.0%	0	33.3%	1	20.0%	1	25.0%	8	0.0%	0
Poor	14.0%	6	0.0%	0	0.0%	0	0.0%	0	40.0%	2	12.5%	4	0.0%	0
(Don't know / no opinion)	2.3%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Q05 Over the last 2 years has your trading performance...</b>														
Improved	41.9%	18	0.0%	0	0.0%	0	33.3%	1	60.0%	3	43.8%	14	0.0%	0
Stayed the same	39.5%	17	50.0%	1	100.0%	1	66.7%	2	20.0%	1	37.5%	12	0.0%	0
Declined	16.3%	7	0.0%	0	0.0%	0	0.0%	0	20.0%	1	18.8%	6	0.0%	0
(Don't know / not sure)	2.3%	1	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Q06 Over the next 12 months do you expect your business performance to...</b>														
Improve	25.6%	11	50.0%	1	0.0%	0	66.7%	2	20.0%	1	21.9%	7	0.0%	0
Stay the same	51.2%	22	0.0%	0	100.0%	1	0.0%	0	40.0%	2	59.4%	19	0.0%	0
Decline	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
(Don't know / not sure)	16.3%	7	50.0%	1	0.0%	0	33.3%	1	40.0%	2	9.4%	3	0.0%	0
Base:		43		2		1		3		5		32		0

# Wimborne Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q07 What are the main issues constraining your business ?</b>														
High overheads / rents	44.2%	19	50.0%	1	0.0%	0	0.0%	0	60.0%	3	46.9%	15	0.0%	0
General economy	46.5%	20	50.0%	1	0.0%	0	66.7%	2	40.0%	2	46.9%	15	0.0%	0
Quality or size of premises	7.0%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	6.3%	2	0.0%	0
Staff recruitment / retention	11.6%	5	0.0%	0	100.0%	1	33.3%	1	20.0%	1	6.3%	2	0.0%	0
Availability and location of car parking	25.6%	11	0.0%	0	100.0%	1	33.3%	1	40.0%	2	21.9%	7	0.0%	0
Price of car parking	9.3%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.4%	3	0.0%	0
Accessibility via public transport and cycle	11.6%	5	50.0%	1	100.0%	1	33.3%	1	0.0%	0	6.3%	2	0.0%	0
Competition from other businesses in the town centre	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0
Competition from other businesses in the rest of the District	7.0%	3	50.0%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Competition from other town centres	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Security issues	4.7%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Lack of footfall / customers	9.3%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	6.3%	2	0.0%	0
Poor location of premises	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Poor quality of town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	9.3%	4	50.0%	1	0.0%	0	0.0%	0	20.0%	1	6.3%	2	0.0%	0
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	14.0%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	1	15.6%	5	0.0%	0
Planning restrictions	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Other	7.0%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	6.3%	2	0.0%	0
Competition from Bournemouth	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Competition from Castlepoint	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Competition from Poole	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Litter / poor environment / rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor variety of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	2.3%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
(Not answered)	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Q08 What is your opinion of Christchurch's market position in shopping terms ?</b>														
Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	48.8%	21	100.0%	2	0.0%	0	33.3%	1	20.0%	1	53.1%	17	0.0%	0
Too down market	32.6%	14	0.0%	0	100.0%	1	33.3%	1	40.0%	2	31.3%	10	0.0%	0
Other	9.3%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.4%	3	0.0%	0
Not enough / variety of shops / retailers	4.7%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.1%	1	0.0%	0
Too many charity shops	4.7%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	3.1%	1	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Q09 How would you describe Christchurch town centre's current shopping and service mix ?</b>														
Too many small (independent) shops / not enough large (chain) stores	18.6%	8	0.0%	0	100.0%	1	66.7%	2	20.0%	1	12.5%	4	0.0%	0
About the right mix	44.2%	19	50.0%	1	0.0%	0	0.0%	0	80.0%	4	43.8%	14	0.0%	0
Not enough small (independent) shops	30.2%	13	50.0%	1	0.0%	0	33.3%	1	0.0%	0	34.4%	11	0.0%	0
(Not answered)	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Base:		43		2		1		3		5		32		0

# Wimborne Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)					
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	14.0%	6	50.0%	1	0.0%	0	0.0%	0	20.0%	1	12.5%	4
Neither good nor poor	23.3%	10	0.0%	0	100.0%	1	66.7%	2	0.0%	0	21.9%	7
Quite poor	14.0%	6	0.0%	0	0.0%	0	33.3%	1	20.0%	1	12.5%	4
Very poor	30.2%	13	50.0%	1	0.0%	0	0.0%	0	40.0%	2	31.3%	10
(Don't know)	18.6%	8	0.0%	0	0.0%	0	0.0%	0	20.0%	1	21.9%	7
Base:		43		2		1		3		5		32
<b>Rates</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	16.3%	7	0.0%	0	0.0%	0	0.0%	0	20.0%	1	18.8%	6
Neither good nor poor	27.9%	12	0.0%	0	100.0%	1	33.3%	1	20.0%	1	28.1%	9
Quite poor	18.6%	8	0.0%	0	0.0%	0	33.3%	1	20.0%	1	18.8%	6
Very poor	25.6%	11	50.0%	1	0.0%	0	33.3%	1	40.0%	2	21.9%	7
(Don't know)	11.6%	5	50.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	4
Base:		43		2		1		3		5		32
<b>Availability of parking</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	41.9%	18	50.0%	1	0.0%	0	66.7%	2	60.0%	3	37.5%	12
Neither good nor poor	20.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	9
Quite poor	30.2%	13	50.0%	1	100.0%	1	33.3%	1	40.0%	2	25.0%	8
Very poor	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2
(Don't know)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		43		2		1		3		5		32
<b>Parking charges</b>												
Very good	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3
Quite good	25.6%	11	0.0%	0	0.0%	0	33.3%	1	40.0%	2	25.0%	8
Neither good nor poor	30.2%	13	100.0%	2	100.0%	1	33.3%	1	0.0%	0	28.1%	9
Quite poor	20.9%	9	0.0%	0	0.0%	0	33.3%	1	60.0%	3	15.6%	5
Very poor	14.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	6
(Don't know)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		43		2		1		3		5		32
<b>Traffic congestion</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	23.3%	10	100.0%	2	0.0%	0	0.0%	0	0.0%	0	25.0%	8
Neither good nor poor	32.6%	14	0.0%	0	0.0%	0	66.7%	2	60.0%	3	28.1%	9
Quite poor	32.6%	14	0.0%	0	100.0%	1	33.3%	1	0.0%	0	37.5%	12
Very poor	9.3%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	6.3%	2
(Don't know)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		43		2		1		3		5		32
<b>Bus service</b>												
Very good	2.3%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0
Quite good	16.3%	7	0.0%	0	0.0%	0	0.0%	0	20.0%	1	18.8%	6
Neither good nor poor	14.0%	6	50.0%	1	0.0%	0	0.0%	0	0.0%	0	15.6%	5
Quite poor	11.6%	5	50.0%	1	0.0%	0	33.3%	1	0.0%	0	9.4%	3
Very poor	30.2%	13	0.0%	0	100.0%	1	33.3%	1	60.0%	3	25.0%	8
(Don't know)	25.6%	11	0.0%	0	0.0%	0	0.0%	0	20.0%	1	31.3%	10
Base:		43		2		1		3		5		32
<b>Personal safety</b>												
Very good	16.3%	7	50.0%	1	0.0%	0	33.3%	1	20.0%	1	12.5%	4
Quite good	44.2%	19	50.0%	1	0.0%	0	0.0%	0	80.0%	4	43.8%	14
Neither good nor poor	27.9%	12	0.0%	0	100.0%	1	33.3%	1	0.0%	0	31.3%	10
Quite poor	9.3%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	9.4%	3
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		43		2		1		3		5		32

# Wimborne Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0
Quite good	55.8%	24	100.0%	2	0.0%	0	66.7%	2	60.0%	3	53.1%	17	0.0%	0
Neither good nor poor	27.9%	12	0.0%	0	100.0%	1	0.0%	0	40.0%	2	28.1%	9	0.0%	0
Quite poor	4.7%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.1%	1	0.0%	0
Very poor	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	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
Base:		43		2		1		3		5		32		0
<b>Range of shops &amp; services available</b>														
Very good	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Quite good	39.5%	17	50.0%	1	0.0%	0	33.3%	1	80.0%	4	34.4%	11	0.0%	0
Neither good nor poor	27.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	12	0.0%	0
Quite poor	11.6%	5	50.0%	1	100.0%	1	33.3%	1	0.0%	0	6.3%	2	0.0%	0
Very poor	14.0%	6	0.0%	0	0.0%	0	33.3%	1	20.0%	1	12.5%	4	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
Base:		43		2		1		3		5		32		0
<b>Quality of shops &amp; services available</b>														
Very good	11.6%	5	50.0%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0
Quite good	46.5%	20	0.0%	0	0.0%	0	0.0%	0	60.0%	3	53.1%	17	0.0%	0
Neither good nor poor	18.6%	8	0.0%	0	0.0%	0	0.0%	0	20.0%	1	21.9%	7	0.0%	0
Quite poor	14.0%	6	50.0%	1	100.0%	1	33.3%	1	0.0%	0	9.4%	3	0.0%	0
Very poor	7.0%	3	0.0%	0	0.0%	0	33.3%	1	20.0%	1	3.1%	1	0.0%	0
(Don't know)	2.3%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Entertainment and leisure facilities</b>														
Very good	7.0%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	6.3%	2	0.0%	0
Quite good	30.2%	13	50.0%	1	0.0%	0	0.0%	0	40.0%	2	31.3%	10	0.0%	0
Neither good nor poor	27.9%	12	50.0%	1	100.0%	1	0.0%	0	20.0%	1	28.1%	9	0.0%	0
Quite poor	20.9%	9	0.0%	0	0.0%	0	33.3%	1	20.0%	1	21.9%	7	0.0%	0
Very poor	9.3%	4	0.0%	0	0.0%	0	33.3%	1	0.0%	0	9.4%	3	0.0%	0
(Don't know)	4.7%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.1%	1	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Marketing / promotion / events</b>														
Very good	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Quite good	23.3%	10	100.0%	2	0.0%	0	33.3%	1	40.0%	2	15.6%	5	0.0%	0
Neither good nor poor	53.5%	23	0.0%	0	0.0%	0	33.3%	1	60.0%	3	59.4%	19	0.0%	0
Quite poor	9.3%	4	0.0%	0	100.0%	1	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Very poor	7.0%	3	0.0%	0	0.0%	0	33.3%	1	0.0%	0	6.3%	2	0.0%	0
(Don't know)	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Liveliness / street life / character</b>														
Very good	4.7%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.1%	1	0.0%	0
Quite good	41.9%	18	100.0%	2	0.0%	0	33.3%	1	80.0%	4	34.4%	11	0.0%	0
Neither good nor poor	18.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	8	0.0%	0
Quite poor	18.6%	8	0.0%	0	100.0%	1	0.0%	0	0.0%	0	21.9%	7	0.0%	0
Very poor	9.3%	4	0.0%	0	0.0%	0	33.3%	1	20.0%	1	6.3%	2	0.0%	0
(Don't know)	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Base:		43		2		1		3		5		32		0
<b>The market</b>														
Very good	4.7%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	3.1%	1	0.0%	0
Quite good	32.6%	14	50.0%	1	100.0%	1	33.3%	1	40.0%	2	28.1%	9	0.0%	0
Neither good nor poor	27.9%	12	50.0%	1	0.0%	0	33.3%	1	0.0%	0	31.3%	10	0.0%	0
Quite poor	9.3%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	9.4%	3	0.0%	0
Very poor	7.0%	3	0.0%	0	0.0%	0	33.3%	1	20.0%	1	3.1%	1	0.0%	0
(Don't know)	18.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	8	0.0%	0
Base:		43		2		1		3		5		32		0



# Wimborne Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Quality / number of places to eat / drink</b>														
Very good	27.9%	12	0.0%	0	0.0%	0	0.0%	0	60.0%	3	28.1%	9	0.0%	0
Quite good	44.2%	19	50.0%	1	100.0%	1	33.3%	1	40.0%	2	43.8%	14	0.0%	0
Neither good nor poor	23.3%	10	50.0%	1	0.0%	0	66.7%	2	0.0%	0	21.9%	7	0.0%	0
Quite poor	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Very poor	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
Base:		43		2		1		3		5		32		0
<b>General shopping environment</b>														
Very good	9.3%	4	50.0%	1	0.0%	0	0.0%	0	20.0%	1	6.3%	2	0.0%	0
Quite good	51.2%	22	0.0%	0	0.0%	0	33.3%	1	60.0%	3	56.3%	18	0.0%	0
Neither good nor poor	18.6%	8	50.0%	1	100.0%	1	0.0%	0	0.0%	0	18.8%	6	0.0%	0
Quite poor	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0
Very poor	9.3%	4	0.0%	0	0.0%	0	66.7%	2	20.0%	1	3.1%	1	0.0%	0
(Don't know)	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Base:		43		2		1		3		5		32		0
<b>Convenience for shoppers</b>														
Very good	7.0%	3	50.0%	1	0.0%	0	0.0%	0	20.0%	1	3.1%	1	0.0%	0
Quite good	41.9%	18	0.0%	0	0.0%	0	33.3%	1	20.0%	1	50.0%	16	0.0%	0
Neither good nor poor	30.2%	13	0.0%	0	100.0%	1	33.3%	1	40.0%	2	28.1%	9	0.0%	0
Quite poor	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0
Very poor	4.7%	2	0.0%	0	0.0%	0	33.3%	1	20.0%	1	0.0%	0	0.0%	0
(Don't know)	4.7%	2	50.0%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Base:		43		2		1		3		5		32		0

## Wimborne Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	25.6%	11	0.0%	0	100.0%	1	66.7%	2	40.0%	2	18.8%	6	0.0%	0
Increase range of local / speciality retailers	58.1%	25	100.0%	2	0.0%	0	33.3%	1	60.0%	3	59.4%	19	0.0%	0
Improve quality of shops and services	32.6%	14	50.0%	1	100.0%	1	66.7%	2	20.0%	1	28.1%	9	0.0%	0
Improve appearance of the town centre	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	20.9%	9	50.0%	1	0.0%	0	33.3%	1	40.0%	2	15.6%	5	0.0%	0
Remove / reduce traffic congestion	23.3%	10	0.0%	0	0.0%	0	0.0%	0	20.0%	1	28.1%	9	0.0%	0
Provide more housing in the town centre	7.0%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	6.3%	2	0.0%	0
Improve frequency of bus services to the town centre	25.6%	11	50.0%	1	100.0%	1	0.0%	0	60.0%	3	18.8%	6	0.0%	0
Improve public car parking availability and reduce car parking charges	39.5%	17	50.0%	1	100.0%	1	0.0%	0	20.0%	1	43.8%	14	0.0%	0
Provide better entertainment and leisure	9.3%	4	50.0%	1	0.0%	0	0.0%	0	0.0%	0	9.4%	3	0.0%	0
Improve quality and range of cafes and restaurants	4.7%	2	50.0%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Improve pedestrian links and facilities in the town centre	25.6%	11	0.0%	0	0.0%	0	0.0%	0	20.0%	1	31.3%	10	0.0%	0
Improve quality of shop units / retail accommodation	20.9%	9	0.0%	0	0.0%	0	0.0%	0	60.0%	3	18.8%	6	0.0%	0
Encourage / promote Sunday trading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promote / publicise the attractions of the town centre	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	5	0.0%	0
Provide and improve public transport facilities in the town centre	4.7%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	3.1%	1	0.0%	0
More office accommodation	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Other	7.0%	3	0.0%	0	0.0%	0	33.3%	1	20.0%	1	3.1%	1	0.0%	0
Litter collections / more bins etc / make area cleaner	4.7%	2	0.0%	0	0.0%	0	33.3%	1	0.0%	0	3.1%	1	0.0%	0
Use flowers / plants to improve appearance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		43		2		1		3		5		32		0

**Q12 Please make any additional comments in the space provided below:**

Other	34.9%	15	100.0%	2	0.0%	0	0.0%	0	40.0%	2	34.4%	11	0.0%	0
(Nothing else)	9.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	4	0.0%	0
Parking problems / expensive parking / need free parking	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Footfall has decreased / needs more footfall	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
New / better variety of shops / retailers / services	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Rent / rates are too high	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Town needs a supermarket	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Traffic Congestion / road closures	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Empty buildings / shops	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
(Not answered)	39.5%	17	0.0%	0	100.0%	1	100.0%	3	60.0%	3	31.3%	10	0.0%	0
Base:		43		2		1		3		5		32		0

## Wimborne Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
<b>ARE Area:</b>							
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%
Wimborne	100.0%	43	100.0%	2	100.0%	1	100.0%
Highcliffe	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		43		2		1	
						3	
						5	
						32	
							0

# Highcliffe Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Q01 How long has your business been located in Christchurch town centre ?</b>														
Less than a year	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1 – 2 years	5.6%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 – 5 years	5.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
6 – 10 years	27.8%	5	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0
Over 10 years	55.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	10	0.0%	0
(Don't know / not sure)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Base:		18		0		1		1		5		10		1
<b>Q02 Are your premises leased or owner occupied (i.e. leasehold of freehold) ?</b>														
Leased	83.3%	15	0.0%	0	100.0%	1	100.0%	1	100.0%	5	80.0%	8	0.0%	0
Owner occupied	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	100.0%	1
(Don't know / not sure)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Q03 Do you have any current plans to change your business premises ?</b>														
No plans	72.2%	13	0.0%	0	100.0%	1	100.0%	1	60.0%	3	80.0%	8	0.0%	0
Refit, extend or improve premises	16.7%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	20.0%	2	0.0%	0
Relocate within new premises in the town centre	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Close or relocate to new premises outside the centre	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Q04 Which statement best describes your business's current trading performance ?</b>														
Very good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Good	38.9%	7	0.0%	0	100.0%	1	0.0%	0	40.0%	2	40.0%	4	0.0%	0
Satisfactory	44.4%	8	0.0%	0	0.0%	0	100.0%	1	20.0%	1	50.0%	5	100.0%	1
Poor	11.1%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Q05 Over the last 2 years has your trading performance...</b>														
Improved	27.8%	5	0.0%	0	100.0%	1	0.0%	0	20.0%	1	30.0%	3	0.0%	0
Stayed the same	44.4%	8	0.0%	0	0.0%	0	100.0%	1	20.0%	1	50.0%	5	100.0%	1
Declined	22.2%	4	0.0%	0	0.0%	0	0.0%	0	60.0%	3	10.0%	1	0.0%	0
(Don't know / not sure)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Q06 Over the next 12 months do you expect your business performance to...</b>														
Improve	27.8%	5	0.0%	0	100.0%	1	0.0%	0	40.0%	2	20.0%	2	0.0%	0
Stay the same	44.4%	8	0.0%	0	0.0%	0	0.0%	0	20.0%	1	70.0%	7	0.0%	0
Decline	22.2%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	10.0%	1	100.0%	1
(Don't know / not sure)	5.6%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1

# Highcliffe Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)
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**Q07 What are the main issues constraining your business ?**

High overheads / rents	27.8%	5	0.0%	0	0.0%	0	0.0%	0	60.0%	3	20.0%	2	0.0%	0
General economy	38.9%	7	0.0%	0	0.0%	0	100.0%	1	40.0%	2	30.0%	3	100.0%	1
Quality or size of premises	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Staff recruitment / retention	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Availability and location of car parking	5.6%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Price of car parking	27.8%	5	0.0%	0	0.0%	0	0.0%	0	20.0%	1	40.0%	4	0.0%	0
Accessibility via public transport and cycle	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Competition from other businesses in the town centre	22.2%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	30.0%	3	0.0%	0
Competition from other businesses in the rest of the District	22.2%	4	0.0%	0	100.0%	1	100.0%	1	0.0%	0	20.0%	2	0.0%	0
Competition from other town centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Security issues	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Lack of footfall / customers	22.2%	4	0.0%	0	0.0%	0	100.0%	1	20.0%	1	20.0%	2	0.0%	0
Poor location of premises	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Poor quality of town centre environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
Poor quality services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet competition	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Planning restrictions	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Competition from Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Castlepoint	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Poole	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Dorchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Ringwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Competition from Yeovil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty units / shops	11.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	10.0%	1	0.0%	0
Litter / poor environment / rundown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor variety of shops	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Too many charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1

**Q08 What is your opinion of Christchurch's market position in shopping terms ?**

Too up market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fine as it is	27.8%	5	0.0%	0	100.0%	1	0.0%	0	20.0%	1	30.0%	3	0.0%	0
Too down market	38.9%	7	0.0%	0	0.0%	0	100.0%	1	40.0%	2	40.0%	4	0.0%	0
Other	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	100.0%	1
Not enough / variety of shops / retailers	11.1%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0
Too many charity shops (Not answered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1

**Q09 How would you describe Christchurch town centre's current shopping and service mix ?**

Too many small (independent) shops / not enough large (chain) stores	16.7%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	20.0%	2	0.0%	0
About the right mix	27.8%	5	0.0%	0	100.0%	1	0.0%	0	40.0%	2	20.0%	2	0.0%	0
Not enough small (independent) shops	55.6%	10	0.0%	0	0.0%	0	100.0%	1	40.0%	2	60.0%	6	100.0%	1
Base:		18		0		1		1		5		10		1

# Highcliffe Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Don't know / not sure) (Q01)						
<b>Q10 How do you rate the centre in terms of the following ?</b>												
<b>Rents</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Neither good nor poor	44.4%	8	0.0%	0	100.0%	1	100.0%	1	20.0%	1	50.0%	5
Quite poor	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2
Very poor	11.1%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0
(Don't know)	22.2%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	2
Base:		18		0		1		1		5		10
<b>Rates</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	11.1%	2	0.0%	0	100.0%	1	0.0%	0	0.0%	0	10.0%	1
Neither good nor poor	50.0%	9	0.0%	0	0.0%	0	100.0%	1	20.0%	1	60.0%	6
Quite poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Very poor	11.1%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0
(Don't know)	22.2%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	2
Base:		18		0		1		1		5		10
<b>Availability of parking</b>												
Very good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Quite good	16.7%	3	0.0%	0	0.0%	0	100.0%	1	20.0%	1	10.0%	1
Neither good nor poor	27.8%	5	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	2
Quite poor	33.3%	6	0.0%	0	100.0%	1	0.0%	0	20.0%	1	40.0%	4
Very poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
(Don't know)	11.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	10.0%	1
Base:		18		0		1		1		5		10
<b>Parking charges</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Neither good nor poor	38.9%	7	0.0%	0	100.0%	1	100.0%	1	40.0%	2	30.0%	3
Quite poor	27.8%	5	0.0%	0	0.0%	0	0.0%	0	20.0%	1	40.0%	4
Very poor	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2
(Don't know)	11.1%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0
Base:		18		0		1		1		5		10
<b>Traffic congestion</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Neither good nor poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Quite poor	50.0%	9	0.0%	0	0.0%	0	100.0%	1	60.0%	3	50.0%	5
Very poor	33.3%	6	0.0%	0	100.0%	1	0.0%	0	0.0%	0	40.0%	4
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Base:		18		0		1		1		5		10
<b>Bus service</b>												
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	22.2%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	30.0%	3
Neither good nor poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Quite poor	27.8%	5	0.0%	0	0.0%	0	0.0%	0	20.0%	1	40.0%	4
Very poor	11.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0
(Don't know)	33.3%	6	0.0%	0	100.0%	1	100.0%	1	40.0%	2	20.0%	2
Base:		18		0		1		1		5		10
<b>Personal safety</b>												
Very good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Quite good	66.7%	12	0.0%	0	100.0%	1	0.0%	0	80.0%	4	60.0%	6
Neither good nor poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Quite poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	3	0.0%	0	0.0%	0	100.0%	1	20.0%	1	10.0%	1
Base:		18		0		1		1		5		10

# Highcliffe Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		(Don't know / not sure) (Q01)		
<b>Business security</b>														
Very good	5.6%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	44.4%	8	0.0%	0	0.0%	0	0.0%	0	80.0%	4	40.0%	4	0.0%	0
Neither good nor poor	27.8%	5	0.0%	0	0.0%	0	100.0%	1	0.0%	0	30.0%	3	100.0%	1
Quite poor	16.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	3	0.0%	0
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Range of shops &amp; services available</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	16.7%	3	0.0%	0	100.0%	1	0.0%	0	40.0%	2	0.0%	0	0.0%	0
Neither good nor poor	22.2%	4	0.0%	0	0.0%	0	100.0%	1	0.0%	0	30.0%	3	0.0%	0
Quite poor	33.3%	6	0.0%	0	0.0%	0	0.0%	0	20.0%	1	50.0%	5	0.0%	0
Very poor	22.2%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	20.0%	2	100.0%	1
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Quality of shops &amp; services available</b>														
Very good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Quite good	22.2%	4	0.0%	0	100.0%	1	0.0%	0	20.0%	1	20.0%	2	0.0%	0
Neither good nor poor	33.3%	6	0.0%	0	0.0%	0	100.0%	1	40.0%	2	30.0%	3	0.0%	0
Quite poor	27.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	4	100.0%	1
Very poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Entertainment and leisure facilities</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	27.8%	5	0.0%	0	0.0%	0	100.0%	1	0.0%	0	30.0%	3	100.0%	1
Quite poor	27.8%	5	0.0%	0	100.0%	1	0.0%	0	20.0%	1	30.0%	3	0.0%	0
Very poor	38.9%	7	0.0%	0	0.0%	0	0.0%	0	60.0%	3	40.0%	4	0.0%	0
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Marketing / promotion / events</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	5.6%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	22.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	4	0.0%	0
Quite poor	27.8%	5	0.0%	0	0.0%	0	0.0%	0	20.0%	1	30.0%	3	100.0%	1
Very poor	27.8%	5	0.0%	0	0.0%	0	0.0%	0	40.0%	2	30.0%	3	0.0%	0
(Don't know)	16.7%	3	0.0%	0	0.0%	0	100.0%	1	40.0%	2	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Liveliness / street life / character</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	27.8%	5	0.0%	0	100.0%	1	100.0%	1	20.0%	1	20.0%	2	0.0%	0
Quite poor	44.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.0%	7	100.0%	1
Very poor	22.2%	4	0.0%	0	0.0%	0	0.0%	0	60.0%	3	10.0%	1	0.0%	0
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>The market</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Quite poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Very poor	33.3%	6	0.0%	0	100.0%	1	0.0%	0	40.0%	2	30.0%	3	0.0%	0
(Don't know)	50.0%	9	0.0%	0	0.0%	0	100.0%	1	60.0%	3	40.0%	4	100.0%	1
Base:		18		0		1		1		5		10		1

# Highcliffe Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)	1 – 2 years (Q01)	3 – 5 years (Q01)	6 – 10 years (Q01)	Over 10 years (Q01)	(Don't know / not sure) (Q01)							
<b>Quality / number of places to eat / drink</b>														
Very good	11.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	10.0%	1	0.0%	0
Quite good	50.0%	9	0.0%	0	100.0%	1	100.0%	1	20.0%	1	60.0%	6	0.0%	0
Neither good nor poor	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Quite poor	16.7%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	10.0%	1	100.0%	1
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.1%	2	0.0%	0	0.0%	0	0.0%	0	40.0%	2	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>General shopping environment</b>														
Very good	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Quite good	11.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	10.0%	1	0.0%	0
Neither good nor poor	33.3%	6	0.0%	0	100.0%	1	100.0%	1	20.0%	1	30.0%	3	0.0%	0
Quite poor	38.9%	7	0.0%	0	0.0%	0	0.0%	0	40.0%	2	40.0%	4	100.0%	1
Very poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1
<b>Convenience for shoppers</b>														
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	27.8%	5	0.0%	0	0.0%	0	100.0%	1	20.0%	1	30.0%	3	0.0%	0
Neither good nor poor	38.9%	7	0.0%	0	100.0%	1	0.0%	0	40.0%	2	30.0%	3	100.0%	1
Quite poor	22.2%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	30.0%	3	0.0%	0
Very poor	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
(Don't know)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
Base:		18		0		1		1		5		10		1



## Highcliffe Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>Q11 In planning for the future of the town centre, what do you think are the four most important things listed below ?</b>														
Increase range of national multiple / chain stores	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Increase range of local / speciality retailers	66.7%	12	0.0%	0	100.0%	1	100.0%	1	60.0%	3	60.0%	6	100.0%	1
Improve quality of shops and services	33.3%	6	0.0%	0	0.0%	0	0.0%	0	40.0%	2	40.0%	4	0.0%	0
Improve appearance of the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the market	22.2%	4	0.0%	0	0.0%	0	0.0%	0	40.0%	2	20.0%	2	0.0%	0
Make centre safer (CCTV, policing, better lighting etc.)	22.2%	4	0.0%	0	0.0%	0	100.0%	1	20.0%	1	20.0%	2	0.0%	0
Remove / reduce traffic congestion	61.1%	11	0.0%	0	100.0%	1	100.0%	1	60.0%	3	50.0%	5	100.0%	1
Provide more housing in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve frequency of bus services to the town centre	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Improve public car parking availability and reduce car parking charges	38.9%	7	0.0%	0	100.0%	1	0.0%	0	20.0%	1	40.0%	4	100.0%	1
Provide better entertainment and leisure	16.7%	3	0.0%	0	100.0%	1	0.0%	0	40.0%	2	0.0%	0	0.0%	0
Improve quality and range of cafes and restaurants	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	2	0.0%	0
Improve pedestrian links and facilities in the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve quality of shop units / retail accommodation	16.7%	3	0.0%	0	0.0%	0	0.0%	0	20.0%	1	20.0%	2	0.0%	0
Encourage / promote Sunday trading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Promote / publicise the attractions of the town centre	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Provide and improve public transport facilities in the town centre	11.1%	2	0.0%	0	0.0%	0	100.0%	1	20.0%	1	0.0%	0	0.0%	0
More office accommodation	11.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	100.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter collections / more bins etc / make area cleaner	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use flowers / plants to improve appearance	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Improve road / pavement surfaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Improve Saxon Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many empty / derelict buildings / shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not answered)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Base:		18		0		1		1		5		10		1

**Q12 Please make any additional comments in the space provided below:**

Other	22.2%	4	0.0%	0	0.0%	0	0.0%	0	20.0%	1	20.0%	2	100.0%	1
Too many charity shops	11.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	1	10.0%	1	0.0%	0
Too many estate agents	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
(Nothing else)	5.6%	1	0.0%	0	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0
(Not answered)	61.1%	11	0.0%	0	100.0%	1	100.0%	1	40.0%	2	70.0%	7	0.0%	0
Base:		18		0		1		1		5		10		1

## Highcliffe Town Centre Business Occupiers Survey for Nathaniel Lichfield & Partners

	Total	Less than a year (Q01)		1 – 2 years (Q01)		3 – 5 years (Q01)		6 – 10 years (Q01)		Over 10 years (Q01)		Don't know / not sure (Q01)		
<b>ARE Area:</b>														
Blandford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Christchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	100.0%	18	0.0%	0	100.0%	1	100.0%	1	100.0%	5	100.0%	10	100.0%	1
Base:		18		0		1		1		5		10		1