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Worthing Retail & Main Town Centre Uses Study

Plans & Appendices, August 2017



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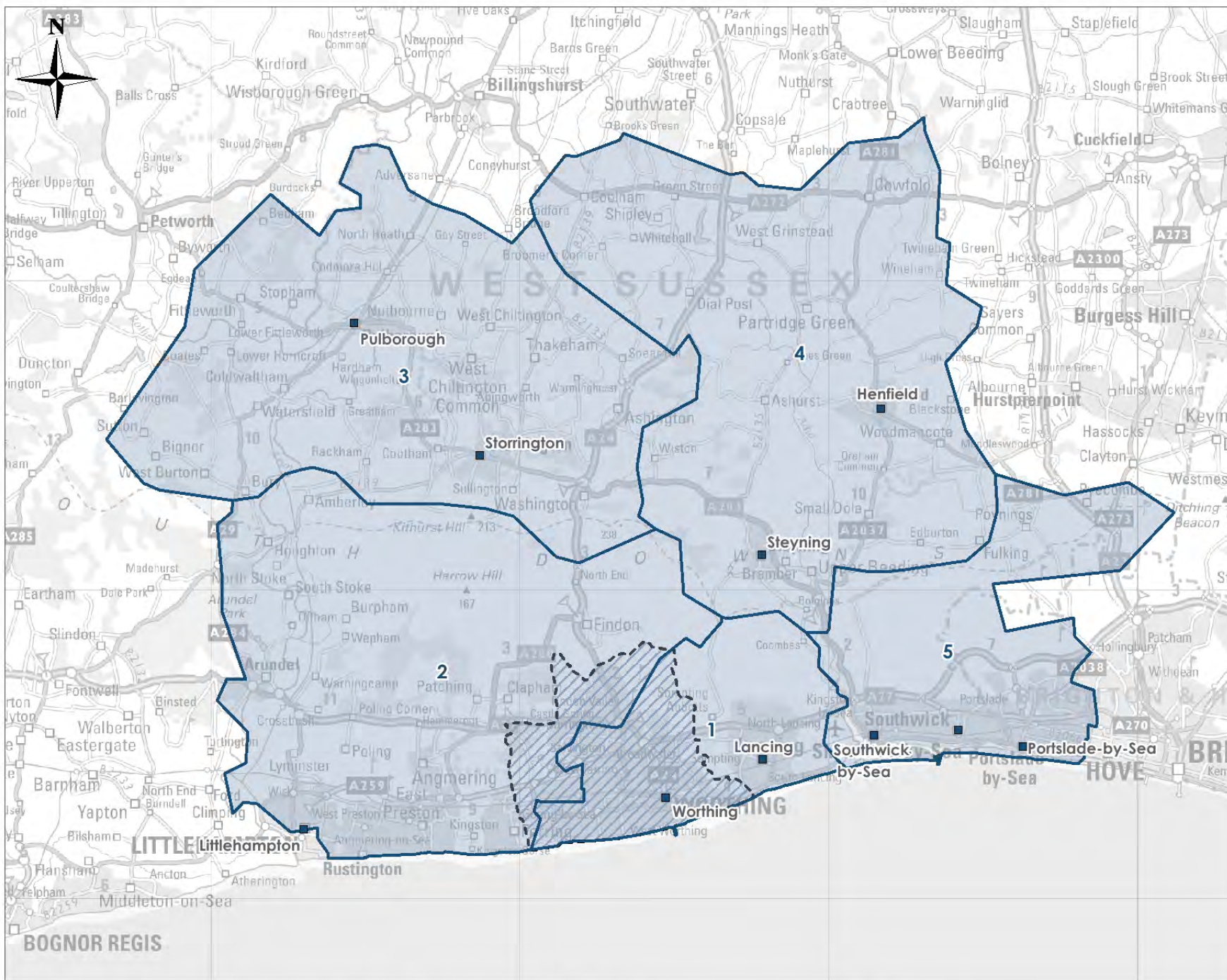
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For and on behalf of GVA Grimley Ltd

Plans 1-9



Worthing Retail Study 2016

Key

- Study area
- Survey zones
- Worthing District

Zone Postal sectors

- | | |
|---|--|
| 1 | BN11 1/2/3/4/5, BN12 4, BN13 1/2
BN14 7/8/9, BN15 0/8/9 |
| 2 | BN12 5/6, BN13 3, BN14 0
BN16 1/2/3/4, BN17 6/7, BN18 9 |
| 3 | RH20 1/2/3/4 |
| 4 | BN5 9, BN44 3, RH13 8 |
| 5 | BN3 4/5/7/8, BN41 1/2, BN42 4
BN43 5/6, BN45 7 |

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Study Area and Household survey Zones

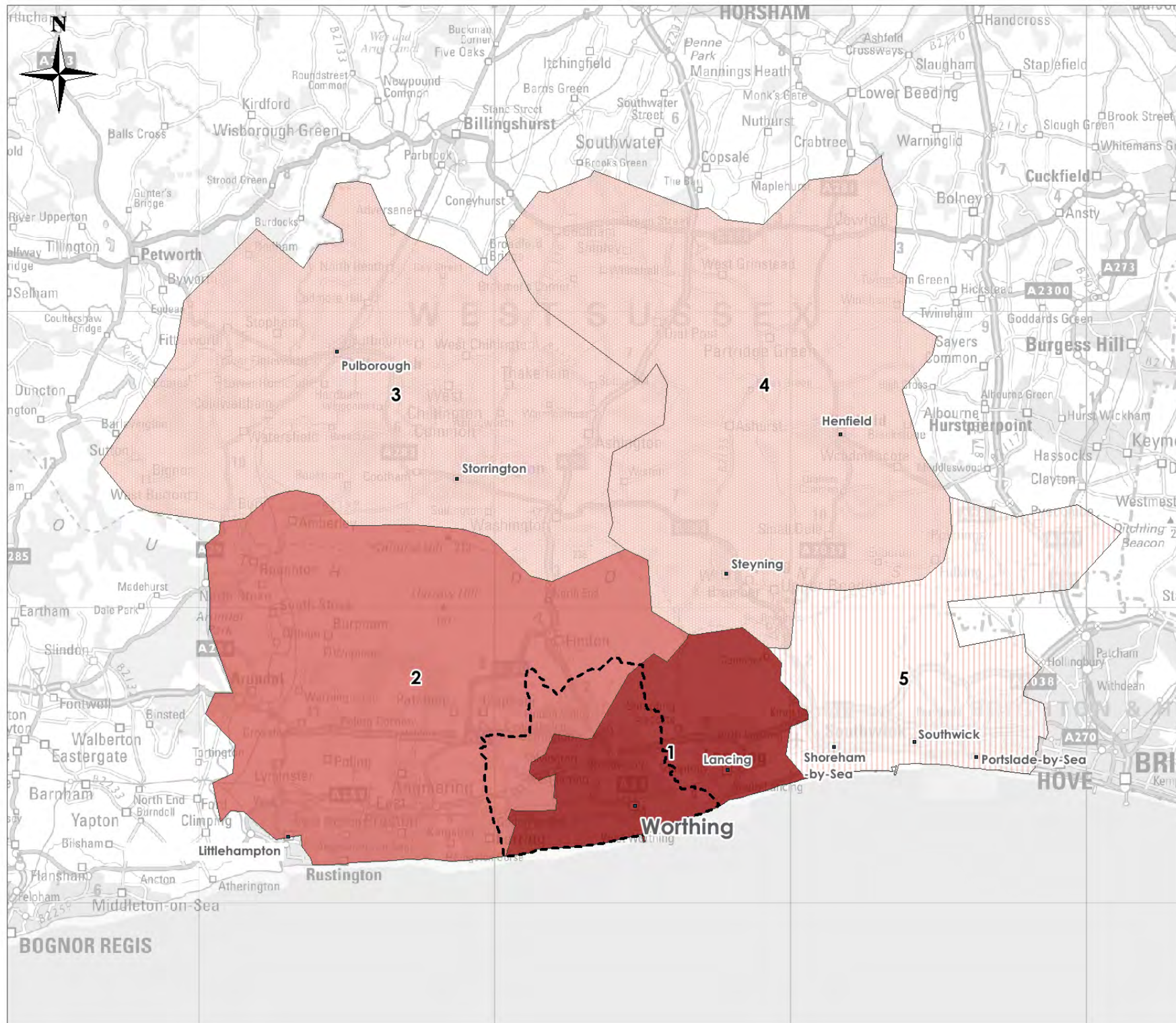
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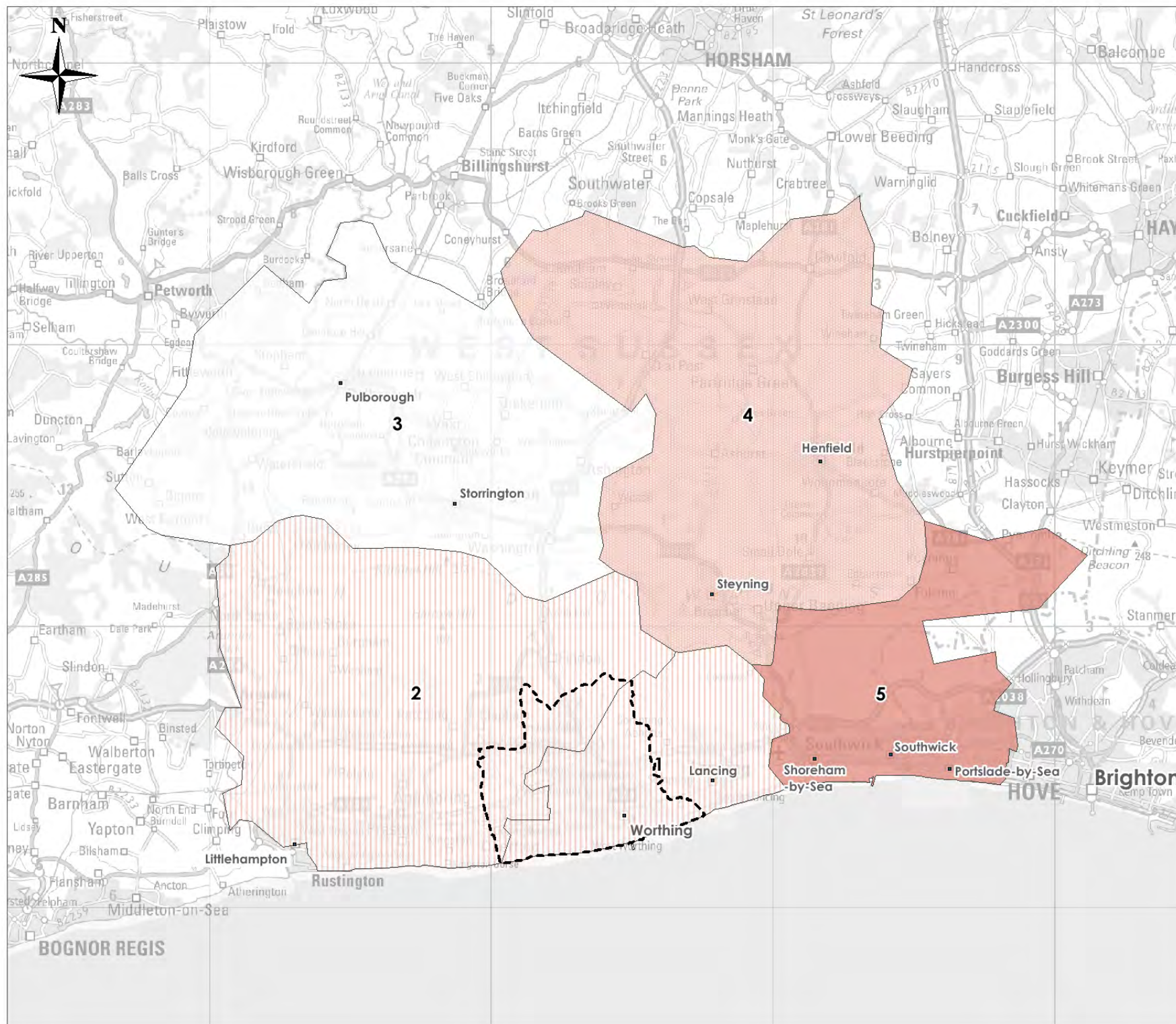


Worthing Town Centre Map

Key

-  WBC Borough Boundary
-  Central Shopping Area (Primary Zone A)
-  Central Shopping Area (Primary Zone B)
-  Central Shopping Area (Secondary)



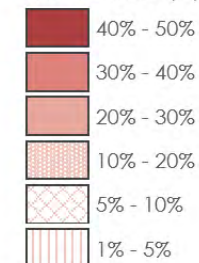


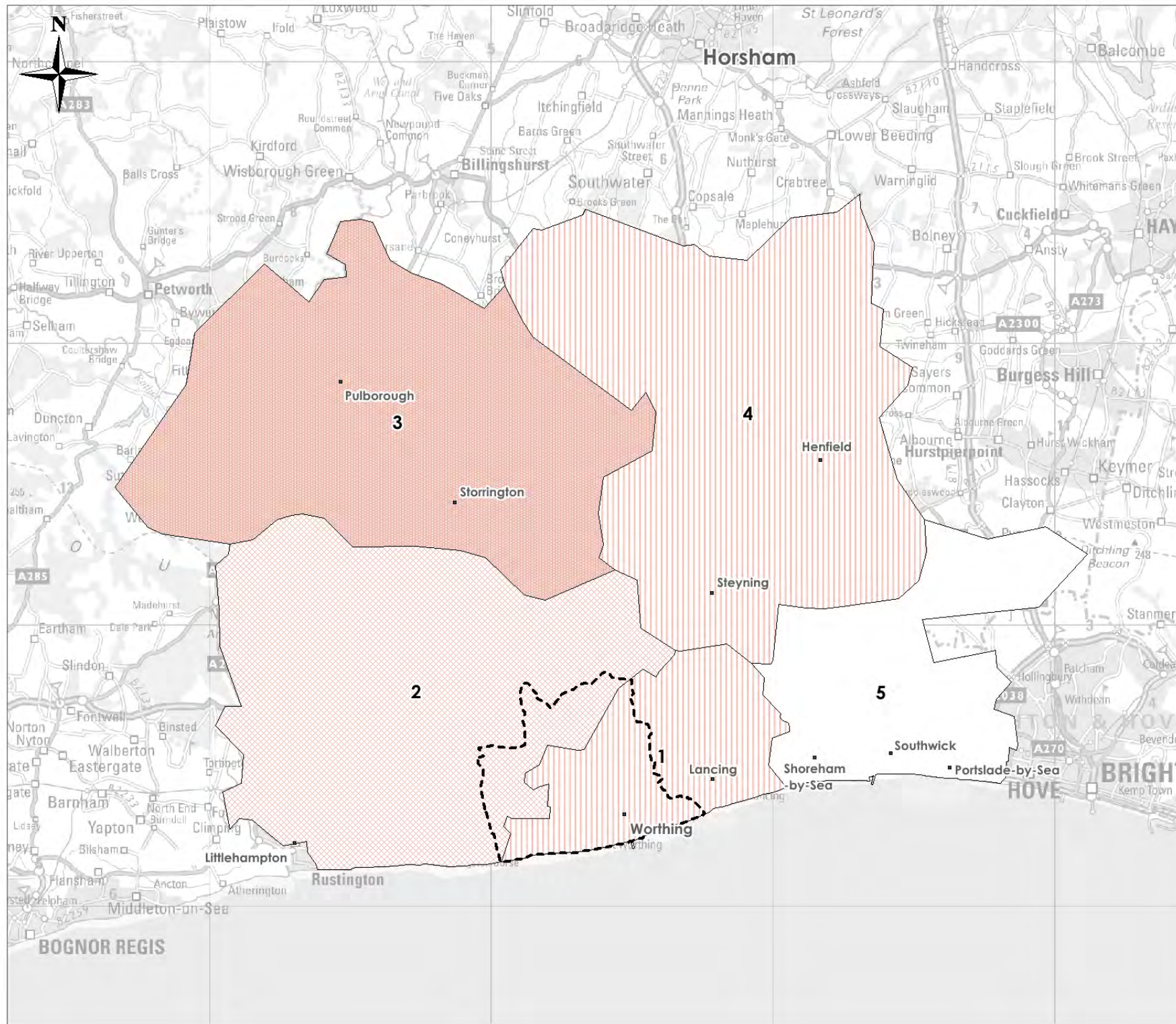
Brighton Comparison Goods Market Share

Key

 Worthing District

Comparison goods
market share (%)



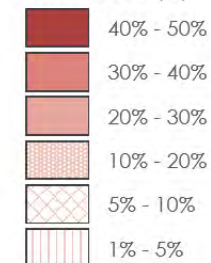


Horsham Comparison Goods Market Share

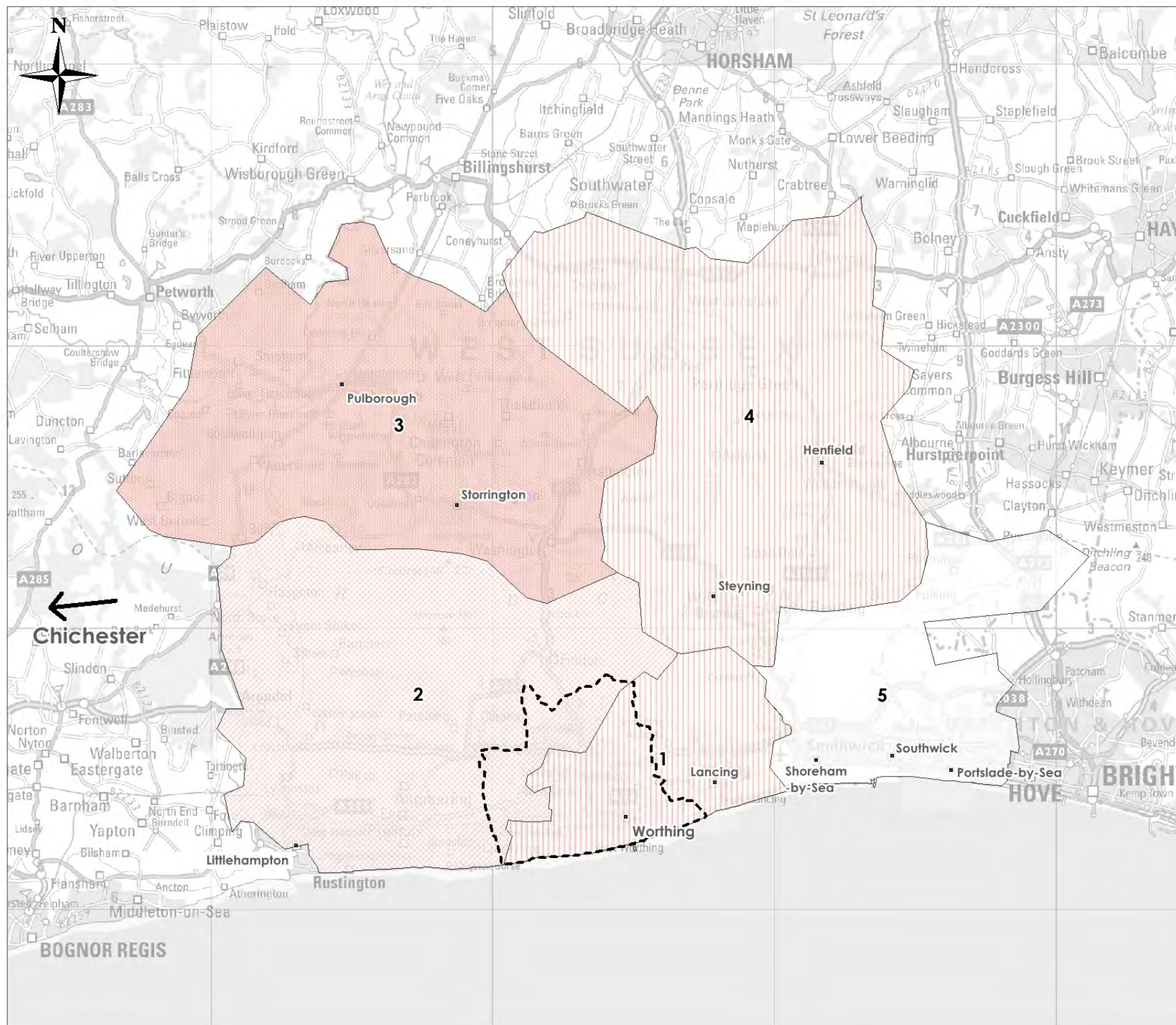
Key

Worthing District

Comparison goods
market share (%)



Comparison goods

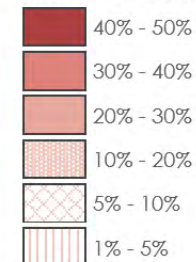


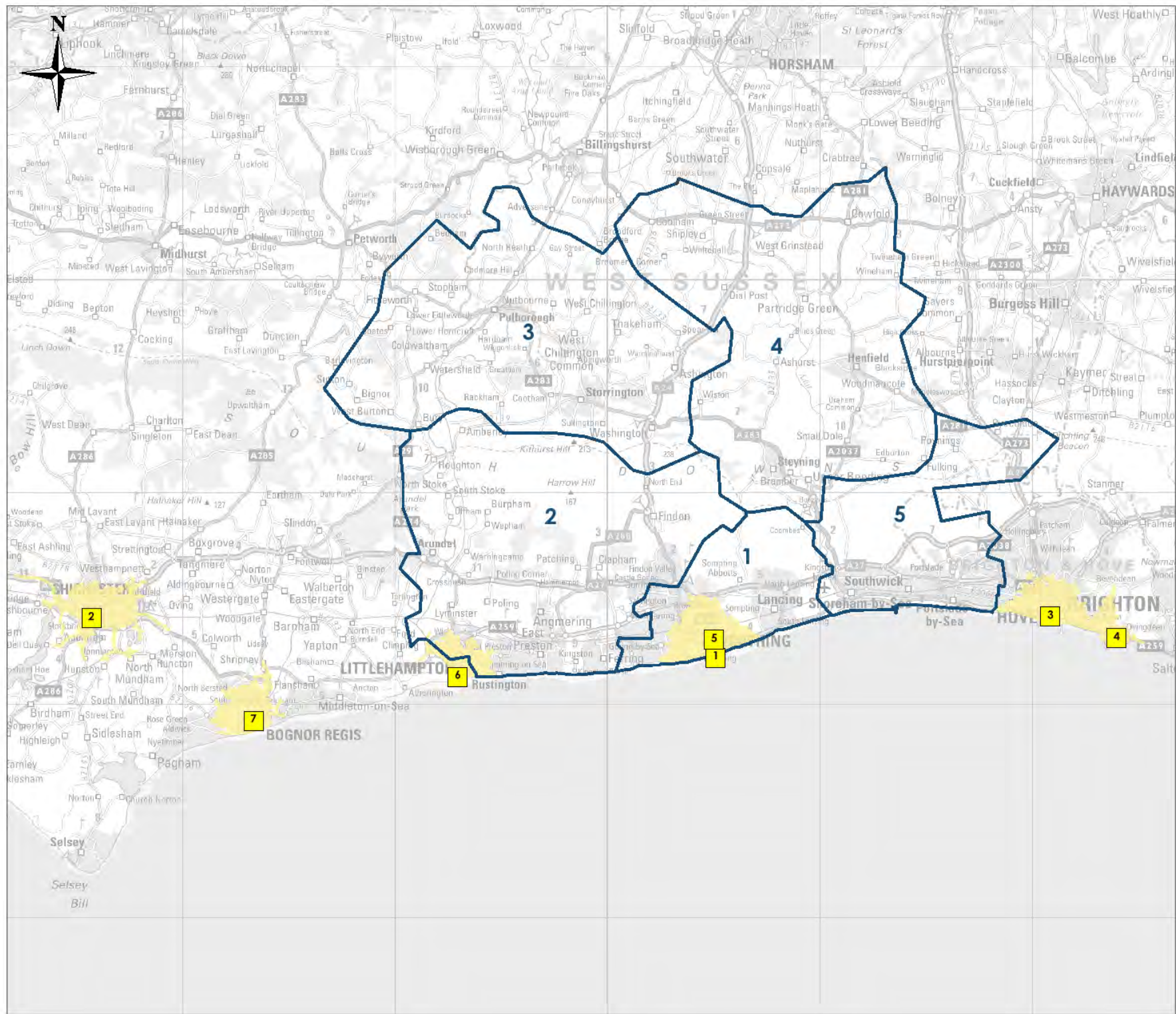
Chichester Comparison Goods Market Share

Key

 Worthing District

Comparison goods
market share (%)





Cinema provision

Key

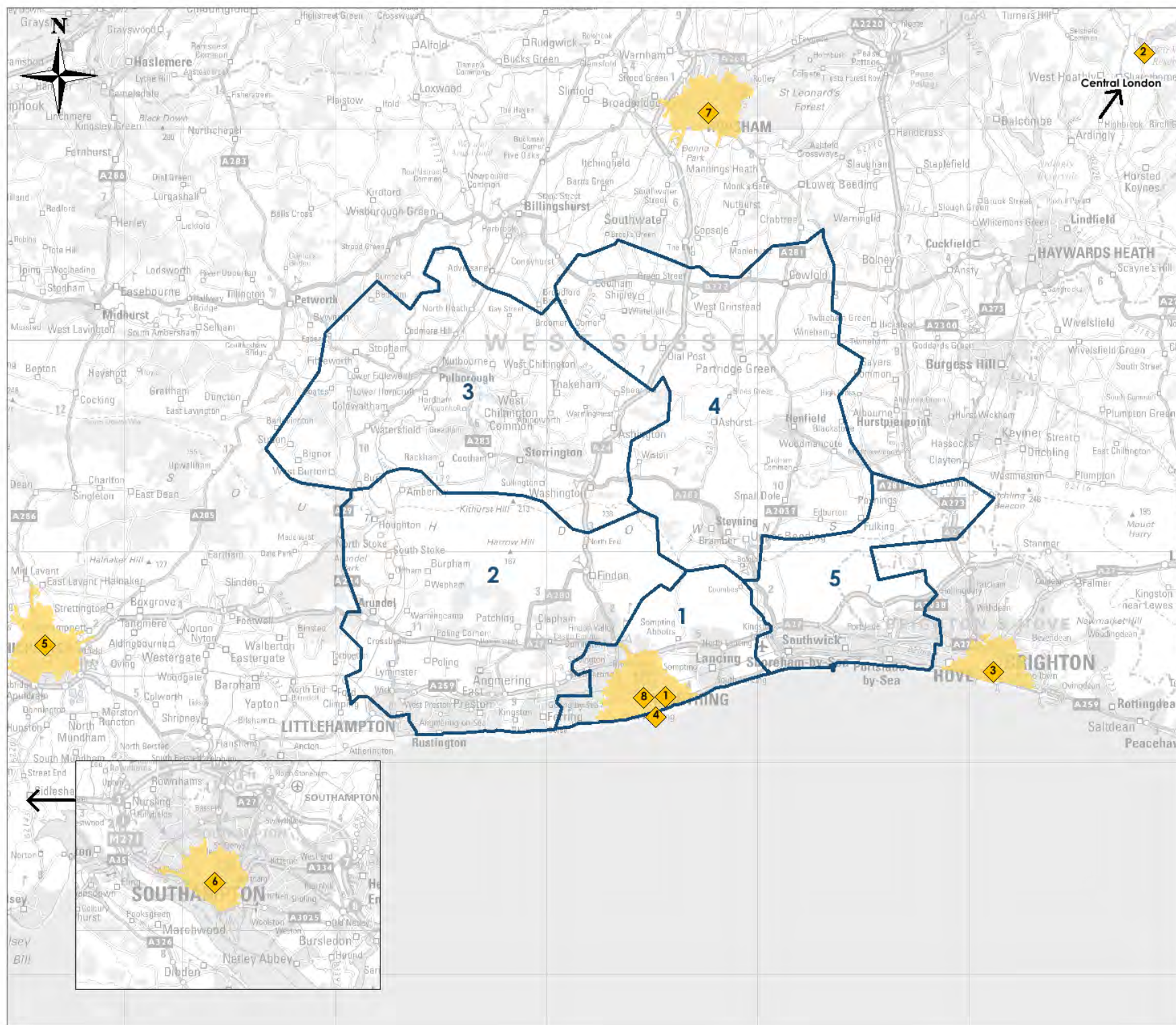
Survey Zones

Cinema

5 min drive-time catchment

Ref Cinema

- 1 The Dome Cinema, Worthing
- 2 Cineworld, Chichester Gate, Chichester
- 3 Odeon, West Street, Brighton
- 4 Cineworld, Brighton Marina
- 5 Connaught Theatre & Cinema, Union Place, Worthing
- 6 Windmill Theatre, Windmill Road, Littlehampton
- 7 Picturedome, Canada Grove, Bognor Regis



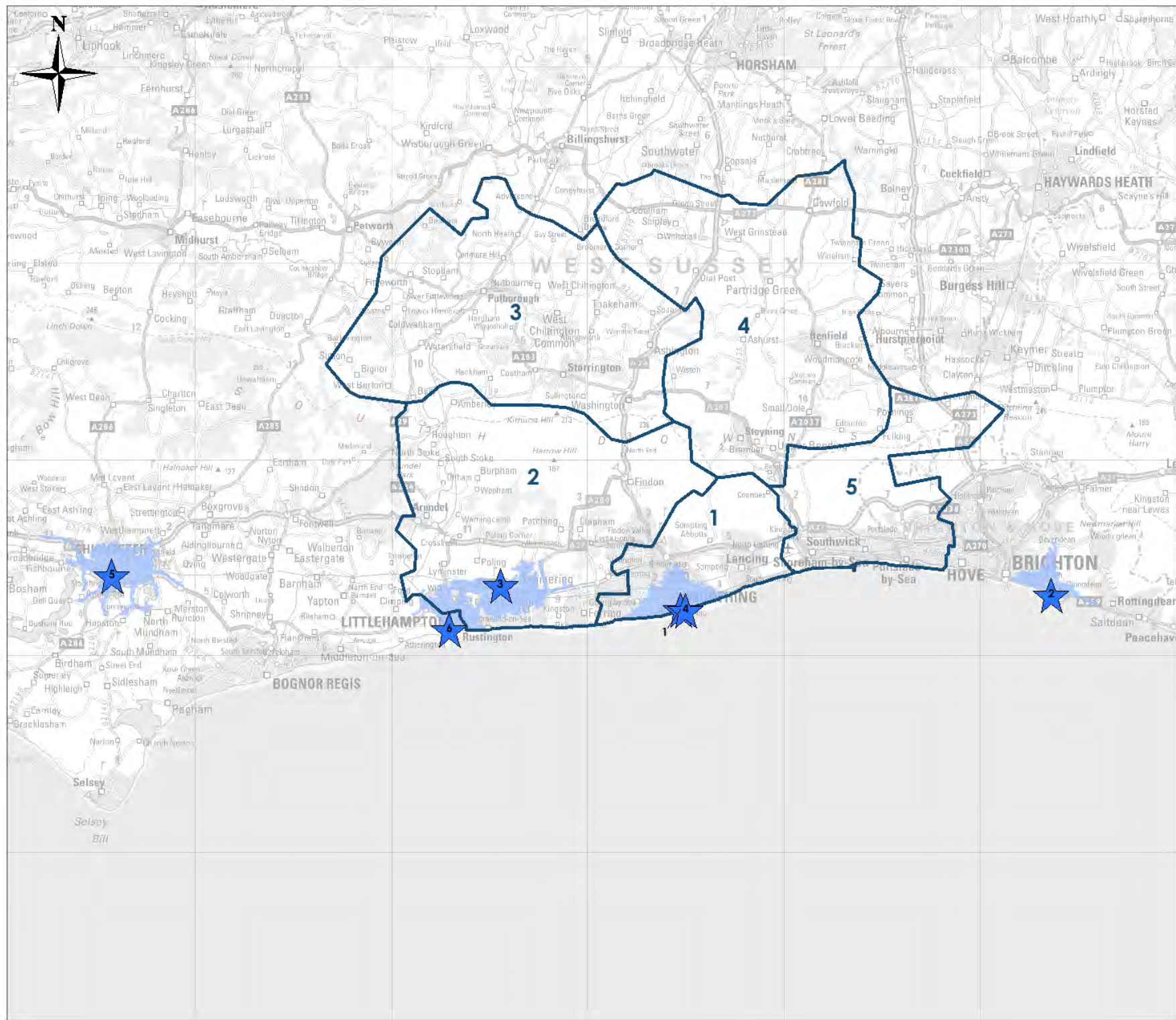
Theatre provision

Key

- Survey Zones
- ◆ Theatre
- 5 min drive-time catchment




Ref Theatre

- 1 Connaught Theatre & Cinema, Union Place, Worthing
- 2 Central London/West End
- 3 Theatre Royal, Bond Street, Brighton
- 4 Pavilion Theatre, Marine Parade, Worthing
- 5 Chichester Festival Theatre, Oaklands Park, Chichester
- 6 Mayflower Theatre, Commercial Rd, Southampton
- 7 Capitol Theatre, North St, Horsham
- 8 The Assembly Hall, Stoke Abbott Rd, Worthing



Family Entertainment provision

Key

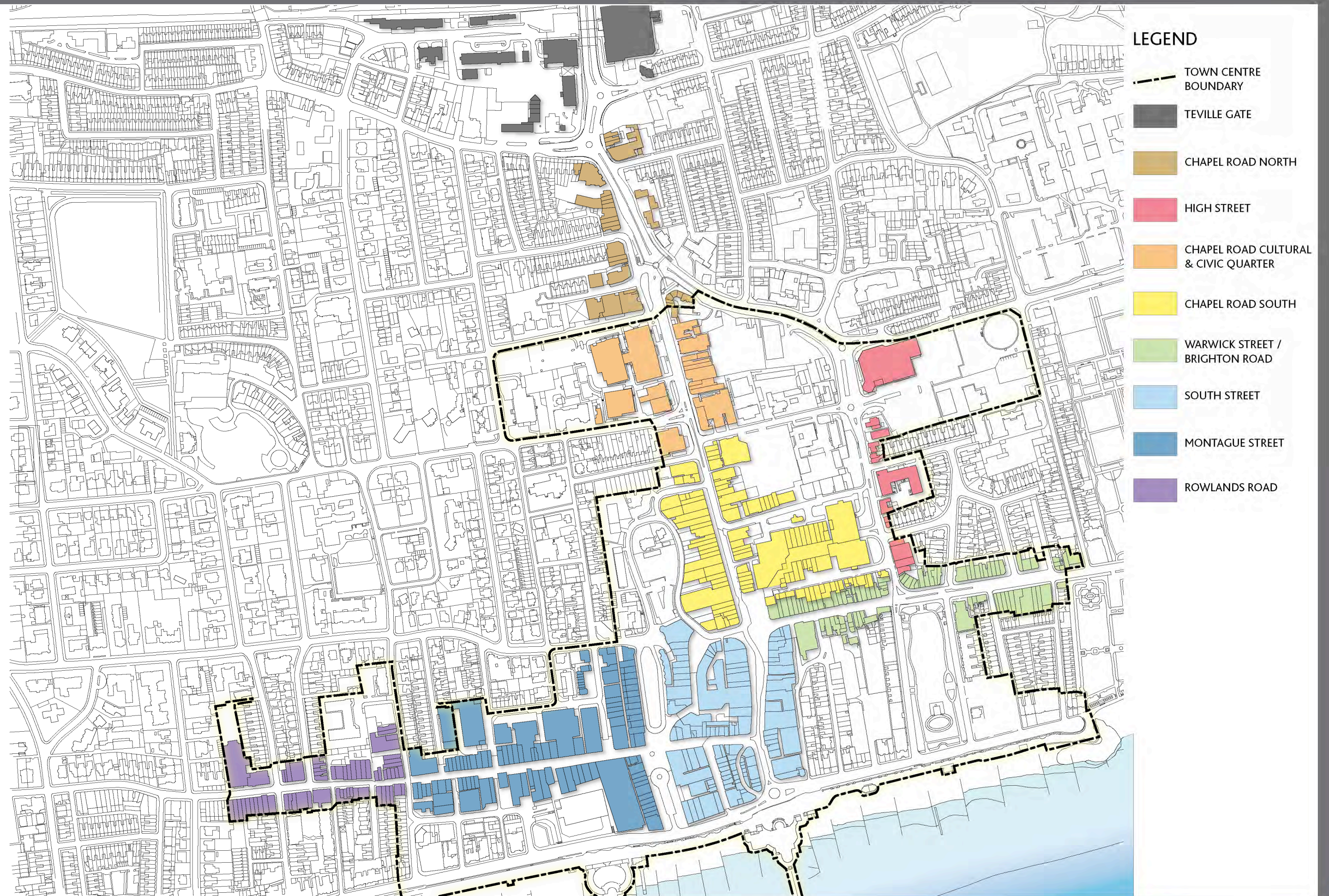
-  Survey Zones
-  Family Entertainment Centre
-  5 min drive-time catchment

Ref Family Entertainment Centre

- 1 AMF Bowling, Marine Parade, Worthing
- 2 Bowplex Bowling, Brighton
- 3 Out of Bounds, Golfers Lane, Angmering
- 4 Worthing Lido, Marine Parade, Worthing
- 5 MFA Bowl, Terminus Road, Chichester
- 6 Windmill Entertainment Centre, Windmill Rd, Littlehampton

Appendix 1

Worthing Town Centre Character Areas



Appendix 2

Local Centre Composition Matrix

Worthing: Medium-scale Local Centres Facilities Audit

Centre name	Description	Estimated Distance to Worthing Primary CSA (Central Shopping Area)	Total number of units	National retailers	Convenience				Comparison		Services							
					Supermarket	Small convenience store	Newsagent/off licence	Other convenience (list)	Post Office	Pharmacy	ATM	Laundrette/Dry cleaning	Café	Public House	Takeaway	Hairdressers/Beauty Salon	Doctors Surgery	Library
Findon Valley	Findon Valley local centre consists of 31 units. The centre is situated just off Findon Road and benefits from well- maintained shop fronts, wide pavements and a good amount of parking. Flower planting contributes to the overall aesthetic of the centre. The centre is anchored by a Tesco Express food store, which is supplemented by a bakery.	4.25km	31	Tesco Express, Co-operative Funeral Care, Belfred, Post Office	✓	✓	×	Bakery	✓	×	✓	✓	✓	✓	✓	✓	×	×
Ham Road	Ham Road local centre consists of 30 units. The Co-op Food supplemented by a small bakers and other CTN's There is a public house at the end of the local centre, but no post office, doctors surgery or library. Although the majority of the retail offer is targeted at a local audience, specialist shops such as 'Military Man Wear' may have a larger retail target.	1km	30	Cooperative Food, Premier CTN	✓	✓	✓	Bakery	×	✓	✓	×	✓	✓	✓	✓	×	×
The Mulberry	The Mulberry local centre consists of 43 units and has a wide variety of retail outlets. There is a modern Sainsbury's Local on the western edge of the centre, which is complemented by a SPAR and an independent bakery, two butchers and smaller convenience stores. Additionally there is a significant provision of retail, leisure and financial services.	3.22km	50	Belfred, Dominos, HSBC, KFC, Sainsburys, SPAR	✓	✓	✓	Bakery, Butcher x 2	✓	✓	✓	✓	✓	×	✓	✓	×	×
Rowlands Road	The Rowlands Road local centre comprises of 50 units and situated adjacent to western border of Worthing Town Centre's Secondary Central Shopping Area. The centre is largely dominated by the provision of charities/charity shops, Cafés and Hair and Beauty units. The convenience offer comprises of a Spar at the western end, which is complemented by a bakery and independent world food unit.	0.22km	50	Spar, Lloyds Pharmacy, McColls, Ladbrokes	×	✓	✓	Bakery	×	✓	✓	✓	✓	✓	✓	✓	×	×
South Farm Road	South Farm Road local centre is located northwest of Worthing and contains 56 retail units. There is very little composition of national retailers, with the exception being a Tesco Express store. This unit dominates the convenience offering, with only a small number of CTN/convenience stores supplementing. Although there is array of service provision many of these are generic, thus the target audience is likely to be very local.	0.83km	56	Tesco Express	✓	✓	✓	×	×	✓	✓	✓	✓	×	✓	✓	×	×
The Strand	The Strand local centre is made up of 25 units. The centre comprises of The Strand and The Boulevard and benefits from wide pavements and well established/maintained shop fronts. The centre is anchored by a Co-operative Food and McColl's convenience, but is supplemented by a bakery, butchers and independent convenience/greengrocers. Predicted usage is local residents.	2.65km	25	McColls, Ladbrokes, Co-operative Food	✓	✓	✓	Butcher, Bakery, Convenience/ Greengrocers	×	✓	✓	×	✓	×	✓	✓	×	×
Tarring Road	Tarring Road local centre comprises of 111 units to the northwest of Worthing. The centre is anchored by two Co-operative Food stores on Tarring Road and South Street Tarring. Other convenience stores consist of CTN's and a butcher. The centre is larger than many of the other local centres and has a wide array of services, thus the local catchment may spread further than others.	1.3km	111	Co-operative Food x2, Enterprise, Premier, Post Office, Sun Newsagents, William Hill	✓	✓	✓	Butcher	✓	✓	✓	✓	✓	✓	✓	✓	×	×
Thomas A. Beckett	Thomas A. Beckett local centre consists of 24 units. There is one national retailer and this is a small Martin's (McColl) CTN. The Thomas A. Beckett pub provides an important community hub and meeting place, while the remainder of retail units fall predominantly under the retail service category. The centre is split by a large cross road; therefore pedestrian access is somewhat hindered.	2.5km	24	Martins (McColls)	×	✓	✓	Greengrocers	✓	×	✓	×	✓	✓	✓	✓	×	×

Worthing: Small-scale Local Centres Facilities Audit

					Convenience				Comparison		Services							
Centre name	Description	Estimated Distance to Worthing Primary CSA (Central Shopping Area)	Total number of units	National retailers	Supermarket	Small convenience store	Newsagent/off licence	Other convenience (list)	Post Office	Pharmacy	ATM	Laundrette/Dry cleaning	Café	Public House	Takeaway	Hairdressers/Beauty Salon	Doctors Surgery	Library
Aldsworth Parade	Aldsworth Parade consists of 12 units and is anchored by a Londis. Other units are mainly service and provide for local need.	3.91km	12	Londis, Sun Newsagents	✓	✓	✓	-	x	✓	x	✓	✓	x	✓	✓	x	x
Alinora Crescent	Alinora Crescent consists of 8 units largely predominating around health services and charity shops. The centre has no national retailers or convenience.	2.79km	8	-	x	x	x	-	x	x	x	x	x	x	x	✓	x	x
Boxgrove Parade	Boxgrove Parade comprises of 4 units including one vacant former convenience store.	4km	4	-	x	x	x	-	x	x	x	x	x	x	✓	✓	x	x
Brighton Road	Brighton Road local centre consists of 12 units. Although there are no national retailers, there is a good provision of convenience and leisure services.	0.56km	12	-	x	✓	✓	-	x	x	x	x	✓	x	✓	x	x	x
Broadwater Road	Broadwater Road has a total of 17 units and is anchored by a Co-operative Food. Other national retailers include the Post Office and Papa Johns.	1km	17	Co-operative Food, Papa Johns, Post Office	✓	✓	✓	-	✓	✓	x	x	✓	x	✓	✓	x	x
Broadwater Street East	Broadwater Street East local centre has a total of 17 units, with a Ladbrokes being the only national retailer. Other units include a small convenience store, off licence and butchers.	1.69km	17	Ladbrokes	x	✓	✓	Butchers	x	x	x	x	✓	✓	✓	✓	x	x
Dominion Road	Dominion Road local centre consists of 7 units, anchored by a Premier convenience store. Opposite the local centre is a Tesco Extra store, which dominates the footfall of the centre.	1.35km	7	Premier	x	✓	x	-	✓	x	x	x	✓	x	✓	✓	x	x
Downlands Parade	Dowlands Parade consists of 12 units, all providing a service. There is no convenience offering, however a large Sainsbury's store is located 300m away.	2.37km	12	-	x	x	x	-	x	x	x	x	✓	x	✓	✓	x	x
Limbrick Corner	Limbrick Corner local centre consists of 12 units, including a good proportion of convenience offering from national retailers, Premier and McColls, and an independent butcher.	3.69km	12	Premier, McColls, Post Office, Ladbrokes	x	✓	✓	Butchers	✓	x	✓	x	✓	x	✓	✓	x	x
Lyndhurst Road	Lyndhurst Road local centre has a total of 9 units, with one national retailer and convenience store, the Post Office. The majority of the rest of the units provide an array of services.	0.7km	9	Post Office	x	x	x	-	✓	x	x	✓	✓	x	✓	✓	x	x
Manor Parade	Manor Parade local centre consist of 8 units and associated car parking. The centre is anchored by a Co-operative Food, which is then supported by McColls Newsagents and a Butcher. Other services include Lloyds Pharmacy.	3.7km	8	Co-Operative Food, Lloyds Pharmacy, McColls	✓	x	✓	Butchers	x	✓	✓	✓	x	x	✓	✓	x	x
Salvington Road	Salvington Road local centre consist of 4 units, including one convenient store. The remainder of the units are service provision. The centre is adjacent Selden Parade.	3.2km	4	-	x	✓	x	-	x	x	x	x	x	x	x	✓	x	x
Selden Parade	Selden Parade consists of 8 units, with one national retailer, William Hill. In addition, there are 2 vacant units and 3 estate/letting agents.	3.19km	8	William Hill	x	x	x	-	x	x	x	x	x	x	✓	✓	x	x
South Farm Road (North)	South Farm Road (north) local centre comprises of 20 retail units, with no identified national retailers. Additionally the convenience offering is minimal, with only a couple of news agents/ off licenses. Further units consist of various service providers.	1.53km	20	-	x	x	✓	Baker	x	x	x	✓	✓	x	✓	✓	x	x
South Street Tarring	South Street Tarring local centre consists of 8 units, with no major national retailers and one convenience store. Further to this, although the centre provides a service for the local surrounding residents/area, it is beginning to look run down.	1.71km	8	-	x	x	✓	Butchers	x	x	x	x	x	x	✓	✓	x	x

Appendix 3

Convenience Goods Need Tabulations

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

Table 1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
2016	117,667	85,264	26,103	24,489	95,038	348,561
2021	122,602	88,863	26,865	25,259	98,053	361,642
2026	127,465	92,604	27,539	26,068	101,722	375,398
2031	132,065	96,048	28,134	26,758	105,611	388,616
2033	133,844	97,339	28,310	26,958	107,158	393,609
Change 2016-2033	16,177	12,075	2,207	2,469	12,120	45,048

Source:

Experian Micromarketer (October 2016)

Table 1a
Survey Area Postal Sectors

Zone	Postal Sectors
Zone 1	BN11 1/2/3/4/5; BN12 4; BN13 1/2; BN14 7/8/9; BN15 0/8/9
Zone 2	BN12 5/6; BN13 3; BN14 0; BN16 1/2/3/4; BN17 6/7; BN18 9
Zone 3	RH20 1/2/3/4
Zone 4	BN5 9; BN44 3; RH13 8
Zone 5	BN3 4/5/7/8; BN41 1/2; BN42 4; BN43 5/6; BN45 7

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

Table 2

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

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2014	2,196	2,333	2,618	2,495	2,217
2016	2,152	2,286	2,566	2,445	2,173
2016 Minus SFT at 3.0%	2,088	2,218	2,489	2,372	2,108
2021	2,167	2,302	2,584	2,462	2,188
2021 Minus SFT at 4.4%	2,072	2,201	2,470	2,354	2,092
2026	2,178	2,314	2,597	2,475	2,199
2026 Minus SFT at 5.1%	2,067	2,196	2,464	2,348	2,087
2031	2,189	2,326	2,610	2,487	2,210
2031 Minus SFT at 5.8%	2,062	2,191	2,458	2,343	2,082
2033	2,193	2,330	2,615	2,492	2,214
2033 Minus SFT at 5.8%	2,066	2,195	2,463	2,348	2,086

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

Table 3

Survey Area Retail Expenditure Forecasts (2014 prices)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
2016	245.6	189.1	65.0	58.1	200.3	758.1
2021	254.0	195.6	66.4	59.5	205.1	780.5
2026	263.5	203.4	67.9	61.2	212.3	808.2
2031	272.3	210.4	69.2	62.7	219.9	834.5
2033	293.6	226.8	74.0	67.2	237.3	898.9
Change 2016-33	47.9	37.7	9.1	9.1	37.0	140.8

Source: Tables 1 & 2

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

Table 4
Convenience Goods Allocation 2016 - % Market Share

Zone Centre/Store	Policy Allocation	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
Worthing Town Centre Market Share %						
M&S Simply Food, Montague Street, Worthing	Town Centre	1.1%	0.0%	0.0%	0.0%	0.0%
Iceland, South Street, Worthing	Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Chapel Road, Worthing	Town Centre	0.5%	0.0%	0.0%	1.8%	0.0%
Co-Op, Rowlands Road, Worthing	Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total, Worthing Town Centre		1.6%	0.0%	0.0%	1.8%	0.0%
Worthing Edge-of-Centre Market Share %						
Waitrose, High Street, Worthing	Edge of Centre	2.0%	0.4%	0.0%	0.3%	1.1%
Lidl, North Street, Worthing	Edge of Centre	5.4%	1.4%	0.0%	0.0%	0.4%
Sub-Total, Edge of Centre		7.4%	1.9%	0.0%	0.3%	1.5%
TOTAL Worthing Town Centre & Edge of Centre		9.0%	1.9%	0.0%	2.2%	1.5%
West Durrington District Centre Market Share %						
Tesco Extra, New Road	Town Centre	18.2%	5.8%	0.0%	1.0%	0.0%
Goring Road District Centre Market Share %						
Co-Op, Goring Road	Town Centre	3.5%	0.0%	0.0%	0.0%	0.0%
Iceland, Wallace Parade, Goring Road	Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Goring Road	Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
Broadwater District Centre Market Share %						
Co-Op, Cricketers Parade	Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Broadwater Street	Town Centre	7.5%	0.0%	0.0%	0.0%	0.0%
TOTAL District Centre		29.2%	5.8%	0.0%	1.0%	0.0%
TOTAL Town, District and Edge of Centre		38.2%	7.6%	0.0%	3.2%	1.5%
Out of Centre Market Share %						
Sainsbury's, Lyons Farm Retail Park, Worthing	Out of Centre	13.3%	5.6%	0.4%	6.3%	0.0%
Morrisons, Newland Street, Worthing	Out of Centre	3.8%	0.8%	0.0%	0.0%	0.0%
TOTAL Out of Centre		17.1%	6.4%	0.4%	6.3%	0.0%
TOTAL WORTHING BOROUGH		55.3%	14.1%	0.4%	9.5%	1.5%
Other Destinations		44.7%	85.9%	99.6%	90.5%	98.5%

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

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

Zone Centre/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Total (£m)	Total (%)
Total Available Spend - 2016		245.6	189.1	65.0	58.1	200.3	758.1	100.0
Worthing Town Centre Trade Draw Zone 1-5 (£m)								
M&S Simply Food, Montague Street, Worthing	Town Centre	2.6	0.0	0.0	0.0	0.0	2.6	0.3
Iceland, South Street, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Chapel Road, Worthing	Town Centre	1.3	0.0	0.0	1.1	0.0	2.4	0.3
Co-Op, Rowlands Road, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Worthing Town Centre		3.9	0.0	0.0	1.1	0.0	5.0	0.7
Worthing Edge-of-Centre Trade Draw Zone 1-5 (£m)								
Waitrose, High Street, Worthing	Edge of Centre	4.9	0.8	0.0	0.2	2.2	8.1	1.1
Lidl, North Street, Worthing	Edge of Centre	13.3	2.7	0.0	0.0	0.8	16.8	2.2
Sub-Total, Edge of Centre		18.2	3.5	0.0	0.2	3.0	24.9	3.3
TOTAL Worthing Town Centre & Edge of Centre		22.1	3.5	0.0	1.3	3.0	29.9	3.9
West Durrington District Centre Market Share %								
Tesco Extra, New Road	Town Centre	44.8	10.9	0.0	0.6	0.0	56.3	7.4
Goring Road District Centre Market Share %								
Co-Op, Goring Road	Town Centre	8.5	0.0	0.0	0.0	0.0	8.5	1.1
Iceland, Wallace Parade, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Goring Road District Centre		8.5	0.0	0.0	0.0	0.0	8.5	1.1
Broadwater District Centre Market Share %								
Co-Op, Cricketers Parade	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Broadwater Street	Town Centre	18.4	0.0	0.0	0.0	0.0	18.4	2.4
Sub-Total Broadwater District Centre		18.4	0.0	0.0	0.0	0.0	18.4	2.4
TOTAL District Centre		71.7	10.9	0.0	0.6	0.0	83.2	11.0
TOTAL Town, District and Edge of Centre		93.9	14.4	0.0	1.8	3.0	113.1	14.9
Out of Centre Market Share %								
Sainsbury's, Lyons Farm Retail Park, Worthing	Out of Centre	32.7	10.6	0.3	3.7	0.0	47.2	6.2
Morrisons, Newland Street, Worthing	Out of Centre	9.2	1.5	0.0	0.0	0.0	10.8	1.4
Sub-Total Out of Centre		41.9	12.2	0.3	3.7	0.0	58.0	7.7
TOTAL Out of Centre		41.9	12.2	0.3	3.7	0.0	58.0	7.7
TOTAL WORTHING BOROUGH		135.8	26.6	0.3	5.5	3.0	171.2	22.6
Other Destinations		109.8	162.5	64.7	52.6	197.3	586.9	77.4

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

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

Zone Centre/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Total (£m)	Total (%)
Total Available Spend - 2021		254.0	195.6	66.4	59.5	205.1	780.5	100.0
Worthing Town Centre Trade Draw Zone 1-5 (£m)								
M&S Simply Food, Montague Street, Worthing	Town Centre	2.7	0.0	0.0	0.0	0.0	2.7	0.3
Iceland, South Street, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Chapel Road, Worthing	Town Centre	1.3	0.0	0.0	1.1	0.0	2.4	0.3
Co-Op, Rowlands Road, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Worthing Town Centre		4.0	0.0	0.0	1.1	0.0	5.1	0.7
Worthing Edge-of-Centre Trade Draw Zone 1-5 (£m)								
Waitrose, High Street, Worthing	Edge of Centre	5.1	0.8	0.0	0.2	2.3	8.4	1.1
Lidl, North Street, Worthing	Edge of Centre	13.7	2.8	0.0	0.0	0.8	17.4	2.2
Sub-Total, Edge of Centre		18.9	3.6	0.0	0.2	3.1	25.8	3.3
TOTAL Worthing Town Centre & Edge of Centre		22.9	3.6	0.0	1.3	3.1	30.9	4.0
West Durrington District Centre Market Share %								
Tesco Extra, New Road	Town Centre	46.4	11.3	0.0	0.6	0.0	58.2	7.5
Goring Road District Centre Market Share %								
Co-Op, Goring Road	Town Centre	8.8	0.0	0.0	0.0	0.0	8.8	1.1
Iceland, Wallace Parade, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Goring Road District Centre		8.8	0.0	0.0	0.0	0.0	8.8	1.1
Broadwater District Centre Market Share %								
Co-Op, Cricketers Parade	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Broadwater Street	Town Centre	19.0	0.0	0.0	0.0	0.0	19.0	2.4
Sub-Total Broadwater District Centre		19.0	0.0	0.0	0.0	0.0	19.0	2.4
TOTAL District Centre		74.2	11.3	0.0	0.6	0.0	86.1	11.0
TOTAL Town, District and Edge of Centre		97.1	14.9	0.0	1.9	3.1	117.0	15.0
Out of Centre Market Share %								
Sainsbury's, Lyons Farm Retail Park, Worthing	Out of Centre	33.8	11.0	0.3	3.8	0.0	48.8	6.3
Morrisons, Newland Street, Worthing	Out of Centre	9.5	1.6	0.0	0.0	0.0	11.1	1.4
Sub-Total Out of Centre		43.3	12.6	0.3	3.8	0.0	60.0	7.7
TOTAL Out of Centre		43.3	12.6	0.3	3.8	0.0	60.0	7.7
TOTAL WORTHING BOROUGH		140.4	27.5	0.3	5.6	3.1	176.9	22.7
Other Destinations		113.6	168.1	66.1	53.8	202.0	603.6	77.3

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

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

Zone Centre/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Total (£m)	Total (%)
Total Available Spend - 2026		263.5	203.4	67.9	61.2	212.3	808.2	100.0
Worthing Town Centre Trade Draw Zone 1-5 (£m)								
M&S Simply Food, Montague Street, Worthing	Town Centre	2.8	0.0	0.0	0.0	0.0	2.8	0.3
Iceland, South Street, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Chapel Road, Worthing	Town Centre	1.4	0.0	0.0	1.1	0.0	2.5	0.3
Co-Op, Rowlands Road, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Worthing Town Centre		4.2	0.0	0.0	1.1	0.0	5.3	0.7
Worthing Edge-of-Centre Trade Draw Zone 1-5 (£m)								
Waitrose, High Street, Worthing	Edge of Centre	5.3	0.8	0.0	0.2	2.3	8.7	1.1
Lidl, North Street, Worthing	Edge of Centre	14.3	2.9	0.0	0.0	0.8	18.0	2.2
Sub-Total, Edge of Centre		19.6	3.8	0.0	0.2	3.2	26.7	3.3
TOTAL Worthing Town Centre & Edge of Centre		23.8	3.8	0.0	1.3	3.2	32.0	4.0
West Durrington District Centre Market Share %								
Tesco Extra, New Road	Town Centre	48.1	11.7	0.0	0.6	0.0	60.4	7.5
Goring Road District Centre Market Share %								
Co-Op, Goring Road	Town Centre	9.2	0.0	0.0	0.0	0.0	9.2	1.1
Iceland, Wallace Parade, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Goring Road District Centre		9.2	0.0	0.0	0.0	0.0	9.2	1.1
Broadwater District Centre Market Share %								
Co-Op, Cricketers Parade	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Broadwater Street	Town Centre	19.7	0.0	0.0	0.0	0.0	19.7	2.4
Sub-Total Broadwater District Centre		19.7	0.0	0.0	0.0	0.0	19.7	2.4
TOTAL District Centre		77.0	11.7	0.0	0.6	0.0	89.3	11.0
TOTAL Town, District and Edge of Centre		100.7	15.5	0.0	1.9	3.2	121.3	15.0
Out of Centre Market Share %								
Sainsbury's, Lyons Farm Retail Park, Worthing	Out of Centre	35.1	11.4	0.3	3.9	0.0	50.6	6.3
Morrisons, Newland Street, Worthing	Out of Centre	9.9	1.6	0.0	0.0	0.0	11.5	1.4
Sub-Total Out of Centre		45.0	13.1	0.3	3.9	0.0	62.2	7.7
TOTAL Out of Centre		45.0	13.1	0.3	3.9	0.0	62.2	7.7
TOTAL WORTHING BOROUGH		145.7	28.6	0.3	5.8	3.2	183.5	22.7
Other Destinations		117.8	174.8	67.6	55.4	209.1	624.7	77.3

Worthing Borough Council Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

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

Zone Centre/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Total (£m)	Total (%)
Total Available Spend - 2031		272.3	210.4	69.2	62.7	219.9	834.5	100.0
Worthing Town Centre Trade Draw Zone 1-5 (£m)								
M&S Simply Food, Montague Street, Worthing	Town Centre	2.9	0.0	0.0	0.0	0.0	2.9	0.3
Iceland, South Street, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Chapel Road, Worthing	Town Centre	1.4	0.0	0.0	1.2	0.0	2.6	0.3
Co-Op, Rowlands Road, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Worthing Town Centre		4.3	0.0	0.0	1.2	0.0	5.5	0.7
Worthing Edge-of-Centre Trade Draw Zone 1-5 (£m)								
Waitrose, High Street, Worthing	Edge of Centre	5.5	0.9	0.0	0.2	2.4	9.0	1.1
Lidl, North Street, Worthing	Edge of Centre	14.7	3.0	0.0	0.0	0.8	18.6	2.2
Sub-Total, Edge of Centre		20.2	3.9	0.0	0.2	3.3	27.6	3.3
TOTAL Worthing Town Centre & Edge of Centre		24.6	3.9	0.0	1.4	3.3	33.1	4.0
West Durrington District Centre Market Share %								
Tesco Extra, New Road	Town Centre	49.7	12.1	0.0	0.6	0.0	62.4	7.5
Goring Road District Centre Market Share %								
Co-Op, Goring Road	Town Centre	9.5	0.0	0.0	0.0	0.0	9.5	1.1
Iceland, Wallace Parade, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Goring Road District Centre		9.5	0.0	0.0	0.0	0.0	9.5	1.1
Broadwater District Centre Market Share %								
Co-Op, Cricketers Parade	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Broadwater Street	Town Centre	20.4	0.0	0.0	0.0	0.0	20.4	2.4
Sub-Total Broadwater District Centre		20.4	0.0	0.0	0.0	0.0	20.4	2.4
TOTAL District Centre		79.5	12.1	0.0	0.6	0.0	92.3	11.1
TOTAL Town, District and Edge of Centre		104.1	16.0	0.0	2.0	3.3	125.4	15.0
Out of Centre Market Share %								
Sainsbury's, Lyons Farm Retail Park, Worthing	Out of Centre	36.2	11.8	0.3	4.0	0.0	52.3	6.3
Morrisons, Newland Street, Worthing	Out of Centre	10.2	1.7	0.0	0.0	0.0	11.9	1.4
Sub-Total Out of Centre		46.5	13.5	0.3	4.0	0.0	64.2	7.7
TOTAL Out of Centre		46.5	13.5	0.3	4.0	0.0	64.2	7.7
TOTAL WORTHING BOROUGH		150.6	29.6	0.3	6.0	3.3	189.6	22.7
Other Destinations		121.8	180.8	68.9	56.7	216.6	644.8	77.3

Horsham District Council

Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

Table 5e
Convenience Goods Allocation 2033 - Spend (£) 2014 Prices

Zone Centre/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Total (£m)	Total (%)
Total Available Spend - 2033		293.6	226.8	74.0	67.2	237.3	898.9	100.0
Worthing Town Centre Trade Draw Zone 1-5 (£m)								
M&S Simply Food, Montague Street, Worthing	Town Centre	3.1	0.0	0.0	0.0	0.0	3.1	0.3
Iceland, South Street, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Chapel Road, Worthing	Town Centre	1.5	0.0	0.0	1.2	0.0	2.8	0.3
Co-Op, Rowlands Road, Worthing	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total, Worthing Town Centre		4.7	0.0	0.0	1.2	0.0	5.9	0.7
Worthing Edge-of-Centre Trade Draw Zone 1-5 (£m)								
Waitrose, High Street, Worthing	Edge of Centre	5.9	0.9	0.0	0.2	2.6	9.7	1.1
Lidl, North Street, Worthing	Edge of Centre	15.9	3.3	0.0	0.0	0.9	20.1	2.2
Sub-Total, Edge of Centre		21.8	4.2	0.0	0.2	3.5	29.8	3.3
TOTAL Worthing Town Centre & Edge of Centre		26.5	4.2	0.0	1.5	3.5	35.7	4.0
West Durrington District Centre Market Share %								
Tesco Extra, New Road	Town Centre	53.6	13.1	0.0	0.7	0.0	67.3	7.5
Goring Road District Centre Market Share %								
Co-Op, Goring Road	Town Centre	10.2	0.0	0.0	0.0	0.0	10.2	1.1
Iceland, Wallace Parade, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Goring Road	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total Goring Road District Centre		10.2	0.0	0.0	0.0	0.0	10.2	1.1
Broadwater District Centre Market Share %								
Co-Op, Cricketers Parade	Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Broadwater Street	Town Centre	22.0	0.0	0.0	0.0	0.0	22.0	2.4
Sub-Total Broadwater District Centre		22.0	0.0	0.0	0.0	0.0	22.0	2.4
TOTAL District Centre		85.7	13.1	0.0	0.7	0.0	99.5	11.1
TOTAL Town, District and Edge of Centre		112.2	17.3	0.0	2.1	3.5	135.2	15.0
Out of Centre Market Share %								
Sainsbury's, Lyons Farm Retail Park, Worthing	Out of Centre	39.1	12.7	0.3	4.2	0.0	56.4	6.3
Morrisons, Newland Street, Worthing	Out of Centre	11.0	1.8	0.0	0.0	0.0	12.9	1.4
Sub-Total Out of Centre		50.1	14.6	0.3	4.2	0.0	69.2	7.7
TOTAL Out of Centre		50.1	14.6	0.3	4.2	0.0	69.2	7.7
TOTAL WORTHING BOROUGH		162.3	31.9	0.3	6.4	3.5	204.4	22.7
Other Destinations		131.3	194.9	73.7	60.8	233.8	694.5	77.3

Worthing Borough Council
Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

Table 6: Existing Convenience Goods Floorspace

		Total floorspace (sq.m net)	Net Convenience Ratio (%)	Net Convenience Floorspace (sq m)	Company Average Sales Density (£ per sq m net)	Company Average Turnover (£000s)
Worthing Town Centre						
M&S Simply Food, Montague Street, Worthing	Town Centre	1,187	90%	1,068	11,003	11,754
Iceland, South Street, Worthing	Town Centre	536	95%	509	7,235	3,684
Tesco Express, Chapel Road, Worthing	Town Centre	424	95%	403	11,497	4,631
Co-Op, Rowlands Road, Worthing	Town Centre	312	90%	281	7,741	2,174
Worthing Edge-of-Centre						
Waitrose, High Street, Worthing	Edge of Centre	2,233	80%	1,786	12,429	22,204
Lidl, North Street, Worthing	Edge of Centre	720	90%	648	3,487	2,260
West Durrington District Centre						
Tesco Extra, New Road	Town Centre	8,154	60%	4,892	11,497	56,250
Goring Road District Centre						
Co-Op, Goring Road	Town Centre	392	90%	353	7,741	2,731
Iceland, Wallace Parade, Goring Road	Town Centre	504	95%	479	7,235	3,464
Tesco Express, Goring Road	Town Centre	288	90%	259	11,497	2,980
Broadwater District Centre						
Co-Op, Cricketers Parade	Town Centre	544	90%	490	7,741	3,790
Tesco Express, Broadwater Street	Town Centre	232	90%	209	11,497	2,401
Out of Centre						
Sainsbury's, Lyons Farm Retail Park, Worthing	Out of Centre	2,977	70%	2,084	12,053	25,118
Morrisons, Newland Street, Worthing	Out of Centre	3,000	70%	2,100	12,722	26,717
Total/Average		21,503		15,561	10,935	170,158

Worthing Borough Council
Retail and Main Town Centre Uses Study 2016

Convenience Need Assessment

Table 7
Worthing Convenience Goods Need Sq M Net

	CONVENIENCE GOODS				
	2016	2021	2026	2031	2033
Total Available Expenditure (£m)	758.1	780.5	808.2	834.5	898.9
Market Share from Survey Area(%)	23	23	23	23	23
Total Spend in Worthing (Town, Edge & Out-of-Centre) (£m)	171.2	176.9	183.5	189.6	204.4
Existing Retail Floorspace (sq.m net)	15,561	15,561	15,561	15,561	15,561
Sales per sqm net £	10,999	10,935	10,979	11,023	11,067
Sales from Existing Floorspace (£m)	171.2	170.2	170.8	171.5	172.2
Sales from Commitments (£m)	0.0	0.0	0.0	0.0	0.0
Residual Spending to support new floorspace (£m)	0.0	6.7	12.7	18.1	32.2
Sales per sq m net in new shops (£)	10,000	10,040	10,080	10,121	10,161
New Floorspace 'Need' (sqm net) / Convenience Goods	0	672	1,256	1,791	3,168

Assumes 0.08% pa growth in sales efficiency 2016-2031

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Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
2016	117,667	85,264	26,103	24,489	95,038	348,561
2021	122,602	88,863	26,865	25,259	98,053	361,642
2026	127,465	92,604	27,539	26,068	101,722	375,398
2031	132,065	96,048	28,134	26,758	105,611	388,616
2033	133,844	97,339	28,310	26,958	107,158	393,609
<i>Change 2016-2031</i>	16,177	12,075	2,207	2,469	12,120	<i>45,048</i>

Source: Experian Micromarketer (October 2016)

Table 1a
Survey Area Postal Sectors

Zone	Postal Sectors
Zone 1	BN11 1/2/3/4/5; BN12 4; BN13 1/2; BN14 7/8/9; BN15 0/8/9
Zone 2	BN12 5/6; BN13 3; BN14 0; BN16 1/2/3/4; BN17 6/7; BN18 9
Zone 3	RH20 1/2/3/4
Zone 4	BN5 9; BN44 3; RH13 8
Zone 5	BN3 4/5/7/8; BN41 1/2; BN42 4; BN43 5/6; BN45 7

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 2

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

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2014	4,000	4,250	3,062	3,943	3,440
2016	3,658	4,010	5,017	4,758	3,717
2016 Minus SFT at 12.4%	3,205	3,513	4,395	4,168	3,256
2021	4,245	4,654	5,822	5,521	4,313
2021 Minus SFT at 15%	3,608	3,956	4,948	4,693	3,666
2026	4,950	5,426	6,788	6,438	5,030
2026 Minus SFT at 15.0%	4,207	4,612	5,770	5,472	4,275
2031	5,794	6,352	7,946	7,536	5,887
2031 Minus SFT at 14.6%	4,948	5,425	6,786	6,436	5,028
2033	6,171	6,765	8,463	8,026	6,270
2033 Minus SFT at 14.6%	5,270	5,777	7,227	6,854	5,355

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

Table 3

Survey Area Retail Expenditure Forecasts (2014 prices)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
2016	377.1	299.5	114.7	102.1	309.5	1,202.9
2021	442.4	351.5	132.9	118.5	359.5	1,404.9
2026	536.3	427.1	158.9	142.7	434.9	1,699.8
2031	653.5	521.0	190.9	172.2	531.0	2,068.6
2033	705.4	562.4	204.6	184.8	573.8	2,230.9
Change 2016-33	328.3	262.8	89.9	82.7	264.3	1,028.0

Source: Tables 1 & 2

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 4
Comparison Goods Allocation 2016 - % Market Share

Zone Centre/Store	Policy Allocation	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
Worthing Market Share %						
Worthing Town Centre	Town Centre	44.7%	30.3%	12.6%	9.7%	2.8%
Lyons Farm Retail Park	Out of Centre	13.5%	3.8%	2.3%	4.5%	0.9%
Downlands Retail Park	Out of Centre	2.7%	0.7%	0.6%	1.6%	0.0%
Sub-total, Worthing		60.9%	34.9%	15.5%	15.8%	3.7%
Competing Destinations Market Share %						
Brighton	Town Centre	1.6%	2.6%	0.8%	12.4%	21.9%
Horsham	Town Centre	0.2%	0.2%	26.4%	23.3%	0.4%
Chichester	Town Centre	1.0%	7.0%	12.3%	1.4%	0.0%
Shoreham-by-Sea	Town Centre	0.3%	1.6%	2.1%	4.9%	11.7%
Asda, Littlehampton Road, Ferring	Out of Centre	2.4%	2.4%	0.0%	0.0%	0.0%
Holmbush Centre, Shoreham-by-Sea	Out of Centre	2.8%	0.0%	1.1%	5.2%	16.4%
Central London	Town Centre	0.0%	0.3%	0.2%	0.4%	0.0%
Crawley	Town Centre	0.6%	0.0%	1.1%	2.3%	0.1%
Guildford	Town Centre	0.0%	0.0%	2.9%	0.4%	0.0%
Burgess Hill	Town Centre	0.0%	0.0%	0.0%	2.6%	0.0%
Sub-Total Competing Destinations		9.0%	14.2%	46.8%	53.0%	50.5%
TOTAL Worthing and Competing Destinations		69.9%	49.0%	62.3%	68.8%	54.2%
Other Destinations		30.1%	51.0%	37.7%	31.2%	45.8%

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 5a

Comparison Goods Allocation 2016 - Spend (£) 2014 Prices

Zone		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	Total
Centre/Store		(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(%)
Total Available Spend - 2016		377.1	299.5	114.7	102.1	309.5	1,202.9	100.0
Worthing Trade Draw Zone 1-5 (£m)								
Worthing Town Centre	Town Centre	168.6	90.8	14.5	9.9	8.8	292.5	24.3
Lyons Farm Retail Park	Out of Centre	50.9	11.5	2.7	4.6	2.8	72.5	6.0
Downlands Retail Park	Out of Centre	10.3	2.1	0.7	1.6	0.0	14.6	1.2
Sub-total, Worthing		229.8	104.4	17.8	16.2	11.5	379.7	31.6
Competing Destinations Trade Draw (£m)								
Brighton	Town Centre	6.0	7.8	0.9	12.7	67.7	95.1	7.9
Horsham	Town Centre	0.6	0.7	30.3	23.8	1.1	56.5	4.7
Chichester	Town Centre	3.9	21.0	14.1	1.4	0.0	40.4	3.4
Shoreham-by-Sea	Town Centre	1.3	4.6	2.4	5.0	36.3	49.6	4.1
Asda, Littlehampton Road, Ferring	Out of Centre	9.1	7.2	0.0	0.0	0.0	16.3	1.4
Holmbush Centre, Shoreham-by-Sea	Out of Centre	10.7	0.0	1.3	5.3	50.8	68.0	5.7
Central London	Town Centre	0.0	1.0	0.3	0.4	0.0	1.7	0.1
Crawley	Town Centre	2.4	0.0	1.3	2.4	0.4	6.4	0.5
Guildford	Town Centre	0.0	0.0	3.3	0.4	0.0	3.7	0.3
Burgess Hill	Town Centre	0.0	0.0	0.0	2.6	0.0	2.6	0.2
Sub-Total Competing Destinations		34.0	42.4	53.7	54.1	156.3	340.5	28.3
Total Worthing and Competing Destinations (£m)		263.8	146.9	71.5	70.3	167.9	720.2	59.9
Other (£m)		113.3	152.7	43.3	31.8	141.6	482.7	40.1

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 5b

Comparison Goods Allocation 2021 - Spend (£) 2014 Prices

Zone		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	Total
Centre/Store		(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(%)
Total Available Spend - 2021		442.4	351.5	132.9	118.5	359.5	1,404.9	100.0
Worthing Trade Draw Zone 1-5 (£m)								
Worthing Town Centre	Town Centre	197.8	106.6	16.7	11.5	10.2	342.8	24.4
Lyons Farm Retail Park	Out of Centre	59.7	13.5	3.1	5.4	3.2	84.9	6.0
Downlands Retail Park	Out of Centre	12.1	2.4	0.8	1.9	0.0	17.1	1.2
Sub-total, Worthing		269.6	122.5	20.6	18.8	13.4	444.9	31.7
Competing Destinations Trade Draw (£m)								
Brighton	Town Centre	7.1	9.2	1.0	14.8	78.6	110.7	7.9
Horsham	Town Centre	0.7	0.9	35.1	27.6	1.3	65.6	4.7
Chichester	Town Centre	4.6	24.6	16.3	1.7	0.0	47.2	3.4
Shoreham-by-Sea	Town Centre	1.5	5.5	2.7	5.9	42.2	57.7	4.1
Asda, Littlehampton Road, Ferring	Out of Centre	10.7	8.5	0.0	0.0	0.0	19.1	1.4
Holmbush Centre, Shoreham-by-Sea	Out of Centre	12.5	0.0	1.5	6.1	59.1	79.1	5.6
Central London	Town Centre	0.0	1.2	0.3	0.5	0.0	2.0	0.1
Crawley	Town Centre	2.8	0.0	1.5	2.8	0.4	7.4	0.5
Guildford	Town Centre	0.0	0.0	3.8	0.5	0.0	4.3	0.3
Burgess Hill	Town Centre	0.0	0.0	0.0	3.0	0.0	3.0	0.2
Sub-Total Competing Destinations		39.9	49.8	62.2	62.8	181.6	396.3	28.2
Total Worthing and Competing Destinations (£m)		309.4	172.3	82.8	81.6	195.0	841.2	59.9
Other (£m)		132.9	179.2	50.1	36.9	164.5	563.7	40.1

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 5c

Comparison Goods Allocation 2026 - Spend (£) 2014 Prices

Zone		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	Total
Centre/Store		(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(%)
Total Available Spend - 2026		536.3	427.1	158.9	142.7	434.9	1,699.8	100.0
Worthing Trade Draw Zone 1-5 (£m)								
Worthing Town Centre	Town Centre	239.7	129.5	20.0	13.9	12.3	415.5	24.4
Lyons Farm Retail Park	Out of Centre	72.4	16.4	3.7	6.5	3.9	102.9	6.1
Downlands Retail Park	Out of Centre	14.6	3.0	0.9	2.3	0.0	20.8	1.2
Sub-total, Worthing		326.8	148.9	24.6	22.6	16.2	539.1	31.7
Competing Destinations Trade Draw (£m)								
Brighton	Town Centre	8.6	11.2	1.2	17.8	95.1	133.8	7.9
Horsham	Town Centre	0.9	1.1	41.9	33.3	1.6	78.7	4.6
Chichester	Town Centre	5.6	29.9	19.5	2.0	0.0	57.0	3.4
Shoreham-by-Sea	Town Centre	1.8	6.6	3.3	7.0	51.0	69.8	4.1
Asda, Littlehampton Road, Ferring	Out of Centre	12.9	10.3	0.0	0.0	0.0	23.2	1.4
Holmbush Centre, Shoreham-by-Sea	Out of Centre	15.2	0.0	1.8	7.4	71.4	95.7	5.6
Central London	Town Centre	0.0	1.4	0.4	0.6	0.0	2.4	0.1
Crawley	Town Centre	3.4	0.0	1.7	3.3	0.5	8.9	0.5
Guildford	Town Centre	0.0	0.0	4.6	0.6	0.0	5.2	0.3
Burgess Hill	Town Centre	0.0	0.0	0.0	3.7	0.0	3.7	0.2
Sub-Total Competing Destinations		48.3	60.5	74.3	75.6	219.7	478.5	28.1
Total Worthing and Competing Destinations (£m)		375.1	209.4	99.0	98.2	235.9	1,017.6	59.9
Other (£m)		161.2	217.7	59.9	44.4	199.0	682.2	40.1

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 5d

Comparison Goods Allocation 2031 - Spend (£) 2014 Prices

Zone		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	Total
Centre/Store		(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(%)
Total Available Spend - 2031		653.5	521.0	190.9	172.2	531.0	2,068.6	100.0
Worthing Trade Draw Zone 1-5 (£m)								
Worthing Town Centre	Town Centre	292.1	158.0	24.1	16.7	15.0	505.9	24.5
Lyons Farm Retail Park	Out of Centre	88.2	20.0	4.5	7.8	4.7	125.3	6.1
Downlands Retail Park	Out of Centre	17.8	3.6	1.1	2.7	0.0	25.3	1.2
Sub-total, Worthing		398.2	181.6	29.6	27.3	19.8	656.5	31.7
Competing Destinations Trade Draw (£m)								
Brighton	Town Centre	10.4	13.6	1.5	21.4	116.1	163.1	7.9
Horsham	Town Centre	1.1	1.3	50.4	40.1	1.9	94.8	4.6
Chichester	Town Centre	6.8	36.5	23.4	2.4	0.0	69.2	3.3
Shoreham-by-Sea	Town Centre	2.2	8.1	3.9	8.5	62.3	85.0	4.1
Asda, Littlehampton Road, Ferring	Out of Centre	15.8	12.5	0.0	0.0	0.0	28.3	1.4
Holmbush Centre, Shoreham-by-Sea	Out of Centre	18.5	0.0	2.1	8.9	87.2	116.7	5.6
Central London	Town Centre	0.0	1.7	0.5	0.8	0.0	3.0	0.1
Crawley	Town Centre	4.1	0.0	2.1	4.0	0.7	10.8	0.5
Guildford	Town Centre	0.0	0.0	5.5	0.7	0.0	6.2	0.3
Burgess Hill	Town Centre	0.0	0.0	0.0	4.4	0.0	4.4	0.2
Sub-Total Competing Destinations		58.9	73.8	89.3	91.3	268.3	581.6	28.1
Total Worthing and Competing Destinations (£m)		457.1	255.4	118.9	118.6	288.0	1,238.0	59.8
Other (£m)		196.4	265.6	72.0	53.7	243.0	830.6	40.2

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 5e

Comparison Goods Allocation 2033 - Spend (£) 2014 Prices

Zone		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	Total
Centre/Store		(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(%)
Total Available Spend - 2033		705.4	562.4	204.6	184.8	573.8	2,230.9	100.0
Worthing Trade Draw Zone 1-5 (£m)								
Worthing Town Centre	Town Centre	315.3	170.5	25.8	18.0	16.2	545.8	24.5
Lyons Farm Retail Park	Out of Centre	95.2	21.6	4.8	8.4	5.1	135.1	6.1
Downlands Retail Park	Out of Centre	19.2	3.9	1.2	2.9	0.0	27.2	1.2
Sub-total, Worthing		429.8	196.0	31.7	29.3	21.4	708.2	31.7
Competing Destinations Trade Draw (£m)								
Brighton	Town Centre	11.3	14.7	1.6	23.0	125.5	176.0	7.9
Horsham	Town Centre	1.2	1.4	54.0	43.1	2.1	101.7	4.6
Chichester	Town Centre	7.4	39.4	25.1	2.6	0.0	74.5	3.3
Shoreham-by-Sea	Town Centre	2.4	8.7	4.2	9.1	67.4	91.8	4.1
Asda, Littlehampton Road, Ferring	Out of Centre	17.0	13.5	0.0	0.0	0.0	30.6	1.4
Holmbush Centre, Shoreham-by-Sea	Out of Centre	19.9	0.0	2.3	9.5	94.3	126.0	5.6
Central London	Town Centre	0.0	1.9	0.5	0.8	0.0	3.2	0.1
Crawley	Town Centre	4.4	0.0	2.2	4.3	0.7	11.7	0.5
Guildford	Town Centre	0.0	0.0	5.9	0.8	0.0	6.7	0.3
Burgess Hill	Town Centre	0.0	0.0	0.0	4.7	0.0	4.7	0.2
Sub-Total Competing Destinations		63.6	79.7	95.7	97.9	289.9	626.8	28.1
Total Worthing and Competing Destinations (£m)		493.4	275.7	127.4	127.2	311.2	1,335.0	59.8
Other (£m)		212.0	286.6	77.2	57.6	262.6	895.9	40.2

Worthing Borough Council

Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 6: Existing Comparison Goods Floorspace

	Comparison goods floorspace (sq.m net)
Worthing Town Centre	38,029
Lyons Farm Retail Park	
- Argos	1,394
- Pets at Home	592
- Brantano	662
- Boots	742
- Sainsbury's	893
- Vacant	-
SUB TOTAL LYONS FARM RETAIL PARK	4,283
Downlands Retail Park	
- Curry's/PC World/Carphone Warehouse	572
- B&Q	2,885
- Halfords	716
- Benson for Beds	461
SUB TOTAL DOWNLANDS RETAIL PARK	4,634
TOTAL FLOORSPACE	46,946

Source: Worthing Evidence Base Studies / Worthing Planning History

Worthing Borough Council Retail and Main Town Centre Uses Study 2016

Comparison Need Assessment

Table 7
Worthing Comparison Goods Need Sq M Net

	COMPARISON GOODS				
	2016	2021	2026	2031	2033
Total Available Expenditure (£m)	1,202.9	1,404.9	1,699.8	2,068.6	2,230.9
Market Share from Survey Area (%)	32	32	32	32	32
Total Spend in Worthing (Town/Edge & Out-of-Centre) (£m)	379.7	444.9	539.1	656.5	708.2
Existing Retail Floorspace (sq.m net)	46,946	46,946	46,946	46,946	46,946
Sales per sqm net £	8,088	8,820	9,620	10,491	11,442
Sales from Existing Floorspace (£m)	379.7	414.1	451.6	492.5	537.2
Sales from Commitments (£m)	0.0	0.0	0.0	0.0	0.0
Residual Spending to support new floorspace (£m)	0.0	30.8	87.5	164.0	171.1
Sales per sq m net in new shops (£)	8,000	8,725	9,516	10,378	10,744
Capacity for new floorspace (sqm net)	0	3,530	9,197	15,799	15,921

Assumes 1.75% pa growth in sales efficiency 2016-2031

Appendix 5

Household Telephone Survey Results

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q01 In which shop, town or local centre do you do most of your household's main food shopping?												
<i>Excl. Nulls & SFT</i>												
Tesco Extra, Upper Shoreham Road, Shoreham-By-Sea, BN43 6TD	17.3%	79	4.9%	8	0.0%	0	2.5%	1	23.2%	7	52.5%	63
Tesco Extra, New Rd, West Durrington, Worthing, BN13 3PB	9.3%	42	22.9%	36	5.2%	6	0.0%	0	1.4%	0	0.0%	0
Asda, Littlehampton Road, Ferring, BN12 6PN	8.2%	37	6.5%	10	23.1%	26	2.2%	1	1.4%	0	0.0%	0
Sainsbury's, Downland Business Park, Lyons Farm, WORTHING, BN14 9LA	7.6%	34	14.3%	23	8.0%	9	0.6%	0	9.0%	3	0.0%	0
Sainsbury's, Rustington Retail Park, New Road, Rustington, BN16 3RT	6.4%	29	4.1%	7	19.4%	22	3.1%	1	0.0%	0	0.0%	0
Sainsbury's, Old Shoreham Road, Hove, BN3 7GD	3.7%	17	0.0%	0	0.0%	0	0.0%	0	1.4%	0	13.8%	16
Lidl, North Street, Worthing, BN11 1DU	3.3%	15	7.7%	12	2.1%	2	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Broadwater St W, Worthing, BN14 9DA	3.2%	14	9.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Calton Terrace, Portslade, Brighton, BN41 1XF	3.0%	14	0.0%	0	0.0%	0	0.0%	0	1.1%	0	11.1%	13
Morrisons, Hawthorn Road, Wick, Littlehampton	2.9%	13	0.0%	0	11.4%	13	1.2%	0	0.0%	0	0.0%	0
Tesco Metro, London Road, Pulborough, RH20 1AS	2.8%	13	0.0%	0	4.6%	5	22.2%	8	0.0%	0	0.0%	0
Waitrose, Old Mill Square, Storrington, RH20 4NQ	2.5%	12	0.0%	0	1.2%	1	30.4%	10	0.0%	0	0.0%	0
Lidl, The Malthouse Estate, BN43 6RJ	2.5%	11	4.2%	7	0.0%	0	0.6%	0	2.1%	1	3.3%	4
Lidl, New Road, Littlehampton, BN17 5AX	2.2%	10	0.0%	0	8.7%	10	0.0%	0	0.0%	0	0.0%	0
Tesco, Broadpiece, Littlehampton, BN17 5RA	2.1%	10	0.0%	0	8.7%	10	0.0%	0	0.0%	0	0.0%	0
Morrison's, Newland Street, Worthing, BN11 1JU	1.9%	8	4.5%	7	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stane Street, Codmore Hill, Pulborough, RH20 1BQ	1.8%	8	0.0%	0	0.0%	0	23.6%	8	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Tesco Extra, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	1.4%	6	0.8%	1	0.0%	0	3.1%	1	13.3%	4	0.0%	0
Co-op, North Road, Lancing, BN15 9BA	1.4%	6	4.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, South Street, Lancing, Brighton, BN15 8AG	1.3%	6	3.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Rd, Hove, BN3 2DL	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	6
Waitrose, High Street, Worthing, BN11 1LL	1.1%	5	1.6%	3	0.4%	0	0.0%	0	0.5%	0	1.6%	2
Sainsbury's, Worthing Road, Horsham, RH12 1SQ	0.9%	4	0.0%	0	0.0%	0	0.0%	0	14.0%	4	0.0%	0
Tesco Express, Upper Shoreham Road, Shoreham By Sea, BN43 6BE	0.8%	4	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Other	0.8%	4	0.5%	1	0.9%	1	0.0%	0	0.7%	0	1.3%	2
Tesco, Jane Murray Way, Burgess Hill, RH15 9QT	0.7%	3	0.0%	0	0.0%	0	0.0%	0	10.5%	3	0.0%	0
Tesco Metro, Station Road, Portslade, Brighton, BN41 1GB	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3
Waitrose, Nevill Road, Hove, BN3 7BZ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.1%	2
Tesco Express, Pulborough Road, Storrington, Pulborough, RH20 4HG	0.6%	3	0.0%	0	0.4%	0	6.3%	2	0.0%	0	0.0%	0
Tesco Express, South Farm Rd, Worthing, BN14 7AB	0.6%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre local shops	0.6%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Littlehampton Road, Worthing, BN13 1QH	0.5%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, High Street, Littlehampton, BN17 5EG	0.5%	2	0.0%	0	1.7%	2	0.8%	0	0.0%	0	0.0%	0
Asda, Crowhurst Road, Hollingbury, Brighton, BN1 8AS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.6%	2
Sainsbury's Local, Goring Road, Goring -By-Sea, BN12 4NX	0.5%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lancing local shops	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Steyning, BN44 3RE	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.0%	0
Waitrose, Broadmark Lane,	0.3%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5					
Rustington, BN16 2NE												
Waitrose, Albion Way, Horsham, RH12 1AJ	0.3%	1	0.0%	0	0.0%	0	0.6%	0	4.0%	1	0.0%	0
Tesco Express (Esso) Littlehampton Rd , Durrington, Worthing, BN13 1QY	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chapel Rd ,Worthing, BN11 1EG	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sterling Parade, The St Rustington, Littlehampton, BN16 3DR	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Manor Parade, Salvington Road, Worthing, BN13 2JP	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Partridge Green, Horsham, RH13 8HR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Co-op, Upper Shoreham Road, Shoreham-By-Sea, BN43 6TB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op, Field Place Parade, The Strand, Goring On Sea, Worthing, BN12 6BS	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Montague Street, Worthing	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Ham Road, Shoreham-By-Sea, Brighton, BN43 6PA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	1
Budgens, High Street, Henfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Aldi, Brooks Road, Lewes, BN7 2BY	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Marks & Spencer, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-op, Southwick Square, Southwick, BN42 4JF	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Dominion Rd, Worthing, BN14 8LB	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Westhampnett Road, Chichester, PO19 7YR	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Tesco Express (Esso), Redkln Way, Horsham, RH13 5QH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Tesco Express, Brighton	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Road, Horsham, RH13 6EY												
Sainsbury's, Shripney Road, Bognor Regis, PO22 9FB	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Horsham local shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weighted base:		454		158		112		34		31		120
Sample:		448		93		90		90		87		88

Q01A Which internet / home delivery retailer do you most often use for your main food shopping?*Those who shop online at Q01*

Asda	13.5%	6	10.7%	1	22.2%	2	7.5%	0	0.0%	0	14.8%	2
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	22.5%	10	10.7%	1	33.0%	3	23.1%	1	4.6%	0	28.5%	5
Tesco	47.1%	22	48.2%	5	28.1%	3	62.0%	2	40.0%	2	56.8%	10
Ocado	11.9%	6	30.4%	3	0.0%	0	7.5%	0	42.6%	2	0.0%	0
Waitrose	2.2%	1	0.0%	0	4.3%	0	0.0%	0	12.9%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.8%	1	0.0%	0	12.4%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		46		11		10		4		4		17
Sample:		52		7		10		10		13		12

Q02 How do you normally travel to (STORE / CENTRE MENTIONED AT Q01)?*Those who gave a destination at Q01*

Car / van (as driver)	77.7%	353	77.5%	122	75.8%	85	89.3%	30	92.0%	28	72.8%	87
Car / van (as passenger)	9.1%	41	6.9%	11	13.0%	15	2.5%	1	3.1%	1	11.9%	14
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	3.7%	17	2.9%	5	0.4%	0	1.2%	0	1.0%	0	9.2%	11
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Walk	5.9%	27	9.2%	15	4.6%	5	6.4%	2	2.5%	1	3.5%	4
Bicycle	0.4%	2	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (scooter, wheelchair etc.)	2.2%	10	2.7%	4	5.0%	6	0.6%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.9%	4	0.0%	0	0.8%	1	0.0%	0	1.4%	0	2.1%	3
Weighted base:		454		158		112		34		31		120
Sample:		448		93		90		90		87		88

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q03 Apart from (STORE / CENTRE MENTIONED AT Q01), is there any other shop, town or local centre that you use regularly to do a main food shop?												
<i>Excl. Nulls & SFT</i>												
Tesco Extra, New Rd, West Durrington, Worthing, BN13 3PB	9.3%	27	13.0%	12	20.8%	15	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rustington Retail Park, New Road, Rustington, BN16 3RT	7.9%	23	7.6%	7	21.0%	15	2.2%	1	1.0%	0	0.0%	0
Sainsbury's, Old Shoreham Road, Hove, BN3 7GD	7.0%	20	0.0%	0	0.0%	0	0.0%	0	3.6%	1	24.6%	19
Asda, Littlehampton Road, Ferring, BN12 6PN	5.0%	14	7.2%	7	9.3%	7	2.8%	1	2.1%	0	0.0%	0
Lidl, The Malthouse Estate, BN43 6RJ	4.6%	13	2.2%	2	0.0%	0	0.0%	0	5.7%	1	12.9%	10
Waitrose, High Street, Worthing, BN11 1LL	4.5%	13	5.5%	5	0.0%	0	1.7%	0	1.0%	0	9.5%	7
Asda, Crowhurst Road, Hollingbury, Brighton, BN1 8AS	4.4%	13	0.0%	0	0.0%	0	0.0%	0	9.4%	2	13.9%	11
Sainsbury's, Downland Business Park, Lyons Farm, WORTHING, BN14 9LA	4.1%	12	6.4%	6	4.8%	3	0.0%	0	7.7%	2	1.1%	1
Tesco Extra, Upper Shoreham Road, Shoreham-By-Sea, BN43 6TD	4.0%	12	5.0%	5	0.0%	0	2.9%	1	14.4%	3	4.3%	3
Asda, South Street, Lancing, Brighton, BN15 8AG	3.3%	10	10.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	9	1.3%	1	1.9%	1	4.3%	1	8.4%	2	4.4%	3
Marks & Spencer, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	2.9%	8	0.9%	1	0.0%	0	0.8%	0	2.1%	0	8.7%	7
Tesco, Broadpiece, Littlehampton, BN17 5RA	2.6%	8	0.0%	0	10.2%	7	1.0%	0	0.0%	0	0.0%	0
Waitrose, Broadmark Lane, Rustington, BN16 2NE	2.5%	7	0.0%	0	10.1%	7	0.0%	0	0.0%	0	0.0%	0
Co-op, North Road, Lancing, BN15 9BA	2.3%	7	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, Newland Street, Worthing, BN11 1JU	2.2%	6	5.4%	5	0.9%	1	0.0%	0	0.0%	0	1.1%	1
Sainsbury's, Stane Street, Codmore Hill, Pulborough, RH20 1BQ	2.1%	6	0.0%	0	0.0%	0	23.3%	6	0.0%	0	0.0%	0
Tesco Metro, London Road,	1.9%	5	0.0%	0	0.0%	0	21.1%	5	0.0%	0	0.0%	0

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Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Pulborough, RH20 1AS												
Lidl, New Road, Littlehampton, BN17 5AX	1.9%	5	0.0%	0	7.3%	5	0.8%	0	0.0%	0	0.0%	0
Tesco Express, Upper Shoreham Road, Shoreham By Sea, BN43 6BE	1.8%	5	3.6%	3	0.0%	0	3.9%	1	0.0%	0	1.1%	1
Tesco Express (Esso), Redkiln Way, Horsham, RH13 5QH	1.8%	5	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chapel Rd ,Worthing, BN11 1EG	1.6%	4	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Calton Terrace, Portslade, Brighton, BN41 1XF	1.5%	4	0.0%	0	0.0%	0	0.0%	0	2.1%	0	5.1%	4
Waitrose, Old Mill Square, Storrington, RH20 4NQ	1.5%	4	0.0%	0	0.0%	0	16.1%	4	0.7%	0	0.0%	0
Co-op, New Broadway, Tarring Road, Worthing, BN11 4HS	1.2%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goring Road, Worthing, BN12 4AJ	1.1%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Worthing Road, Horsham, RH12 1SQ	1.0%	3	0.0%	0	0.0%	0	4.3%	1	8.9%	2	0.0%	0
Tesco Extra, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	1.0%	3	1.3%	1	0.0%	0	1.0%	0	6.7%	1	0.0%	0
Co-op, Goring Road, Worthing, BN12 4AP	0.9%	3	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Portland Road, Hove, BN3 5QY	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Morrisons, Hawthorn Road, Wick, Littlehampton	0.7%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, North Street, Worthing, BN11 1DU	0.7%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring local shops	0.7%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Upper Shoreham Road, Shoreham-By-Sea, BN43 6TB	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tesco Express, West Way, Hove, BN3 8LD	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Co-op, Ham Road, Shoreham-By-Sea, Brighton, BN43 6PA	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Tesco Extra, Hazelwick Ave, Crawley, RH10 1GY	0.6%	2	0.0%	0	0.0%	0	0.0%	0	8.4%	2	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Worthing Town Centre local shops	0.5%	1	0.9%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Sainsbury's, Westhampnett Road, Chichester, PO19 7YR	0.4%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0
Tesco Express, Broadwater St W, Worthing, BN14 9DA	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, St James Street, Brighton, BN2 1RE	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Albion Way, Horsham, RH12 1AJ	0.3%	1	0.0%	0	0.0%	0	2.2%	1	2.1%	0	0.0%	0
Hove local shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Co-op, London Road, Ashington, Pulborough, RH20 3RB	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Steyning local shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Co-op, The Parade, Hangleton, Hove, BN3 7LU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Metro, Station Road, Portslade, Brighton, BN41 1GB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Arundel local shops	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso) Littlehampton Rd, Durrington, Worthing, BN13 1QY	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Budgens, High Street, Henfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Tesco Express, Pulborough Road, Storrington, Pulborough, RH20 4HG	0.2%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Rustington local shops	0.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Sterling Parade, The St Rustington, Littlehampton, BN16 3DR	0.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Montague Street, Worthing	0.2%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Southwater Village Shopping Centre, Southwater, RH13 9LA	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Co-op, High Street, Steyning, BN44 3RE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0
Lidl, Hazelwick Avenue, Crawley, RH10 1NP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Burgess Hill local shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0

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Weighted:

September 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Co-op, High Street, Partridge Green, Horsham, RH13 8HR	0.1%	0	0.0%	0	0.0%	0
Tesco, Jane Murray Way, Burgess Hill, RH15 9QT	0.1%	0	0.0%	0	0.0%	0
Waitrose, Market Place, Burgess Hill, RH15 9NP	0.1%	0	0.0%	0	0.0%	0
Lidl, The Martletts, Burgess Hill, RH15 9NN	0.1%	0	0.0%	0	0.0%	0
Weighted base:	288	92	71	26	20	79
Sample:	291	60	55	70	52	54

Q04 When you undertake your main food and grocery shopping at (STORE / CENTRE MENTIONED AT Q01), do you or other members of your household usually visit other shops, services, or leisure facilities on the same shopping trip? [MR]

Those who gave a destination at Q01

Yes - buying fuel	1.5%	7	0.8%	1	1.2%	1	0.0%	0	3.3%	1	2.9%	3
Yes - leisure activity	1.9%	9	2.8%	4	1.5%	2	2.4%	1	0.5%	0	1.3%	2
Yes - non-food shopping	9.8%	45	6.1%	10	10.1%	11	8.2%	3	14.5%	4	13.8%	17
Yes - other food shopping	5.6%	25	3.2%	5	4.6%	5	0.6%	0	5.9%	2	10.9%	13
Yes - travelling to / from school / college / university	1.4%	7	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - travelling to / from work	2.4%	11	2.3%	4	0.0%	0	4.1%	1	4.6%	1	3.8%	5
Yes - visiting café / pub / restaurant	1.3%	6	1.6%	3	0.4%	0	2.3%	1	1.5%	0	1.3%	2
Yes - visiting family / friends	0.5%	2	0.0%	0	0.6%	1	3.9%	1	1.0%	0	0.0%	0
Yes - visiting financial service such as bank, building society, Post Office	1.4%	6	2.8%	4	0.0%	0	2.8%	1	3.5%	1	0.0%	0
Yes - visiting health service such as doctor, dentist, hospital	1.1%	5	1.6%	3	0.0%	0	7.0%	2	0.0%	0	0.0%	0
Yes - visiting other service such as laundrette, hairdresser, recycling	0.9%	4	1.5%	2	0.4%	0	1.7%	1	2.4%	1	0.0%	0
Yes - visiting the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	75.5%	343	75.2%	119	81.4%	91	71.9%	24	67.5%	21	73.5%	88
(Don't know)	2.6%	12	3.6%	6	2.7%	3	2.3%	1	3.5%	1	1.1%	1
Weighted base:		454		158		112		34		31		120
Sample:		448		93		90		90		87		88

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September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q05 Where do you do most of your household's small scale 'top-up' food shopping?												
<i>Excl. Nulls & SFT</i>												
Co-op, Upper Shoreham Road, Shoreham-By-Sea, BN43 6TB	5.0%	19	0.0%	0	0.0%	0	0.0%	0	0.5%	0	18.7%	19
Co-op, North Road, Lancing, BN15 9BA	4.8%	19	14.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Old Shoreham Road, Hove, BN3 7GD	4.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	18
Morrisons, Hawthorn Road, Wick, Littlehampton	4.4%	17	0.0%	0	17.5%	17	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, New Rd, West Durrington, Worthing, BN13 3PB	4.2%	16	7.5%	10	7.0%	7	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Upper Shoreham Road, Shoreham-By-Sea, BN43 6TD	3.9%	15	2.0%	3	0.0%	0	0.0%	0	1.6%	0	11.8%	12
Co-op, Goring Road, Worthing, BN12 4AP	3.8%	15	11.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.7%	14	2.4%	3	5.2%	5	13.9%	4	3.8%	1	0.9%	1
Sainsbury's, Downland Business Park, Lyons Farm, WORTHING, BN14 9LA	3.7%	14	11.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Old Mill Square, Storrington, RH20 4NQ	2.9%	11	0.0%	0	0.0%	0	36.2%	11	0.0%	0	0.0%	0
Asda, Littlehampton Road, Ferring, BN12 6PN	2.7%	10	4.2%	5	5.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, London Road, Pulborough, RH20 1AS	2.4%	9	0.0%	0	5.2%	5	13.1%	4	0.0%	0	0.0%	0
Sainsbury's, Rustington Retail Park, New Road, Rustington, BN16 3RT	2.3%	9	0.0%	0	9.1%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Broadmark Lane, Rustington, BN16 2NE	2.3%	9	0.0%	0	8.9%	9	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street, Steyning, BN44 3RE	2.1%	8	0.9%	1	0.0%	0	0.0%	0	25.2%	7	0.0%	0
Portslade-By-Sea local shops	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7
Co-op, High Street, Partridge Green, Horsham, RH13 8HR	1.8%	7	0.0%	0	0.0%	0	0.0%	0	25.6%	7	0.0%	0
Goring local shops	1.8%	7	5.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Calton Terrace, Portslade, Brighton, BN41 1XF	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5					
Co-op, Southwick Square, Southwick, BN42 4JF	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Tesco Express, Findon Rd, Worthing, BN14 0EL	1.5%	6	2.6%	3	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Pulborough Road, Storrington, Pulborough, RH20 4HG	1.4%	5	0.0%	0	1.3%	1	13.4%	4	0.0%	0	0.0%	0
Tesco Express, Sterling Parade, The St Rustington, Littlehampton, BN16 3DR	1.3%	5	0.0%	0	5.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Broadwater St W, Worthing, BN14 9DA	1.2%	5	3.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Shoreham Road, Shoreham By Sea, BN43 6BE	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.7%	0	4.4%	4
Co-op, Field Place Parade, The Strand, Goring On Sea, Worthing, BN12 6BS	1.1%	4	2.6%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Worthing, BN11 1LL	1.1%	4	2.9%	4	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street Shoreham, BN43 5DA	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Marks & Spencer, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.7%	0	3.7%	4
Southwick local shops	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	4
Tesco Metro, Station Road, Portslade, Brighton, BN41 1GB	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4
Rustington local shops	0.9%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Denmark Villas, Hove, BN3 3TJ	0.8%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Test Road, Sompting, BN15 0EN	0.8%	3	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Esso) Littlehampton Rd , Durrington, Worthing, BN13 1QY	0.8%	3	0.7%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Findon Valley local shops	0.8%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Goring Way, Goring-by-sea, Worthing, BN12 4TY	0.8%	3	1.9%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Finisterre Way, Littlehampton, BN17 6RA	0.8%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Asda, South Street, Lancing, Brighton, BN15 8AG	0.8%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Montague Street, Worthing	0.8%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Town Centre local shops	0.7%	3	1.6%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, The Malthouse Estate, BN43 6RJ	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	2.4%	2
Co-op, London Road, Ashington, Pulborough, RH20 3RB	0.7%	3	0.0%	0	0.0%	0	7.1%	2	1.6%	0	0.0%	0
Tesco, Broadpiece, Littlehampton, BN17 5RA	0.7%	3	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0
Co-op, New Broadway, Tarring Road, Worthing, BN11 4HS	0.7%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Manor Parade, Salvington Road, Worthing, BN13 2JP	0.7%	3	0.7%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Goring Road, Goring -By-Sea, BN12 4NX	0.6%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, Newland Street, Worthing, BN11 1JU	0.6%	3	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Portland Road, Hove, BN3 5QY	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Sainsbury's, High Street, Littlehampton, BN17 5EG	0.6%	2	0.0%	0	1.5%	1	2.7%	1	0.0%	0	0.0%	0
Sainsbury's, Stane Street, Codmore Hill, Pulborough, RH20 1BQ	0.6%	2	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0
Co-op, The Street, Cowfold, Horsham, RH13 8BT	0.6%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0
Lancing local shops	0.5%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Broadwater Road, Worthing, BN14 8AG	0.5%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield local shops	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Budgens, High Street, Henfield	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
Co-op, Ham Road, Shoreham-By-Sea, Brighton, BN43 6PA	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Tesco Express, West Way, Hove, BN3 8LD	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Tesco Express, Chapel Rd , Worthing, BN11 1EG	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Co-op, Station Parade, East Preston, Rustington, BN16 3AE	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Old Shoreham Road, Hove, BN3 7EB	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rectory Rd, Salvington, Worthing, BN14 7PE	0.4%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Ferring Street, Ferring, BN12 5JP	0.4%	2	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Rd, Hove, BN3 2DL	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Lidl, New Road, Littlehampton, BN17 5AX	0.3%	1	0.7%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Angmering local shops	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldsworth local shops	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Dominion Rd, Worthing, BN14 8LB	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Farm Road local shops	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Street Tarring local shops	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, South Street, Tarring, Worthing, BN14 7LG	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steyning local shops	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0
Arundel local shops	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Storrington local shops	0.3%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Shoreham-by-Sea local shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, Abinger Road, Portslade, BN41 1SD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, The Parade, Hangleton, Hove, BN3 7LU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-op, The Square, Angmering, BN16 4EA	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Crowhurst Road, Hollingbury, Brighton, BN1 8AS	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, South Farm Rd, Worthing, BN14 7AB	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Brooks Road, Lewes, BN7 2BY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Sainsbury's, Westhampnett Road, Chichester, PO19 7YR	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Co-op, Southwater Village Shopping Centre,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Southwater, RH13 9LA						
Waitrose, Albion Way, Horsham, RH12 1AJ	0.1% 0	0.0% 0	0.0% 0	0.0% 0	1.6% 0	0.0% 0
Horsham local shops	0.1% 0	0.0% 0	0.0% 0	0.6% 0	0.7% 0	0.0% 0
Sainsbury's, Worthing Road, Horsham, RH12 1SQ	0.1% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 0	0.0% 0
Pulborough local shops	0.1% 0	0.0% 0	0.0% 0	0.6% 0	0.0% 0	0.0% 0
Tesco Extra, Wickhurst Lane, Broadbridge Heath, Horsham, RH12 3YU	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.5% 0	0.0% 0
Weighted base:	387	128	98	31	28	103
Sample:	376	75	76	77	79	69

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
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Q06 Where do you usually do most of your household's shopping for clothes, footwear and other fashion goods?*Excl. Nulls & SFT*

Worthing (Local Shops)	43.8%	166	74.7%	99	55.2%	50	22.4%	6	9.6%	2	8.0%	8
Brighton (Local Shops)	21.3%	81	1.8%	2	8.7%	8	2.4%	1	32.9%	8	60.5%	61
Chichester (Local Shops)	6.5%	25	0.9%	1	19.7%	18	15.8%	5	3.7%	1	0.0%	0
Horsham (Local Shops)	4.8%	18	0.7%	1	0.5%	0	35.1%	10	26.8%	7	0.0%	0
Other	4.6%	17	6.3%	8	2.5%	2	2.6%	1	0.0%	0	5.8%	6
Shoreham-by-sea (Local Shops)	3.0%	11	1.3%	2	1.4%	1	2.0%	1	3.6%	1	6.8%	7
Asda, Littlehampton Road, Ferring	2.1%	8	3.5%	5	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	2.0%	8	0.0%	0	0.0%	0	0.9%	0	1.7%	0	6.7%	7
Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	2.0%	7	1.3%	2	0.0%	0	0.0%	0	3.1%	1	4.9%	5
Tesco Extra, Holmbush Centre, Upper Shoreham Rd, Shoreham-by-Sea BN43 6TD	1.4%	5	2.6%	3	0.0%	0	0.7%	0	0.6%	0	1.5%	2
Central London	1.0%	4	0.0%	0	0.7%	1	5.6%	2	2.5%	1	0.9%	1
Tesco Extra, New Rd, Worthing BN13 3PB	0.9%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley (Local Shops)	0.9%	3	0.9%	1	0.0%	0	3.5%	1	4.7%	1	0.0%	0
Hove (Local Shops)	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Bognor Regis (Local Shops)	0.7%	3	0.0%	0	2.5%	2	0.7%	0	0.0%	0	0.0%	0
Guildford (local shops)	0.6%	2	0.0%	0	0.0%	0	7.4%	2	0.0%	0	0.0%	0
Goldstone Retail Park, Newton Road, Hove BN3 7PN	0.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Burgess Hill (Local Shops)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.2%	2	0.0%	0
Asda, Pegler Way, Crawley RH11 7AH	0.4%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.8%	0	0.0%	0
Littlehampton (Local Shops)	0.4%	1	0.0%	0	1.2%	1	0.9%	0	0.0%	0	0.0%	0
Tesco Extra, Wickhurst Ln, Horsham RH12 3YU	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Unit 1 Crowhurst Road off, Carden Ave, Brighton BN1 8AS	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollingbury Retail Park, Brigvhton BN1 8LW (Matalan, Brantano)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lyons Farm Retail Park, Worthing BN14 9LA	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study
for Bilfinger GVA

Weighted:

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
(Boots, Brantano)												
Southwick (Local Shops)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Rustington (Local Shops)	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
County Oak Retail Park, Crawley RH11 7XN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Steyning (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Weighted base:		378		132		91		29		26		101
Sample:		383		78		78		77		73		77

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q07 Where else do you do your household's shopping for clothes, footwear and other fashion goods?												
<i>Those who gave a destination at Q06 AND Excl. Nulls & SFT</i>												
Brighton (Local Shops)	27.7%	77	27.4%	24	40.9%	32	18.2%	5	19.9%	5	18.0%	10
Worthing (Local Shops)	26.4%	73	26.6%	23	34.2%	27	7.5%	2	12.8%	4	30.0%	17
Chichester (Local Shops)	5.6%	16	4.8%	4	9.5%	8	14.7%	4	0.5%	0	0.0%	0
Horsham (Local Shops)	5.5%	15	1.4%	1	0.0%	0	30.0%	8	23.6%	6	0.0%	0
Shoreham-by-sea (Local Shops)	5.1%	14	8.7%	8	0.0%	0	8.4%	2	13.1%	4	1.5%	1
Other	5.0%	14	3.0%	3	0.8%	1	6.2%	2	7.5%	2	11.9%	7
Crawley (Local Shops)	3.7%	10	6.9%	6	1.1%	1	1.9%	0	10.6%	3	0.0%	0
Storrington (Local Shops)	2.8%	8	0.0%	0	0.0%	0	0.8%	0	0.0%	0	12.8%	7
Hollingbury Retail Park, Brighvhton BN1 8LW (Matalan, Brantano)	2.7%	7	4.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	4
Hove (Local Shops)	1.8%	5	2.9%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Sainsbury's, C, Rustington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	1.8%	5	1.0%	1	5.1%	4	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	1.5%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	0	6.7%	4
Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	1.4%	4	0.0%	0	1.1%	1	0.0%	0	1.6%	0	4.2%	2
Guildford (local shops)	1.3%	4	0.0%	0	0.6%	0	9.4%	2	3.2%	1	0.0%	0
Tesco Extra, New Rd, Worthing BN13 3PB	1.1%	3	2.9%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Brighton Road (Local Shops)	1.0%	3	2.9%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Holmbush Centre, Upper Shoreham Rd, Shoreham-by-Sea BN43 6TD	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Broadwater (Local Shops)	0.7%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis (Local Shops)	0.7%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Littlehampton (Local Shops)	0.5%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Central London	0.5%	1	0.0%	0	0.0%	0	0.8%	0	4.2%	1	0.0%	0
Rustington (Local Shops)	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Littlehampton Road, Ferring	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pegler Way, Crawley RH11 7AH	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Retail Park, Bognor Regis, PO22 9TR (Matalan, Halfords)	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyons Farm Retail Park,	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study
for Bilfinger GVA

Weighted:

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Worthing BN14 9LA (Boots, Brantano)												
Chichester Gate Leisure Park PO19 8EL	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Haywards Heath (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Weighted base:	277			87		79		25		27		58
Sample:	283			51		55		60		70		47

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
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Q08 Where do you do most of your household's shopping for furniture, floor coverings and household textiles?*Excl. Nulls & SFT*

Worthing (Local Shops)	15.1%	40	31.6%	22	18.6%	13	10.7%	2	9.7%	2	0.8%	1
Goldstone Retail Park, Newton Road, Hove BN3 7PN	13.2%	35	12.2%	9	5.5%	4	0.9%	0	8.6%	2	24.7%	21
Brighton (Local Shops)	7.8%	21	5.9%	4	2.5%	2	1.2%	0	11.2%	2	14.8%	13
Shoreham-by-sea (Local Shops)	6.9%	18	0.0%	0	10.2%	7	8.8%	2	11.8%	2	8.4%	7
Ikea, Valley Retail Park, off Purley Way, Croydon	5.2%	14	1.7%	1	2.5%	2	0.0%	0	0.0%	0	12.8%	11
Chichester (Local Shops)	4.6%	12	5.9%	4	6.3%	4	16.3%	4	0.0%	0	0.0%	0
Horsham (Local Shops)	4.4%	12	0.0%	0	0.9%	1	26.8%	6	28.2%	5	0.0%	0
Rustington (Local Shops)	4.1%	11	4.8%	3	10.9%	7	0.0%	0	0.0%	0	0.0%	0
Carpetright, Pages Corner, Ham Road, Worthing	4.0%	11	7.6%	5	7.4%	5	0.0%	0	0.9%	0	0.0%	0
Homebase, 182 Old Shoreham Rd, Hove BN3 7EX	3.8%	10	3.6%	3	0.0%	0	0.0%	0	0.0%	0	8.8%	7
Other	3.7%	10	1.7%	1	8.1%	6	4.9%	1	2.6%	0	1.8%	2
Hove (Local Shops)	2.8%	7	0.0%	0	1.3%	1	2.0%	0	5.7%	1	5.9%	5
Rushington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	2.8%	7	7.1%	5	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Goring (Local Shops)	2.6%	7	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlehampton (Local Shops)	2.4%	6	0.0%	0	9.3%	6	0.0%	0	0.0%	0	0.0%	0
Southwick (Local Shops)	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	6
Portslade-By-Sea (Local Shops)	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	5
Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	1.2%	3	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.9%	2
Lancing (Local Shops)	1.1%	3	2.9%	2	0.0%	0	0.0%	0	1.2%	0	0.8%	1
Downlands Retail Park, Worthing BN14 9LA (B&Q, Currys, Halfords)	1.0%	3	1.2%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, 43-61 Brighton Rd, Shoreham-by-Sea BN43 6RJ	1.0%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.5%	1
Chichester Gate Leisure Park PO19 8EL	1.0%	3	1.2%	1	1.9%	1	0.0%	0	2.5%	0	0.0%	0
Portfield Retail Park, Chichester PO19 7YH	1.0%	3	0.0%	0	0.6%	0	9.1%	2	0.0%	0	0.0%	0
Storrington (Local Shops)	0.8%	2	0.0%	0	0.0%	0	7.8%	2	1.2%	0	0.0%	0
B&Q, Downland Business Park, Lyons Way,	0.7%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Worthing BN14 9FB												
Wickes, 114 Dominion Rd, Worthing BN14 8JP	0.6%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Crawley (Local Shops)	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	0	1.1%	1
Findon Valley (Local Shops)	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Guildford (local shops)	0.5%	1	0.0%	0	0.0%	0	2.5%	1	3.7%	1	0.0%	0
Marks & Spencer, Holmbush Centre, Upper Shoreham Road, Shoreham-by-Sea	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.8%	1
Broad Bridge Heath Retail Park, Horsham RH12 3YS	0.4%	1	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0
Brighton Retail Park, Brighton BN1 8LW (M&S, Argos, Next)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Brighton Road (Local Shops)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco Superstore, Broadpiece, Littlehampton BN17 5RA	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Burgess Hill (Local Shops)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Henfield (Local Shops)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Steyning (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Bognor Regis (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Billingshurst (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Weighted base:	265			70		69		23		17		85
Sample:	273			43		60		58		54		58

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q09 Where do you do most of your household's shopping for DIY and decorating goods?												
<i>Excl. Nulls & SFT</i>												
B&Q, Downland Business Park, Lyons Way, Worthing BN14 9FB	31.0%	127	75.3%	91	24.8%	26	20.5%	6	12.4%	4	0.0%	0
B&Q, 43-61 Brighton Rd, Shoreham-by-Sea BN43 6RJ	23.9%	98	3.4%	4	0.0%	0	3.8%	1	33.6%	10	66.3%	82
Wickes, Broad Piece, Littlehampton BN17 5RA	10.6%	43	0.0%	0	41.5%	43	0.9%	0	0.0%	0	0.0%	0
Homebase, 182 Old Shoreham Rd, Hove BN3 7EX	5.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	23
Worthing (Local Shops)	4.6%	19	6.0%	7	8.4%	9	6.5%	2	3.3%	1	0.0%	0
Wickes, 114 Dominion Rd, Worthing BN14 8JP	4.4%	18	5.4%	6	6.4%	7	4.6%	1	0.0%	0	2.7%	3
Homebase, Ret Pk, Broadbridge Heath Retail Park, Broadbridge Heath, Horsham RH12 3TQ	3.3%	14	0.0%	0	0.0%	0	24.8%	7	19.3%	6	0.0%	0
Lyons Farm Retail Park, Worthing BN14 9LA (Boots, Brantano)	2.1%	9	4.8%	6	1.6%	2	3.4%	1	0.0%	0	0.0%	0
B&Q, Shripney Road Bognor Regis PO22 9NF	1.7%	7	0.0%	0	6.0%	6	2.5%	1	0.0%	0	0.0%	0
Horsham (Local Shops)	1.6%	7	0.0%	0	0.6%	1	11.5%	3	7.9%	2	0.0%	0
Portslade-By-Sea (Local Shops)	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	5
Rustington (Local Shops)	1.0%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Homebase, Discovery Park, Barnfield Drive, Chichester PO19 6UX	0.9%	4	0.0%	0	2.1%	2	5.0%	1	0.0%	0	0.0%	0
Other	0.8%	3	0.7%	1	0.0%	0	3.4%	1	0.0%	0	1.3%	2
Hove (Local Shops)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	2.3%	3
Lancing (Local Shops)	0.7%	3	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1
B&Q, 1, Jane Murray Way, Burgess Hill RH15 9UG	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.4%	3	0.0%	0
B&Q, Pavilion Retail Park, Lewes Rd, Brighton BN2 3QA	0.6%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.5%	1
Pulborough (Local Shops)	0.5%	2	0.0%	0	0.0%	0	7.2%	2	0.0%	0	0.0%	0
Goldstone Retail Park, Newton Road, Hove BN3 7PN	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.5%	2
Shoreham-by-sea (Local	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.7%	1

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Shops)												
Portfield Retail Park, Chichester PO19 7YH	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadpiece, Littlehampton BN17 5RA	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, 5, Brooks Rd, Lewes BN7 2BY	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring (Local Shops)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield (Local Shops)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0
Billingshurst (Local Shops)	0.2%	1	0.0%	0	0.4%	0	1.9%	1	0.0%	0	0.0%	0
Wickes, Davigdor Road, Peacock Industrial Estate, Davigdor Rd, Hove, Brighton BN3 1SF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Rushington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storrington (Local Shops)	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Burgess Hill (Local Shops)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
B&Q, Lewes Road, Pavilion Retail Park, Brighton BN2 3QA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Broad Bridge Heath Retail Park, Horsham RH12 3YS	0.1%	1	0.0%	0	0.0%	0	0.7%	0	1.3%	0	0.0%	0
Steyning (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Chichester (Local Shops)	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Wickes, 255-269 London Rd, Burgess Hill RH15 9QU	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Brighton (Local Shops)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weighted base:	409		121		103		30		31		123	
Sample:	402		73		79		79		83		88	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q10 Where do you do most of your household's shopping for domestic appliances such as washing machines, fridges, cookers and kettles?												
<i>Excl. Nulls & SFT</i>												
Lyons Farm Retail Park, Worthing BN14 9LA (Boots, Brantano)	18.0%	45	42.5%	35	7.2%	4	6.3%	1	11.6%	2	3.3%	2
Worthing (Local Shops)	11.8%	29	28.0%	23	7.9%	4	1.0%	0	5.8%	1	0.9%	1
Goldstone Retail Park, Newton Road, Hove BN3 7PN	9.2%	23	0.0%	0	0.0%	0	0.0%	0	3.2%	1	29.7%	22
Downlands Retail Park, Worthing BN14 9LA (B&Q, Currys, Halfords)	7.2%	18	9.5%	8	14.7%	8	0.0%	0	11.7%	2	0.0%	0
Currys PC World, Old Shoreham Road, Hove	4.5%	11	0.0%	0	0.0%	0	0.0%	0	0.8%	0	14.6%	11
Southwick (Local Shops)	3.9%	10	2.1%	2	0.0%	0	0.0%	0	1.9%	0	10.1%	8
Littlehampton (Local Shops)	3.9%	10	0.0%	0	17.9%	10	0.0%	0	0.0%	0	0.0%	0
Horsham (Local Shops)	3.7%	9	0.0%	0	0.0%	0	30.0%	6	18.7%	3	0.0%	0
Portslade-By-Sea (Local Shops)	3.5%	9	0.0%	0	0.0%	0	0.0%	0	0.8%	0	11.5%	9
Shoreham-by-sea (Local Shops)	3.3%	8	0.0%	0	0.0%	0	3.9%	1	6.6%	1	8.3%	6
Hove (Local Shops)	2.9%	7	1.0%	1	0.8%	0	0.0%	0	4.0%	1	6.8%	5
Currys, Arun Retail Park, Bridge Road, Littlehampton	2.5%	6	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0
Chichester Gate Leisure Park PO19 8EL	2.4%	6	0.0%	0	10.7%	6	1.0%	0	0.0%	0	0.0%	0
Rushington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	2.0%	5	1.0%	1	7.2%	4	1.0%	0	0.0%	0	0.0%	0
Other	1.9%	5	0.0%	0	0.0%	0	2.9%	1	5.7%	1	4.2%	3
Chichester (Local Shops)	1.8%	4	0.0%	0	2.8%	2	12.5%	2	2.5%	0	0.0%	0
B&Q, Downland Business Park, Lyons Way, Worthing BN14 9FB	1.5%	4	2.5%	2	0.0%	0	0.0%	0	9.7%	2	0.0%	0
Asda, Littlehampton Road, Ferring	1.5%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steyning (Local Shops)	1.4%	3	4.0%	3	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Pulborough (Local Shops)	1.2%	3	0.0%	0	0.0%	0	14.6%	3	0.8%	0	0.0%	0
Sainsbury's, C, Rustington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	1.2%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Brighton (Local Shops)	0.9%	2	1.0%	1	0.8%	0	0.0%	0	1.2%	0	0.9%	1
Hollingbury Retail Park, Brigvhton BN1 8LW	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
(Matalan, Brantano)												
Portfield Retail Park, Chichester PO19 7YH	0.7%	2	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0
Broad Bridge Heath Retail Park, Horsham RH12 3YS	0.7%	2	0.0%	0	0.0%	0	7.8%	2	1.7%	0	0.0%	0
B&Q, 43-61 Brighton Rd, Shoreham-by-Sea BN43 6RJ	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Rustington (Local Shops)	0.7%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Broadpiece, Littlehampton BN17 5RA	0.7%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Currys, Tanbridge Retail Park, Worthing Road, Horsham	0.6%	2	0.0%	0	0.0%	0	3.8%	1	4.5%	1	0.0%	0
Tesco Extra, Holmbush Centre, Upper Shoreham Rd, Shoreham-by-Sea BN43 6TD	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Wickes, Broad Piece, Littlehampton BN17 5RA	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goring (Local Shops)	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis (Local Shops)	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Storrington (Local Shops)	0.4%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
County Oak Retail Park, Crawley RH11 7XN	0.4%	1	0.0%	0	0.0%	0	1.4%	0	3.6%	1	0.0%	0
Brighton Retail Park, Brighton BN1 8LW (M&S, Argos, Next)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, 361-367 Old Shoreham Rd, Hove BN3 7GD	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tarring Road (Local Shops)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Davigdor Road, Peacock Industrial Estate, Davigdor Rd, Hove, Brighton BN3 1SF	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Extra, New Rd, Worthing BN13 3PB	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Guildford (local shops)	0.2%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
The Strand (Local Shops)	0.2%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0
Henfield (Local Shops)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Tanbridge Retail Park, Horsham RH12 1AJ	0.2%	0	0.0%	0	0.0%	0	1.4%	0	0.8%	0	0.0%	0
Sainsbury's, Stane St,	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study
for Bilfinger GVA

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Codmore Hill, Pulborough RH20 1BQ												
Wickes, 255-269 London Rd, Burgess Hill RH15 9QU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Weighted base:	249		83		54		19		18		75	
Sample:	276		58		55		49		50		64	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q11 Where do you do most of your household's shopping for TV, audio, photographic, mobile phones, and computer equipment?												
<i>Excl. Nulls & SFT</i>												
Lyons Farm Retail Park, Worthing BN14 9LA (Boots, Brantano)	15.3%	41	35.7%	26	9.8%	6	11.3%	2	18.3%	4	2.7%	2
Worthing (Local Shops)	11.4%	31	19.6%	15	20.8%	13	4.4%	1	5.9%	1	1.4%	1
Goldstone Retail Park, Newton Road, Hove BN3 7PN	10.1%	27	0.0%	0	0.0%	0	0.0%	0	7.8%	2	27.8%	25
Currys PC World, Old Shoreham Road, Hove	7.1%	19	1.2%	1	0.0%	0	0.0%	0	1.5%	0	19.4%	18
Downlands Retail Park, Worthing BN14 9LA (B&Q, Currys, Halfords)	6.9%	18	13.3%	10	9.5%	6	0.0%	0	9.6%	2	1.0%	1
Tesco Extra, Holmbush Centre, Upper Shoreham Rd, Shoreham-by-Sea BN43 6TD	5.8%	16	5.6%	4	0.0%	0	0.0%	0	2.2%	0	12.0%	11
Portslade-By-Sea (Local Shops)	4.0%	11	0.0%	0	0.0%	0	0.0%	0	2.2%	0	11.1%	10
Horsham (Local Shops)	3.7%	10	0.0%	0	0.0%	0	29.6%	6	18.3%	4	0.0%	0
Other	3.4%	9	4.4%	3	3.2%	2	6.4%	1	13.2%	3	0.0%	0
Littlehampton (Local Shops)	3.4%	9	0.0%	0	14.9%	9	0.0%	0	0.0%	0	0.0%	0
Hove (Local Shops)	2.9%	8	2.6%	2	2.9%	2	0.0%	0	1.8%	0	4.0%	4
Tesco Superstore, Church Rd, Hove BN3 2DL	2.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	7
Tesco Superstore, Broadpiece, Littlehampton BN17 5RA	2.6%	7	0.0%	0	11.3%	7	0.0%	0	0.0%	0	0.0%	0
Currys, Arun Retail Park, Bridge Road, Littlehampton	2.4%	7	0.0%	0	10.8%	7	0.0%	0	0.0%	0	0.0%	0
Shoreham-by-sea (Local Shops)	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6
Rushington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	2.0%	5	1.2%	1	7.1%	4	1.3%	0	0.0%	0	0.0%	0
Chichester (Local Shops)	2.0%	5	1.2%	1	2.5%	2	14.1%	3	0.0%	0	0.0%	0
Tesco Extra, New Rd, Worthing BN13 3PB	1.9%	5	4.5%	3	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Chichester Gate Leisure Park PO19 8EL	1.2%	3	1.2%	1	2.1%	1	4.6%	1	0.0%	0	0.0%	0
Portfield Retail Park, Chichester PO19 7YH	1.1%	3	1.2%	1	2.1%	1	2.7%	1	1.7%	0	0.0%	0
Tarring Road (Local Shops)	1.0%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Littlehampton Road,	0.9%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5					
Ferring												
Lancing (Local Shops)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Brighton (Local Shops)	0.9%	2	1.6%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0
Pulborough (Local Shops)	0.8%	2	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0
Sainsbury's, 361-367 Old Shoreham Rd, Hove BN3 7GD	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Broad Bridge Heath Retail Park, Horsham RH12 3YS	0.4%	1	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0
Tanbridge Retail Park, Horsham RH12 1AJ	0.4%	1	0.0%	0	0.0%	0	1.3%	0	3.7%	1	0.0%	0
Brighton Retail Park, Brighton BN1 8LW (M&S, Argos, Next)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Currys, Tanbridge Retail Park, Worthing Road, Horsham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Billingshurst (Local Shops)	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Guildford (local shops)	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
County Oak Retail Park, Crawley RH11 7XN	0.2%	0	0.0%	0	0.0%	0	1.3%	0	1.0%	0	0.0%	0
Tesco Extra, Wickhurst Ln, Horsham RH12 3YU	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Brighton Road (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Findon Valley (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Storrington (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Steyning (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Weighted base:	267		74		60		21		20		91	
Sample:	280		49		57		54		53		67	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q12 At which centre or store do you do most of your household's shopping on goods for personal care, such as soaps, beauty products, medical goods?												
<i>Excl. Nulls & SFT</i>												
Worthing (Local Shops)	21.6%	93	42.3%	62	22.8%	24	11.0%	3	7.6%	2	1.1%	1
Tesco Extra, Holmbush Centre, Upper Shoreham Rd, Shoreham-by-Sea BN43 6TD	8.3%	36	5.3%	8	0.0%	0	1.8%	1	11.7%	3	20.4%	24
Shoreham-by-sea (Local Shops)	8.1%	35	0.0%	0	0.0%	0	0.0%	0	6.2%	2	27.9%	33
Tesco Extra, New Rd, Worthing BN13 3PB	6.0%	26	15.4%	22	2.7%	3	0.0%	0	1.6%	0	0.0%	0
Lyons Farm Retail Park, Worthing BN14 9LA (Boots, Brantano)	4.6%	20	9.7%	14	4.8%	5	0.0%	0	2.8%	1	0.0%	0
Littlehampton (Local Shops)	4.2%	18	0.0%	0	16.9%	18	0.0%	0	0.0%	0	0.0%	0
Rustington (Local Shops)	4.0%	17	0.6%	1	15.4%	16	0.0%	0	0.0%	0	0.0%	0
Hove (Local Shops)	4.0%	17	1.7%	3	0.0%	0	0.0%	0	0.0%	0	12.2%	14
Other	3.9%	17	3.1%	5	8.5%	9	9.3%	3	0.7%	0	0.0%	0
Lancing (Local Shops)	3.6%	15	10.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portslade-By-Sea (Local Shops)	3.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.7%	15
Horsham (Local Shops)	3.0%	13	0.0%	0	0.0%	0	14.9%	5	22.0%	6	1.6%	2
Brighton (Local Shops)	2.5%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	0	8.7%	10
Asda, Littlehampton Road, Ferring	2.4%	10	2.5%	4	6.4%	7	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, 361-367 Old Shoreham Rd, Hove BN3 7GD	2.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	10
Pulborough (Local Shops)	2.1%	9	0.0%	0	0.4%	0	26.6%	8	0.0%	0	0.0%	0
Storrington (Local Shops)	2.0%	8	0.0%	0	1.2%	1	22.6%	7	0.0%	0	0.0%	0
Sainsbury's, C, Rustington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	2.0%	8	2.3%	3	4.6%	5	0.9%	0	0.0%	0	0.0%	0
Southwick (Local Shops)	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7
Sainsbury's, Downland Business Park, Lyons Way, Worthing BN14 9LA	1.3%	6	3.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Angmering (Local Shops)	0.9%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
Chichester (Local Shops)	0.9%	4	0.0%	0	1.0%	1	8.4%	3	0.5%	0	0.0%	0
Henfield (Local Shops)	0.8%	4	0.0%	0	0.0%	0	0.0%	0	12.8%	4	0.0%	0
Tesco Superstore, Hammonds Farm, Jane Murray Way, Burgess Hill RH15 9QT	0.7%	3	0.0%	0	0.0%	0	0.0%	0	11.4%	3	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Tesco Superstore, Broadpiece, Littlehampton BN17 5RA	0.7%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Broadwater (Local Shops)	0.5%	2	0.6%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Steyning (Local Shops)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0
Tesco Extra, Wickhurst Ln, Horsham RH12 3YU	0.5%	2	0.8%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Findon Valley (Local Shops)	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Durrington (Local Shops)	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Tarring Road (Local Shops)	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pegler Way, Crawley RH11 7AH	0.4%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Crawley (Local Shops)	0.3%	1	0.0%	0	0.0%	0	0.9%	0	3.6%	1	0.0%	0
Goring (Local Shops)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stane St, Codmore Hill, Pulborough RH20 1BQ	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Church Rd, Hove BN3 2DL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Arundel (Local Shops)	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Lewes (Local Shops)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
The Strand (Local Shops)	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Rushington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
County Oak Retail Park, Crawley RH11 7XN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Sainsbury's, 7 Worthing Rd, Horsham RH12 1SQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Burgess Hill (Local Shops)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Haywards Heath (Local Shops)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Weighted base:	429			146		106		32		28		118
Sample:	423			87		89		84		77		86

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q13 Where do you do most of your household's shopping on goods for recreational and luxury goods including books, games, sports, pets and pet products, bicycles, jewellery?												
<i>Excl. Nulls & SFT</i>												
Worthing (Local Shops)	30.7%	63	47.3%	40	39.6%	17	17.4%	3	21.9%	3	1.3%	1
Tesco Extra, Holmbush Centre, Upper Shoreham Rd, Shoreham-by-Sea BN43 6TD	11.9%	24	0.0%	0	0.0%	0	0.0%	0	4.2%	1	48.6%	24
Tesco Extra, New Rd, Worthing BN13 3PB	6.7%	14	15.7%	13	0.0%	0	0.0%	0	2.8%	0	0.0%	0
Brighton (Local Shops)	5.8%	12	1.0%	1	0.0%	0	0.0%	0	11.7%	2	19.1%	9
Littlehampton (Local Shops)	4.9%	10	0.0%	0	23.9%	10	0.0%	0	0.0%	0	0.0%	0
Rustington (Local Shops)	4.5%	9	4.0%	3	13.1%	6	1.8%	0	0.0%	0	0.0%	0
Lancing (Local Shops)	4.2%	9	10.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham (Local Shops)	3.8%	8	0.0%	0	0.0%	0	25.6%	4	26.4%	4	0.0%	0
Lyons Farm Retail Park, Worthing BN14 9LA (Boots, Brantano)	3.0%	6	5.8%	5	0.0%	0	1.3%	0	2.8%	0	1.3%	1
Sainsbury's, C, Rustington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	2.8%	6	0.0%	0	13.6%	6	0.0%	0	0.0%	0	0.0%	0
Other	2.7%	6	0.0%	0	0.0%	0	19.1%	3	6.1%	1	3.9%	2
Rushington Retail Park, New Rd, Rustington, Littlehampton BN16 3RT	2.3%	5	4.0%	3	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Hove (Local Shops)	1.9%	4	3.0%	3	1.1%	0	0.0%	0	0.0%	0	1.8%	1
Shoreham-by-sea (Local Shops)	1.7%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	0	6.4%	3
Portslade-By-Sea (Local Shops)	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3
Steyning (Local Shops)	1.4%	3	0.0%	0	0.0%	0	0.0%	0	6.1%	1	3.9%	2
Broadwater Road (Local Shops)	1.2%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawley (Local Shops)	1.2%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chichester (Local Shops)	1.2%	2	0.0%	0	2.5%	1	9.2%	1	0.0%	0	0.0%	0
Storrington (Local Shops)	1.2%	2	0.0%	0	0.0%	0	16.2%	2	0.0%	0	0.0%	0
Sainsbury's, Downland Business Park, Lyons Way, Worthing BN14 9LA	1.1%	2	1.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Southwick (Local Shops)	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Pulborough (Local Shops)	0.5%	1	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
B&Q, 43-61 Brighton Rd, Shoreham-by-Sea BN43 6RJ	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tarring Road (Local Shops)	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Broadwater (Local Shops)	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.4%	1	0.0%	0	0.0%	0	1.8%	0	3.3%	1	0.0%	0
Tesco Extra, Wickhurst Ln, Horsham RH12 3YU	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Sainsbury's, 361-367 Old Shoreham Rd, Hove BN3 7GD	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Sainsbury's, 7 Worthing Rd, Horsham RH12 1SQ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0
Henfield (Local Shops)	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Lewes (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Sainsbury's, Stane St, Codmore Hill, Pulborough RH20 1BQ	0.1%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Burgess Hill (Local Shops)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Weighted base:	205		85		42		15		15		49	
Sample:	198		46		31		43		46		32	

MeanScore: visits per week

Q14 How often do you visit Worthing town centre?

Daily	0.9%	5	0.7%	1	1.1%	1	0.7%	0	0.0%	0	1.4%	2
5 - 6 times a week	0.3%	2	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
4 times a week	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
3 times a week	0.8%	4	2.0%	3	0.4%	0	0.5%	0	0.0%	0	0.0%	0
Twice a week	2.5%	12	6.0%	10	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Once a week	14.1%	71	26.0%	44	16.2%	20	7.2%	3	2.5%	1	2.6%	3
Once every 2 weeks	14.0%	70	18.2%	31	16.2%	20	8.2%	3	10.0%	4	9.5%	13
Once a month	17.4%	87	18.2%	31	21.8%	27	21.4%	8	9.1%	3	13.6%	19
Less often	22.9%	114	15.4%	26	27.7%	34	23.2%	9	30.7%	11	25.7%	35
(Don't know / varies)	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.7%	1
(Never)	26.5%	133	13.5%	23	13.7%	17	38.8%	15	43.0%	15	46.6%	64
Mean:	0.45		0.65		0.48		0.27		0.40		0.24	
Weighted base:	500		169		122		37		35		136	
Sample:	500		100		100		100		100		100	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q15 What is usually the MAIN purpose of your trip to Worthing town centre?												
<i>Those who visit Worthing town centre at Q14</i>												
Non-food shopping	55.0%	202	51.4%	75	61.8%	65	57.6%	13	53.2%	11	51.8%	38
Visiting café / pub / restaurant	8.1%	30	10.9%	16	4.4%	5	2.6%	1	2.9%	1	11.1%	8
Food shopping	6.5%	24	7.5%	11	8.1%	9	2.5%	1	3.9%	1	4.3%	3
Visiting family / friends	5.5%	20	4.0%	6	1.6%	2	14.7%	3	2.2%	0	12.1%	9
Leisure activity	4.8%	18	4.0%	6	4.4%	5	5.0%	1	14.7%	3	4.3%	3
Visiting other service such as laundrette, hairdresser, recycling	4.2%	15	4.8%	7	5.3%	6	0.9%	0	3.3%	1	2.6%	2
Visiting financial service such as bank, building society, Post Office	4.0%	15	7.1%	10	2.1%	2	3.3%	1	3.2%	1	0.9%	1
Window shopping / browsing	2.8%	10	0.0%	0	4.9%	5	2.5%	1	2.4%	0	5.7%	4
Visiting health service such as doctor, dentist, hospital	2.5%	9	3.1%	5	3.7%	4	2.6%	1	1.5%	0	0.0%	0
Travelling to / from work	2.4%	9	1.6%	2	1.8%	2	3.7%	1	8.5%	2	2.6%	2
Visiting the market	1.1%	4	0.8%	1	0.4%	0	2.5%	1	0.7%	0	2.1%	2
Visit the Jobcentre	0.9%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the seafront	0.5%	2	0.8%	1	0.0%	0	2.4%	1	1.0%	0	0.0%	0
Travelling to / from school / college / university	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Don't know / varies)	1.5%	6	1.7%	3	1.6%	2	0.0%	0	2.4%	0	1.2%	1
Weighted base:		367		146		106		23		20		73
Sample:		346		87		84		59		61		55

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q16 When you visit Worthing town centre, which other activities / services do you use? [MR]												
<i>Those who visit Worthing town centre at Q14</i>												
Visit the seafront	37.4%	137	41.5%	61	28.8%	30	44.2%	10	44.0%	9	37.6%	27
Non-food shopping	29.6%	109	28.9%	42	33.1%	35	24.2%	6	11.5%	2	32.4%	24
Visit café / pub / restaurant	24.3%	89	27.6%	40	24.1%	25	13.1%	3	23.7%	5	22.0%	16
Food shopping	9.8%	36	11.3%	16	4.7%	5	10.6%	2	10.8%	2	14.0%	10
Leisure activity	8.2%	30	10.5%	15	8.4%	9	6.6%	2	14.8%	3	2.1%	2
Visit financial service such as bank, building society, Post Office	5.9%	22	11.9%	17	0.6%	1	2.5%	1	3.0%	1	3.4%	2
Visit other service such as laundrette, hairdresser, recycling	2.2%	8	0.6%	1	5.7%	6	1.7%	0	4.3%	1	0.0%	0
Visit family / friends	1.9%	7	2.8%	4	1.6%	2	1.2%	0	3.8%	1	0.0%	0
Visit the market	1.4%	5	2.3%	3	0.0%	0	0.9%	0	0.0%	0	2.0%	1
Visit health service such as doctor, dentist, hospital	1.1%	4	0.6%	1	1.0%	1	2.5%	1	2.9%	1	1.2%	1
Window shopping / browsing	0.3%	1	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0
(Don't know / varies / nothing else)	5.9%	22	2.2%	3	8.8%	9	3.3%	1	1.0%	0	11.1%	8
Weighted base:		367		146		106		23		20		73
Sample:		346		87		84		59		61		55

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q17 What do you like about Worthing town centre? [MR]												
<i>Those who visit Worthing town centre at Q14</i>												
Close to home	18.3%	67	28.6%	42	18.0%	19	15.0%	3	9.1%	2	1.8%	1
Good range of non-food shops	14.2%	52	12.5%	18	22.7%	24	5.4%	1	7.3%	1	10.2%	7
Attractive environment	13.2%	49	8.8%	13	20.8%	22	15.4%	4	10.4%	2	11.1%	8
Compact / easy to get around	9.8%	36	9.7%	14	4.1%	4	13.1%	3	0.0%	0	20.0%	15
Easy to park	5.6%	21	4.2%	6	4.1%	4	5.7%	1	10.7%	2	9.1%	7
Pedestrianised areas	5.4%	20	5.5%	8	1.6%	2	0.9%	0	8.0%	2	11.5%	8
Seafront environment	5.0%	18	4.8%	7	4.5%	5	12.4%	3	15.3%	3	1.2%	1
Free / cheap parking	5.0%	18	4.7%	7	2.2%	2	1.2%	0	0.0%	0	12.3%	9
Good range of chain / well known stores	4.4%	16	5.2%	8	3.6%	4	6.3%	1	0.0%	0	4.6%	3
Good layout / shops close together	3.3%	12	3.4%	5	6.1%	6	0.0%	0	2.9%	1	0.0%	0
Good range of specialist / independent stores	2.6%	10	0.8%	1	6.6%	7	3.3%	1	3.2%	1	0.0%	0
Good market	2.3%	8	0.0%	0	6.4%	7	0.9%	0	0.0%	0	2.0%	1
Good quality of shops	2.3%	8	3.6%	5	1.4%	2	0.0%	0	0.7%	0	2.0%	1
Quiet / not too busy	2.1%	8	0.0%	0	1.6%	2	0.9%	0	5.8%	1	6.4%	5
Good places to eat	2.0%	7	3.4%	5	1.6%	2	2.5%	1	0.0%	0	0.0%	0
Clean / litter free	1.9%	7	2.8%	4	0.8%	1	0.0%	0	1.0%	0	2.6%	2
Easily accessible by foot / cycle	1.7%	6	3.4%	5	0.6%	1	0.0%	0	0.0%	0	0.9%	1
Not too busy or crowded	1.4%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Easily accessible by car	1.2%	4	0.0%	0	2.5%	3	0.0%	0	0.0%	0	2.6%	2
Good facilities (e.g. seating, toilets)	1.1%	4	1.7%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Click & Collect facilities	0.9%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, arts centres etc.)	0.9%	3	1.7%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Good bus service / accessible public transport	0.8%	3	1.2%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Good road access	0.8%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Has everything I need	0.7%	3	0.6%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Friendly / pleasant atmosphere	0.7%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Familiarity	0.6%	2	1.2%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Flat terrain	0.5%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	0	1.2%	1
Good foodstores	0.5%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Good range of all types of shops	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Historic environment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.9%	1
Accessible by rail	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Has a Marks & Spencer store	0.2% 1	0.0% 0	0.4% 0	0.9% 0	0.0% 0	0.0% 0
The regeneration	0.1% 0	0.0% 0	0.0% 0	0.0% 0	2.2% 0	0.0% 0
(Nothing / very little)	19.5% 72	15.7% 23	22.4% 24	29.2% 7	31.9% 6	16.5% 12
(Don't know)	4.8% 18	10.4% 15	0.8% 1	3.7% 1	0.7% 0	0.9% 1
(Everything)	0.9% 3	1.7% 3	0.4% 0	0.0% 0	2.2% 0	0.0% 0
Weighted base:	367	146	106	23	20	73
Sample:	346	87	84	59	61	55

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q18 What do you dislike about Worthing town centre? [MR]												
<i>Those who visit Worthing town centre at Q14</i>												
Cost of parking	15.8%	58	18.8%	27	21.0%	22	19.7%	5	7.4%	1	3.4%	2
Not enough choice of shops	12.3%	45	17.7%	26	9.1%	10	8.5%	2	5.6%	1	9.1%	7
Lack of parking	9.9%	36	9.7%	14	15.3%	16	8.6%	2	3.4%	1	4.6%	3
Vandals / hooligans / beggars / anti-social behaviour	6.5%	24	10.2%	15	4.4%	5	5.7%	1	2.2%	0	3.4%	2
Vacant shops / shops closing down	6.1%	23	10.5%	15	2.5%	3	2.5%	1	3.2%	1	4.6%	3
Poor / rundown / dated environment	4.8%	18	2.0%	3	8.3%	9	15.1%	3	8.5%	2	1.2%	1
Not enough clothes shops	4.5%	17	3.1%	4	2.0%	2	3.3%	1	8.5%	2	10.2%	7
Poor quality shops	4.0%	15	3.1%	5	7.3%	8	5.7%	1	2.4%	0	0.9%	1
No department store	3.5%	13	6.3%	9	0.0%	0	3.3%	1	0.0%	0	4.1%	3
Poor redevelopment of Montague Street / the bandstand	3.0%	11	6.8%	10	0.6%	1	2.5%	1	0.0%	0	0.0%	0
Too many roadworks	2.5%	9	0.6%	1	0.9%	1	0.0%	0	0.0%	0	10.2%	7
Awkward car parks (layout)	1.7%	6	2.9%	4	1.6%	2	0.9%	0	0.0%	0	0.0%	0
Lack of facilities / activities for younger people	1.5%	6	0.0%	0	4.8%	5	0.0%	0	2.2%	0	0.0%	0
Poor layout (i.e. too spread out)	1.3%	5	1.7%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Unsafe / poor security / dangerous	1.1%	4	1.7%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Poor disabled access	1.0%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of independent shops	0.9%	3	0.8%	1	1.6%	2	0.0%	0	2.2%	0	0.0%	0
Too few pubs, eating places etc.	0.9%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor signposting in centre	0.9%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter / dirty / dogs	0.8%	3	0.0%	0	1.0%	1	2.6%	1	1.7%	0	1.2%	1
Poor facilities (e.g. seating, toilets)	0.7%	3	1.4%	2	0.0%	0	0.0%	0	2.8%	1	0.0%	0
No proper shopping centre	0.7%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of leisure, sports or cultural facilities	0.6%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.5%	2	0.0%	0	0.4%	0	2.5%	1	0.0%	0	1.2%	1
Not enough supermarket / food shops	0.5%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Too many charity shops	0.4%	2	0.8%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops generally	0.4%	1	0.6%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Few traffic free areas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Lack of shelter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Poor bus service to centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bus fares too expensive	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Too much pedestrianisation	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
It's boring / not very lively	0.2%	1	0.0%	0	0.4%	0	0.0%	0	2.2%	0	0.0%	0
Too many pubs / clubs	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Centre very windy	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train station too far from town centre	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Too many shoe shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Beach too pebbly	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Bus station is rundown	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
(Nothing)	38.0%	140	31.9%	47	33.5%	35	34.4%	8	52.3%	10	54.1%	39
(Don't know)	2.4%	9	3.1%	4	0.0%	0	0.0%	0	3.7%	1	4.8%	3
(Everything)	0.5%	2	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0
Weighted base:		367		146		106		23		20		73
Sample:		346		87		84		59		61		55

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q19 How do you think Worthing town centre could be improved? [MR]												
<i>Those who visit Worthing town centre at Q14</i>												
Better choice of shops	23.1%	85	29.2%	43	19.1%	20	11.8%	3	15.4%	3	22.4%	16
(No need to improve)	22.7%	83	17.1%	25	26.3%	28	35.6%	8	16.6%	3	26.2%	19
Free / cheaper parking	12.4%	46	11.8%	17	19.1%	20	14.1%	3	16.2%	3	2.5%	2
Better quality shops	11.4%	42	10.7%	16	16.4%	17	7.3%	2	5.1%	1	8.5%	6
More large shops / department stores	7.7%	28	10.2%	15	4.1%	4	4.4%	1	10.4%	2	8.0%	6
More / better car parking	6.3%	23	8.2%	12	5.3%	6	4.5%	1	4.8%	1	4.7%	3
More leisure, sports or cultural facilities	4.5%	17	4.0%	6	10.3%	11	0.0%	0	0.0%	0	0.0%	0
More / better pubs, restaurants, cafés	4.1%	15	4.8%	7	4.8%	5	0.0%	0	2.2%	0	3.4%	2
More / better street facilities (seating, toilets, litter bins, lighting etc.)	3.6%	13	5.7%	8	2.0%	2	0.0%	0	0.7%	0	3.5%	3
Open a Primark store	3.0%	11	4.7%	7	1.6%	2	0.0%	0	0.0%	0	3.4%	2
Improve appearance / environment	3.0%	11	1.2%	2	2.5%	3	5.4%	1	17.2%	3	2.6%	2
Improve Teville Gate	2.9%	11	5.7%	8	0.0%	0	0.9%	0	10.3%	2	0.0%	0
Better maintenance / cleanliness	2.5%	9	2.3%	3	0.6%	1	12.2%	3	7.2%	1	1.2%	1
More disabled-friendly (e.g more parking, ramps etc.)	1.7%	6	2.3%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Better facilities for youth	1.6%	6	1.7%	3	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Better market provision	1.3%	5	1.7%	3	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Improve Montague Street	1.2%	4	2.8%	4	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Less vacant shops	1.2%	4	1.7%	3	1.0%	1	3.3%	1	0.0%	0	0.0%	0
Less charity shops	1.0%	4	2.3%	3	0.0%	0	2.5%	1	0.0%	0	0.0%	0
More independent shops	1.0%	4	1.4%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Open an ice-skating rink	1.0%	4	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve traffic flow	0.8%	3	1.7%	3	0.4%	0	0.0%	0	0.7%	0	0.0%	0
Improve bus services / access	0.8%	3	0.0%	0	0.6%	1	0.0%	0	2.2%	0	2.5%	2
More / better security	0.7%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More undercover shopping	0.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More supermarkets / food shops	0.5%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Improve rail services /access	0.4%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1
Improve Guildbourne Centre	0.4%	1	0.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Make better use of the promenade	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a Nando's restaurant	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More lenient traffic wardens	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open an Ikea store	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a John Lewis store	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More compact shopping	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
centres												
Open a good-quality hotel	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Repair / improve pavements	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
A complete refurbishment of the whole town centre	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Relocate the market	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
More clothes shops for older people	0.1%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
More traffic free areas / pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
(Don't know)	11.4%	42	8.0%	12	10.4%	11	6.5%	1	4.3%	1	23.0%	17
Weighted base:		367		146		106		23		20		73
Sample:		346		87		84		59		61		55

MeanScore: time spent (minutes)

Q20 How long do you spend in Worthing town centre?

Those who visit Worthing town centre at Q14

0 to 15 Minutes	0.2%	1	0.0%	0	0.4%	0	0.0%	0	1.7%	0	0.0%	0
16 to 30 minutes	1.4%	5	0.6%	1	0.8%	1	5.0%	1	1.0%	0	2.6%	2
31 to 59 minutes	4.5%	16	5.9%	9	4.1%	4	4.2%	1	12.9%	3	0.0%	0
1 hour to 1 hour 29 minutes	20.6%	76	24.8%	36	22.5%	24	22.8%	5	17.6%	4	9.4%	7
1 hour 30 minutes to 1 hour 59 minutes	18.9%	69	21.6%	32	22.2%	23	25.6%	6	19.6%	4	6.6%	5
2 hours to 2 hours 29 minutes	31.2%	115	20.3%	30	30.4%	32	21.2%	5	17.6%	4	61.1%	44
2 hours 30 to 2 hours 59 minutes	7.1%	26	7.1%	10	9.5%	10	6.1%	1	11.2%	2	3.0%	2
3 hours to 3 hours 29 minutes	6.3%	23	6.6%	10	5.1%	5	7.8%	2	3.9%	1	7.7%	6
3 hours 30 to 3 hours 59 minutes	1.6%	6	2.3%	3	1.6%	2	0.9%	0	2.2%	0	0.0%	0
4 hours to 4 hours 29 minutes	1.0%	4	1.7%	3	0.0%	0	1.2%	0	4.2%	1	0.0%	0
4 hours 30 to 4 hours 59 minutes	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	0	2.1%	2
5 hours or more	1.7%	6	0.8%	1	1.6%	2	0.9%	0	0.7%	0	4.3%	3
(Don't know / varies)	5.0%	19	8.3%	12	1.8%	2	4.5%	1	5.2%	1	3.2%	2
Mean:	124.09		118.30		120.57		113.96		120.52		144.38	
Weighted base:	367		146		106		23		20		73	
Sample:	346		87		84		59		61		55	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q21 How do you normally travel to Worthing town centre?												
<i>Those who visit Worthing town centre at Q14</i>												
Car / van (as driver)	67.5%	248	51.2%	75	76.9%	81	91.8%	21	92.3%	19	72.1%	52
Car / van (as passenger)	8.5%	31	5.7%	8	9.9%	10	1.7%	0	1.5%	0	16.1%	12
Walk	7.0%	26	16.7%	24	0.0%	0	0.9%	0	2.2%	0	0.9%	1
Bus	9.3%	34	11.7%	17	10.9%	12	4.4%	1	3.0%	1	5.1%	4
Taxi	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.9%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	3.8%	3
Cycle	1.5%	5	3.3%	5	0.0%	0	1.2%	0	1.0%	0	0.0%	0
Motorcycle / moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.9%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.1%	15	9.0%	13	0.4%	0	0.0%	0	0.0%	0	2.0%	1
Weighted base:		367		146		106		23		20		73
Sample:		346		87		84		59		61		55

Q22 You stated that you visit Worthing town centre by car; where do you usually park?*Those who travel by car at Q21*

On-street in Worthing	16.1%	45	10.2%	8	9.1%	8	17.7%	4	25.1%	5	30.6%	20
Union Place	12.4%	35	12.9%	11	19.6%	18	9.3%	2	12.9%	2	2.4%	2
High Street Surface / on-street	7.0%	20	13.1%	11	4.9%	4	9.2%	2	7.5%	1	1.4%	1
Buckingham Road Multi-Storey	6.3%	18	8.4%	7	9.5%	9	1.3%	0	1.8%	0	2.0%	1
Liverpool Road	5.6%	16	7.0%	6	0.7%	1	8.3%	2	0.0%	0	11.6%	7
Montague Centre	5.3%	15	5.4%	4	7.9%	7	3.6%	1	4.1%	1	2.4%	2
Worthing Town Centre	4.9%	14	0.0%	0	4.7%	4	4.3%	1	7.3%	1	11.3%	7
Teville Gate Multi-Storey	4.9%	14	7.9%	7	0.0%	0	3.4%	1	7.2%	1	7.7%	5
Grafton Multi-Storey	4.2%	12	3.9%	3	2.5%	2	5.6%	1	4.2%	1	6.7%	4
High Street Multi-Storey	4.1%	11	5.5%	5	6.0%	6	4.5%	1	2.3%	0	0.0%	0
Anywhere along the seafront	2.7%	7	4.4%	4	0.5%	0	3.3%	1	3.8%	1	3.0%	2
Civic Centre	2.4%	7	1.4%	1	2.5%	2	0.0%	0	0.0%	0	4.9%	3
Marine Crescent	1.6%	4	0.0%	0	1.9%	2	0.9%	0	3.4%	1	2.8%	2
Brighton Road West	1.1%	3	3.0%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shelley Road	0.7%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Beach House (East)	0.4%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	1.0%	1
Warwick Street	0.4%	1	0.0%	0	0.7%	1	0.0%	0	2.3%	0	0.0%	0
Steyne Gardens	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Beach House (West)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0
(Don't know / varies)	19.6%	55	17.0%	14	26.3%	24	25.9%	6	16.4%	3	12.3%	8
Weighted base:		279		83		92		21		19		64
Sample:		266		48		64		53		55		46

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q23 Which of the following District Centres do you visit most often? [PR]												
West Durrington	8.1%	41	13.7%	23	11.2%	14	5.3%	2	2.5%	1	0.7%	1
Goring-by-Sea	13.6%	68	23.9%	40	9.2%	11	4.4%	2	7.6%	3	8.9%	12
Broadwater	11.0%	55	16.0%	27	10.3%	13	10.7%	4	15.3%	5	4.5%	6
(None of the above / don't know)	67.3%	336	46.4%	78	69.3%	85	79.6%	30	74.7%	26	86.0%	117
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

MeanScore: visits per week

Q24 How often do you visit (CENTRE MENTIONED AT Q23)?*Those who visit a district centre at Q23*

Daily	11.3%	19	10.8%	10	3.5%	1	0.0%	0	0.0%	0	38.9%	7
5 - 6 times a week	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	5.4%	9	8.8%	8	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Twice a week	8.4%	14	11.9%	11	8.0%	3	0.0%	0	0.0%	0	0.0%	0
Once a week	15.1%	25	16.2%	15	19.8%	7	16.1%	1	4.9%	0	4.7%	1
Once every 2 weeks	11.1%	18	16.0%	14	9.1%	3	2.6%	0	1.7%	0	0.0%	0
Once a month	23.6%	39	20.3%	18	40.5%	15	28.9%	2	25.7%	2	3.4%	1
Less often	22.5%	37	12.2%	11	17.5%	7	52.4%	4	67.8%	6	48.4%	9
(Don't know / varies)	1.1%	2	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Mean:		1.51		1.72		0.80		0.31		0.20		2.97
Weighted base:		164		90		38		8		9		19
Sample:		125		52		27		17		17		12

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q25 What is usually the MAIN purpose of your trip to (CENTRE MENTIONED AT Q23)?												
<i>Those who visit a district centre at Q23</i>												
Food shopping	32.1%	53	28.9%	26	58.0%	22	20.7%	2	13.8%	1	9.9%	2
Non-food shopping	24.0%	39	30.4%	28	5.5%	2	54.6%	4	45.7%	4	8.1%	2
Visiting café / pub / restaurant	15.5%	25	17.3%	16	19.9%	7	7.4%	1	1.7%	0	8.1%	2
Visiting family / friends	9.2%	15	7.7%	7	5.7%	2	2.6%	0	6.4%	1	27.0%	5
Travelling to / from work	6.6%	11	2.8%	3	0.0%	0	0.0%	0	0.0%	0	43.6%	8
Leisure activity	3.2%	5	2.9%	3	0.0%	0	5.1%	0	17.9%	2	3.4%	1
Visiting financial service such as bank, building society, Post Office	2.2%	4	3.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	2.1%	3	1.9%	2	3.3%	1	6.1%	0	0.0%	0	0.0%	0
Donating items to charity shops	2.0%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I live there	0.8%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Visiting the seafront / beach	0.4%	1	0.0%	0	0.0%	0	3.5%	0	4.9%	0	0.0%	0
Window shopping / browsing	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0
(Don't know / varies)	1.3%	2	1.3%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		164		90		38		8		9		19
Sample:		125		52		27		17		17		12

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q26 When you visit (CENTRE MENTIONED AT Q23), which other activities / services do you use? [MR]												
<i>Those who visit a district centre at Q23</i>												
Non-food shopping	22.7%	37	30.5%	28	20.4%	8	2.6%	0	8.9%	1	4.7%	1
Food shopping	9.8%	16	13.9%	13	8.5%	3	2.6%	0	0.0%	0	0.0%	0
Visit café / pub / restaurant	9.2%	15	12.4%	11	0.0%	0	6.1%	0	20.9%	2	8.1%	2
Visit financial service such as bank, building society, Post Office	6.2%	10	9.5%	9	2.8%	1	5.7%	0	0.0%	0	0.0%	0
Visit family / friends	4.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	7
Leisure activity	1.5%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buy fuel	0.8%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Visiting the seafront / beach	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other service such as laundrette, hairdresser, recycling	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel to / from work	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the market	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit health service such as doctor, dentist, hospital	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
(Don't know / varies)	46.5%	76	43.7%	40	39.2%	15	83.1%	6	70.2%	6	48.4%	9
(Nothing else)	6.2%	10	0.0%	0	27.2%	10	0.0%	0	0.0%	0	0.0%	0
Weighted base:		164		90		38		8		9		19
Sample:		125		52		27		17		17		12

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q27 What do you like about (CENTRE MENTIONED AT Q23)? [MR]												
<i>Those who visit a district centre at Q23</i>												
Attractive environment	25.0%	41	15.7%	14	37.7%	14	11.2%	1	12.1%	1	55.5%	11
Close to home	22.3%	37	28.8%	26	18.7%	7	5.1%	0	6.6%	1	12.9%	2
Easy to park	8.6%	14	9.6%	9	2.8%	1	16.6%	1	13.8%	1	9.4%	2
Good range of chain / well known stores	7.6%	12	13.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality of shops	7.0%	11	5.4%	5	15.2%	6	0.0%	0	0.0%	0	4.7%	1
Good places to eat	6.7%	11	2.3%	2	0.0%	0	7.4%	1	0.0%	0	43.6%	8
Close to work / en route to work	5.0%	8	0.0%	0	18.1%	7	0.0%	0	4.9%	0	4.7%	1
Seaside environment	4.3%	7	5.0%	5	0.0%	0	6.1%	0	22.6%	2	0.0%	0
Compact / easy to get around	3.8%	6	5.0%	5	0.0%	0	0.0%	0	19.2%	2	0.0%	0
Friendly / pleasant atmosphere	3.2%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Free / cheap parking	3.0%	5	4.5%	4	1.6%	1	3.5%	0	0.0%	0	0.0%	0
Good layout / shops close together	2.4%	4	1.3%	1	0.0%	0	2.6%	0	0.0%	0	13.3%	3
Good range of specialist / independent stores	2.3%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good range of non-food shops	1.9%	3	0.0%	0	4.0%	2	3.5%	0	4.9%	0	4.7%	1
Has a good Tesco supermarket	1.7%	3	2.6%	2	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Familiarity	1.5%	2	2.3%	2	0.0%	0	0.0%	0	4.9%	0	0.0%	0
Not too busy or crowded	1.2%	2	1.0%	1	0.0%	0	0.0%	0	1.7%	0	4.7%	1
Historic environment	1.1%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Good foodstores	1.0%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Good for a day out	1.0%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Good facilities for children	1.0%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Good road access	0.8%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Close to family / friends	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Good bus service / accessible public transport	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good pubs / bars	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by foot / cycle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	8.9%	1	0.0%	0
Particular sports shop is there	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Good range of services (e.g. bank, library, hairdresser etc.)	0.4%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Good DIY stores	0.3%	1	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0
(Nothing / very little)	11.6%	19	12.8%	12	5.1%	2	48.7%	4	20.9%	2	0.0%	0
(Don't know)	4.9%	8	4.9%	4	6.9%	3	0.0%	0	0.0%	0	4.7%	1
(Everything)	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		164		90		38		8		9		19

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Sample:	125	52		27		17		17		12		
Q28 What do you dislike about (CENTRE MENTIONED AT Q23)? [MR]												
<i>Those who visit a district centre at Q23</i>												
Lack of parking	8.9%	15	9.0%	8	16.9%	6	0.0%	0	0.0%	0	0.0%	0
Too many roadworks / developments	2.3%	4	2.8%	3	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Too few service businesses (e.g. banks / building societies)	2.1%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.3%	2	0.0%	0	3.5%	1	0.0%	0	0.0%	0	4.7%	1
Not enough clothes shops	1.0%	2	0.0%	0	0.0%	0	0.0%	0	19.2%	2	0.0%	0
Not enough choice of shops	1.0%	2	0.0%	0	0.0%	0	0.0%	0	19.2%	2	0.0%	0
Short opening hours / no facilities in the evening	1.0%	2	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0
Over-zealous traffic wardens	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconvenient generally	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Few traffic free areas	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1
Awkward car parks (layout)	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rude / impolite clientele	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor environment	0.3%	1	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0
Poor quality shops	0.3%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	0	0.0%	0
Too busy / noisy / congested	0.2%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0	0.0%	0
(Nothing)	79.5%	130	79.9%	72	69.1%	26	89.0%	7	75.9%	7	95.3%	18
(Don't know)	0.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	164	90		38		8		9		19		
Sample:	125	52		27		17		17		12		

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q29 How do you think (CENTRE MENTIONED AT Q23) could be improved? [MR]												
<i>Those who visit a district centre at Q23</i>												
No need to improve	57.3%	94	54.0%	49	48.2%	18	65.5%	5	40.5%	4	95.3%	18
More car parking	7.7%	13	11.8%	11	3.3%	1	2.6%	0	4.9%	0	0.0%	0
Better choice of shops	6.5%	11	9.6%	9	0.0%	0	2.6%	0	19.2%	2	0.0%	0
More pubs, restaurants, cafes	4.0%	7	1.0%	1	13.6%	5	0.0%	0	6.4%	1	0.0%	0
Better quality shops	3.7%	6	6.4%	6	0.0%	0	2.6%	0	0.0%	0	0.0%	0
Improve appearance / environment	2.8%	5	2.8%	3	0.0%	0	0.0%	0	24.1%	2	0.0%	0
Less charity shops	2.2%	4	2.6%	2	3.5%	1	0.0%	0	0.0%	0	0.0%	0
More leisure, sports or cultural facilities	1.5%	2	1.3%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	1.2%	2	0.0%	0	4.6%	2	3.5%	0	0.0%	0	0.0%	0
Improve access to the A27	0.8%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
More / better seating, toilets	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wider car parking spaces	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better maintenance / cleanliness	0.6%	1	0.0%	0	0.0%	0	7.4%	1	4.9%	0	0.0%	0
More large shops / department stores	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrian crossings	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less coffee shop chains	0.3%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.3%	22	11.9%	11	18.8%	7	18.4%	1	19.2%	2	4.7%	1
Weighted base:		164		90		38		8		9		19
Sample:		125		52		27		17		17		12

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
MeanScore: time spent (minutes)												
Q30 How long do you spend in (CENTRE MENTIONED AT Q23)?												
Those who visit a district centre at Q23												
0 to 15 Minutes	1.1%	2	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
16 to 30 minutes	30.0%	49	38.3%	35	25.6%	10	37.5%	3	0.0%	0	9.9%	2
31 to 59 minutes	22.3%	36	23.7%	21	23.8%	9	14.5%	1	38.8%	3	8.1%	2
1 hour to 1 hour 29 minutes	17.9%	29	13.3%	12	26.0%	10	29.4%	2	13.1%	1	21.0%	4
1 hour 30 minutes to 1 hour 59 minutes	4.8%	8	6.0%	5	3.5%	1	3.5%	0	8.9%	1	0.0%	0
2 hours to 2 hours 29 minutes	11.6%	19	6.0%	5	9.2%	3	2.6%	0	0.0%	0	51.6%	10
2 hours 30 to 2 hours 59 minutes	0.2%	0	0.0%	0	0.0%	0	2.6%	0	2.3%	0	0.0%	0
3 hours to 3 hours 29 minutes	1.3%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.7%	1
3 hours 30 to 3 hours 59 minutes	1.6%	3	1.0%	1	0.0%	0	0.0%	0	19.2%	2	0.0%	0
4 hours to 4 hours 29 minutes	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 hours 30 to 4 hours 59 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
5 hours or more	1.5%	2	0.0%	0	0.0%	0	0.0%	0	17.7%	2	4.7%	1
(Don't know / varies)	7.2%	12	7.8%	7	10.3%	4	10.0%	1	0.0%	0	0.0%	0
Mean:	70.15		56.23		58.05		53.73		154.24		118.89	
Weighted base:	164		90		38		8		9		19	
Sample:	125		52		27		17		17		12	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q31 How do you normally travel to (CENTRE MENTIONED AT Q23)?												
<i>Those who visit a district centre at Q23</i>												
Car / van (as driver)	68.3%	112	63.6%	58	54.1%	20	100.0%	8	96.0%	9	93.2%	18
Car / van (as passenger)	3.4%	6	1.9%	2	8.1%	3	0.0%	0	1.7%	0	3.4%	1
Walk	22.4%	37	30.0%	27	25.5%	10	0.0%	0	0.0%	0	0.0%	0
Bus	0.9%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Taxi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cycle	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle / moped	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Disability vehicle (wheelchair, scooter etc.)	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.6%	6	1.3%	1	12.4%	5	0.0%	0	0.0%	0	0.0%	0
Weighted base:		164		90		38		8		9		19
Sample:		125		52		27		17		17		12

Q32A You stated that you visit (CENTRE MENTIONED AT Q23) by car; where do you usually park?

<i>Those who travel by car at Q31</i>												
On-street in (CENTRE MENTIONED AT Q23)	35.5%	42	17.5%	10	35.5%	8	27.8%	2	38.0%	3	95.2%	18
Tesco Car Park, New Road, West Durrington	20.8%	24	34.1%	20	7.5%	2	20.7%	2	10.0%	1	0.0%	0
Cricketer's Parade, Broadwater Street West, Broadwater	11.6%	14	18.9%	11	2.6%	1	0.0%	0	10.0%	1	4.9%	1
Goring Road, Goring-by-Sea	6.7%	8	13.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Downlands Business Park, Lyons Way, Broadwater	2.4%	3	0.0%	0	11.1%	3	2.6%	0	0.0%	0	0.0%	0
Wallace Parade, Goring Road, Goring-by-Sea	1.9%	2	3.5%	2	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Worthing Central Train Station	1.5%	2	0.0%	0	0.0%	0	0.0%	0	19.7%	2	0.0%	0
Marine Crescent, Goring-by-Sea	1.1%	1	0.0%	0	0.0%	0	3.5%	0	11.6%	1	0.0%	0
Southdown View Road, Broadwater Trading Estate, Broadwater	0.5%	1	0.0%	0	0.0%	0	7.4%	1	0.0%	0	0.0%	0
Broadwater Green, Broadwater	0.4%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0	0.0%	0
(Don't know / varies)	17.7%	21	12.7%	8	43.3%	10	31.8%	2	8.4%	1	0.0%	0
Weighted base:	117		59		23		8		9		18	
Sample:	92		31		17		17		16		11	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
MeanScore: visits per week												
Q32BHow often do you visit the seafront in Worthing?												
Daily	2.0%	10	4.9%	8	0.0%	0	0.0%	0	4.9%	2	0.0%	0
5 - 6 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	1.0%	5	2.7%	5	0.4%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	0.5%	3	1.2%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Twice a week	3.4%	17	8.7%	15	1.0%	1	0.7%	0	1.2%	0	0.5%	1
Once a week	6.9%	35	13.6%	23	4.2%	5	7.0%	3	3.5%	1	2.1%	3
Once every 2 weeks	5.4%	27	6.5%	11	8.2%	10	2.8%	1	4.4%	2	2.7%	4
Once a month	11.7%	59	14.1%	24	12.8%	16	14.7%	5	8.4%	3	7.9%	11
Less often	26.2%	131	15.3%	26	26.5%	32	38.3%	14	31.2%	11	35.0%	48
(Don't know / varies)	1.7%	9	3.4%	6	1.9%	2	1.2%	0	0.0%	0	0.0%	0
(Never)	41.0%	205	29.7%	50	44.5%	54	35.3%	13	46.5%	16	51.8%	71
Mean:	0.43		0.92		0.20		0.18		0.48		0.10	
Weighted base:	500		169		122		37		35		136	
Sample:	500		100		100		100		100		100	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q32C How do you think the seafront could be improved?												
<i>Those who visit Worthing sea front at Q32B</i>												
No improvements needed / fine as it is	39.4%	113	38.3%	43	49.4%	32	48.1%	11	36.1%	7	29.2%	19
More / better caf��s / restaurants	7.3%	21	10.9%	12	2.0%	1	5.9%	1	8.6%	2	6.7%	4
More attractive environment (e.g. landscaping; trees, plants etc.)	5.6%	16	6.3%	7	0.9%	1	0.0%	0	1.1%	0	12.3%	8
Modernisation / refurbishment (e.g. the pier, multi-storey car park, bowling alley etc.)	4.3%	12	5.9%	7	2.0%	1	0.0%	0	0.0%	0	6.6%	4
More / better parking	3.0%	9	2.6%	3	0.9%	1	9.7%	2	0.0%	0	4.2%	3
More public seating	3.0%	9	1.5%	2	10.4%	7	0.0%	0	0.0%	0	0.0%	0
More entertainment / leisure facilities	2.8%	8	0.0%	0	5.2%	3	0.0%	0	6.1%	1	5.2%	3
Cleaner environment (less litter, seaweed etc.)	2.8%	8	3.6%	4	2.9%	2	3.9%	1	5.7%	1	0.0%	0
Cycle lanes on the promenade should be adhered to by cyclists	2.5%	7	4.8%	5	0.0%	0	3.2%	1	1.1%	0	1.0%	1
Wider range of shops	1.6%	5	2.2%	3	0.0%	0	2.4%	1	0.0%	0	2.4%	2
Less pebbles / more sand on the beach	1.3%	4	1.1%	1	0.0%	0	8.7%	2	3.1%	1	0.0%	0
More / better shelters	1.3%	4	0.8%	1	0.7%	0	0.0%	0	0.0%	0	3.8%	2
Less cycle lanes	1.1%	3	2.2%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
More public toilets	0.9%	3	1.8%	2	0.0%	0	0.8%	0	2.3%	0	0.0%	0
More pedestrianisation	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Less funfair / amusements	0.6%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More / better lighting	0.5%	1	0.8%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0
Cheaper parking	0.4%	1	0.0%	0	0.0%	0	1.1%	0	5.3%	1	0.0%	0
Improve the funfair	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better signposting	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bring back the paddling pool	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Better security / policing	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Open a good hotel	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Resurface the roads	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More activities for children / young people	0.3%	1	0.0%	0	0.7%	0	0.0%	0	1.8%	0	0.0%	0
More disabled-friendly (e.g. more parking, ramps etc.)	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
More pubs / bars	0.2%	0	0.0%	0	0.0%	0	1.1%	0	1.1%	0	0.0%	0
Stop beggars / drunks from occupying the bus shelters	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Better / easier access	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Put it back to how it was before the refurbishment (Don't know)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
	25.9%	74	23.5%	27	24.1%	16	18.5%	4	29.0%	5	33.5%	22
Weighted base:		287		113		66		24		19		66
Sample:		284		73		50		62		51		48

Q32D When visiting the seafront do you also visit the town centre shopping area?*Those who visit Worthing sea front at Q32B*

Yes	54.1%	155	49.5%	56	61.3%	40	52.3%	12	35.2%	7	60.8%	40
No	45.9%	132	50.5%	57	38.7%	25	47.7%	11	64.8%	12	39.2%	26
Weighted base:		287		113		66		24		19		66
Sample:		284		73		50		62		51		48

Q32E When visiting the seafront do you also visit the town centre shopping area? [MR]*Those who also visit Worthing town centre at Q32D*

Non-food shopping	67.5%	105	63.2%	35	54.3%	22	90.1%	11	76.2%	5	78.5%	31
Visit café / pub / restaurant	44.3%	69	31.8%	18	63.2%	25	16.6%	2	30.7%	2	53.7%	21
Food shopping	16.2%	25	14.1%	8	20.7%	8	29.5%	4	24.8%	2	9.2%	4
Leisure activity	5.8%	9	12.7%	7	0.0%	0	4.6%	1	9.7%	1	1.6%	1
Window shopping / browsing	3.8%	6	1.5%	1	10.2%	4	4.6%	1	6.6%	0	0.0%	0
Visit family / friends	3.8%	6	1.5%	1	4.8%	2	0.0%	0	0.0%	0	7.7%	3
Visit financial service such as bank, building society, Post Office	2.9%	4	4.6%	3	0.0%	0	0.0%	0	0.0%	0	4.7%	2
Visit health service such as doctor, dentist, hospital	1.8%	3	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit other service such as laundrette, hairdresser, recycling	1.6%	2	0.0%	0	0.0%	0	4.6%	1	0.0%	0	4.7%	2
(Don't know / varies)	0.8%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	0	2.2%	1
Weighted base:		155		56		40		12		7		40
Sample:		152		40		29		30		25		28

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q33 Which small local centre do you visit most often?												
Goring Road	6.9%	34	16.3%	27	5.4%	7	0.0%	0	0.6%	0	0.0%	0
West Durrington	3.2%	16	6.3%	11	4.5%	6	0.0%	0	0.0%	0	0.0%	0
Broadwater	2.1%	10	5.6%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Findon Valley	1.9%	10	1.9%	3	5.2%	6	0.0%	0	0.0%	0	0.0%	0
Limbrick Corner	1.7%	8	1.9%	3	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Brighton Road	1.2%	6	0.0%	0	4.7%	6	0.0%	0	0.4%	0	0.0%	0
Dominion Road	1.0%	5	0.0%	0	4.2%	5	0.0%	0	0.0%	0	0.0%	0
Ferring	1.0%	5	1.5%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Manor Parade	0.6%	3	0.5%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Wallace Avenue	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lyons Way	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
South Street Tarring	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tarring Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salvington Road	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldsworth Parade	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
(None of these)	79.3%	396	62.8%	106	67.7%	83	100.0%	37	99.0%	35	99.3%	135
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

MeanScore: visits per week

Q34 How often do you visit (CENTRE MENTIONED AT Q33)?*Those who visit a local centre at Q33*

Daily	7.7%	8	9.0%	6	5.8%	2	0.0%	0	0.0%	0	0.0%	0
5 - 6 times a week	1.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
4 times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
3 times a week	19.7%	20	30.1%	19	3.3%	1	0.0%	0	57.9%	0	0.0%	0
Twice a week	10.1%	10	13.0%	8	5.9%	2	0.0%	0	0.0%	0	0.0%	0
Once a week	27.2%	28	29.7%	19	24.1%	10	0.0%	0	0.0%	0	0.0%	0
Once every 2 weeks	17.0%	18	7.3%	5	32.9%	13	0.0%	0	0.0%	0	0.0%	0
Once a month	8.5%	9	9.0%	6	7.7%	3	0.0%	0	41.9%	0	0.0%	0
Less often	8.6%	9	0.0%	0	20.3%	8	0.0%	0	0.0%	0	100.0%	1
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.79		2.26		1.07		0.00		1.87		0.10
Weighted base:		104		63		39		0		0		1
Sample:		62		32		27		0		2		1

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q35 What is usually the MAIN purpose of your trip to (CENTRE MENTIONED AT Q33)?												
<i>Those who visit a local centre at Q33</i>												
Food shopping	57.7%	60	68.1%	43	43.0%	17	0.0%	0	0.0%	0	0.0%	0
Visiting financial service such as bank, building society, Post Office	9.5%	10	13.7%	9	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Non-food shopping	8.9%	9	7.1%	4	9.8%	4	0.0%	0	0.0%	0	100.0%	1
Window shopping / browsing	4.9%	5	0.0%	0	12.9%	5	0.0%	0	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	4.9%	5	0.0%	0	12.9%	5	0.0%	0	0.0%	0	0.0%	0
Visiting café / pub / restaurant	4.0%	4	1.9%	1	7.6%	3	0.0%	0	0.0%	0	0.0%	0
Visiting the market	3.0%	3	4.0%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Travelling to / from work	2.6%	3	4.0%	3	0.0%	0	0.0%	0	57.9%	0	0.0%	0
Leisure activity	1.8%	2	0.0%	0	4.3%	2	0.0%	0	41.9%	0	0.0%	0
Visiting family / friends	1.3%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Visiting other service such as laundrette, hairdresser, recycling, library	0.8%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		104		63		39		0		0		1
Sample:		62		32		27		0		2		1

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q36 When you visit (CENTRE MENTIONED AT Q33), which other activities / services do you use? [MR]												
<i>Those who visit a local centre at Q33</i>												
Non-food shopping	32.1%	33	37.8%	24	23.2%	9	0.0%	0	100.1%	0	0.0%	0
Visit financial service such as bank, building society, Post Office	9.6%	10	14.2%	9	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Visit café / pub / restaurant / takeaways	6.7%	7	0.0%	0	17.6%	7	0.0%	0	0.0%	0	0.0%	0
Food shopping	6.1%	6	7.1%	4	3.8%	2	0.0%	0	100.1%	0	0.0%	0
Visit other service such as laundrette, hairdresser, recycling, library	4.3%	4	7.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure activity	4.1%	4	4.0%	3	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Travel to / from school / college / university	3.2%	3	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Travel to / from work	1.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit health service such as doctor, dentist, hospital	1.0%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	32.5%	34	32.9%	21	30.6%	12	0.0%	0	0.0%	0	100.0%	1
(Nothing else)	12.4%	13	9.2%	6	17.7%	7	0.0%	0	0.0%	0	0.0%	0
Weighted base:		104		63		39		0		0		1
Sample:		62		32		27		0		2		1

Q42 Do you / your household take part in any of the following leisure or cultural activities...? [MR/PR]

Restaurants	67.4%	337	63.6%	107	69.9%	85	70.7%	26	69.5%	24	68.5%	93
Cafés	56.0%	280	57.2%	97	63.9%	78	64.8%	24	53.9%	19	45.7%	62
Cinema	55.7%	278	51.1%	86	65.7%	80	61.4%	23	74.3%	26	45.9%	63
Pubs / public houses	45.2%	226	39.9%	67	51.1%	63	51.1%	19	57.8%	20	41.4%	57
Theatre	40.1%	200	48.2%	81	43.2%	53	40.7%	15	33.9%	12	28.7%	39
Health & fitness clubs	25.4%	127	21.9%	37	32.9%	40	23.0%	9	29.1%	10	22.8%	31
Family entertainment venues (e.g. bowling)	24.4%	122	18.6%	31	35.2%	43	23.6%	9	19.7%	7	23.3%	32
Museum	18.5%	93	12.4%	21	22.1%	27	24.1%	9	33.5%	12	17.6%	24
Children's soft play venues	14.0%	70	12.4%	21	15.4%	19	10.8%	4	11.8%	4	16.4%	22
Evening bars / clubs	12.6%	63	7.6%	13	16.3%	20	20.5%	8	19.1%	7	11.6%	16
Art galleries	10.2%	51	6.1%	10	10.2%	13	16.5%	6	17.6%	6	11.7%	16
(None of these)	10.8%	54	10.8%	18	11.3%	14	5.0%	2	2.5%	1	14.1%	19
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q43 Where do you go most often to visit the cinema?												
<i>Those who visit the cinema at Q42 AND Excl. Nulls & SFT</i>												
Dome Cinema, 21-22 Marine Parade, Worthing BN11 3PT	27.1%	74	63.4%	53	10.6%	8	5.2%	1	15.9%	4	11.5%	7
Cineworld, Chichester Gate PO19 8EL	22.6%	62	10.9%	9	57.9%	46	29.5%	7	0.0%	0	0.0%	0
Odeon Cinema, Brighton, Kingswest, West St BN1 2RE	12.8%	35	1.0%	1	0.0%	0	0.0%	0	1.7%	0	54.8%	34
Cineworld Cinema, Park Square, Brighton Marina BN2 5UF	10.1%	28	5.3%	4	2.1%	2	0.9%	0	14.3%	4	28.4%	18
Chichester	5.1%	14	13.1%	11	2.1%	2	4.8%	1	0.8%	0	0.0%	0
Ritz Digital Cinema (part of Connaught Theatre), Union Place, Worthing BN11 1	4.8%	13	4.9%	4	8.0%	6	2.9%	1	0.6%	0	2.9%	2
Cineworld Crawley, Unit 1, Crawley Leisure Park, London Rd RH10 8LR	4.3%	12	0.0%	0	0.0%	0	9.8%	2	36.2%	9	0.0%	0
Windmill Theatre, Windmill Road, Littlehampton BN17 5LH	2.6%	7	0.0%	0	8.8%	7	0.0%	0	0.0%	0	0.0%	0
Picturedome, 51 Canada Grove, Bognor Regis PO21 1DW	2.5%	7	0.0%	0	7.4%	6	4.4%	1	0.0%	0	0.0%	0
Brighton	1.6%	5	0.0%	0	0.0%	0	9.7%	2	8.7%	2	0.0%	0
Crawley	1.4%	4	0.0%	0	0.0%	0	7.3%	2	8.2%	2	0.0%	0
The Capitol Horsham, North Street RH12 1RG	1.3%	4	0.0%	0	0.0%	0	9.1%	2	5.8%	2	0.0%	0
Chichester Cinema, New Park Road PO19 7XY	1.1%	3	0.0%	0	2.9%	2	3.3%	1	0.0%	0	0.0%	0
Horsham	1.0%	3	0.0%	0	0.0%	0	8.1%	2	3.8%	1	0.0%	0
Duke Of York's Picturehouse, Preston Circus, Brighton BN1 4NA	0.7%	2	1.4%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Other	0.7%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.3%	1
Pulborough	0.2%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0
Steyning	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Weighted base:		275		84		80		23		26		62
Sample:		247		40		54		55		59		39

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q44 Where do you go most often to visit cafés?												
<i>Those who visit cafés at Q42 AND Excl. Nulls & SFT</i>												
Worthing Town Centre	39.4%	99	71.9%	56	42.9%	31	5.3%	1	4.4%	1	17.3%	11
Shoreham-by-sea	12.1%	30	4.3%	3	0.0%	0	1.7%	0	9.6%	2	41.2%	25
Rustington	8.8%	22	0.0%	0	30.5%	22	0.0%	0	0.0%	0	0.0%	0
Brighton	6.0%	15	1.5%	1	7.0%	5	0.0%	0	26.1%	5	6.6%	4
Horsham	4.6%	12	0.0%	0	0.0%	0	24.2%	6	32.6%	6	0.0%	0
Littlehampton	4.1%	10	0.0%	0	13.3%	10	0.0%	0	0.0%	0	1.1%	1
Storrington	3.3%	8	0.0%	0	0.0%	0	36.0%	8	0.0%	0	0.0%	0
Goring (District Centre)	2.9%	7	8.7%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Hove	2.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7
Lancing	2.3%	6	5.1%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Portslade-By-Sea	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4
Steyning	1.4%	4	0.0%	0	0.0%	0	0.8%	0	18.6%	3	0.0%	0
Chichester	1.3%	3	1.5%	1	1.5%	1	4.4%	1	0.0%	0	0.0%	0
Portsmouth	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Southwick	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Petworth	0.8%	2	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0
Bramber	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Ferring	0.7%	2	1.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Arundel	0.6%	2	0.0%	0	1.8%	1	1.2%	0	0.0%	0	0.0%	0
Abroad	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwater (District Centre)	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield	0.4%	1	0.0%	0	0.0%	0	1.2%	0	4.4%	1	0.0%	0
Amberley	0.4%	1	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
East Preston Village	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lyndhurst Road (Small Scale Local Centre)	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Findon Valley (Medium Scale Centre)	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bognor Regis	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Pulborough	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Durrington (District Centre)	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Partridge Green	0.2%	0	0.0%	0	0.0%	0	1.2%	0	1.1%	0	0.0%	0
Houghton	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Midhurst	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Eastbourne	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Brighton Road (Small Scale Local Centre)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Hurstpierpoint	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Runcton	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Denmead, Hampshire	0.1%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Burgess Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Weighted base:	252			77		72		23		18		61
Sample:	264			49		52		62		55		46

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Q45 Where do you go most often to visit restaurants?						
<i>Those who visit restaurants at Q42 AND Excl. Nulls & SFT</i>						
Worthing Town Centre	36.8%	108	63.7%	61	45.6%	33
Brighton	14.6%	43	2.1%	2	7.1%	5
Shoreham-by-sea	12.9%	38	9.0%	9	0.0%	0
Lancing	4.9%	14	15.0%	14	0.0%	0
Horsham	4.9%	14	0.0%	0	0.9%	1
Chichester	3.7%	11	0.0%	0	13.1%	9
Rustington	3.2%	9	0.0%	0	13.1%	9
Littlehampton	2.2%	7	0.0%	0	8.2%	6
Hove	2.2%	6	0.0%	0	0.0%	0
Goring (District Centre)	1.7%	5	4.7%	5	0.0%	0
Arundel	1.7%	5	0.0%	0	4.2%	3
Newton Abbot, Devon	1.1%	3	3.4%	3	0.0%	0
Steyning	1.0%	3	0.0%	0	0.0%	0
Petworth	1.0%	3	0.0%	0	0.0%	0
Portslade-By-Sea	0.9%	3	0.0%	0	0.0%	0
Abroad	0.8%	2	0.0%	0	0.0%	0
Crawley	0.8%	2	0.0%	0	0.0%	0
Storrington	0.7%	2	0.0%	0	0.0%	0
Pulborough	0.6%	2	0.0%	0	0.0%	0
Ferring	0.5%	1	0.9%	1	0.9%	1
Central London	0.5%	1	0.0%	0	0.9%	1
East Preston Village	0.4%	1	0.0%	0	1.8%	1
Bury Village, Chichester	0.4%	1	0.0%	0	1.8%	1
Broadwater (District Centre)	0.4%	1	1.2%	1	0.0%	0
Bognor Regis	0.2%	1	0.0%	0	0.9%	1
Eastbourne	0.2%	1	0.0%	0	0.0%	0
West Chiltington	0.2%	1	0.0%	0	0.0%	0
Bramber	0.2%	0	0.0%	0	0.0%	0
Climping	0.2%	0	0.0%	0	0.6%	0
Washington	0.2%	0	0.0%	0	0.6%	0
Sydenham	0.2%	0	0.0%	0	0.6%	0
Ashington	0.1%	0	0.0%	0	0.0%	0
Haywards Heath	0.1%	0	0.0%	0	0.0%	0
Houghton	0.1%	0	0.0%	0	0.0%	0
Tillington	0.1%	0	0.0%	0	0.0%	0
Cootham	0.1%	0	0.0%	0	0.0%	0
Burgess Hill	0.1%	0	0.0%	0	0.0%	0
Henfield	0.1%	0	0.0%	0	0.0%	0
Weighted base:	294	96	72	24	22	80
Sample:	299	60	56	62	57	64

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q46 Where do you go most often to visit pubs?												
<i>Those who visit pubs at Q42 AND Excl. Nulls & SFT</i>												
Worthing Town Centre	31.5%	64	60.5%	39	29.7%	18	1.2%	0	0.8%	0	16.1%	7
Shoreham-by-sea	10.6%	22	5.1%	3	0.0%	0	0.0%	0	1.1%	0	39.5%	18
Rustington	8.3%	17	3.9%	3	24.5%	15	0.0%	0	0.0%	0	0.0%	0
Brighton	6.3%	13	6.9%	4	8.6%	5	0.0%	0	18.2%	3	0.0%	0
Durrington (District Centre)	5.5%	11	3.9%	3	14.6%	9	0.0%	0	0.0%	0	0.0%	0
Hove	5.4%	11	0.0%	0	0.0%	0	0.0%	0	5.0%	1	21.8%	10
Southwick	3.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	8
Broadwater (District Centre)	3.8%	8	12.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Storrington	2.8%	6	0.0%	0	0.0%	0	35.1%	6	0.0%	0	0.0%	0
Partridge Green	2.8%	6	0.0%	0	0.0%	0	0.0%	0	32.1%	6	0.0%	0
Findon Valley (Medium Scale Centre)	2.4%	5	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Lancing	2.2%	5	3.2%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2
Steyning	2.0%	4	0.0%	0	0.0%	0	1.2%	0	21.1%	4	0.0%	0
Pulborough	1.9%	4	0.0%	0	0.0%	0	23.6%	4	0.0%	0	0.0%	0
Horsham	1.5%	3	0.0%	0	0.0%	0	4.5%	1	13.0%	2	0.0%	0
Arundel	1.1%	2	0.0%	0	2.9%	2	2.8%	0	0.0%	0	0.0%	0
Ferring	0.9%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Angmering	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Chichester	0.6%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Tarring Road (Medium Scale Centre)	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henfield	0.5%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0
Ashington	0.5%	1	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0
Littlehampton	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Sompting	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
High Salvington	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Petworth	0.4%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Tillington	0.4%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Southwater	0.4%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0
Ford	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Thakeham	0.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Goring (District Centre)	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	0.2%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Upper Beeding	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
Houghton	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Fittleworth	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
West Chiltington	0.1%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Amberley	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Washington	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Kingston-by-Ferring	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Shipley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Weighted base:		205		64		60		17		18		46
Sample:		186		30		40		39		45		32

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Q47 Where do you go most often to evening bars / clubs?												
<i>Those who go to evening bars / clubs at Q42 AND Excl. Nulls & SFT</i>												
Worthing Town Centre	37.6%	21	51.5%	7	33.0%	6	0.0%	0	0.0%	0	65.1%	8
Brighton	36.3%	20	25.7%	3	52.7%	10	51.6%	3	67.4%	4	0.0%	0
Shoreham-by-sea	6.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.6%	4
Lancing	3.7%	2	16.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rustington	3.0%	2	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0
Sompting	1.5%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steyning	1.4%	1	0.0%	0	0.0%	0	0.0%	0	13.8%	1	0.0%	0
Horsham	1.3%	1	0.0%	0	0.0%	0	4.7%	0	7.6%	0	0.0%	0
Hangleton	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Goring (District Centre)	1.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Petworth	1.0%	1	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0
Shipley	1.0%	1	0.0%	0	0.0%	0	9.8%	1	0.0%	0	0.0%	0
Amberley	0.8%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0
Henfield	0.8%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0
Thakeham	0.5%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Chichester	0.5%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Storrington	0.5%	0	0.0%	0	0.0%	0	4.7%	0	0.0%	0	0.0%	0
Littleworth	0.4%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0
Houghton	0.4%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Ashington	0.4%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Bury Village, Chichester	0.4%	0	0.0%	0	0.0%	0	3.4%	0	0.0%	0	0.0%	0
Weighted base:		56		13		19		6		6		12
Sample:		39		6		7		11		9		

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q48 Where do you go most often to the theatre?												
<i>Those who go to the theatre at Q42 AND Excl. Nulls & SFT</i>												
The Connaught Theatre, 3 Union Place, Worthing BN11 1	31.6%	61	50.6%	40	24.6%	13	5.9%	1	1.8%	0	19.4%	7
Central London / West End	19.8%	38	14.4%	11	20.8%	11	41.8%	6	42.4%	5	14.4%	5
Theatre Royal, 35 Bond Street, Brighton BN1 1SD	17.6%	34	4.1%	3	13.7%	7	9.3%	1	27.5%	3	52.7%	19
Pavilion Theatre Worthing, Marine Parade BN11 3PX	12.3%	24	19.9%	16	12.0%	6	6.6%	1	0.0%	0	2.5%	1
Chichester Festival Theatre, Oaklands Park, Chichester	6.9%	13	1.1%	1	15.6%	8	20.4%	3	1.3%	0	3.6%	1
Southampton	2.6%	5	0.0%	0	9.9%	5	0.0%	0	0.0%	0	0.0%	0
Mayflower Theatre, Commercial Road, Southampton	2.0%	4	1.5%	1	3.4%	2	0.0%	0	0.0%	0	2.5%	1
Worthing	1.2%	2	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Capitol Theatre, North Street, Horsham	1.2%	2	0.0%	0	0.0%	0	10.7%	2	6.2%	1	0.0%	0
The Assembly Hall Stoke Abbott Road, Worthing BN11 1HQ	1.0%	2	1.5%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0
Brighton	1.0%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clair Hall, Perrymount Road, Haywards Heath RH16 3DN	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barn Theatre, Southwick Street, Southwick	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Shoreham-by-Sea	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1
Ropetackle Arts Centre, High St, Shoreham-by-Sea BN43	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0
Komedia, 44-47 Garndener Street, Brighton BN1 1UN	0.3%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0
Horsham	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0
Crawley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	0	0.0%	0
The Hawth Crawley, Hawth Avenue RH10 6YZ	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0
Brighton Dome, 29 New Road, Brighton BN1 1UG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Weighted base:		193		79		51		14		12		36
Sample:		195		43		41		39		40		32

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q49 Where do you go most often to museums?												
<i>Those who visit museums at Q42 AND Excl. Nulls & SFT</i>												
Central London	52.8%	39	26.4%	4	58.9%	14	63.7%	6	70.4%	7	54.4%	7
Cloud Gallery, 19 The Royal Arcade, Worthing BN11 3AY	10.2%	8	44.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Littlehampton Museum, Manor House, Church Street BN17 5EW	6.1%	5	0.0%	0	18.7%	5	0.0%	0	0.0%	0	0.0%	0
Worthing Museum and Art Gallery, Chapel Rd BN11 1HP	5.9%	4	10.2%	2	10.9%	3	0.0%	0	0.0%	0	0.0%	0
The Forge Worthing, 81 High Street, Worthing BN11 1DN	5.6%	4	12.1%	2	0.0%	0	8.5%	1	4.2%	0	6.9%	1
Hove Museum and Art Gallery BN3 4AB	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.9%	2
Horsham Museum, 9 Causeway RH12 1HE	3.3%	2	0.0%	0	0.0%	0	14.2%	1	11.4%	1	0.0%	0
Brighton Museum and Art Gallery BN1 1EE	2.5%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	1	9.9%	1
Bignor Roman Villa, Bignor, Pulborough	2.3%	2	0.0%	0	7.1%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	1.9%	1	7.0%	1	0.0%	0	2.2%	0	0.0%	0	0.0%	0
Amberley Museum & Heritage Centre, Houghton Bridge, Station Road, Amberley	1.4%	1	0.0%	0	0.0%	0	11.5%	1	0.0%	0	0.0%	0
Steyning Museum, Church Street, Steyning	1.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0
Marlipins Museum, High Street, Shoreham-by-Sea	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Lewes Castle & Barbican House Museum, Lewes	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Portsmouth Historic Dockyard, Portsmouth	0.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0
Bognor Regis Museum, 25-27 West Street PO21 1XA	0.6%	0	0.0%	0	1.9%	0	0.0%	0	0.0%	0	0.0%	0
Royal Pavilion & Museums, Pavilion Buildings, Brighton	0.2%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Weighted base:		73		17		24		9		10		13
Sample:		100		10		22		23		33		12

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q50 Where do you go most often to visit art galleries?												
<i>Those who go to art galleries at Q42 AND Excl. Nulls & SFT</i>												
Central London / West End	64.4%	22	100.0%	4	39.8%	5	71.8%	4	80.8%	5	67.7%	5
Brighton	20.3%	7	0.0%	0	43.8%	5	0.0%	0	0.0%	0	24.0%	2
Chichester Festival Theatre, Oaklands Park, Chichester	6.9%	2	0.0%	0	16.4%	2	4.8%	0	3.6%	0	0.0%	0
Theatre Royal, 35 Bond Street, Brighton BN1 1SD	2.2%	1	0.0%	0	0.0%	0	13.2%	1	0.0%	0	0.0%	0
The Assembly Hall Stoke Abbott Road, Worthing BN11 1HQ	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Pallant House Gallery, North Pallant, Chichester	1.7%	1	0.0%	0	0.0%	0	10.1%	1	0.0%	0	0.0%	0
The Connaught Theatre, 3 Union Place, Worthing BN11 1	1.3%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	0	0.0%	0
Hastings	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Hove Museum & Art Gallery, New Church Road, Hove	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
The Capitol Theatre, North Street, Horsham	0.4%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	0	0.0%	0
Weighted base:		34		4		12		6		6		8
Sample:		48		3		7		13		19		

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q51 Where do you go most often to visit children's soft play venues?												
<i>Those who visit children's soft play venues at Q42 AND Excl. Nulls & SFT</i>												
Out of Bounds, Golfers Lane, Angmering	22.6%	16	32.8%	7	48.3%	9	0.0%	0	0.0%	0	0.0%	0
Monkey Bizness, Cliff industrial Estate, Lewes	20.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.5%	14
Worthing	12.5%	9	28.0%	6	3.3%	1	0.0%	0	0.0%	0	11.1%	2
Flying Fortress, Northern Grainstore, Ford Airfield, Ford	9.4%	6	5.9%	1	28.1%	5	0.0%	0	0.0%	0	0.0%	0
Sharky's Soft Play & Café at Henfield Leisure Centre, Henfield	6.3%	4	0.0%	0	0.0%	0	25.2%	1	80.9%	3	0.0%	0
Mighty Mites at Impulse Leisure, Manor Road, Lancing	4.7%	3	16.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worthing Leisure Centre, Shaftesbury Avenue, Worthing	3.6%	3	12.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burgess Hill	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	2
Littlehampton	2.4%	2	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0
Activtus, Stoke Abbott Road, Worthing	2.4%	2	0.0%	0	9.0%	2	0.0%	0	0.0%	0	0.0%	0
Fishers Farm Park, Newpound Lane, Wisborough Green	2.4%	2	0.0%	0	0.0%	0	41.8%	2	0.0%	0	0.0%	0
Hove	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Hailsham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Westows World of Play, School Road, Hove	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Findon	1.2%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale Garden Centre, Stopham Road, Pulborough	1.1%	1	0.0%	0	0.0%	0	19.0%	1	0.0%	0	0.0%	0
Funplex, The Hyde Business Park, Auckland Drive, Brighton	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Shoreham-by-Sea	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Wyevale Garden Centre, Old Barn, A24, Horsham	0.8%	1	0.0%	0	0.0%	0	14.1%	1	0.0%	0	0.0%	0
Wyevale Garden Centre, Roger's Lane, Findon	0.6%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.6%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	0	0.0%	0
Treasure Chest, The Faraday Centre, Faraday Road, Crawley	0.3%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
Crawley	0.2%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%
Weighted base:	69		20		19		4		4		22
Sample:	49		9		12		8		8		12

Q52 Where do you go most often to visit family entertainment venue (e.g. bowling)?*Those who go to family entertainment venues at Q42 AND Excl. Nulls & SFT*

AMF Bowling, Marine Parade, Worthing BN11 3PZ	45.8%	55	63.8%	20	49.3%	21	27.4%	2	21.0%	1	33.6%	10
Bowlplex Bowling Brighton BN2 5UT	25.8%	31	0.0%	0	11.8%	5	28.4%	2	44.3%	3	66.4%	21
Out of Bounds, Golfers Lane, Angmering	10.5%	13	17.0%	5	17.2%	7	0.0%	0	0.0%	0	0.0%	0
Worthing Lido Family Entertainment Centre, Marine Parade, Worthing BN11 3PX	5.7%	7	12.6%	4	6.9%	3	0.0%	0	0.0%	0	0.0%	0
MFA Bowl, Terminus Road, Chichester	4.2%	5	2.7%	1	6.9%	3	15.0%	1	0.0%	0	0.0%	0
Windmill Entertainment Centre, Windmill Road, Littlehampton BN17	2.8%	3	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Horsham Superbowl RH12 1AU	2.6%	3	0.0%	0	0.0%	0	20.5%	2	20.3%	1	0.0%	0
Worthing Ice Rink, Steyne Gardens, Worthing	1.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Crawley Leisure Park, Crawley RH10 8LR	0.9%	1	0.0%	0	0.0%	0	8.7%	1	5.1%	0	0.0%	0
Crawley Leisure Park, Crawley Ave, London Rd RH10 8LR	0.5%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	1	0.0%	0
Weighted base:	121		31		43		9		7		31	
Sample:	91		18		22		14		19		18	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
Q53 Where do you go most often to visit health & fitness clubs?												
<i>Those who use health & fitness clubs at Q42 AND Excl. Nulls & SFT</i>												
David Lloyd, Romany Road, Worthing BN13 3DL	16.4%	19	23.1%	8	30.7%	10	4.2%	0	0.0%	0	0.0%	0
Impulse Leisure Manor Road, Lancing BN15 0PH	11.8%	14	21.5%	8	0.0%	0	0.0%	0	0.0%	0	19.9%	6
Leisure Centre Steyning, Horsham Road, Steyning BN44 3AA	7.7%	9	0.0%	0	0.0%	0	26.3%	2	52.3%	5	6.5%	2
The Holbrook Club, North Heath Lane, Horsham, RH12 5PJ	6.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	7
Inspire, Sea Road, Littlehampton	6.1%	7	0.0%	0	21.0%	7	0.0%	0	0.0%	0	0.0%	0
Virgin Active Rustington, Golfers Ln, Angmering, Littlehampton BN16 4NB	5.5%	6	9.2%	3	8.9%	3	0.0%	0	0.0%	0	0.0%	0
Splashpoint Leisure Centre, Brighton Road, Worthing	5.3%	6	16.2%	6	0.0%	0	0.0%	0	3.2%	0	0.0%	0
Smart Performance, 12 Southdownview Road, Worthing BN14	4.4%	5	0.0%	0	15.2%	5	0.0%	0	0.0%	0	0.0%	0
Worthing Leisure Centre, Shaftesbury Avenue BN12 4ET	3.6%	4	3.3%	1	8.8%	3	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Chanctonbury, Spierbridge Road, Storrington, Pulborough RH20 4BG	3.4%	4	2.4%	1	0.0%	0	47.2%	3	0.0%	0	0.0%	0
Make Me Fit, Manor Road, Lancing	2.9%	3	9.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Virgin Active Brighton, Village Way, Falmer, Brighton BN1 9SG	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3
Portslade Sports Centre , Chalky Road, Portslade, Brighton BN41 2WS	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3
Goring-by-Sea	2.2%	3	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Old Barn Way, Southwick, Brighton BN42 4NT	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
K2, Pease Pottage Hill, Crawley	1.5%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0
Living Well, Hilton Avisford Park, Arundel	1.5%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0
Durrington	1.5%	2	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

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	Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5					
Underground Gym, 8 Camden Street, Brighton BN41 1AW	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Portslade Aldridge Community Academy (PACA), Chalky Road, Portslade	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Muscle Fury Gym, Arndale Road, Littlehampton	1.1%	1	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0
Wickwoods Country Hotel & Spa, Shaves Wood Lane, Albourne	1.1%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	1	0.0%	0
Worthing	1.0%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horsham Golf and Fitness Club, Denne Park House, Worthing Rd, Horsham RH13 0AX	0.9%	1	2.4%	1	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Slinfold Park Golf & Country Club, Stane Street, Slinfold	0.9%	1	0.0%	0	0.0%	0	8.9%	1	4.3%	0	0.0%	0
Sports Direct Fitness, Portland Road, Hove	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Shoreham-by-Sea	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
South Coast Gym, Unit 7, Chartwell Business Centre, 42 Chartwell Road, Lancing BN15 8FB	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
East Worthing Community Centre, Pages Lane, Worthing	0.7%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Impulse Leisure, Kingston Broadway, Shoreham-by-Sea	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Billinghurst Leisure Centre, Station Road, Loxwood, Billinghurst RH14 9RY	0.5%	1	0.0%	0	0.0%	0	3.1%	0	4.3%	0	0.0%	0
Rustington	0.4%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Horsham	0.4%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	0	0.0%	0
Storrington	0.2%	0	0.0%	0	0.0%	0	4.2%	0	0.0%	0	0.0%	0
Henfield	0.2%	0	0.0%	0	0.0%	0	3.1%	0	0.0%	0	0.0%	0
Albourne	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Burgess Hill	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0
Weighted base:	115		36		33		6		10		29	
Sample:	95		18		18		17		22		20	

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
GEN Gender of respondent:												
Male	33.4%	167	39.7%	67	32.0%	39	32.2%	12	39.2%	14	25.8%	35
Female	66.6%	333	60.3%	102	68.0%	83	67.8%	25	60.8%	21	74.2%	101
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

AGE Could I ask how old you are please?

18 to 24	6.7%	33	0.0%	0	16.7%	20	6.0%	2	9.7%	3	5.5%	7
25 to 34	11.5%	58	5.8%	10	16.7%	20	0.0%	0	14.6%	5	16.4%	22
35 to 44	18.9%	95	23.4%	39	19.4%	24	11.9%	4	13.0%	5	16.4%	22
45 to 54	18.6%	93	20.4%	34	12.1%	15	17.3%	6	14.1%	5	23.7%	32
55 to 64	25.2%	126	29.7%	50	22.2%	27	41.0%	15	30.9%	11	16.6%	23
65 +	16.0%	80	18.4%	31	11.3%	14	20.4%	8	14.9%	5	16.2%	22
(Refused)	3.1%	15	2.3%	4	1.6%	2	3.5%	1	2.8%	1	5.3%	7
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

CHI How many children aged under 16 are there living in your household?

None	65.5%	327	62.7%	106	65.2%	80	71.5%	27	67.1%	24	67.0%	91
One	9.7%	49	17.0%	29	6.2%	8	7.8%	3	7.6%	3	4.9%	7
Two	14.6%	73	14.5%	24	14.9%	18	10.3%	4	17.0%	6	14.9%	20
Three	4.6%	23	2.7%	4	3.3%	4	6.0%	2	0.0%	0	9.1%	12
Four	1.3%	7	1.9%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	4.3%	21	1.1%	2	7.7%	9	4.4%	2	8.3%	3	4.1%	6
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

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

None	9.4%	47	11.6%	20	8.1%	10	3.1%	1	1.3%	0	11.5%	16
One	29.8%	149	31.7%	53	31.8%	39	15.7%	6	17.4%	6	32.7%	45
Two	40.7%	203	46.0%	78	35.2%	43	47.8%	18	48.8%	17	34.8%	47
Three or more	15.4%	77	8.4%	14	17.2%	21	27.0%	10	24.2%	8	16.9%	23
(Refused)	4.8%	24	2.3%	4	7.7%	9	6.4%	2	8.3%	3	4.1%	6
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		
EMP Which of the following best describes the chief wage earner of your household's current employment												
Working full time	62.3%	311	67.7%	114	63.3%	77	52.4%	20	59.7%	21	58.0%	79
Working part time	6.9%	35	3.2%	5	6.5%	8	9.5%	4	8.0%	3	11.0%	15
Unemployed	0.8%	4	0.0%	0	0.0%	0	0.7%	0	0.0%	0	2.7%	4
Retired	20.2%	101	23.3%	39	16.6%	20	29.2%	11	24.0%	8	16.1%	22
A housewife / househusband	0.6%	3	0.5%	1	1.4%	2	0.7%	0	0.0%	0	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sick / disabled	3.8%	19	3.4%	6	3.2%	4	0.0%	0	0.0%	0	6.8%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	5.4%	27	1.8%	3	9.1%	11	7.4%	3	8.3%	3	5.4%	7
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

QUOTA Zone:

Zone 1	33.8%	169	100.0%	169	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	24.5%	122	0.0%	0	100.0%	122	0.0%	0	0.0%	0	0.0%	0
Zone 3	7.5%	37	0.0%	0	0.0%	0	100.0%	37	0.0%	0	0.0%	0
Zone 4	7.0%	35	0.0%	0	0.0%	0	0.0%	0	100.0%	35	0.0%	0
Zone 5	27.3%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	136
Weighted base:		500		169		122		37		35		136
Sample:		500		100		100		100		100		100

Worthing Retail and Leisure Study for Bilfinger GVA

Weighted:

September 2016

		Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5	
PC	Postcode sector:												
BN112		1.6%	8	4.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN113		0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN114		1.6%	8	4.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN115		4.0%	20	12.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN124		3.9%	19	11.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN125		0.8%	4	0.0%	0	3.1%	4	0.0%	0	0.0%	0	0.0%	0
BN126		0.9%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0
BN131		3.0%	15	9.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN132		3.7%	19	11.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN133		6.0%	30	0.0%	0	24.5%	30	0.0%	0	0.0%	0	0.0%	0
BN140		0.9%	5	0.0%	0	3.8%	5	0.0%	0	0.0%	0	0.0%	0
BN147		2.0%	10	5.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN148		0.6%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN149		1.5%	7	4.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN150		4.2%	21	12.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN158		1.7%	9	5.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN159		5.7%	28	16.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BN161		1.8%	9	0.0%	0	7.6%	9	0.0%	0	0.0%	0	0.0%	0
BN162		0.7%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
BN163		3.3%	17	0.0%	0	13.6%	17	0.0%	0	0.0%	0	0.0%	0
BN164		1.1%	6	0.0%	0	4.6%	6	0.0%	0	0.0%	0	0.0%	0
BN176		5.9%	30	0.0%	0	24.1%	30	0.0%	0	0.0%	0	0.0%	0
BN177		1.9%	10	0.0%	0	7.8%	10	0.0%	0	0.0%	0	0.0%	0
BN189		1.1%	5	0.0%	0	4.4%	5	0.0%	0	0.0%	0	0.0%	0
BN3 4		1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5
BN3 7		1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5
BN3 8		1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6
BN411		1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	8
BN412		7.2%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	36
BN424		4.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	23
BN435		4.9%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	25
BN436		5.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	28
BN443		2.9%	14	0.0%	0	0.0%	0	0.0%	0	40.9%	14	0.0%	0
BN5 9		1.1%	5	0.0%	0	0.0%	0	0.0%	0	15.1%	5	0.0%	0
RH138		3.1%	15	0.0%	0	0.0%	0	0.0%	0	44.0%	15	0.0%	0
RH201		1.0%	5	0.0%	0	0.0%	0	13.1%	5	0.0%	0	0.0%	0
RH202		2.1%	10	0.0%	0	0.0%	0	27.8%	10	0.0%	0	0.0%	0
RH203		2.9%	15	0.0%	0	0.0%	0	38.9%	15	0.0%	0	0.0%	0
RH204		1.5%	8	0.0%	0	0.0%	0	20.1%	8	0.0%	0	0.0%	0
Weighted base:		500		169		122		37		35		136	
Sample:		500		100		100		100		100		100	

