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Planning Design Economics

**POTENTIAL FOR NEW RETAIL
FLOORSPACE ASSOCIATED WITH
PROPOSED URBAN EXTENSIONS**

**CORFE MULLEN AND WEST
PARLEY**

Prepared on behalf of East Dorset
District Council

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CONTENTS

1.0 INTRODUCTION..... 2

2.0 EXISTING SHOPPING PATTERNS 3

 Main and Top-up food Shopping..... 3

 Key Settlement Catchment Areas 5

3.0 SCOPE FOR ACCOMMODATING STORES AT URBAN EXTENSIONS 8

 Introduction 8

 The Urban Extensions 8

 Methodology and Data 9

 Population and Spending 10

 Existing & Committed Floorspace 11

 Proposed Waitrose in Wimborne Town Centre..... 12

 Potential for a Food Store in Corfe Mullen 12

 Potential for a Food Store in West Parley 15

 Impact on Conclusions of the Joint Retail Study..... 16

4.0 CONCLUSIONS..... 18

- APPENDIX A - Catchment Area Plan**
- APPENDIX B - NEMS Household Survey Results**
- APPENDIX C - Summary of Shopping Patterns**
- APPENDIX D - Retail Capacity Assessment**

1.0 INTRODUCTION

- 1.1 Nathaniel Lichfield & Partners (NLP) were commissioned by Christchurch, East Dorset, North Dorset and Purbeck Council's to prepare a joint town centre and retail study for the four local authority areas (JRS), including an assessment of the main town and district centres within East Dorset. The study was completed in May 2008.
- 1.2 For East Dorset this study concluded that the district had capacity to support an additional 5,321 to 6,225 sq. m net of convenience floorspace and 4,237 to 5,514 sq. m net of comparison floorspace by 2016 with the top end of these ranges only being supported if the LDF adopted higher housing targets are achieved, which were possibly to be in the form of urban extension areas.
- 1.3 The study also concluded that, if urban extensions were implemented in East Dorset, then it would be likely that these new residential areas would require new local/neighbourhood centres, which could accommodate some of the floorspace projections shown above.
- 1.4 On the basis of the above conclusions, East Dorset have commissioned additional work in order to establish the potential to locate a food store within the areas of Corfe Mullen and West Parley as part of prospective urban extensions.
- 1.5 This report includes a more detailed analysis of trade draw patterns within the identified areas and examines new development scenarios to test whether:
- a food store could be supported in these local centres;
 - the size of store that could be supported;
 - the most suitable location for a food store; and
 - the likely impacts it will have on neighbouring centres and our conclusions in the joint retail study.
- 1.6 Specific regard will also be had to the localised housing growth in the context of district wide population projections that were used in the main study.

2.0 EXISTING SHOPPING PATTERNS

- 2.1 The Joint Retail Study utilised survey information provided by NEMS Market Research who carried out a telephone survey of 2,108 households in the study area. For this study, the information provided by NEMS has been further broken down to postcode level in order to assist more detailed analysis.
- 2.2 Although the exact locations for the potential housing sites are currently not finalised, East Dorset District Council have provided an indicative plan showing the potential locations for the urban extensions and areas expected to accommodate high levels of new housing growth. This plan has been used to identify the local areas which require more detailed analysis at a postal sector level. The areas identified are covered by three of the zones (ED1, ED2 and PB3) adopted in the previous study which include parts of East Dorset, Purbeck, Bournemouth and Poole local authority areas.
- 2.3 The study area, shown in Appendix A, has now been split into 14 zones, each of which is based on one individual postcode sector. The survey results for these new sub-zones are shown in Appendix B and summarised in this section.
- 2.4 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 main and top-up food shopping patterns and shopping patterns for the main categories of comparison goods.

Main and Top-up food Shopping

- 2.5 Across the study area as a whole, large food stores are identified as the predominant destinations for main food shopping trips, where as top-up food shopping trips generally occur in either the same store used for main food shopping or smaller stores/local shops located closer to the shopper's home or place of work. Overall, the Tesco store at Ferndown was the most popular destination for both main food and top-up food shopping for the study area as a whole. The most popular food shopping destinations in each zone are set below and summarised in terms of top and main food shopping destinations in Table 2.1 below and in Appendix C.

Table 2.1 – Existing Shopping Patterns

Zone	Main Food Shopping Destination	Top-up Food Shopping Destinations
Zone 1 (BH21 1) Wimborne Minster/ Canford Magna	23% Tesco, Waterloo Road, Poole 19% Somerfield, Wimborne 18% Sainsbury's, Ferndown	37% Somerfield, Wimborne 28% Wimborne Other
Zone 2 (BH21 2) Colehill/ East Wimborne	30% Tesco, Ferndown 21% Sainsbury's, Ferndown 15% Somerfield, Wimborne 11% Tesco, Waterloo Road, Poole	32% Somerfield, Wimborne 18% Tesco, Ferndown 16% Wimborne Other
Zone 3 (BH21 3) Corfe Mullen/ Ashington/ East End	18% Tesco, Tower Park, Poole 18% Tesco, Waterloo Road, Poole 14% Co-op, Corfe Mullen 10% Asda, Poole Town Centre	67% Co-op, Corfe Mullen
Zone 4 (BH21 4) Sturminster Marshall	27% Tesco, Blandford St Mary 13% Tesco, Ferndown 13% Sainsbury's, Ferndown 13% Asda, Canford Heath	29% Somerfield, Wimborne 21% Wareham Stores 14% Tesco, Blandford St Mary
Zone 5 (BH21 7) Broomhill/Bothenwood	58% Sainsbury's, Ferndown 25% Tesco, Ferndown	27% Other 18% Somerfield, Wimborne
Zone 6 (BH10 6) South of Ferndown	24% Asda, Castlepoint 19% Other Bournemouth 14% Somerfield, Bournemouth	25% Somerfield, Bournemouth 25% Other Bournemouth 18% Other 13% West Moors Stores
Zone 7 (BH10 7) Northbourne/ West Parley	22% Tesco, Ferndown 22% Tesco Extra, Bournemouth 22% Sainsbury's, Castlepoint	38% Somerfield, Bournemouth 25% Other Bournemouth
Zone 8 (BH22 0) West Moors	61% Sainsbury's, Ferndown 25% Tesco, Ferndown	43% West Moors 22% Sainsbury's, Ferndown 19% Tesco, Ferndown
Zone 9 (BH22 8) Tricketts Cross	53% Tesco, Ferndown 24% Sainsbury's, Ferndown 12% Asda, Castlepoint	53% Tesco, Ferndown 24% Sainsbury's, Ferndown
Zone 10 (BH22 9) Ferndown	70% Tesco, Ferndown 20% Sainsbury's, Ferndown	49% Tesco, Ferndown 38% Sainsbury's, Ferndown
Zone 11 (BH15 4) Hamworthy	24% Tesco, Waterloo Road, Poole 24% Asda, Poole Town Centre 19% Sainsbury's, Pitwines Close 12% Tesco, Tower Park, Poole	42% Other Poole 12% Sainsbury's, Pitwines Close
Zone 12 (BH16 5) Upton	37% Tesco, Waterloo Road, Poole 15% Asda, Poole Town Centre 12% Tesco, Tower Park, Poole	38% Upton Stores 28% Other Poole 13% Tesco, Waterloo Road, Poole
Zone 13 (BH17 7) Waterloo/Creekmoor	50% Tesco, Waterloo Road, Poole 11% Tesco, Tower Park, Poole 11% Asda, Canford Heath	38% Other Poole 30% Tesco, Waterloo Road, Poole
Zone 14 (BH18 9) Broadstone	39% Tesco, Waterloo Road, Poole 11% Tesco, Tower Park, Poole 11% Asda, Canford Heath 11% Other Poole	48% Somerfield, Broadstone 14% Other 10% Broadstone Other

Key Settlement Catchment Areas

2.6 The study area includes the town centres of Wimborne, Ferndown, West Moors and Upton (within Purbeck) with Wimborne predominantly serving the west of the study area including Corfe Mullen and Ferndown serving the east. It was concluded in the JRS that in general retail terms these centres “*primarily serve a local catchment area and have limited draw beyond their respective boundaries*” (Paragraph 5.2). The extent of these catchment areas was considered to be further limited due to the sphere of influence of larger centres such as Poole and Bournemouth.

Wimborne

2.7 Wimborne’s catchment area is relatively localised with the survey data indicating that trade is primarily drawn from Zone 1 followed by Zones 2, 4 and 5 with a limited amount of trade also coming from Zones 3, 11, 13 and 14. Wimborne also attracts approximately 10% of its trade from beyond the study area.

2.8 In terms of convenience provision, Wimborne town centre has a Somerfield store of approximately 1,310 sq. m net which is located at Crown Mead as well as number of smaller convenience stores. Currently convenience provision is relatively limited in Wimborne when compared with other towns of its size.

2.9 Most convenience shoppers come to Wimborne to visit the Somerfield which attracts the majority of its trade from Zones 1, 2, 4 and 5 which, along with Zone 3, are the closest zones geographically. However, as Table 2.1 above shows, only Zone 1 (19%) and Zone 2 (15%) shoppers use this store regularly as a main food shopping destination. It appears that this store is primarily a top-up food shopping destination with 37% of Zone 1 shoppers using it for this purpose followed by 32% from Zone 2, 29% from Zone 4 and 18% from Zone 5.

2.10 Table 2.1 shows that shoppers from these zones are undertaking their main food shopping in stores located a further distance away with 23% of Zone 1 shoppers travelling to Tesco on Waterloo Road in Poole, 51% of Zone 2 shoppers travelling to Tesco and Sainsbury’s in Ferndown, 37% of Zone 3 shoppers travelling to Tesco stores in Poole, 27% of Zone 4 shoppers travelling to Tesco at Blandford St Mary and 83% of Zone 5 shoppers travelling to Sainsbury’s and Tesco at Ferndown.

2.11 Whilst the existing sphere of influence of Wimborne is limited, it is expected to improve once the permitted Waitrose store opens.

Ferndown

- 2.12 In terms of convenience provision, Ferndown town centre has a Tesco which is located at Penny's Walk and an Iceland. There is also a large Sainsbury's and a Lidl to the edge of the town centre along Ringwood Road. Convenience provision is considered to be very good within Ferndown and consequently trade is drawn from a wider area than for example Wimborne is currently able to achieve. The survey indicates that trade is primarily drawn from Zones 10, 9, 8 and 5 with relatively large amounts of trade coming from Zones 1, 2, 4 and 7 and a limited amount of trade coming from Zones 3, 6, 11 and 14. Indeed only Zones 12 and 13 have no trade going to Ferndown. Furthermore, Ferndown also attracts around 50% inflow from other areas outside the study area, such as Verwood.
- 2.13 Most convenience shoppers come to Ferndown to visit either the Tesco or Sainsbury's food stores. These stores are used for both main and top-up food shopping with the majority of trade attracted from Zone 10 (80%) followed by Zone 9 (72%), Zone 8 (68%), Zone 5 (57%) and Zone 2 (41%) which are the closest zones geographically.
- 2.14 The survey results indicate that Ferndown's catchment area is limited to the south of the study area (Zone 6) by large stores within Bournemouth and to the west (Zones 1, 3 and 4) by stores within Poole, Blandford St Mary and Wimborne. The shopping patterns to the east of the study area are therefore considered relatively sustainable with shoppers tending to undertake their main food shops in the large food stores nearest to their homes.
- 2.15 However, the JRS showed that the Tesco and Sainsbury's food stores in Ferndown are trading significantly above their respective company benchmarks (Paragraphs 6.48 – 6.49), thereby indicating potential for a new food store to alleviate some of the pressure on these two food stores.

Conclusions

- 2.16 The survey results indicate that there is a limited choice of main food stores within the centres to the western part of the study area such as Wimborne, Corfe Mullen and Upton with the majority of residents travelling to Poole to undertake this form of convenience shopping. These shopping patterns, with people having to travel greater

distances than necessary in order to undertake their main food shopping, could be more sustainable if some shopping trips were retained in the local area.

- 2.17 The eastern part of the study area has two main food shopping destinations which are both located within Ferndown and are also currently trading above their respective company benchmarks. However, this area is well served in terms of main food shopping destinations, although there may be some need to provide additional convenience floorspace in order to alleviate some of the pressure on these existing food stores.

3.0 SCOPE FOR ACCOMMODATING STORES AT URBAN EXTENSIONS

Introduction

- 3.1 The draft Regional Spatial Strategy (RSS) for the South West proposes a limited number of urban extensions which would involve rolling back the inner green belt. This policy was supported by the RSS panel report which also further recommended additional small urban extensions in East Dorset.
- 3.2 On the assumption that the Secretary of State accepts these recommendations, East Dorset's Core Strategy must consider where these extensions should be and what form they will take.
- 3.3 Specifically, the draft RSS has particular proposals for urban extensions for housing in East Dorset in the following broad locations:
- 'north west of the main urban area at Corfe Mullen' (*about 700 dwellings*); and
 - 'east and south east of Ferndown' (*about 1,700 dwellings between the two*) i.e. an area inclusive of West Parley.
- 3.4 Government guidance also specifies a need for new housing areas to be designed sustainably. Therefore, people living in these areas should not need to travel far to reach local shops and other facilities. East Dorset Council's Issues and Options paper (March 2008) states that "*new housing areas will not be big enough to support local centres on their own*" (P.28) and as such must be located close to existing shops.
- 3.5 This study seeks to ascertain whether there will be a need to provide additional convenience shopping facilities to support this additional housing or whether existing provision is adequate to meet the potential need.

The Urban Extensions

- 3.6 As stated above the exact locations for the proposed urban extensions have not been identified to date. However, the broad locations and figures have been provided.
- 3.7 The extension to be located north-west of Corfe Mullen will provide an additional 700 dwellings. In addition, it is also intended to provide approximately 100 dwellings on

brownfield sites within Corfe Mullen. These potential housing growth areas fall within Zone 3 of the study area.

3.8 The extension, to be located to the south and east of Ferndown adjacent to West Parley, will provide approximately 800 additional dwellings. This area falls within Zone 9 of the study area. A further 1,200 dwellings are also proposed to be provided on brownfield sites within Ferndown including northern parts of the town. This development area falls within Zone 10 of the study area. In summary the following housing is to be provided by 2026:

- Zone 3: 800 dwellings;
- Zone 9: 800 dwellings;
- Zone 10: 1,200 dwellings.

Methodology and Data

3.9 The study area has been divided into 14 zones in order to allow more detailed analysis. The study area is shown in Appendix A and the extent is based upon the potential catchment areas of additional convenience retail facilities located within Corfe Mullen and West Parley. The study area is largely within the jurisdiction of East Dorset although extends into the neighbouring authorities of Poole, Bournemouth and Purbeck.

3.10 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 latest 2006 local consumer expenditure estimates for convenience goods for each of the study area zones have been obtained in order to update figures used in the JRS which adopted 2005 data.

3.11 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates has been based on the results of the household survey, the quality of existing provision and the relative distance between shopping centres and study area zones.

3.12 The total turnover of shops within the study area has been obtained from the JRS with an adjustment of 0.3% to reflect improvements in turnover efficiency since the

study was produced in 2007. In addition, the expected levels of expenditure inflow have been adjusted given the limited size of the study area.

- 3.13 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

Population

- 3.14 Paragraph 3.8 provides the estimated number of new homes expected to arise if the proposed urban extensions and increased house building rates are realised.
- 3.15 The JRS provided a baseline and a higher population scenario which took account of high housing growth. The high population scenario was based on 2004 ONS projections for the study area authorities, which were predominantly higher than the rates assumed in the draft RSS. Following the RSS Panel recommendations that higher housing target rates would be required the JRS recommended that the use of the higher population scenario may be more appropriate in reflecting the higher growth rate endorsed by the Panel report.
- 3.16 This study therefore uses the higher population scenario, but is apportioned on a zone by zone basis to reflect the likely geographic spread of residential development across the zones, including the Corfe Mullen and West Parley urban extensions.
- 3.17 The population projections for the study area zones is set out in Table 1 in Appendix D.

Available Convenience Expenditure

- 3.18 Table 2 in Appendix D sets out the forecast growth in expenditure per head for convenience goods within each of the zones. Consistent with the JRS, expenditure estimates have been provided by Experian.
- 3.19 Table 3 then provides details on available expenditure within the study area. The levels of expenditure are derived by combining the population and spending figures from Tables 1 and 2. A reduction has also been made for special forms of trading

such as mail order, non-retail business e-tail and vending machines. Available convenience expenditure in the study area is expected to increase from £176.95 at 2008 to £182.03 at 2011, £194.44 at 2016, £207.7 at 2021 and £222.07 at 2026.

Existing & Committed Floorspace

Existing Retail Floorspace

3.20 Table 3.1 below summarises the existing convenience goods retail floorspace within the study area which is estimated to total 9,393 sq. m net. The benchmark turnover of this floorspace is £72.14 million.

Table 3.1 - Convenience Floorspace and Benchmark Turnover at 2008 (2006 Prices)

<i>District/Town/Store</i>	<i>Net Sales Floorspace (Sq M)</i>	<i>% Convenience Sales Floorspace</i>	<i>Convenience Sales Floorspace (Sq. m net)</i>	<i>Convenience Turnover Density (£/Sq. m)</i>	<i>Total Convenience Turnover</i>
Somerfield, Wimborne	1,310	86%	1,127	6636	£7.48
Wimborne Other	765	98%	750	3500	£2.62
Wimborne Sub-total	2,075		1,876		£10.10
Co-op, Wareham Rd, Corfe Mullen	790	90%	711	5882	£4.18
Co-op, The Parade, Corfe Mullen	308	98%	302	5882	£1.78
Corfe Mullen Sub-total	1,098		1,013		£5.96
Sainsbury's, Ferndown	2,993	65%	1,945	9548	£18.58
Tesco, Penny Walk, Ferndown	3,189	60%	1,913	13203	£25.26
Lidl, Ferndown	1,150	80%	920	2679	£2.46
Co-op, Ferndown	93	90%	84	5882	£0.49
Iceland, Ferndown	500	95%	475	5505	£2.61
Other Ferndown	350	98%	343	3500	£1.20
Ferndown Sub-total	8,275		5,681		£50.61
Co-op, West Moors	300	85%	255	5882	£1.50
Tesco Express, West Moors	166	90%	149	13203	£1.97
West Moors Other	200	98%	196	3500	£0.69
West Moors Sub-total	666		600		£4.16
Co-op, West Parley	248	90%	223	5882	£1.31
Area Total	12,362		9,393		£72.14
Commitments					
Waitrose, Wimborne	1,834	90%	1,650	11444	£18.88

Source: Volume 1 Joint Retail Assessment (2008) Table 1A and RIA for Waitrose by Barton Willmore (September 2007)

Committed Convenience Floorspace

3.21 The committed new Waitrose food store within Wimborne which will provide an additional 1,650 sq. m net of convenience floorspace within Wimborne town centre, is expected to have a benchmark turnover of £18.88 million. Permission for this store was granted 29th September 2008 and was not a commitment at the time of the JRS. In order to ensure this report is robust it has been necessary to include the Waitrose

application and the impact this permission will have on shopping patterns within the study area.

Proposed Waitrose in Wimborne Town Centre

- 3.22 The Waitrose planning application was supported by a Retail Impact Assessment (RIA) produced by Barton Willmore in September 2007. It is necessary to review this RIA in order to understand where the new stores trade is to be drawn from.
- 3.23 The defined catchment area consists of 10 Zones (8 of which are contained within the study area for this report) each containing one postcode sector each. Therefore, this makes for easy comparison.
- 3.24 The RIA shows that the new Waitrose will draw the majority of its trade from NLP Zones 1 (45%) and 2 (45%) followed by Zone 5 (26%) and Zone 4 (19%) with a limited amount of trade coming from NLP Zones 3, 8, 10 and 14.
- 3.25 The RIA also indicates the degree to which the store would increase the market share of Wimborne, and these proportional increases have been applied to the market shares of the JRS. Revised market shares for 2011 are set out in Table 6 (Appendix D) to take account of the Waitrose commitment.

Potential for a Food Store in Corfe Mullen

- 3.26 In terms of assessing capacity for an additional food store within the western part of the study area, it has been assumed that in the first instance new retail floorspace should be directed towards Wimborne. However, with the proposed Waitrose implemented and the existing Somerfield, Wimborne will have a good convenience offer and consideration can be given to improving provision in smaller settlements in the Wimborne area.
- 3.27 Given the intentions for an urban extension in Corfe Mullen, the potential of incorporating a store in Corfe Mullen has been explored.
- 3.28 The residential area of Corfe Mullen is incorporated within Zone 3 of the study area. Corfe Mullen's share of convenience expenditure is currently limited to what the two existing Co-op food stores can retain/attract which is approximately £6.36 million at 2008 or 3.5% of all available expenditure within the study area (Table 5). Of this £6.36 million attracted to Corfe Mullen, £4.27 million or 67% comes from Zone 3.

- 3.29 The Co-op food stores only retain 26% of all available convenience expenditure within Zone 3 (Table 4), and this is primarily top-up food shopping trips. Most significantly, 50% of Zone 3's main food convenience expenditure is currently leaking to the larger food stores in Poole. Local residents in Zone 3 are travelling greater distances than necessary in order to meet their main food shopping needs.
- 3.30 Barton Wilmore's RIA for the Wimborne Waitrose application did not envisage that the store would draw significant levels of expenditure from the Corfe Mullen Zone. This suggests there is scope to claw back expenditure which is currently leaking out of Zone 3 to surrounding larger stores and centres and also to promote more sustainable shopping patterns.
- 3.31 On the basis of the above, there is a qualitative argument for supporting the provision of an additional food store within Corfe Mullen in order to better meet both existing and future local need.

Future Market Shares

- 3.32 In order to assess the capacity for, and impact of, a potential new food store within Corfe Mullen, Table 6 adjusts the existing market shares to take account of the impact that a new food store could have on shopping patterns within the study area at 2011. This table also adjusts shares to reflect the impact of the proposed Waitrose in Wimborne. The table assumes that a new food store could increase Corfe Mullen's market share of expenditure in Zone 3 from 26% to 40%, which we believe is an achievable and realistic retention rate for an enlarged settlement of the size proposed, bearing in mind the close proximity of large food stores in Poole and Wimborne.
- 3.33 Tables 7 to 10 in Appendix D adopt these revised market shares to estimate available expenditure between 2011 and 2026. These tables show that an estimated uplift of retention in Zone 3 to 40% for Corfe Mullen stores, and small increases in penetration rate in surrounding zones, would increase the turnover of stores in Corfe Mullen to £12.6 million at 2011 rising to £13.46m at 2016, £14.38m at 2021 and £15.38 million at 2026.
- 3.34 This increased trade retention is achieved through the claw back of trade which is currently leaking out of this area, predominantly to Poole and Ferndown. If a food store is not provided within Corfe Mullen it is likely that the leakage of expenditure

would increase particularly with the proposed amount of additional housing within this area.

Retail Capacity

- 3.35 Table 11 compares the estimated available convenience expenditure within each town with the benchmark turnover of existing floorspace, as set out in Table 3.1. There is an estimated £7.12 million convenience expenditure surplus in Corfe Mullen at 2011 available to support a new store, if a new store can achieve the uplift in expenditure outlined above and shown in Table 6.

Size of Store

- 3.36 Table 12 converts this available surplus expenditure in Corfe Mullen into potential net convenience floorspace based on a turnover of £7,084 per sq. m at 2011 rising by 0.3% annually.
- 3.37 Table 12 shows that at 2011 a food store of approximately 930 sq. m net could be supported in Corfe Mullen increasing to 1,023 sq. m at 2016, 1,122 sq. m at 2021 and 1,226 sq. m at 2026. The convenience floorspace of a food store would be expected to be complemented by a proportion of comparison goods floorspace. We would expect an additional 10% of comparison goods floorspace may be likely in a store of this size. In order to create an appropriate critical mass and a store suitable for main food shopping trips, we believe a store with a net sales area of about 1,400 sq. m net should be provided. A store of this size should be capable of accommodating long term expenditure growth up to 2026. The floorspace figures are net sales, which will be approximately 65% of gross floorspace.
- 3.38 This suggests an additional medium sized (about 2,000 sq m gross) food store could be accommodated within Corfe Mullen if the urban extensions were to go ahead.

Impact on Surrounding Centres

- 3.39 If a new food store were to be located in Corfe Mullen it is unlikely to significantly impact on surrounding centres. The majority of trade which will be drawn by a new store will be predominantly diverted from Tesco at Tower Park and Tesco at Waterloo Road in Poole (as can be seen in the comparison between Table 4 and Table 6 in Appendix D). These stores are both located out of centre and therefore no protection

needs to be afforded to them. In addition, directing trade from these stores is a positive impact in terms of sustainability. Other than on these two stores, the impact on any other one store will be negligible as trade loss will be diluted between many stores with no one store seeing a significant amount of trade loss.

- 3.40 In conclusion, an additional food store within Corfe Mullen is unlikely to have a significant or detrimental impact upon the vitality or viability of either Wimborne or Ferndown or any individual store or centre within the surrounding area.

Potential for a Food Store in West Parley

- 3.41 Due to West Parley's close proximity to Ferndown, which is a popular convenience shopping destination, the catchment areas of the two centres significantly overlap. The catchment area of Ferndown and West Moors also overlap. Residents of an urban extension in West Parley would be reasonably well served by existing stores in Ferndown in terms of proximity and qualitative choice.
- 3.42 There is evidence that the two main food stores within Ferndown i.e. Tesco at Penny's Walk and Sainsbury's on Ringwood Road, are overtrading. Table 11 in Appendix D shows that Ferndown as a centre is overtrading in the region of £28 million at 2008, which will only marginally reduce at 2011 with the introduction of the Waitrose store in Wimborne.
- 3.43 There is scope to reduce overtrading in the Ferndown area through the provision of a new store in this area. Table 13 provides convenience floorspace projections between 2008 and 2026 assuming all of the overtrading in Ferndown is considered to be surplus expenditure available to support new floorspace. This table shows that at 2011 expenditure capacity exists to support a food store of 3,523 sq. m net increasing to 4,228 sq. m at 2016, 4,953 sq. m at 2021 and 5,729 sq. m by 2026.
- 3.44 Given that the existing convenience provision within Ferndown is strong with two large food stores, it may be appropriate to redistribute capacity by providing an additional provision elsewhere in East Dorset. The household survey results suggest that convenience expenditure retention in the Ferndown/West Parley/West Moors area (Zones 8, 9 and 10) is already high (over 80%) and there is limited potential to claw back expenditure leakage. Less than half of Ferndown's existing trade comes from these three local zones and food stores within Ferndown have a wide catchment area.

- 3.45 A new food store within West Parley would help to reduce trading level in food stores in Ferndown. A new food store in West Parley would predominantly serve zone 9, and to a lesser extent zone 10. The expenditure retention rate is 81% in zone 9, with 75% attracted to Ferndown, 5% attracted to West Parley and 1% attracted to West Moors. Only 16% of the total turnover of convenience facilities/food stores in Ferndown is derived from this zone. A further 16% is derived from zone 10. Based on these figures, and the limited potential to claw back convenience expenditure leakage from the local area, we believe that it is unlikely that a food store in West Parley would absorb more than 40% of the surplus expenditure capacity estimated for the Ferndown/West Parley/West Moors area. Seeking to accommodate more than 40% of the theoretical capacity would not necessarily promote more sustainable shopping patterns.
- 3.46 A new food store in West Parley would not necessarily reduce the catchment areas of the Ferndown food stores, and some of the retail capacity identified within Ferndown may be better served elsewhere within the study area in order to create more sustainable shopping patterns.
- 3.47 If 40% of the surplus expenditure capacity identified in Table 13 can be accommodated in West Parley then a food store of between 1,500 to 2,000 sq. m net could be accommodated (about 3,000 sq. m gross).

Impact on Surrounding Centres

- 3.48 The majority of trade drawn to a new food store in West Parley will be predominantly diverted from Tesco and Sainsbury in Ferndown. These stores are trading significantly above their company average turnover levels and are unlikely to be adversely affected.

Impact on Conclusions of the Joint Retail Study

- 3.49 Paragraph 7.22 of Volume 1 of the JRS found that *“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”*. The western part of the study area struggles to retain expenditure compared to Ferndown (included in the JRS’s central area) where the existing stores are overtrading.

- 3.50 Paragraph 7.23 further stated that *“In some areas such as Wimborne, where the choices for main or 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”*. The report also notes a need to alleviate some of the pressure on the overtrading stores in Ferndown.
- 3.51 The JRS concluded that there was a need to provide 5,321 – 6,225 sq. m net additional convenience floorspace within East Dorset by 2016. Paragraph 9.8 of Volume 1 made reference to the fact that if urban extensions were implemented within East Dorset then these new residential areas are potential locations to accommodate some of this floorspace projection. Therefore, the recommendation to provide additional convenience floorspace within Corfe Mullen and West Parley reinforces the advice of the retail study.
- 3.52 Even with the recent granting of the Waitrose in Wimborne, expenditure capacity still remains in the District. Food store developments at Corfe Mullen and West Parley could accommodate a significant element of the remaining expenditure surplus in the District. It is unlikely that further new food stores would be required in the District in the period up to 2016.

4.0 CONCLUSIONS

- 4.1 This report has shown that there is scope to provide an additional food store within the study area in order to increase retention rates and promote more sustainable shopping patterns by clawing back trade currently leaking out to larger centres such as Poole and Bournemouth.
- 4.2 While it is considered that the proposed Waitrose food store in Wimborne will help increase retention rates and claw back some of this lost trade, the proposed store is 'small' in comparison to nearby competitors and acts as an 'up market' food store which may not cater to all of the local population as a main food shopping destination.
- 4.3 Ferndown and Wimborne, as East Dorset's main town centres, should be the preferred location for new retail floorspace. However, after taking account of existing provision and commitments it is concluded that to improve sustainable shopping patterns and better meet local need it would be appropriate to direct additional convenience floorspace to smaller centres such as Corfe Mullen and West Parley.
- 4.4 The quantitative assessment indicates there is potential for a new food store within Corfe Mullen. In order to create an appropriate critical mass and a store suitable for main food shopping trips, we believe a store with a net sales area of about 1,400 sq. m net should be provided (about 2,000 sq. m gross).
- 4.5 West Parley is also considered as a potential location for additional convenience floorspace. If 40% of the surplus expenditure capacity identified in Ferndown can be accommodated in West Parley then a food store of between 1,500 to 2,000 sq. m net could be accommodated (about 3,000 sq. m gross).
- 4.6 If the urban extensions are implemented there is both a quantitative and qualitative need for additional food stores within Corfe Mullen and West Parley. In addition, providing such facilities would not detrimentally impact on the surrounding stores and centres and will not harm the vitality or viability of either Wimborne or Ferndown. Along with the proposed Waitrose at Wimborne, food stores in these two locations will alleviate some of the pressures on the overtrading food stores within Ferndown.

Appendix A

Catchment Area Plan

Appendix B

NEMS Household Survey Results

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Q01 Which store or shop did you do your household's last main food and grocery shopping ?								
Sainsbury's, Lyndhurst Road, Christchurch	7.5%	151	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringwood Road, Ferndown	6.9%	139	0.0%	0	11.1%	1	0.0%	0
Tesco, Waterloo Road, Poole	6.1%	124	0.0%	0	0.0%	0	22.7%	10
Tesco, Penny Walk, Ferndown	5.9%	120	4.8%	1	22.2%	2	2.3%	1
Tesco, Stour Park, Blandford St Mary	5.6%	114	0.0%	0	0.0%	0	0.0%	0
Tesco, Caird Avenue, New Milton	4.6%	92	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	4.1%	82	0.0%	0	0.0%	0	0.0%	0
Morrisons, District Shopping Centre, Verwood	3.2%	65	0.0%	0	0.0%	0	1.8%	1
Tesco, Tower Park, Manning Heath, Poole	3.0%	60	9.5%	2	0.0%	0	11.4%	5
Asda, Culliford Crescent, Canford Heath, Poole	2.6%	52	0.0%	0	11.1%	1	4.5%	2
Internet / delivered	2.4%	49	0.0%	0	0.0%	0	0.0%	0
Asda, West Quay Road, Poole Town Centre	2.4%	48	0.0%	0	0.0%	0	22.7%	10
Tesco Extra, Wessex Fields, Bournemouth	2.2%	44	0.0%	0	22.2%	2	0.0%	0
Asda, Hampshire Centre / Castle Point, Bournemouth	2.1%	43	23.8%	5	0.0%	0	0.0%	0
Waitrose, Chantry Fields, Gillingham	2.0%	41	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
Co-Op, Kings Road West, Swanage	1.6%	32	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
Tesco, Weymouth Avenue, Dorchester	1.3%	27	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
Sainsbury's, Pitwines Close, Poole	1.2%	25	0.0%	0	0.0%	0	18.2%	8
Tesco, Dorchester Road, Dorchester	1.2%	24	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	1.2%	24	0.0%	0	0.0%	0	0.0%	0
Somerfield, Station Road, New Milton	1.1%	22	0.0%	0	0.0%	0	0.0%	0
Somerfield, Crown Mead, Hanham Road, Wimborne	1.1%	22	0.0%	0	0.0%	0	0.0%	0
Somerfield, Gillingham	1.1%	22	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
Somefield, Wareham	1.0%	21	0.0%	0	0.0%	0	0.0%	0
Tesco, Poole Road, Branksome, Poole	1.0%	20	0.0%	0	0.0%	0	2.3%	1
Sainsbury's, Sherborne	1.0%	20	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.9%	19	9.5%	2	22.2%	2	0.0%	0
Tesco Express, Old Milton Road, New Milton	0.9%	18	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Alder Park, Poole	0.8%	17	9.5%	2	11.1%	1	0.0%	0
Somerfield, Shaftesbury	0.6%	13	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
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.6%	13	0.0%	0	0.0%	0	1.8%	1
Asda, St Pauls Road, Bournemouth	0.6%	13	4.8%	1	0.0%	0	0.0%	0
Morrisons, Manor Roundabout, Dorchester Road, Dorchester	0.6%	12	0.0%	0	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Tesco, Southampton Road, Salisbury	0.6%	12	0.0%	0	0.0%	0	0.0%	0
Lidl, Gillingham	0.5%	11	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
Waitrose, Churchill Way West, Salisbury	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Fordingbridge	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Somerfield, Blandford	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lymington Road, Highcliffe	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Road, Yeovil	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Christchurch	0.4%	8	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
Lidl, Ferndown	0.3%	7	0.0%	0	0.0%	0	0.0%	0
Tesco, Queensway, Yeovil	0.3%	6	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
Somerfield, Lower Blandford Road, Broadstone	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road, Kinson / Bournemouth	0.2%	5	14.3%	3	0.0%	0	0.0%	0
Somerfield, Newland, Sherborne	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco, Abbey Manor Park, Yeovil	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dolphin Centre, Poole	0.2%	4	0.0%	0	0.0%	0	3.6%	2
Local shops, Stalbridge	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ashley Road, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Southern Co-Operatives, Station Road, Sturminster Newton	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanage	0.1%	3	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
Lidl, Ringwood Road, Poole	0.1%	3	0.0%	0	0.0%	0	1.8%	1
Dike & Son, Ring Street, Stalbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Christchurch Road, Bournemouth	0.1%	3	0.0%	0	0.0%	0	2.3%	1
Asda, Newstead Road, Weymouth	0.1%	3	0.0%	0	0.0%	0	2.3%	1
Sainsbury's, The Maltings, Salisbury	0.1%	3	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
Sainsbury's, Boscombe	0.1%	3	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
Somerfield, Littlemoor Road, Weymouth	0.1%	3	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
Co-Op, Station Road, West Moors	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Poole Road, Branksome	0.1%	2	0.0%	0	0.0%	0	2.3%	1
Somerfield, King John Avenue, Bearwood, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wimborne Road, Winton	0.1%	2	9.5%	2	0.0%	0	0.0%	0
Co-Op, The Square, Mere	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Blandford Road, Hamworthy, Poole	0.1%	2	0.0%	0	0.0%	0	2.3%	1
Tesco Express, Moorvale Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Tesco, Herbert Road, Parkstone, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimborne Road, Bournemouth	0.1%	2	9.5%	2	0.0%	0	0.0%	0
Somerfield, Cheap Street, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Sherborne Road, Yeovil	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Lyde Road, Yeovil	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Southampton Road, Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Sturminster Newton	0.1%	2	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
Costcutter, Ashley Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Meetinghouse Lane, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colehill	0.1%	1	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
Morrisons, Ashley Road, Parkstone, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	1	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
Waitrose, Seamoor Road, Westbourne, Bournemouth	0.1%	1	4.8%	1	0.0%	0	0.0%	0
Lidl, Wimborne Road, Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Salisbury	0.1%	1	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
Morrisons, Weymouth Street, Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Dorset	0.1%	1	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
Sainsbury's, Shaftesbury	0.1%	1	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
Saulflands Store, Saulfland Place, Christchurch	0.1%	1	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
Somerfield, Langton Road, Blandford Forum	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Poole Road, Upton	0.1%	1	0.0%	0	0.0%	0	1.8%	1
Co-Op, Salisbury	0.1%	1	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
Spar, Southbourne Grove, Bournemouth	0.1%	1	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
Tesco Express, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	2.1%
Iceland, Ivel Square, Yeovil	0.1%	1	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
Lidl, Dorchester Road, Dorchester	0.1%	1	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
Tesco, High Street, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Tesco, Mendip Avenue, Shepton Mallet	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Moorvale Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	2.3%	1
Tesco, Purbeck Parade, Lytchett Matravers	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludwell	0.1%	1	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
Tesco, Shillingstone Drive, Bournemouth	0.1%	1	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
Local shops, Wimborne	0.1%	1	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
Waitrose, Oakmount Road, Chandler's Ford, Eastleigh	0.1%	1	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
Morrisons, Dorchester Road, Weymouth	0.1%	1	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
Wrens Shop, Church Road, East Knoyle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	23	0.0%	0	0.0%	0	2.3%	1
(Don't do main food shopping)	0.5%	10	0.0%	0	0.0%	0	2.3%	1
Base:	2018	21	9	44	55	47	45	61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Q02 Is there any other store or shop you do your main food and grocery shopping ?								
<i>Those who do main food shopping at Q01</i>								
Sainsbury's, Ringwood Road, Ferndown	4.4%	89	4.8%	1	0.0%	0	0.0%	0
Sainsbury's, Lyndhurst Road, Christchurch	3.2%	65	0.0%	0	0.0%	0	0.0%	0
Tesco, Penny Walk, Ferndown	3.1%	62	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	2.3%	47	0.0%	0	0.0%	0	0.0%	0
Asda, Hampshire Centre / Castle Point, Bournemouth	2.1%	43	4.8%	1	11.1%	1	0.0%	0
Waitrose, Chantry Fields, Gillingham	2.0%	40	0.0%	0	0.0%	0	0.0%	0
Asda, West Quay Road, Poole Town Centre	2.0%	40	0.0%	0	0.0%	0	9.3%	4
Tesco, Waterloo Road, Poole	1.9%	38	0.0%	0	0.0%	0	11.6%	5
Asda, Culliford Crescent, Canford Heath, Poole	1.8%	36	0.0%	0	0.0%	0	4.7%	2
Tesco, Tower Park, Manning Heath, Poole	1.6%	32	0.0%	0	0.0%	0	2.3%	1
Tesco, Christy's Lane, Shaftesbury	1.6%	32	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
Marks & Spencer, Christchurch	1.3%	26	0.0%	0	0.0%	0	0.0%	0
Tesco, Stour Park, Blandford St Mary	1.3%	26	0.0%	0	0.0%	0	2.3%	1
Tesco Extra, Wessex Fields, Bournemouth	1.2%	25	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	1.1%	23	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pitwines Close, Poole	1.1%	23	0.0%	0	0.0%	0	11.6%	5
Somerfield, Blandford	1.0%	20	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
Somerfield, Station Road, Swanage	0.9%	19	0.0%	0	0.0%	0	0.0%	0
Lidl, Ferndown	0.9%	18	0.0%	0	0.0%	0	0.0%	0
Somerfield, Crown Mead, Hanham Road, Wimborne	0.8%	17	0.0%	0	0.0%	0	0.0%	0
Somerfield, Station Road, New Milton	0.8%	16	0.0%	0	0.0%	0	0.0%	0
Somefield, Wareham	0.7%	15	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lower Blandford Road, Broadstone	0.7%	14	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
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.7%	14	4.8%	1	11.1%	1	0.0%	0
Sainsbury's, Sherborne	0.6%	12	0.0%	0	0.0%	0	0.0%	0
Somerfield, Shaftesbury	0.6%	12	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
Lidl, Gillingham	0.6%	12	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
Somerfield, Saxon Square, Christchurch	0.6%	12	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterloo Road, Poole	0.5%	11	0.0%	0	0.0%	0	2.3%	1
Waitrose, Churchill Way West, Salisbury	0.5%	11	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	11	4.8%	1	0.0%	0	0.0%	0
Tesco Express, Old Milton Road, New Milton	0.5%	11	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
Sainsbury's, Alder Park, Poole	0.5%	10	0.0%	0	11.1%	1	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Morrisons, Southgate Road, Wincanton	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Ferndown	0.5%	10	0.0%	0	0.0%	0	0.0%	1.7%
Somerfield, Lymington Road, Highcliffe	0.5%	10	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%
Aldi, Wallisdown Road, Bournemouth	0.4%	9	4.8%	1	0.0%	0	2.2%	1.7%
Co-Op, Kings Road West, Swanage	0.4%	9	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	4.4%	2
Tesco, Castle Street, Salisbury	0.4%	8	0.0%	0	0.0%	0	0.0%	0.0%
Tesco, Southampton Road, Salisbury	0.4%	8	0.0%	0	0.0%	0	0.0%	0.0%
Co-Op, New Milton	0.3%	7	0.0%	0	0.0%	0	0.0%	0.0%
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.3%	7	0.0%	0	11.1%	1	1.8%	0.0%
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.3%	7	0.0%	0	0.0%	0	2.2%	1.7%
Co-Op Stop & Shop, North Street, Wareham	0.3%	6	0.0%	0	0.0%	0	0.0%	0.0%
Lidl, Ringwood Road, Poole	0.3%	6	0.0%	0	0.0%	2.3%	3.6%	0.0%
Tesco, Queensway, Yeovil	0.3%	6	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%
Asda, Preston Road, Yeovil	0.3%	6	0.0%	0	0.0%	0	0.0%	0.0%
Somerfield, Gillingham	0.3%	6	0.0%	0	0.0%	0	0.0%	0.0%
Co-Op, Milbourne Port, Sherborne	0.2%	5	0.0%	0	0.0%	0	0.0%	0.0%
Asda, St Pauls Road, Bournemouth	0.2%	5	4.8%	1	0.0%	0	0.0%	0.0%
Tesco Express, Ringwood	0.2%	5	0.0%	0	0.0%	0	0.0%	0.0%
Tesco Express, Moorvale Road, Bournemouth	0.2%	5	0.0%	0	0.0%	0	0.0%	0.0%
Marks & Spencer, South Street, Dorchester	0.2%	5	0.0%	0	0.0%	0	0.0%	0.0%
Somerfield, Wimborne Road, Kinson / Bournemouth	0.2%	5	4.8%	1	22.2%	2	0.0%	3.3%
Southern Co-Operatives, Station Road, Sturminster Newton	0.2%	5	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	0.0%	0.0%
Marks & Spencer, Dolphin Centre, Poole	0.2%	4	0.0%	0	0.0%	0	2.2%	1
Morrisons, Manor Roundabout, Dorchester Road, Dorchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0.0%
Sainsbury's, Boscombe	0.2%	4	4.8%	1	0.0%	0	0.0%	0.0%
Waitrose, Standford Road, Lymington	0.1%	3	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%	1.8%	4.3%	2
Co-Op, Bargates, Christchurch	0.1%	3	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%
Tesco Express, Lymington Road, Highcliffe	0.1%	3	0.0%	0	0.0%	0	0.0%	0.0%
Sainsbury's, The Maltings, Salisbury	0.1%	3	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%
Co-Op, Avenue Road, New Milton	0.1%	3	0.0%	0	0.0%	0	0.0%	0.0%
Morrisons, Lysander Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0.0%

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Yeovil																
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
Marks & Spencer, New Canal, Salisbury	0.1%	2	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wimborne Road, Winton	0.1%	2	4.8%	1	0.0%	0	2.3%	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	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
Morrisons, Meetinghouse 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
Local shops, Bell Street, Shaftesbury	0.1%	2	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	2.3%	1	1.8%	1	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	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ashley Road, Poole	0.1%	2	0.0%	0	11.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Wimborne Road, Winton	0.1%	2	9.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Weymouth Street, Warminster	0.1%	2	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	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
Local shops, Stalbridge	0.1%	2	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	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
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
Somerfield, Adastral Square, Branksome, 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
Lees News, Gordon Road, Wimborne	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, Seabourne Road, Bournemouth	0.1%	1	4.8%	1	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	2.2%	1	0.0%	0	0.0%	0
Iceland, Wimborne Road, Winton, 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
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
Local shops, High Street, Tisbury	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, 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
Local market, Shaftesbury	0.1%	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
Co-Op, 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
Buy-Lo Co-Op, Northmead Drive, Creekmoor, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Co-Op, Poole Road, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Fontmell Magna	0.1%	1	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
Aldi, Jubilee Sidings, 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
Marks & Spencer, George Street, Richmond	0.1%	1	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
Asda, Newstead 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
Asda, Warminster Road, Frome	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, Crossways	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, 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

Column % ges.

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	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Local shops, Wimborne	0.1%	1	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
One Stop Shop, Wimborne Road, Poole	0.1%	1	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
Sainsbury's, Castle Lane West, Bournemouth	0.1%	1	0.0%	0	0.0%	0	2.2%	1
Sainsbury's, Ludbourne Road, Sherborne	0.1%	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
Sainsbury's, Ringwood Road, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Spruce Drive, Totton	0.1%	1	0.0%	0	0.0%	0	0.0%	1.7%
Co-Op, Holdenhurst Road, Bournemouth	0.1%	1	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
Somerfield, Littlemoor Road, Weymouth	0.1%	1	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
Spar, Southampton Road, Ringwood	0.1%	1	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
Tesco Express, Fernside Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, King John Avenue, Bearwood, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Hickey's, Lower Blandford Road, Broadstone	0.1%	1	0.0%	0	0.0%	0	2.2%	1
Tesco Express, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Abbey Manor Park, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Shaftesbury	0.1%	1	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
Waitrose, Seamoor Road, Westbourne, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Round Hill, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaftesbury Road, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bransgore	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanage	0.1%	1	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
Aldi, Holdenhurst Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	34.1%	685	38.1%	8	22.2%	2	44.2%	19
(Don't know)	1.9%	38	4.8%	1	0.0%	0	4.7%	2
Base:	2008		21	9	43	55	46	45

Column % ges.

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q03 How do you normally travel to do your main food shopping ?																
<i>Those who do main food shopping at Q01</i>																
Car-driver	72.2%	1449	81.0%	17	77.8%	7	69.8%	30	69.1%	38	69.6%	32	75.6%	34	75.0%	45
Car-passenger	12.0%	240	9.5%	2	22.2%	2	16.3%	7	16.4%	9	15.2%	7	15.6%	7	11.7%	7
Bus / coach	3.7%	74	9.5%	2	0.0%	0	11.6%	5	10.9%	6	4.3%	2	2.2%	1	3.3%	2
Train	0.2%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.9%	138	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	2.2%	1	8.3%	5
Bicycle	0.7%	14	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scooter	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
(Not applicable, goods delivered)	2.5%	50	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.2%	1	2.2%	1	0.0%	0
(Don't know / varies)	1.2%	25	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.2%	1	1.7%	1
Base:		2008		21		9		43		55		46		45		60

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
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?								
Tesco, Penny Walk, Ferndown	3.1%	62	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringwood Road, Ferndown	2.6%	52	4.8%	1	0.0%	0	0.0%	0
Tesco, Stour Park, Blandford St Mary	2.2%	45	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
Sainsbury's, Lyndhurst Road, Christchurch	1.9%	38	0.0%	0	0.0%	0	0.0%	0
Morrisons, District Shopping Centre, Verwood	1.8%	37	0.0%	0	0.0%	0	0.0%	0
Co-Op, Wareham Road, Corfe Mullen, Wimborne	1.6%	32	0.0%	0	0.0%	0	4.5%	2
Co-Op, High Street, Fordingbridge	1.4%	28	0.0%	0	0.0%	0	0.0%	0
Tesco, Waterloo Road, Poole	1.4%	28	0.0%	0	0.0%	0	4.5%	2
Other	1.3%	27	4.8%	1	0.0%	0	0.0%	0
Somefield, Wareham	1.2%	25	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields, Gillingham	1.1%	23	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
Tesco, Caird Avenue, New Milton	1.1%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Meeting House Lane, Ringwood	1.0%	21	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Milton Road, New Milton	1.0%	20	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	1.0%	20	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
Waitrose, The Furlong, Ringwood	0.9%	18	0.0%	0	0.0%	0	0.0%	0
Local shops, Wimborne	0.8%	17	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ringwood	0.8%	17	0.0%	0	0.0%	0	0.0%	0
Somerfield, Saxon Square, Christchurch	0.8%	17	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
Somerfield, Gillingham	0.8%	16	0.0%	0	0.0%	0	0.0%	0
Local shops, Christchurch	0.7%	15	0.0%	0	0.0%	0	0.0%	0
Southern Co-Operatives, Station Road, Sturminster Newton	0.7%	14	0.0%	0	0.0%	0	0.0%	0
Spar, Carey Road, Wareham	0.7%	14	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
Tesco Express, West Moors	0.7%	14	9.5%	2	0.0%	0	0.0%	0
Marks & Spencer, Christchurch	0.6%	13	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
Sainsbury's, Pitwines Close, Poole	0.6%	12	0.0%	0	0.0%	0	6.8%	3
Tesco, Purbeck Parade, Lytchett Matravers	0.5%	11	0.0%	0	0.0%	0	0.0%	0
Somerfield, Station Road, Swanage	0.5%	11	0.0%	0	0.0%	0	0.0%	0
Co-Op, Poole Road, Upton	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Local shops, Bransgore	0.5%	10	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
Tesco Express, Barrack Road, Christchurch	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road, Kinson / Bournemouth	0.5%	10	9.5%	2	33.3%	3	0.0%	0
Somerfield, Blandford	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Asda, West Quay Road,	0.4%	9	0.0%	0	0.0%	0	2.3%	1

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Poole Town Centre								
Sainsbury's, Sherborne	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Wessex Fields, Bournemouth	0.4%	9	0.0%	0	11.1%	1	0.0%	0
Tesco Express, Lower Blandford Road, Broadstone	0.4%	9	0.0%	0	0.0%	0	1.8%	1
Tesco, Weymouth Avenue, Dorchester	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Spar, Market Place, Blandford Forum	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Londis, Fairmile Road, Christchurch	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Somerfield, Shaftesbury	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Dike & Son, Ring Street, Stalbridge	0.4%	8	0.0%	0	0.0%	0	0.0%	0
Local shops, Bere Regis	0.4%	8	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanage	0.4%	8	0.0%	0	0.0%	0	0.0%	0
Co-Op, The Square, Mere	0.4%	8	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
Co-Op, New Milton	0.4%	8	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
Spar, Southbourne Grove, Bournemouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0
Co-Op, Lodbourne Green Parade, Gillingham	0.3%	7	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dolphin Centre, Poole	0.3%	7	0.0%	0	4.5%	2	0.0%	0
Asda, Culliford Crescent, Canford Heath, Poole	0.3%	7	0.0%	0	0.0%	0	4.5%	2
Tesco Express, Lymington Road, Highcliffe	0.3%	7	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
One Stop Shop, Verwood	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Ringwood	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Local shops, Highcliffe	0.3%	6	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
Co-Op, Avenue Road, New Milton	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op, Blandford Road, Hamworthy, Poole	0.3%	6	0.0%	0	0.0%	0	9.1%	4
Asda, Hampshire Centre / Castle Point, Bournemouth	0.3%	6	4.8%	1	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.3%	6	4.8%	1	0.0%	0	0.0%	0
Costcutter, High Street, Swanage	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colehill	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Crossways	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	0.2%	5	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
Local shops, Motcombe	0.2%	5	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
Local shops, Sturminster Newton	0.2%	5	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
Lidl, Ferndown	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Local shops, Ringwood Road, Dorset	0.2%	5	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	2.3%	1
Local shops, Poole	0.2%	5	0.0%	0	0.0%	0	5.5%	3

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Nisa, Sopwith Crescent, Wimborne	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Tesco Express, Wimborne Road, Bournemouth	0.2%	5	19.0%	4	0.0%	0	0.0%	0	0.0%	0	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	1.8%	1	2.1%	1	0.0%	0	0.0%	0
Lidl, Gillingham	0.2%	4	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
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
Local shops, Dorset	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Co-Op Pioneer, Northmead Drive, Creekmoor, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	0.0%	0	0.0%	0
Tesco Express, Fernside Road, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.2%	1	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
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
Co-Op, The Sycamores, Shaftesbury	0.1%	3	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
Local shops, Upton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	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
Marks & Spencer, South Street, Dorchester	0.1%	3	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%	3	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%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.2%	1	0.0%	0
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.1%	3	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Local shops, Ivy Cross, Shaftesbury	0.1%	3	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, Wool	0.1%	3	0.0%	0	0.0%	0	0.0%	0	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
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
Local shops, Broadstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Local shops, Pimperne	0.1%	2	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	0.0%	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	0.0%	0	0.0%	0
Somerfield, Newland, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fontmell Magna	0.1%	2	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
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
Local shops, Firshill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wareham	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Gillingham	0.1%	2	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	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	0.0%	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
Local shops, Ferndown	0.1%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrens Shop, Church Road, East Knoyle	0.1%	2	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
Somefield, Canford Heath	0.1%	2	0.0%	0	11.1%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Somerfield, Wimborne Road,	0.1%	2	9.5%	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

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Bournemouth								
Co-Op, Milbourne Port, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Hamworthy	0.1%	2	0.0%	0	0.0%	0	4.5%	2
Local shops, Henstridge	0.1%	2	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
Somerfield, King John Avenue, Bearwood, Poole	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Shillingstone	0.1%	2	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
Asda, St Pauls Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, East Knoyle	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Ibsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Danestream Farm Shop, Sway Road, New Milton	0.1%	2	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
Iceland, Trinity Street, Dorchester	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Barrack Road, Christchurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Marnhull	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, West Street, Bridport	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Ringwood Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Christchurch Road, Bournemouth	0.1%	2	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
Sainsbury's, Alder Park, Poole	0.1%	2	0.0%	0	11.1%	1	2.3%	1
Local shops, Mudeford	0.1%	2	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
Local shops, Bovington	0.1%	2	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
Lidl, Ringwood Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Wincanton	0.1%	1	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
Morrisons, Ashley Road, Parkstone, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Tisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Kinson	0.1%	1	4.8%	1	0.0%	0	0.0%	0
Local shops, Langton Matravers	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludwell	0.1%	1	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
Local shops, Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Poundbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Winterbourne Steepleton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Seabourne Road, Bournemouth	0.1%	1	0.0%	0	11.1%	1	0.0%	0
Local shops, Kings Road, Dorchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Templecombe	0.1%	1	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
Local shops, The Triangle, Upton	0.1%	1	0.0%	0	0.0%	0	1.8%	1

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

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Local shops, Throop	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local market, New Milton	0.1%	1	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
Aldi, Wallisdown Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	1.8%	1
Local shops, Crow Lane, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Milton Road, Milborne St Andrew	0.1%	1	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
Local shops, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northmoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ferry Road, Studland	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	2.3%	1
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local market, Dorchester	0.1%	1	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
McColls, Sandford, Wareham	0.1%	1	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
Local shops, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	2.3%	1
Morrisons, Weymouth Street, Warminster	0.1%	1	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
Local shops, Hindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Broad Robin Stores, Broad Robin, Gillingham	0.1%	1	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
Lidl, Dorchester Road, Dorchester	0.1%	1	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
One Stop Shop, Station Road, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Post Office, Coppice Street, Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Post Office, Reforme, Portland	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Bournemouth Road, Poole	0.1%	1	0.0%	0	0.0%	0	2.3%	1
Sainsbury's, Ludbourne Road, Sherborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, North Street, Wareham	0.1%	1	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
Local shops, Milborne Port	0.1%	1	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
Local shops, West Moors	0.1%	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
Tesco, Dorchester Road, Dorchester	0.1%	1	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
Local shops, Okeford Fitzpaine	0.1%	1	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

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Spar, Poole	0.1%	1	0.0%	0	0.0%	0	2.3%	1	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
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
Spar, The Square, Mere	0.1%	1	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 Regis	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, Charminster Road, Bournemouth	0.1%	1	0.0%	0	11.1%	1	0.0%	0	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	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Alweston	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, 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
Iceland, Gillingham	0.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishops Caundle	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, Stourbridge	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, 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
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
Tesco, Queensway, 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
Tesco, Shillingstone Drive, 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
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
Local shops, Bure Lane, Mudford	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, Tisbury	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, Cerne Abbas	0.1%	1	0.0%	0	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
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
(Don't do top-up food shopping)	24.7%	498	19.0%	4	11.1%	1	29.5%	13	34.5%	19	14.9%	7	22.2%	10	21.3%	13
(Don't know / can't remember)	5.8%	118	4.8%	1	0.0%	0	11.4%	5	7.3%	4	0.0%	0	13.3%	6	3.3%	2
Base:		2018		21		9		44		55		47		45		61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q05 Which other stores do you use to buy small scale / top up shopping?																
<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	0.0%	0	0.0%	0	0.0%	0	2.1%	1
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
Asda, Culliford Crescent, Canford Heath, Poole	1.1%	17	0.0%	0	0.0%	0	6.5%	2	2.8%	1	12.5%	5	5.7%	2	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
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
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
Marks & Spencer, Dolphin Centre, Poole	0.7%	11	0.0%	0	0.0%	0	6.5%	2	2.8%	1	0.0%	0	2.9%	1	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
Somerfield, Station Road, Swanage	0.7%	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	11.4%	4	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
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
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
Somerfield, Blandford	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Somefield, Wareham	0.6%	9	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	0.5%	8	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	0.5%	8	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, 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
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
Iceland, Trinity Street, Dorchester	0.5%	8	0.0%	0	0.0%	0	3.2%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
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
Somerfield, Crown Mead, Hanham Road, Wimborne	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3
Somerfield, Gillingham	0.5%	7	0.0%	0	0.0%	0	0.0%	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	25.0%	2	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	6.5%	2	2.8%	1	0.0%	0	2.9%	1	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%	0	0.0%	0
Sainsbury's, Pitwines Close, Poole	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	4.2%	2
Asda, West Quay Road, Poole Town Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	5.6%	2	5.0%	2	0.0%	0	0.0%	0
Sainsbury's, Alder Park, Poole	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	2.5%	1	0.0%	0	0.0%	0
Local shops, Blandford Forum	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Tesco Express, West Moors	0.4%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Carey Road, Wareham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gillingham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaftesbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Poole	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	2.1%	1
Spar, Market Place, Blandford Forum	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Stour Park, Blandford	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
St Mary								
Co-Op, Kings Road West, Swanage	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Blandford Road, Broadstone	0.3%	5	0.0%	0	0.0%	0	2.9%	1 4.2%
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.3%	5	0.0%	0	0.0%	0	0.0%	0 2.1%
Co-Op, Lodbourne Green Parade, Gillingham	0.3%	4	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%
Local shops, Ringwood Road, Dorset	0.3%	4	0.0%	0	0.0%	0	0.0%	0 0.0%
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0 0.0%
Lidl, Christchurch Road, Bournemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0 0.0%
Tesco, Christy's Lane, Shaftesbury	0.3%	4	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%
Local shops, Wimborne	0.3%	4	0.0%	0	0.0%	0	0.0%	0 6.3%
Tesco, Tower Park, Manning Heath, Poole	0.3%	4	0.0%	0	0.0%	3.2%	1 0.0%	0 2.5%
Local shops, Swanage	0.2%	3	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 2.9%
Somerfield, Shaftesbury	0.2%	3	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	0.0%	0 0.0%
Co-Op, New Milton	0.2%	3	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%
Spar, The Square, Mere	0.2%	3	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%
Lidl, Waterloo Road, Poole	0.2%	3	0.0%	0	0.0%	0	0.0%	0 2.9%
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.2%	3	0.0%	0	0.0%	0	0.0%	0 0.0%
Co-Op, Avenue Road, New Milton	0.2%	3	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 7.5%
One Stop Shop, Barrack Road, Christchurch	0.2%	3	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%
Lidl, Wimborne Road, Winton	0.1%	2	5.9%	1	0.0%	0	0.0%	0 2.5%
Tesco Express, Lymington Road, Highcliffe	0.1%	2	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%
Londis, Fairmile Road, Christchurch	0.1%	2	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%
Local shops, Bransgore	0.1%	2	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%
Local shops, Ashley	0.1%	2	0.0%	0	0.0%	0	0.0%	0 0.0%
Local shops, Ivy Cross, Shaftesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0 0.0%
Somerfield, Cheap Street, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0 0.0%
Morrisons, Dorchester Road, Weymouth	0.1%	2	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%
One Stop Shop, Dales Drive, Wimborne	0.1%	2	0.0%	0	0.0%	3.2%	1 0.0%	0 0.0%

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Crow Farm Shop, Crow, Ringwood	0.1%	2	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
Co-Op, New Parade, Hill View Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Sturminster Newton	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Wimborne Road, Bournemouth	0.1%	2	0.0%	0	12.5%	1	0.0%	0
Co-Op, High Street, Fordingbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lysander Road, Yeovil	0.1%	2	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
Local shops, Verwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Queensway, Yeovil	0.1%	2	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
Asda, Preston Road, Yeovil	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Alldays, Gillingham	0.1%	2	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
Somerfield, Wimborne Road, Kinson / Bournemouth	0.1%	2	5.9%	1	0.0%	0	0.0%	0
Spar, Southampton Road, Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Purbeck Parade, Lytchett Matravers	0.1%	2	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
Local shops, Puddletown	0.1%	2	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
Sainsbury's, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local market, Boscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bovington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ferndown	0.1%	1	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
Lidl, Poole Road, Branksome	0.1%	1	0.0%	0	0.0%	0	3.2%	1
Local market, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Charlton Down	0.1%	1	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
Local shops, Crow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	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
Buy-Lo Co-Op, Northmead Drive, Creekmoor, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Child Okeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Lyde Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Road, West Parley, Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Shillingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dike & Son, Ring Street, Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Poole Road, Upton	0.1%	1	0.0%	0	0.0%	0	2.8%	1
Local shops, Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stoborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Firshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Mere	0.1%	1	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
Local shops, The Causeway,	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Hazelbury Bryan																
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
Local shops, The Triangle, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Three Legged Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bere Regis	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	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, 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
Somerfield, The Forum Centre, Trinity Street, 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
Co-Op, Blandford Road, Hamworthy, Poole	0.1%	1	0.0%	0	0.0%	0	3.2%	1	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
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
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
Local shops, Charminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Charter 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
Tesco Extra, Wessex Fields, 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
Co-Op, The Sycamores, Shaftesbury	0.1%	1	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
Morrisons, Weymouth Street, Warminster	0.1%	1	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	2.1%	1
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
Somerfield, King John Avenue, Bearwood, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Tisbury	0.1%	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, Salisbury Road, Blandford Forum	0.1%	1	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
Local shops, Langton Matravers	0.1%	1	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	3.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Northbourne	0.1%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Gainsborough Close, 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
Local shops, Broadstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	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	0.0%	0
Co-Op, Blandford Road, Hamworthy	0.1%	1	0.0%	0	0.0%	0	0.0%	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
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
Co-Op, High 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
Co-Op, High Street, Tisbury	0.1%	1	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	2.5%	1	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
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
Tesco, High 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

Column % ges.

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Lymington								
Local shops, Stourpaine	0.1%	1	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
The Udder Farm Shop, Front Street, East Stour	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, Wimborne Road, Winton	0.1%	1	5.9%	1	0.0%	0	0.0%	0
(Nowhere else)	58.9%	895	70.6%	12	50.0%	4	51.6%	16
(Don't know / refused)	4.3%	65	5.9%	1	12.5%	1	9.7%	3
Base:	1520		17		8		31	
							36	
							40	
							35	
								48

Q06 In which town do you buy most of your household's non-food shopping?

Poole Town Centre	23.2%	469	9.5%	2	22.2%	2	86.4%	38	90.9%	50	80.9%	38	75.6%	34	47.5%	29
Bournemouth	19.3%	390	71.4%	15	66.7%	6	6.8%	3	3.6%	2	10.6%	5	8.9%	4	14.8%	9
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
Salisbury	5.3%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Yeovil	4.9%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	4.0%	81	4.8%	1	0.0%	0	2.3%	1	1.8%	1	0.0%	0	4.4%	2	3.3%	2
Dorchester	4.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Blandford (Forum and St Mary)	3.3%	66	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Ringwood	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Wimborne Minster	2.4%	48	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	27.9%	17
Southampton	1.9%	39	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	1.4%	29	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	1.2%	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Wareham	0.6%	13	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.4%	9	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
Wincanton	0.3%	6	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
Weymouth	0.2%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Mere	0.1%	2	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	4.4%	2	0.0%	0
Bristol	0.1%	2	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	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	0.0%	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
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
Frome	0.1%	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	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	2.2%	1	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
Oxford	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	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
Tisbury	0.1%	1	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	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
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
Winton	0.1%	1	0.0%	0	11.1%	1	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
(Don't know / varies)	4.8%	96	0.0%	0	0.0%	0	2.3%	1	1.8%	1	4.3%	2	2.2%	1	4.9%	3
Base:	2018		21		9		44		55		47		45		61	

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q07 How do you normally travel to do your non-food shopping ?																
Car-driver	70.5%	1423	81.0%	17	66.7%	6	63.6%	28	70.9%	39	66.0%	31	68.9%	31	63.9%	39
Car-passenger	10.0%	201	4.8%	1	11.1%	1	11.4%	5	10.9%	6	10.6%	5	15.6%	7	8.2%	5
Bus / coach	8.3%	167	9.5%	2	11.1%	1	20.5%	9	12.7%	7	19.1%	9	11.1%	5	9.8%	6
Train	0.9%	19	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.3%	107	0.0%	0	0.0%	0	4.5%	2	1.8%	1	0.0%	0	4.4%	2	11.5%	7
Bicycle	0.6%	12	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scooter	0.3%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	44	4.8%	1	11.1%	1	0.0%	0	1.8%	1	2.1%	1	0.0%	0	4.9%	3
(Not applicable, goods delivered)	1.5%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Base:		2018		21		9		44		55		47		45		61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q08 At which location did your household last buy clothes and shoes ?																
Poole Town Centre	21.8%	440	14.3%	3	22.2%	2	65.9%	29	74.5%	41	70.2%	33	48.9%	22	37.7%	23
Bournemouth	18.7%	377	47.6%	10	55.6%	5	11.4%	5	5.5%	3	10.6%	5	28.9%	13	11.5%	7
Castlepoint	9.5%	192	19.0%	4	22.2%	2	4.5%	2	5.5%	3	4.3%	2	6.7%	3	13.1%	8
Internet / delivered	5.7%	116	9.5%	2	0.0%	0	6.8%	3	3.6%	2	2.1%	1	6.7%	3	4.9%	3
Salisbury	5.6%	113	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Yeovil	5.6%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	3.3%	67	0.0%	0	0.0%	0	6.8%	3	3.6%	2	0.0%	0	0.0%	0	1.6%	1
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
Dorchester	2.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Ringwood	2.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Boscombe	2.1%	42	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
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
Wimborne Minster	1.4%	29	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	21.3%	13
Blandford (Forum and St Mary)	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.9%	19	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.3%	2
London	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Shaftesbury	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.7%	15	0.0%	0	0.0%	0	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	0.4%	9	0.0%	0	0.0%	0	2.3%	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	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	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
Bath	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	0.2%	4	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	0.0%	0	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
Oxford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	3	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	3	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	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
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
Ashley Heath	0.1%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Taunton	0.1%	2	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
Windsor	0.1%	2	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	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
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
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
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
Cheshire Oaks Designer Outlet, Chester	0.1%	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	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
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
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
Bere Regis	0.1%	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
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
Lewes	0.1%	1	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
Brighton	0.1%	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	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
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
Chester	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0
Northumberland	0.1%	1	0.0%	0	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	2.1%	1	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	0.0%	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
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
Romford	0.1%	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

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	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
Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	1
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thornham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	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
Wallisdown	0.1%	1	0.0%	0	0.0%	0	2.1%	1
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dolphin Centre, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Woking	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Woolwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	1.8%	1
(Don't know / varies)	2.6%	52	0.0%	0	2.3%	1	1.8%	1
(Don't regularly buy these kind of goods)	1.3%	26	0.0%	0	0.0%	0	0.0%	0
Base:	2018	21	9	44	55	47	45	61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q09 At which other locations do you shop for clothes and shoes ?																
<i>Those who buy clothes and shoes at Q08</i>																
Bournemouth	19.1%	381	9.5%	2	44.4%	4	29.5%	13	25.5%	14	21.3%	10	15.6%	7	20.3%	12
Poole Town Centre	11.5%	229	0.0%	0	11.1%	1	13.6%	6	9.1%	5	10.6%	5	8.9%	4	23.7%	14
Southampton	10.4%	207	4.8%	1	0.0%	0	9.1%	4	9.1%	5	8.5%	4	13.3%	6	8.5%	5
Salisbury	5.9%	118	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Castlepoint	5.0%	99	14.3%	3	0.0%	0	9.1%	4	1.8%	1	8.5%	4	6.7%	3	8.5%	5
Yeovil	3.4%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge	2.9%	58	4.8%	1	0.0%	0	6.8%	3	1.8%	1	4.3%	2	6.7%	3	6.8%	4
Dorchester	2.5%	49	0.0%	0	0.0%	0	0.0%	0	1.8%	1	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
Brighton	1.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Wimborne Minster	1.9%	37	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.1%	1	4.4%	2	8.5%	5
Boscombe	1.2%	23	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.1%	1	2.2%	1	0.0%	0
Bath	0.9%	18	0.0%	0	0.0%	0	0.0%	0	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	3.4%	2
London	0.8%	16	0.0%	0	11.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.8%	16	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
Blandford (Forum and St Mary)	0.8%	15	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.5%	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
Sherborne	0.4%	8	0.0%	0	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	2.1%	1	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
Bristol	0.3%	6	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	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	0.0%	0	0.0%	0
Wincanton	0.1%	2	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	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
Sturminster Newton Street	0.1%	2	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
Cheltenham	0.1%	2	0.0%	0	0.0%	0	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	0.0%	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	2.2%	1	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
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
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
Exeter	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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
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
Gunwharf Quays, Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Harleston	0.1%	1	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
Glastonbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Internet / delivered	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston-upon-Thames	0.1%	1	0.0%	0	0.0%	0	0.0%	0	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
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
Birmingham	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Broadstone	0.1%	1	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	2.3%	1	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
Wareham	0.1%	1	0.0%	0	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
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
Royal Tunbridge Wells, 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
Sheffield	0.1%	1	0.0%	0	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	11.1%	1	0.0%	0	0.0%	0	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	0.0%	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
Stockport	0.1%	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

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thornham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	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
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	36.9%	736	66.7%	14	22.2%	2	43.2%	19
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1992		21		9		44
								55
								47
								45
								59

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q10 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?																
Poole Town Centre	22.0%	443	19.0%	4	22.2%	2	84.1%	37	67.3%	37	72.3%	34	48.9%	22	31.1%	19
Castlepoint	13.2%	267	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.6%	1
Internet / delivered	10.0%	201	9.5%	2	33.3%	3	9.1%	4	10.9%	6	8.5%	4	13.3%	6	8.2%	5
Bournemouth	5.6%	113	42.9%	9	33.3%	3	0.0%	0	1.8%	1	4.3%	2	2.2%	1	1.6%	1
Salisbury	3.4%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	3.0%	61	0.0%	0	0.0%	0	2.3%	1	1.8%	1	0.0%	0	0.0%	0	39.3%	24
Yeovil	3.0%	61	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	2.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Shaftesbury	2.0%	41	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)	1.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Southampton	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.3%	2
Sturminster Newton	1.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Swanage	1.1%	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
Mere	0.9%	18	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	3.6%	2	0.0%	0	15.6%	7	1.6%	1
Fleetsbridge Industrial Park, Dorset	0.7%	14	4.8%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.2%	1	0.0%	0
Ferndown	0.7%	14	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.5%	11	0.0%	0	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	0.0%	0
Wessex Gate Retail Park, Poole	0.3%	7	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	0.0%	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
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
London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	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	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
Stalbridge	0.1%	3	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
Tisbury	0.1%	3	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
Wincanton	0.1%	3	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	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
Houndstone Retail Park, Yeovil	0.1%	2	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%	2	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%	2	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	0.0%	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
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
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
MFI, Poole Road, 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
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
Newcastle	0.1%	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	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	0.0%	0
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
Puriton	0.1%	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	0.0%	0	0.0%	0	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
Frome	0.1%	1	0.0%	0	0.0%	0	0.0%	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%	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%	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%	0	0.0%	0
Petersfield	0.1%	1	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	4.8%	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	0.0%	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%	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%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Trowbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	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
Westbourne	0.1%	1	4.8%	1	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wool, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	9.2%	185	0.0%	0	4.5%	2	9.1%	5
(Don't know / varies)	3.8%	77	9.5%	2	11.1%	1	0.0%	0
Base:	2018	21	9	44	55	47	45	61

Q11 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?

Those who buy domestic electric appliances (e.g. fridges and kitchen items) at Q10

Poole Town Centre	7.1%	131	14.3%	3	11.1%	1	4.8%	2	10.0%	5	2.4%	1	9.5%	4	18.2%	10
Bournemouth	6.1%	112	4.8%	1	0.0%	0	4.8%	2	6.0%	3	0.0%	0	2.4%	1	12.7%	7
Internet / delivered	3.5%	65	4.8%	1	0.0%	0	4.8%	2	6.0%	3	2.4%	1	4.8%	2	5.5%	3
Castlepoint	2.9%	54	4.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Yeovil	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	1.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	7.3%	4
Blandford (Forum and St Mary)	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Weymouth	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	8	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	0.0%	0	0.0%	0
Broadstone	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	4.8%	2	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.4%	1	0.0%	0	0.0%	0
Sherborne	0.3%	5	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	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	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
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
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
Stalbridge	0.1%	2	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
Sturminster Newton	0.1%	2	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	2.4%	1	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
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
Wareham	0.1%	1	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
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
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
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
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
Bath	0.1%	1	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
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
Bristol	0.1%	1	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	0.0%	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	0.0%	0
Tisbury	0.1%	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	2.4%	1	0.0%	0	0.0%	0
Warminster	0.1%	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	0.0%	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
(Don't regularly buy these kind of goods)	64.4%	1180	71.4%	15	77.8%	7	81.0%	34	74.0%	37	78.0%	32	71.4%	30	54.5%	30
(Don't know / varies)	5.0%	91	0.0%	0	11.1%	1	2.4%	1	4.0%	2	4.9%	2	4.8%	2	5.5%	3
Base:	1833	21	9	42	50	41	42	55	47	45	61					

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q12 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?																
Poole Town Centre	20.1%	405	19.0%	4	11.1%	1	45.5%	20	67.3%	37	59.6%	28	53.3%	24	24.6%	15
Castlepoint	12.4%	250	14.3%	3	0.0%	0	2.3%	1	3.6%	2	0.0%	0	2.2%	1	3.3%	2
Internet / delivered	12.3%	249	0.0%	0	22.2%	2	15.9%	7	7.3%	4	21.3%	10	15.6%	7	9.8%	6
Bournemouth	6.4%	129	47.6%	10	44.4%	4	4.5%	2	1.8%	1	2.1%	1	2.2%	1	0.0%	0
Salisbury	3.8%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Yeovil	3.3%	67	0.0%	0	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	0.0%	0	6.8%	3	0.0%	0	0.0%	0	2.2%	1	36.1%	22
Dorchester	2.1%	42	0.0%	0	0.0%	0	0.0%	0	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
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
Blandford (Forum and St Mary)	1.6%	33	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.4%	29	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1
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
Sturminster Newton	0.9%	18	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	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	0.0%	0	4.3%	2	6.7%	3	3.3%	2
Sherborne	0.6%	13	0.0%	0	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
Weymouth	0.5%	10	0.0%	0	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
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
Swanage	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	8	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	0.0%	0	0.0%	0
Portsmouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1
Bailey Drive Retail Park	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Mere	0.3%	7	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	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	1.8%	1	0.0%	0	0.0%	0	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
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
London	0.2%	4	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	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	4	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	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
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	2	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	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
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	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
Birmingham	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	1	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	0.0%	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
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
Houndstone Retail Park, 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
Bracknell	0.1%	1	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	1.6%	1
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
Horsham	0.1%	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	0.0%	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
Chedington	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Orkney	0.1%	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	0.0%	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%	0	0.0%	0
Romford	0.1%	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	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	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
Bath	0.1%	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	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

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	1
Wallisdown	0.1%	1	4.8%	1	0.0%	0	0.0%	0
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Branksome	0.1%	1	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
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	12.7%	256	9.5%	2	11.1%	1	18.2%	8
(Don't know / varies)	4.1%	83	0.0%	0	11.1%	1	2.3%	1
Base:		2018		21		9		44
								55
								47
								45
								61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q13 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?																
<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	15.8%	3	0.0%	0	13.9%	5	4.1%	2	6.8%	3	2.6%	1	11.8%	6
Bournemouth	5.1%	89	5.3%	1	0.0%	0	5.6%	2	6.1%	3	6.8%	3	2.6%	1	0.0%	0
Internet / delivered	3.9%	68	5.3%	1	0.0%	0	13.9%	5	0.0%	0	2.3%	1	5.1%	2	11.8%	6
Castlepoint	2.8%	49	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Southampton	2.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.0%	1
Yeovil	1.2%	22	0.0%	0	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	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
Wimborne Minster	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2
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
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
Weymouth	0.4%	7	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	0.3%	5	5.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	2.6%	1	0.0%	0
Blandford (Forum and St Mary)	0.3%	5	0.0%	0	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	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
London	0.2%	4	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.2%	3	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
Shaftesbury	0.2%	3	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	2.3%	1	2.6%	1	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
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
Warminster	0.1%	2	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	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	0.0%	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	0.0%	0	0.0%	0
Wareham	0.1%	1	0.0%	0	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
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
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
Mere	0.1%	1	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
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
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
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
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
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
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Frome	0.1%	1	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Wessex Gate 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
Weston-Super-Mare (Don't regularly buy these kind of goods)	66.8%	1177	63.2%	12	87.5%	7	69.4%	25	81.6%	40	75.0%	33	74.4%	29	64.7%	33
(Don't know / varies)	5.2%	91	0.0%	0	12.5%	1	0.0%	0	8.2%	4	2.3%	1	5.1%	2	5.9%	3
Base:		1762		19		8		36		49		44		39		51

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q14 Which location did your household last buy furniture, soft furnishings and floor-coverings ?																
Poole Town Centre	22.3%	449	14.3%	3	44.4%	4	68.2%	30	60.0%	33	59.6%	28	53.3%	24	31.1%	19
Castlepoint	8.9%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.6%	1
Bournemouth	8.2%	166	42.9%	9	33.3%	3	0.0%	0	1.8%	1	2.1%	1	2.2%	1	6.6%	4
Internet / delivered	3.9%	78	4.8%	1	0.0%	0	6.8%	3	3.6%	2	2.1%	1	0.0%	0	4.9%	3
Dorchester	3.4%	69	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	2.2%	1	3.3%	2
Yeovil	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Wimborne Minster	2.4%	48	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.1%	1	0.0%	0	24.6%	15
Christchurch	2.0%	41	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Blandford (Forum and St Mary)	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Milton	1.8%	37	0.0%	0	0.0%	0	0.0%	0	1.8%	1	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	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
Wareham	1.0%	20	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.9%	18	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	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.6%	13	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	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.2%	1	0.0%	0
Swanage	0.5%	10	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	0.5%	10	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Winton	0.4%	9	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	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Weymouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
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
Wessex Gate Retail Park, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Branksome	0.2%	4	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.1%	3	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	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Bath	0.1%	2	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	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	0.0%	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
Melksham	0.1%	2	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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Shepton Mallet	0.1%	2	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
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
Ferndown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Crockerton	0.1%	2	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	0.0%	0	0.0%	0	0.0%	0
Croydon	0.1%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.1%	2	4.8%	1	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
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
Darlington	0.1%	1	0.0%	0	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	0.0%	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
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
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
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
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
Northampton	0.1%	1	0.0%	0	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	0.0%	0
Oxford	0.1%	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	0.0%	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	0.0%	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
Reading	0.1%	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

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Retail Park, Barrack Road, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Retail Park, Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Newton Abbot	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stockbridge	0.1%	1	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
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Paignton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	16.9%	342	14.3%	3	22.2%	2	13.6%	6
(Don't know / varies)	5.8%	118	9.5%	2	0.0%	0	6.8%	3
Base:	2018		21		9		44	
							55	
							47	
							45	
								61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q15 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ?																
<i>Those who buy furniture, soft furnishings and floor-coverings at Q14</i>																
Bournemouth	9.3%	156	5.6%	1	0.0%	0	7.9%	3	12.5%	6	0.0%	0	14.7%	5	12.8%	6
Poole Town Centre	7.1%	119	11.1%	2	0.0%	0	5.3%	2	8.3%	4	8.8%	3	0.0%	0	8.5%	4
Southampton	2.7%	45	0.0%	0	14.3%	1	2.6%	1	0.0%	0	2.9%	1	0.0%	0	2.1%	1
Yeovil	2.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
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
Internet / delivered	1.7%	29	0.0%	0	0.0%	0	2.6%	1	0.0%	0	2.9%	1	5.9%	2	4.3%	2
Dorchester	1.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Blandford (Forum and St Mary)	0.8%	14	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	2.9%	1	4.3%	2
Shaftesbury	0.6%	10	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
Bristol	0.5%	9	0.0%	0	14.3%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0
Ringwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.4%	6	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.3%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.2%	4	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	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.2%	3	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.2%	3	5.6%	1	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	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
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
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
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Crockerton	0.1%	1	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
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
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
Ilminster	0.1%	1	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	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
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
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
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
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
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
Bailey Drive Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Bere Alston	0.1%	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 / varies)	67.1%	1124	77.8%	14	71.4%	5	81.6%	31	79.2%	38	79.4%	27	70.6%	24	66.0%	31
(Don't regularly buy these kind of goods)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1676		18		7		38		48		34		34		47	

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Q16 Which location did your household last buy DIY / hardware and garden items ?								
Poole Town Centre	22.3%	451 9.5%	2 33.3%	3 77.3%	34 74.5%	41 61.7%	29 64.4%	29 55.7%
Castlepoint	16.8%	339 14.3%	3 0.0%	0 2.3%	1 0.0%	0 0.0%	0 2.2%	1 0.0%
Bournemouth	8.8%	178 52.4%	11 44.4%	4 2.3%	1 1.8%	1 2.1%	1 0.0%	0 6.6%
Gillingham	5.8%	117 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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Yeovil	2.6%	53 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Salisbury	2.4%	49 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Wimborne Minster	2.3%	47 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.7%	3 19.7%
Dorchester	2.2%	44 0.0%	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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
B&Q, Fleets Lane, Poole	1.5%	30 0.0%	0 0.0%	0 2.3%	1 3.6%	2 2.1%	1 11.1%	5 0.0%
Ferndown	1.5%	30 4.8%	1 0.0%	0 2.3%	1 0.0%	0 0.0%	0 0.0%	0 3.3%
Ringwood	1.4%	28 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	1.1%	22 4.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	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%
Swanage	0.8%	17 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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Internet / delivered	0.7%	14 4.8%	1 0.0%	0 0.0%	0 0.0%	0 2.1%	1 2.2%	1 0.0%
Weymouth	0.7%	14 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Fleetsbridge Industrial Park, Dorset	0.6%	13 0.0%	0 0.0%	0 2.3%	1 5.5%	3 4.3%	2 2.2%	1 1.6%
Sturminster Newton	0.6%	12 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bailey Drive Retail Park	0.5%	11 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	1 0.0%	0 0.0%
Wareham	0.5%	11 0.0%	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 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%
Verwood	0.3%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
Christchurch	0.3%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Southampton	0.3%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
Stalbridge	0.2%	5 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 0.0%	0 0.0%
Upton	0.2%	4 0.0%	0 0.0%	0 0.0%	0 5.5%	3 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%
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%
Mere	0.2%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.6%
Lymington	0.2%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Frome	0.2%	4 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 0.0%	0 0.0%
Ferndown	0.1%	3 0.0%	0 0.0%	0 2.3%	1 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%
Bransgore	0.1%	2 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%
Broadstone	0.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	1 2.2%	1 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%
Wincanton	0.1%	2 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%
Ruislip	0.1%	2 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 0.0%	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 2.1%	1 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%
Fareham	0.1%	1 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%
Harold Wood	0.1%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Newhaven	0.1%	1 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%
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%
Romsey	0.1%	1 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%
Longham	0.1%	1 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%
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%
Hereford	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.2%	1 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%
Colchester	0.1%	1 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%
Tisbury	0.1%	1 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

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wandsworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	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
Broomhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Burwood	0.1%	1	0.0%	0	0.0%	0	0.0%	1.6%
(Don't regularly buy these kind of goods)	10.5%	211	9.5%	2	22.2%	2	9.1%	4
(Don't know / varies)	2.1%	42	0.0%	0	0.0%	0	1.8%	1
Base:		2018		21		9		44
								55
								47
								45
								61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q17 Which other locations do you visit to buy DIY / hardware and garden items ?																
<i>Those who buy DIY / hardware and garden items at Q16</i>																
Poole Town Centre	7.6%	137	5.3%	1	0.0%	0	2.5%	1	5.9%	3	10.5%	4	2.4%	1	8.9%	5
Bournemouth	4.7%	85	5.3%	1	0.0%	0	5.0%	2	9.8%	5	2.6%	1	4.8%	2	5.4%	3
Castlepoint	3.8%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	2.3%	42	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	1.7%	31	0.0%	0	0.0%	0	2.5%	1	2.0%	1	5.3%	2	0.0%	0	16.1%	9
Salisbury	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0
Gillingham	1.5%	27	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Ringwood	0.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Internet / delivered	0.8%	15	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.8%	15	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highcliffe	0.8%	14	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.6%	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
Southampton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.5%	9	0.0%	0	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	0.0%	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	1.8%	1
Sherborne	0.4%	7	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	3.6%	2
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
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
Wincanton	0.2%	4	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	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
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
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
Longham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Stoney Lane Retail Park	0.2%	3	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	2.5%	1	2.0%	1	0.0%	0	0.0%	0	1.8%	1
Upton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
London	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.1%	2	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
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
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
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	1.8%	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
Sturminster Newton	0.1%	2	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	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
Birmingham	0.1%	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	2.4%	1	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
Child Okeford	0.1%	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
Otter 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
Frome	0.1%	1	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	0.0%	0
Porton	0.1%	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
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
Ruislip	0.1%	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
Ferndown	0.1%	1	0.0%	0	0.0%	0	2.5%	1	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
Owermoigne	0.1%	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%	1	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	0.0%	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
Tarrant Launceston	0.1%	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	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
Tisbury	0.1%	1	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
Basingstoke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Weston-Super-Mare	0.1%	1	5.3%	1	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	2.4%	1	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
(Don't regularly buy these kind of goods)	59.9%	1082	78.9%	15	85.7%	6	75.0%	30	68.6%	35	68.4%	26	78.6%	33	53.6%	30
(Don't know / varies)	3.5%	64	0.0%	0	0.0%	0	5.0%	2	3.9%	2	7.9%	3	2.4%	1	3.6%	2
Base:		1807		19		7		40		51		38		42		56

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q18 Which location did your household last buy chemist, health and beauty items ?																
Poole Town Centre	13.0%	263	14.3%	3	11.1%	1	75.0%	33	69.1%	38	78.7%	37	51.1%	23	18.0%	11
Christchurch	9.7%	195	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	7.8%	157	0.0%	0	22.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Blandford (Forum and St Mary)	5.9%	119	4.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
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
Wimborne Minster	4.8%	97	4.8%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	59.0%	36
Ringwood	4.7%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	4.6%	93	42.9%	9	55.6%	5	2.3%	1	1.8%	1	2.1%	1	2.2%	1	0.0%	0
Shaftesbury	4.4%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	3.7%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Swanage	2.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.1%	43	4.8%	1	11.1%	1	2.3%	1	5.5%	3	0.0%	0	0.0%	0	3.3%	2
Gillingham	2.0%	41	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	2.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Castlepoint	1.9%	38	4.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.2%	1	1.6%	1
Broadstone	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4	35.6%	16	4.9%	3
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
Sherborne	1.1%	23	0.0%	0	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	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
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
Stalbridge	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Mere	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3
Boscombe	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	16.4%	9	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
London	0.4%	8	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Wool, Dorset	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.3%	7	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
Tisbury	0.2%	5	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	0.0%	0	0.0%	0
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
Frome	0.2%	4	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	2.1%	1	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	0.0%	0
Tower 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
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
Weymouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colehill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hamworthy	0.1%	2	0.0%	0	0.0%	0	4.5%	2	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
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
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
Kinson, Bournemouth	0.1%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewes	0.1%	1	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	0.0%	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
Higher Langham	0.1%	1	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
Exeter	0.1%	1	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	0.0%	0
Sandford	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.1%	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%	1	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	0.0%	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
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
Taunton	0.1%	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	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	0.0%	0	0.0%	0
Child Okeford	0.1%	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	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

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Downton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Epsom	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	3.9%	79	9.5%	2	0.0%	0	4.5%	2
(Don't know / varies)	1.0%	20	4.8%	1	0.0%	0	6.8%	3
Base:		2018		21		9		44
								55
								47
								45
								61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q19 Which other locations do you visit to buy chemist, health and beauty items ?																
<i>Those who buy chemist, health and beauty items at Q18</i>																
Poole Town Centre	7.4%	143	5.3%	1	0.0%	0	4.8%	2	9.6%	5	11.4%	5	14.3%	6	16.9%	10
Bournemouth	6.2%	120	10.5%	2	11.1%	1	9.5%	4	0.0%	0	2.3%	1	7.1%	3	6.8%	4
Salisbury	2.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Yeovil	2.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	2.2%	43	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Ferndown	1.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	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
Wimborne Minster	1.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	7
Blandford (Forum and St Mary)	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Internet / delivered	1.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.7%	1
Shaftesbury	0.9%	18	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.6%	12	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	0.0%	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
Wareham	0.6%	11	0.0%	0	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
Swanage	0.4%	8	0.0%	0	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	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	2.4%	1	0.0%	0
Sturminster Newton	0.3%	6	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	4.5%	2	4.8%	2	0.0%	0
Weymouth	0.3%	6	0.0%	0	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	7.7%	4	0.0%	0	0.0%	0	0.0%	0
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
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
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
Wool, Dorset	0.2%	3	0.0%	0	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	2.4%	1	1.9%	1	2.3%	1	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
Dorset	0.2%	3	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Wincanton	0.1%	2	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	2.4%	1	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
Tisbury	0.1%	2	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	2.4%	1	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
Sandford	0.1%	2	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
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
Bracknell	0.1%	1	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	0.0%	0	0.0%	0	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	0.0%	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
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
Taunton	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge	0.1%	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	0.0%	0	0.0%	0	0.0%	0	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	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
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
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	61.5%	1192	63.2%	12	88.9%	8	71.4%	30	82.7%	43	75.0%	33	66.7%	28	57.6%	34
(Don't know / varies)	3.0%	59	10.5%	2	0.0%	0	9.5%	4	0.0%	0	2.3%	1	0.0%	0	3.4%	2
Base:		1939		19		9		42		52		44		42		59

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q20 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?																
Poole Town Centre	16.6%	335	4.8%	1	11.1%	1	63.6%	28	61.8%	34	53.2%	25	44.4%	20	29.5%	18
Internet / delivered	15.7%	316	4.8%	1	22.2%	2	15.9%	7	18.2%	10	23.4%	11	22.2%	10	11.5%	7
Bournemouth	10.9%	219	61.9%	13	33.3%	3	2.3%	1	5.5%	3	2.1%	1	8.9%	4	4.9%	3
Christchurch	6.1%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	4.5%	90	4.8%	1	11.1%	1	2.3%	1	1.8%	1	0.0%	0	4.4%	2	3.3%	2
Salisbury	3.7%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	3.6%	72	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Blandford (Forum and St Mary)	2.9%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	2.9%	58	4.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.2%	1	34.4%	21
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
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
Shaftesbury	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.9%	39	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.1%	22	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	1.0%	20	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	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.6%	12	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	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	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Weymouth	0.2%	5	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
Bath	0.2%	4	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
Wincanton	0.1%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	2	4.8%	1	11.1%	1	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
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
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
Sturminster Newton	0.1%	1	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
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
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
Lewes	0.1%	1	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	0.0%	0	0.0%	0
Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
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
Stalbridge	0.1%	1	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	2.1%	1	0.0%	0	0.0%	0
Royal Tunbridge Wells, 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
Frome	0.1%	1	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
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
Marnhull	0.1%	1	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	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
Warminster	0.1%	1	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	0.0%	0	0.0%	0
Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	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
Taunton	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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
(Don't regularly buy these kind of goods)	10.8%	217	4.8%	1	0.0%	0	6.8%	3	12.7%	7	17.0%	8	17.8%	8	8.2%	5
(Don't know / varies)	2.3%	46	4.8%	1	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Base:		2018		21		9		44		55		47		45		61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q21 Which other locations do you visit to buy other non-food items such as books, CD's, toys and gifts ?																
<i>Those who buy other non-food items such as books, CD's, toys and gifts at Q20</i>																
Bournemouth	10.9%	196	0.0%	0	33.3%	3	14.6%	6	12.5%	6	2.6%	1	21.6%	8	7.1%	4
Poole Town Centre	9.0%	162	5.0%	1	11.1%	1	14.6%	6	8.3%	4	12.8%	5	16.2%	6	12.5%	7
Salisbury	3.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Castlepoint	3.6%	64	0.0%	0	11.1%	1	4.9%	2	0.0%	0	2.6%	1	2.7%	1	3.6%	2
Internet / delivered	3.1%	56	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.7%	1	3.6%	2
Christchurch	2.8%	51	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	2.8%	50	5.0%	1	0.0%	0	4.9%	2	4.2%	2	0.0%	0	5.4%	2	3.6%	2
Yeovil	2.2%	39	0.0%	0	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	0.0%	0	7.7%	3	8.1%	3	16.1%	9
Dorchester	2.0%	36	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)	1.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
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
Ringwood	1.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.1%	19	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
Weymouth	0.7%	12	0.0%	0	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	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
Gillingham	0.5%	9	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.4%	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.2%	4	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
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
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
Fleetsbridge Industrial Park, Dorset	0.2%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	1	5.1%	2	0.0%	0	0.0%	0
Winton	0.2%	3	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.1%	2	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
Sturminster Newton	0.1%	2	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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
Corfe Mullen	0.1%	1	0.0%	0	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	0.0%	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
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
Bristol	0.1%	1	0.0%	0	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	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
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Epsom	0.1%	1	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
Brighton	0.1%	1	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
(Don't regularly buy these kind of goods)	50.4%	908	80.0%	16	44.4%	4	61.0%	25	75.0%	36	71.8%	28	51.4%	19	41.1%	23
(Don't know / varies)	4.1%	74	5.0%	1	0.0%	0	4.9%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	7
Base:		1801		20		9		41		48		39		37		56

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q22 What is the nearest town centre to where you live?																
Poole	16.3%	328	9.5%	2	0.0%	0	88.6%	39	94.5%	52	95.7%	45	88.9%	40	19.7%	12
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
Bournemouth	9.0%	182	81.0%	17	88.9%	8	4.5%	2	1.8%	1	4.3%	2	0.0%	0	1.6%	1
Wimborne Minster	6.9%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	78.7%	48
Blandford (Forum and St Mary)	6.9%	139	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Ferndown	5.2%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	4.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	3.8%	77	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	3.3%	67	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	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	0.0%	0	0.0%	0	0.0%	0
Yeovil	2.3%	47	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
Sherborne	1.6%	32	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Wincanton	0.5%	10	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	6.7%	3	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
Mere	0.1%	3	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	11.1%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	0.1%	3	4.8%	1	0.0%	0	0.0%	0	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	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	2	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	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
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
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
Studland	0.1%	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	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
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
Tarrant Launceston	0.1%	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	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.4%	8	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Base:	2018		21		9		44		55		47		45		61	

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q23 What if anything would make you shop more often in your nearest town centre ?																
<i>Those who know what their nearest town centre is at Q22</i>																
Nothing	52.2%	1049	52.4%	11	44.4%	4	55.8%	24	61.8%	34	72.3%	34	54.5%	24	31.1%	19
Better choice of shops in general	19.5%	391	19.0%	4	0.0%	0	11.6%	5	9.1%	5	6.4%	3	15.9%	7	29.5%	18
Better choice of clothing shops	7.4%	148	0.0%	0	0.0%	0	2.3%	1	3.6%	2	2.1%	1	2.3%	1	11.5%	7
More car parking	6.5%	130	19.0%	4	11.1%	1	7.0%	3	1.8%	1	4.3%	2	11.4%	5	6.6%	4
More food supermarkets	6.4%	128	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	2.3%	1	32.8%	20
Cheaper / free car parking	4.5%	91	14.3%	3	0.0%	0	11.6%	5	5.5%	3	4.3%	2	4.5%	2	0.0%	0
Better quality shops	3.4%	69	9.5%	2	0.0%	0	2.3%	1	1.8%	1	0.0%	0	6.8%	3	8.2%	5
More large shops	3.3%	67	0.0%	0	0.0%	0	2.3%	1	0.0%	0	4.3%	2	2.3%	1	6.6%	4
Improved bus services	2.4%	48	0.0%	0	22.2%	2	7.0%	3	3.6%	2	2.1%	1	9.1%	4	0.0%	0
Better maintenance / cleanliness	1.1%	23	0.0%	0	11.1%	1	2.3%	1	0.0%	0	2.1%	1	9.1%	4	1.6%	1
Cheaper prices	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
More traffic free areas / pedestrianisation	1.0%	21	0.0%	0	11.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1
More independent shops	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.6%	1
Better choice of non-food stores	0.9%	18	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1
Less charity shops	0.9%	18	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Reduce traffic congestion	0.8%	16	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1
Better choice of leisure / entertainment attractions	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Fewer estate agents / banks	0.6%	13	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.6%	1
Improved access	0.5%	11	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.1%	1	0.0%	0	0.0%	0
Other	0.4%	9	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Improved layout	0.3%	7	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	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
Remove Tesco	0.3%	6	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	0.0%	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	0.0%	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	2.3%	1	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
Longer opening hours	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.6%	1
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
Better facilities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Improved security	0.1%	3	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	2.3%	1	1.8%	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	0.0%	0	0.0%	0
Undercover shopping (Don't know)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2010		21		9		43		55		47		44		61

Q24 Do you or your family do any of the following leisure activities?

Restaurant / café	77.9%	1572	76.2%	16	100.0%	9	63.6%	28	78.2%	43	76.6%	36	75.6%	34	83.6%	51
Library	51.4%	1038	57.1%	12	77.8%	7	36.4%	16	54.5%	30	42.6%	20	64.4%	29	57.4%	35
Cinema	47.6%	960	42.9%	9	11.1%	1	36.4%	16	32.7%	18	51.1%	24	48.9%	22	59.0%	36
Theatre	42.1%	850	47.6%	10	11.1%	1	43.2%	19	29.1%	16	36.2%	17	48.9%	22	50.8%	31
Health & fitness club	26.9%	542	23.8%	5	33.3%	3	27.3%	12	25.5%	14	29.8%	14	33.3%	15	27.9%	17
Tenpin bowling	22.2%	448	19.0%	4	11.1%	1	29.5%	13	18.2%	10	23.4%	11	20.0%	9	14.8%	9
Nightclub	8.2%	166	14.3%	3	33.3%	3	11.4%	5	12.7%	7	14.9%	7	8.9%	4	3.3%	2
Bingo	6.3%	127	9.5%	2	11.1%	1	4.5%	2	18.2%	10	10.6%	5	13.3%	6	4.9%	3
None of these (Don't know)	8.1%	163	9.5%	2	0.0%	0	18.2%	8	3.6%	2	2.1%	1	0.0%	0	4.9%	3
Base:		2018		21		9		44		55		47		45		61

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q25 Where did you or your family last visit the cinema?																
<i>Those who go to the cinema at Q24</i>																
Tower Park, Poole	39.8%	382	55.6%	5	100.0%	1	75.0%	12	83.3%	15	83.3%	20	77.3%	17	47.2%	17
Bournemouth	17.6%	169	44.4%	4	0.0%	0	18.8%	3	16.7%	3	8.3%	2	0.0%	0	5.6%	2
Yeovil	8.8%	84	0.0%	0	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
Wimborne	5.4%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	22.7%	5	44.4%	16
Salisbury	5.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	3.3%	32	0.0%	0	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
Cineworld, Old Station Way, Yeovil	2.2%	21	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	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	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	0.0%	0	0.0%	0	0.0%	0
Light House, Poole	0.6%	6	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Blandford (Forum and St Mary)	0.3%	3	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	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	2.8%	1
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
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
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
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
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
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
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
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
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
Coventry	0.1%	1	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	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
High Wycombe	0.1%	1	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
Frome	0.1%	1	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	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	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	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
(Don't know)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0
Base:		960		9		1		16		18		24		22		36

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q26 Where did you or your family last visit the Theatre?																
<i>Those who go to the theatre at Q24</i>																
Bournemouth	20.0%	170	30.0%	3	0.0%	0	42.1%	8	12.5%	2	17.6%	3	13.6%	3	9.7%	3
London	18.8%	160	40.0%	4	0.0%	0	21.1%	4	12.5%	2	23.5%	4	18.2%	4	12.9%	4
Southampton	16.9%	144	30.0%	3	100.0%	1	0.0%	0	18.8%	3	11.8%	2	0.0%	0	19.4%	6
Poole	12.6%	107	0.0%	0	0.0%	0	21.1%	4	50.0%	8	23.5%	4	50.0%	11	12.9%	4
Salisbury	8.1%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1
Wimborne	4.8%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	13.6%	3	32.3%	10
Christchurch	3.3%	28	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Swanage	1.9%	16	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.2%	10	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	0.0%	0	0.0%	0	0.0%	0	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
Bath	0.8%	7	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	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
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
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
Abroad	0.4%	3	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	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	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
Dorchester	0.2%	2	0.0%	0	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	3.2%	1
Weymouth Pavilion, Weymouth, Dorset	0.2%	2	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Pavilion Theatre, Westover Road, Bournemouth	0.2%	2	0.0%	0	0.0%	0	5.3%	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
Brighton	0.1%	1	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	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
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
Churchill Theatre, High Street, Bromley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.1%	1	0.0%	0	0.0%	0	5.3%	1	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snape	0.1%	1	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
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
Theatre Royal, Sawclose, Bath	0.1%	1	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	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Basildon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherbourne	0.1%	1	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
Richmond	0.1%	1	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
Edinburgh	0.1%	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)	1.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.2%	1
Base:		850		10		1		19		16		17		22		31

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q27 Where did you or your family last visit a restaurant?																
<i>Those who go to restaurants at Q24</i>																
Poole Town Centre	13.1%	206	6.3%	1	0.0%	0	64.3%	18	53.5%	23	63.9%	23	35.3%	12	9.8%	5
Christchurch	10.2%	161	6.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Bournemouth	9.5%	149	81.3%	13	77.8%	7	17.9%	5	7.0%	3	11.1%	4	5.9%	2	3.9%	2
Wimborne Minster	6.4%	101	0.0%	0	0.0%	0	3.6%	1	7.0%	3	5.6%	2	11.8%	4	56.9%	29
Ringwood	4.4%	69	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	4.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	3.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Swanage	2.9%	45	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Wareham	2.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Dorchester	2.3%	36	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)	2.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Yeovil	1.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	1.4%	22	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	0.0%	0	3.6%	1	2.3%	1	0.0%	0	2.9%	1	0.0%	0
Abroad	1.4%	22	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.9%	1	3.9%	2
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
Weymouth	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Southampton	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.9%	14	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Lymington	0.8%	13	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	2.0%	1
Mere	0.6%	10	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
Broadstone	0.6%	10	0.0%	0	0.0%	0	0.0%	0	4.7%	2	2.8%	1	11.8%	4	0.0%	0
Sherborne	0.6%	10	0.0%	0	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
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
King Stag	0.4%	7	0.0%	0	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	2.8%	1	2.9%	1	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
Boscombe	0.4%	6	0.0%	0	0.0%	0	0.0%	0	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
Wool	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Sturminster Newton	0.3%	5	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
Dorset	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sandford	0.3%	4	0.0%	0	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	11.1%	1	0.0%	0	0.0%	0	0.0%	0	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
East Stour	0.2%	3	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
Ansty	0.2%	3	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Lytchett Minster	0.2%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	2	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	0.0%	0
Exeter	0.2%	3	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	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	2.8%	1	5.9%	2	0.0%	0
Ludwell	0.2%	3	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	0.0%	0
Stockport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Canford Cliffs	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	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
East Knoyle	0.1%	2	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	2.0%	1
Westbourne	0.1%	2	0.0%	0	0.0%	0	3.6%	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
Stalbridge	0.1%	2	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	0.0%	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
Lytchett Matravers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Fareham	0.1%	2	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	0.0%	0	0.0%	0
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
Tarrant Monkton	0.1%	2	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	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Parkstone	0.1%	2	0.0%	0	0.0%	0	3.6%	1	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
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
Bath	0.1%	2	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	0.0%	0	0.0%	0	0.0%	0
Henstridge	0.1%	2	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
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
Buckland Newton	0.1%	1	0.0%	0	0.0%	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	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
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
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
Gussage All Saints	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
Corfe Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvediston	0.1%	1	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
Shaftesbury	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinson	0.1%	1	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
Brighton	0.1%	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
Bishops Caundle	0.1%	1	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
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
Pibsbury	0.1%	1	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
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
Puddletown	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Rockbourne	0.1%	1	0.0%	0	0.0%	0	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
Burton-on-Trent	0.1%	1	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	0.0%	0
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
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
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
Sopley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	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
Compton Chamberlayne	0.1%	1	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
Ashley Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Stoke-on-Trent	0.1%	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	0.0%	0	0.0%	0
Putney	0.1%	1	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marnhull	0.1%	1	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	0.0%	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	0.0%	0
Tiverton	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oborne	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0
Bishops Waltham	0.1%	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	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
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
Winkton	0.1%	1	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
Hanging Langford	0.1%	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)	7.3%	114	0.0%	0	0.0%	0	3.6%	1	14.0%	6	5.6%	2	5.9%	2	13.7%	7
Base:		1572		16		9		28		43		36		34		51

Column % ges.

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Q28 Where did you or your family last visit a nightclub?								
<i>Those who go to nightclubs at Q24</i>								
Bournemouth	57.2%	95 100.0%	3 66.7%	2 80.0%	4 42.9%	3 57.1%	4 75.0%	3 50.0%
Poole	8.4%	14 0.0%	0 0.0%	0 20.0%	1 57.1%	4 42.9%	3 25.0%	1 50.0%
Salisbury	5.4%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Gillingham	3.6%	6 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 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 0.0%	0 0.0%	0 0.0%
Dorchester	2.4%	4 0.0%	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%
Southampton	1.8%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Brighton	1.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Blandford Forum	1.2%	2 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 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 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%
Exeter	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Taunton	0.6%	1 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 0.0%	0 0.0%
Plymouth	0.6%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%
Yeovil	0.6%	1 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 33.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:	166	3	3	5	7	7	4	2

Q29 Where did you or your family last go to play bingo?*Those who go to play bingo at Q24*

Poole	44.1%	56 0.0%	0 100.0%	1 100.0%	2 80.0%	8 60.0%	3 83.3%	5 66.7%	2
Bournemouth	16.5%	21 100.0%	2 0.0%	0 0.0%	0 10.0%	1 40.0%	2 0.0%	0 0.0%	0
Swanage	3.9%	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
Yeovil	2.4%	3 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
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
Salisbury	1.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bishops Caundle	1.6%	2 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 16.7%	1 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
Tower Park, Poole	1.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 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
Abroad	0.8%	1 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
Blandford (Forum and St Mary)	0.8%	1 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 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 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
Shillingstone	0.8%	1 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 33.3%	1
Wool	0.8%	1 0.0%	0 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
Reading	0.8%	1 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 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 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 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 10.0%	1 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 0.0%	0 0.0%	0 0.0%	0
(Don't know)	5.5%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Base:	127	2	1	2	10	5	6	3	

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Q30 Where did you or your family last go to a healthclub?								
<i>Those who go to a healthclub at Q24</i>								
Bournemouth	10.7%	58	80.0%	4	33.3%	1	8.3%	1
Ringwood	10.5%	57	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	10.3%	56	0.0%	0	33.3%	1	66.7%	8
Wimborne	7.2%	39	0.0%	0	0.0%	0	8.3%	1
Christchurch	6.3%	34	0.0%	0	0.0%	0	0.0%	0
Ferndown	6.1%	33	0.0%	0	0.0%	0	0.0%	0
Wareham	5.2%	28	0.0%	0	0.0%	0	0.0%	0
New Milton	5.0%	27	0.0%	0	0.0%	0	0.0%	0
Blandford Forum	4.4%	24	0.0%	0	0.0%	0	0.0%	0
Gillingham	4.2%	23	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	3.3%	18	0.0%	0	0.0%	0	0.0%	0
Warminster	2.8%	15	0.0%	0	0.0%	0	0.0%	0
Broadstone	2.2%	12	0.0%	0	0.0%	0	0.0%	0
Verwood	1.8%	10	0.0%	0	0.0%	0	0.0%	0
Lymington	1.7%	9	0.0%	0	0.0%	0	0.0%	0
Wincanton	1.5%	8	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.5%	8	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.5%	8	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.3%	7	0.0%	0	0.0%	0	0.0%	0
Creekmoor	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Heath	0.6%	3	0.0%	0	0.0%	0	0.0%	0
Swanage	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Bobbington	0.4%	2	0.0%	0	0.0%	0	8.3%	1
Shawfield	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.4%	2	0.0%	0	0.0%	0	0.0%	0
New Forest	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Barton On Sea	0.4%	2	0.0%	0	0.0%	0	0.0%	0
Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0
London	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Milford-on-Sea	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Brockenhurst	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Oakdale	0.2%	1	0.0%	0	0.0%	0	8.3%	1
East Haddon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Sandford	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Godshill	0.2%	1	0.0%	0	0.0%	0	7.1%	1
Dorset	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	1	0.0%	0	0.0%	0	0.0%	0
St Ives	0.2%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Swindon	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Burton-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Castle Cary	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Winterbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Winton	0.2%	1	20.0%	1	0.0%	0	0.0%	0
Parley	0.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	11	0.0%	0	33.3%	1	0.0%	0
Base:		542		5		3		12
								14
								14
								15
								17

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q31 Where did you or your family last go for tenpin bowling?																
<i>Those who go tenpin bowling at Q24</i>																
Poole	58.7%	263	75.0%	3	100.0%	1	100.0%	13	80.0%	8	72.7%	8	88.9%	8	88.9%	8
Yeovil	14.7%	66	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	25.0%	1	0.0%	0	0.0%	0	10.0%	1	18.2%	2	11.1%	1	11.1%	1
Weymouth	3.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	3.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	1.1%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.9%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	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	0.0%	0
Bristol	0.4%	2	0.0%	0	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
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
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
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
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
Westbourne	0.2%	1	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	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
Centre Parcs, Thetford	0.2%	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
Dorchester	0.2%	1	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	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
Walsall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		448		4		1		13		10		11		9		9

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
Q32 Where did you or your family last visit a library?								
<i>Those who go to a library at Q24</i>								
Christchurch	10.9%	113	0.0%	0	0.0%	0	0.0%	0
Ferndown	7.9%	82	0.0%	0	14.3%	1	0.0%	0
Wimborne Minster	6.6%	69	0.0%	0	0.0%	0	0.0%	0
Blandford (Forum and St Mary)	6.1%	63	0.0%	0	0.0%	0	0.0%	0
New Milton	5.7%	59	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	5.7%	59	8.3%	1	0.0%	0	68.8%	11
Ringwood	5.0%	52	0.0%	0	0.0%	0	0.0%	0
Verwood	4.3%	45	0.0%	0	0.0%	0	0.0%	0
Gillingham	4.0%	42	0.0%	0	0.0%	0	0.0%	0
Swanage	3.8%	39	0.0%	0	0.0%	0	0.0%	0
Wareham	3.8%	39	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	3.2%	33	0.0%	0	0.0%	0	0.0%	0
Bournemouth	2.9%	30	41.7%	5	57.1%	4	6.3%	1
Fordingbridge	2.7%	28	0.0%	0	0.0%	0	0.0%	0
Broadstone	2.3%	24	0.0%	0	0.0%	0	0.0%	0
Dorchester	2.1%	22	0.0%	0	0.0%	0	0.0%	0
Upton	2.1%	22	0.0%	0	6.3%	1	63.3%	19
Highcliffe	1.7%	18	0.0%	0	0.0%	0	0.0%	0
Mobile Library	1.4%	15	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.3%	14	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	1.3%	13	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	1.2%	12	0.0%	0	0.0%	0	0.0%	0
Sherborne	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Stalbridge	1.0%	10	0.0%	0	0.0%	0	0.0%	0
West Moors	1.0%	10	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Mere	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Lytchett Matravers	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.6%	6	41.7%	5	14.3%	1	0.0%	0
Puddletown	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Lymington	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.5%	5	8.3%	1	0.0%	0	0.0%	0
Milborne Port	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Colehill	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Wool	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Bransgore	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Creekmoor	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Crossways	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Hamworthy	0.3%	3	0.0%	0	0.0%	0	12.5%	2
Corfe Castle	0.3%	3	0.0%	0	0.0%	0	3.3%	1
Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Buxton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Castlepoint	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Charminster	0.1%	1	0.0%	0	0.0%	0	6.3%	1
Shillingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Banwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Burton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	14	0.0%	0	14.3%	1	0.0%	0
Base:	1038		12	7	16	30	20	29
								35

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1								
Q33 What items, if any, do you regularly buy on the internet?																
Nothing	60.4%	1218	71.4%	15	44.4%	4	70.5%	31	76.4%	42	61.7%	29	57.8%	26	60.7%	37
Books, CD's, Toys etc.	24.0%	485	19.0%	4	33.3%	3	15.9%	7	16.4%	9	23.4%	11	26.7%	12	21.3%	13
Electrical TV, Hi-Fi and Computers	10.0%	202	4.8%	1	0.0%	0	11.4%	5	5.5%	3	6.4%	3	8.9%	4	11.5%	7
Clothes and Shoes	9.5%	191	9.5%	2	11.1%	1	11.4%	5	7.3%	4	12.8%	6	6.7%	3	9.8%	6
Groceries	6.5%	132	4.8%	1	11.1%	1	2.3%	1	5.5%	3	8.5%	4	11.1%	5	8.2%	5
Domestic Electrical Appliances	6.0%	122	4.8%	1	0.0%	0	2.3%	1	5.5%	3	6.4%	3	4.4%	2	11.5%	7
DIY, Hardware and Homewares	2.6%	53	0.0%	0	0.0%	0	2.3%	1	1.8%	1	2.1%	1	2.2%	1	4.9%	3
Holidays	2.5%	50	4.8%	1	11.1%	1	0.0%	0	0.0%	0	2.1%	1	6.7%	3	0.0%	0
Health and Beauty, Chemist Items	2.2%	44	4.8%	1	0.0%	0	2.3%	1	1.8%	1	2.1%	1	2.2%	1	3.3%	2
Furniture, Soft Furnishings and Floor Coverings	1.8%	36	0.0%	0	0.0%	0	4.5%	2	1.8%	1	2.1%	1	0.0%	0	4.9%	3
Hobby goods	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.6%	1
Cars and car products	0.5%	11	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Pet products	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Arts and crafts goods	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insurance	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	2.2%	1	0.0%	0
(Don't know / varies)	2.3%	47	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.1%	1	4.4%	2	3.3%	2
Base:		2018		21		9		44		55		47		45		61
GEN Gender:																
Male	27.5%	554	23.8%	5	33.3%	3	36.4%	16	27.3%	15	38.3%	18	31.1%	14	18.0%	11
Female	72.5%	1464	76.2%	16	66.7%	6	63.6%	28	72.7%	40	61.7%	29	68.9%	31	82.0%	50
Base:		2018		21		9		44		55		47		45		61
AGE How old are you ?																
18-24	2.1%	43	0.0%	0	11.1%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	3.3%	2
25-34	7.7%	155	9.5%	2	11.1%	1	6.8%	3	10.9%	6	10.6%	5	2.2%	1	6.6%	4
35-44	17.7%	358	14.3%	3	22.2%	2	18.2%	8	10.9%	6	21.3%	10	13.3%	6	16.4%	10
45-54	20.8%	420	14.3%	3	0.0%	0	22.7%	10	18.2%	10	21.3%	10	13.3%	6	18.0%	11
55-64	25.4%	512	9.5%	2	44.4%	4	22.7%	10	29.1%	16	19.1%	9	37.8%	17	19.7%	12
65+	25.0%	505	52.4%	11	11.1%	1	25.0%	11	27.3%	15	25.5%	12	28.9%	13	32.8%	20
(Refused)	1.2%	25	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.1%	1	4.4%	2	3.3%	2
Base:		2018		21		9		44		55		47		45		61
CAR Finally, how many cars are there normally available for use in the household ?																
None	10.0%	202	9.5%	2	11.1%	1	11.4%	5	14.5%	8	14.9%	7	6.7%	3	8.2%	5
One	43.8%	883	52.4%	11	66.7%	6	52.3%	23	38.2%	21	51.1%	24	46.7%	21	44.3%	27
Two	34.3%	693	33.3%	7	22.2%	2	29.5%	13	36.4%	20	27.7%	13	24.4%	11	39.3%	24
Three or more	11.1%	223	4.8%	1	0.0%	0	2.3%	1	10.9%	6	6.4%	3	22.2%	10	8.2%	5
(Don't know)	0.1%	2	0.0%	0	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	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2018		21		9		44		55		47		45		61
SEG Socioeconomic Grouping:																
A	4.7%	94	4.8%	1	0.0%	0	4.5%	2	3.6%	2	2.1%	1	4.4%	2	9.8%	6
B	19.6%	395	14.3%	3	22.2%	2	20.5%	9	16.4%	9	19.1%	9	17.8%	8	23.0%	14
C1	33.1%	668	47.6%	10	66.7%	6	20.5%	9	27.3%	15	25.5%	12	40.0%	18	36.1%	22
C2	25.4%	513	14.3%	3	0.0%	0	38.6%	17	29.1%	16	34.0%	16	20.0%	9	23.0%	14
D	7.4%	150	14.3%	3	11.1%	1	6.8%	3	12.7%	7	12.8%	6	6.7%	3	4.9%	3
E	3.1%	62	0.0%	0	0.0%	0	0.0%	0	3.6%	2	4.3%	2	0.0%	0	1.6%	1
(Refused)	6.7%	136	4.8%	1	0.0%	0	9.1%	4	7.3%	4	2.1%	1	11.1%	5	1.6%	1
Base:		2018		21		9		44		55		47		45		61

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
QUOTA Zone:								
ND1	4.4% 89	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
ND2	4.8% 96	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
ND3	5.2% 105	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
ND4	7.8% 158	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
PB1	4.6% 92	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
PB2	9.0% 181	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
PB3	9.5% 191	0.0% 0	0.0% 0	100.0% 44	100.0% 55	100.0% 47	100.0% 45	0.0% 0
ED1	9.8% 197	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 61
ED2	9.3% 187	100.0% 21	100.0% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
ED3	3.9% 79	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
ED4	6.0% 122	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
ED5	4.6% 92	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CH1	7.6% 153	0.0% 0	0.0% 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% 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% 0	0.0% 0
Base:	2018	21	9	44	55	47	45	61

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH10 6	BH10 7	BH15 4	BH16 5	BH17 7	BH18 9	BH21 1
PC Postcode:								
BA126	1.0%	20	0.0%	0	0.0%	0	0.0%	0
BA80	1.1%	23	0.0%	0	0.0%	0	0.0%	0
BH106	1.0%	21	100.0%	21	0.0%	0	0.0%	0
BH107	0.4%	9	0.0%	0	100.0%	9	0.0%	0
BH154	2.2%	44	0.0%	0	0.0%	0	100.0%	44
BH165	2.7%	55	0.0%	0	0.0%	0	100.0%	55
BH166	0.9%	19	0.0%	0	0.0%	0	0.0%	0
BH177	2.3%	47	0.0%	0	0.0%	0	0.0%	47
BH189	2.2%	45	0.0%	0	0.0%	0	0.0%	0
BH191	1.4%	28	0.0%	0	0.0%	0	0.0%	0
BH192	1.7%	34	0.0%	0	0.0%	0	0.0%	0
BH193	0.5%	11	0.0%	0	0.0%	0	0.0%	0
BH204	2.1%	42	0.0%	0	0.0%	0	0.0%	0
BH205	0.9%	19	0.0%	0	0.0%	0	0.0%	0
BH206	1.3%	26	0.0%	0	0.0%	0	0.0%	0
BH207	1.4%	29	0.0%	0	0.0%	0	0.0%	0
BH211	3.0%	61	0.0%	0	0.0%	0	0.0%	0
BH212	2.7%	55	0.0%	0	0.0%	0	0.0%	0
BH213	2.5%	50	0.0%	0	0.0%	0	0.0%	0
BH214	0.8%	16	0.0%	0	0.0%	0	0.0%	0
BH215	0.4%	9	0.0%	0	0.0%	0	0.0%	0
BH216	0.4%	9	0.0%	0	0.0%	0	0.0%	0
BH217	0.7%	15	0.0%	0	0.0%	0	0.0%	0
BH218	0.1%	1	0.0%	0	0.0%	0	0.0%	0
BH220	2.5%	51	0.0%	0	0.0%	0	0.0%	0
BH228	2.6%	52	0.0%	0	0.0%	0	0.0%	0
BH229	2.7%	54	0.0%	0	0.0%	0	0.0%	0
BH231	1.7%	34	0.0%	0	0.0%	0	0.0%	0
BH232	2.9%	59	0.0%	0	0.0%	0	0.0%	0
BH233	1.8%	37	0.0%	0	0.0%	0	0.0%	0
BH234	2.6%	52	0.0%	0	0.0%	0	0.0%	0
BH235	1.9%	39	0.0%	0	0.0%	0	0.0%	0
BH236	0.1%	1	0.0%	0	0.0%	0	0.0%	0
BH237	1.5%	30	0.0%	0	0.0%	0	0.0%	0
BH238	1.7%	34	0.0%	0	0.0%	0	0.0%	0
BH241	3.3%	67	0.0%	0	0.0%	0	0.0%	0
BH242	1.5%	31	0.0%	0	0.0%	0	0.0%	0
BH243	1.1%	23	0.0%	0	0.0%	0	0.0%	0
BH255	3.1%	62	0.0%	0	0.0%	0	0.0%	0
BH256	1.7%	35	0.0%	0	0.0%	0	0.0%	0
BH257	1.6%	32	0.0%	0	0.0%	0	0.0%	0
BH316	2.9%	59	0.0%	0	0.0%	0	0.0%	0
BH317	0.5%	10	0.0%	0	0.0%	0	0.0%	0
BH64	0.7%	15	0.0%	0	0.0%	0	0.0%	0
DT101	1.2%	24	0.0%	0	0.0%	0	0.0%	0
DT102	1.4%	29	0.0%	0	0.0%	0	0.0%	0
DT110	2.2%	45	0.0%	0	0.0%	0	0.0%	0
DT117	2.9%	59	0.0%	0	0.0%	0	0.0%	0
DT118	1.3%	27	0.0%	0	0.0%	0	0.0%	0
DT119	1.3%	27	0.0%	0	0.0%	0	0.0%	0
DT27	1.5%	30	0.0%	0	0.0%	0	0.0%	0
DT28	1.7%	35	0.0%	0	0.0%	0	0.0%	0
DT95	1.4%	29	0.0%	0	0.0%	0	0.0%	0
SP36	1.2%	25	0.0%	0	0.0%	0	0.0%	0
SP55	1.3%	26	0.0%	0	0.0%	0	0.0%	0
SP61	1.9%	38	0.0%	0	0.0%	0	0.0%	0
SP63	0.9%	19	0.0%	0	0.0%	0	0.0%	0
SP70	0.8%	17	0.0%	0	0.0%	0	0.0%	0
SP78	1.9%	39	0.0%	0	0.0%	0	0.0%	0
SP79	0.7%	15	0.0%	0	0.0%	0	0.0%	0
SP84	2.7%	55	0.0%	0	0.0%	0	0.0%	0
SP85	0.7%	14	0.0%	0	0.0%	0	0.0%	0
Base:	2018	21	9	44	55	47	45	61

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q01 Which store or shop did you do your household's last main food and grocery shopping ?																
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
Sainsbury's, Ringwood Road, Ferndown	6.9%	139	20.0%	11	4.0%	2	12.5%	2	46.7%	7	60.8%	31	23.1%	12	20.4%	11
Tesco, Waterloo Road, Poole	6.1%	124	10.9%	6	18.0%	9	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Penny Walk, Ferndown	5.9%	120	29.1%	16	2.0%	1	12.5%	2	20.0%	3	25.5%	13	51.9%	27	70.4%	38
Tesco, Stour Park, Blandford St Mary	5.6%	114	0.0%	0	0.0%	0	25.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Tesco, Christy's Lane, Shaftesbury	4.1%	82	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	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Tesco, Tower Park, Manning Heath, Poole	3.0%	60	1.8%	1	18.0%	9	6.3%	1	6.7%	1	2.0%	1	0.0%	0	0.0%	0
Asda, Culliford Crescent, Canford Heath, Poole	2.6%	52	5.5%	3	8.0%	4	12.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Internet / delivered	2.4%	49	3.6%	2	2.0%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Quay Road, Poole Town Centre	2.4%	48	0.0%	0	10.0%	5	6.3%	1	0.0%	0	0.0%	0	1.9%	1	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	0.0%	0	0.0%	0
Asda, Hampshire Centre / Castle Point, Bournemouth	2.1%	43	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	11.5%	6	1.9%	1
Waitrose, Chantry Fields, Gillingham	2.0%	41	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	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Kings Road West, Swanage	1.6%	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	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tesco, Weymouth Avenue, Dorchester	1.3%	27	0.0%	0	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
Sainsbury's, Pitwines Close, Poole	1.2%	25	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco, Dorchester Road, Dorchester	1.2%	24	0.0%	0	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	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Station Road, 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
Somerfield, Crown Mead, Hanham Road, Wimborne	1.1%	22	14.5%	8	0.0%	0	6.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Gillingham	1.1%	22	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	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	0.0%	0	0.0%	0	0.0%	0
Tesco, Poole Road, Branksome, Poole	1.0%	20	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sherborne	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.9%	19	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Express, Old Milton Road, 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
Sainsbury's, Alder Park, Poole	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Shaftesbury	0.6%	13	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
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.6%	13	0.0%	0	14.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Pauls Road, Bournemouth	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Manor Roundabout, Dorchester Road, Dorchester	0.6%	12	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Tesco, Southampton Road, Salisbury	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gillingham	0.5%	11	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.5%	10	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	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Blandford	0.4%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Preston Road, Yeovil	0.4%	9	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
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
Lidl, Ferndown	0.3%	7	1.8%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Tesco, Queensway, Yeovil	0.3%	6	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 Street, Wareham	0.3%	6	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	4.0%	2	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
Somerfield, Newland, Sherborne	0.2%	5	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%	5	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	0.2%	4	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
Waitrose, Ashley Road, Poole	0.2%	4	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.2%	4	1.8%	1	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%	4	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	0.0%	0
Lidl, Waterloo Road, Poole	0.1%	3	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Dike & Son, Ring Street, Stalbridge	0.1%	3	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%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Asda, Newstead Road, Weymouth	0.1%	3	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%	3	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
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
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	0.0%	0
Somerfield, Littlemoor Road, Weymouth	0.1%	3	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
Co-Op, Station Road, West Moors	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	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
Somerfield, King John Avenue, Bearwood, Poole	0.1%	2	1.8%	1	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	0.0%	0
Co-Op, The Square, Mere	0.1%	2	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	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

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Tesco, Herbert Road, Parkstone, Poole	0.1%	2	0.0%	0	2.0%	1	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
Somerfield, Cheap Street, Sherborne	0.1%	2	0.0%	0	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	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	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
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
Local shops, Sturminster Newton	0.1%	2	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
Costcutter, Ashley Road, 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
Morrisons, Meetinghouse 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
Local shops, Hindon	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, High Street, Shaftesbury	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, 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
Local shops, Kings Road, 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
Morrisons, Ashley Road, Parkstone, 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
Marks & Spencer, Middle Street, 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
Morrisons, Chiltern Drive, Verwood	0.1%	1	0.0%	0	2.0%	1	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	0.0%	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
Co-Op, High 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
Morrisons, West Bay Road, 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
Morrisons, Weymouth Street, Warminster	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, 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
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	1.9%	1
Sainsbury's, Shaftesbury	0.1%	1	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
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
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
Somerfield, Langton Road, Blandford Forum	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, Poole Road, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, 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
Co-Op, New Road, West Parley, Wimborne	0.1%	1	0.0%	0	2.0%	1	0.0%	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
Goldys Farm Shop, West Holme, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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
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	0.0%	0
Iceland, Ivel Square, 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
Iceland, Victoria Road, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	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	0.0%	0	0.0%	0
Local farm shop, Child Okeford	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, 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

Column %ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Tesco, Mendip Avenue, Shepton Mallet	0.1%	1	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
Tesco, Purbeck Parade, Lytchett Matravers	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludwell	0.1%	1	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
Tesco, Shillingstone Drive, Bournemouth	0.1%	1	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
Local shops, Wimborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.1%	1	1.8%	1	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
Waitrose, Standford Road, Lymington	0.1%	1	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
Walkford Store, Ringwood Road, Walkford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wrens Shop, Church Road, East Knoyle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.1%	23	0.0%	0	0.0%	0	6.7%	1
(Don't do main food shopping)	0.5%	10	0.0%	0	0.0%	0	13.3%	2
Base:	2018	55	50	16	15	51	52	54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q02 Is there any other store or shop you do your main food and grocery shopping ? <i>Those who do main food shopping at Q01</i>																
Sainsbury's, Ringwood Road, Ferndown	4.4%	89	20.0%	11	2.0%	1	0.0%	0	7.7%	1	17.6%	9	26.9%	14	29.6%	16
Sainsbury's, Lyndhurst Road, Christchurch	3.2%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Penny Walk, Ferndown	3.1%	62	10.9%	6	0.0%	0	0.0%	0	23.1%	3	33.3%	17	23.1%	12	11.1%	6
Waitrose, The Furlong, Ringwood	2.3%	47	1.8%	1	0.0%	0	6.3%	1	0.0%	0	5.9%	3	0.0%	0	0.0%	0
Asda, Hampshire Centre / Castle Point, Bournemouth	2.1%	43	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Waitrose, Chantry Fields, Gillingham	2.0%	40	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	1.8%	1	6.0%	3	6.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tesco, Waterloo Road, Poole	1.9%	38	1.8%	1	4.0%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Culliford Crescent, Canford Heath, Poole	1.8%	36	0.0%	0	10.0%	5	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tower Park, Manning Heath, Poole	1.6%	32	3.6%	2	6.0%	3	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	1.6%	32	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
Marks & Spencer, Christchurch	1.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Stour Park, Blandford St Mary	1.3%	26	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	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Waitrose, Tudor Arcade, South Street, Dorchester	1.1%	23	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Pitwines Close, Poole	1.1%	23	0.0%	0	4.0%	2	0.0%	0	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	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	2.0%	1	1.9%	1	1.9%	1
Somerfield, Station Road, Swanage	0.9%	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	0.0%	0	3.9%	2	5.8%	3	5.6%	3
Somerfield, Crown Mead, Hanham Road, Wimborne	0.8%	17	10.9%	6	2.0%	1	12.5%	2	7.7%	1	0.0%	0	0.0%	0	0.0%	0
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
Somefield, Wareham	0.7%	15	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%	14	0.0%	0	4.0%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Poole Road, Branksome, Poole	0.7%	14	1.8%	1	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hampshire Centre / Castle Point, Bournemouth	0.7%	14	3.6%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Sherborne	0.6%	12	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gillingham	0.6%	12	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
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
Lidl, Waterloo Road, Poole	0.5%	11	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.5%	11	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Tesco, Dorchester Road, Dorchester	0.5%	10	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	0.5%	10	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Morrisons, Southgate Road, Wincanton	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Iceland, Victoria Road, Ferndown	0.5%	10	0.0%	0	0.0%	0	3.9%	2
Somerfield, Lymington Road, Highcliffe	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barrack Road, Christchurch	0.4%	9	0.0%	0	0.0%	0	7.7%	1
Aldi, Wallisdown Road, Bournemouth	0.4%	9	1.8%	1	2.0%	1	0.0%	0
Co-Op, Kings Road West, Swanage	0.4%	9	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.4%	8	0.0%	0	2.0%	1	0.0%	0
Tesco, Castle Street, Salisbury	0.4%	8	0.0%	0	0.0%	0	0.0%	0
Tesco, Southampton Road, Salisbury	0.4%	8	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Milton	0.3%	7	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.3%	7	1.8%	1	0.0%	0	0.0%	0
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.3%	7	0.0%	0	10.0%	5	0.0%	0
Co-Op Stop & Shop, North Street, Wareham	0.3%	6	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
Tesco, Queensway, Yeovil	0.3%	6	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
Asda, Preston Road, Yeovil	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Somerfield, Gillingham	0.3%	6	0.0%	0	0.0%	0	0.0%	0
Co-Op, Milbourne Port, Sherborne	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Asda, St Pauls Road, Bournemouth	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ringwood	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moorvale Road, Bournemouth	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, South Street, Dorchester	0.2%	5	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
Southern Co-Operatives, Station Road, Sturminster Newton	0.2%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op, Station Road, West Moors	0.2%	4	0.0%	0	0.0%	0	3.9%	2
Marks & Spencer, Dolphin Centre, Poole	0.2%	4	0.0%	0	0.0%	0	7.7%	1
Morrisons, Manor Roundabout, Dorchester Road, Dorchester	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Boscombe	0.2%	4	0.0%	0	0.0%	0	0.0%	0
Waitrose, Standford Road, Lymington	0.1%	3	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
Co-Op, Bargates, Christchurch	0.1%	3	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
Tesco Express, Lymington Road, Highcliffe	0.1%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, The Maltings, Salisbury	0.1%	3	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
Co-Op, Avenue Road, New Milton	0.1%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lysander Road,	0.1%	3	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Yeovil																
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
Marks & Spencer, New Canal, Salisbury	0.1%	2	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	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	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	0.0%	0
Somerfield, Newland, Sherborne	0.1%	2	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
Morrisons, Meetinghouse 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
Local shops, Bell Street, Shaftesbury	0.1%	2	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	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	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	0.0%	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
Morrisons, Weymouth Street, Warminster	0.1%	2	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	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
Local shops, Stalbridge	0.1%	2	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	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
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
Somerfield, Adastral Square, Branksome, 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
Lees News, Gordon Road, Wimborne	0.1%	1	1.8%	1	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
Somefield, Canford Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Wimborne Road, Winton, 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
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	1.9%	1
Local shops, High Street, Tisbury	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, 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
Local market, Shaftesbury	0.1%	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
Co-Op, 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
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	0.0%	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	0.0%	0
Local shops, Fontmell Magna	0.1%	1	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
Aldi, Jubilee Sidings, 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
Marks & Spencer, George Street, Richmond	0.1%	1	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
Asda, Newstead 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
Asda, Warminster Road, Frome	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, Crossways	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, Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Local shops, Wimborne	0.1%	1	0.0%	0	2.0%	1	0.0%	0
Netto, High Street, Westend, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Wimborne Road, Poole	0.1%	1	1.8%	1	0.0%	0	0.0%	0
Post Office, Blandford Camp, Blandford Forum	0.1%	1	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
Sainsbury's, Ludbourne Road, Sherborne	0.1%	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
Sainsbury's, Ringwood Road, Ferndown	0.1%	1	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
Co-Op, Holdenhurst Road, Bournemouth	0.1%	1	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
Somerfield, Littlemoor Road, Weymouth	0.1%	1	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
Spar, Southampton Road, Ringwood	0.1%	1	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
Tesco Express, Fernside Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, King John Avenue, Bearwood, Poole	0.1%	1	0.0%	0	0.0%	0	2.0%	1
Hickey's, Lower Blandford Road, Broadstone	0.1%	1	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
Tesco Extra, The Meadows, Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Abbey Manor Park, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Shaftesbury	0.1%	1	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
Waitrose, Seamoor Road, Westbourne, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	1.9%
Local shops, Round Hill, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaftesbury Road, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bransgore	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanage	0.1%	1	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
Aldi, Holdenhurst Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Nowhere else)	34.1%	685	27.3%	15	28.0%	14	50.0%	8
(Don't know)	1.9%	38	5.5%	3	2.0%	1	0.0%	0
Base:	2008		55		50		16	
							13	
							51	
							52	
								54

Column % ges.

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q03 How do you normally travel to do your main food shopping ?																
<i>Those who do main food shopping at Q01</i>																
Car-driver	72.2%	1449	81.8%	45	74.0%	37	75.0%	12	69.2%	9	68.6%	35	73.1%	38	61.1%	33
Car-passenger	12.0%	240	10.9%	6	14.0%	7	6.3%	1	15.4%	2	21.6%	11	11.5%	6	9.3%	5
Bus / coach	3.7%	74	0.0%	0	2.0%	1	12.5%	2	0.0%	0	3.9%	2	3.8%	2	1.9%	1
Train	0.2%	4	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Walk	6.9%	138	3.6%	2	8.0%	4	0.0%	0	0.0%	0	2.0%	1	11.5%	6	20.4%	11
Bicycle	0.7%	14	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	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	1.9%	1
Scooter	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
(Not applicable, goods delivered)	2.5%	50	3.6%	2	2.0%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.2%	25	0.0%	0	0.0%	0	0.0%	0	7.7%	1	3.9%	2	0.0%	0	0.0%	0
Base:		2008		55		50		16		13		51		52		54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
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?								
Tesco, Penny Walk, Ferndown	3.1%	62	12.7%	7	0.0%	0	0.0%	0
Sainsbury's, Ringwood Road, Ferndown	2.6%	52	3.6%	2	2.0%	1	0.0%	0
Tesco, Stour Park, Blandford St Mary	2.2%	45	0.0%	0	0.0%	0	12.5%	2
Somerfield, Crown Mead, Hanham Road, Wimborne	1.9%	39	21.8%	12	0.0%	0	25.0%	4
Sainsbury's, Lyndhurst Road, Christchurch	1.9%	38	0.0%	0	0.0%	0	0.0%	0
Morrisons, District Shopping Centre, Verwood	1.8%	37	0.0%	0	0.0%	0	0.0%	0
Co-Op, Wareham Road, Corfe Mullen, Wimborne	1.6%	32	1.8%	1	52.0%	26	6.3%	1
Co-Op, High Street, Fordingbridge	1.4%	28	0.0%	0	0.0%	0	0.0%	0
Tesco, Waterloo Road, Poole	1.4%	28	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	27	0.0%	0	4.0%	2	0.0%	0
Somefield, Wareham	1.2%	25	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields, Gillingham	1.1%	23	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
Tesco, Caird Avenue, New Milton	1.1%	22	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Meeting House Lane, Ringwood	1.0%	21	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Milton Road, New Milton	1.0%	20	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	1.0%	20	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
Waitrose, The Furlong, Ringwood	0.9%	18	0.0%	0	0.0%	0	0.0%	0
Local shops, Wimborne	0.8%	17	1.8%	1	2.0%	1	0.0%	0
Tesco Express, Ringwood	0.8%	17	0.0%	0	0.0%	0	0.0%	0
Somerfield, Saxon Square, Christchurch	0.8%	17	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lower Blandford Road, Broadstone	0.8%	17	0.0%	0	4.0%	2	0.0%	0
Somerfield, Gillingham	0.8%	16	0.0%	0	0.0%	0	0.0%	0
Local shops, Christchurch	0.7%	15	0.0%	0	0.0%	0	0.0%	0
Southern Co-Operatives, Station Road, Sturminster Newton	0.7%	14	0.0%	0	0.0%	0	0.0%	0
Spar, Carey Road, Wareham	0.7%	14	0.0%	0	0.0%	0	18.8%	3
Spar, Parsonage Barn Lane, Ringwood	0.7%	14	0.0%	0	0.0%	0	0.0%	0
Tesco Express, West Moors	0.7%	14	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Christchurch	0.6%	13	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
Sainsbury's, Pitwines Close, Poole	0.6%	12	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
Somerfield, Station Road, Swanage	0.5%	11	0.0%	0	0.0%	0	0.0%	0
Co-Op, Poole Road, Upton	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Local shops, Bransgore	0.5%	10	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
Tesco Express, Barrack Road, Christchurch	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road, Kinson / Bournemouth	0.5%	10	0.0%	0	0.0%	0	6.3%	1
Somerfield, Blandford	0.5%	10	0.0%	0	0.0%	0	0.0%	0
Asda, West Quay Road,	0.4%	9	1.8%	1	2.0%	1	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Poole Town Centre																
Sainsbury's, Sherborne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Tesco Extra, Wessex Fields, Bournemouth	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Blandford Road, Broadstone	0.4%	9	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	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Market Place, Blandford Forum	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Somerfield, Shaftesbury	0.4%	9	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	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bere Regis	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Swanage	0.4%	8	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	0.4%	8	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Milton	0.4%	8	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	9.8%	5	1.9%	1	0.0%	0
Spar, Southbourne Grove, Bournemouth	0.3%	7	0.0%	0	0.0%	0	6.3%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Lodbourne Green Parade, Gillingham	0.3%	7	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	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Culliford Crescent, Canford Heath, Poole	0.3%	7	0.0%	0	4.0%	2	0.0%	0	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
One Stop Shop, Dales Drive, Wimborne	0.3%	6	9.1%	5	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
One Stop Shop, Verwood	0.3%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
One Stop Shop, Salisbury Road, Blandford Forum	0.3%	6	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
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	0.0%	0
Asda, Hampshire Centre / Castle Point, Bournemouth	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.3%	6	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	0.3%	6	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, High Street, Swanage	0.2%	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	5.5%	3	0.0%	0	0.0%	0	13.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Crossways	0.2%	5	0.0%	0	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	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	0.0%	0	0.0%	0
Local shops, Motcombe	0.2%	5	0.0%	0	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
Local shops, Sturminster Newton	0.2%	5	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	1.8%	1	4.0%	2	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ferndown	0.2%	5	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Local shops, Ringwood Road, Dorset	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	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	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	0.0%	0

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Nisa, Sopwith Crescent, 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
Tesco Express, Wimborne Road, Bournemouth	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	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	0.0%	0
Lidl, Gillingham	0.2%	4	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
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
Local shops, Dorset	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	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	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	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
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
Co-Op, The Sycamores, Shaftesbury	0.1%	3	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
Local shops, Upton	0.1%	3	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%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.7%	2
Marks & Spencer, South Street, Dorchester	0.1%	3	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%	3	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%	3	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	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, New Canal, Salisbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Local shops, Ivy Cross, Shaftesbury	0.1%	3	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, Wool	0.1%	3	0.0%	0	0.0%	0	0.0%	0	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
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
Local shops, Broadstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Pimperne	0.1%	2	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	6.7%	1	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	0.0%	0	0.0%	0
Somerfield, Newland, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Fontmell Magna	0.1%	2	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	1.9%	1
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
Local shops, Firshill	0.1%	2	0.0%	0	0.0%	0	6.3%	1	6.7%	1	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	0.0%	0	0.0%	0
Local shops, Gillingham	0.1%	2	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	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	1.8%	1	0.0%	0	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
Local shops, Ferndown	0.1%	2	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Wrens Shop, Church Road, East Knoyle	0.1%	2	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
Somefield, Canford Heath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wimborne Road,	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Bournemouth																
Co-Op, Milbourne Port, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hamworthy	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Henstridge	0.1%	2	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	0.0%	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
Local shops, Shillingstone	0.1%	2	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
Asda, St Pauls 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
Local shops, East Knoyle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ibsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	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%	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%	0	0.0%	0
Waitrose, Churchill Way West, Salisbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Local shops, Marnhull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, West Street, Bridport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Spar, Christchurch Road, Bournemouth	0.1%	2	1.8%	1	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Alder 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
Local shops, Mudeford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Lytchett Matravers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bovington	0.1%	2	0.0%	0	0.0%	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%	0	0.0%	0
Lidl, Ringwood Road, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Wincanton	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, Long Street, Sherborne	0.1%	1	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0
Local shops, Langton Matravers	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, Ludwell	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, Salisbury Road, 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
Local shops, Shaftesbury	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, High 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
Local shops, Poundbury	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, 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
Local shops, High Street, Shaftesbury	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, 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
Local shops, Kings Road, 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
Local shops, Templecombe	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, 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
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	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Local shops, Throop	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Lymington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local market, New Milton	0.1%	1	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
Aldi, Wallisdown Road, Bournemouth	0.1%	1	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
Local shops, Milton Road, Milborne St Andrew	0.1%	1	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
Local shops, Weymouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Northmoor	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ferry Road, Studland	0.1%	1	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
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local market, Dorchester	0.1%	1	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
McColls, Sandford, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
McColls, Turberry Road, Ferndale	0.1%	1	0.0%	0	0.0%	0	1.9%	1
Local shops, High Street, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Weymouth Street, Warminster	0.1%	1	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
Local shops, Hindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Broad Robin Stores, Broad Robin, Gillingham	0.1%	1	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
Lidl, Dorchester Road, Dorchester	0.1%	1	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
One Stop Shop, Station Road, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Post Office, Coppice Street, Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Post Office, Reforme, Portland	0.1%	1	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
Sainsbury's, Ludbourne Road, Sherborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, North Street, Wareham	0.1%	1	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
Local shops, Milborne Port	0.1%	1	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
Local shops, West Moors	0.1%	1	0.0%	0	0.0%	0	2.0%	1
Costcutter, Ashley Road, Poole	0.1%	1	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
Crow Farm Shop, Crow, Ringwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Okeford Fitzpaine	0.1%	1	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

Column % ges.

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Spar, Poole	0.1%	1	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								
Iceland, Poole Road, Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Spar, The Square, Mere	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Spar, West Street, Bere Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Tesco Express, Charminster Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local market, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local shops, Alweston	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local shops, Barnstaple	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Iceland, Gillingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local shops, Bishops Caundle	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local shops, Stourbridge	0.1%	1	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								
Local shops, Broad Chalke, Salisbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Tesco, Queensway, Yeovil	0.1%	1	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								
The Forge One Stop, Horton Road, Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local shops, Bure Lane, Mudford	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local shops, Tisbury	0.1%	1	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								
Walkford Store, Ringwood Road, Walkford	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
Local shops, Walkford	0.1%	1	0.0%	0	0.0%	0	0.0%	0								
(Don't do top-up food shopping)	24.7%	498	25.5%	14	20.0%	10	12.5%	2	13.3%	2	23.5%	12	13.5%	7	27.8%	15
(Don't know / can't remember)	5.8%	118	5.5%	3	2.0%	1	0.0%	0	13.3%	2	3.9%	2	0.0%	0	0.0%	0
Base:		2018		55		50		16		15		51		52		54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q05 Which other stores do you use to buy small scale / top up shopping?																
<i>Those who do top up food shopping at Q04</i>																
Sainsbury's, Ringwood Road, Ferndown	1.6%	25	2.4%	1	0.0%	0	0.0%	0	7.7%	1	2.6%	1	11.1%	5	12.8%	5
Tesco, Penny Walk, Ferndown	1.2%	18	2.4%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	4	4.4%	2	17.9%	7
Asda, Culliford Crescent, Canford Heath, Poole	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Christchurch	1.1%	17	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	0.7%	11	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	2.4%	1	0.0%	0	0.0%	0	7.7%	1	2.6%	1	2.2%	1	7.7%	3
Marks & Spencer, Dolphin Centre, Poole	0.7%	11	0.0%	0	2.5%	1	7.1%	1	7.7%	1	0.0%	0	0.0%	0	2.6%	1
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
Somerfield, Station Road, Swanage	0.7%	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	15.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, District Shopping Centre, Verwood	0.7%	10	4.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ringwood	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	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
Somerfield, Blandford	0.6%	9	0.0%	0	0.0%	0	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	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	7.7%	1	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	20.5%	8	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
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
Iceland, Trinity Street, Dorchester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	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	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tudor Arcade, South Street, Dorchester	0.5%	7	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	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Crown Mead, Hanham Road, Wimborne	0.5%	7	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Gillingham	0.5%	7	0.0%	0	0.0%	0	0.0%	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	2.6%	1	2.2%	1	0.0%	0
Tesco, Waterloo Road, Poole	0.4%	6	2.4%	1	2.5%	1	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%	0	0.0%	0
Sainsbury's, Pitwines Close, Poole	0.4%	6	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, West Quay Road, Poole Town Centre	0.4%	6	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Alder Park, Poole	0.4%	6	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Local shops, Blandford Forum	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	0	0.0%	0
Tesco Express, West Moors	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	5	0.0%	0	0.0%	0
Waitrose, The Furlong, Ringwood	0.4%	6	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Carey Road, Wareham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Chantry Fields, Gillingham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Gillingham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Shaftesbury	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Poole	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.6%	1
Spar, Market Place, Blandford Forum	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Stour Park, Blandford	0.3%	5	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	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
St Mary								
Co-Op, Kings Road West, Swanage	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Morrisons, Southgate Road, Wincanton	0.3%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lower Blandford Road, Broadstone	0.3%	5	0.0%	0	2.5%	1	0.0%	0
Co-Op, Wareham Road, Corfe Mullen, Wimborne	0.3%	5	0.0%	0	5.0%	2	7.1%	1
Co-Op, Lodbourne Green Parade, Gillingham	0.3%	4	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
Local shops, Ringwood Road, Dorset	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Seamoor Road, Westbourne, Bournemouth	0.3%	4	0.0%	0	0.0%	0	7.1%	1
Lidl, Christchurch Road, Bournemouth	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco, Christy's Lane, Shaftesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0
Co-Op, Colehill	0.3%	4	7.3%	3	0.0%	0	0.0%	0
Local shops, Wimborne	0.3%	4	0.0%	0	0.0%	0	7.7%	1
Tesco, Tower Park, Manning Heath, Poole	0.3%	4	0.0%	0	2.5%	1	0.0%	0
Local shops, Swanage	0.2%	3	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
Somerfield, Shaftesbury	0.2%	3	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	0.0%	0
Co-Op, New Milton	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, St Pauls Road, Bournemouth	0.2%	3	2.4%	1	0.0%	0	0.0%	0
Spar, The Square, Mere	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Ringwood	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Waterloo Road, Poole	0.2%	3	0.0%	0	2.5%	1	0.0%	0
Marks & Spencer, Castlepoint Shopping Centre, Castle Lane West, Dorset	0.2%	3	0.0%	0	2.5%	1	0.0%	0
Co-Op, Avenue Road, New Milton	0.2%	3	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
One Stop Shop, Barrack Road, Christchurch	0.2%	3	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Boscombe	0.2%	3	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
Tesco Express, Lymington Road, Highcliffe	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Priory Bridge Road, Taunton	0.1%	2	2.4%	1	0.0%	0	0.0%	0
Londis, Fairmile Road, Christchurch	0.1%	2	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
Local shops, Bransgore	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Hyde	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Ashley	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Ivy Cross, Shaftesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cheap Street, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dorchester Road, Weymouth	0.1%	2	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
One Stop Shop, Dales Drive, Wimborne	0.1%	2	2.4%	1	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Crow Farm Shop, Crow, Ringwood	0.1%	2	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
Co-Op, New Parade, Hill View Road, Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Sturminster Newton	0.1%	2	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
Co-Op, High Street, Fordingbridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lysander Road, Yeovil	0.1%	2	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
Local shops, Verwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Middle Street, Yeovil	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Queensway, Yeovil	0.1%	2	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
Asda, Preston Road, Yeovil	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Alldays, Gillingham	0.1%	2	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
Somerfield, Wimborne Road, Kinson / Bournemouth	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Spar, Southampton Road, Ringwood	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Purbeck Parade, Lytchett Matravers	0.1%	2	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
Local shops, Puddletown	0.1%	2	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
Sainsbury's, Sherborne	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Local market, Boscombe	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bovington	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ferndown	0.1%	1	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
Lidl, Poole Road, Branksome	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local market, Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Charlton Down	0.1%	1	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
Local shops, Crow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	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
Buy-Lo Co-Op, Northmead Drive, Creekmoor, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Child Okeford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Lyde Road, Yeovil	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Salisbury Street, Fordingbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Road, West Parley, Wimborne	0.1%	1	0.0%	0	2.5%	1	0.0%	0
Local shops, Shillingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Southbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dike & Son, Ring Street, Stalbridge	0.1%	1	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
Local shops, Stanford-le-Hope	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stoborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Firshill	0.1%	1	0.0%	0	0.0%	0	7.7%	1
Local shops, High Street, Mere	0.1%	1	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
Local shops, The Causeway,	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9							
Hazelbury Bryan															
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%
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	0.0%
Local shops, 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%
Local shops, Bere Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Wareham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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	0.0%	0	0.0%	0	0.0%
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%
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%
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%
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%
Local shops, Charminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Charter 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%
Tesco Extra, Wessex Fields, Bournemouth	0.1%	1	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	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%
Morrisons, Weymouth Street, Warminster	0.1%	1	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	0.0%
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%
Somerfield, King John Avenue, Bearwood, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, High Street, Tisbury	0.1%	1	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	0.0%	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%
Local shops, Langton Matravers	0.1%	1	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	0.0%
Somerfield, Rempstone Centre, South Street, Wareham	0.1%	1	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%
Spar, Gainsborough Close, Salisbury	0.1%	1	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	0.0%
Spar, Parsonage Barn Lane, Ringwood	0.1%	1	2.4%	1	0.0%	0	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	0.0%	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%
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%
Co-Op, High 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%
Co-Op, High Street, Tisbury	0.1%	1	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	0.0%
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%
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%
Tesco, High Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Lymington								
Local shops, Stourpaine	0.1%	1	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
The Udder Farm Shop, Front Street, East Stour	0.1%	1	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
(Nowhere else)	58.9%	895	63.4%	26	55.0%	22	71.4%	10
(Don't know / refused)	4.3%	65	7.3%	3	5.0%	2	0.0%	0
Base:	1520	41	40	14	13	39	45	39

Q06 In which town do you buy most of your household's non-food shopping?

Poole Town Centre	23.2%	469	32.7%	18	66.0%	33	56.3%	9	13.3%	2	19.6%	10	19.2%	10	9.3%	5
Bournemouth	19.3%	390	14.5%	8	18.0%	9	12.5%	2	26.7%	4	41.2%	21	40.4%	21	38.9%	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
Salisbury	5.3%	107	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	1.9%	1	1.9%	1
Yeovil	4.9%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	4.0%	81	10.9%	6	6.0%	3	0.0%	0	6.7%	1	2.0%	1	5.8%	3	13.0%	7
Dorchester	4.0%	80	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)	3.3%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Ringwood	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Shaftesbury	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	2.5%	51	7.3%	4	0.0%	0	6.3%	1	13.3%	2	17.6%	9	25.0%	13	25.9%	14
Wimborne Minster	2.4%	48	23.6%	13	2.0%	1	18.8%	3	20.0%	3	5.9%	3	0.0%	0	3.7%	2
Southampton	1.9%	39	1.8%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	1.4%	29	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Swanage	1.2%	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	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	0.0%	0	2.0%	1	0.0%	0	6.7%	1	0.0%	0	3.8%	2	0.0%	0
Wareham	0.6%	13	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.4%	9	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
Wincanton	0.3%	6	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
Weymouth	0.2%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Mere	0.1%	2	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	0.0%	0
Bristol	0.1%	2	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	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	0.0%	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	1.9%	1
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
Frome	0.1%	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	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	0.0%	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
Oxford	0.1%	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	0.0%	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	0.0%	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
Tisbury	0.1%	1	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	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
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
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
Woking	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	96	7.3%	4	4.0%	2	0.0%	0	6.7%	1	11.8%	6	1.9%	1	3.7%	2
Base:	2018	55	50	16	15	51	52	54								

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q07 How do you normally travel to do your non-food shopping ?																
Car-driver	70.5%	1423	76.4%	42	76.0%	38	81.3%	13	60.0%	9	62.7%	32	76.9%	40	72.2%	39
Car-passenger	10.0%	201	5.5%	3	12.0%	6	6.3%	1	6.7%	1	21.6%	11	9.6%	5	11.1%	6
Bus / coach	8.3%	167	9.1%	5	6.0%	3	12.5%	2	20.0%	3	5.9%	3	7.7%	4	3.7%	2
Train	0.9%	19	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.3%	107	1.8%	1	2.0%	1	0.0%	0	6.7%	1	3.9%	2	0.0%	0	7.4%	4
Bicycle	0.6%	12	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Scooter	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
(Don't know / varies)	2.2%	44	3.6%	2	2.0%	1	0.0%	0	0.0%	0	5.9%	3	1.9%	1	1.9%	1
(Not applicable, goods delivered)	1.5%	30	3.6%	2	2.0%	1	0.0%	0	6.7%	1	0.0%	0	3.8%	2	0.0%	0
Base:		2018		55		50		16		15		51		52		54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q08 At which location did your household last buy clothes and shoes ?																
Poole Town Centre	21.8%	440	29.1%	16	52.0%	26	43.8%	7	20.0%	3	21.6%	11	17.3%	9	13.0%	7
Bournemouth	18.7%	377	23.6%	13	16.0%	8	6.3%	1	26.7%	4	31.4%	16	30.8%	16	37.0%	20
Castlepoint	9.5%	192	12.7%	7	10.0%	5	6.3%	1	20.0%	3	11.8%	6	17.3%	9	14.8%	8
Internet / delivered	5.7%	116	10.9%	6	4.0%	2	6.3%	1	0.0%	0	3.9%	2	7.7%	4	7.4%	4
Salisbury	5.6%	113	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	0.0%	0	0.0%	0
Yeovil	5.6%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	3.3%	67	1.8%	1	2.0%	1	12.5%	2	6.7%	1	2.0%	1	0.0%	0	1.9%	1
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
Dorchester	2.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ringwood	2.7%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	3.7%	2
Boscombe	2.1%	42	3.6%	2	2.0%	1	0.0%	0	0.0%	0	5.9%	3	3.8%	2	1.9%	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
Wimborne Minster	1.4%	29	3.6%	2	4.0%	2	0.0%	0	20.0%	3	3.9%	2	0.0%	0	3.7%	2
Blandford (Forum and St Mary)	1.0%	21	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.9%	19	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
London	0.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.7%	15	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	11.5%	6	11.1%	6
Weymouth	0.6%	13	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Street	0.4%	9	1.8%	1	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.3%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	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
Bath	0.2%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warminster	0.2%	4	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	0.0%	0	6.3%	1	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
Oxford	0.1%	3	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	3	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	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
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
Ashley Heath	0.1%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Taunton	0.1%	2	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	1.9%	1	0.0%	0
Windsor	0.1%	2	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	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	2.0%	1	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
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
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
Cheshire Oaks Designer Outlet, Chester	0.1%	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	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
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
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
Bere Regis	0.1%	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	1.9%	1	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	1.9%	1
Lewes	0.1%	1	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	1.9%	1	0.0%	0
Brighton	0.1%	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	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
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
Chester	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0
Northumberland	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0
Eastbourne	0.1%	1	1.8%	1	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
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
Romford	0.1%	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

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Sandhurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Andover	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Skipton	0.1%	1	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
Banbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sutton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thornham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	0.0%	0	2.0%	1	0.0%	0
Turbary Retail Park, Ringwood Road, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	6.3%	1
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dolphin Centre, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Woking	0.1%	1	0.0%	0	2.0%	1	0.0%	0
Woolwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	52	3.6%	2	2.0%	1	0.0%	0
(Don't regularly buy these kind of goods)	1.3%	26	3.6%	2	0.0%	0	6.3%	1
Base:	2018	55	50	16	15	51	52	54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Q09 At which other locations do you shop for clothes and shoes ?								
<i>Those who buy clothes and shoes at Q08</i>								
Bournemouth	19.1%	381 24.5%	13 38.0%	19 13.3%	2 13.3%	2 22.0%	11 23.1%	12 20.4%
Poole Town Centre	11.5%	229 15.1%	8 24.0%	12 20.0%	3 20.0%	3 22.0%	11 21.2%	11 14.8%
Southampton	10.4%	207 9.4%	5 14.0%	7 6.7%	1 13.3%	2 14.0%	7 3.8%	2 9.3%
Salisbury	5.9%	118 0.0%	0 0.0%	0 6.7%	1 6.7%	1 4.0%	2 5.8%	3 1.9%
Castlepoint	5.0%	99 5.7%	3 6.0%	3 0.0%	0 6.7%	1 6.0%	3 7.7%	4 9.3%
Yeovil	3.4%	67 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Trowbridge	2.9%	58 5.7%	3 2.0%	1 6.7%	1 6.7%	1 2.0%	1 0.0%	0 3.7%
Dorchester	2.5%	49 0.0%	0 2.0%	1 0.0%	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 1.9%	1 0.0%
Brighton	1.9%	38 1.9%	1 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Wimborne Minster	1.9%	37 7.5%	4 8.0%	4 0.0%	0 20.0%	3 4.0%	2 0.0%	0 7.4%
Boscombe	1.2%	23 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bath	0.9%	18 0.0%	0 0.0%	0 6.7%	1 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 2.0%	1 1.9%	1 0.0%
London	0.8%	16 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.9%	1 0.0%
Shaftesbury	0.8%	16 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%
Blandford (Forum and St Mary)	0.8%	15 0.0%	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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Swanage	0.5%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Portsmouth	0.4%	8 1.9%	1 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0 0.0%
Sherborne	0.4%	8 0.0%	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 0.0%
Ferndown	0.4%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.0%	2 3.8%	2 3.7%
Bristol	0.3%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.9%
Gillingham	0.2%	3 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 0.0%	0 0.0%
Wincanton	0.1%	2 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 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%
Sturminster Newton Street	0.1%	2 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%
Cheltenham	0.1%	2 1.9%	1 0.0%	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 0.0%	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 1.9%	1 0.0%
Fordingbridge	0.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.9%	1 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%
Axminster	0.1%	1 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 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 0.0%	0 0.0%
Abroad	0.1%	1 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 2.0%	1 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%
Andover	0.1%	1 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%
Harleston	0.1%	1 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%
Glastonbury	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Internet / delivered	0.1%	1 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 6.7%	1 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%
Bridport	0.1%	1 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 0.0%
Manchester	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Broadstone	0.1%	1 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 0.0%	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%
Wareham	0.1%	1 0.0%	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%
Romsey	0.1%	1 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 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 0.0%
Sidmouth	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
St Albans	0.1%	1 1.9%	1 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%
Stockport	0.1%	1 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

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Swindon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thornham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wimbledon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	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
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	36.9%	736	39.6%	21	26.0%	13	46.7%	7
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		1992		53		50		15
								15
								50
								52
								54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q10 At which location did your household last buy domestic electric appliances (e.g. fridges and kitchen items) ?																
Poole Town Centre	22.0%	443	30.9%	17	50.0%	25	56.3%	9	46.7%	7	27.5%	14	13.5%	7	24.1%	13
Castlepoint	13.2%	267	1.8%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	2	11.5%	6	5.6%	3
Internet / delivered	10.0%	201	10.9%	6	8.0%	4	6.3%	1	13.3%	2	5.9%	3	5.8%	3	3.7%	2
Bournemouth	5.6%	113	7.3%	4	0.0%	0	6.3%	1	0.0%	0	15.7%	8	13.5%	7	14.8%	8
Salisbury	3.4%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	3.0%	61	25.5%	14	12.0%	6	6.3%	1	13.3%	2	2.0%	1	3.8%	2	5.6%	3
Yeovil	3.0%	61	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	2.3%	46	3.6%	2	0.0%	0	0.0%	0	6.7%	1	19.6%	10	23.1%	12	29.6%	16
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
Shaftesbury	2.0%	41	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)	1.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	1.6%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Southampton	1.5%	31	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	0.0%	0	0.0%	0
Sturminster Newton	1.2%	24	0.0%	0	0.0%	0	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	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	2.0%	1	0.0%	0	0.0%	0
Mere	0.9%	18	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	4.0%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.7%	14	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.9%	1
Ferndown	0.7%	14	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.5%	10	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Poole	0.3%	7	3.6%	2	2.0%	1	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	0.0%	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
Stoney Lane Retail Park	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0
London	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Wareham	0.2%	4	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	0.2%	4	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	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
Tisbury	0.1%	3	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
Wincanton	0.1%	3	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	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
Houndstone Retail Park, Yeovil	0.1%	2	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%	2	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%	2	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	0.0%	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
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
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
MFI, Poole Road, Poole	0.1%	1	0.0%	0	2.0%	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
Newcastle	0.1%	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	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	2.0%	1	0.0%	0	0.0%	0
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
Puriton	0.1%	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	0.0%	0	0.0%	0	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
Frome	0.1%	1	0.0%	0	0.0%	0	0.0%	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	1.9%	1	0.0%	0
Ruislip	0.1%	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	0.0%	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	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
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	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%	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%	0	1.9%	1
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Trowbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	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
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wool, Dorset	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	9.2%	185	10.9%	6	14.0%	7	18.8%	3
(Don't know / varies)	3.8%	77	1.8%	1	6.0%	3	6.3%	1
Base:	2018	55	50	16	15	51	52	54

Q11 At which other locations do you visit when shopping for domestic electric appliances (e.g. fridges and kitchen items) ?

Those who buy domestic electric appliances (e.g. fridges and kitchen items) at Q10

Poole Town Centre	7.1%	131	14.3%	7	9.3%	4	15.4%	2	7.7%	1	6.4%	3	10.6%	5	8.0%	4
Bournemouth	6.1%	112	4.1%	2	4.7%	2	7.7%	1	23.1%	3	14.9%	7	8.5%	4	14.0%	7
Internet / delivered	3.5%	65	4.1%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	6.4%	3	4.0%	2
Castlepoint	2.9%	54	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.3%	2	10.0%	5
Southampton	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	2.1%	1	2.0%	1
Yeovil	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	1.1%	21	14.3%	7	4.7%	2	0.0%	0	0.0%	0	2.1%	1	2.1%	1	2.0%	1
Blandford (Forum and St Mary)	1.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	1.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Ferndown	0.7%	12	0.0%	0	0.0%	0	0.0%	0	7.7%	1	8.5%	4	4.3%	2	8.0%	4
Weymouth	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	8	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	2.1%	1	0.0%	0	0.0%	0
Broadstone	0.3%	5	0.0%	0	4.7%	2	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	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sherborne	0.3%	5	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	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	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
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
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
Stalbridge	0.1%	2	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
Sturminster Newton	0.1%	2	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	0.0%	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
Woking	0.1%	2	0.0%	0	2.3%	1	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	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	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	2.0%	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
Milton Keynes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Ashley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	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	0.0%	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
Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	7.7%	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	0.0%	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	0.0%	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	0.0%	0
Tisbury	0.1%	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	0.0%	0
Warminster	0.1%	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	0.0%	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
(Don't regularly buy these kind of goods)	64.4%	1180	55.1%	27	58.1%	25	69.2%	9	53.8%	7	57.4%	27	59.6%	28	52.0%	26
(Don't know / varies)	5.0%	91	8.2%	4	14.0%	6	0.0%	0	0.0%	0	8.5%	4	4.3%	2	2.0%	1
Base:	1833	49	43	13	13	47	47	50								

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q12 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?																
Poole Town Centre	20.1%	405	30.9%	17	38.0%	19	56.3%	9	26.7%	4	17.6%	9	17.3%	9	25.9%	14
Castlepoint	12.4%	250	3.6%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	3	3.8%	2	1.9%	1
Internet / delivered	12.3%	249	16.4%	9	10.0%	5	12.5%	2	13.3%	2	5.9%	3	15.4%	8	7.4%	4
Bournemouth	6.4%	129	5.5%	3	0.0%	0	0.0%	0	6.7%	1	13.7%	7	9.6%	5	7.4%	4
Salisbury	3.8%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	3.3%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	3.3%	67	18.2%	10	12.0%	6	6.3%	1	40.0%	6	7.8%	4	3.8%	2	1.9%	1
Dorchester	2.1%	42	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.9%	38	1.8%	1	0.0%	0	0.0%	0	0.0%	0	19.6%	10	23.1%	12	27.8%	15
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
Blandford (Forum and St Mary)	1.6%	33	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.4%	29	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Verwood	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.9%	1
Sturminster Newton	0.9%	18	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	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	8.0%	4	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	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	1.9%	1	1.9%	1
Weymouth	0.5%	10	0.0%	0	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	2.0%	1	3.8%	2	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
Swanage	0.4%	9	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.4%	8	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	0.0%	0	0.0%	0
Portsmouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Bailey Drive Retail Park	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.3%	7	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	0.0%	0	0.0%	0	0.0%	0
Wessex Gate Retail Park, Poole	0.2%	5	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
London	0.2%	4	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	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Bristol	0.2%	4	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	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
Abroad	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Brighton	0.1%	2	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	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
Evesham	0.1%	1	0.0%	0	0.0%	0	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
Birmingham	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	1	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	1.9%	1
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
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
Houndstone Retail Park, 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
Bracknell	0.1%	1	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
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
Horsham	0.1%	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	0.0%	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
Chedington	0.1%	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	0.0%	0	0.0%	0	0.0%	0
Orkney	0.1%	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	0.0%	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%	0	0.0%	0
Romford	0.1%	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	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	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
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	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	0.0%	0

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Thornton Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Uxbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Watford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Branksome	0.1%	1	0.0%	0	0.0%	0	2.0%	1
West Quay Road, Southampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	12.7%	256	16.4%	9	18.0%	9	12.5%	2
(Don't know / varies)	4.1%	83	5.5%	3	10.0%	5	0.0%	0
Base:		2018		55		50		16
								15
								51
								52
								54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q13 At which other locations do you visit when buying other kinds of electric goods such as TV / Hi-Fi and computers ?																
<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	10.9%	5	9.8%	4	7.1%	1	7.1%	1	8.7%	4	6.8%	3	6.7%	3
Bournemouth	5.1%	89	2.2%	1	0.0%	0	14.3%	2	7.1%	1	8.7%	4	2.3%	1	8.9%	4
Internet / delivered	3.9%	68	6.5%	3	0.0%	0	0.0%	0	7.1%	1	2.2%	1	9.1%	4	2.2%	1
Castlepoint	2.8%	49	0.0%	0	0.0%	0	0.0%	0	7.1%	1	2.2%	1	0.0%	0	11.1%	5
Salisbury	2.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Southampton	2.0%	36	0.0%	0	0.0%	0	0.0%	0	7.1%	1	6.5%	3	2.3%	1	2.2%	1
Yeovil	1.2%	22	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	0.6%	11	2.2%	1	0.0%	0	0.0%	0	7.1%	1	6.5%	3	4.5%	2	6.7%	3
Wimborne Minster	0.6%	10	0.0%	0	4.9%	2	14.3%	2	0.0%	0	2.2%	1	0.0%	0	2.2%	1
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
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
Weymouth	0.4%	7	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	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Blandford (Forum and St Mary)	0.3%	5	0.0%	0	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	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
London	0.2%	4	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.2%	3	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	2.2%	1
Shaftesbury	0.2%	3	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	2.2%	1	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
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
Warminster	0.1%	2	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	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	0.0%	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	0.0%	0	0.0%	0
Wareham	0.1%	1	0.0%	0	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
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
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
Mere	0.1%	1	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
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
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
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
West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
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
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.1%	1	0.0%	0	0.0%	0	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	0.0%	0	2.3%	1	0.0%	0
Wessex Gate 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
Weston-Super-Mare (Don't regularly buy these kind of goods)	66.8%	1177	73.9%	34	70.7%	29	64.3%	9	50.0%	7	58.7%	27	65.9%	29	55.6%	25
(Don't know / varies)	5.2%	91	4.3%	2	14.6%	6	0.0%	0	7.1%	1	6.5%	3	4.5%	2	4.4%	2
Base:		1762		46		41		14		14		46		44		45

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q14 Which location did your household last buy furniture, soft furnishings and floor-coverings ?																
Poole Town Centre	22.3%	449	32.7%	18	48.0%	24	50.0%	8	26.7%	4	27.5%	14	15.4%	8	24.1%	13
Castlepoint	8.9%	180	3.6%	2	2.0%	1	6.3%	1	6.7%	1	3.9%	2	3.8%	2	1.9%	1
Bournemouth	8.2%	166	9.1%	5	10.0%	5	0.0%	0	6.7%	1	23.5%	12	21.2%	11	13.0%	7
Internet / delivered	3.9%	78	5.5%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	3	3.7%	2
Dorchester	3.4%	69	5.5%	3	8.0%	4	6.3%	1	20.0%	3	13.7%	7	19.2%	10	22.2%	12
Yeovil	3.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Wimborne Minster	2.4%	48	16.4%	9	4.0%	2	6.3%	1	20.0%	3	0.0%	0	0.0%	0	5.6%	3
Christchurch	2.0%	41	0.0%	0	0.0%	0	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	6.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Blandford (Forum and St Mary)	1.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Ferndown	1.5%	30	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	1.9%	1
Wareham	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.9%	18	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	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Sturminster Newton	0.6%	13	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	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Swanage	0.5%	10	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	0.5%	10	1.8%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Winton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Bailey Drive Retail Park	0.4%	9	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Weymouth	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boscombe	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	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
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
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
Wessex Gate Retail Park, Poole	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome	0.2%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	1.9%	1	0.0%	0
Sherborne	0.1%	3	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
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
Bath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Tisbury	0.1%	2	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	0.0%	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
Melksham	0.1%	2	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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	2	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%	2	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
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
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
Crockerton	0.1%	2	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	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	0.0%	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	0.0%	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
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
Darlington	0.1%	1	0.0%	0	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	1.9%	1	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
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
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
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
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
Northampton	0.1%	1	0.0%	0	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	2.0%	1	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%	0	0.0%	0
Lincoln	0.1%	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	0.0%	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
Reading	0.1%	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

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Retail Park, Barrack Road, Christchurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Farnborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Retail Park, Street Newton Abbot	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stoney Lane Retail Park	0.1%	1	0.0%	0	0.0%	0	2.0%	1
Taplow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tarrant Launceston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stalbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wallisdown	0.1%	1	0.0%	0	0.0%	0	1.9%	1
Warminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wembley	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Chilwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Colchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Paignton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
York	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	16.9%	342	16.4%	9	12.0%	6	25.0%	4
(Don't know / varies)	5.8%	118	7.3%	4	4.0%	2	0.0%	0
Base:		2018		55		50		16
								15
								51
								52
								54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q15 Which other locations do you visit to buy furniture, soft furnishings and floor-coverings ?																
<i>Those who buy furniture, soft furnishings and floor-coverings at Q14</i>																
Bournemouth	9.3%	156	13.0%	6	20.5%	9	33.3%	4	21.4%	3	11.9%	5	11.6%	5	18.6%	8
Poole Town Centre	7.1%	119	10.9%	5	11.4%	5	0.0%	0	21.4%	3	9.5%	4	9.3%	4	9.3%	4
Southampton	2.7%	45	2.2%	1	0.0%	0	0.0%	0	7.1%	1	9.5%	4	2.3%	1	0.0%	0
Yeovil	2.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.2%	37	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Castlepoint	2.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.3%	1	2.3%	1
Internet / delivered	1.7%	29	2.2%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Dorchester	1.3%	22	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.1%	18	0.0%	0	0.0%	0	0.0%	0	14.3%	2	2.4%	1	7.0%	3	4.7%	2
Blandford (Forum and St Mary)	0.8%	14	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	4.3%	2	4.5%	2	8.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Shaftesbury	0.6%	10	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
Bristol	0.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Ringwood	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Bath	0.4%	6	0.0%	0	2.3%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.3%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.2%	4	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	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.2%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleetsbridge Industrial Park, Dorset	0.2%	3	2.2%	1	2.3%	1	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	2.4%	1	2.3%	1	0.0%	0
Tisbury	0.1%	2	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
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
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
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
Crockerton	0.1%	1	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
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
Branksome	0.1%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ilminster	0.1%	1	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	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
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
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
Retail Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	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
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
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	0.0%	0
Bere Alston	0.1%	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 / varies)	67.1%	1124	67.4%	31	61.4%	27	41.7%	5	42.9%	6	69.0%	29	65.1%	28	62.8%	27
(Don't regularly buy these kind of goods)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:	1676		46		44		12		14		42		43		43	

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q16 Which location did your household last buy DIY / hardware and garden items ?																
Poole Town Centre	22.3%	451	54.5%	30	58.0%	29	68.8%	11	46.7%	7	19.6%	10	19.2%	10	22.2%	12
Castlepoint	16.8%	339	3.6%	2	0.0%	0	0.0%	0	0.0%	0	11.8%	6	9.6%	5	11.1%	6
Bournemouth	8.8%	178	9.1%	5	4.0%	2	6.3%	1	6.7%	1	37.3%	19	26.9%	14	24.1%	13
Gillingham	5.8%	117	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil	2.6%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	2.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	2.3%	47	9.1%	5	6.0%	3	12.5%	2	20.0%	3	3.9%	2	5.8%	3	3.7%	2
Dorchester	2.2%	44	0.0%	0	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	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
B&Q, Fleets Lane, Poole	1.5%	30	3.6%	2	10.0%	5	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Ferndown	1.5%	30	0.0%	0	2.0%	1	0.0%	0	6.7%	1	5.9%	3	9.6%	5	14.8%	8
Ringwood	1.4%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
B&Q, Castlepoint Centre, Bournemouth	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.7%	2
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
Swanage	0.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	0.7%	14	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Weymouth	0.7%	14	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	0.6%	13	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.6%	12	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	0.5%	11	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.5%	10	0.0%	0	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
Verwood	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Three Legged Cross	0.3%	7	0.0%	0	0.0%	0	0.0%	0	6.7%	1	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
Southampton	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Stalbridge	0.2%	5	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	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	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
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
Mere	0.2%	4	0.0%	0	0.0%	0	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
Frome	0.2%	4	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	0.0%	0	0.0%	0
Ferndown	0.1%	3	1.8%	1	0.0%	0	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
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
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
Broadstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	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
Wincanton	0.1%	2	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	3.9%	2	0.0%	0	0.0%	0
Ruislip	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Abroad	0.1%	2	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
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
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
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
Harold Wood	0.1%	1	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	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	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	2.0%	1	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
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
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
Longham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	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
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
Hereford	0.1%	1	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
Colchester	0.1%	1	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
Tisbury	0.1%	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

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Tower Park, Poole	0.1%	1	0.0%	0	2.0%	1	0.0%	0	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
Warminster	0.1%	1	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
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
Broomhill	0.1%	1	1.8%	1	0.0%	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	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	10.5%	211	14.5%	8	8.0%	4	12.5%	2	13.3%	2	9.8%	5	15.4%	8	13.0%	7
(Don't know / varies)	2.1%	42	0.0%	0	4.0%	2	0.0%	0	0.0%	0	2.0%	1	3.8%	2	3.7%	2
Base:		2018		55		50		16		15		51		52		54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q17 Which other locations do you visit to buy DIY / hardware and garden items ?																
<i>Those who buy DIY / hardware and garden items at Q16</i>																
Poole Town Centre	7.6%	137	12.8%	6	8.7%	4	0.0%	0	15.4%	2	17.4%	8	13.6%	6	10.6%	5
Bournemouth	4.7%	85	2.1%	1	6.5%	3	14.3%	2	23.1%	3	4.3%	2	11.4%	5	10.6%	5
Castlepoint	3.8%	69	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.3%	2	11.4%	5	2.1%	1
Yeovil	2.3%	42	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Wimborne Minster	1.7%	31	8.5%	4	4.3%	2	14.3%	2	0.0%	0	0.0%	0	2.3%	1	4.3%	2
Salisbury	1.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Ferndown	1.5%	27	2.1%	1	8.7%	4	0.0%	0	7.7%	1	2.2%	1	4.5%	2	6.4%	3
Gillingham	1.5%	27	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	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	0.9%	16	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Internet / delivered	0.8%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	2.1%	1
Weymouth	0.8%	15	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	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
Southampton	0.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swanage	0.5%	9	0.0%	0	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	0.0%	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
Sherborne	0.4%	7	0.0%	0	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	7.7%	1	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
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
Wincanton	0.2%	4	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	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
Bailey Drive Retail Park	0.2%	4	0.0%	0	0.0%	0	7.1%	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
Longham	0.2%	3	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoney Lane Retail Park	0.2%	3	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	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	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
Shaftesbury	0.1%	2	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
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
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
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
Wallisdown	0.1%	2	2.1%	1	2.2%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mere	0.1%	2	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
Birmingham	0.1%	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	0.0%	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
Child Okeford	0.1%	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
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
Frome	0.1%	1	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	2.1%	1
Porton	0.1%	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
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
Ruislip	0.1%	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
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
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
Owermoigne	0.1%	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%	1	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	0.0%	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
Tarrant Launceston	0.1%	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	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
Tisbury	0.1%	1	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
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

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Weston-Super-Mare	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Branksome	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	59.9%	1082	59.6%	28	63.0%	29	57.1%	8
(Don't know / varies)	3.5%	64	8.5%	4	6.5%	3	0.0%	0
Base:		1807		47		46		14

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q18 Which location did your household last buy chemist, health and beauty items ?																
Poole Town Centre	13.0%	263	9.1%	5	46.0%	23	18.8%	3	6.7%	1	0.0%	0	0.0%	0	1.9%	1
Christchurch	9.7%	195	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Ferndown	7.8%	157	23.6%	13	0.0%	0	6.3%	1	46.7%	7	54.9%	28	78.8%	41	79.6%	43
Blandford (Forum and St Mary)	5.9%	119	0.0%	0	0.0%	0	12.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Wimborne Minster	4.8%	97	52.7%	29	20.0%	10	43.8%	7	33.3%	5	0.0%	0	0.0%	0	1.9%	1
Ringwood	4.7%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0	1.9%	1
Bournemouth	4.6%	93	1.8%	1	2.0%	1	6.3%	1	0.0%	0	9.8%	5	11.5%	6	3.7%	2
Shaftesbury	4.4%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dorchester	3.7%	75	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Yeovil	2.3%	46	0.0%	0	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	4.0%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0
Gillingham	2.0%	41	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	2.0%	40	0.0%	0	0.0%	0	6.3%	1	0.0%	0	2.0%	1	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	1.9%	1	0.0%	0
Castlepoint	1.9%	38	3.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	5.6%	3
Broadstone	1.3%	26	0.0%	0	6.0%	3	0.0%	0	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
Sherborne	1.1%	23	0.0%	0	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	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
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
Stalbridge	0.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Moors	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	12	1.9%	1	0.0%	0
Mere	0.5%	10	0.0%	0	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	0.0%	0
Upton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.4%	9	0.0%	0	18.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	8	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Wool, Dorset	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.3%	7	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
Tisbury	0.2%	5	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	0.0%	0	0.0%	0
Southampton	0.2%	4	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frome	0.2%	4	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	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Ives, Dorset	0.1%	2	1.8%	1	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	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	1.9%	1	0.0%	0
Weymouth	0.1%	2	0.0%	0	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
Colehill	0.1%	2	3.6%	2	0.0%	0	0.0%	0	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	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
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
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
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
Lewes	0.1%	1	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	0.0%	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
Higher Langham	0.1%	1	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
Exeter	0.1%	1	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	1.9%	1	0.0%	0
Sandford	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.1%	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%	1	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	0.0%	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
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
Taunton	0.1%	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	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	0.0%	0	0.0%	0
Child Okeford	0.1%	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	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

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
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
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
Epsom	0.1% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't regularly buy these kind of goods)	3.9% 79	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.9% 1	3.7% 2
(Don't know / varies)	1.0% 20	1.8% 1	0.0% 0	0.0% 0	6.7% 1	0.0% 0	0.0% 0	0.0% 0
Base:	2018	55	50	16	15	51	52	54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q19 Which other locations do you visit to buy chemist, health and beauty items ?																
<i>Those who buy chemist, health and beauty items at Q18</i>																
Poole Town Centre	7.4%	143	21.8%	12	14.0%	7	37.5%	6	13.3%	2	11.8%	6	9.8%	5	11.5%	6
Bournemouth	6.2%	120	5.5%	3	8.0%	4	0.0%	0	6.7%	1	19.6%	10	5.9%	3	19.2%	10
Salisbury	2.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	2.0%	1	0.0%	0
Yeovil	2.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	2.2%	43	1.8%	1	0.0%	0	0.0%	0	6.7%	1	9.8%	5	15.7%	8	3.8%	2
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
Ringwood	1.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.9%	1
Ferndown	1.5%	29	10.9%	6	0.0%	0	0.0%	0	0.0%	0	15.7%	8	5.9%	3	7.7%	4
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
Wimborne Minster	1.2%	23	9.1%	5	4.0%	2	6.3%	1	6.7%	1	0.0%	0	3.9%	2	0.0%	0
Blandford (Forum and St Mary)	1.0%	20	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	1.0%	19	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.9%	18	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	0.6%	12	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	0.0%	0	0.0%	0	0.0%	0	1.9%	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
Wareham	0.6%	11	0.0%	0	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
Swanage	0.4%	8	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.4%	7	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.3%	6	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	2.0%	1	0.0%	0	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	0.0%	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	0.0%	0
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
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
West Moors	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	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	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	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
Dorset	0.2%	3	0.0%	0	2.0%	1	0.0%	0	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	0.0%	0	0.0%	0
Wincanton	0.1%	2	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	2.0%	1	0.0%	0	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
Tisbury	0.1%	2	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	0.0%	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
Sandford	0.1%	2	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
Ferndown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Bracknell	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Colehill	0.1%	1	1.8%	1	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
Bath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
Taunton	0.1%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trowbridge	0.1%	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	0.0%	0	0.0%	0	0.0%	0	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	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
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
Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	61.5%	1192	43.6%	24	62.0%	31	50.0%	8	60.0%	9	45.1%	23	62.7%	32	59.6%	31
(Don't know / varies)	3.0%	59	3.6%	2	2.0%	1	0.0%	0	6.7%	1	5.9%	3	0.0%	0	3.8%	2
Base:		1939		55		50		16		15		51		51		52

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q20 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?																
Poole Town Centre	16.6%	335	21.8%	12	56.0%	28	31.3%	5	20.0%	3	9.8%	5	3.8%	2	11.1%	6
Internet / delivered	15.7%	316	10.9%	6	12.0%	6	18.8%	3	6.7%	1	13.7%	7	11.5%	6	7.4%	4
Bournemouth	10.9%	219	12.7%	7	6.0%	3	0.0%	0	0.0%	0	17.6%	9	23.1%	12	37.0%	20
Christchurch	6.1%	123	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castlepoint	4.5%	90	1.8%	1	2.0%	1	0.0%	0	13.3%	2	13.7%	7	9.6%	5	11.1%	6
Salisbury	3.7%	75	0.0%	0	0.0%	0	0.0%	0	6.7%	1	2.0%	1	0.0%	0	0.0%	0
Yeovil	3.6%	72	0.0%	0	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	2.9%	58	23.6%	13	4.0%	2	25.0%	4	26.7%	4	5.9%	3	5.8%	3	0.0%	0
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
Ringwood	2.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	3	1.9%	1	1.9%	1
Shaftesbury	2.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.9%	39	10.9%	6	0.0%	0	0.0%	0	6.7%	1	7.8%	4	23.1%	12	22.2%	12
Southampton	1.1%	22	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Swanage	1.0%	20	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
Gillingham	0.6%	12	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	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	0.0%	0	0.0%	0	0.0%	0
Fordingbridge	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.3%	7	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Weymouth	0.2%	5	0.0%	0	0.0%	0	6.3%	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
Bath	0.2%	4	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	1.8%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.1%	3	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	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
West Moors	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	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
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
Sturminster Newton	0.1%	1	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
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
Kinson, Bournemouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Lewes	0.1%	1	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	0.0%	0	0.0%	0
Lyme Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	1.9%	1
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
Stalbridge	0.1%	1	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	0.0%	0
Royal Tunbridge Wells, 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
Frome	0.1%	1	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
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
Marnhull	0.1%	1	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	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
Warminster	0.1%	1	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	0.0%	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
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
Taunton	0.1%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	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
(Don't regularly buy these kind of goods)	10.8%	217	12.7%	7	14.0%	7	18.8%	3	6.7%	1	13.7%	7	17.3%	9	7.4%	4
(Don't know / varies)	2.3%	46	1.8%	1	0.0%	0	0.0%	0	13.3%	2	3.9%	2	1.9%	1	0.0%	0
Base:		2018		55		50		16		15		51		52		54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q21 Which other locations do you visit to buy other non-food items such as books, CD's, toys and gifts ?																
<i>Those who buy other non-food items such as books, CD's, toys and gifts at Q20</i>																
Bournemouth	10.9%	196	10.4%	5	20.9%	9	7.7%	1	21.4%	3	13.6%	6	14.0%	6	18.0%	9
Poole Town Centre	9.0%	162	12.5%	6	9.3%	4	7.7%	1	7.1%	1	18.2%	8	14.0%	6	12.0%	6
Salisbury	3.7%	67	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.3%	1	2.3%	1	4.0%	2
Castlepoint	3.6%	64	2.1%	1	7.0%	3	0.0%	0	7.1%	1	6.8%	3	9.3%	4	6.0%	3
Internet / delivered	3.1%	56	0.0%	0	2.3%	1	0.0%	0	14.3%	2	0.0%	0	4.7%	2	6.0%	3
Christchurch	2.8%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	2.8%	50	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Yeovil	2.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wimborne Minster	2.0%	36	8.3%	4	7.0%	3	23.1%	3	7.1%	1	0.0%	0	7.0%	3	4.0%	2
Dorchester	2.0%	36	0.0%	0	0.0%	0	7.7%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	1.3%	23	12.5%	6	0.0%	0	0.0%	0	7.1%	1	13.6%	6	9.3%	4	6.0%	3
Ringwood	1.3%	23	2.1%	1	2.3%	1	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0
Shaftesbury	1.1%	19	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
Weymouth	0.7%	12	0.0%	0	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	0.0%	0	0.0%	0	2.0%	1
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
Gillingham	0.5%	9	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	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Swanage	0.4%	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	0.0%	0	2.3%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Sherborne	0.2%	4	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
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
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
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	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
Oxford	0.1%	2	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
Sturminster Newton	0.1%	2	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%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Gosport	0.1%	1	0.0%	0	2.3%	1	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
Corfe Mullen	0.1%	1	0.0%	0	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	0.0%	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
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Bristol	0.1%	1	0.0%	0	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	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
Tower Park, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Epsom	0.1%	1	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
Brighton	0.1%	1	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	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't regularly buy these kind of goods)	50.4%	908	50.0%	24	44.2%	19	53.8%	7	28.6%	4	52.3%	23	44.2%	19	46.0%	23
(Don't know / varies)	4.1%	74	6.3%	3	4.7%	2	0.0%	0	14.3%	2	2.3%	1	2.3%	1	4.0%	2
Base:		1801		48		43		13		14		44		43		50

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q22 What is the nearest town centre to where you live?																
Poole	16.3%	328	14.5%	8	52.0%	26	25.0%	4	20.0%	3	9.8%	5	3.8%	2	7.4%	4
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
Bournemouth	9.0%	182	1.8%	1	0.0%	0	0.0%	0	6.7%	1	25.5%	13	26.9%	14	29.6%	16
Wimborne Minster	6.9%	140	81.8%	45	38.0%	19	68.8%	11	46.7%	7	0.0%	0	0.0%	0	3.7%	2
Blandford (Forum and St Mary)	6.9%	139	0.0%	0	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ringwood	6.8%	138	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
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
Ferndown	5.2%	105	1.8%	1	0.0%	0	0.0%	0	26.7%	4	62.7%	32	69.2%	36	53.7%	29
Dorchester	4.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	3.8%	77	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	3.3%	67	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	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	0.0%	0	0.0%	0	0.0%	0
Yeovil	2.3%	47	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
Sherborne	1.6%	32	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Wincanton	0.5%	10	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	8.0%	4	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
Mere	0.1%	3	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	0.0%	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
Upton	0.1%	2	0.0%	0	0.0%	0	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	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	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
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
West Moors	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Studland	0.1%	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	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
Harrow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tarrant Launceston	0.1%	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	0.0%	0
(Don't know)	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Base:		2018		55		50		16		15		51		52		54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q23 What if anything would make you shop more often in your nearest town centre ?																
<i>Those who know what their nearest town centre is at Q22</i>																
Nothing	52.2%	1049	38.2%	21	50.0%	25	56.3%	9	60.0%	9	49.0%	25	59.6%	31	62.3%	33
Better choice of shops in general	19.5%	391	20.0%	11	26.0%	13	12.5%	2	6.7%	1	25.5%	13	13.5%	7	13.2%	7
Better choice of clothing shops	7.4%	148	7.3%	4	4.0%	2	0.0%	0	6.7%	1	11.8%	6	9.6%	5	1.9%	1
More car parking	6.5%	130	7.3%	4	10.0%	5	12.5%	2	6.7%	1	5.9%	3	11.5%	6	5.7%	3
More food supermarkets	6.4%	128	29.1%	16	2.0%	1	12.5%	2	6.7%	1	2.0%	1	3.8%	2	1.9%	1
Cheaper / free car parking	4.5%	91	0.0%	0	6.0%	3	6.3%	1	13.3%	2	7.8%	4	5.8%	3	7.5%	4
Better quality shops	3.4%	69	5.5%	3	4.0%	2	0.0%	0	6.7%	1	5.9%	3	0.0%	0	5.7%	3
More large shops	3.3%	67	1.8%	1	2.0%	1	0.0%	0	0.0%	0	2.0%	1	3.8%	2	3.8%	2
Improved bus services	2.4%	48	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.7%	3
Better maintenance / cleanliness	1.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Cheaper prices	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
More traffic free areas / pedestrianisation	1.0%	21	1.8%	1	2.0%	1	6.3%	1	0.0%	0	2.0%	1	0.0%	0	1.9%	1
More independent shops	1.0%	21	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.9%	1
Better choice of non-food stores	0.9%	18	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Less charity shops	0.9%	18	1.8%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.9%	1
Reduce traffic congestion	0.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better choice of leisure / entertainment attractions	0.7%	14	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Fewer estate agents / banks	0.6%	13	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Improved access	0.5%	11	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other	0.4%	9	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	3.8%	2	0.0%	0
Improved layout	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	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
Remove Tesco	0.3%	6	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	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
More cafés / restaurants / pubs	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	1	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	0.0%	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
Longer opening hours	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower rents for stores	0.1%	3	0.0%	0	2.0%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security	0.1%	3	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	1.9%	1	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	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
(Don't know)	1.6%	33	1.8%	1	2.0%	1	6.3%	1	0.0%	0	3.9%	2	3.8%	2	0.0%	0
Base:		2010		55		50		16		15		51		52		53

Q24 Do you or your family do any of the following leisure activities?

Restaurant / café	77.9%	1572	80.0%	44	80.0%	40	62.5%	10	93.3%	14	80.4%	41	75.0%	39	83.3%	45
Library	51.4%	1038	60.0%	33	44.0%	22	31.3%	5	46.7%	7	52.9%	27	48.1%	25	63.0%	34
Cinema	47.6%	960	47.3%	26	50.0%	25	56.3%	9	66.7%	10	41.2%	21	46.2%	24	38.9%	21
Theatre	42.1%	850	38.2%	21	40.0%	20	50.0%	8	66.7%	10	29.4%	15	48.1%	25	33.3%	18
Health & fitness club	26.9%	542	18.2%	10	34.0%	17	25.0%	4	20.0%	3	31.4%	16	28.8%	15	27.8%	15
Tenpin bowling	22.2%	448	27.3%	15	22.0%	11	25.0%	4	20.0%	3	25.5%	13	25.0%	13	22.2%	12
Nightclub	8.2%	166	9.1%	5	10.0%	5	12.5%	2	0.0%	0	3.9%	2	13.5%	7	5.6%	3
Bingo	6.3%	127	1.8%	1	12.0%	6	0.0%	0	13.3%	2	3.9%	2	9.6%	5	5.6%	3
None of these	8.1%	163	7.3%	4	8.0%	4	18.8%	3	0.0%	0	9.8%	5	13.5%	7	7.4%	4
(Don't know)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		2018		55		50		16		15		51		52		54

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q25 Where did you or your family last visit the cinema?																
<i>Those who go to the cinema at Q24</i>																
Tower Park, Poole	39.8%	382	76.9%	20	80.0%	20	44.4%	4	70.0%	7	66.7%	14	70.8%	17	57.1%	12
Bournemouth	17.6%	169	7.7%	2	0.0%	0	33.3%	3	10.0%	1	14.3%	3	16.7%	4	23.8%	5
Yeovil	8.8%	84	0.0%	0	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	4.8%	1	0.0%	0	0.0%	0
Wimborne	5.4%	52	15.4%	4	12.0%	3	11.1%	1	20.0%	2	4.8%	1	8.3%	2	9.5%	2
Salisbury	5.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	3.3%	32	0.0%	0	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
Cineworld, Old Station Way, Yeovil	2.2%	21	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	4.0%	1	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0
Light House, Poole	0.6%	6	0.0%	0	4.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1
London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Blandford (Forum and St Mary)	0.3%	3	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	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
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
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
Feltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1	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	4.2%	1	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
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
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
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
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
Coventry	0.1%	1	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	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
High Wycombe	0.1%	1	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	4.8%	1	0.0%	0	0.0%	0
Frome	0.1%	1	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	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	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	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
(Don't know)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Base:	960		26		25		9		10		21		24		21	

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Q26 Where did you or your family last visit the Theatre?								
<i>Those who go to the theatre at Q24</i>								
Bournemouth	20.0%	170 23.8%	5 25.0%	5 0.0%	0 30.0%	3 53.3%	8 20.0%	5 27.8%
London	18.8%	160 19.0%	4 25.0%	5 50.0%	4 10.0%	1 6.7%	1 24.0%	6 11.1%
Southampton	16.9%	144 19.0%	4 20.0%	4 25.0%	2 10.0%	1 13.3%	2 12.0%	3 16.7%
Poole	12.6%	107 4.8%	1 20.0%	4 0.0%	0 10.0%	1 6.7%	1 20.0%	5 11.1%
Salisbury	8.1%	69 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Wimborne	4.8%	41 19.0%	4 10.0%	2 25.0%	2 20.0%	2 6.7%	1 8.0%	2 11.1%
Christchurch	3.3%	28 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Swanage	1.9%	16 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Yeovil	1.5%	13 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shaftesbury	1.2%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weymouth	0.9%	8 4.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Ferndown	0.8%	7 4.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 12.0%	3 16.7%
Bath	0.8%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bristol	0.7%	6 0.0%	0 0.0%	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 10.0%	1 0.0%	0 0.0%	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%
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%
Abroad	0.4%	3 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 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 0.0%	0 0.0%	0 0.0%
Ringwood	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 13.3%	2 0.0%	0 0.0%
Dorchester	0.2%	2 0.0%	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 5.6%
Weymouth Pavilion, Weymouth, Dorset	0.2%	2 0.0%	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 10.0%	1 0.0%	0 0.0%	0 0.0%
Pavilion Theatre, Westover Road, Bournemouth	0.2%	2 4.8%	1 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 0.0%	0 0.0%
Brighton	0.1%	1 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 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%
Portsmouth	0.1%	1 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 0.0%
Nottingham	0.1%	1 0.0%	0 0.0%	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 0.0%	0 0.0%	0 0.0%	0 0.0%
Octagon Theatre, Hendford, Yeovil	0.1%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%
Snape	0.1%	1 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%
Sway	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Theatre Royal, Sawclose, Bath	0.1%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%
Basildon	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sherbourne	0.1%	1 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%
Richmond	0.1%	1 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%
Edinburgh	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	1.8%	15 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.0%	1 0.0%
Base:	850	21	20	8	10	15	25	18

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q27 Where did you or your family last visit a restaurant?																
<i>Those who go to restaurants at Q24</i>																
Poole Town Centre	13.1%	206	20.5%	9	22.5%	9	30.0%	3	28.6%	4	4.9%	2	5.1%	2	11.1%	5
Christchurch	10.2%	161	2.3%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0	2.2%	1
Bournemouth	9.5%	149	6.8%	3	12.5%	5	0.0%	0	7.1%	1	19.5%	8	23.1%	9	17.8%	8
Wimborne Minster	6.4%	101	25.0%	11	27.5%	11	40.0%	4	21.4%	3	9.8%	4	10.3%	4	11.1%	5
Ringwood	4.4%	69	0.0%	0	2.5%	1	0.0%	0	0.0%	0	7.3%	3	2.6%	1	4.4%	2
Salisbury	4.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndown	3.8%	60	18.2%	8	0.0%	0	0.0%	0	7.1%	1	19.5%	8	33.3%	13	44.4%	20
Swanage	2.9%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wareham	2.5%	40	0.0%	0	2.5%	1	10.0%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Dorchester	2.3%	36	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)	2.0%	32	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	1.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Yeovil	1.5%	23	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gillingham	1.4%	22	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	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Abroad	1.4%	22	2.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Weymouth	1.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton	1.1%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Verwood	0.9%	14	2.3%	1	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Lymington	0.8%	13	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	2.3%	1	0.0%	0	0.0%	0	0.0%	0	9.8%	4	2.6%	1	2.2%	1
Mere	0.6%	10	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	2.4%	1	0.0%	0	0.0%	0
Broadstone	0.6%	10	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Sherborne	0.6%	10	0.0%	0	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
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
King Stag	0.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	0.4%	7	2.3%	1	10.0%	4	0.0%	0	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
Boscombe	0.4%	6	0.0%	0	2.5%	1	0.0%	0	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	2.4%	1	0.0%	0	0.0%	0
Wool	0.3%	5	0.0%	0	0.0%	0	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	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	2.4%	1	2.6%	1	0.0%	0
Dorset	0.3%	4	0.0%	0	0.0%	0	0.0%	0	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	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
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
East Stour	0.2%	3	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	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ansty	0.2%	3	0.0%	0	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	0.0%	0	0.0%	0	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	0.0%	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	2.6%	1	2.2%	1
Exeter	0.2%	3	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	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	0.0%	0
Ludwell	0.2%	3	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	7.1%	1	0.0%	0	0.0%	0	2.2%	1
Stockport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Canford Cliffs	0.1%	2	0.0%	0	0.0%	0	0.0%	0	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
East Knoyle	0.1%	2	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	2.3%	1	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	0.0%	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
Stalbridge	0.1%	2	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	0.0%	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
Lytchett Matravers	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fareham	0.1%	2	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	0.0%	0	0.0%	0
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
Tarrant Monkton	0.1%	2	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	0.0%	0	0.0%	0

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Parkstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	2	0.0%	0	2.5%	1	0.0%	0
Alder Holt	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Studland	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Henstridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0
Ashurst	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ilford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Buckland Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Hordle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cirencester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Canterbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Maidenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Gussage All Saints	0.1%	1	2.3%	1	0.0%	0	0.0%	0
Chelsea	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Corfe Castle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Alvediston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Luton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Street	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Kinson	0.1%	1	0.0%	0	0.0%	0	0.0%	2.6%
Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Brighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Longham	0.1%	1	0.0%	0	0.0%	0	0.0%	2.6%
Bishops Caundle	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Okeford Fitzpaine	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Pibsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cranborne	0.1%	1	0.0%	0	0.0%	0	0.0%	2.4%
Portsmouth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Puddletown	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bere Regis	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Morden	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Rockbourne	0.1%	1	0.0%	0	0.0%	0	7.1%	1
Hinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Burton-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.1%	1	0.0%	0	0.0%	0	0.0%	2.6%
Swanage	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Northbourne	0.1%	1	2.3%	1	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sopley	0.1%	1	0.0%	0	0.0%	0	0.0%	2.4%
St Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0
St Leonards	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Compton Chamberlayne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stockbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashley Cross	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dartmouth	0.1%	1	0.0%	0	2.5%	1	0.0%	0
Putney	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Durweston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
East Knighton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Marnhull	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Whitechurch Canonicorum	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ellingham	0.1%	1	0.0%	0	0.0%	0	0.0%	2.4%
Tiverton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Cardiff	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Truro	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Oborne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Owermoigne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bishops Waltham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Weybridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Godshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Winkton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wootton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Hanging Langford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.3%	114	4.5%	2	5.0%	2	10.0%	1
Base:		1572		44		40		10
								14
								41
								39
								45

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Q28 Where did you or your family last visit a nightclub?								
<i>Those who go to nightclubs at Q24</i>								
Bournemouth	57.2%	95 100.0%	5 80.0%	4 100.0%	2 0.0%	0 50.0%	1 100.0%	7 100.0%
Poole	8.4%	14 0.0%	0 20.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Salisbury	5.4%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Gillingham	3.6%	6 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 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 0.0%	0 0.0%	0 0.0%
Dorchester	2.4%	4 0.0%	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 50.0%	1 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%
Brighton	1.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Blandford Forum	1.2%	2 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 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 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%
Exeter	0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Taunton	0.6%	1 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 0.0%	0 0.0%
Plymouth	0.6%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%
Yeovil	0.6%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:	166	5	5	2	0	2	7	3

Q29 Where did you or your family last go to play bingo?*Those who go to play bingo at Q24*

Poole	44.1%	56 100.0%	1 83.3%	5 0.0%	0 100.0%	2 0.0%	0 20.0%	1 33.3%
Bournemouth	16.5%	21 0.0%	0 0.0%	0 0.0%	0 0.0%	0 50.0%	1 60.0%	3 0.0%
Swanage	3.9%	5 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%
Yeovil	2.4%	3 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%
Ferndown	1.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 66.7%	2
Salisbury	1.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bishops Caundle	1.6%	2 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 16.7%	1 0.0%	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%
Tower Park, Poole	1.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 20.0%	1 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%
Abroad	0.8%	1 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%
Blandford (Forum and St Mary)	0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Mere	0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Gillingham	0.8%	1 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 50.0%	1 0.0%	0 0.0%
Shillingstone	0.8%	1 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%
Wool	0.8%	1 0.0%	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%
Reading	0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Silton	0.8%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Taunton	0.8%	1 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 0.0%
Wareham	0.8%	1 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 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:	127	1	6	0	2	2	5	3

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Q30 Where did you or your family last go to a healthclub? <i>Those who go to a healthclub at Q24</i>								
Bournemouth	10.7%	58 10.0%	1 11.8%	2 0.0%	0 0.0%	0 18.8%	3 20.0%	3 6.7%
Ringwood	10.5%	57 0.0%	0 5.9%	1 0.0%	0 0.0%	0 6.3%	1 0.0%	0 20.0%
Poole Town Centre	10.3%	56 10.0%	1 11.8%	2 0.0%	0 33.3%	1 0.0%	0 0.0%	0 0.0%
Wimborne	7.2%	39 60.0%	6 11.8%	2 50.0%	2 66.7%	2 6.3%	1 0.0%	0 0.0%
Christchurch	6.3%	34 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Ferndown	6.1%	33 10.0%	1 0.0%	0 0.0%	0 0.0%	0 56.3%	9 53.3%	8 66.7%
Wareham	5.2%	28 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.3%	1 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%
Blandford Forum	4.4%	24 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Gillingham	4.2%	23 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 52.9%	9 50.0%	2 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 0.0%	0 0.0%	0 0.0%
Broadstone	2.2%	12 0.0%	0 5.9%	1 0.0%	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%
Lymington	1.7%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Wincanton	1.5%	8 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 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 0.0%	0 0.0%	0 0.0%	0 0.0%
Shaftesbury	1.3%	7 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 0.0%	0 0.0%	0 6.7%	1 0.0%
Westbourne	0.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 13.3%	2 6.7%
Sherborne	0.6%	3 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 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 0.0%	0 0.0%
Heath	0.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Swanage	0.4%	2 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 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 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 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%
Fordingbridge	0.4%	2 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%
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%
Aldershot	0.2%	1 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 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%
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%
Brockenhurst	0.2%	1 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%
Oakdale	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
East Haddon	0.2%	1 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 0.0%
Sandford	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Gillingham	0.2%	1 10.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Godshill	0.2%	1 0.0%	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 0.0%	0 0.0%	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 0.0%	0 0.0%
St Ives	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.7%	1 0.0%
St Leonards	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bristol	0.2%	1 0.0%	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 0.0%	0 0.0%	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 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 0.0%
Winterbourne	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	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 0.0%	0 0.0%
Parley	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.3%	1 0.0%	0 0.0%
(Don't know)	2.0%	11 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:	542	10	17	4	3	16	15	15

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q31 Where did you or your family last go for tenpin bowling?																
<i>Those who go tenpin bowling at Q24</i>																
Poole	58.7%	263	93.3%	14	81.8%	9	100.0%	4	100.0%	3	76.9%	10	69.2%	9	83.3%	10
Yeovil	14.7%	66	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	6.7%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	23.1%	3	0.0%	0
Weymouth	3.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0
Southampton	3.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Branksome	1.6%	7	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)	1.1%	5	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tower Park, Poole	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	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	8.3%	1
Bristol	0.4%	2	0.0%	0	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
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
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
Corfe Mullen	0.2%	1	0.0%	0	9.1%	1	0.0%	0	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	8.3%	1
Westbourne	0.2%	1	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	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
Centre Parcs, Thetford	0.2%	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
Dorchester	0.2%	1	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	0.0%	0
Purley	0.2%	1	0.0%	0	9.1%	1	0.0%	0	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	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	0.0%	0	0.0%	0	7.7%	1	0.0%	0
Base:		448		15		11		4		3		13		13		12

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
Q32 Where did you or your family last visit a library?								
<i>Those who go to a library at Q24</i>								
Christchurch	10.9%	113	0.0%	0	0.0%	0	0.0%	0
Ferndown	7.9%	82	0.0%	0	0.0%	0	42.9%	3
Wimborne Minster	6.6%	69	78.8%	26	18.2%	4	40.0%	2
Blandford (Forum and St Mary)	6.1%	63	0.0%	0	0.0%	0	0.0%	0
New Milton	5.7%	59	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre	5.7%	59	6.1%	2	18.2%	4	20.0%	1
Ringwood	5.0%	52	0.0%	0	0.0%	0	0.0%	0
Verwood	4.3%	45	0.0%	0	0.0%	0	0.0%	0
Gillingham	4.0%	42	0.0%	0	0.0%	0	0.0%	0
Swanage	3.8%	39	0.0%	0	0.0%	0	0.0%	0
Wareham	3.8%	39	0.0%	0	0.0%	0	0.0%	0
Shaftesbury	3.2%	33	0.0%	0	0.0%	0	0.0%	0
Bournemouth	2.9%	30	3.0%	1	0.0%	0	20.0%	1
Fordingbridge	2.7%	28	0.0%	0	0.0%	0	0.0%	0
Broadstone	2.3%	24	0.0%	0	18.2%	4	0.0%	0
Dorchester	2.1%	22	0.0%	0	0.0%	0	0.0%	0
Upton	2.1%	22	0.0%	0	0.0%	0	0.0%	0
Highcliffe	1.7%	18	0.0%	0	0.0%	0	0.0%	0
Mobile Library	1.4%	15	0.0%	0	0.0%	0	0.0%	0
Salisbury	1.3%	14	0.0%	0	0.0%	0	0.0%	0
Corfe Mullen	1.3%	13	0.0%	0	40.9%	9	20.0%	1
Sturminster Newton	1.2%	12	0.0%	0	0.0%	0	0.0%	0
Sherborne	1.1%	11	0.0%	0	0.0%	0	0.0%	0
Stalbridge	1.0%	10	0.0%	0	0.0%	0	0.0%	0
West Moors	1.0%	10	0.0%	0	0.0%	0	0.0%	0
Yeovil	0.9%	9	0.0%	0	0.0%	0	0.0%	0
Tisbury	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Mere	0.8%	8	0.0%	0	0.0%	0	0.0%	0
Lytchett Matravers	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Kinson, Bournemouth	0.6%	6	0.0%	0	0.0%	0	0.0%	0
Puddletown	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Lymington	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Wincanton	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Milborne Port	0.5%	5	0.0%	0	0.0%	0	0.0%	0
Colehill	0.4%	4	12.1%	4	0.0%	0	0.0%	0
Shaftesbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Wool	0.4%	4	0.0%	0	0.0%	0	0.0%	0
Bransgore	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Creekmoor	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Crossways	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Hamworthy	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Corfe Castle	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Southampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Weymouth	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Buxton	0.2%	2	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Castlepoint	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Parkstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Charminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Shillingstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Banwell	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Westbourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sturminster Newton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Burton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	14	0.0%	0	4.5%	1	0.0%	0
Base:	1038		33		22		5	
							7	
							27	
							25	
								34

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9								
Q33 What items, if any, do you regularly buy on the internet?																
Nothing	60.4%	1218	60.0%	33	72.0%	36	56.3%	9	46.7%	7	72.5%	37	59.6%	31	66.7%	36
Books, CD's, Toys etc.	24.0%	485	20.0%	11	10.0%	5	25.0%	4	33.3%	5	13.7%	7	19.2%	10	18.5%	10
Electrical TV, Hi-Fi and Computers	10.0%	202	10.9%	6	6.0%	3	0.0%	0	6.7%	1	5.9%	3	9.6%	5	13.0%	7
Clothes and Shoes	9.5%	191	16.4%	9	4.0%	2	6.3%	1	0.0%	0	7.8%	4	9.6%	5	5.6%	3
Groceries	6.5%	132	9.1%	5	4.0%	2	6.3%	1	6.7%	1	3.9%	2	5.8%	3	3.7%	2
Domestic Electrical Appliances	6.0%	122	7.3%	4	6.0%	3	0.0%	0	6.7%	1	5.9%	3	3.8%	2	1.9%	1
DIY, Hardware and Homewares	2.6%	53	1.8%	1	0.0%	0	0.0%	0	13.3%	2	2.0%	1	1.9%	1	0.0%	0
Holidays	2.5%	50	1.8%	1	4.0%	2	6.3%	1	6.7%	1	0.0%	0	5.8%	3	5.6%	3
Health and Beauty, Chemist Items	2.2%	44	1.8%	1	4.0%	2	0.0%	0	0.0%	0	3.9%	2	5.8%	3	1.9%	1
Furniture, Soft Furnishings and Floor Coverings	1.8%	36	1.8%	1	0.0%	0	6.3%	1	6.7%	1	0.0%	0	1.9%	1	1.9%	1
Hobby goods	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.9%	1
Cars and car products	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Pet products	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gifts	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts and crafts goods	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Insurance	0.2%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
(Don't know / varies)	2.3%	47	3.6%	2	4.0%	2	12.5%	2	6.7%	1	0.0%	0	3.8%	2	0.0%	0
Base:		2018		55		50		16		15		51		52		54
GEN Gender:																
Male	27.5%	554	27.3%	15	30.0%	15	37.5%	6	33.3%	5	15.7%	8	25.0%	13	24.1%	13
Female	72.5%	1464	72.7%	40	70.0%	35	62.5%	10	66.7%	10	84.3%	43	75.0%	39	75.9%	41
Base:		2018		55		50		16		15		51		52		54
AGE How old are you ?																
18-24	2.1%	43	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.9%	2	1.9%	1	1.9%	1
25-34	7.7%	155	7.3%	4	10.0%	5	0.0%	0	0.0%	0	3.9%	2	7.7%	4	9.3%	5
35-44	17.7%	358	25.5%	14	8.0%	4	18.8%	3	6.7%	1	15.7%	8	17.3%	9	7.4%	4
45-54	20.8%	420	14.5%	8	24.0%	12	31.3%	5	33.3%	5	11.8%	6	17.3%	9	14.8%	8
55-64	25.4%	512	30.9%	17	34.0%	17	25.0%	4	33.3%	5	35.3%	18	21.2%	11	27.8%	15
65+	25.0%	505	21.8%	12	22.0%	11	25.0%	4	26.7%	4	29.4%	15	32.7%	17	35.2%	19
(Refused)	1.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.7%	2
Base:		2018		55		50		16		15		51		52		54
CAR Finally, how many cars are there normally available for use in the household ?																
None	10.0%	202	7.3%	4	8.0%	4	6.3%	1	6.7%	1	11.8%	6	9.6%	5	20.4%	11
One	43.8%	883	58.2%	32	30.0%	15	56.3%	9	26.7%	4	37.3%	19	38.5%	20	42.6%	23
Two	34.3%	693	29.1%	16	48.0%	24	25.0%	4	40.0%	6	39.2%	20	34.6%	18	24.1%	13
Three or more	11.1%	223	5.5%	3	14.0%	7	6.3%	1	26.7%	4	11.8%	6	15.4%	8	9.3%	5
(Don't know)	0.1%	2	0.0%	0	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	6.3%	1	0.0%	0	0.0%	0	1.9%	1	3.7%	2
Base:		2018		55		50		16		15		51		52		54
SEG Socioeconomic Grouping:																
A	4.7%	94	9.1%	5	0.0%	0	12.5%	2	6.7%	1	2.0%	1	3.8%	2	5.6%	3
B	19.6%	395	14.5%	8	18.0%	9	25.0%	4	20.0%	3	15.7%	8	23.1%	12	16.7%	9
C1	33.1%	668	38.2%	21	54.0%	27	18.8%	3	40.0%	6	43.1%	22	32.7%	17	38.9%	21
C2	25.4%	513	27.3%	15	20.0%	10	31.3%	5	13.3%	2	25.5%	13	23.1%	12	25.9%	14
D	7.4%	150	7.3%	4	4.0%	2	0.0%	0	13.3%	2	3.9%	2	3.8%	2	0.0%	0
E	3.1%	62	3.6%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	9.6%	5	3.7%	2
(Refused)	6.7%	136	0.0%	0	4.0%	2	12.5%	2	6.7%	1	7.8%	4	3.8%	2	9.3%	5
Base:		2018		55		50		16		15		51		52		54

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

September 2007

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
QUOTA Zone:								
ND1	4.4%	89	0.0%	0	0.0%	0	0.0%	0
ND2	4.8%	96	0.0%	0	0.0%	0	0.0%	0
ND3	5.2%	105	0.0%	0	0.0%	0	0.0%	0
ND4	7.8%	158	0.0%	0	0.0%	0	0.0%	0
PB1	4.6%	92	0.0%	0	0.0%	0	0.0%	0
PB2	9.0%	181	0.0%	0	0.0%	0	0.0%	0
PB3	9.5%	191	0.0%	0	0.0%	0	0.0%	0
ED1	9.8%	197	100.0%	55	100.0%	50	100.0%	16
ED2	9.3%	187	0.0%	0	0.0%	0	0.0%	0
ED3	3.9%	79	0.0%	0	0.0%	0	0.0%	0
ED4	6.0%	122	0.0%	0	0.0%	0	0.0%	0
ED5	4.6%	92	0.0%	0	0.0%	0	0.0%	0
CH1	7.6%	153	0.0%	0	0.0%	0	0.0%	0
CH2	5.4%	108	0.0%	0	0.0%	0	0.0%	0
CH3	8.3%	168	0.0%	0	0.0%	0	0.0%	0
Base:	2018	55	50	16	15	51	52	54

Dorset Telephone Household Survey for Nathaniel Lichfield & Partners

	Total	BH21 2	BH21 3	BH21 4	BH21 7	BH22 0	BH22 8	BH22 9
PC Postcode:								
BA126	1.0%	20	0.0%	0	0.0%	0	0.0%	0
BA80	1.1%	23	0.0%	0	0.0%	0	0.0%	0
BH106	1.0%	21	0.0%	0	0.0%	0	0.0%	0
BH107	0.4%	9	0.0%	0	0.0%	0	0.0%	0
BH154	2.2%	44	0.0%	0	0.0%	0	0.0%	0
BH165	2.7%	55	0.0%	0	0.0%	0	0.0%	0
BH166	0.9%	19	0.0%	0	0.0%	0	0.0%	0
BH177	2.3%	47	0.0%	0	0.0%	0	0.0%	0
BH189	2.2%	45	0.0%	0	0.0%	0	0.0%	0
BH191	1.4%	28	0.0%	0	0.0%	0	0.0%	0
BH192	1.7%	34	0.0%	0	0.0%	0	0.0%	0
BH193	0.5%	11	0.0%	0	0.0%	0	0.0%	0
BH204	2.1%	42	0.0%	0	0.0%	0	0.0%	0
BH205	0.9%	19	0.0%	0	0.0%	0	0.0%	0
BH206	1.3%	26	0.0%	0	0.0%	0	0.0%	0
BH207	1.4%	29	0.0%	0	0.0%	0	0.0%	0
BH211	3.0%	61	0.0%	0	0.0%	0	0.0%	0
BH212	2.7%	55	100.0%	55	0.0%	0	0.0%	0
BH213	2.5%	50	0.0%	0	100.0%	50	0.0%	0
BH214	0.8%	16	0.0%	0	0.0%	0	100.0%	16
BH215	0.4%	9	0.0%	0	0.0%	0	0.0%	0
BH216	0.4%	9	0.0%	0	0.0%	0	0.0%	0
BH217	0.7%	15	0.0%	0	0.0%	0	100.0%	15
BH218	0.1%	1	0.0%	0	0.0%	0	0.0%	0
BH220	2.5%	51	0.0%	0	0.0%	0	0.0%	51
BH228	2.6%	52	0.0%	0	0.0%	0	0.0%	0
BH229	2.7%	54	0.0%	0	0.0%	0	0.0%	0
BH231	1.7%	34	0.0%	0	0.0%	0	0.0%	0
BH232	2.9%	59	0.0%	0	0.0%	0	0.0%	0
BH233	1.8%	37	0.0%	0	0.0%	0	0.0%	0
BH234	2.6%	52	0.0%	0	0.0%	0	0.0%	0
BH235	1.9%	39	0.0%	0	0.0%	0	0.0%	0
BH236	0.1%	1	0.0%	0	0.0%	0	0.0%	0
BH237	1.5%	30	0.0%	0	0.0%	0	0.0%	0
BH238	1.7%	34	0.0%	0	0.0%	0	0.0%	0
BH241	3.3%	67	0.0%	0	0.0%	0	0.0%	0
BH242	1.5%	31	0.0%	0	0.0%	0	0.0%	0
BH243	1.1%	23	0.0%	0	0.0%	0	0.0%	0
BH255	3.1%	62	0.0%	0	0.0%	0	0.0%	0
BH256	1.7%	35	0.0%	0	0.0%	0	0.0%	0
BH257	1.6%	32	0.0%	0	0.0%	0	0.0%	0
BH316	2.9%	59	0.0%	0	0.0%	0	0.0%	0
BH317	0.5%	10	0.0%	0	0.0%	0	0.0%	0
BH64	0.7%	15	0.0%	0	0.0%	0	0.0%	0
DT101	1.2%	24	0.0%	0	0.0%	0	0.0%	0
DT102	1.4%	29	0.0%	0	0.0%	0	0.0%	0
DT110	2.2%	45	0.0%	0	0.0%	0	0.0%	0
DT117	2.9%	59	0.0%	0	0.0%	0	0.0%	0
DT118	1.3%	27	0.0%	0	0.0%	0	0.0%	0
DT119	1.3%	27	0.0%	0	0.0%	0	0.0%	0
DT27	1.5%	30	0.0%	0	0.0%	0	0.0%	0
DT28	1.7%	35	0.0%	0	0.0%	0	0.0%	0
DT95	1.4%	29	0.0%	0	0.0%	0	0.0%	0
SP36	1.2%	25	0.0%	0	0.0%	0	0.0%	0
SP55	1.3%	26	0.0%	0	0.0%	0	0.0%	0
SP61	1.9%	38	0.0%	0	0.0%	0	0.0%	0
SP63	0.9%	19	0.0%	0	0.0%	0	0.0%	0
SP70	0.8%	17	0.0%	0	0.0%	0	0.0%	0
SP78	1.9%	39	0.0%	0	0.0%	0	0.0%	0
SP79	0.7%	15	0.0%	0	0.0%	0	0.0%	0
SP84	2.7%	55	0.0%	0	0.0%	0	0.0%	0
SP85	0.7%	14	0.0%	0	0.0%	0	0.0%	0
Base:	2018	55	50	16	15	51	52	54

Appendix C

Summary of Shopping Patterns

Zone 1 (BH21 1)

- C.1 Zone 1 incorporates the settlements of Merley, Canford Magna and Oakley as well as the larger centre of Wimborne Minster. The existing foodstore provision within this zone is currently limited to a Somerfield at Crown Mead in Wimborne town centre and other smaller convenience foodstores within the locality, although permission has recently been granted for a Waitrose food store in the town.
- C.2 Local shoppers are currently doing the majority of their main food shopping at Tesco Waterloo Road, Poole (21%) followed by Somerfield in Wimborne (18%), Sainsbury's, Ringwood Road (16%), Tesco in Ferndown (7%) and Asda at Canford Heath (7%). For top-up food shopping, residents predominantly visited Somerfield in Wimborne (28%) and other local shops in Wimborne (16%)

Zone 2 (BH21 2)

- C.3 This zone incorporates the eastern part of Wimborne Minster and also encompasses the settlement of Colehill. In terms of food store provision there is a small Co-op in Colehill and a One Stop at Canford Bottom as well as other small local convenience stores/corner shops.
- C.4 The majority of local residents are travelling to Ferndown in order to undertake their main food shopping with the most popular destinations being Tesco in Ferndown town centre (29%) and Sainsbury's in Ferndown (20%) followed by Tesco at Waterloo Road in Poole (11%). Top-up food shopping predominantly occurs in the Somerfield in Wimborne (22%) and the Tesco store in Ferndown (13%).

Zone 3 (BH21 3)

- C.5 Zone 3 is located to the west of Wimborne Minster and is relatively rural in character. The largest settlement incorporated in the zone is Corfe Mullen with smaller settlements including Broadstone, Ashington and East End. It is within this zone that a potential urban extension is being considered.
- C.6 Existing foodstore provision within this zone is limited to two Co-op stores one on Wareham Road and one at The Parade (located just off Wareham Road) and other small convenience stores. However, the majority of main food shopping occurs at Tesco Waterloo Road, Poole (18%) followed by Tesco

Tower Park (18%), the Co-op stores in Corfe Mullen (14%) and Asda in Poole town centre (10%). For top-up food shopping the most popular destinations were the Co-op stores in Corfe Mullen (52%)

Zone 4 (BH21 4)

- C.7 This zone incorporates quite a large area but is rural in nature and therefore encompasses several small settlements including Sturminster Marshall. There are limited convenience shopping opportunities within this zone with only small convenience stores/corner shops located within the area.
- C.8 Consequently, the majority of local residents are undertaking their main food shopping in Tesco at Blandford St Mary (25%), Asda at Canford Heath (13%), Sainsbury's in Ferndown (13%) and Tesco in Ferndown (13%).
- C.9 Top-up food shopping is predominantly being undertaken at Somerfield in Wimborne (25%), Spar in Wareham (19%) and Tesco in Blandford St Mary (13%).

Zone 5 (BH21 7)

- C.10 Zone 5 represents one of the largest zones geographically and is also the most north reaching. As with the previous zone, this zone is very rural in nature and therefore also incorporates a number of small settlements such as Broomhill and Bothenwood. As a result there are few opportunities for convenience shopping which is limited to small convenience/corner shops.
- C.11 Consequently, local residents are travelling to Ferndown in order to undertake their main food shopping with the majority shopping at Sainsbury's in Ferndown (47%) followed by Tesco in Ferndown (20%) and Tesco Tower Park (7%).
- C.12 Top-up food shopping is predominantly occurring at Somerfield in Wimborne (13%) and Co-op in Colehill (13%).

Zone 6 (BH10 6)

- C.13 Zone 6 is one of the smallest zones geographically but has a high density of residential property. This zone, located south of Ferndown and north of Bournemouth, has few opportunities for convenience shopping within this zone with the majority of local residents travelling to these larger centres to undertake this type of shopping.

- C.14 The survey data has shown that the majority of residents undertake their main food shopping at Asda, Castlepoint (24%) and Somerfield, Bournemouth (14%)
- C.15 The most popular destination for top-up food shopping was Tesco Express on Wimborne Road (19%) followed by Tesco Express in West Moors (10%) and Somerfield in Bournemouth (10%).

Zone 7 (BH10 7)

- C.16 This zone incorporates the settlements of Northbourne and parts of West Parley and is bordered to the south by Wimborne Road. There are a relatively limited number of convenience shopping opportunities within this zone although there is a Tesco Express and a Somerfield located along Wimborne Road. It is within this zone that a potential urban extension is being considered.
- C.17 Local residents are currently undertaking their main food shopping in Tesco in Ferndown (22%), Tesco in Bournemouth (22%) and Sainsbury's at Castlepoint (22%) followed by Sainsbury's at Ferndown (11%), Asda at Canford Heath (11%) and Sainsbury's at Alder Park in Pool (11%).
- C.18 In terms of top-up food shopping, the majority of residents are visiting Somerfield in Bournemouth (33%).

Zone 8 (BH22 0)

- C.19 Zone 8 is located to the north-east of the study area and includes the town of West Moors. Within West Moors there is a Tesco Express and a Co-op as well as a number of smaller convenience/corner shops within the locality.
- C.20 The majority of residents within this zone undertake their main food convenience shopping in Ferndown at the Sainsbury's (61%) and Tesco (26%) stores. Top-up food shopping however is being undertaken in the Tesco Express at West Moors (20%) followed by Sainsbury's in Ferndown (16%) and Tesco in Ferndown (14%).

Zone 9 (BH22 8)

- C.21 This zone represents the most eastern part of the study area and incorporates parts of Ferndown, West Parley and Tricketts Cross. Within this zone exists a limited amount of opportunity for convenience retail with a Tesco Express and a Co-op as well as other smaller convenience stores and corner shops.

C.22 Due to this zones proximity to Ferndown town centre, the majority of local residents are attracted to this centre to undertake their main food convenience shopping with most visiting Tesco in Ferndown (52%) and Sainsbury's in Ferndown (23%). Other destinations include Asda at Canford Heath (12%).

C.23 For top-up food shopping the destinations were similar with most visiting Tesco in Ferndown (46%) and Sainsbury's in Ferndown (21%)

Zone 10 (BH22 9)

C.24 This zone incorporates Ferndown town centre and consequently provides a number of opportunities for convenience shopping. Existing provision includes a large Tesco Extra store, a Sainsbury's, a Lidl and an Iceland as well as other smaller convenience stores and corner shops. Substantial infill residential development is being considered within this zone.

C.25 As a reflection of this provision, most residents undertake their main food shopping at the Tesco in Ferndown (70%) followed by the Sainsbury's in Ferndown (20%).

C.26 This was also reflected in the results for top-up food shopping destinations with most residents visiting Tesco in Ferndown (35%) and Sainsbury's in Ferndown (28%).

Zone 11 (BH15 4)

C.27 This zone represents the most southern point of the study area and includes the settlement of Hamworthy. The zone has a mix of residential and more commercial uses associated with the number of harbours located along the coast as well as a large Haven holiday park.

C.28 Current foodstore provision in this zone is limited to a Co-op foodstore on Blandford Road and smaller local convenience stores such as Happy Shopper. Consequently, the majority of local residents undertake their main food shop at Tesco on Waterloo Road, Poole (23%), Asda in Poole Town Centre (23%), Sainsbury's in Poole (18%), and Tesco at Tower Park (11%).

C.29 Top-up food shopping on the other hand is predominantly undertaken at the Co-op on Blandford Road (9%) followed by Sainsbury's in Poole (7%).

Zone 12 (BH16 5)

- C.30 Zone 12 is predominantly residential and contains the settlement of Upton. Within the zone, there is a small Co-op located on Poole Road as well as other small convenience stores within the locality.
- C.31 Due to its proximity and strong road links local residents are travelling to Poole to undertake the majority of their main food shopping. The Tesco store at Waterloo Road attracts the most expenditure (35%) followed by Asda in Poole town centre (15%) and Tesco at Tower Park (11%).
- C.32 Top-up food shopping is predominantly being undertaken at Co-op in Upton (15%) followed by Tesco Waterloo Road in Poole (7%) and Local shops in Poole (6%) and Upton (6%).

Zone 13 (BH17 7)

- C.33 This zone incorporates the settlements of Waterloo and Creekmoor and is predominantly residential. Current foodstore provision within the zone consists of two small Co-op foodstores and a Lidl as well as other small convenience stores within the local area.
- C.34 The majority of local residents are undertaking their main food shopping at Tesco at Waterloo Road (47%) followed by Asda at Canford Heath (11%) and Tesco at Tower Park (11%).
- C.35 For top-up food shopping the most popular destinations for Zone 13 residents were Tesco Wareloo Road in Poole (26%) followed by Co-op in Poole (9%), Asda at Canford Heath (4%) and Tesco Express in Broadstone (4%).

Zone 14 (BH18 9)

- C.36 This zone is located to the south of Corfe Mullen and to the west of Broadstone and is largely residential. The current foodstore provision within this zone is limited to small local convenience stores/corner shops.
- C.37 Consequently, the majority of local residents travel to the Tesco at Waterloo Road in Poole (39%) to undertake their main food shopping followed by Tesco at Tower Park (11%) and Asda at Canford Heath (11%).
- C.38 Top-up food shopping is predominantly occurring at Somerfield in Broadstone (31%) and Tesco Express in Broadstone (7%).

Appendix D

Retail Capacity Assessment

Table 1: Population Projections (Inc. Urban Extensions)

Zone	2001	2008	2011	2016	2021	2026
Zone 1	10,343	10,784	10,956	11,326	11,790	12,293
Zone 2	9,103	9,560	9,719	10,005	10,324	10,660
Zone 3	9,789	10,218	10,368	10,644	10,959	11,291
Zone 4	2,624	2,629	2,630	2,633	2,636	2,639
Zone 5	3,237	3,237	3,237	3,237	3,237	3,237
Zone 6	4,544	4,623	4,676	4,757	4,849	4,946
Zone 7	3,629	3,692	3,735	3,799	3,872	3,950
Zone 8	7,101	7,431	7,543	7,740	7,956	8,181
Zone 9	9,931	10,427	10,596	10,892	11,217	11,555
Zone 10	8,152	8,905	9,163	9,613	10,106	10,621
Zone 11	8,878	8,744	8,725	8,763	8,866	8,988
Zone 12	10,269	10,494	10,570	10,722	10,921	11,125
Zone 13	8,434	8,328	8,315	8,358	8,461	8,581
Zone 14	6,971	7,086	7,139	7,274	7,457	7,657
Total	103,005	106,158	107,371	109,762	112,651	115,723

Sources:

2001 Population Census

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

Note: Housing figures and locations estimated by EDDC and based on phased development - 10% by 2011, 25% 2011-2016, 35% 2016-2021 and 30% 2021-2026

Table 2: Convenience Retail Expenditure Per Capita (2006 Prices)

Expenditure Per Capita	2008	2011	2016	2021	2026	Growth 2008-2011	Growth 2008-2016	Growth 2008-2021	Growth 2008-2026
Zone 1	£1,719	£1,748	£1,827	£1,901	£1,978	1.7%	6.3%	10.6%	15.1%
Zone 2	£1,691	£1,720	£1,797	£1,870	£1,946	1.7%	6.3%	10.6%	15.1%
Zone 3	£1,609	£1,636	£1,709	£1,779	£1,851	1.7%	6.2%	10.6%	15.0%
Zone 4	£1,718	£1,747	£1,826	£1,900	£1,977	1.7%	6.3%	10.6%	15.1%
Zone 5	£1,817	£1,847	£1,930	£2,009	£2,090	1.7%	6.2%	10.6%	15.0%
Zone 6	£1,677	£1,706	£1,782	£1,855	£1,930	1.7%	6.3%	10.6%	15.1%
Zone 7	£1,668	£1,696	£1,772	£1,844	£1,919	1.7%	6.2%	10.6%	15.0%
Zone 8	£1,681	£1,710	£1,787	£1,859	£1,935	1.7%	6.3%	10.6%	15.1%
Zone 9	£1,671	£1,699	£1,775	£1,847	£1,922	1.7%	6.2%	10.5%	15.0%
Zone 10	£1,743	£1,773	£1,852	£1,927	£2,006	1.7%	6.3%	10.6%	15.1%
Zone 11	£1,622	£1,649	£1,723	£1,793	£1,866	1.7%	6.2%	10.5%	15.0%
Zone 12	£1,570	£1,597	£1,668	£1,736	£1,807	1.7%	6.2%	10.6%	15.1%
Zone 13	£1,640	£1,668	£1,742	£1,813	£1,887	1.7%	6.2%	10.5%	15.1%
Zone 14	£1,657	£1,685	£1,760	£1,832	£1,906	1.7%	6.2%	10.6%	15.0%

Sources:

Experian local estimates of 2006 convenience goods expenditure per capita

Excluding special forms of trading - 2% in 2008, 2.5% in 2011 and beyond

Experian Business Strategies - recommended forecast growth rates (0.7% per annum between 2008 - 2011, 0.9% between 2012 and 2016 and 0.8% per annum between 2017 and 2026).

Table 3: Total Convenience Retail Expenditure (2006 Prices)

Expenditure	2008	2011	2016	2021	2026	Growth 2008-2011	Growth 2008-2016	Growth 2008-2021	Growth 2008-2026
Zone 1	£18.54	£19.15	£20.69	£22.41	£24.31	3.3%	11.6%	20.9%	31.2%
Zone 2	£16.17	£16.72	£17.98	£19.31	£20.74	3.4%	11.2%	19.4%	28.3%
Zone 3	£16.44	£16.96	£18.19	£19.50	£20.90	3.2%	10.6%	18.6%	27.1%
Zone 4	£4.52	£4.59	£4.81	£5.01	£5.22	1.7%	6.4%	10.9%	15.5%
Zone 5	£5.88	£5.98	£6.25	£6.50	£6.77	1.7%	6.2%	10.6%	15.0%
Zone 6	£7.75	£7.98	£8.48	£8.99	£9.55	2.9%	9.3%	16.0%	23.1%
Zone 7	£6.16	£6.33	£6.73	£7.14	£7.58	2.8%	9.3%	15.9%	23.1%
Zone 8	£12.49	£12.90	£13.83	£14.79	£15.83	3.3%	10.7%	18.4%	26.7%
Zone 9	£17.42	£18.00	£19.33	£20.72	£22.21	3.3%	11.0%	18.9%	27.5%
Zone 10	£15.52	£16.25	£17.80	£19.47	£21.31	4.7%	14.7%	25.5%	37.3%
Zone 11	£14.18	£14.39	£15.10	£15.90	£16.77	1.4%	6.5%	12.1%	18.3%
Zone 12	£16.48	£16.88	£17.88	£18.96	£20.10	2.4%	8.5%	15.1%	22.0%
Zone 13	£13.66	£13.87	£14.56	£15.34	£16.19	1.5%	6.6%	12.3%	18.6%
Zone 14	£11.74	£12.03	£12.80	£13.66	£14.59	2.5%	9.0%	16.3%	24.3%
Catchment Area Total	£176.95	£182.03	£194.44	£207.70	£222.07	2.9%	9.9%	17.4%	25.5%

Sources:

Table 1 and Table 2

Table 4: Estimated Existing Convenience Shopping Penetration Rates

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Inflow
Inside District															
Wimborne	33%	24%	2%	15%	14%	0%	0%	0%	0%	0%	1%	1%	1%	1%	20%
Corfe Mullen	2%	1%	26%	5%	0%	0%	0%	0%	0%	0%	1%	1%	0%	6%	5%
Ferndown	16%	43%	5%	14%	60%	5%	18%	69%	75%	82%	2%	0%	0%	1%	35%
West Moors	0%	0%	0%	0%	0%	3%	0%	20%	1%	5%	0%	1%	0%	0%	5%
West Parley	0%	1%	0%	0%	0%	0%	1%	0%	5%	0%	0%	0%	0%	0%	5%
Inside Sub-total	51%	69%	33%	34%	74%	8%	19%	89%	81%	87%	4%	3%	1%	8%	
Outside District															
Bournemouth	6%	8%	4%	5%	2%	59%	59%	3%	9%	7%	4%	2%	2%	3%	
Poole	32%	14%	50%	28%	12%	10%	20%	2%	3%	4%	82%	71%	87%	61%	
Blandford St Mary	2%	0%	0%	16%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Broadstone	3%	0%	9%	3%	0%	0%	0%	0%	0%	0%	0%	1%	2%	24%	
Christchurch	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Dorchester	1%	0%	0%	6%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	
Wareham	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	
Verwood	2%	2%	1%	0%	0%	0%	0%	1%	2%	1%	0%	1%	0%	0%	
Ringwood	2%	2%	1%	3%	0%	0%	0%	4%	1%	0%	0%	0%	1%	0%	
Winton	0%	0%	0%	0%	0%	15%	0%	0%	0%	0%	1%	0%	1%	0%	
Other	1%	5%	2%	1%	8%	8%	2%	1%	3%	1%	7%	21%	6%	4%	
Outside Sub-total	49%	31%	67%	66%	26%	92%	81%	11%	19%	13%	96%	97%	99%	92%	n/a
Market Share Total	100%	n/a													

Source: NEMS Household Survey September 2007

Table 5: Convenience Turnover in Study Area 2008 (existing market shares)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Inflow	Total
Expenditure 2008 £M	£18.54	£16.17	£16.44	£4.52	£5.88	£7.75	£6.16	£12.49	£17.42	£15.52	£14.18	£16.48	£13.66	£11.74		
Inside District																
Wimborne	£6.12	£3.88	£0.33	£0.68	£0.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.16	£0.14	£0.12	£3.10	£15.48
Corfe Mullen	£0.37	£0.16	£4.27	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.16	£0.00	£0.70	£0.32	£6.36
Ferndown	£2.97	£6.95	£0.82	£0.63	£3.53	£0.39	£1.11	£8.62	£13.07	£12.73	£0.28	£0.00	£0.00	£0.12	£27.58	£78.79
West Moors	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£2.50	£0.17	£0.78	£0.00	£0.16	£0.00	£0.00	£0.20	£4.05
West Parley	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£1.15
Inside Sub-total	£9.45	£11.15	£5.43	£1.54	£4.35	£0.62	£1.17	£11.12	£14.11	£13.50	£0.57	£0.49	£0.14	£0.94	£31.25	£105.83
Outside District																
Bournemouth	£1.11	£1.29	£0.66	£0.23	£0.12	£4.57	£3.63	£0.37	£1.57	£1.09	£0.57	£0.33	£0.27	£0.35	n/a	£16.17
Poole	£5.93	£2.26	£8.22	£1.26	£0.71	£0.78	£1.23	£0.25	£0.52	£0.62	£11.63	£11.70	£11.88	£7.16	n/a	£64.16
Blandford St Mary	£0.37	£0.00	£0.00	£0.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	n/a	£1.24
Broadstone	£0.56	£0.00	£1.48	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.27	£2.82	n/a	£5.43
Christchurch	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	n/a	£0.24
Dorchester	£0.19	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.14	£0.00	£0.00	£0.00	n/a	£0.77
Wareham	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	n/a	£0.35
Verwood	£0.37	£0.32	£0.16	£0.00	£0.00	£0.00	£0.00	£0.12	£0.35	£0.16	£0.00	£0.16	£0.00	£0.00	n/a	£1.65
Ringwood	£0.37	£0.32	£0.16	£0.14	£0.00	£0.00	£0.00	£0.50	£0.17	£0.00	£0.00	£0.00	£0.14	£0.00	n/a	£1.80
Winton	£0.00	£0.00	£0.00	£0.00	£0.00	£1.16	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14	£0.00	n/a	£1.44
Other	£0.19	£0.81	£0.33	£0.05	£0.47	£0.62	£0.12	£0.12	£0.52	£0.16	£0.99	£3.46	£0.82	£0.47	n/a	£9.13
Outside Total	£9.08	£5.01	£11.02	£2.98	£1.53	£7.13	£4.99	£1.37	£3.31	£2.02	£13.62	£15.98	£13.52	£10.80	n/a	£102.36
Study Area Total	£18.54	£16.17	£16.44	£4.52	£5.88	£7.75	£6.16	£12.49	£17.42	£15.52	£14.18	£16.48	£13.66	£11.74	n/a	£176.95

Source: NEMS Household Survey and Tables 3 & 4

Table 6

Revised Convenience Shopping Penetration Rates Assuming Uplift in Corfe Mullen

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Inflow
Inside District															
Wimborne (with Waitrose)	55%	45%	5%	20%	27%	1%	2%	2%		2%	2%		2%	3%	25%
Corfe Mullen (with uplift in shares)	3%	1%	40%	10%							3%	5%	2%	15%	10%
Ferndown	11%	38%	4%	10%	50%	5%	16%	69%	75%	80%	2%				35%
West Moors stores						3%		18%	1%	5%		1%			5%
West Parley		1%					1%		5%						5%
Inside Sub-total	69%	85%	49%	40%	77%	9%	19%	89%	81%	87%	7%	6%	4%	18%	n/a
Outside District	31%	15%	51%	60%	23%	91%	81%	11%	19%	13%	93%	94%	96%	82%	n/a
Market Share Total	100%	n/a													

Source: NEMS Household Survey September 2007

Barton Wilmore RIA for Waitrose proposal Wimborne

NLP Judgement

Table 7:

Convenience Turnover in Study Area 2011 assuming uplift in shares in Corfe Mullen

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Inflow	Total
Expenditure 2011 £M	£19.15	£16.72	£16.96	£4.59	£5.98	£7.98	£6.33	£12.90	£18.00	£16.25	£14.39	£16.88	£13.87	£12.03		
Inside District																
Wimborne (with Waitrose)	£10.53	£7.52	£0.85	£0.92	£1.61	£0.08	£0.13	£0.26	£0.00	£0.32	£0.29	£0.00	£0.28	£0.36	£7.72	£30.87
Corfe Mullen (with uplift in shares)	£0.57	£0.17	£6.79	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	£0.84	£0.28	£1.80	£1.26	£12.60
Ferndown	£2.11	£6.35	£0.68	£0.46	£2.99	£0.40	£1.01	£8.90	£13.50	£13.00	£0.29	£0.00	£0.00	£0.00	£26.75	£76.44
West Moors stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£2.32	£0.18	£0.81	£0.00	£0.17	£0.00	£0.00	£0.20	£3.92
West Parley	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.90	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£1.19
Inside Sub-total	£13.21	£14.21	£8.31	£1.84	£4.60	£0.72	£1.20	£11.48	£14.58	£14.13	£1.01	£1.01	£0.55	£2.17	£35.99	£125.02
Outside District	£5.94	£2.51	£8.65	£2.76	£1.38	£7.26	£5.13	£1.42	£3.42	£2.11	£13.38	£15.87	£13.31	£9.86	n/a	£92.99
Study Area Total	£19.15	£16.72	£16.96	£4.59	£5.98	£7.98	£6.33	£12.90	£18.00	£16.25	£14.39	£16.88	£13.87	£12.03	n/a	£182.03

Source: NEMS Household Survey and Tables 3 and 6

Table 8: Convenience Turnover in Study Area 2016 assuming uplift in shares in Corfe Mullen

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Inflow	Total
Expenditure 2016 £M	£20.69	£17.98	£18.19	£4.81	£6.25	£8.48	£6.73	£13.83	£19.33	£17.80	£15.10	£17.88	£14.56	£12.80		
Inside District																
Wimborne (with Waitrose)	£11.38	£8.09	£0.91	£0.96	£1.69	£0.08	£0.13	£0.28	£0.00	£0.36	£0.30	£0.00	£0.29	£0.38	£8.29	£33.14
Corfe Mullen (with uplift in shares)	£0.62	£0.18	£7.28	£0.48	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.89	£0.29	£1.92	£1.35	£13.46
Ferndown	£2.28	£6.83	£0.73	£0.48	£3.12	£0.42	£1.08	£9.54	£14.50	£14.24	£0.30	£0.00	£0.00	£0.00	£28.82	£82.35
West Moors stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£2.49	£0.19	£0.89	£0.00	£0.18	£0.00	£0.00	£0.21	£4.22
West Parley	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£1.28
Inside Sub-total	£14.28	£15.28	£8.91	£1.92	£4.81	£0.76	£1.28	£12.31	£15.66	£15.49	£1.06	£1.07	£0.58	£2.30	£38.73	£134.45
Outside	£6.41	£2.70	£9.28	£2.88	£1.44	£7.71	£5.45	£1.52	£3.67	£2.31	£14.04	£16.81	£13.98	£10.50	n/a	£98.71
Study AreaTotal	£20.69	£17.98	£18.19	£4.81	£6.25	£8.48	£6.73	£13.83	£19.33	£17.80	£15.10	£17.88	£14.56	£12.80	n/a	£194.44

Source: NEMS Household Survey and Tables 3 and 6

Table 9: Convenience Turnover in Study Area 2021 assuming uplift in shares in Corfe Mullen

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Inflow	Total
Expenditure 2021 £M	£22.41	£19.31	£19.50	£5.01	£6.50	£8.99	£7.14	£14.79	£20.72	£19.47	£15.90	£18.96	£15.34	£13.66		
Inside District																
Wimborne (with Waitrose)	£12.33	£8.69	£0.97	£1.00	£1.76	£0.09	£0.14	£0.30	£0.00	£0.39	£0.32	£0.00	£0.31	£0.41	£8.90	£35.60
Corfe Mullen (with uplift in shares)	£0.67	£0.19	£7.80	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48	£0.95	£0.31	£2.05	£1.44	£14.38
Ferndown	£2.47	£7.34	£0.78	£0.50	£3.25	£0.45	£1.14	£10.21	£15.54	£15.58	£0.32	£0.00	£0.00	£0.00	£31.00	£88.56
West Moors stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£2.66	£0.21	£0.97	£0.00	£0.19	£0.00	£0.00	£0.23	£4.53
West Parley	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£1.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£1.37
Inside Sub-total	£15.47	£16.41	£9.55	£2.00	£5.01	£0.81	£1.36	£13.16	£16.78	£16.94	£1.11	£1.14	£0.61	£2.46	£41.63	£144.45
Outside District	£6.95	£2.90	£9.94	£3.00	£1.50	£8.18	£5.78	£1.63	£3.94	£2.53	£14.78	£17.82	£14.73	£11.20	n/a	£104.88
Study AreaTotal	£22.41	£19.31	£19.50	£5.01	£6.50	£8.99	£7.14	£14.79	£20.72	£19.47	£15.90	£18.96	£15.34	£13.66	n/a	£207.70

Source: NEMS Household Survey and Tables 3 and 6

Table 10: Convenience Turnover in Study Area 2026 assuming uplift in shares in Corfe Mullen

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Inflow	Total
Expenditure 2026 £M	£24.31	£20.74	£20.90	£5.22	£6.77	£9.55	£7.58	£15.83	£22.21	£21.31	£16.77	£20.10	£16.19	£14.59		
Inside District																
Wimborne (with Waitrose)	£13.37	£9.34	£1.04	£1.04	£1.83	£0.10	£0.15	£0.32	£0.00	£0.43	£0.34	£0.00	£0.32	£0.44	£9.57	£38.28
Corfe Mullen (with uplift in shares)	£0.73	£0.21	£8.36	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£1.01	£0.32	£2.19	£1.54	£15.38
Ferndown	£2.67	£7.88	£0.84	£0.52	£3.38	£0.48	£1.21	£10.92	£16.66	£17.04	£0.34	£0.00	£0.00	£0.00	£33.36	£95.30
West Moors stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£2.85	£0.22	£1.07	£0.00	£0.20	£0.00	£0.00	£0.24	£4.87
West Parley	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£1.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£1.47
Inside Sub-total	£16.78	£17.63	£10.24	£2.09	£5.21	£0.86	£1.44	£14.09	£17.99	£18.54	£1.17	£1.21	£0.65	£2.63	£44.78	£155.30
Outside District	£7.54	£3.11	£10.66	£3.13	£1.56	£8.69	£6.14	£1.74	£4.22	£2.77	£15.60	£18.90	£15.54	£11.97	n/a	£111.56
Study AreaTotal	£24.31	£20.74	£20.90	£5.22	£6.77	£9.55	£7.58	£15.83	£22.21	£21.31	£16.77	£20.10	£16.19	£14.59	n/a	£222.07

Source: NEMS Household Survey and Tables 3 and 6

Table 11: Summary of Convenience Turnover 2008 to 2026 (£Millions)

	2008	2011	2016	2021	2026
Actual Turnover					
Wimborne	£15.48	£30.87	£33.14	£35.60	£38.28
Corfe Mullen (with uplift in shares)	£6.36	£12.60	£13.46	£14.38	£15.38
Ferndown	£78.79	£76.44	£82.35	£88.56	£95.30
West Moors	£4.05	£3.92	£4.22	£4.53	£4.87
West Parley	£1.15	£1.19	£1.28	£1.37	£1.47
Sub-total	£105.83	£125.02	£134.45	£144.45	£155.30
BENCHMARK TURNOVER EXISTING FLOORSPACE					
Wimborne (1)	£10.10	£29.24	£29.68	£30.13	£30.59
Corfe Mullen	£5.96	£6.01	£6.10	£6.20	£6.29
Ferndown	£50.61	£51.07	£51.84	£52.62	£53.41
West Moors	£4.16	£4.20	£4.26	£4.33	£4.39
West Parley	£1.31	£1.32	£1.34	£1.36	£1.38
Sub-total	£72.14	£91.84	£93.23	£94.63	£96.06
SURPLUS/DEFICIT EXPENDITURE					
Wimborne	£5.38	£1.63	£3.46	£5.47	£7.69
Corfe Mullen (with uplift in shares)	£0.40	£6.59	£7.36	£8.19	£9.09
Ferndown	£28.18	£25.37	£30.52	£35.94	£41.89
West Moors	-£0.11	-£0.28	-£0.04	£0.20	£0.48
West Parley	-£0.16	-£0.13	-£0.06	£0.01	£0.08
JOINT AREA TOTAL	£33.69	£33.18	£41.23	£49.81	£59.23

Source: Benchmark Turnovers from Table 1A Joint Retail Study (adjusted for 2008) and Tables 5, 7, 8, 9 and 10

(1) Wimborne includes estimate for Waitrose from Barton Wilmore RIA

Table 12: Convenience Floorspace Projections 2008 to 2026

	2008	2011	2016	2021	2026
SURPLUS/DEFICIT EXPENDITURE					
Wimborne	£5.38	£1.63	£3.46	£5.47	£7.69
Corfe Mullen (with uplift in shares)	£0.40	£6.59	£7.36	£8.19	£9.09
Ferndown	£28.18	£25.37	£30.52	£35.94	£41.89
West Moors	-£0.11	-£0.28	-£0.04	£0.20	£0.48
West Parley	-£0.16	-£0.13	-£0.06	£0.01	£0.08
AREA TOTAL	£33.69	£33.18	£41.23	£49.81	£59.23
New Floorspace Turnover Density	£7,021	£7,084	£7,191	£7,300	£7,410
SALES FLOORSPACE SQ M NET					
Corfe Mullen (with uplift in shares)	57	930	1,023	1,122	1,226

Source: Table 11

Table 13: Convenience Floorspace Projections 2008 to 2026

	2008	2011	2016	2021	2026
SURPLUS/DEFICIT EXPENDITURE					
Ferndown/West Moors/West Parley (1)	£27.91	£24.96	£30.41	£36.16	£42.45
New Floorspace Turnover Density	£7,021	£7,084	£7,191	£7,300	£7,410
SALES FLOORSPACE SQ M NET					
Ferndown/West Moors/West Parley	3,975	3,523	4,228	4,953	5,729

Notes

(1) Surplus takes account of Wimborne commitment and also assumes new store at Corfe Mullen

