

Appendix A: Commercial Rents and Yields

1. Retail Market

Hart Local Market

Retail market asking rents in Hart currently average £23.23 psf, with slightly higher rates seen in shopping centres (£26.98 psf) rather than general retail (£22.72 psf). The only shopping centre within the Hart region is Hart Shopping Centre located within the Fleet town centre. Both rates trail Berkshire and North Hampshire as well as the UK, however shopping centres represent a more significant discount. This reflects a 1.8% annual increase, outperforming both Berkshire and North Hampshire and the UK, which saw annual growths of 0.3% and 0.6% respectively.

Hart saw 13 retail lease transactions in the past year, with 38% in Fleet. These recorded an average rental rate of £25.73 psf. This suggests that while Hart remains a comparatively lower-rent retail market, it is demonstrating stronger rental growth and steady leasing activity, indicating resilient occupier demand and potential for further rental uplift.

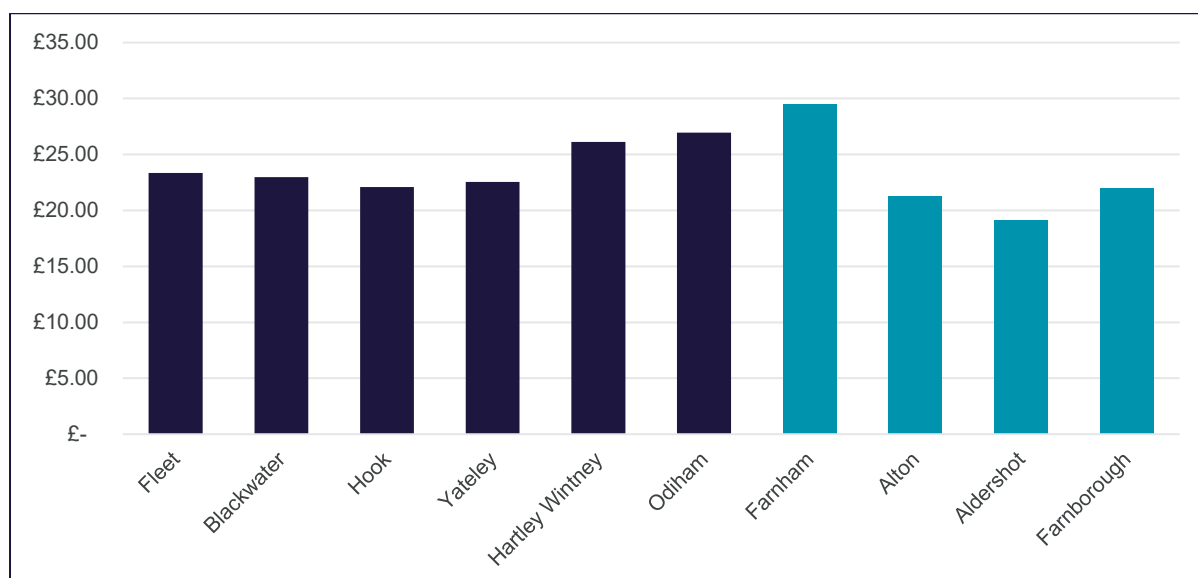
In the past year, there have been three completed sales, all of which were general retail. The sale price was only disclosed for one transaction, being the sale of 281-291 Fleet Rd, with 10,792 sq ft for £310k in March 2026. This represents an average of £299 psf, significantly higher than the Berkshire and North Hampshire average over the same period of £229 psf across 106 sales. This indicates that although transaction volumes are limited, achieved pricing can outperform the wider market, suggesting strong underlying investor demand for well-located assets within Hart.

Comparator Town Analysis

As seen in Figure 1 below, the study centres exhibit a relatively narrow rental range, with rental levels generally clustered around £22-£27 psf, indicating relatively consistent market pricing across the surveyed centres despite the differing stock levels and demand. Odiham (£26.95 psf) and Hartley Wintney (£26.13 psf) achieve the highest rental levels, indicating particularly strong occupier demand and/or attractive retail environments capable of supporting premium rents. Fleet (£23.34 psf), Blackwater (£22.98 psf), Yateley (£22.55 psf) and Hook (£22.10 psf) all record rents within a relatively tight band, suggesting broadly similar trading conditions and occupier demand across these centres. Notably, the higher rents achieved in Odiham and Hartley Wintney align with their low vacancy levels, reinforcing the view that these centres benefit from constrained supply and strong market fundamentals.

Compared with the comparator towns, the study centres generally perform well. Farnham records the highest asking rent overall at £29.47 psf, reflecting its status as the strongest retail centre within the comparison set and its ability to attract higher-value occupiers. However, Odiham and Hartley Wintney achieve rents that are closer to Farnham than to the remaining comparator towns, demonstrating their relative strength despite their smaller scale. Alton (£21.27 psf) and Farnborough (£21.94 psf) record rents below most of the study centres, while Aldershot has the lowest rents at £19.11 psf, suggesting weaker occupier demand or a less affluent retail offer. Overall, the rental evidence indicates that the study centres are generally competitive within the wider market, with Odiham and Hartley Wintney performing particularly strongly, and most study centres commanding rents above those achieved in Alton, Farnborough and Aldershot.

Figure 1: Comparator Town Analysis – Retail Market Asking Rent

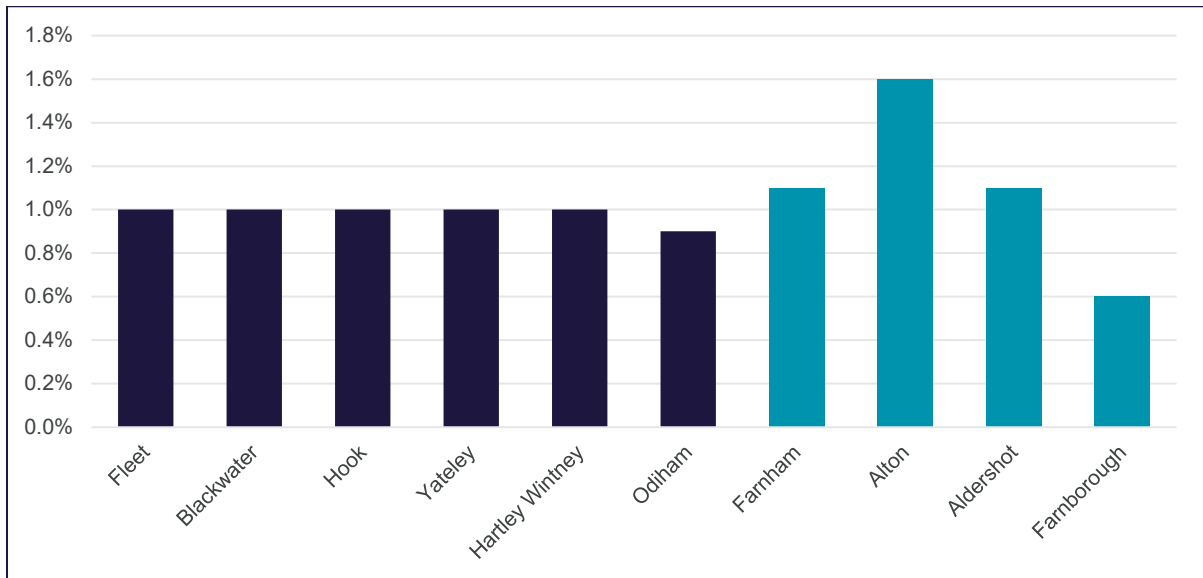


Source: CoStar, 2026

As seen in Figure 2, the study centres display consistent rental growth, with annual increases ranging with all centres recording growth of 1.0% with the exception of Odiham, which slightly trails at 0.9%. The limited variation between centres suggests a stable retail market across the study area, with rents generally keeping pace with occupier demand but without experiencing significant upward pressure. This consistency reflects the relatively small size of these centres and the balanced relationship between supply and demand, with no evidence of either overheating or weakening market conditions.

Compared with the comparator towns, the study centres demonstrate broadly steady but unexceptional rental growth. Alton recorded the strongest growth of all surveyed centres at 1.6%, indicating a period of stronger rental uplift and occupier demand. Farnham and Aldershot both achieved growth of 1.1%, slightly above most of the study centres, while Farnborough recorded the weakest growth at 0.6%. Overall, the data suggests that rental growth across the study centres remains positive and stable, supporting the view of a relatively healthy retail market.

Figure 2: Comparator Town Analysis – Retail Market Rent Annual Growth

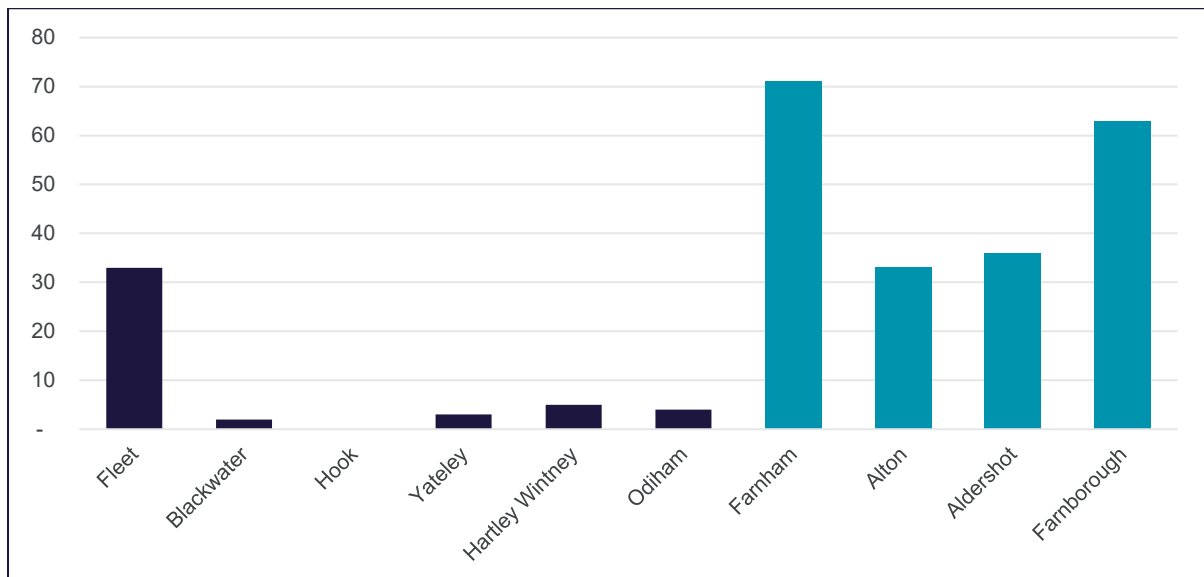


Source: CoStar, 2026

Transaction Evidence

Retail leasing activity over the past five years has been heavily concentrated in Fleet, which recorded 33 transactions and significantly outperformed the other study centres. All other study centres recorded relatively limited activity, with no transactions recorded in Hook. However, lower transaction volumes in these centres likely reflect their smaller retail stock and more constrained supply rather than weaker demand, particularly where vacancy rates remain low. Compared with the comparator towns, leasing activity was substantially higher in Farnham (71) and Farnborough (63), reflecting their larger size and wider retail offer, while Alton and Aldershot recorded similar levels to Fleet. Overall, the data suggests that Fleet functions as the principal retail centre within the study area, exhibiting a level of leasing activity comparable to larger comparator towns, while the remaining study centres appear characterised by smaller, stable retail markets with relatively infrequent turnover.

Figure 3: Comparator Town Analysis – No. Retail Lease Transactions (5 Years)



Source: CoStar, 2026

Table 1 below summarises the key trends from the retail lease transactions in the town centres over the past five years. Over the past five years, Fleet has recorded by far the greatest volume of retail leasing activity amongst the study centres, reinforcing its role as Hart's principal retail destination. In contrast, leasing activity in Blackwater, Yateley, Hartley Wintney and Odiham has been much more limited, reflecting the smaller scale of their retail markets rather than necessarily weaker demand. Notably, the highest achieved rents were recorded in Odiham and Hartley Wintney, significantly exceeding those achieved in Fleet, suggesting that well-located units in these smaller, affluent centres command a premium despite lower volumes of activity. Lease terms were generally long, averaging between 8-15 years, indicating occupier confidence and a willingness to commit to these locations once space becomes available. Whilst average void periods were relatively short in Blackwater, Fleet, and Hartley Wintney, Odiham's significantly longer average marketing period of 32.4 months suggests demand is more selective and stock turnover less frequent, despite the centre's strong rental performance.

Compared with the comparator centres, retail leasing activity within the study area remains modest in scale, with Farnborough alone recording 237,000 sq ft of lettings and Farnham 158,000 sq ft over the same period. However, several of the study centres outperform the comparator towns in rental terms, with Odiham, Hartley Wintney, Yateley and Blackwater all achieving higher average rents than Farnborough, Aldershot, and Alton, while Odiham and Hartley Wintney also exceed Farnham. This suggests that, although the Hart centres operate on a much smaller scale, occupiers place considerable value on their affluent catchments, established high streets and limited supply of available retail accommodation. Overall, the combination of relatively low leasing volumes, premium rents and long lease commitments points to a retail market characterised by stable local demand, constrained supply and a predominantly convenience and service-led occupier base, with Fleet acting as the primary centre for activity and the smaller centres supporting strong rental performance through scarcity of stock.

Table 1: Comparator Town Analysis – Retail Lease Transactions (5 Years)

	Total Leased Space (sq ft)	Avg. Achieved Rent (£ psf)	Avg. Lease Term (Years)	Avg. Months Vacant
Fleet	45,800	£17.55	9.1	8.6
Blackwater	8,000	£23.65	15.0	5.9
Yateley	4,100	£23.89	10.0	8.2
Hartley Wintney	5,200	£27.00	8.3	8.5
Odiham	4,700	£32.62	10.0	32.4
Farnham	158,000	£20.75	9.2	12.3
Alton	88,500	£16.29	13.9	13.4
Aldershot	65,500	£13.91	9.9	17.3
Farnborough	237,000	£15.52	9.1	19.4

Source: CoStar, 2026

The most recent leasing activity (summarised in Table 2) highlights demand for predominantly small to medium-sized high street units, with most completed transactions occurring in premises of less than 2,000 sq ft and concentrated within the principal retail pitches of Fleet, Hartley Wintney and Odiham. Achieved rents ranged from below £10 psf for larger secondary units to more than £45 psf for smaller, prominently located high street properties, demonstrating the premium attached to well-positioned retail accommodation. The majority of transactions involved 2 and 3-Star stock, indicating that occupier demand is focused on functional mid-market premises rather than prime institutional retail assets. Occupiers were predominantly F&B, convenience retail, health and beauty, and other service-based operators, reinforcing the role of the study centres as convenience and lifestyle destinations serving local catchments. Overall, the recent leasing evidence points to a healthy retail market where well-located high street units continue to attract strong demand and support premium rental levels despite the generally localised nature of the retail offer.

Table 2: Retail Lease Transactions (12 Months)

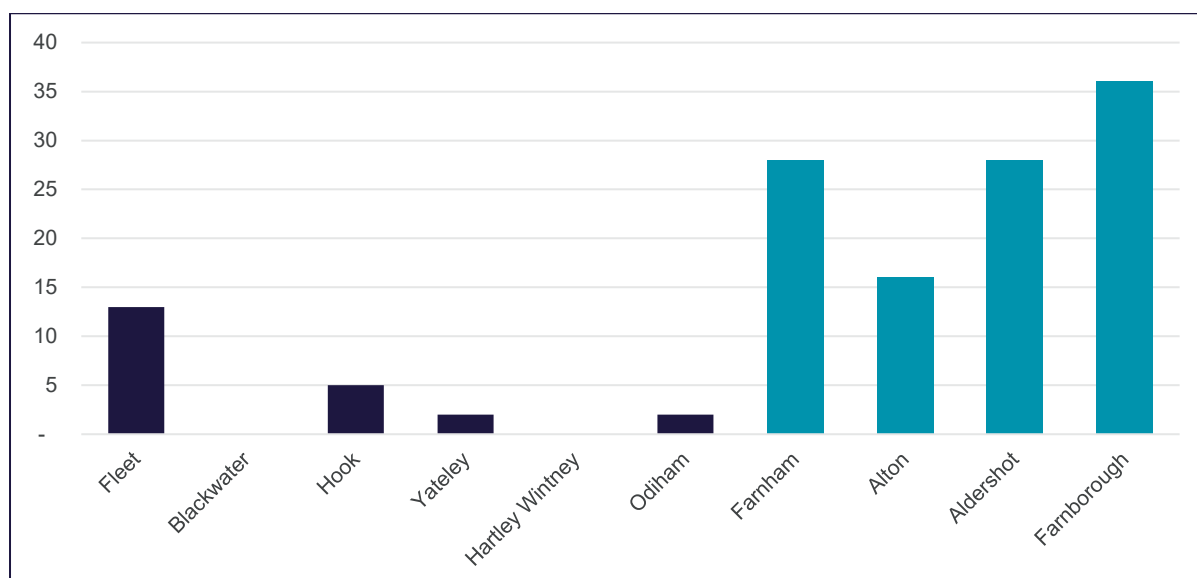
Address	Photo	Lease Date	Total space (sq ft)	Rental Rate (£ psf)
158 Fleet Rd, Fleet		Jun-26	2,089	£16.75
152 Fleet Rd, Fleet		Jun-26	517	£38.68
High St, Hartley Wintney		Jan-26	665	£36.09

102-104 Fleet Rd, Fleet		Nov-25	345	£45.22
82 High St, Odiham		Oct-25	687	£34.57
Gateway House, Kings Rd, Fleet		Sep-25	363	£22.04
Mildmay House, High St, Hartley Wintney		Aug-25	1,606	£16.81
Average			896	£30.02

Source: CoStar, 2026

Retail sales activity within the study centres has been relatively limited over the past five years, as seen in Figure 4, with most transactions occurring in Fleet (13 sales) and only a handful recorded in Hook, Yateley and Odiham. Compared with the comparator towns, particularly Farnborough (36 sales) and Farnham and Aldershot (28 sales each), this reflects the smaller scale and lower liquidity of the study area retail markets. However, the limited turnover is likely to be a function of constrained stock and a stable ownership profile rather than weak investor demand, particularly in centres such as Hartley Wintney and Odiham where occupational performance remains strong. Overall, it suggests a stable and tightly held retail investment market, with Fleet acting as the principal focus of investor activity within the study area.

Figure 4: Comparator Town Analysis – No. Retail Sale Transactions (5 Years)



Source: CoStar, 2026

Retail sales in the study centres suggests a relatively small but resilient investment market, where demand is supported by strong underlying occupational fundamentals rather than transaction volume. Although transaction sizes were modest, average sale rates were generally strong, with Hook (£289 psf) and Fleet (£277 psf) achieving values well above those recorded in the comparator towns, indicating investor willingness to pay a premium for assets in established and affluent local centres. Properties in Fleet and Yateley also sold relatively quickly, averaging 5.3 and 3.4 months on the market respectively, suggesting active buyer demand when assets become available. While Odiham recorded a lower average sale rate (£202 psf) and a significantly longer average marketing period (37.3 months), this is likely to reflect the limited number of transactions and the more specialised nature of stock rather than weaker market fundamentals.

Compared with the comparator towns, substantially larger volumes of retail floorspace and higher-value assets were traded, particularly in Farnborough and Aldershot, reflecting their larger retail markets and deeper investor pools. However, despite their smaller scale, the study centres generally achieved comparable or superior pricing on a £/sq ft basis, indicating that investors continue to value the income security, affluent catchments, and constrained supply that characterise these markets. Overall, the evidence points to a tightly held investment market where opportunities to acquire assets are relatively limited, supporting robust pricing and demonstrating sustained investor confidence.

Table 3: Comparator Town Analysis – Retail Sale Transactions (5 Years)

	Total Sold Space (sq ft)	Avg. Sale Price	Avg. Sale Rate (£ psf)	Avg. Months to Sale	Yield
Fleet	1,600	£490,000	£277	5.3	N/A
Blackwater	6,100	£340,000	£289	9.6	3.3%
Yateley	1,800	£240,000	£223	3.4	N/A
Hartley Wintney	3,900	£450,000	£202	37.3	N/A
Odiham	148,000	£730,000	£216	3.3	7.3%
Farnham	93,900	£1,500,000	£201	7.9	6.2%
Alton	174,000	£1,600,000	£224	7.3	9.1%
Aldershot	785,000	£4,600,000	£176	7.6	7.3%
Farnborough	1,600	£490,000	£277	5.3	0.0%

Source: CoStar, 2026

The most recent sales evidence, seen in Table 4, highlights a highly concentrated and tightly held retail investment market within the study areas, with all recorded transactions occurring in Fleet over the past 12 months. The properties sold were predominantly smaller 2 and 3-Star high street retail units, ranging from 635 sq ft to 2,136 sq ft, reflecting investor and owner-occupier demand for more accessible lot sizes rather than large institutional assets. Where pricing was disclosed, sales achieved between £178 psf and £299 psf, with 281-291 Fleet Road selling above its asking price at £299 psf, demonstrating strong buyer competition for well-located retail stock. Transactions included both investment acquisitions and an owner-occupier purchase, suggesting demand from a broad range of purchasers. The predominance of long-held assets, with ownership periods exceeding 10 years in most cases, further indicates that retail properties in Fleet are infrequently brought to market. Overall, the limited number of transactions, strong pricing achieved, and scarcity of available stock point to a stable and resilient retail investment market underpinned by investor confidence in Fleet's occupational performance and long-term income prospects.

Table 4: Retail Sale Transactions (12 Months)

Address	Photo	Sale Date	Total space (sq ft)	Sale Price (£ / £ psf)	
82 Fleet Rd, Fleet		Apr-26	635	N/A	N/A
281-291 Fleet Rd (Condo), Fleet		Mar-26	1,038	£310,000	£298.65
152 Fleet Rd, Fleet		Feb-26	2,136	£381,000	£178.37
169-173 Fleet Rd (Condo), Fleet		Aug-25	1,800	N/A	N/A
Average			1,402	£345,500	£238.51

Source: CoStar, 2026

2. Hospitality and Leisure Market

Hart Local Market

The 12-month average daily rate (ADR) for Hart is £216, reflecting a 5.6% increase from prior period. This is significantly higher than both Hampshire and Isle of Wight and the UK, at £97 and £123 respectively. As a result, 12-month revenue per available room (RevPAR) is also outperforming in Hart, currently at £128 compared to £73 across Hampshire and Isle of Wight and £95 across the UK. This highlights a strong pricing position and revenue performance relative to benchmarks despite Hart's higher proportion of economy-led supply, suggesting that rates may be influenced by constrained availability, specific demand drivers or a skew toward higher-performing assets rather than the underlying market mix alone.

The hospitality market in Hart has remained relatively inactive, with the most recent confirmed transaction occurring in July 2022. This involved the investment sale of The Red Lion in Odiham for £1.25m, equating to approximately £177,857 per room across 7 rooms. A further transaction was just recently recorded in June 2026 with the sale of Providence House in Hook (85 rooms), although the price was undisclosed. While the achieved room rate for the Red Lion exceeds the regional average of £90,944 per room across Hampshire and the Isle of Wight over the past 12 months, this comparison is based on a single transaction in Hart against a broader sample of 16 regional deals. Overall, this extremely limited level of transactional activity relative to the wider region suggests muted investor demand and liquidity in the Hart market, with assets rarely brought to market and a lack of depth in the buyer pool compared to more active and established hospitality locations across Hampshire.

Leisure market asking rents in Hart currently average £25.68 psf, trailing the Berkshire and North Hampshire region (£28.01 psf) but outperforming the UK (£23.20 psf). This reflects a 1.0% annual increase, aligned with Berkshire and North Hampshire and outperforming the UK, which saw an annual growth of 0.4%.

Transactional evidence indicates very limited activity, with only one lease transaction and no recorded leisure-related sale transactions over the past 5 years, with the exception of one pending sale of a bar in Fleet. This is being marketed at £50,000 for 5,274 sq ft, equating to approximately £9.48 psf. This extremely limited trading evidence reinforces the illiquid nature of the local market, suggesting weak investor demand, low turnover of assets and limited depth in pricing benchmarks, with values likely driven by individual circumstances rather than consistent market dynamics.

Comparator Town Analysis

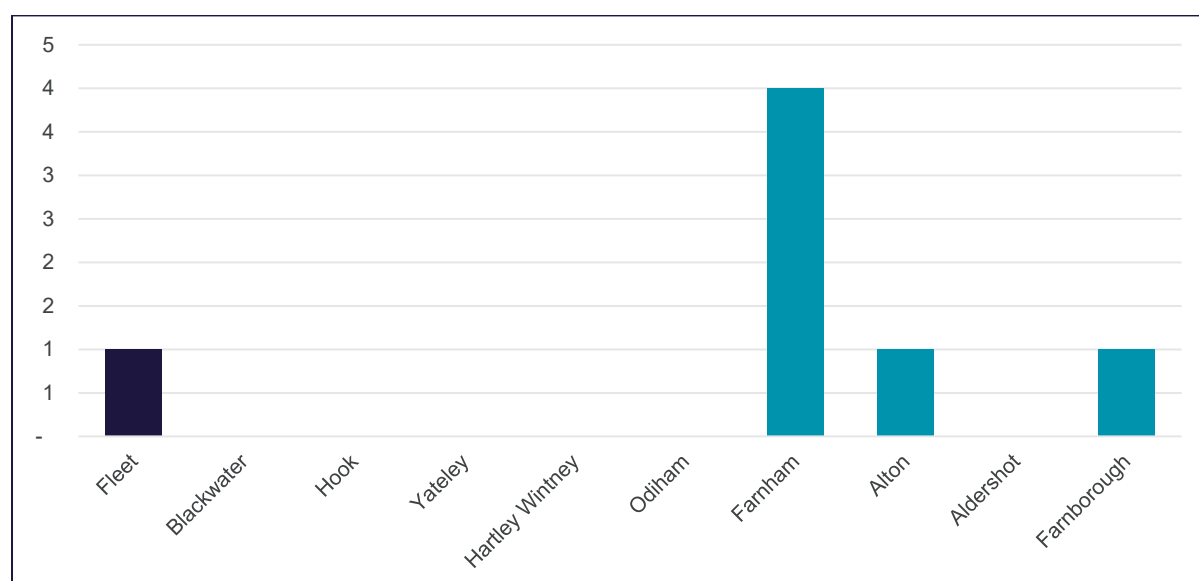
The comparator towns included in this analysis have been selected based on a balance of comparability and the availability of relevant data. While not all locations are directly comparable to the subject towns, they represent the most appropriate benchmarks available. More closely comparable town centres were considered; however, insufficient data availability limited their inclusion in this assessment.

Fleet has a 12-month ADR of £69 and RevPAR of £49. These are both significantly trailing Hart, reflecting the strong presence of midscale and economy stock in the area. Data on the other centres was not available due to their limited scale for occupier confidentiality.

Transaction Evidence

Leasing activity within the leisure sector has been extremely limited across both the study and comparator centres over the past five years, with only a single recorded transaction in Fleet and no activity in Blackwater, Hook, Yateley, Hartley Wintney or Odiham, as seen in Figure 6. While comparator centres have seen slightly higher levels of activity, particularly Farnham with four transactions, overall volumes remain low across the wider market. This suggests relatively stable occupier demand but limited market churn, with operators generally retaining existing premises and few new entrants seeking space. The lack of transactional activity also reinforces the predominantly local and non-destination nature of the leisure and F&B offer across the study centres.

Figure 5: Comparator Town Analysis – No. Leisure Sale Transactions (5 Years)



Source: CoStar, 2026

The limited leasing evidence suggests a relatively small and thinly traded leisure market, with only 13,800 sq ft of space leased across all the centres over the past five years and just a single 2,100 sq ft

transaction recorded in Fleet. Where evidence exists in Table 5, achieved rents range from £13.96 psf in Alton to £18.50 psf in Farnborough, while average lease lengths are relatively long averaging 10.8 years in Farnham and 20 years in Alton, indicating occupier commitment to established locations. However, average void periods of 10 to 16 months before letting suggest a modest pace of demand and a limited pool of leisure occupiers actively seeking space. Overall, the evidence points to a stable but low-activity market, characterised by infrequent transactions and predominantly local occupier demand rather than strong expansionary or destination-led leisure growth.

Table 5: Comparator Town Analysis – Leisure Lease Transactions (5 Years)

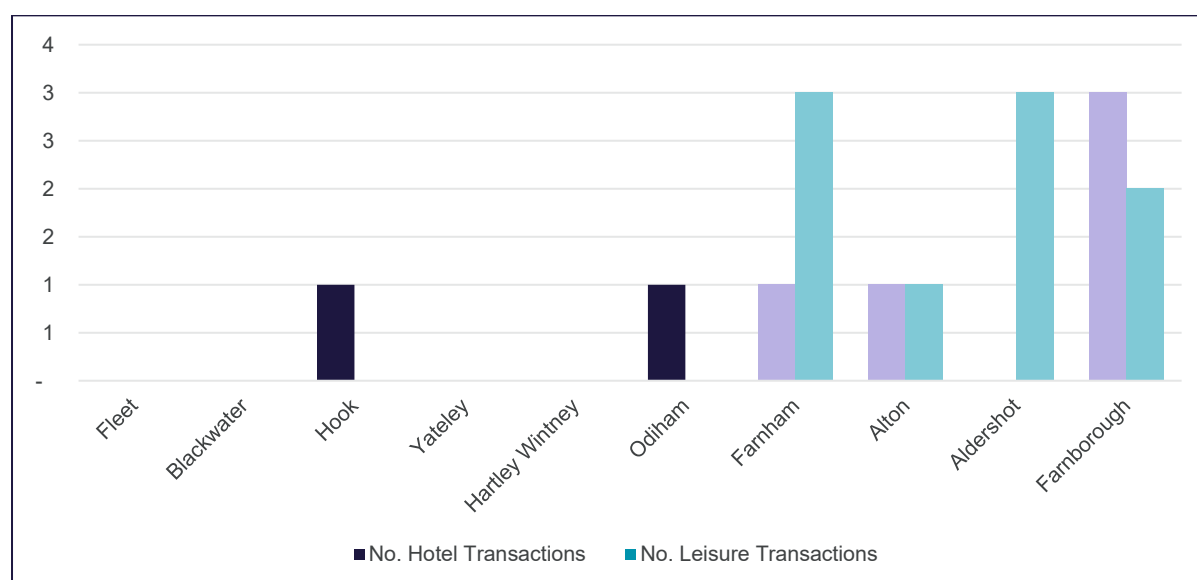
	Total Leased Space (sq ft)	Avg. Achieved Rent (£ psf)	Avg. Lease Term (Years)	Avg. Months Vacant
Fleet	2,100	N/A	N/A	N/A
Farnham	7,300	£18.31	10.8	16.2
Alton	3,900	£13.96	20.0	12.4
Farnborough	500	£18.50	N/A	10.4

Source: CoStar, 2026

No leisure lease transactions have been recorded in the study centres over the past 12 months, with the most recent one in Fleet in November 2021.

Similarly, sales activity within both the hospitality and leisure sectors has been extremely limited across the study centres over the past five years, with just two hotel transactions recorded, one in Hook and one in Odiham, and no leisure asset transactions. This compares with more active comparator markets, particularly Farnborough, which recorded three hotel and two leisure transactions, alongside notable leisure activity in Farnham and Aldershot. The absence of transactional evidence across most of the study centres suggests a highly illiquid market, characterised by limited investor interest, low asset turnover and a relatively small stock of investable properties. In contrast, the greater level of activity in the comparator centres reflects deeper markets, stronger investor demand and a broader mix of hospitality and leisure assets capable of attracting transactional interest.

Figure 6: Comparator Town Analysis – No. Hospitality & Leisure Sale Transactions (5 Years)



Source: CoStar, 2026

Diving into the hotel transactions, the two hotel transactions in the study centres included an 85-room property in Hook with an undisclosed sale price, and the sale of The Red Lion in Odiham for £1.25m, equating to £177,857 per room. By comparison, Farnborough recorded three hotel transactions totalling £16.8m across 224 rooms at an average of £93,963 per room, while Farnham achieved a sale price of £12m for a 95-room hotel (£126,316 per room). Although the Odiham transaction achieved the highest

price per room of the analysed centres, this reflects a single small-scale transaction and is therefore not directly comparable to the larger sample sizes elsewhere. Overall, the study centres support a much smaller and less liquid hotel investment market, with limited transactional activity indicative of a relatively modest hospitality sector focused on local demand rather than significant tourist or business visitor markets.

Table 6: Comparator Town Analysis – Hospitality Sale Transactions (5 Years)

	Sales Volume	No. Rooms Sold	Avg. Sale Price.	Avg. Price per Room
Hook	N/A	85	N/A	N/A
Odiham	£1,245,000	7	£1,245,000	£177,857
Farnham	£12,000,000	95	£12,000,000	£126,316
Alton	£800,000	14	£800,000	£57,143
Farnborough	£16,802,565	224	£5,600,855	£93,963

Source: CoStar, 2026

3. Office Market

Hart Local Market

Office market asking rents in Hart average £20.53 psf, lower than both the Berkshire and North Hampshire region and the UK averages, with rates of £25.41 psf and £30.63 psf respectively. Whilst high-quality stock still commands a 41% premium to mid-quality stock in Hart, this differential is less than the region (73%) and the UK (174%), reflecting a more compressed quality hierarchy where occupiers are less willing to pay substantial premiums due to a predominantly cost-sensitive, localised demand base. Office rents have declined by 0.5% over the past year in Hart, aligned to the regional average of -0.3%. This shows a slowdown in the market compared to prior years, consistent across all areas. Together, this indicates that while Hart's office market remains relatively stable, rental growth is constrained by a limited appetite for premium space and a predominantly value-driven occupier base.

Hart saw 14 lease transactions in the past year totalling 20,716 sq ft of office space, the majority of which were in either Fleet (36%) or Hook (29%), with a handful of transactions also in Farnham (2 transactions) and Hartley Wintney (1). These recorded an average rental rate of £20.08 psf and term of 5.2 years. These were mostly mid-quality stock (2- to 3-star buildings) and new leases rather than renewals. Together, this leasing activity suggests a predominantly local and cost-sensitive office market, where demand is concentrated in mid-quality accommodation in established locations and occupiers are favouring relatively short lease commitments, reflecting a preference for flexibility rather than long-term expansion.

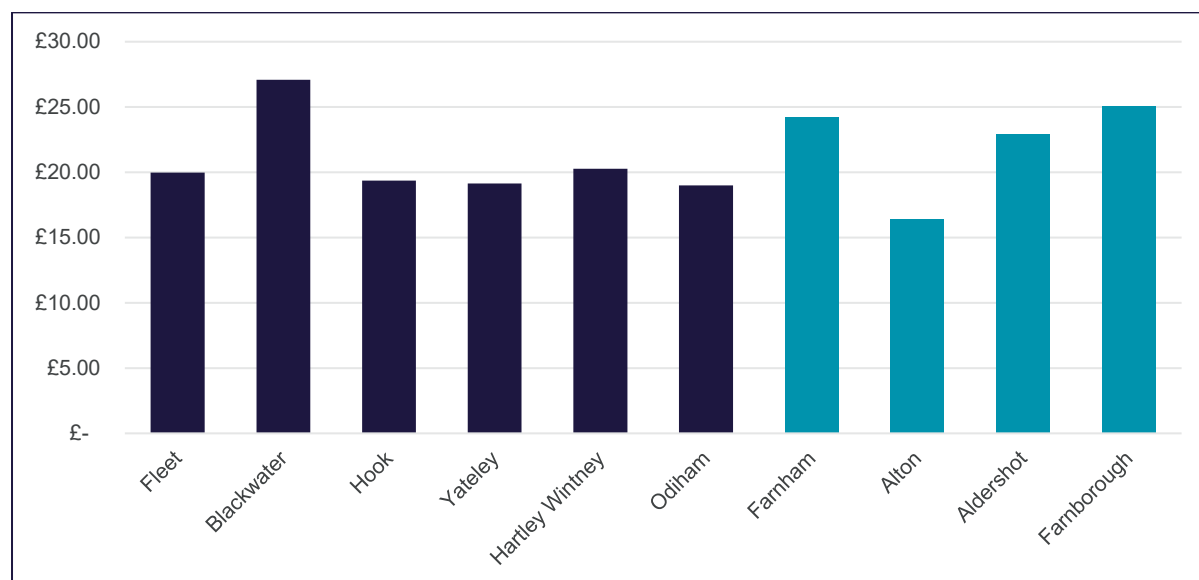
In the past year, there have been three sales that traded for c. £1.1m in volume, however the sale price of one of these was undisclosed. The two disclosed sales were in Fleet within the main town centre (St James Rd and Fleet Rd) and averaged a sales rate of £118.05 psf, slightly trailing the Berkshire and North Hampshire average over the same period of £126.10 psf. The undisclosed transaction was in Odiham and had an asking price of £475,000, representing a rate of £264.33 psf if this was achieved. Similarly to leases, these were all mid-quality stock (2- to 3-star) and a mix of investment and owner user sales. Overall, this points to a relatively small and thinly traded investment market, where activity is concentrated in mid-quality stock and values are supported primarily by local owner-occupier and investor demand rather than strong institutional interest or demand for premium office assets.

Comparator Town Analysis

As seen in Figure 7, office market asking rents across the study centres are generally clustered around the £19-20 psf mark, with Fleet (£19.97 psf), Hook (£19.37 psf), Yateley (£19.14 psf), Hartley Wintney (£20.28 psf) and Odiham (£18.99 psf) all exhibiting relatively similar rental levels. Blackwater (£27.08 psf) is a notable outlier, achieving the highest asking rents amongst the study centres despite recording

relatively high availability, likely reflecting the quality or nature of the space currently being marketed rather than broader market strength. Compared with the comparator towns, rental performance is mixed. Blackwater's asking rents exceed those in Farnham (£24.19 psf), Aldershot (£22.90 psf) and Farnborough (£25.08 psf), while the remaining study centres generally sit below these larger and more established office locations. However, they outperform Alton (£16.41 psf), indicating a competitive position within the wider market. Overall, the data suggests that most of Hart's office centres operate within a relatively affordable and tightly grouped rental market, supporting a cost-conscious occupier base, while stronger pricing in selected locations reflects specific asset characteristics rather than widespread rental growth across the market.

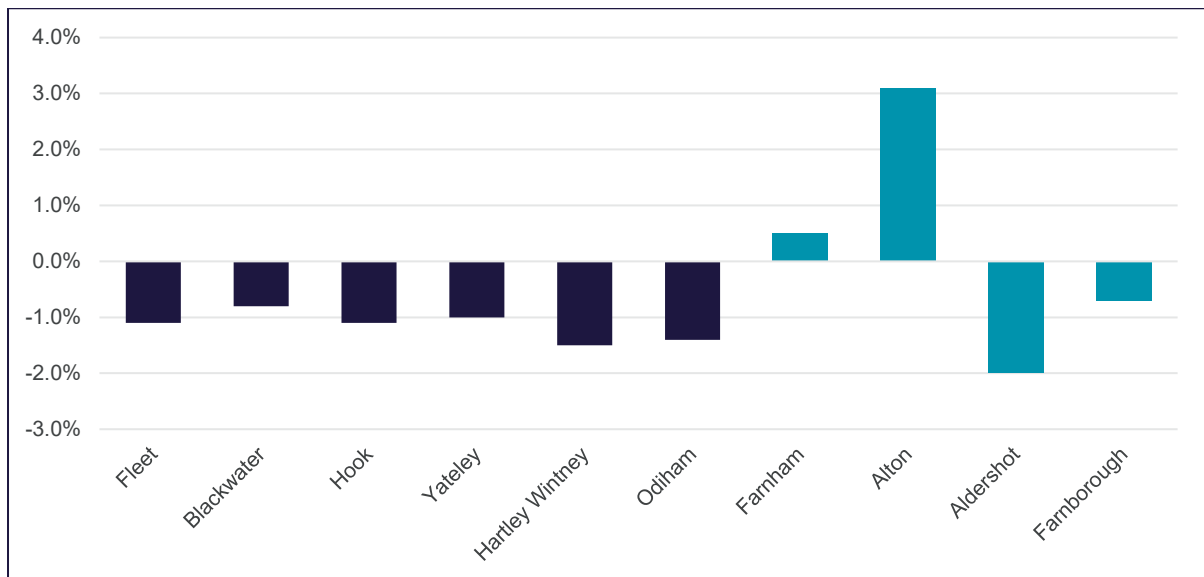
Figure 7: Comparator Town Analysis – Office Market Asking Rent



Source: CoStar, 2026

Annual rental growth across the study centres has been uniformly negative over the past year, with rents declining between -0.8% and -1.5%, as seen in Figure 8. Blackwater recorded the most modest decline (-0.8%), while Hartley Wintney (-1.5%) and Odiham (-1.4%) experienced the largest reductions. Fleet and Hook both saw rents fall by -1.1%, with Yateley closely aligned at -1.0%. This consistent downward trend suggests that occupier demand has softened across the Hart office market, limiting landlords' ability to drive rental growth despite relatively low vacancy levels in several locations. Compared with the comparator centres, the study locations have generally underperformed. Farnham (+0.5%) and particularly Alton (+3.1%) achieved positive rental growth, indicating stronger pricing power and demand conditions, while Farnborough (-0.7%) experienced a smaller decline than any of the study centres. Only Aldershot (-2.0%) recorded a weaker performance. Overall, this suggests that while many of Hart's office centres continue to benefit from constrained supply, this has not translated into rental growth, reflecting a market where occupiers remain price-sensitive and demand is insufficiently strong to generate upward pressure on rents.

Figure 8: Comparator Town Analysis – Office Market Rent Annual Growth

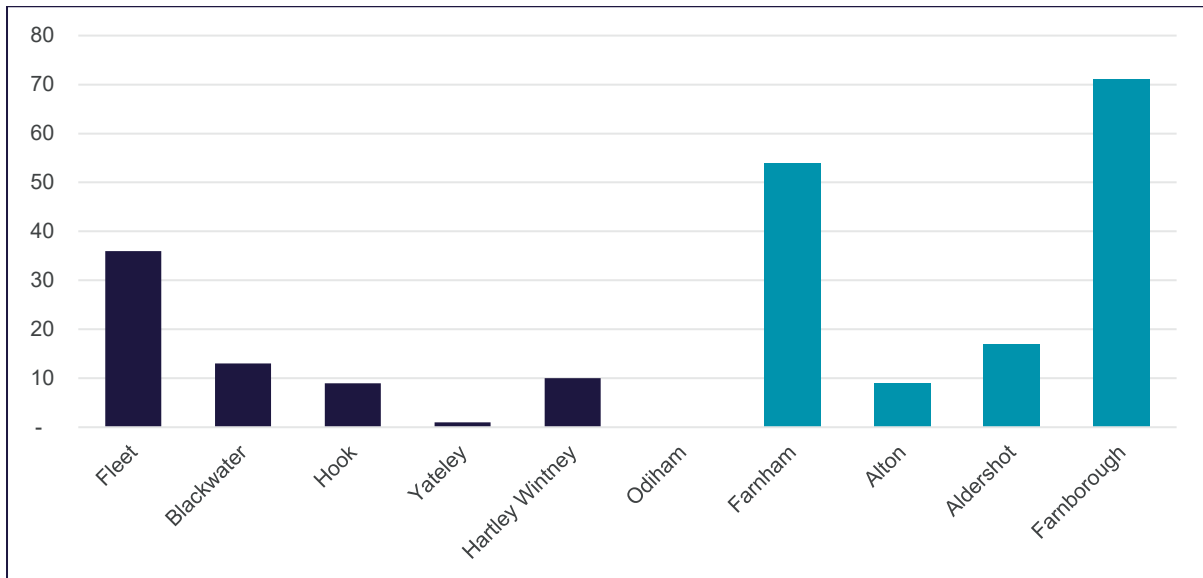


Source: CoStar, 2026

Transaction Evidence

Over the past five years, Fleet has been the most active office leasing market among the study centres, recording 36 transactions, significantly ahead of Blackwater (13), Hartley Wintney (10) and Hook (9), as seen in Figure 9. Leasing activity in Yateley has been very limited, with only one recorded transaction, while Odiham has seen no recorded office lettings during the period. This suggests that occupier demand within Hart is concentrated in a small number of established locations, particularly Fleet, which functions as the Borough's principal office centre. Compared with the comparator towns, the scale of leasing activity is more modest. Farnborough (71) and Farnham (54) have both recorded substantially higher levels of market activity, indicating deeper occupier demand and a more liquid office market. However, Fleet compares favourably with Aldershot (17) and exceeds Alton (9). Overall, the data highlights a relatively small and localised office market across much of Hart, where leasing demand is focused in a limited number of centres and transaction volumes remain constrained by the scale of available office stock.

Figure 9: Comparator Town Analysis – No. Office Lease Transactions (5 Years)



Source: CoStar, 2026

As seen in Table 7, over the past five years, Fleet has recorded the highest volume of leased office space amongst the study centres, followed closely by Hook and Blackwater, reinforcing their roles as Hart's principal office locations. Achieved rents in Fleet, Hook and Hartley Wintney are broadly comparable, reflecting a market centred on functional, mid-market accommodation. Blackwater is a notable exception, achieving the highest rents, suggesting demand for a limited number of higher-quality or better-located assets despite the centre's elevated vacancy levels. Lease lengths vary significantly, ranging from 3.2 years in Hartley Wintney to 9.2 years in Hook, indicating differences in occupier profiles and requirements. In particular, the longer lease terms in Hook and Blackwater suggest a degree of commitment from occupiers once space is secured, potentially reflecting a lack of alternative options within these smaller markets. However, the lengthy average vacancy periods before letting, reaching 31.7 months in Blackwater and 28.8 months in Hook, indicate that demand is relatively thin and that landlords often face prolonged marketing periods before securing tenants.

Compared with the comparator centres, activity remains modest in scale. Farnborough has leased over 434,000 sq ft during the period, highlighting the significantly greater depth and liquidity of its office market. Nevertheless, several Hart centres achieve rental levels comparable to Farnham and stronger than Aldershot, demonstrating that occupiers are willing to pay competitive rents for suitable space. The combination of relatively low leasing volumes, long void periods and, in some locations, lengthy lease commitments suggests that the Hart office market is characterised by a limited but stable occupier base. Demand appears to be driven primarily by local businesses rather than larger corporate occupiers, with transactions occurring infrequently but often resulting in sustained occupation. Overall, the evidence points to a small, locally focused office market where supply is absorbed gradually, demand is selective rather than expansive, and market performance is heavily influenced by a handful of key centres, particularly Fleet and Hook.

Table 7: Comparator Town Analysis – Office Lease Transactions (5 Years)

	Total Leased Space (sq ft)	Avg. Achieved Rent (£ psf)	Avg. Lease Term (Years)	Avg. Months Vacant
Fleet	100,200	£17.46	5.3	17.0
Blackwater	82,600	£28.55	7.3	31.7
Hook	92,500	£17.72	9.2	28.8
Yateley	17,200	£11.50	25.0	-
Hartley Wintney	10,800	£17.37	3.2	17.8
Farnham	109,900	£17.70	5.3	13.8
Alton	35,300	£12.63	6.0	17.7
Aldershot	82,800	£14.72	7.0	9.1
Farnborough	434,000	£27.39	6.9	25.4

Source: CoStar, 2026

The most recent transactions in the study centres (past 12 months) have been summarised in Table 8. Office leasing activity within the study centres has been concentrated in Fleet, which accounted for five of the seven recorded transactions, with a total of approximately 10,500 sq ft leased. Take-up was primarily focused on smaller to medium-sized units and was driven by local businesses, including training providers, estate agents, and technology firms. Achieved rents in Fleet generally ranged between £17.50 psf and £18.00 psf for the larger transactions, although a smaller town centre unit on Fleet Road secured a higher rent of £28.77 psf, reflecting the premium often achieved by well-located accommodation. Elsewhere, Hartley Wintney recorded a small letting of 656 sq ft at £15.26 psf on a five-year lease.

The most significant transaction during the period was in Blackwater, where Toshiba Tec UK leased 5,257 sq ft at £32.50 psf on a 10-year lease. This was both the largest letting and the highest achieved rent recorded across the study centres, indicating that occupiers remain willing to commit to higher-quality space where it meets specific operational requirements. Overall, the latest transactions suggest that demand across Hart's office market is primarily driven by smaller local occupiers seeking modest-sized accommodation, although occasional larger transactions demonstrate that there remains a market for quality office space in strategic locations. The prevalence of new leases rather than renewals also indicates a continued, albeit selective, level of occupier activity despite wider challenges facing the office sector.

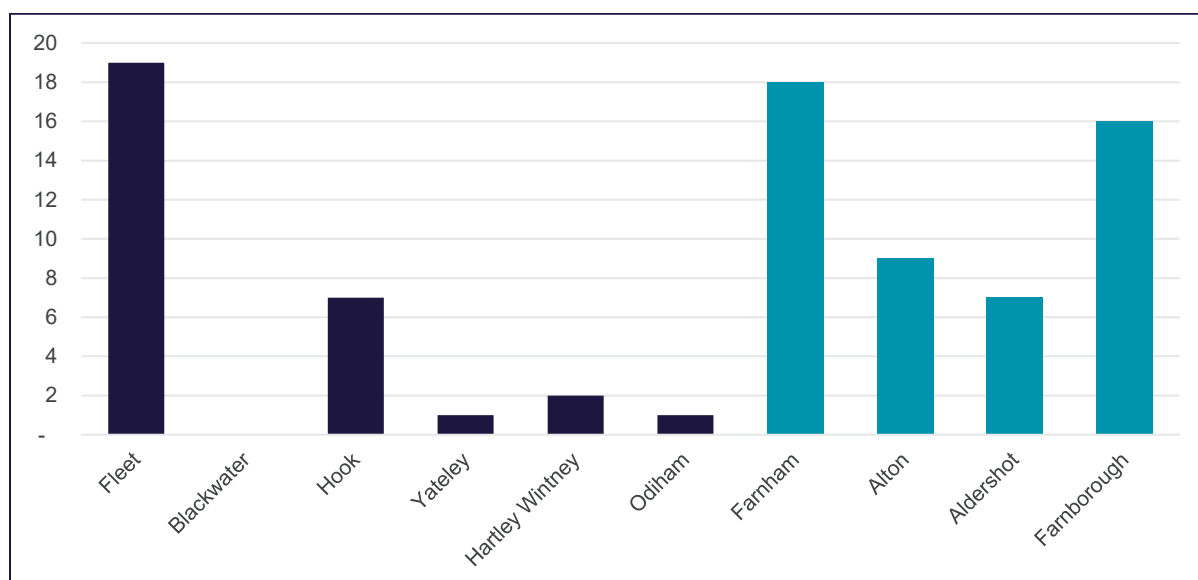
Table 8: Office Lease Transactions (12 Months)

Address	Photo	Lease Date	Total space (sq ft)	Rental Rate (£ psf)
Farm Ln, Hartley Wintney		Jul-26	656	£15.26
3 Station Approach, Blackwater		Jun-26	5,257	£32.50
Rye Clos, Fleet		Apr-26	1,450	£17.93
168 Fleet Rd, Fleet		Jan-26	1,321	£28.77
Rye Clos, Fleet		Jan-26	3,185	£17.55
Barley Way, Fleet		Jan-26	3,925	£18.50
240 Fleet Rd, Fleet		Sep-25	622	£22.51
Average			2,345	£21.86

Source: CoStar, 2026

Figure 10 highlights how Fleet has been the dominant location for office sales within the study centres over the past five years, recording 19 transactions, slightly exceeding Farnham (18) and surpassing other comparator locations, such as Farnborough (16). Elsewhere, sales activity across Hart has been much more limited, with Hook recording seven transactions, while Yateley, Hartley Wintney and Odiham saw only a small number of deals. No office sales were recorded in Blackwater during the period. This concentration of activity in Fleet reflects its role as the Borough's primary office centre and suggests it offers the greatest choice of assets and buyer opportunities. Relative to the comparator towns, office sales activity across the wider Hart area is modest, highlighting the comparatively small scale of the market. Nevertheless, the volume of transactions in Fleet demonstrates an established level of market liquidity and continued purchaser interest. Overall, the pattern of sales indicates that investor and owner-occupier demand is focused on a limited number of established office locations, with transaction activity driven by local market fundamentals rather than large-scale institutional investment.

Figure 10: Comparator Town Analysis – No. Office Sale Transactions (5 Years)



Source: CoStar, 2026

Office sales within the study centres have been characterised by a relatively small number of transactions, albeit involving a broad range of asset sizes and values, as seen in Table 9. Hook recorded the largest volume of floorspace sold and the highest average transaction value, reflecting a number of larger assets changing hands, although these took longer to sell on average than in Fleet. Fleet also saw substantial activity, with 238,200 sq ft transacted at an average sale rate of £147 psf and an average yield of 9.5%, suggesting investor demand is principally focused on income-generating assets offering relatively high returns. Smaller centres such as Hartley Wintney and Yateley achieved significantly higher sale rates, although these figures are based on a limited number of transactions and likely reflect smaller owner-occupier purchases rather than broader market pricing trends.

Compared with the comparator towns, the study centres generally recorded larger volumes of floorspace sold than Farnham, Alton and Aldershot, although they remain substantially smaller than Farnborough, where almost 1.0m sq ft transacted over the period. Sale rates in Fleet and Hook are also below those achieved in Farnham and Aldershot, indicating more moderate capital values within the Hart market. Overall, the data suggests that office investment and owner-occupier activity in Hart is concentrated in a limited number of locations and is primarily driven by value-oriented purchasers, with relatively high yields and lower capital values reflecting a market that offers affordability and income return rather than strong prospects for capital growth.

Table 9: Comparator Town Analysis – Office Sale Transactions (5 Years)

	Total Sold Space (sq ft)	Avg. Sale Price	Avg. Sale Rate (£ psf)	Avg. Months to Sale	Yield
Fleet	238,200	£1,700,000	£147	5.2	9.5%
Hook	273,000	£5,200,000	£112	10.3	N/A
Yateley	900	£360,000	£401	N/A	N/A
Hartley Wintney	7,700	£863,000	£228	N/A	5.0%
Odiham	1,800	N/A	N/A	6.9	N/A
Farnham	89,200	£1,200,000	£269	7.1	7.6%
Alton	36,800	£4,400,000	£151	9.4	N/A
Aldershot	32,300	£772,000	£234	5.9	N/A
Farnborough	987,800	£2,200,000	£116	34.8	9.3%

Source: CoStar, 2026

Most recently, office sales activity within the study centres has been limited, with only three recorded transactions across Fleet and Odiham, which have been summarised in Table 10. Fleet accounted for two sales, including the acquisition of 161 Fleet Road by owner-occupier Mattioli Woods plc for £725,000 (£160.33 psf) and the sale of Fyfe House for £400,000 (£79.87 psf) as an investment purchase. In Odiham, Clover House was sold as an investment asset, having been marketed at £475,000, although the final sale price was undisclosed. The transactions involved predominantly 2- to 3-star office accommodation, reflecting the broader profile of stock within the area. Overall, the limited number of sales suggests a relatively thin office investment market, with activity focused on smaller, secondary assets and a mix of investor and owner-occupier demand. The purchase of 161 Fleet Road by an occupier highlights the continued attractiveness of office ownership for local businesses, while the variation in achieved values indicates that pricing remains highly dependent on asset quality, occupancy levels and individual property characteristics.

Table 10: Office Sale Transactions (12 Months)

Address	Photo	Sale Date	Total space (sq ft)	Sale Price (£ / £ psf)	
Western Ln, Odiham		Jan-26	1,797	N/A	N/A
St James Rd, Fleet		Sep-25	5,008	£400,000	£79.87
161 Fleet Rd, Fleet		Aug-25	4,522	£725,000	£160.33
Average			3,776	£562,500	£120.10

Source: CoStar, 2026

Appendix B: Retail Floorspace Capacity

Zone	Postcode Sectors	Base Year	Forecasting Years			
		2026	2029	2034	2039	2044
1	GU51 3; GU51 4; GU51 5; GU52 0; GU52 6; GU52 7; GU52 8; GU52 9	37,646	37,845	38,064	38,364	38,711
2	GU17 0; GU17 9; GU46 6; GU46 7; GU51 1; GU51 2	34,678	34,982	35,322	35,651	36,013
3	RG27 0; RG27 8; RG27 9; RG29 1	32,969	33,118	33,334	33,624	33,924
4	GU9 0; GU9 7; GU9 9; GU10 5	26,658	26,714	26,755	26,854	27,003
5	GU11 1; GU11 2; GU11 3; GU11 4; GU12 4	42,480	42,244	42,027	42,016	42,103
6	GU14 0; GU14 6; GU14 7; GU14 8; GU14 9	56,062	55,671	55,336	55,429	55,635
7	GU15 1-4; GU16 6; GU16 7; GU16 8; GU16 9; GU47 0; GU47 8; GU47 9; GU96 1	79,958	79,862	79,938	80,266	80,666
TOTAL		310,451	310,436	310,776	312,204	314,055

Price Basis:						2023 Prices				
Catchment Zone	CONVENIENCE GOODS					COMPARISON GOODS				
	Per Capita Expenditure Including Special Form of Trading					Per Capita Expenditure Including Special Form of Trading				
	Base Year	Forecasting Years				Base Year	Forecasting Years			
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044
1	3,041	3,014	2,981	2,954	2,930	4,887	5,212	5,920	6,737	7,622
2	2,977	2,950	2,918	2,892	2,869	4,649	4,958	5,631	6,408	7,250
3	3,200	3,171	3,136	3,108	3,084	5,280	5,631	6,395	7,278	8,235
4	3,066	3,038	3,005	2,978	2,954	4,812	5,132	5,829	6,633	7,505
5	2,527	2,505	2,477	2,455	2,435	3,703	3,949	4,485	5,105	5,775
6	2,754	2,729	2,699	2,675	2,654	4,091	4,362	4,955	5,639	6,380
7	2,994	2,967	2,935	2,908	2,885	4,646	4,954	5,627	6,404	7,246
Catchment Area Average	2,937	2,911	2,879	2,853	2,830	4,581	4,885	5,549	6,315	7,145
Expenditure on Special Forms of Trading (%)*	5.4	5.9	6.5	7.2	7.7	26.1	27.3	29.0	30.7	32.5
Catchment Zone	Per Capita Expenditure EXCLUDING* Special Form of Trading					Per Capita Expenditure EXCLUDING* Special Form of Trading				
	Base Year	Forecasting Years				Base Year	Forecasting Years			
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044
1	2,877	2,836	2,787	2,741	2,704	3,611	3,789	4,203	4,669	5,145
2	2,816	2,776	2,728	2,684	2,648	3,436	3,604	3,998	4,441	4,894
3	3,027	2,984	2,932	2,884	2,847	3,902	4,094	4,540	5,044	5,559
4	2,900	2,859	2,810	2,764	2,727	3,556	3,731	4,139	4,597	5,066
5	2,391	2,357	2,316	2,278	2,248	2,737	2,871	3,184	3,538	3,898
6	2,605	2,568	2,524	2,482	2,450	3,023	3,171	3,518	3,908	4,307
7	2,832	2,792	2,744	2,699	2,663	3,433	3,602	3,995	4,438	4,891
Catchment Area Average	2,778	2,739	2,692	2,647	2,612	3,385	3,552	3,940	4,376	4,823

Source: Tables 1 and 2

Source: Experian Retail Planner Data for the Catchment Area (March 2026) for per capita expenditure.
SFT deductions estimated by CPW Planning.

Source: Tables 1 and 4.

Scenario	1
Fleet Town Centre	

Table: **6**
CONVENIENCE GOODS MARKET SHARES IN

2026

2026			
Fleet Town Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	33.4	44.0	36.6
2	6.3	5.6	6.1
3	2.1	0.4	1.6
4	0.0	1.9	0.6
5	0.0	0.4	0.1
6	0.7	2.4	1.2
7	0.0	0.5	0.1

Sources: Household Survey 2026.
Expenditure weighting by CPW Planning.

Table: **7**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2026

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN										2020
	2026 Allocations to Fleet Town Centre Indicated by Household Interview Survey									
	Clothing & footwear Q15	Furniture/ floorcrgs etc Q16	Household Textiles Q17	Household Appliances Q18	Audio-visual equipment Q19	Hardware, DIY, garden products Q20	Chemists, medcl & beauty goods Q21	All other comparison gds Q22	WEIGHTED AVERAGE	
	Expenditure weighting									
Zones	748 (%)	377 (%)	79 (%)	198 (%)	267 (%)	291 (%)	161 (%)	1,264 (%)	3,385 (%)	
1	1.4	12.9	2.5	41.8	25.4	11.9	84.9	37.2	25.2	
2	0.5	0.5	0.0	2.0	2.2	0.9	13.0	5.7	3.3	
3	1.4	1.3	0.0	5.1	1.6	1.9	3.2	3.0	2.3	
4	0.5	2.7	0.0	0.9	0.7	1.9	2.5	0.6	1.0	
5	0.0	0.7	0.0	4.9	0.0	0.0	0.0	0.9	0.7	
6	0.6	3.2	0.0	1.5	2.8	0.4	6.5	1.6	1.7	
7	0.6	0.7	0.0	4.4	0.0	0.0	0.0	6.6	2.9	
							</			

Sources: Household Survey 2026.
Table 4 for expenditure weights.

8

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

[illegible]

Sources: CPW Planning for market share corrections.

Table:

9

COMPARISON GOODS SALES BY GOODS TYPE IN 2026

Catchment Zones	2026 Sales in Fleet Town Centre By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medd & beauty goods (£000)	All other comparison gds (£000)
1	408	1,952	79	3,327	2,723	1,387	5,492	18,862
2	126	68	0	136	207	92	737	2,514
3	386	189	0	387	166	210	195	1,441
4	109	286	0	49	52	155	113	195
5	0	88	0	336	0	0	0	391
6	225	607	0	153	377	54	524	1,006
7	333	211	0	710	0	0	0	6,735
TOTALS	1,588	3,400	79	5,098	3,525	1,898	7,060	31,144
MARKET SHARES	0.7%	2.9%	0.3%	8.4%	4.3%	2.1%	14.3%	8.0%

Table:

10

FORECAST RETAIL SALES

Scenario:	1	Location:	Fleet Town Centre							
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1	40,071	39,714	39,255	38,912	38,735	33,990	35,850	39,998	44,778	49,791
2	5,860	5,826	5,782	5,741	5,722	3,574	3,783	4,237	4,750	5,287
3	1,996	1,976	1,955	1,940	1,931	2,573	2,712	3,027	3,392	3,771
4	773	764	752	742	736	948	997	1,107	1,234	1,368
5	0	0	0	0	0	1,162	1,213	1,338	1,486	1,641
6	1,461	1,430	1,396	1,376	1,363	3,390	3,531	3,893	4,332	4,792
7	0	0	0	0	0	8,236	8,629	9,581	10,687	11,836
TOTALS	50,160	49,710	49,140	48,710	48,488	53,873	56,713	63,181	70,659	78,486

Table:

11

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2026

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's (Fleet Road)	1,211	90	1,090	14,350	15,640
M&S Simply Food (Fleet Road)	190	98	186	11,313	2,106
Waitrose (The Hart Shopping Centre)	1,694	95	1,609	15,651	25,187
Other convenience goods shops and stores	779	95	740	6,500	4,810
ALL STORES	3,874		3,625	13,169	47,744

Sources: Retail, Leisure and Town Centres Study 2015. Experian GOAD for Fleet (supplied by HDC). Global Data. CPW Planning.

Table:

12

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2026

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 13
FORECAST RETAIL CAPACITY

Scenario:	1		Location:		Fleet Town Centre						
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						Comparison Goods:		2.00 % pa		2026 to 2044	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000	50,160	49,710	49,140	48,710	48,488	53,873	56,713	63,181	70,659	78,486	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	50,160	49,710	49,140	48,710	48,488	53,873	56,713	63,181	70,659	78,486	
Existing shop floorspace (sq m net)	3,625	3,625	3,625	3,625	3,625	7,284	7,284	7,284	7,284	7,284	
Sales per sq m net (£)	13,836	13,169	13,169	13,169	13,169	7,396	7,849	8,666	9,568	10,564	
Sales from extg flrspace (£000)	50,160	47,744	47,744	47,744	47,744	53,873	57,170	63,120	69,690	76,943	
Available spending to support new shops (£000)	0	1,966	1,396	966	743	0	-457	61	969	1,543	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	1,966	1,396	966	743	0	-457	61	969	1,543	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspace (sq m net)	0	164	116	81	62	0	-72	9	125	180	
Market Share of Catchment Area Expenditure	5.9%	5.9%	5.9%	5.9%	5.9%	5.2%	5.2%	5.2%	5.2%	5.2%	

Sources:

Notes:

Scenario	1
Blackwater District Centre	

Table: **14**
CONVENIENCE GOODS MARKET SHARES IN

2026

2026			
Blackwater District Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	0.0	0.0	0.0
2	26.7	7.6	21.0
3	0.0	0.0	0.0
4	0.0	0.0	0.0
5	0.7	1.7	1.0
6	7.1	0.4	5.1
7	5.7	0.5	4.1

Sources: Household Survey 2026.
Expenditure weighting by CPW Planning.

Table: **15**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2026

	2026 Allocations to								
	Blackwater District Centre								
	Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
Zones	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	748 (%)	377 (%)	79 (%)	198 (%)	267 (%)	291 (%)	161 (%)	1,264 (%)	3,385 (%)
1	0.7	0.0	0.6	0.0	1.0	0.0	0.0	0.0	0.2
2	0.0	4.2	0.0	0.0	0.0	0.5	8.5	0.0	0.9
3	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
4	0.5	0.0	0.5	0.0	0.7	0.0	0.0	0.0	0.2
5	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.1
6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1
7	0.0	0.0	3.0	0.0	0.0	0.5	0.5	1.8	0.8

Sources: Household Survey 2026.
Table 4 for expenditure weights.

16

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

[illegible]

Sources: CPW Planning for market share corrections.

17

2026

Table:

18

DTZ RECAP Model

Table:

19

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2026

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Aldi (London Road)	1,115	80	892	12,156	10,843
Lidl (London Road)	1,008	80	806	8,883	7,163
Morrisons Daily (London Road)	192	95	182	11,294	2,060
Other convenience goods shops and stores	150	95	143	6,500	926
ALL STORES	2,465		2,023	10,375	20,993

Sources:

Retail, Leisure and Town Centres Study 2015. Global Data. CPW Planning.

Table:

20

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2026

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: **21**
FORECAST RETAIL CAPACITY

Scenario:	1		Location:		Blackwater District Centre						
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						Comparison Goods:		2.00 % pa		2026 to 2044	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000	37,886	37,455	36,968	36,594	36,379	5,223	5,493	6,119	6,841	7,594	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	37,886	37,455	36,968	36,594	36,379	5,223	5,493	6,119	6,841	7,594	
Existing shop floorspace (sq m net)	2,023	2,023	2,023	2,023	2,023	1,683	1,683	1,683	1,683	1,683	
Sales per sq m net (£)	18,725	10,375	10,375	10,375	10,375	3,103	3,293	3,636	4,015	4,432	
Sales from extg flrspace (£000)	37,886	20,993	20,993	20,993	20,993	5,223	5,543	6,120	6,757	7,460	
Available spending to support new shops (£000)	0	16,463	15,975	15,601	15,387	0	-50	-0	85	134	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	16,463	15,975	15,601	15,387	0	-50	-0	85	134	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspace (sq m net)	0	1,372	1,331	1,300	1,282	0	-8	-0	11	16	
Market Share of Catchment Area Expenditure	4.4%	4.4%	4.4%	4.5%	4.5%	0.5%	0.5%	0.5%	0.5%	0.5%	

Sources:

Notes:

Scenario	1
Hook District Centre	

Table: **22**
CONVENIENCE GOODS MARKET SHARES IN

2026

2026			
Hook District Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	0.0	0.0	0.0
2	0.0	0.0	0.0
3	2.3	2.7	2.4
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	0.0	0.0	0.0
7	0.0	0.0	0.0

Sources: Household Survey 2026.
Expenditure weighting by CPW Planning.

Table: **23**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2026

	2026 Allocations to								
	Hook District Centre								
	Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
Zones	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	748 (%)	377 (%)	79 (%)	198 (%)	267 (%)	291 (%)	161 (%)	1,264 (%)	3,385 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1
3	6.4	7.4	6.8	0.0	0.0	8.6	48.1	9.6	9.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Sources: Household Survey 2026.
Table 4 for expenditure weights.

24

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

[illegible]

Sources: CPW Planning for market share corrections.

Table:

25

COMPARISON GOODS SALES BY GOODS TYPE IN 2026

Catchment Zones	2026 Sales in Hook District Centre By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medd & beauty goods (£000)	All other comparison gds (£000)
1	0	0	0	0	0	0	0	0
2	0	68	0	0	0	0	0	0
3	1,815	1,062	204	0	0	947	2,944	4,612
4	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0
TOTALS	1,815	1,129	204	0	0	947	2,944	4,612
MARKET SHARES	0.8%	1.0%	0.8%	0.0%	0.0%	1.1%	6.0%	1.2%

Table:

26

FORECAST RETAIL SALES

Scenario:	1	Location: Hook District Centre								
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	1,996	1,976	1,955	1,940	1,931	11,578	12,202	13,622	15,263	16,971
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0
TOTALS	1,996	1,976	1,955	1,940	1,931	11,578	12,202	13,622	15,263	16,971

Table:

27

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2026

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Budgens (London Road)	216	95	205	10.824	2,221
Other convenience goods shops and stores	303	95	288	6,500	1,871
ALL STORES	519		493	8,300	4,092

Sources:

Experian GOAD for Hook (supplied by HDC), Global Data, CPW Planning.

Table:

28

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2026

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 29
FORECAST RETAIL CAPACITY

Scenario:	1					Location: Hook District Centre					
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						Comparison Goods:		2.00 % pa		2026 to 2044	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000	1,996	1,976	1,955	1,940	1,931	11,578	12,202	13,622	15,263	16,971	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	1,996	1,976	1,955	1,940	1,931	11,578	12,202	13,622	15,263	16,971	
Existing shop floorspace (sq m net)	493	493	493	493	493	646	646	646	646	646	
Sales per sq m net (£)	4,048	8,300	8,300	8,300	8,300	17,922	19,019	20,999	23,184	25,597	
Sales from extg flrspace (£000)	1,996	4,092	4,092	4,092	4,092	11,578	12,286	13,565	14,977	16,536	
Available spending to support new shops (£000)	0	-2,116	-2,137	-2,153	-2,161	0	-85	56	286	435	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	-2,116	-2,137	-2,153	-2,161	0	-85	56	286	435	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspace (sq m net)	0	-176	-178	-179	-180	0	-13	8	37	51	
Market Share of Catchment Area Expenditure	0.2%	0.2%	0.2%	0.2%	0.2%	1.1%	1.1%	1.1%	1.1%	1.1%	

Scenario	1
Yateley District Centre	

Table: **30**
CONVENIENCE GOODS MARKET SHARES IN

2026

2026			
Yateley District Centre			
Zones	Main Food	Top-up convenience	WEIGHTED AVERAGE
	Q1	Q5	
	Expenditure weighting		
	70 (%)	30 (%)	
1	0.0	0.0	0.0
2	9.3	29.0	15.2
3	0.0	3.6	1.1
4	0.0	0.0	0.0
5	0.0	0.0	0.0
6	0.0	0.0	0.0
7	0.0	0.0	0.0

Sources: Household Survey 2026.
Expenditure weighting by CPW Planning.

Table: **31**
COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2026

Zones	2026 Allocations to Yateley District Centre Indicated by Household Interview Survey								
	Clothing & footwear	Furniture/ floorcrgs etc	Household Textiles	Household Appliances	Audio-visual equipment	Hardware, DIY, garden products	Chemists, medd & beauty goods	All other comparison gds	WEIGHTED AVERAGE
	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	
	Expenditure weighting								
	748 (%)	377 (%)	79 (%)	198 (%)	267 (%)	291 (%)	161 (%)	1,264 (%)	3,385 (%)
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.5	6.1	0.6	0.0	0.0	0.0	45.8	22.2	11.3
3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Sources: Household Survey 2026.
Table 4 for expenditure weights.

32

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

[illegible]

Sources: CPW Planning for market share corrections.

33

Catchment Zones	Sales in Yateley District Centre By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/floorings etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medd & beauty goods (£000)	All other comparison goods (£000)
1	0	0	0	0	0	0	0	0
2	126	810	17	0	0	0	2,594	9,871
3	0	0	0	0	0	0	23	0
4	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0
7	0	211	0	0	0	0	0	0
TOTALS	126	1,020	17	0	0	0	2,617	9,871
MARKET SHARES	0.1%	0.9%	0.1%	0.0%	0.0%	0.0%	5.3%	2.5%

34

Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.

Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1	0	0	0	0	0	0	0	0	0	0
2	14,649	14,566	14,456	14,352	14,305	13,105	13,870	15,534	17,415	19,386
3	998	988	977	970	966	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0
TOTALS	15,647	15,554	15,433	15,322	15,270	13,105	13,870	15,534	17,415	19,386

Table:

35

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2026

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Sainsbury's Local (Harpdon Parade, Village Way)	301	95	286	14,350	4,103
Tesco Express (Reading Road)	265	95	252	16,789	4,227
Asda Express (Reading Road)	123	95	117	11,491	1,343
Other convenience goods shops and stores	678	95	644	6,500	4,187
ALL STORES	1,367		1,299	10,672	13,859

Sources: Edozo Occupiers. Global Data. CPW Planning.

Table:

36

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2026

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 37
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Yateley District Centre				
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in						Comparison Goods:		2.00 % pa		2026 to 2044	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000	15,647	15,554	15,433	15,322	15,270	13,105	13,870	15,534	17,415	19,386	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	15,647	15,554	15,433	15,322	15,270	13,105	13,870	15,534	17,415	19,386	
Existing shop floorspace (sq m net)	1,299	1,299	1,299	1,299	1,299	1,203	1,203	1,203	1,203	1,203	
Sales per sq m net (£)	12,049	10,672	10,672	10,672	10,672	10,896	11,563	12,767	14,095	15,562	
Sales from extg flrspace (£000)	15,647	13,859	13,859	13,859	13,859	13,105	13,908	15,355	16,953	18,718	
Available spending to support new shops (£000)	0	1,695	1,574	1,462	1,411	0	-38	179	462	668	
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0	
Net available spending for new shops (£000)	0	1,695	1,574	1,462	1,411	0	-38	179	462	668	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspace (sq m net)	0	141	131	122	118	0	-6	25	59	78	
Market Share of Catchment Area Expenditure	1.8%	1.8%	1.9%	1.9%	1.9%	1.3%	1.3%	1.3%	1.3%	1.3%	

Sources:

Notes:

Scenario	1
Local Centres	

Table: **38**

CONVENIENCE GOODS MARKET SHARES IN

2026

[illegible]

Sources: Household Survey 2026.
Expenditure weighting by CPW Planning.

Table: 39

COMPARISON GOODS MARKET SHARES BY GOODS TYPE IN

2026

[illegible]

Sources: Household Survey 2026.
Table 4 for expenditure weights.

40

MARKET SHARES ATTRACTED FROM THE CATCHMENT AREA

[illegible]

Sources: CPW Planning for market share corrections.

Table:

41

COMPARISON GOODS SALES BY GOODS TYPE IN 2026

Catchment Zones	2026 Sales in Local Centres							
	By Comparison Goods Type.							
	Clothing & footwear (£000)	Furniture/ floorcrgs etc (£000)	Household Textiles (£000)	Household Appliances (£000)	Audio-visual equipment (£000)	Hardware, DIY, garden products (£000)	Chemists, medd & beauty goods (£000)	All other comparison gds (£000)
1	0	0	19	0	0	0	0	0
2	126	0	0	0	0	0	0	0
3	128	1,791	18	0	0	0	1,172	1,763
4	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0
6	0	96	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0
TOTALS	254	1,887	37	0	0	0	1,172	1,763
MARKET SHARES	0.1%	1.6%	0.2%	0.0%	0.0%	0.0%	2.4%	0.5%

Table:

42

FORECAST RETAIL SALES

Scenario: 1		Location: Local Centres								
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Catchment zone	RETAIL SALES BY CATCHMENT ZONE									
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)	2026 (£000)	2029 (£000)	2034 (£000)	2039 (£000)	2044 (£000)
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0
3	6,986	6,917	6,842	6,789	6,760	5,146	5,423	6,054	6,784	7,543
4	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0
7	0	0	0	0	0	0	0	0	0	0
TOTALS	6,986	6,917	6,842	6,789	6,760	5,146	5,423	6,054	6,784	7,543

Table:

43

**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2026

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Co-op (High Street - Odiham Local Centre)	155	95	147	12,478	1,837
Tesco Express (High Street - Hartley Wintney Local Centre)	216	95	205	16,789	3,445
Other convenience goods shops and stores	544	95	517	6,500	3,359
ALL STORES	915		869	9,942	8,642

Sources:

Retail, Leisure and Town Centres Study 2015. Experian GOAD for Hartley Wintney (supplied by HDC). Global Data. CPW Planning.

Table:

44

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2026

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
ALL STORES	-		-		-
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Table: 45
FORECAST RETAIL CAPACITY

Scenario:	1		Location:		Local Centres					
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.										
Growth in sales per sq m from shop floorspace existing in					Comparison Goods:		2.00 % pa		2026 to 2044	
	CONVENIENCE GOODS					COMPARISON GOODS				
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044
Residents' Spending £000	6,986	6,917	6,842	6,789	6,760	5,146	5,423	6,054	6,784	7,543
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-
Total spending (£000)	6,986	6,917	6,842	6,789	6,760	5,146	5,423	6,054	6,784	7,543
Existing shop floorspace (sq m net)	869	869	869	869	869	2,207	2,207	2,207	2,207	2,207
Sales per sq m net (£)	8,037	9,942	9,942	9,942	9,942	2,331	2,474	2,731	3,015	3,329
Sales from extg flrspace (£000)	6,986	8,642	8,642	8,642	8,642	5,146	5,461	6,029	6,657	7,349
Available spending to support new shops (£000)	0	-1,724	-1,800	-1,853	-1,882	0	-38	25	127	194
Less sales capacity of committed new floorspace (£000)	0	0	0	0	0	0	0	0	0	0
Net available spending for new shops (£000)	0	-1,724	-1,800	-1,853	-1,882	0	-38	25	127	194
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569
Capacity for new shop flrspace (sq m net)	0	-144	-150	-154	-157	0	-6	4	16	23
Market Share of Catchment Area Expenditure	0.8%	0.8%	0.8%	0.8%	0.8%	0.5%	0.5%	0.5%	0.5%	0.5%

Sources:

Notes:

49

2026

Table: 50
FORECAST RETAIL SALES

50

FORECAST RETAIL SALES

DTZ RECAP Model

Table:

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**SALES CAPACITY OF EXISTING
MAIN FOOD & CONVENIENCE GOODS SHOPS AND STORES IN**

2026

Store	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net convnce Goods Floorspace (sq m)	Convenience Goods sales Density (£ per sq m)	Convenience Goods sales (£000)
Aldi (Beacon Hill Road, Church Crookham, Fleet)	1,280	80	1,024	12,156	12,448
Morrisons (Elvetham Heath Way, Fleet)	2,066	85	1,756	11,294	19,833
Waitrose (Tresham Crescent, Yateley)	1,684	90	1,516	15,651	23,721
Tesco (Station Road, Hook)	1,110	90	999	16,789	16,772
Sainsbury's (London Road, Hook)	3,055	90	2,750	14,350	39,455
Co-op (Kings Road, Fleet)	202	95	192	12,478	2,395
Co-op (Redfields Road, Church Crookham)	295	95	280	12,478	3,497
Sainsbury's Local (Aldershot Road, Fleet)	200	95	190	14,350	2,727
Sainsbury's Local (Queen Elizabeth Barracks, Church Crookham, Fleet)	200	95	190	14,350	2,727
Tesco Express (Reading Road South, Church Crookham, Fleet)	180	95	171	16,789	2,871
Tesco Express (Ancells Farm, Falkners Close, Fleet)	197	95	187	16,789	3,142
Tesco Express (Kingfisher Parade, Rosemary Lane, Blackwater)	141	95	134	16,789	2,249
Tesco Express (London Road, Blackwater)	157	95	149	16,789	2,504
Little Waitrose (Fleet Road, Cove)	210	95	200	15,651	3,122
Waitrose (M3 South Services, Fleet)	250	95	238	15,651	3,717
ALL STORES	11,227		9,975	14,154	141,179

Sources: Retail, Leisure and Town Centres Study 2015. Global Data. CPW Planning.

Table:

52

SALES CAPACITY OF EXISTING COMPARISON GOODS FLOORSPACE

Net to gross ratio:	90 % (unless otherwise indicated)			2023
Store	Gross Flrspace (sq m)	Net Flrspace (sq m)	Sales Density (£per sqm net)	Sales (£000)
Home Bargains (Beacon Hill Road, Church Crookham, Fleet)	1,125	1,013	4,000	4,050
Screwfix (Albert Street, Fleet) [1]	n/a	400	5,200	2,080
Screwfix (Osborn Way, Hook) [1]	n/a	400	5,200	2,080
Redfields Garden Centre (Redfields Lane, Church Crookham, Fleet)	5,520	4,968	1,200	5,962
Comparison Goods Floorspace in Main Foodstores:				
Aldi (Beacon Hill Road, Church Crookham, Fleet)	n/a	256	8,580	2,196
Morrisons (Elvetham Heath Way, Fleet)	n/a	310	5,031	1,559
Waitrose (Tresham Crescent, Yateley)	n/a	168	8,207	1,382
Tesco (Station Road, Hook)	n/a	111	9,018	1,001
Sainsbury's (London Road, Hook)	n/a	306	8,677	2,651
TOTALS Trading at the date of the Household Interview Survey of Shopping Patterns		7,931	2,895	22,961

Sources: Retail, Leisure and Town Centres Study 2015. Global Data. CPW Planning.

Notes:

(1) CPW Planning estimate of net floorspace after deduction for trade / non-retail sales.

Table:

53

SALES CAPACITY OF COMMITTED RETAIL DEVELOPMENTS

2026

CONVENIENCE GOODS					
Store/Scheme	Net Floorspace (sq m)	Convenience Goods Allocation (%)	Net Conv Gds Floorspace (sq m)	Conv Goods Sales Density (£ p sq m net)	Conv Goods Sales (£000)
Hartland Village, Fleet (planning permission ref. 17/00471/OUT)	1,100	90	990	12,000	11,880
ALL STORES	1,100		990		11,880
COMPARISON GOODS					
Store/Scheme	Gross Floorspace (sq m)	Net to Gross Ratio (%)	Net Floorspace (sq m)	Sales Density (£ p sq m net)	Sales (£000)
ALL STORES AND SCHEMES	-		-		-

Sources:

Notes:

Table: 54
FORECAST RETAIL CAPACITY

Scenario:	1					Location:	Other locations in Hart District				
Baseline - Market shares indicated by the Household Survey 2026 remain unchanged throughout the forecasting period.											
Growth in sales per sq m from shop floorspace existing in					2026	Comparison Goods:	2.00 % pa		2026 to	2044	
	CONVENIENCE GOODS					COMPARISON GOODS					
	2026	2029	2034	2039	2044	2026	2029	2034	2039	2044	
Residents' Spending £000	158,077	156,551	154,774	153,464	152,760	10,292	10,843	12,091	13,531	15,036	
Plus visitors' spending (%)	-	-	-	-	-	-	-	-	-	-	
Total spending (£000)	158,077	156,551	154,774	153,464	152,760	10,292	10,843	12,091	13,531	15,036	
Existing shop floorspace (sq m net)	9,975	9,975	9,975	9,975	9,975	7,931	7,931	7,931	7,931	7,931	
Sales per sq m net (£)	15,848	14,154	14,154	14,154	14,154	1,298	3,260	3,600	3,974	3,974	
Sales from extg flrspsc (£000)	158,077	141,179	141,179	141,179	141,179	10,292	25,858	28,549	31,521	31,521	
Available spending to support new shops (£000)	0	15,372	13,595	12,285	11,581	0	-15,015	-16,458	-17,990	-16,485	
Less sales capacity of committed new floorspace (£000)	0	11,880	11,880	11,880	11,880	0	0	0	0	0	
Net available spending for new shops (£000)	0	3,492	1,715	405	-299	0	-15,015	-16,458	-17,990	-16,485	
Sales per sq m net in new shops (£)	12,000	12,000	12,000	12,000	12,000	6,000	6,367	7,030	7,762	8,569	
Capacity for new shop flrspsc (sq m net)	0	291	143	34	-25	0	-2,358	-2,341	-2,318	-1,924	
Market Share of Catchment Area Expenditure	18.4%	18.5%	18.6%	18.7%	18.7%	1.0%	1.0%	1.0%	1.0%	1.0%	

Sources:

Notes:

Appendix C: Household Survey Results

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
We now have a few questions about where you go food shopping. In answering these questions the location may be a store, a centre, a specific road or area, or the internet.																
Q01	Where does your household do most of its main food and grocery shopping?															
	Excl. Nulls & SFT															
Zone 1 Fleet																
Aldi, Beacon Hill Road, Church Crookham, Fleet, GU52 8DX	2.7%	19	14.6%	12	0.0%	0	0.0%	0	0.4%	0	0.4%	0	4.7%	6	0.0%	0
Marks and Spencer (M&S) Simply Food, Fleet Road, Fleet, GU51 4BE	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Queen Elizabeth Barracks, Sandy Lane, Church Crookham, Fleet, GU52 8AA	0.3%	2	2.2%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	2.0%	14	12.0%	10	3.5%	3	0.4%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Waitrose, The Hart Shopping Centre, Fleet, GU51 3LA	2.8%	20	21.4%	17	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 Blackwater / Yateley																
Aldi, London Road, Blackwater, Camberley, GU17 0AA	3.4%	24	0.0%	0	20.1%	16	0.0%	0	0.0%	0	0.4%	0	2.0%	3	2.6%	5
Asda Express (Petrol), Reading Road, Yateley, GU46 7UH	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	2.6%	18	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.4%	0	5.1%	7	3.1%	6
Londis, Tudor Drive, Yateley, GU46 6BY	0.2%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1GY	2.9%	20	17.6%	14	4.4%	3	0.4%	0	0.8%	0	0.0%	0	1.4%	2	0.0%	0
Sainsbury's Local, Harpdon Parade, Village Way, Yateley, GU46 7SB	0.5%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Petrol), Reading Road, Yateley, GU46 7UH	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Reading Road, Yateley , GU46 7UH	0.3%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Fleet Road, Cove, Farnborough, GU51 2SH	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley, GU46 6FR	2.9%	20	0.0%	0	15.5%	12	2.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	6
Zone 3 Hook / Rural West																
Co-Op Food, High Street, Odiham, RG29 1LN	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Grand Parade, Hook, RG27 9HF	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Hook, RG27 9FW	3.4%	24	0.0%	0	0.0%	0	33.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook, RG27 9JE	4.6%	32	0.0%	0	0.0%	0	45.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Lidl, Dogflud Way, Farnham, GU9 7SW	1.5%	11	0.0%	0	0.0%	0	0.0%	0	16.6%	9	1.9%	2	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham, GU9 7RP	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.7%	5	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	6.2%	43	2.7%	2	0.0%	0	0.0%	0	44.9%	24	17.9%	17	0.0%	0	0.0%	0
Waitrose, The Hart,	1.3%	9	0.0%	0	0.0%	0	0.0%	0	16.6%	9	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

Hart Household Survey
for CPW Planning

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Farnham, GU9 7HD															
Zone 5 Aldershot															
Iceland, Victoria Road, Aldershot, GU11 1JR	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%
Lidl, Wellington Centre, Aldershot, GU11 1DB	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	8	5.0%	7	0.0%
Morrisons, Alexandra Road, Aldershot, GU11 1NX	1.8%	13	0.0%	0	0.0%	0	0.4%	0	2.3%	1	11.9%	11	0.0%	0	0.0%
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Tesco Superstore, Wellington Avenue, Aldershot, GU11 1SQ	9.4%	65	10.6%	9	0.0%	0	0.4%	0	6.6%	4	51.0%	48	3.1%	4	0.4%
Zone 6 Farnborough															
Aldi, Blackwater Shopping Centre, Farnborough, GU14 8BL	2.3%	16	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.7%	2	2.6%	3	5.8%
Asda, Westmead, Farnborough, GU14 7LT	5.0%	35	1.4%	1	2.1%	2	0.4%	0	0.0%	0	0.4%	0	19.3%	26	3.1%
Costco, Templar Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%
Lidl, Solartron Road, Farnborough, GU14 7QL	1.2%	8	2.2%	2	0.3%	0	0.0%	0	0.0%	0	1.4%	1	3.3%	4	0.4%
Marks and Spencer (M&S) Simply Food, Prospect Road, Farnborough, GU14 8JZ	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%
Morrisons, Summit Avenue, Southwood, Farnborough, GU14 0NA	2.4%	17	1.1%	1	2.0%	2	0.0%	0	0.0%	0	0.0%	0	10.0%	13	0.4%
Sainsbury's, Queensmead, Farnborough, GU14 7GL	4.2%	29	1.4%	1	0.0%	0	0.0%	0	0.4%	0	1.4%	1	19.2%	26	0.4%
Zone 7 Camberley / Sandhurst															
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	1.3%	9	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%
Marks and Spencer (M&S) Simply Food, Mytchett Road, Mytchett, Camberley, GU16 6BD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Marks and Spencer (M&S), Euston Street, Marshall Road, The Meadows, College Town, Sandhurst, GU47 0FD	1.4%	10	3.0%	2	0.3%	0	0.4%	0	0.0%	0	0.4%	0	1.8%	2	2.2%
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	9.7%	68	4.9%	4	7.3%	6	0.0%	0	1.7%	1	0.0%	0	8.8%	12	24.8%
Sainsbury's, Cambridge Walk, Camberley, GU15 3SW	1.9%	14	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst, GU47 0FD	8.4%	58	2.0%	2	15.3%	12	0.4%	0	0.0%	0	0.0%	0	6.6%	9	19.3%
Waitrose, Frimley High Street, Frimley, Camberley, GU16 7JD	3.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	8.5%
Outside Catchment Area															
Aldi, Alton Retail Park, Alton, GU34 2QS	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Winklebury Way, Basingstoke, RG23 8BB	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Forsyth Road, Sheerwater, Woking, GU21 5SE	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%
Disley Village Bakery, Market Street, Disley, SK12 2DT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%
Farmfoods, Winklebury Way, Basingstoke, RG23 8BB	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Gastons Wood,	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Basingstoke, RG24 8TW																
Marks and Spencer (M&S)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Simply Food, Farnham																
By-Pass, High Street, Farnham, GU9 8AS																
Morrisons, Worting Road, Basingstoke, RG21 8BJ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Draymans Way, Alton, GU34 1SS	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Ringmead, Bracknell, RG12 7SS	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke, RG24 8BE	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Basing View, Basingstoke, RG21 4YY	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	14
Waitrose, Station Road, Alton, GU34 2WT	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																
Weighted base:	695		81		80		71		54		94		133		183	
Sample:	708		100		104		98		98		107		100		101	

Q02 Which retailer do you normally purchase your main food internet / delivery shopping from?

Those who said 'Internet / delivery' at Q01

Aldi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amazon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda	4.0%	4	7.6%	1	2.5%	0	0.0%	0	0.0%	0	21.9%	2	2.6%	0	0.0%	0
Iceland	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2
Morrisons	6.7%	7	3.9%	1	18.0%	2	2.3%	0	0.0%	0	3.0%	0	21.9%	4	0.0%	0
Ocado	16.9%	18	40.0%	6	0.0%	0	11.0%	1	17.3%	2	21.9%	2	2.6%	0	21.4%	6
Sainsbury's	15.9%	17	22.1%	3	37.9%	4	13.2%	2	21.0%	3	11.7%	1	7.9%	1	9.1%	2
Tesco	35.9%	39	14.5%	2	36.7%	4	57.6%	7	36.1%	5	41.6%	5	46.2%	9	28.1%	8
Waitrose	12.2%	13	11.9%	2	4.9%	1	2.3%	0	5.8%	1	0.0%	0	18.7%	3	23.5%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.8%	6	0.0%	0	0.0%	0	13.7%	2	10.8%	2	0.0%	0	0.0%	0	11.8%	3
Weighted base:		109		15		11		12		14		11		19		27
Sample:		96		18		12		16		16		7		14		13

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Q03 What is the main reason your household does most of its main food shopping at STORE MENTIONED AT Q01?																
Close to home	27.3%	220	20.6%	20	24.6%	22	31.5%	26	37.8%	26	26.0%	27	25.2%	38	28.7%	60
Low prices / value for money	13.7%	110	14.1%	14	14.1%	13	6.3%	5	13.8%	9	11.4%	12	17.5%	26	14.8%	31
Online shopping is convenient	8.0%	64	9.5%	9	5.1%	5	8.9%	7	12.1%	8	6.7%	7	6.3%	10	8.6%	18
Quality of food goods available	5.6%	45	8.8%	8	3.5%	3	12.7%	11	3.8%	3	4.7%	5	3.5%	5	4.6%	10
Habit / always used it	3.9%	31	1.8%	2	5.2%	5	5.2%	4	6.1%	4	7.1%	7	4.4%	7	1.2%	2
Can get everything I need there	3.4%	28	6.1%	6	1.9%	2	0.3%	0	0.6%	0	5.5%	6	1.6%	2	5.3%	11
Range of food goods available	3.0%	24	12.8%	12	0.9%	1	1.0%	1	3.5%	2	0.3%	0	2.6%	4	1.5%	3
Preference for retailer	2.8%	22	0.3%	0	5.9%	5	5.3%	4	0.3%	0	4.5%	5	0.0%	0	3.6%	8
Easy to get to by foot	2.8%	22	0.0%	0	0.0%	0	4.4%	4	2.7%	2	3.5%	4	4.3%	6	3.2%	7
Staff discount / work there	2.7%	22	1.9%	2	0.3%	0	0.0%	0	0.0%	0	5.0%	5	4.1%	6	4.0%	8
Loyalty scheme / reward points	2.7%	22	1.9%	2	5.3%	5	2.7%	2	1.6%	1	5.2%	5	2.1%	3	1.5%	3
Easy to get to by car	2.3%	18	0.6%	1	9.5%	9	1.8%	1	0.3%	0	0.3%	0	0.7%	1	2.8%	6
Familiar / know where everything is	2.0%	16	2.1%	2	0.6%	1	2.6%	2	1.8%	1	3.4%	4	1.3%	2	2.3%	5
Delivery service	2.0%	16	1.8%	2	4.7%	4	0.3%	0	3.7%	3	0.0%	0	4.0%	6	0.8%	2
Large store	1.8%	15	1.3%	1	0.0%	0	0.0%	0	1.3%	1	2.3%	2	4.7%	7	1.5%	3
Parking is free	1.8%	14	5.2%	5	2.3%	2	0.0%	0	0.9%	1	1.2%	1	3.0%	4	0.4%	1
Convenient	1.2%	9	0.0%	0	0.3%	0	3.0%	3	2.2%	2	0.0%	0	0.7%	1	1.9%	4
Easy to get to by public transport	1.0%	8	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.3%	0	2.1%	3	1.9%	4
Close to work	1.0%	8	0.0%	0	0.0%	0	2.7%	2	0.3%	0	0.0%	0	1.3%	2	1.7%	4
Parking provision is good / easy to park	0.8%	6	0.3%	0	0.0%	0	1.4%	1	1.5%	1	1.3%	1	1.0%	1	0.4%	1
Close to family / friends	0.7%	6	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.6%	1	1.7%	3	1.2%	2
Close to other shops / services / facilities	0.6%	5	0.6%	1	1.9%	2	0.0%	0	0.3%	0	0.3%	0	1.4%	2	0.0%	0
Good offers	0.6%	5	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.3%	0	1.7%	3	0.0%	0
Good layout / easy to get around	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0
Started online shopping due to the pandemic and kept using it	0.5%	4	0.3%	0	2.1%	2	0.0%	0	0.6%	0	0.3%	0	0.0%	0	0.4%	1
Health / mobility issues	0.4%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0
Only one in the area	0.3%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Has a petrol station	0.3%	2	1.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ethical policy	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local business	0.2%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of non-food goods available	0.2%	2	1.3%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small / quiet store	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dislike in-person shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Easy to get a lift there	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	1
Use online shopping due to the pandemic / because it's covid safe	0.1%	1	0.6%	1	0.0%	0	0.3%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Clean store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.4%	1
Friendly / helpful staff	0.1%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Good disability access	0.1%	1	0.0%	0	0.3%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Long opening hours	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Parking - under cover parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Has a cafe	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use it for a change	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Positive experience	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of non-food goods available	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking prices are low	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avoid traffic	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by bike	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Pleasant shopping environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safe shopping environment (from crime)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Self-service checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Use store / location because	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ages.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
it has good covid safety measures																
(Don't know)	4.1%	33	3.4%	3	4.3%	4	2.3%	2	1.9%	1	7.4%	8	0.7%	1	6.6%	14
(No particular reason)	0.3%	3	0.3%	0	1.2%	1	0.0%	0	1.5%	1	0.3%	0	0.0%	0	0.0%	0
Weighted base:	804		96		91		83		68		105		151		210	
Sample:	804		118		116		114		114		114		114		114	

Meanscore: [£]

Q04 How much on average does your household spend on main food shopping in a week?

£1 - £10	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.0%	3	0.0%	0
£11 - £20	0.4%	3	0.3%	0	0.3%	0	0.0%	0	1.5%	1	0.3%	0	1.0%	1	0.0%	0
£21 - £30	2.6%	21	3.7%	4	1.2%	1	0.7%	1	5.7%	4	0.9%	1	5.1%	8	1.7%	4
£31 - £40	3.9%	31	0.9%	1	10.0%	9	2.0%	2	6.4%	4	5.7%	6	1.6%	2	3.2%	7
£41 - £50	7.9%	64	3.9%	4	8.4%	8	5.3%	4	7.0%	5	8.6%	9	17.6%	27	3.5%	7
£51 - £60	8.9%	71	4.0%	4	7.3%	7	3.9%	3	11.9%	8	13.3%	14	8.1%	12	11.0%	23
£61 - £70	7.7%	62	5.8%	5	9.8%	9	6.0%	5	5.3%	4	7.1%	7	12.5%	19	5.9%	12
£71 - £80	6.4%	52	9.2%	9	5.5%	5	8.3%	7	6.7%	5	13.3%	14	5.1%	8	2.3%	5
£81 - £90	5.4%	43	9.6%	9	2.7%	2	1.0%	1	1.3%	1	3.4%	4	5.7%	9	8.5%	18
£91 - £100	16.6%	133	15.9%	15	12.7%	12	20.8%	17	11.9%	8	8.3%	9	19.7%	30	20.4%	43
£101 - £110	1.4%	11	0.0%	0	0.3%	0	0.0%	0	1.6%	1	4.1%	4	1.4%	2	1.5%	3
£111 - £120	3.9%	31	3.8%	4	7.0%	6	6.9%	6	3.1%	2	2.5%	3	3.7%	6	2.5%	5
£121 - £130	2.6%	21	1.8%	2	2.5%	2	0.3%	0	5.2%	4	2.2%	2	1.7%	3	3.8%	8
£131 - £140	2.3%	19	2.2%	2	1.8%	2	5.6%	5	0.0%	0	0.0%	0	1.4%	2	4.0%	8
£141 - £150	9.2%	74	10.3%	10	11.4%	10	7.5%	6	9.6%	7	3.9%	4	5.3%	8	13.6%	29
£151 - £160	0.3%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
£161 - £170	0.6%	5	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.5%	3
£171 - £180	0.9%	7	1.2%	1	0.0%	0	0.0%	0	2.2%	2	4.2%	4	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	4.6%	37	1.2%	1	1.5%	1	5.7%	5	8.1%	6	1.2%	1	3.7%	6	8.1%	17
£201 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £240	0.4%	3	0.3%	0	0.3%	0	0.0%	0	1.9%	1	1.2%	1	0.0%	0	0.0%	0
£241 - £260	1.7%	14	4.1%	4	0.0%	0	3.4%	3	1.3%	1	4.2%	4	1.3%	2	0.0%	0
£261 - £280	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£281 - £300	1.3%	10	5.8%	6	2.8%	3	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.1%	57	11.1%	11	10.5%	10	14.5%	12	6.6%	5	10.3%	11	0.7%	1	4.3%	9
(Refused)	3.2%	26	4.8%	5	1.8%	2	7.2%	6	2.6%	2	0.0%	0	2.1%	3	4.3%	9
Mean:	101.67		118.35		98.07		112.57		100.36		100.15		84.37		106.94	
Weighted base:	804		96		91		83		68		105		151		210	
Sample:	804		118		116		114		114		114		114		114	

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Q05 Where does your household do most of its shopping for small scale ‘top-up’ food and convenience goods items?																
<i>Excl. Nulls & SFT</i>																
Zone 1 Fleet																
Aldi, Beacon Hill Road, Church Crookham, Fleet, GU52 8DX	0.8%	6	5.8%	5	0.0%	0	0.4%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Fleet Road, GU51 4QG	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Kings Road, Fleet, GU51 3ST	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Redfields Lane, Church Crookham, Fleet, GU52 0RB	0.3%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Frenchmans Creek, Church Crookham, Fleet, GU52 0YE	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Fleet Road, Fleet, GU51 4BE	1.2%	8	7.6%	6	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Linkway, Fleet, GU52 7UL	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops, Church Crookham Village Centre	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Fleet Road, Fleet, GU51 3BL	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Aldershot Road, Fleet, GU51 3HU	1.4%	10	11.2%	9	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Sainsbury's Local, Queen Elizabeth Barracks, Sandy Lane, Church Crookham, Fleet, GU52 8AA	1.1%	7	8.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fleet Road, Fleet, GU51 4BE	3.9%	26	26.9%	22	1.9%	2	0.0%	0	1.9%	1	0.0%	0	0.4%	0	0.0%	0
Shell Garage, Fleet Road, Fleet, GU51 4QG	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express (Petrol), Reading Road South, Church Crookham, Fleet, GU52 6AB	1.8%	12	10.2%	8	1.3%	1	0.0%	0	0.3%	0	2.7%	2	0.0%	0	0.0%	0
The Verne Express, Ridgeway Parade, Church Crookham, Fleet, GU52 6NY	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Shopping Centre, Fleet, GU51 3LA	1.8%	12	8.8%	7	1.7%	1	0.0%	0	0.0%	0	0.4%	0	1.9%	2	0.5%	1
Zone 2 Blackwater / Yateley																
Aldi, London Road, Blackwater, Camberley, GU17 0AA	1.0%	7	0.0%	0	6.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda Express (Petrol), Reading Road, Yateley, GU46 7UH	0.2%	1	0.0%	0	1.3%	1	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley, GU17 9AP	0.4%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.7%	1	0.4%	0	0.0%	0
Little Waitrose, Fleet Road, Cove, Hampshire, GU51 2SH	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Londis, Tudor Drive, Yateley, GU46 6BY	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet, GU51 1GY	1.7%	11	4.3%	4	5.2%	4	1.7%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Nisa Local, Bell Lane, Blackwater, Camberley, GU17 0NW	0.3%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Reading Road, Yateley, GU46 7LR	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops, Fleet Town Centre	0.1%	1	0.7%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Harpdon Parade, Village Way, Yateley, GU46 7SB	3.1%	21	0.0%	0	23.1%	20	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West			Zone 4 Farnham	Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Tesco Express (Petrol), Reading Road, Yateley, GU46 7UH	0.5%	3	0.0%	0	2.7%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Ancells Farm, Falkners Close, Fleet, GU51 2XF	0.8%	6	0.7%	1	5.4%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Tesco Express, Kingfisher Parade, Rosemary Lane, Blackwater, Camberley, GU17 0LL	0.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, London Road, Blackwater, Camberley, GU17 0AE	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Reading Road, Yateley , GU46 7UH	0.3%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Fleet Road, Cove, Farnborough, GU51 2SH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Waitrose, M3 Southbound Motorway Junction, South Services, Fleet, GU51 1AA	0.3%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley, GU46 6FR	2.9%	19	0.0%	0	22.1%	19	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Zone 3 Hook / Rural West																
Budgens, London Road, Hook, RG27 9DY	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Odiham, RG29 1LN	1.0%	7	0.0%	0	0.0%	0	9.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Traditional Butchers, High Street, Hartley Wintney, RG27 8NY	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newlyn's Farm Shop, Lodge Farm, North Warnborough, Hook, RG29 1HA	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nisa Local, Sunwood Drive, Sherfield on Loddon, RG27 0BF	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Grand Parade, Hook, RG27 9HF	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Organically Speaking Ltd, High Street, Hartley Wintney, Hook, RG27 8NY	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops, Hook District Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops, Odiham Local Centre	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Hook, RG27 9FW	2.7%	18	0.0%	0	0.0%	0	25.6%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, High Street, Hartley Wintney, Hook, RG27 8NZ	0.8%	5	0.0%	0	0.0%	0	7.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook, RG27 9JE	3.5%	23	0.0%	0	0.0%	0	33.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Bentley Village Stores, London Road, Bentley, GU10 5HY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Farnborough Road, Farnham, GU9 9AJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Crondall Stores, Pankridge Street, Crondall, GU10 5QT	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Dogflud Way, Farnham, GU9 7SW	1.0%	7	0.0%	0	0.0%	0	0.0%	0	9.8%	6	0.9%	1	0.0%	0	0.0%	0
Londis, Hale Road, Farnham, GU9 9RD	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Foodhall, Bourne Mill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.4%	0	0.0%	0	0.0%	0

Weighted:

Hart Household Survey
for CPW Planning

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Business Park, Guildford Road, Farnham, GU9 9PS	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Mill Lane, Crondall, Farnham, GU10 5RP	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops, Farnham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Premier, Weybourne Road, Farnham, GU9 9ET	0.8%	6	0.0%	0	0.0%	0	0.0%	0	9.4%	6	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham, GU9 7RP	2.0%	13	0.0%	0	0.0%	0	0.0%	0	11.3%	7	5.8%	4	1.9%	2	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	0.7%	5	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Upper Hale Road, Farnham, GU9 0JH	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose (Little), Odiham Road, Upper Hale, Farnham, GU10 5AB	2.7%	18	0.4%	0	0.0%	0	0.0%	0	26.4%	16	2.7%	2	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham, GU9 7HD	Zone 5 Aldershot															
Co-Op Food, Lower Farnham Road, Aldershot, GU12 4EN	0.8%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	2	5.2%	4	0.0%	0	0.0%	0
Co-Op Food, North Lane, Aldershot, GU12 4TJ	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0
Gulf, High Street, Waterloo Road, Aldershot, GU12 4LT	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Iceland, Victoria Road, Aldershot, GU11 1JR	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Lidl, Wellington Centre, Aldershot, GU11 1DB	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	0	7.9%	6	0.0%	0	0.0%	0
Londis, High Street, Aldershot, GU12 4NE	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0
Morrisons Daily, Queens Road, Aldershot, GU11 3LA	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	1.7%	1	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot, GU11 1NX	2.3%	15	0.0%	0	0.0%	0	0.0%	0	2.9%	2	17.9%	14	0.0%	0	0.0%	0
One Stop , Lower Farnham Road, Aldershot, GU11 3RD	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
One Stop, Lower Farnham Road, Aldershot, GU11 3RD	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0
One Stop, North Lane, Aldershot, GU12 4SY	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Sainsbury's Local, Ash Road, Aldershot, GU12 4ES	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot, GU11 1SQ	1.7%	11	0.4%	0	0.0%	0	0.0%	0	1.0%	1	13.4%	10	0.0%	0	0.0%	0
Zone 6 Farnborough																
Aldi, Blackwater Shopping Centre, Farnborough, GU14 8BL	0.6%	4	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.7%	1	0.4%	0	0.9%	2
Asda, Westmead, Farnborough, GU14 7LT	2.5%	17	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	13.8%	16	0.5%	1
Co-Op Food, Farnborough Road, Farnborough, GU14 8BD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	2.6%	3	0.0%	0
Co-Op Food, Fernhill Road, Cove, Farnborough, GU14 9EF	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.0%	0
Co-Op Food, Queens Road, North Camp, Farnborough, GU14 6DJ	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	11	0.0%	0
Co-Op Food, Woburn Avenue, Farnborough, GU14 7EF	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	9	0.0%	0
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West			Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough		Zone 7 Camberley / Sandhurst			
Iceland, Queensmead, Farnborough, GU14 7SH	0.3%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Lidl, Solartron Road, Farnborough, GU14 7QL	0.7%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.1%	3	0.0%	0
Londis, Bridge Road, Farnborough, GU14 0HS	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Prospect Road, Farnborough, GU14 8JZ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Morrisons, Summit Avenue, Southwood, Farnborough, GU14 0NA	3.7%	24	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	21.2%	24	0.0%	0
Sainsbury's, Queensmead, Farnborough, GU14 7GL	2.1%	14	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	13	0.5%	1
Tesco Express, Chapel Lane, Farnborough, GU14 9BL	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Express, Cove Road, Farnborough, GU14 0EU	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Zone 7 Camberley / Sandhurst																
Aldi, Yorktown Road, College Town, Sandhurst, GU47 0PU	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
B&M, Princess Way, Camberley, GU15 3SR	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Co-Op Food, Frimley Road, Camberley, GU15 2QN (Near The Manakamana and Café De Ville)	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	12
Co-Op Food, Frimley Road, Camberley, GU15 3EN (Near Camberley Baptist Church and Chapter5 Thai Restaurant)	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	5
Co-Op Food, Upper College Ride, Camberely, GU15 4HE	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6
Co-Op Food, Yeovil Road, Owlsmoor, Sandhurst, GU47 0TF	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	5
Co-Op Food, Yorktown Road, Sandhurst, GU47 9DU	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Heaters Bakery, Frimley Green Road, Frimley Green, GU16 6LL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Marks and Spencer (M&S) Simply Food, Mytchett Road, Mytchett, Camberley, GU16 6BD	1.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	10
Marks and Spencer (M&S), Euston Street, Marshall Road, The Meadows, College Town, Sandhurst, GU47 0FD	1.2%	8	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.1%	6
One Stop, Ansell Road, Frimley, GU16 8BS	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7
One Stop, The Green, Frimley Green, GU16 6HF	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Other Local Shops, Camberley Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Premier, Vale Road, Camberley, GU15 3DR	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6
Sainsbury's Local, Heather Ridge Arcade, Camberley, GU15 1AX	3.2%	21	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	20
Sainsbury's, Blackwater Valley Road, Camberley, GU15 3YN	1.6%	11	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.4%	0	4.4%	5	0.9%	2
Sainsbury's, Cambridge Walk, Camberley, GU15 3SW	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	7.4%	13
Tesco Express, Beaumaris	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	15

Column %ges.

Hart Household Survey
for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West	Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough	Zone 7 Camberley / Sandhurst						
Parade, Balmoral Drive, Frimley, Camberley, GU16 8UR																
Tesco Express, Yorktown Road, Sandhurst, GU47 9DX	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	7
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst, GU47 0FD	1.2%	8	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5
Waitrose, Frimley High Street, Frimley, Camberley, GU16 7JD	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	9.5%	17
Welcome Mytchett, Mytchett Road, Mytchett, GU16 6ES	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.9%	2
Outside Catchment Area																
Aldi, Lion Retail Park, Woking, GU22 8BD	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Asda, Brighton Way, Brighton Hill, Basingstoke, RG22 4DH	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Ash Street, Ash, Aldershot, GU12 6LG	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.4%	3	0.0%	0	0.0%	0
Co-Op Food, Grovebell Estate, Wrecclesham Road, Wrecclesham, Farnham, GU10 4PL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, High Street, Alton, GU34 1BD	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Co-Op Food, Linden Avenue, Old Basing, Basingstoke, RG24 7HR	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Food, Wharf Road, Ash Vale, Aldershot, GU12 5AS	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Marks and Spencer (M&S) Foodhall, High Street, Alton, GU34 1LG	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S) Simply Food, Farnham By-Pass, High Street, Farnham, GU9 8AS	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), Festival Place, Church Street, Basingstoke, RG21 7LJ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops, Basingstoke Town Centre	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Local Shops, Guildford Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Premier, The Borough, Farnham, GU6 7NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Squire's Garden Centre, The Reeds Road, Frensham, Farnham, GU10 3BP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Tesco Express, Chineham, Lychpit, Basingstoke, RG24 8TF	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lysons Avenue, Ash Vale, Aldershot, GU12 5QL	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Tesco Express, Ridgway Road, Farnham, GU9 8NN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Winchester Road, Four Marks, Alton, GU34 5HG	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Finchampstead Road, Wokingham, RG40 2NS	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, London Road, Bagshot, GU19 5DG	2.9%	19	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.4%	0	10.0%	18
Others																

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West		Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Weighted base:	665	83		85	70		60	76	113		178	
Sample:	639	102		101	95		88	81	83		89	

Meanscore: [£]

Q06 How much on average does your household spend on 'top-up' food shopping in a week?

Those who do top-up shopping at Q05

£1 - £10	25.8%	182	21.1%	19	21.6%	19	11.9%	9	24.1%	15	31.6%	26	25.4%	32	34.3%	62
£11 - £20	30.1%	212	30.9%	28	34.2%	29	25.9%	20	30.9%	19	26.4%	22	35.8%	45	27.1%	49
£21 - £30	15.2%	107	19.7%	18	17.4%	15	13.0%	10	12.6%	8	13.9%	12	23.2%	29	8.6%	16
£31 - £40	3.6%	25	1.8%	2	2.5%	2	10.4%	8	8.0%	5	6.0%	5	0.0%	0	1.8%	3
£41 - £50	5.7%	40	5.0%	4	6.5%	6	4.8%	4	5.8%	4	5.3%	4	1.2%	1	9.6%	17
£51 - £60	2.5%	17	2.3%	2	1.9%	2	1.7%	1	0.0%	0	4.0%	3	0.0%	0	5.0%	9
£61 - £70	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.9%	2	0.0%	0	0.0%	0
£71 - £80	0.5%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.9%	2	0.0%	0
£81 - £90	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
£91 - £100	1.5%	11	1.8%	2	0.6%	1	3.1%	2	2.0%	1	2.4%	2	2.4%	3	0.0%	0
£101 - £110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£111 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £130	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£131 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£151 - £160	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£161 - £170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£171 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £190	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£191 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £220	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£221 - £240	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£241 - £260	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£261 - £280	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£281 - £300	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£301+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	10.2%	72	11.0%	10	13.4%	12	18.9%	15	8.2%	5	7.5%	6	7.5%	9	8.2%	15
(Refused)	4.4%	31	6.5%	6	1.9%	2	9.4%	7	5.9%	4	0.0%	0	2.1%	3	5.4%	10
Mean:	22.84	23.49		22.30		28.96		23.43		23.76		21.82		20.68		
Weighted base:	704	90		86		78		62		83		125		180		
Sample:	676	109		103		103		94		87		89		91		

Now a few questions about the main centres in Hart District.

Q07 How often does your household visit the following centres? [PR] Fleet

More than twice a week	5.1%	41	31.5%	30	2.8%	3	1.9%	2	0.0%	0	0.3%	0	4.4%	7	0.0%	0
Twice a week	3.7%	30	14.0%	13	8.0%	7	2.1%	2	0.6%	0	1.5%	2	3.0%	5	0.4%	1
Once a week	6.1%	49	30.1%	29	5.7%	5	9.4%	8	3.7%	3	0.9%	1	1.4%	2	0.8%	2
Once a fortnight	3.7%	30	5.9%	6	4.4%	4	4.7%	4	2.0%	1	0.0%	0	1.6%	2	6.0%	13
Once a month	10.2%	82	9.6%	9	18.2%	17	17.7%	15	7.7%	5	6.7%	7	13.8%	21	4.0%	8
Once every 2-3 months	6.9%	55	2.2%	2	10.3%	9	9.4%	8	6.9%	5	9.8%	10	10.0%	15	2.8%	6
Once every 6 months	4.7%	38	0.3%	0	9.3%	9	6.5%	5	3.2%	2	4.1%	4	6.1%	9	3.8%	8
Once a year	2.8%	23	0.0%	0	2.4%	2	3.0%	2	2.9%	2	3.6%	4	6.7%	10	1.2%	2
Less often	4.1%	33	0.0%	0	6.4%	6	5.3%	4	2.0%	1	3.9%	4	1.0%	1	7.5%	16
Never	51.2%	412	4.8%	5	32.6%	30	36.5%	30	69.5%	47	65.2%	69	51.4%	78	73.2%	153
(Don't know / varies)	1.4%	11	1.5%	1	0.0%	0	3.6%	3	1.6%	1	3.8%	4	0.7%	1	0.4%	1
Weighted base:	804	96		91		83		68		105		151		210		
Sample:	804	118		116		114		114		114		114		114		

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Blackwater																
More than twice a week	2.2%	18	2.2%	2	13.2%	12	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.4%	1
Twice a week	0.6%	5	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Once a week	2.7%	22	0.0%	0	8.2%	7	0.0%	0	0.0%	0	0.0%	0	4.3%	7	3.8%	8
Once a fortnight	2.7%	22	2.2%	2	3.8%	3	2.0%	2	0.0%	0	0.6%	1	4.9%	7	3.0%	6
Once a month	5.6%	45	3.8%	4	6.5%	6	12.3%	10	4.8%	3	0.0%	0	4.0%	6	7.8%	16
Once every 2-3 months	3.6%	29	3.9%	4	6.1%	6	2.1%	2	8.1%	5	2.2%	2	2.4%	4	3.1%	7
Once every 6 months	1.7%	13	1.7%	2	0.3%	0	4.0%	3	1.2%	1	3.1%	3	2.2%	3	0.4%	1
Once a year	1.2%	10	0.3%	0	2.3%	2	3.7%	3	0.0%	0	0.6%	1	2.3%	3	0.0%	0
Less often	1.6%	13	0.0%	0	0.3%	0	1.0%	1	0.3%	0	0.0%	0	2.7%	4	3.6%	8
Never	77.2%	621	84.6%	81	54.8%	50	74.5%	62	85.0%	58	89.7%	94	75.0%	114	77.5%	163
(Don't know / varies)	0.8%	6	1.3%	1	0.0%	0	0.3%	0	0.6%	0	3.8%	4	0.3%	0	0.0%	0
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114
Hook																
More than twice a week	3.7%	30	0.0%	0	1.2%	1	34.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twice a week	0.7%	5	0.0%	0	0.0%	0	6.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.8%	14	0.0%	0	0.0%	0	17.1%	14	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.8%	6	0.3%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	1.8%	14	2.4%	2	0.0%	0	11.0%	9	0.0%	0	0.0%	0	1.3%	2	0.4%	1
Once every 2-3 months	1.7%	13	0.9%	1	0.6%	1	4.1%	3	2.2%	2	4.0%	4	1.9%	3	0.0%	0
Once every 6 months	0.8%	7	0.0%	0	2.8%	3	2.3%	2	1.9%	1	0.0%	0	0.7%	1	0.0%	0
Once a year	1.3%	10	0.3%	0	4.1%	4	1.4%	1	0.6%	0	1.9%	2	1.7%	3	0.0%	0
Less often	0.9%	7	0.3%	0	6.5%	6	0.0%	0	0.3%	0	0.0%	0	0.7%	1	0.0%	0
Never	86.5%	695	95.8%	92	84.8%	77	15.4%	13	94.4%	64	94.1%	99	93.5%	142	99.6%	209
(Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.3%	0	0.3%	0	0.0%	0	0.3%	0	0.0%	0
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114
Yateley																
More than twice a week	5.2%	42	0.0%	0	37.0%	34	0.3%	0	0.0%	0	0.0%	0	1.3%	2	2.8%	6
Twice a week	1.2%	10	0.0%	0	7.1%	6	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.2%	33	0.0%	0	15.6%	14	12.1%	10	0.0%	0	2.3%	2	2.4%	4	1.5%	3
Once a fortnight	1.4%	11	0.3%	0	5.3%	5	2.1%	2	0.0%	0	0.0%	0	2.3%	3	0.4%	1
Once a month	2.8%	22	1.3%	1	5.3%	5	0.3%	0	1.3%	1	1.9%	2	3.0%	5	4.0%	8
Once every 2-3 months	2.2%	17	1.3%	1	2.8%	3	1.9%	2	1.9%	1	1.4%	1	1.6%	2	3.2%	7
Once every 6 months	0.7%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.3%	0	1.4%	2	0.8%	2
Once a year	1.5%	12	1.7%	2	2.3%	2	1.8%	1	0.3%	0	0.3%	0	1.3%	2	2.1%	4
Less often	0.7%	6	0.0%	0	0.3%	0	2.3%	2	0.3%	0	0.0%	0	2.1%	3	0.0%	0
Never	80.1%	644	95.3%	91	23.9%	22	74.6%	62	93.7%	64	93.8%	99	84.3%	128	85.3%	179
(Don't know / varies)	0.2%	2	0.0%	0	0.3%	0	0.7%	1	0.3%	0	0.0%	0	0.3%	0	0.0%	0
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114
Hartley Wintney																
More than twice a week	1.5%	12	0.3%	0	1.8%	2	11.7%	10	0.0%	0	0.0%	0	0.3%	0	0.0%	0
Twice a week	0.9%	7	0.0%	0	2.3%	2	4.8%	4	0.0%	0	0.0%	0	0.3%	0	0.4%	1
Once a week	2.3%	19	2.0%	2	1.6%	1	10.4%	9	0.3%	0	2.3%	2	2.7%	4	0.0%	0
Once a fortnight	0.7%	6	1.3%	1	3.4%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	5.1%	41	8.2%	8	10.0%	9	14.3%	12	2.5%	2	1.9%	2	1.3%	2	3.2%	7
Once every 2-3 months	3.9%	31	2.6%	2	6.0%	5	11.2%	9	3.1%	2	3.6%	4	3.3%	5	1.5%	3
Once every 6 months	5.2%	42	7.5%	7	0.3%	0	5.5%	5	3.6%	2	2.6%	3	7.0%	11	6.8%	14
Once a year	4.2%	34	6.1%	6	1.5%	1	3.6%	3	3.8%	3	0.3%	0	4.3%	7	6.8%	14
Less often	1.0%	8	0.3%	0	3.0%	3	4.4%	4	0.3%	0	0.0%	0	0.7%	1	0.0%	0
Never	74.7%	601	70.5%	67	68.9%	63	32.1%	27	86.0%	58	89.3%	94	79.9%	121	81.3%	171
(Don't know / varies)	0.4%	3	1.2%	1	1.2%	1	0.3%	0	0.3%	0	0.0%	0	0.3%	0	0.0%	0
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Odiham															
More than twice a week	0.9%	7	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Twice a week	0.6%	5	0.0%	0	0.0%	0	5.4%	4	0.3%	0	0.0%	0	0.0%	0	0.0%
Once a week	1.0%	8	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.3%	0	0.0%
Once a fortnight	0.8%	6	0.3%	0	0.0%	0	3.3%	3	0.3%	0	2.3%	2	0.3%	0	0.0%
Once a month	2.4%	19	4.6%	4	1.5%	1	12.3%	10	2.2%	2	1.4%	1	0.3%	0	0.0%
Once every 2-3 months	3.8%	31	6.8%	7	1.5%	1	13.5%	11	4.9%	3	3.6%	4	2.8%	4	0.0%
Once every 6 months	2.2%	18	0.6%	1	1.5%	1	6.7%	6	2.8%	2	2.3%	2	1.7%	3	1.7%
Once a year	1.9%	16	3.5%	3	1.2%	1	1.4%	1	5.6%	4	0.0%	0	1.7%	3	1.7%
Less often	1.1%	9	0.0%	0	5.2%	5	2.6%	2	0.6%	0	0.0%	0	1.0%	1	0.0%
Never	84.8%	682	84.2%	80	87.8%	80	36.3%	30	82.5%	56	90.4%	95	91.4%	138	96.2%
(Don't know / varies)	0.4%	3	0.0%	0	1.5%	1	0.3%	0	0.6%	0	0.0%	0	0.3%	0	0.4%
Weighted base:		804		96		91		83		68		105		151	
Sample:		804		118		116		114		114		114		114	

Q08 Which of the following centres does your household visit the most? [PR]

Exclude respondents who said 'Never' or 'Don't know' for all centres at Q07

Fleet	41.5%	216	97.6%	89	16.3%	14	7.8%	6	44.3%	12	59.7%	25	46.0%	42	26.4%	27
Blackwater	17.2%	89	0.0%	0	19.2%	17	0.0%	0	19.7%	5	8.6%	4	26.3%	24	38.2%	40
Hook	9.3%	49	0.3%	0	1.4%	1	56.6%	44	0.7%	0	5.8%	2	0.0%	0	0.0%	0
Yateley	19.3%	101	0.0%	0	61.7%	53	4.9%	4	7.8%	2	5.8%	2	14.2%	13	25.1%	26
Hartley Wintney	8.0%	42	1.4%	1	1.4%	1	15.0%	12	6.9%	2	6.6%	3	13.0%	12	10.3%	11
Odiham	4.7%	25	0.6%	1	0.0%	0	15.6%	12	20.5%	6	13.5%	6	0.5%	0	0.0%	0
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Q09 How does your household normally travel to CENTRE MENTIONED AT Q08?

Those who visit a centre at Q08

Car / van – driver	63.3%	330	50.1%	46	56.6%	49	57.1%	45	77.1%	21	86.4%	36	65.1%	60	70.4%	73
Car / van - passenger	11.2%	58	5.9%	5	3.2%	3	3.1%	2	8.9%	2	10.6%	4	25.5%	23	16.7%	17
Bus	4.8%	25	1.6%	1	4.6%	4	2.8%	2	0.0%	0	3.1%	1	3.9%	4	12.1%	13
Bicycle	0.5%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.7%	4	0.0%	0	3.9%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.6%	3	2.5%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.9%	88	34.1%	31	31.8%	27	33.0%	26	3.7%	1	0.0%	0	3.2%	3	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	10	4.1%	4	0.0%	0	3.0%	2	7.5%	2	0.0%	0	2.3%	2	0.0%	0
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Q10 What activities do you do when you visit CENTRE MENTIONED AT Q08? [MR]																
<i>Those who visit a centre at Q08</i>																
NON-FOOD shopping	40.5%	211	51.2%	47	51.2%	44	42.4%	33	39.9%	11	38.0%	16	40.1%	37	22.1%	23
FOOD shopping	54.7%	285	72.0%	66	75.3%	65	67.4%	53	33.4%	9	21.5%	9	37.5%	35	47.3%	49
Visiting services such as banks and other financial institutions	1.3%	7	1.3%	1	0.3%	0	2.9%	2	2.2%	1	0.0%	0	1.6%	1	0.8%	1
Visiting health service such as doctor, dentist, hospital	10.9%	57	6.0%	5	20.3%	17	28.2%	22	8.8%	2	0.8%	0	3.9%	4	5.4%	6
Visiting other service such as hairdressers, beautician, laundrette etc	7.4%	38	12.7%	12	8.8%	8	10.7%	8	4.8%	1	0.0%	0	3.9%	4	5.7%	6
Accessing transport (e.g. using bus / train)	1.1%	6	0.0%	0	5.1%	4	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Getting petrol	2.7%	14	1.3%	1	10.7%	9	3.8%	3	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Visiting café / pub / restaurant	28.7%	149	37.0%	34	24.3%	21	33.1%	26	33.1%	9	36.3%	15	26.7%	25	19.1%	20
Cinema	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gym / leisure centre	6.0%	31	8.2%	7	10.9%	9	5.9%	5	0.0%	0	5.8%	2	3.8%	3	3.8%	4
Library	5.4%	28	14.1%	13	10.9%	9	2.1%	2	0.7%	0	0.0%	0	4.4%	4	0.0%	0
Visiting family / friends	15.2%	79	9.7%	9	10.8%	9	3.1%	2	21.2%	6	25.0%	10	23.4%	22	20.2%	21
Museums / galleries	0.7%	4	0.0%	0	1.2%	1	2.5%	2	0.0%	0	0.8%	0	0.5%	0	0.0%	0
Parks / green spaces	2.4%	12	2.5%	2	7.8%	7	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting a place of worship	0.9%	5	0.3%	0	0.6%	1	1.7%	1	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Post Office	12.8%	67	11.0%	10	41.2%	35	26.1%	20	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Takeaways / fast food	3.0%	16	2.5%	2	8.7%	7	3.8%	3	0.0%	0	4.8%	2	0.0%	0	0.8%	1
Walk / walk the dog	6.0%	31	2.2%	2	9.7%	8	10.7%	8	0.7%	0	5.1%	2	0.5%	0	9.1%	9
Travelling to / from work	5.9%	31	7.5%	7	4.8%	4	0.0%	0	0.0%	0	10.6%	4	3.9%	4	11.4%	12
Travelling to / from school / college / university	2.0%	10	3.6%	3	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting entertainment venues	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting events / facilities for children	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0	0.0%	0
Using public transport	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing shops	1.2%	6	1.3%	1	0.3%	0	0.0%	0	0.7%	0	5.1%	2	1.6%	1	0.8%	1
Leisure activity	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	5	0.3%	0	0.3%	0	1.9%	1	0.0%	0	0.8%	0	3.1%	3	0.0%	0
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Meanscore: [Time in minutes] (Less than 30 minutes = 14.5 | 30 - 59 minutes = 44.5 | About 1 to 2 hours = 90 | About 2 to 3 hours = 150 | About 3 to 4 hours = 210 | 4 hours or more = 240)

Q11 How long do you normally spend in CENTRE MENTIONED AT Q08 when visiting?*Those who visit a centre at Q08*

Less than 30 mins	12.9%	67	6.8%	6	22.5%	19	15.8%	12	12.1%	3	10.5%	4	9.8%	9	11.8%	12
30 – 59 mins	24.1%	126	29.5%	27	35.7%	31	30.0%	24	12.7%	4	14.6%	6	16.1%	15	19.2%	20
About 1 to 2 hours	39.9%	208	56.0%	51	29.3%	25	42.4%	33	44.3%	12	52.3%	22	46.7%	43	20.4%	21
About 2 to 3 hours	15.3%	80	6.0%	5	7.2%	6	4.6%	4	19.0%	5	16.5%	7	18.0%	17	34.5%	36
About 3 to 4 hours	2.2%	12	0.0%	0	0.0%	0	2.1%	2	4.0%	1	6.2%	3	0.0%	0	6.1%	6
4 hours or more	3.9%	20	1.3%	1	1.2%	1	1.7%	1	7.8%	2	0.0%	0	8.3%	8	6.5%	7
(Don't know / varies)	1.8%	9	0.3%	0	4.2%	4	3.4%	3	0.0%	0	0.0%	0	1.1%	1	1.6%	2
Mean:		86.92		76.87		61.77		71.62		103.04		92.78		98.57		110.31
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Q12 What do you like most about CENTRE MENTIONED AT Q08 for shopping and services?																
<i>Those who visit a centre at Q08</i>																
Close to home	17.3%	90	22.3%	20	24.9%	21	38.5%	30	1.5%	0	0.0%	0	10.6%	10	7.7%	8
Good cafés / restaurants	8.9%	46	14.3%	13	2.5%	2	3.1%	2	4.4%	1	25.5%	11	10.9%	10	6.5%	7
Shops - good range of supermarkets	7.9%	41	5.4%	5	3.3%	3	1.7%	1	1.5%	0	5.6%	2	13.6%	13	16.3%	17
Attractive environment / nice place	5.0%	26	3.2%	3	0.3%	0	2.4%	2	13.7%	4	15.1%	6	5.7%	5	5.4%	6
Shops - good range of non-food shops generally	4.7%	25	4.6%	4	2.3%	2	3.6%	3	0.7%	0	1.6%	1	13.3%	12	2.3%	2
Shops - good range of independent shops	4.0%	21	1.4%	1	3.7%	3	3.6%	3	0.0%	0	1.6%	1	6.0%	6	7.2%	8
Nice atmosphere / friendly people	3.4%	18	1.6%	1	2.6%	2	8.2%	6	7.3%	2	5.1%	2	0.0%	0	3.4%	4
Shops - good range of bakers / butchers / greengrocers	2.3%	12	0.0%	0	2.6%	2	0.3%	0	0.0%	0	0.0%	0	3.8%	3	5.7%	6
Familiar / know where everything is	2.2%	12	1.3%	1	1.4%	1	0.3%	0	0.0%	0	0.0%	0	3.2%	3	5.7%	6
Parking - it's easy to find a space	2.0%	11	0.0%	0	5.3%	5	4.9%	4	2.2%	1	0.8%	0	0.5%	0	0.8%	1
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	10	1.7%	2	1.9%	2	4.4%	3	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Parking - it's free	2.0%	10	0.0%	0	8.8%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.6%	2
Convenient	1.7%	9	1.7%	2	3.5%	3	4.5%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Close to friends / relatives	1.6%	8	0.0%	0	0.0%	0	3.4%	3	6.2%	2	0.0%	0	0.0%	0	3.8%	4
Quiet / not too busy	1.6%	8	3.8%	3	2.5%	2	2.7%	2	1.5%	0	0.0%	0	0.0%	0	0.0%	0
You can get everything you need there	1.5%	8	1.0%	1	3.2%	3	0.7%	1	0.0%	0	0.8%	0	2.9%	3	0.8%	1
Shops - good range of charity shops	0.9%	5	1.6%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Specific store - TK Maxx	0.9%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.3%	2	0.8%	1
Shops - good range of quality shops	0.8%	4	0.0%	0	3.0%	3	1.3%	1	0.0%	0	0.8%	0	0.5%	0	0.0%	0
Easy to get there by car	0.7%	4	0.3%	0	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get there on foot	0.7%	4	2.1%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of clothes shops	0.6%	3	0.0%	0	0.0%	0	0.3%	0	6.2%	2	0.0%	0	0.5%	0	0.8%	1
Specific store - M&S	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	0	6.2%	3	0.0%	0	0.0%	0
Parking - it's cheap	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.8%	1
Good layout / shops close together	0.5%	3	0.0%	0	0.0%	0	0.0%	0	6.0%	2	1.6%	1	0.5%	0	0.0%	0
Traditional / quaint	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Specific store - Waitrose	0.5%	3	1.4%	1	0.3%	0	0.3%	0	0.7%	0	0.0%	0	0.5%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.4%	2	0.0%	0	0.0%	0	0.7%	1	1.5%	0	0.0%	0	0.5%	0	0.8%	1
Good pubs / bars	0.4%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Clean streets / well maintained	0.4%	2	1.3%	1	0.0%	0	0.0%	0	0.7%	0	0.8%	0	0.5%	0	0.0%	0
Specific store - Lidl	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.8%	1
Good market	0.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Open / green spaces / parks	0.4%	2	0.0%	0	1.9%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of 'high street' retailers	0.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Good bus service	0.3%	2	0.0%	0	0.0%	0	0.3%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Shops - good range of affordable shops	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to work / en route to work	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0
Specific store - Boots	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Tesco	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ages.

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	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Has a particular shop that I like	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to compare goods online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good safety / security / feel safe there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / delivery shopping has low prices / good offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / delivery shopping is convenient / quick / easier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	11.7%	61	25.4%	23	8.1%	7	6.4%	5	15.9%	4	22.8%	10	3.7%	3	8.0%	8
(Don't know)	8.5%	44	3.9%	4	6.1%	5	5.3%	4	22.2%	6	3.9%	2	2.7%	2	20.2%	21
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

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Q13 Is there anything about CENTRE MENTIONED AT Q08 that could be improved to encourage you to visit more often?																
<i>Those who visit a centre at Q08</i>																
Shops - more / better clothes shops	6.0%	31	12.1%	11	0.0%	0	0.0%	0	3.7%	1	0.0%	0	7.3%	7	12.2%	13
Shops - more / better range of non-food shops generally	5.9%	31	12.5%	11	5.6%	5	5.1%	4	6.2%	2	0.8%	0	5.2%	5	3.8%	4
Parking - make more spaces available	5.0%	26	3.1%	3	5.3%	5	3.9%	3	22.4%	6	10.7%	4	4.5%	4	0.8%	1
Shops - more independent shops	3.8%	20	13.0%	12	2.6%	2	2.9%	2	0.0%	0	0.0%	0	2.9%	3	0.8%	1
Less traffic congestion / improved access	3.6%	19	3.9%	4	5.2%	4	0.0%	0	0.7%	0	0.0%	0	0.5%	0	9.9%	10
Parking - make it free	3.4%	17	6.4%	6	1.4%	1	8.2%	6	4.8%	1	0.0%	0	2.1%	2	0.8%	1
Easier to get to by bus	2.7%	14	0.0%	0	6.7%	6	2.8%	2	0.0%	0	0.0%	0	1.1%	1	4.7%	5
More / better financial services (e.g. banks / building societies)	1.8%	9	3.1%	3	1.9%	2	0.7%	1	1.5%	0	4.8%	2	2.1%	2	0.0%	0
Less empty shops	1.6%	9	4.6%	4	3.8%	3	0.3%	0	1.5%	0	0.8%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	1.6%	8	3.7%	3	2.8%	2	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more affordable shops	1.3%	7	2.8%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Cleaner streets / better maintained	1.1%	6	2.4%	2	0.6%	1	0.3%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Make it more attractive / nicer environment	1.0%	5	4.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	0.9%	5	0.3%	0	0.3%	0	4.6%	4	0.0%	0	0.0%	0	0.5%	0	0.0%	0
More road improvements	0.9%	5	1.7%	2	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	0.8%	4	0.3%	0	1.0%	1	0.7%	1	0.0%	0	0.0%	0	2.1%	2	0.8%	1
Parking - make it cheaper	0.8%	4	2.2%	2	1.4%	1	0.7%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Improve the nightlife	0.7%	4	1.3%	1	1.2%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more high quality shops	0.7%	3	3.6%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Less barbers / hairdressers / beauty salons	0.6%	3	2.1%	2	1.4%	1	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.5%	2	0.0%	0	0.3%	0	2.1%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Parking - more payment methods	0.4%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.4%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.4%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.4%	2	0.0%	0	1.9%	2	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more 'high street' retailers	0.4%	2	0.3%	0	0.0%	0	0.3%	0	0.0%	0	0.8%	0	1.1%	1	0.0%	0
More / better public toilets	0.3%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More path improvements	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to get to by train	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.2%	1	0.3%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Specific store - larger M&S	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More speed cameras	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less building developments	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Lidl	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs / bars	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Nicer atmosphere / friendlier people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quieter / less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More green / open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easier to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More or better cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - longer opening hours / more open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More rubbish bins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing / no improvements)	41.5%	216	10.5%	10	36.6%	31	33.9%	27	49.9%	14	57.3%	24	62.4%	58	51.4%
(Don't know)	9.6%	50	1.6%	1	10.2%	9	14.1%	11	4.5%	1	24.8%	10	1.6%	1	14.9%
Weighted base:		521		91		86		78		28		42		92	
Sample:		548		112		106		107		53		41		74	

Meanscore (Very Good = 2, Very Poor = -2):

Q14 Overall, how do you rate CENTRE MENTIONED AT Q08 on the following aspects? [PR]*Those who visit a centre at Q08***Choice of shops and services**

Very Good	7.7%	40	2.5%	2	7.1%	6	8.2%	6	13.3%	4	6.7%	3	14.5%	13	5.5%	6
Good	39.2%	204	33.7%	31	38.2%	33	40.8%	32	31.1%	9	35.8%	15	37.3%	34	48.7%	51
Average	38.3%	199	40.0%	36	40.8%	35	40.4%	32	41.8%	12	48.0%	20	40.6%	37	26.0%	27
Poor	9.4%	49	18.2%	17	9.7%	8	8.1%	6	6.9%	2	0.8%	0	4.9%	5	10.3%	11
Very Poor	2.1%	11	5.6%	5	3.9%	3	2.1%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know)	3.3%	17	0.0%	0	0.3%	0	0.3%	0	6.8%	2	8.7%	4	1.6%	1	9.5%	10
Mean:		0.43		0.10		0.35		0.45		0.55		0.53		0.60		0.55
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Town centre environment

Very Good	12.5%	65	4.6%	4	11.2%	10	21.9%	17	5.5%	2	10.9%	5	9.8%	9	18.3%	19
Good	38.4%	200	41.3%	38	36.7%	32	31.7%	25	57.5%	16	52.2%	22	45.8%	42	25.0%	26
Average	27.7%	144	36.4%	33	30.0%	26	25.2%	20	34.0%	9	23.5%	10	29.0%	27	18.8%	20
Poor	9.8%	51	11.9%	11	10.6%	9	17.8%	14	0.7%	0	0.8%	0	6.6%	6	10.3%	11
Very Poor	2.3%	12	5.1%	5	1.2%	1	0.7%	1	0.0%	0	0.0%	0	2.9%	3	3.0%	3
(Don't know)	9.3%	49	0.6%	1	10.4%	9	2.8%	2	2.2%	1	12.6%	5	5.9%	5	24.6%	26
Mean:		0.54		0.29		0.51		0.58		0.69		0.84		0.56		0.60
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Parking availability

Very Good	10.1%	53	6.5%	6	5.4%	5	10.7%	8	23.0%	6	10.6%	4	13.3%	12	10.4%	11
Good	45.0%	235	53.4%	49	39.1%	34	38.4%	30	28.2%	8	39.8%	17	48.8%	45	50.6%	53
Average	19.5%	102	16.9%	15	27.1%	23	12.7%	10	36.7%	10	26.0%	11	13.6%	13	18.7%	19
Poor	12.1%	63	5.3%	5	18.2%	16	20.2%	16	7.7%	2	14.9%	6	14.4%	13	5.0%	5
Very Poor	3.8%	20	5.0%	5	4.2%	4	8.3%	6	0.7%	0	4.8%	2	1.6%	1	1.6%	2
(Don't know)	9.4%	49	13.0%	12	6.0%	5	9.6%	8	3.7%	1	3.9%	2	8.2%	8	13.8%	14
Mean:		0.50		0.59		0.25		0.26		0.68		0.38		0.63		0.73
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Safety during the daytime																
Very Good	32.9%	171	32.1%	29	38.8%	33	45.8%	36	35.1%	10	20.9%	9	34.1%	31	22.1%	23
Good	53.5%	279	59.1%	54	48.3%	42	40.5%	32	49.9%	14	58.3%	24	50.0%	46	64.7%	67
Average	8.2%	43	8.5%	8	7.9%	7	7.3%	6	9.7%	3	7.8%	3	9.4%	9	7.7%	8
Poor	0.8%	4	0.0%	0	2.6%	2	1.5%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Very Poor	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.6%	24	0.3%	0	2.4%	2	4.5%	4	5.3%	1	13.0%	5	5.9%	5	5.5%	6
Mean:		1.24		1.24		1.26		1.36		1.27		1.15		1.25		1.15
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55
Safety during the evening																
Very Good	15.0%	78	9.2%	8	19.9%	17	25.5%	20	17.1%	5	3.5%	1	13.9%	13	13.3%	14
Good	29.8%	155	34.1%	31	28.1%	24	37.1%	29	36.1%	10	16.1%	7	23.6%	22	31.4%	33
Average	8.4%	44	17.3%	16	11.0%	9	7.4%	6	3.0%	1	1.6%	1	9.3%	9	2.3%	2
Poor	3.4%	18	4.3%	4	4.0%	3	1.0%	1	5.5%	2	4.8%	2	2.9%	3	3.0%	3
Very Poor	0.5%	3	0.3%	0	1.2%	1	0.0%	0	0.0%	0	0.8%	0	1.1%	1	0.0%	0
(Don't know)	42.9%	224	34.7%	32	35.7%	31	29.0%	23	38.3%	11	73.2%	31	49.3%	45	49.9%	52
Mean:		0.97		0.73		0.96		1.23		1.05		0.62		0.91		1.10
Weighted base:		521		91		86		78		28		42		92		104
Sample:		548		112		106		107		53		41		74		55

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Now for some non-food shopping questions.																
Q15 Where does your household do most of its shopping for clothing and footwear?																
Excl. Nulls & SFT																
Zone 1 Fleet																
Fleet Town Centre	0.7%	3	1.4%	1	0.5%	0	1.4%	1	0.5%	0	0.0%	0	0.6%	0	0.5%	1
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet	0.6%	3	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Zone 2 Blackwater / Yateley																
Blackwater District Centre	0.4%	2	0.7%	0	0.0%	0	2.7%	2	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Yateley District Centre	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West																
Hartley Wintney Local Centre	0.1%	1	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook District Centre	0.8%	4	0.0%	0	0.0%	0	6.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Farnham Town Centre	5.7%	28	6.4%	3	2.1%	1	6.6%	4	25.4%	10	6.5%	3	6.6%	5	0.5%	1
Sainsbury's, Water Lane, Farnham, GU9 9NJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	1.8%	9	0.0%	0	0.0%	0	0.0%	0	4.3%	2	13.7%	7	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Zone 6 Farnborough																
Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	2.5%	12	0.0%	0	0.0%	0	1.8%	1	1.0%	0	2.5%	1	6.2%	5	2.9%	4
Farnborough Town Centre	6.9%	34	3.4%	1	8.7%	5	0.0%	0	5.4%	2	8.9%	5	21.7%	18	1.6%	2
Sainsbury's, Queensmead, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	23.4%	113	9.8%	4	31.2%	18	3.2%	2	11.0%	4	12.9%	7	25.4%	21	38.5%	57
Frimley Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Marks and Spencer (M&S), Euston Street, Marshall Road, The Meadows, College Town, Sandhurst	9.7%	47	11.0%	5	5.7%	3	2.2%	1	5.3%	2	7.2%	4	9.4%	8	16.1%	24
Sainsbury's, Blackwater Valley Road, Camberley	1.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.5%	8
Sandhurst Town Centre	0.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst	0.1%	1	0.0%	0	0.5%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Meadows Centre, Marshall Road, College Town, Sandhurst (M&S, Tesco)	9.5%	46	9.1%	4	10.2%	6	5.4%	3	6.6%	3	7.7%	4	5.0%	4	14.9%	22
Outside Cathmnet Area																
Alton Town Centre	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	10.8%	52	18.9%	8	14.7%	8	48.6%	29	3.8%	2	0.6%	0	5.8%	5	0.0%	0
Bicester Village Outlet, Pingle Drive, Bicester, OX26 6WD	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Bracknell Town Centre	2.7%	13	0.0%	0	14.7%	8	0.0%	0	0.0%	0	0.6%	0	4.3%	4	0.5%	1
Cardiff City Centre CF10 1AU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Central London / West End	2.8%	14	11.6%	5	1.9%	1	3.2%	2	2.3%	1	9.4%	5	0.0%	0	0.0%	0
Chineham Local Centre	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Country Market: Garden Centre, Farm Shop & Shopping Village, Bordon.	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	3.2%	2	0.0%	0	0.0%	0

Column %ages.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2	Zone 3 Hook /	Zone 4	Zone 5	Zone 6	Zone 7							
				Blackwater / Yateley	Rural West	Farnham	Aldershot	Farnborough	Camberley / Sandhurst							
GU35 0QP																
Guildford Town Centre	8.5%	41	9.6%	4	2.4%	1	1.8%	1	24.0%	10	24.2%	12	5.5%	5	5.5%	8
Gunwharf Quays, Portsmouth, PO1 3TZ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Kingston upon Thames Town Centre, KT1 1RJ	0.8%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.1%	3
Marks and Spencer (M&S), Festival Place, Church Street, Basingstoke	0.3%	1	2.6%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poole Town Centre, BH15 1LY	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	3
Portsmouth City Centre, PO1 4RR	0.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	4.4%	21	4.3%	2	3.1%	2	8.6%	5	0.5%	0	0.0%	0	0.6%	0	8.0%	12
Ryde Town Centre, PO33 2LG	0.2%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre, SO14 7DT	0.3%	1	0.0%	0	0.5%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staines-upon-Thames Town Centre, TW18 4QB	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Winchester City Centre, SO23 9AH	0.5%	2	0.0%	0	0.0%	0	2.7%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Wokingham Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Others																
Weighted base:	483			43		57		60		40		51		83		149
Sample:	513			63		78		77		70		66		75		84

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
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Q16 Where does your household do most of its shopping for furniture, carpets and other floor coverings?*Excl. Nulls & SFT***Zone 1 Fleet**

Argos, Fleet Road, Fleet, GU51 4BE	0.3%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Fleet Town Centre	2.6%	11	10.7%	5	0.5%	0	1.3%	1	2.7%	1	0.7%	0	3.2%	3	0.7%	1
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**Zone 2 Blackwater /
Yateley**

Blackwater District Centre	0.6%	3	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
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Yateley District Centre	0.9%	4	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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**Zone 3 Hook / Rural
West**

Hartley Wintney Local Centre	1.3%	6	0.0%	0	0.0%	0	12.5%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0
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Hook District Centre	0.7%	3	0.0%	0	0.5%	0	7.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Zone 4 Farnham

Farnham Retail Park, Guildford Road, Farnham (Halfords, Pets at Home)	0.1%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
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Farnham Town Centre	5.0%	22	5.9%	3	8.4%	5	6.4%	3	33.9%	11	1.4%	1	0.0%	0	0.0%	0
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Zone 5 Aldershot

Aldershot Carpet Service, Rotunda Estate, Albert Road, Aldershot, GU11 1TG	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
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Aldershot Town Centre	3.7%	16	3.1%	2	0.0%	0	0.0%	0	0.6%	0	11.3%	6	8.5%	8	0.7%	1
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Zone 6 Farnborough

B&Q, Invincible Road, Farnborough	2.2%	10	0.0%	0	1.0%	1	0.0%	0	0.6%	0	4.8%	2	6.8%	7	0.0%	0
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Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	5.4%	24	10.0%	5	1.0%	1	0.0%	0	8.2%	3	13.0%	6	7.0%	7	2.1%	2
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Dunelm, Invincible Road, Farnborough, GU14 7QU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
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Farnborough Town Centre	21.5%	96	14.6%	7	33.0%	18	9.0%	4	13.8%	5	6.3%	3	38.6%	38	17.9%	21
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Horizon Shopping Park, Solartron Road, Farnborough, GU14 7GY	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.7%	1
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Sainsbury's, Queensmead, Farnborough	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
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Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	24.5%	109	28.3%	15	23.9%	13	10.8%	4	8.2%	3	37.4%	18	25.2%	25	26.7%	32
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**Zone 7 Camberley /
Sandhurst**

Camberley Town Centre	6.8%	30	0.0%	0	6.6%	4	6.9%	3	4.5%	2	0.0%	0	0.0%	0	18.9%	22
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College Town Local Centre, GU47 0QE	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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Marks and Spencer (M&S), Euston Street, Marshall Road, The Meadows, College Town, Sandhurst	0.7%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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Next, London Road, York Town, Camberley, GU15 3XS	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Sandhurst Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.7%	1
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The Meadows Centre, Marshall Road, College Town, Sandhurst (M&S, Tesco)	1.7%	7	4.1%	2	4.2%	2	0.0%	0	2.7%	1	0.0%	0	2.2%	2	0.0%	0
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Outside Cathmnet Area

Alton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	0	0.0%	0	0.0%	0
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Ash Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
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Ash Vale Village Centre	6.9%	31	5.0%	3	2.7%	1	0.0%	0	2.4%	1	6.0%	3	2.7%	3	17.1%	20
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Bagshot Village Centre, GU19 5AH	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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Barker and Stonehouse, Ladymead, Guildford, GU1 1DL	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Basingstoke Town Centre	2.7%	12	2.2%	1	0.0%	0	25.5%	10	0.0%	0	0.7%	0	0.0%	0	0.0%
Bracknell Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%
Bramley Village Centre	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Home Bargains, Dreams, The Range)	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Crowthorne Village Centre	0.3%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Dartford Town Centre DA1 1ED	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%
Gaston's Wood Retail Park, Basingstoke (Dunelm, The Range)	0.2%	1	0.0%	0	0.5%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	2.8%	12	9.2%	5	0.0%	0	0.0%	0	17.2%	6	0.7%	0	0.0%	0	1.4%
Ikea, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	2.0%	9	0.0%	0	0.0%	0	8.0%	3	0.6%	0	0.7%	0	0.5%	0	4.0%
Ikea, West Quay Road, Southampton, SO15 1GY	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
John Lewis, Westquay Shopping Centre, Harbour Parade, Southampton, SO15 1QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%
Ladymead Retail Park, Ladymead, Guildford (M&S, Furniture Village, Currys, Sports Direct)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.6%	0	8.6%	4	0.0%	0	0.0%
Reading Gate Retail Park, Reading (Currys, Next, B&Q, Smyths Toys, TK Maxx)	0.4%	2	0.6%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	1.7%	8	0.0%	0	4.2%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.7%
Salisbury City Centre, SP1 2NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Southampton City Centre, SO14 7DT	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
St Michaels Retail Park, The Harrow Way, Basingstoke (Currys, Aldi, Smyths Toys, Iceland)	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Vale Furnishers, Wharf Road, Ash Vale, Ash, GU12 5AS	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%
Others															
Weighted base:	445			51		54		41		34		49		97	118
Sample:	440			63		73		57		54		58		68	67

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Q17 Where does your household do most of its shopping for household textiles and soft furnishings, including bedding? Excl. Nulls & SFT																
Zone 1 Fleet																
Fleet Town Centre	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home Bargains, Beacon Hill Road, Church Crookham, Fleet	0.3%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Zone 2 Blackwater / Yateley																
Blackwater District Centre	0.3%	1	0.6%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.6%	1
Lidl, London Road, Blackwater, Camberley	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Yateley District Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West																
Hartley Wintney Local Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook District Centre	0.7%	3	0.0%	0	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Local Centre	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Farnham Town Centre	5.4%	27	1.1%	1	9.6%	5	4.6%	2	29.6%	12	7.7%	4	2.3%	3	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	0.5%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Lidl, Wellington Centre, Aldershot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	0	9.0%	5	0.4%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	1.3%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	6.3%	4	1.9%	2	0.0%	0
Zone 6 Farnborough																
Asda, Westmead, Farnborough	1.4%	7	0.0%	0	0.6%	0	0.0%	0	1.9%	1	5.1%	3	1.7%	2	0.6%	1
Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	3.4%	17	13.9%	7	0.6%	0	2.4%	1	5.5%	2	5.8%	3	0.0%	0	1.8%	2
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Dunelm, Invincible Road, Farnborough, GU14 7QU	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.6%	1
Farnborough Town Centre	11.0%	54	4.8%	2	27.7%	13	0.0%	0	8.9%	4	5.7%	3	20.7%	24	6.1%	8
Morrisons, Summit Avenue, Southwood, Farnborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
North Camp Local Centre, GU14 6EN	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	1.3%	1	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	25.9%	128	21.4%	11	23.2%	11	3.6%	2	16.3%	7	36.6%	21	34.2%	39	28.1%	38
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	7.7%	38	6.2%	3	11.1%	5	6.7%	3	7.9%	3	0.6%	0	9.0%	10	9.5%	13
Frimley Town Centre	0.4%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Marks and Spencer (M&S), Euston Street, Marshall Road, The Meadows, College Town, Sandhurst	10.5%	52	15.1%	8	7.5%	4	4.4%	2	5.5%	2	6.0%	3	9.9%	11	15.9%	21
Sainsbury's, Blackwater Valley Road, Camberley	1.4%	7	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	3.6%	5
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst	0.7%	3	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.8%	2
The Meadows Centre, Marshall Road, College	7.9%	39	14.4%	7	4.3%	2	8.2%	4	3.7%	2	3.7%	2	6.7%	8	10.8%	14

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Town, Sandhurst (M&S, Tesco)																
Outside Cathmnet Area																
Ash Vale Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.6%	0	0.4%	0	0.0%	0
Basingstoke Town Centre	4.2%	21	5.6%	3	0.6%	0	30.0%	15	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Home Bargains, Dreams, The Range)	0.3%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	1.4%	7	0.0%	0	5.8%	3	0.0%	0	0.5%	0	0.0%	0	2.6%	3	0.6%	1
Chineham Local Centre	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm, Gastons Wood, Basingstoke, RG24 8TW	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaston's Wood Retail Park, Basingstoke (Dunelm, The Range)	1.1%	6	0.0%	0	0.0%	0	11.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.9%	5	0.0%	0	0.0%	0	0.6%	0	4.1%	2	2.3%	1	0.4%	0	0.6%	1
Ikea, Pincents Kiln Industrial Park, Pincents Lane, Theale, Reading, RG31 7SD	0.9%	4	0.0%	0	0.6%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	2.3%	3
Ikea, West Quay Road, Southampton, SO15 1GY	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
John Lewis, Westquay Shopping Centre, Harbour Parade, Southampton, SO15 1QA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre, KT1 1RJ	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Ladymead Retail Park, Ladymead, Guildford (M&S, Furniture Village, Currys, Sports Direct)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.6%	0	0.0%	0	0.0%	0
Marks and Spencer (M&S), The Avenue, Queen's Road, Bracknell	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	3
Oxford City Centre, OX1 1ER	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth City Centre, PO1 4RR	0.3%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (Currys, Next, B&Q, Smyths Toys, TK Maxx)	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	4.4%	22	1.7%	1	4.7%	2	10.8%	5	2.7%	1	0.0%	0	0.4%	0	8.9%	12
Sainsbury's, Wallop Drive, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre, SO14 7DT	0.3%	2	2.5%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michaels Retail Park, The Harrow Way, Basingstoke (Currys, Aldi, Smyths Toys, Iceland)	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																
Weighted base:	493			51		47		48		42		57		114		134
Sample:	513			69		71		62		74		68		93		76

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Q18 Where does your household do most of its shopping for household appliances, such as fridges, washing machines, kettles or hairdryers? Excl. Nulls & SFT																
Zone 1 Fleet																
Ace Electric Retail, Kings Road, Fleet, GU51 3AA	3.0%	12	12.1%	5	0.0%	0	3.1%	1	0.0%	0	1.3%	1	0.0%	0	4.4%	6
Fleet Town Centre	4.1%	17	29.7%	12	2.0%	1	2.1%	1	0.9%	0	3.7%	2	1.5%	1	0.0%	0
Zone 2 Blackwater / Yateley																
Zone 3 Hook / Rural West																
Zone 4 Farnham																
Badshot Lea Village Centre	0.1%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham (Halfords, Pets at Home)	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	2.1%	9	0.0%	0	7.9%	3	1.0%	0	17.8%	4	0.6%	0	0.5%	0	0.0%	0
Sainsbury's, South Street, Farnham, GU9 7RP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.6%	0	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Zone 6 Farnborough																
Asda, Westmead, Farnborough	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0
Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	50.5%	209	31.9%	13	29.7%	13	2.1%	1	50.6%	12	77.3%	41	63.6%	61	52.0%	69
Costco, Templer Avenue, Farnborough, GU14 6FE	0.8%	3	0.7%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Farnborough Town Centre	7.5%	31	6.8%	3	28.6%	12	1.0%	0	8.2%	2	2.4%	1	11.7%	11	1.2%	2
Sainsbury's, Queensmead, Farnborough	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	3.3%	3	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	2.4%	10	4.0%	2	2.5%	1	1.0%	0	0.9%	0	0.0%	0	6.2%	6	0.6%	1
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	3.5%	14	5.7%	2	0.7%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	12
Frimley Town Centre	0.5%	2	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	0.4%	2	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Sainsbury's, Cambridge Walk, Camberley	2.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Sandhurst Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
The Meadows Centre, Marshall Road, College Town, Sandhurst (M&S, Tesco)	1.6%	6	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6
Outside Cathmnet Area																
B&Q, Winchester Road, Basingstoke	0.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.6%	11	0.0%	0	0.0%	0	41.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Central London / West End	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	3.1%	13	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	7.2%	10
Guildford Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West	Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough	Zone 7 Camberley / Sandhurst						
John Lewis, Westquay Shopping Centre, Harbour Parade, Southampton, SO15 1QA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre, KT1 1RJ	1.0%	4	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Knaphill Village Centre, GU21 2PS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Ladymead Retail Park, Ladymead, Guildford (M&S, Furniture Village, Currys, Sports Direct)	0.9%	4	0.0%	0	0.0%	0	0.0%	0	8.8%	2	1.3%	1	0.0%	0	0.6%	1
Newbury Retail Park, Pinchington Lane, Newbury, RG14 7HU	0.4%	2	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford City Centre, OX1 1ER	0.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Gate Retail Park, Reading (Currys, Next, B&Q, Smyths Toys, TK Maxx)	0.6%	2	0.7%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Reading Town Centre	5.3%	22	2.2%	1	8.7%	4	7.1%	2	3.9%	1	0.0%	0	5.4%	5	7.1%	9
Southampton City Centre, SO14 7DT	0.3%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michaels Retail Park, The Harrow Way, Basingstoke (Currys, Aldi, Smyths Toys, Iceland)	1.3%	5	0.0%	0	0.0%	0	18.6%	5	0.0%	0	0.0%	0	0.5%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.9%	4	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4
Others																
Weighted base:	414			40		42		26		23		53		96		134
Sample:	423			57		59		44		45		69		73		76

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2		Zone 3 Hook /		Zone 4		Zone 5		Zone 6		Zone 7	
					Blackwater /		Rural West		Farnham		Aldershot		Farnborough		Camberley /	Sandhurst
Q19 Where does your household do most of its shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?																
Excl. Nulls & SFT																
Zone 1 Fleet																
Fleet Town Centre	3.1%	12	25.4%	7	2.2%	1	1.6%	1	0.7%	0	0.0%	0	2.8%	3	0.0%	0
Zone 2 Blackwater / Yateley																
Blackwater District Centre	0.1%	1	1.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West																
Zone 4 Farnham																
Farnham Town Centre	2.6%	10	0.0%	0	0.7%	0	1.6%	1	21.7%	6	3.4%	2	0.5%	0	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	0.9%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	5.0%	3	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.1%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6 Farnborough																
B&Q, Invincible Road, Farnborough	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	54.8%	203	47.4%	14	22.8%	9	5.6%	2	34.8%	10	72.6%	38	57.7%	54	80.4%	77
Costco, Templer Avenue, Farnborough, GU14 6FE	3.9%	15	1.0%	0	3.9%	1	0.8%	0	3.7%	1	1.9%	1	8.6%	8	2.5%	2
Farnborough Town Centre	7.6%	28	9.4%	3	30.6%	11	0.8%	0	4.1%	1	6.4%	3	9.6%	9	0.0%	0
Sainsbury's, Queensmead, Farnborough	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	5	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	1.9%	7	0.0%	0	2.8%	1	1.6%	1	0.7%	0	0.6%	0	4.3%	4	0.8%	1
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	1.5%	5	0.0%	0	1.5%	1	4.8%	2	0.0%	0	0.6%	0	3.2%	3	0.0%	0
Sainsbury's, Blackwater Valley Road, Camberley	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1
Sandhurst Town Centre	0.3%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
The Meadows Centre, Marshall Road, College Town, Sandhurst (M&S, Tesco)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.8%	1
Outside Cathmnet Area																
Basingstoke Town Centre	5.3%	20	8.3%	2	8.4%	3	36.2%	12	7.3%	2	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	0.7%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Central London / West End	0.6%	2	0.0%	0	0.0%	0	1.6%	1	1.4%	0	2.8%	1	0.0%	0	0.0%	0
Crowthorne Village Centre	0.4%	2	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Glasgow City Centre, G1 3AH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0
Guildford Town Centre	2.0%	7	0.0%	0	0.0%	0	0.0%	0	4.2%	1	3.4%	2	0.5%	0	4.1%	4
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingston upon Thames Town Centre, KT1 1RJ	1.1%	4	0.0%	0	0.7%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	3.3%	3
Ladymead Retail Park, Ladymead, Guildford (M&S, Furniture Village, Currys, Sports Direct)	1.4%	5	0.0%	0	0.0%	0	0.0%	0	10.8%	3	1.9%	1	0.0%	0	0.8%	1
Reading Gate Retail Park, Reading (Currys, Next, B&Q, Smyths Toys, TK	0.4%	2	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

Hart Household Survey
for CPW Planning

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Maxx)																
Reading Town Centre	4.6%	17	2.0%	1	14.5%	5	8.4%	3	3.0%	1	0.0%	0	2.3%	2	5.4%	5
Southampton City Centre, SO14 7DT	0.3%	1	4.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Michaels Retail Park, The Harrow Way, Basingstoke (Currys, Aldi, Smyths Toys, Iceland)	2.6%	10	0.0%	0	0.0%	0	28.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others																
Weighted base:	371			29		37		33		30		52		94		96
Sample:	413			46		58		52		53		69		74		61

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Q20 Where does your household do most of its shopping for hardware, DIY goods, decorating supplies and garden products? Excl. Nulls & SFT																
Zone 1 Fleet																
Aldi, Beacon Hill Road, Church Crookham, Fleet	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	2.0%	13	11.8%	10	0.9%	1	1.9%	1	1.9%	1	0.0%	0	0.4%	0	0.0%	0
Redfields Garden Centre, Redfields Lane, Church Crookham, Fleet	4.7%	30	17.3%	14	3.7%	2	10.3%	6	3.5%	2	5.8%	5	0.7%	1	0.0%	0
Screwfix, Albert Street, Fleet, GU51 3RP	0.3%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 Blackwater / Yateley																
Blackwater District Centre	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Zone 3 Hook / Rural West																
Hook District Centre	0.8%	5	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, The Rose Estate, Osborn Way, Hook, RG27 9UT	0.8%	5	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Badshot Lea Village Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.3%	3	0.0%	0
Farnham Retail Park, Guildford Road, Farnham (Halfords, Pets at Home)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	9.3%	4	0.0%	0	0.0%	0	0.0%	0
Peacocks Nursery, Farnham Road, Ewshot, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Screwfix, Farnham Trading Estate, Farnham, GU9 9NN	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Squire's Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	2.4%	15	0.0%	0	0.0%	0	0.0%	0	10.9%	5	5.8%	5	0.0%	0	3.0%	5
Zone 5 Aldershot																
Aldershot Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	1.8%	1	0.0%	0	0.0%	0
Lidl, Wellington Centre, Aldershot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Screwfix, Blackwater Way, Aldershot, GU12 4DJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
The Range, Ivy Road, Aldershot, GU12 4TX	2.1%	13	0.0%	0	0.0%	0	0.0%	0	0.4%	0	13.4%	11	1.6%	2	0.0%	0
Zone 6 Farnborough																
B&Q, Invincible Road, Farnborough	46.7%	295	55.9%	46	47.4%	29	13.1%	8	27.8%	13	58.5%	48	63.8%	84	39.8%	66
Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	0.9%	6	1.6%	1	0.9%	1	0.0%	0	2.6%	1	0.4%	0	0.4%	0	1.0%	2
Farnborough Town Centre	7.7%	49	2.6%	2	21.0%	13	0.0%	0	8.2%	4	3.9%	3	11.0%	15	7.1%	12
Sainsbury's, Queensmead, Farnborough	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.4%	0	0.0%	0
Screwfix, Hawley Lane Industrial Estate, Farnborough, GU14 8EH	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Screwfix, Invincible Road, Farnborough, GU14 7QU	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	1.9%	12	5.2%	4	1.3%	1	0.5%	0	1.7%	1	0.4%	0	4.2%	6	0.0%	0
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	2.7%	17	1.4%	1	2.2%	1	0.5%	0	0.0%	0	0.0%	0	2.7%	4	6.4%	11
Frimley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Sainsbury's, Blackwater Valley Road, Camberley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3
Sandhurst Town Centre	3.1%	20	0.0%	0	10.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	13
Screwfix, Lawrence Way, Stanhope Road, Camberley, GU15 3DL	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst	0.5%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Toolstation, Nelson Way, Camberley, GU15 3DH	0.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Cathmnet Area																
Alton Retail Park, Mill Lane, Alton (Home Bargains, Lidl, Pets at Home, Aldi, Wickes)	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arborfield Cross Village Centre, RG2 9QD	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Avenue Nurseries Garden Centre, Avenue Road, Lasham, Alton	0.3%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Wallop Drive, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Winchester Road, Basingstoke	1.8%	12	0.0%	0	0.0%	0	19.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	1.3%	8	0.0%	0	0.0%	0	14.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brunel Retail Park, Rose Kiln Lane, Reading (B&M, Home Bargains, Dreams, The Range)	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Conkers, London Road, Old Basing, Basingstoke	0.5%	3	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gaston's Wood Retail Park, Basingstoke (Dunelm, The Range)	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Haskins Garden Centre, Holt Pound, Farnham	0.9%	6	1.4%	1	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.5%	1
Henry Street Garden Centre, Swallowfield Road, Arborfield, Arborfield Cross, RG2 9JY	0.2%	1	0.0%	0	0.4%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillier Garden Centre, London Road, Windlesham	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	7
Longacres Garden Centre, London Road, Bagshot	9.7%	62	0.0%	0	2.2%	1	2.5%	1	5.0%	2	0.4%	0	10.3%	14	25.5%	42
Reading Gate Retail Park, Reading (Currys, Next, B&Q, Smyths Toys, TK Maxx)	0.3%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.2%	1	0.0%	0	0.4%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Wallop Drive, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Squire's Garden Centre, Heathlands Road, Wokingham	1.3%	8	0.0%	0	0.4%	0	0.0%	0	8.7%	4	1.8%	1	0.0%	0	1.5%	2
St Michaels Retail Park, The Harrow Way, Basingstoke (Currys, Aldi, Smyths Toys, Iceland)	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre, Skimped Hill Lane, Bracknell, RG12 1EN	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toolstation, Winchester Road, Lister Road, Basingstoke, RG22 4AT	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Millenium Court, Churchill Way West, Basingstoke, RG21 6AA	0.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrecclsham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Others																
Weighted base:		631		83		61		58		48		82		132		166

Column %ges.

Weighted:

Hart Household Survey
for CPW Planning

April 2026

	Total	Zone 1 Fleet	Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West	Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough	Zone 7 Camberley / Sandhurst
Sample:	651	104	89	84	85	89	104	96

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2		Zone 3 Hook /		Zone 4		Zone 5		Zone 6		Zone 7	
					Blackwater /		Rural West		Farnham		Aldershot		Farnborough		Camberley /	
					Yateley										Sandhurst	
Q21 Where does your household do most of its shopping for chemists and medical goods, cosmetics and other beauty products?																
Excl. Nulls & SFT																
Zone 1 Fleet																
Aldi, Beacon Hill Road, Church Crookham, Fleet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre	0.5%	3	3.7%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	13.4%	90	84.9%	69	13.0%	9	3.2%	2	2.5%	2	0.0%	0	6.5%	8	0.0%	0
Home Bargains, Beacon Hill Road, Church Crookham, Fleet	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Zone 2 Blackwater / Yateley																
Aldi, London Road, Blackwater, Camberley	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackwater District Centre	1.0%	7	0.0%	0	6.6%	5	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.5%	1
Darby Green Village Centre, GU17 0LL	0.6%	4	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, London Road, Blackwater, Camberley	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Elvetham Heath Way, Fleet	0.3%	2	1.1%	1	1.2%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Tresham Crescent, Yateley	0.4%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley District Centre	4.9%	33	0.0%	0	45.8%	33	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West																
Hartley Wintney Local Centre	1.0%	7	0.0%	0	0.0%	0	9.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook District Centre	5.1%	34	0.0%	0	0.0%	0	48.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Local Centre	1.0%	7	0.0%	0	0.0%	0	9.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Hook	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Crondall Village Centre, GU10 5NT	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Farnham Retail Park, Guildford Road, Farnham (Halfords, Pets at Home)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Farnham Town Centre	7.0%	48	0.7%	1	0.0%	0	4.4%	3	67.9%	41	0.8%	1	1.5%	2	0.0%	0
Heath End Village Centre, GU9 9BD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.4%	0	0.0%	0	0.0%	0
Lidl, Dogflud Way, Farnham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, South Street, Farnham, GU9 7RP	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	1.3%	9	0.0%	0	0.0%	0	0.0%	0	7.2%	4	5.1%	4	0.0%	0	0.0%	0
Waitrose, The Hart, Farnham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	9.1%	62	0.0%	0	0.0%	0	0.0%	0	8.9%	5	57.1%	50	5.1%	7	0.0%	0
Lidl, Wellington Centre, Aldershot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Morrisons, Alexandra Road, Aldershot	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.3%	0	3.7%	3	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	3.2%	22	2.2%	2	0.0%	0	0.4%	0	1.4%	1	21.3%	18	0.4%	0	0.0%	0
Zone 6 Farnborough																
Aldi, Blackwater Shopping Centre, Farnborough	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Westmead, Farnborough	0.6%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	5.8%	39	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	15.0%	19	10.4%	18
Costco, Templer Avenue, Farnborough, GU14 6FE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Cove Local Centre, GU14 9SH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2	Zone 3 Hook /			Zone 4	Zone 5	Zone 6		Zone 7			
					Blackwater /	Rural West		Farnham		Aldershot		Farnborough	Camberley /			
					Yateley									Sandhurst		
Farnborough Town Centre	10.1%	68	0.0%	0	4.6%	3	0.0%	0	3.8%	2	3.1%	3	44.3%	57	1.4%	2
Morrisons, Summit Avenue, Southwood, Farnborough	1.2%	8	0.4%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	5.9%	8	0.0%	0
North Camp Local Centre, GU14 6EN	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	0.0%	0
Sainsbury's, Queensmead, Farnborough	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	4.5%	6	0.0%	0
Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	13.1%	89	0.0%	0	6.6%	5	0.0%	0	0.0%	0	0.0%	0	6.0%	8	43.3%	76
Frimley Town Centre	4.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	32
Owlsmoor Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Sainsbury's, Blackwater Valley Road, Camberley	0.9%	6	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.9%	2
Sainsbury's, Cambridge Walk, Camberley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Sandhurst Town Centre	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	6
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst	2.3%	16	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	12
The Meadows Centre, Marshall Road, College Town, Sandhurst (M&S, Tesco)	1.2%	8	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.8%	7
Waitrose, Frimley High Street, Frimley, Camberley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Outside Cathmnet Area																
Alton Town Centre	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Vale Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Basingstoke Town Centre	0.7%	5	0.0%	0	0.4%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	0.9%	6	2.2%	2	0.0%	0	5.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chineham Local Centre	0.4%	3	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowthorne Village Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4
Guildford Town Centre	0.6%	4	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Kingston upon Thames Town Centre, KT1 1RJ	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Lidl, Gastons Wood, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.8%	6	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	1.5%	2	0.5%	1
Sainsbury's, Draymans Way, Alton	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, District Shopping Centre, Chineham, Basingstoke	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yeovil Town Centre, BA20 1RE	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Others																
Weighted base:	677			81		72		71		61		87		130		176
Sample:	697			103		99		96		98		100		102		99

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Q22 Where does your household do most of its shopping for books, jewellery, watches, china, glassware, kitchen utensils, recreational and luxury goods?																
<i>Excl. Nulls & SFT</i>																
Zone 1 Fleet																
Church Crookham Village Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	6.7%	23	37.2%	13	2.7%	1	3.0%	1	0.6%	0	0.9%	0	1.6%	1	6.6%	6
Home Bargains, Beacon Hill Road, Church Crookham, Fleet	0.2%	1	0.8%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, The Hart Shopping Centre, Fleet	0.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 Blackwater / Yateley																
Blackwater District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Lidl, London Road, Blackwater, Camberley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yateley District Centre	2.6%	9	0.0%	0	22.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West																
Hartley Wintney Local Centre	0.4%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook District Centre	1.2%	4	0.0%	0	0.0%	0	9.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Local Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, London Road, Hook	0.5%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Station Road, Hook	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Farnham Town Centre	14.8%	51	19.8%	7	7.2%	3	4.0%	2	76.4%	29	14.2%	5	8.9%	6	0.0%	0
Sainsbury's, Water Lane, Farnham, GU9 9NJ	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.9%	0	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	2.6%	9	0.0%	0	0.0%	0	0.0%	0	7.5%	3	16.8%	6	0.0%	0	0.0%	0
Tesco Superstore, Wellington Avenue, Aldershot	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	6	0.0%	0	0.0%	0
Zone 6 Farnborough																
Asda, Westmead, Farnborough	0.7%	2	0.0%	0	0.7%	0	0.0%	0	3.4%	1	0.9%	0	0.8%	0	0.0%	0
Blackwater Shopping Centre, Farnborough Road, Farnborough (Currys, Homesense, Boots, Aldi, TK Maxx)	2.9%	10	4.4%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	2	3.1%	2	5.3%	5
Farnborough Town Centre	10.6%	37	0.8%	0	14.4%	6	0.0%	0	5.4%	2	10.5%	4	34.6%	21	3.6%	3
Solartron Retail Park, Solartron Road, Farnborough (Lidl, Wickes, Dunelm, DFS, Pets at Home)	1.2%	4	5.9%	2	2.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.9%	1
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	18.7%	65	0.0%	0	19.1%	8	0.0%	0	0.0%	0	2.7%	1	12.4%	8	53.7%	48
Frimley Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Marks and Spencer (M&S), Euston Street, Marshall Road, The Meadows, College Town, Sandhurst	2.2%	8	0.8%	0	1.4%	1	3.0%	1	2.4%	1	0.0%	0	0.8%	0	4.4%	4
Sainsbury's, Blackwater Valley Road, Camberley	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Sainsbury's, Cambridge Walk, Camberley	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, The Meadows, Marshall Road, College Town, Sandhurst	1.3%	5	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.8%	2
The Meadows Centre, Marshall Road, College Town, Sandhurst (M&S, Tesco)	1.6%	5	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	1.8%	2
Outside Cathmnet Area																
Alton Town Centre	0.5%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	8.1%	28	10.7%	4	1.4%	1	40.3%	18	0.0%	0	0.9%	0	9.1%	6	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Bluewater Shopping Centre, Bluewater Parkway, Dartford, Greenhithe, DA9 9ST	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
Bracknell Town Centre	1.4%	5	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	4	0.0%
Central London / West End	3.8%	13	4.9%	2	6.7%	3	10.6%	5	0.0%	0	3.9%	1	3.1%	2	0.9%
Chineham Local Centre	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Designer Outlet , Kemble Drive, Swindon SN2 2DY	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Gaston's Wood Retail Park, Basingstoke (Dunelm, The Range)	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	5.8%	20	0.8%	0	1.4%	1	0.0%	0	0.0%	0	25.2%	9	0.0%	0	11.2%
Haskins Garden Centre, Holt Pound, Farnham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%
John Lewis, Holmers Farm Way, Cressex Centre, High Wycombe, HP12 4NW	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%
Kingston upon Thames Town Centre, KT1 1RJ	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%
Marks and Spencer (M&S), Festival Place, Church Street, Basingstoke	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Portsmouth City Centre, PO1 4RR	0.4%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Gate Retail Park, Reading (Currys, Next, B&Q, Smyths Toys, TK Maxx)	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	4.6%	16	10.3%	4	6.1%	2	7.0%	3	0.0%	0	0.0%	0	8.3%	5	1.8%
Salisbury City Centre, SP1 2NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%
Winchester City Centre, SO23 9AH	0.6%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.8%	0	0.0%
Others															
Weighted base:	347			36		41		43		38		37		62	90
Sample:	364			48		58		52		58		47		47	54

Now for some questions about your leisure activities.

Q23 How often do you do the following leisure activities? [PR]

Drinking out (i.e. pub / bar)

At least weekly	17.9%	144	23.7%	23	26.0%	24	23.1%	19	15.4%	10	16.4%	17	15.9%	24	12.8%	27
Once a fortnight	11.7%	94	18.6%	18	10.8%	10	12.1%	10	10.2%	7	5.1%	5	9.7%	15	13.8%	29
Once a month	13.4%	107	7.9%	8	10.1%	9	19.3%	16	12.2%	8	12.8%	14	17.0%	26	12.9%	27
Once every 2-3 months	11.2%	90	9.4%	9	8.3%	8	8.1%	7	16.7%	11	7.4%	8	8.3%	13	16.6%	35
Once every 6 months	4.5%	36	8.9%	8	3.9%	4	1.9%	2	0.9%	1	3.4%	4	8.2%	12	2.8%	6
Once a year	1.7%	14	0.3%	0	0.3%	0	5.0%	4	0.3%	0	0.3%	0	4.4%	7	0.8%	2
Less often	3.5%	28	0.3%	0	2.4%	2	3.4%	3	2.5%	2	3.1%	3	4.6%	7	5.0%	11
(Don't do)	34.8%	280	29.5%	28	32.8%	30	24.4%	20	40.3%	27	49.8%	52	31.6%	48	35.2%	74
(Don't know / varies)	1.5%	12	1.5%	1	5.5%	5	2.6%	2	1.5%	1	1.7%	2	0.3%	0	0.0%	0
Weighted base:	804			96		91		83		68		105		151		210
Sample:	804			118		116		114		114		114		114		114

Eating out (i.e. restaurant / café)

At least weekly	19.1%	153	18.5%	18	25.2%	23	27.2%	23	16.3%	11	18.6%	20	11.0%	17	20.4%	43
Once a fortnight	19.6%	158	18.7%	18	21.0%	19	17.1%	14	9.4%	6	18.5%	19	22.4%	34	22.2%	47
Once a month	24.0%	193	33.0%	32	21.2%	19	27.0%	22	30.7%	21	17.5%	18	27.6%	42	18.2%	38
Once every 2-3 months	13.8%	111	11.9%	11	11.3%	10	10.6%	9	15.8%	11	15.3%	16	9.1%	14	18.9%	40
Once every 6 months	5.3%	43	6.2%	6	10.4%	10	4.2%	4	4.0%	3	7.2%	8	5.6%	9	2.3%	5
Once a year	1.5%	12	0.0%	0	1.6%	1	3.0%	3	0.0%	0	0.0%	0	4.4%	7	0.8%	2
Less often	3.6%	29	1.8%	2	2.1%	2	1.3%	1	5.2%	4	1.5%	2	4.1%	6	6.2%	13
(Don't do)	11.9%	96	8.7%	8	7.3%	7	9.2%	8	17.3%	12	20.1%	21	13.3%	20	9.5%	20
(Don't know / varies)	1.3%	10	1.2%	1	0.0%	0	0.3%	0	1.2%	1	1.3%	1	2.3%	3	1.5%	3
Weighted base:	804			96		91		83		68		105		151		210
Sample:	804			118		116		114		114		114		114		114

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Gym / indoor sports / other health and fitness activities																
At least weekly	28.1%	226	35.1%	34	29.1%	27	26.4%	22	34.3%	23	21.2%	22	31.2%	47	24.5%	51
Once a fortnight	0.9%	8	1.2%	1	0.0%	0	0.3%	0	0.0%	0	1.2%	1	3.2%	5	0.0%	0
Once a month	2.2%	18	2.7%	3	1.5%	1	6.4%	5	1.9%	1	1.4%	1	1.6%	2	1.7%	4
Once every 2-3 months	0.2%	2	0.3%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 6 months	0.8%	6	0.0%	0	1.5%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Once a year	0.1%	1	0.3%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	0.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0
(Don't do)	65.0%	522	59.2%	57	64.7%	59	59.7%	49	62.7%	43	74.9%	79	61.6%	93	68.0%	143
(Don't know / varies)	2.4%	19	1.2%	1	0.0%	0	4.5%	4	1.2%	1	1.2%	1	2.0%	3	4.3%	9
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114
Cinema																
At least weekly	1.1%	9	0.0%	0	0.0%	0	2.3%	2	1.5%	1	2.9%	3	2.0%	3	0.0%	0
Once a fortnight	1.2%	10	0.3%	0	2.9%	3	1.4%	1	2.2%	2	1.5%	2	1.3%	2	0.4%	1
Once a month	10.2%	82	16.6%	16	19.4%	18	5.8%	5	14.0%	9	7.1%	8	11.6%	18	4.4%	9
Once every 2-3 months	17.0%	136	25.5%	24	17.1%	16	25.5%	21	18.8%	13	12.6%	13	13.6%	21	13.7%	29
Once every 6 months	11.9%	95	8.7%	8	1.9%	2	11.7%	10	14.0%	9	16.7%	18	12.1%	18	14.4%	30
Once a year	7.7%	62	4.7%	5	2.7%	2	8.9%	7	4.0%	3	5.4%	6	12.0%	18	9.8%	21
Less often	2.0%	16	1.5%	1	6.8%	6	1.6%	1	0.6%	0	2.3%	2	1.0%	1	1.2%	2
(Don't do)	47.9%	385	42.6%	41	49.1%	45	41.6%	34	43.7%	30	51.5%	54	44.5%	67	54.3%	114
(Don't know / varies)	1.1%	9	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	2.0%	3	1.9%	4
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114
Ten-pin bowling																
At least weekly	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	1
Once a fortnight	0.5%	4	0.0%	0	1.2%	1	0.3%	0	0.0%	0	2.4%	3	0.0%	0	0.0%	0
Once a month	2.5%	20	0.0%	0	4.8%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	7	4.3%	9
Once every 2-3 months	3.0%	24	5.8%	6	4.4%	4	1.4%	1	1.2%	1	5.4%	6	4.7%	7	0.0%	0
Once every 6 months	3.3%	26	2.7%	3	5.7%	5	0.0%	0	3.9%	3	1.2%	1	1.3%	2	6.0%	13
Once a year	8.2%	66	6.0%	6	7.0%	6	9.5%	8	16.1%	11	9.9%	10	9.3%	14	4.9%	10
Less often	2.0%	16	0.3%	0	3.8%	3	3.7%	3	2.7%	2	0.3%	0	2.9%	4	1.2%	2
(Don't do)	79.0%	635	85.2%	81	73.1%	67	83.8%	69	75.0%	51	80.4%	85	73.2%	111	81.7%	171
(Don't know / varies)	1.4%	12	0.0%	0	0.0%	0	1.3%	1	1.2%	1	0.0%	0	4.3%	7	1.5%	3
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114
Bingo																
At least weekly	0.7%	6	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	1.9%	3	0.0%	0
Once a fortnight	0.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Once a month	0.4%	3	1.3%	1	0.0%	0	0.3%	0	1.2%	1	0.0%	0	0.0%	0	0.4%	1
Once every 2-3 months	0.7%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	2	1.4%	2	0.4%	1
Once every 6 months	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a year	1.3%	11	0.0%	0	2.2%	2	2.0%	2	4.6%	3	0.0%	0	2.7%	4	0.0%	0
Less often	0.7%	6	1.2%	1	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0
(Don't do)	94.7%	761	97.1%	93	90.3%	82	96.4%	80	93.0%	63	95.9%	101	90.4%	137	97.7%	205
(Don't know / varies)	1.1%	9	0.0%	0	1.2%	1	1.3%	1	1.2%	1	0.0%	0	2.0%	3	1.5%	3
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114
Theatres / museums / live entertainment venues / other cultural facilities																
At least weekly	0.7%	5	1.5%	1	0.0%	0	0.3%	0	0.0%	0	1.4%	1	1.0%	1	0.4%	1
Once a fortnight	2.6%	21	2.3%	2	2.6%	2	6.4%	5	1.2%	1	1.7%	2	1.3%	2	3.2%	7
Once a month	7.6%	61	9.5%	9	10.8%	10	15.2%	13	7.9%	5	9.0%	9	2.3%	3	5.5%	11
Once every 2-3 months	18.2%	146	26.2%	25	16.1%	15	15.2%	13	23.9%	16	19.9%	21	19.9%	30	12.8%	27
Once every 6 months	15.6%	125	9.4%	9	17.5%	16	14.6%	12	16.1%	11	8.9%	9	17.9%	27	19.5%	41
Once a year	12.7%	102	16.4%	16	15.2%	14	4.5%	4	5.6%	4	10.6%	11	17.0%	26	13.4%	28
Less often	3.9%	32	2.1%	2	6.1%	6	3.6%	3	0.9%	1	2.3%	2	6.0%	9	4.3%	9
(Don't do)	37.6%	302	32.3%	31	31.8%	29	38.9%	32	42.9%	29	46.2%	49	32.7%	50	39.5%	83
(Don't know / varies)	1.1%	9	0.3%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	2.0%	3	1.5%	3
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
<i>Events (e.g. music festivals, fayres, etc)</i>																
At least weekly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	3.8%	31	7.2%	7	8.0%	7	2.3%	2	4.9%	3	1.4%	1	3.9%	6	1.9%	4
Once every 2-3 months	7.8%	63	8.1%	8	12.7%	12	9.5%	8	9.3%	6	8.9%	9	10.8%	16	1.7%	4
Once every 6 months	7.2%	58	10.1%	10	5.5%	5	9.1%	8	13.5%	9	11.9%	13	6.4%	10	2.1%	4
Once a year	12.9%	104	17.7%	17	20.4%	19	15.6%	13	16.8%	11	7.2%	8	12.7%	19	8.3%	17
Less often	2.4%	19	0.9%	1	4.8%	4	1.9%	2	0.0%	0	2.2%	2	3.6%	5	2.3%	5
(Don't do)	64.2%	516	54.3%	52	48.5%	44	60.3%	50	52.5%	36	66.6%	70	60.6%	92	82.3%	173
(Don't know / varies)	1.4%	12	0.3%	0	0.0%	0	1.3%	1	3.1%	2	1.9%	2	2.0%	3	1.5%	3
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
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Q24 Where do you visit most often for drinking out (i.e. pub / bar)?*Those who said "Once every 6 months" or more often for drinking out AND Excl. Nulls & SFT***Zone 1 Fleet**

Church Crookham Village Centre	3.3%	14	20.6%	13	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Fleet Town Centre	15.7%	67	53.3%	34	19.3%	8	5.7%	3	4.7%	2	2.8%	1	15.7%	12	6.5%	8
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**Zone 2 Blackwater /
Yateley**

Blackwater District Centre	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Yateley District Centre	6.1%	26	0.0%	0	52.4%	22	0.6%	0	0.6%	0	0.0%	0	0.0%	0	3.1%	4
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**Zone 3 Hook / Rural
West**

Dogmersfield Village Centre, RG27 8SY	0.4%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0
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Greywell Village Centre, RG29 1BZ	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Hartley Wintney Local Centre	2.7%	11	2.0%	1	0.7%	0	20.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Hook District Centre	4.7%	20	0.0%	0	1.3%	1	38.8%	19	0.0%	0	0.7%	0	0.0%	0	0.7%	1
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Mattingley Village Centre, RG27 8LH	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Odiham Local Centre	2.5%	11	2.0%	1	0.0%	0	13.9%	7	0.0%	0	3.1%	1	0.7%	0	0.7%	1
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Phoenix Green Village Centre, RG27 8RS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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Rotherwick Village Centre, RG27 9BJ	0.3%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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The Mill House, North Warnborough, Hook RG29 1ET	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Winchfield Village Centre, RG27 8BX	0.1%	1	0.5%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Zone 4 Farnham

Badshot Lea Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
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Crandall Village Centre, GU10 5NT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
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Farnham Town Centre	12.9%	55	10.5%	7	0.7%	0	0.6%	0	82.8%	30	15.5%	7	5.4%	4	5.6%	7
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Zone 5 Aldershot

Aldershot Town Centre	6.5%	28	0.0%	0	0.0%	0	0.0%	0	4.0%	1	42.9%	20	8.7%	7	0.0%	0
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Zone 6 Farnborough

Cove Local Centre, GU14 9SH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
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Farnborough Town Centre	10.5%	45	2.7%	2	3.2%	1	0.0%	0	0.0%	0	5.1%	2	44.6%	34	4.9%	6
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Southwood Village Centre, GU14 0NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
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**Zone 7 Camberley /
Sandhurst**

Camberley Town Centre	10.9%	46	0.0%	0	3.8%	2	0.6%	0	0.0%	0	0.0%	0	3.8%	3	36.0%	42
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Frimley Town Centre	4.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	14.6%	17
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Mythchett Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
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Sandhurst Town Centre	1.0%	4	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
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Outside Cathmnet Area

Ash Local Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	2.8%	2	0.0%	0
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Ash Vale Village Centre	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	4
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Basingstoke Town Centre	0.5%	2	0.0%	0	2.9%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Blakenall Village Centre, WS3 1LZ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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Bracknell Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	1.4%	2
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Central London / West End	3.3%	14	3.6%	2	2.5%	1	3.5%	2	0.0%	0	8.4%	4	0.0%	0	4.5%	5
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Crowthorne Village Centre	0.3%	1	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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Dorking Town Centre, RH4 1AY	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Elstead Local Centre, GU8 6HA	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
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Guildford Town Centre	4.1%	18	0.0%	0	0.0%	0	0.0%	0	5.0%	2	9.1%	4	11.2%	8	2.7%	3
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High Wycombe Town Centre, HP11 2AX	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	6
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Lightwater Village Centre, GU18 5SD	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
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Littlehampton Town Centre, BN17 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
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Marlow Town Centre, SL7 2LS	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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New Alresford Town Centre,	0.2%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
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Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2	Zone 3 Hook /	Zone 4	Zone 5	Zone 6	Zone 7
				Blackwater / Yateley	Rural West	Farnham	Aldershot	Farnborough	Camberley / Sandhurst
SO24 9AT									
Reading Town Centre	0.3%	1	1.8%	1	0.7%	0	0.0%	0	0.0%
Riseley Village Centre, RG7 1QL	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Southampton City Centre, SO14 7DT	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Staines-upon-Thames Town Centre, TW18 4QB	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Tilford Village Centre, GU10 2BL	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%
Tongham Village Centre	0.7%	3	0.0%	0	0.0%	0	2.8%	1	2.5%
Upton Grey Village Centre, RG25 2RA	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Winchester City Centre, SO23 9AH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
Windlesham Village Centre, GU20 6AA	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.4%
Woking Town Centre	0.4%	2	2.0%	1	0.0%	0	0.0%	0	0.7%
Wokingham Town Centre	0.6%	3	0.0%	0	6.5%	3	0.0%	0	0.0%
Wrecclesham Village Centre	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%
Others									
Weighted base:	427			64	42	48	36	46	76
Sample:	380			70	50	61	51	44	52

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Q25 Where do you visit most often for eating out (i. restaurant / café)?																
Those who said “Once every 6 months” or more often for eating out AND Excl. Nulls & SFT																
Zone 1 Fleet																
Church Crookham Village Centre	0.7%	4	4.5%	3	0.0%	0	0.0%	0	0.4%	0	0.4%	0	0.0%	0	0.0%	0
Fleet Town Centre	14.1%	81	58.6%	45	11.9%	8	10.7%	7	4.2%	2	3.7%	3	15.6%	14	1.6%	2
Zone 2 Blackwater / Yateley																
Blackwater District Centre	0.2%	1	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Miller & Carter, Cove Road, Fleet, GU51 2SH	0.7%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.1%	2	0.0%	0
Minley Village Centre, GU17 9JT	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley District Centre	4.5%	26	0.0%	0	36.5%	24	0.4%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Zone 3 Hook / Rural West																
Dogmersfield Village Centre, RG27 8SY	0.5%	3	2.8%	2	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Eversley Village Centre, RG27 0LX	0.3%	2	0.0%	0	0.8%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greywell Village Centre, RG29 1BZ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Local Centre	1.5%	9	1.7%	1	0.8%	1	10.7%	7	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Heckfield Village Centre, RG27 0LG	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hook District Centre	2.2%	13	0.0%	0	0.8%	1	19.2%	12	0.4%	0	0.0%	0	0.0%	0	0.0%	0
North Warnborough Village Centre, RG29 1EA	0.4%	2	0.0%	0	0.4%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Local Centre	2.1%	12	0.4%	0	0.4%	0	16.5%	10	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Phoenix Green Village Centre, RG27 8RS	0.4%	2	0.0%	0	0.4%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Rotherwick Village Centre, RG27 9BJ	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mill House, North Warnborough, Hook RG29 1ET	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Winchfield Village Centre, RG27 8BX	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Badshot Lea Village Centre	1.5%	9	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	3.1%	5
Crandall Village Centre, GU10 5NT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	15.4%	88	14.4%	11	4.7%	3	2.6%	2	78.3%	36	30.4%	23	5.8%	5	5.2%	8
Squire's Garden Centre, Badshot Lea Road, Badshot Lea, Farnham, GU9 9JX	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.1%	1	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	5.0%	28	1.5%	1	0.0%	0	0.0%	0	2.6%	1	25.3%	19	7.7%	7	0.0%	0
Zone 6 Farnborough																
Cove Local Centre, GU14 9SH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0
Farnborough Town Centre	7.4%	42	0.8%	1	2.1%	1	0.0%	0	5.4%	3	4.5%	3	28.0%	26	5.7%	9
Southwood Village Centre, GU14 0NA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	15.6%	90	3.8%	3	16.6%	11	0.0%	0	0.4%	0	2.6%	2	13.3%	12	39.5%	62
Deepcut Village Centre, GU16 6TB	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Frimley Town Centre	5.1%	29	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.9%	1	1.1%	1	17.0%	26
Mytchett Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sandhurst Town Centre	0.8%	5	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.5%	1
The Meadows Centre, Marshall Road, College Town, Sandhurst, GU47 0FD	0.3%	2	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.4%	0	0.5%	0	0.5%	1
Outside Cathmnet Area																
Alton Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3
Arborfield Cross Village Centre, RG2 9QD	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Ash Local Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Ash Vale Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Basingstoke Town Centre	2.3%	13	1.9%	1	0.0%	0	15.8%	10	0.0%	0	0.0%	0	2.3%	2	0.0%
Bath City Centre, BA1 1EY	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Bordon Town Centre, GU35 0AY	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%
Bracknell Town Centre	0.3%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Central London / West End	5.1%	29	4.6%	4	3.7%	2	6.9%	4	1.7%	1	7.9%	6	6.1%	6	4.1%
Chester City Centre, CH1 2HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Chichester City Centre, PO19 1YH	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Cookham Village Centre, SL6 9SJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%
Crowthorne Village Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Dorking Town Centre, RH4 1AY	0.1%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Finchampstead Village Centre, RG40 3RB	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%
Frensham Village Centre, GU10 3DX	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Guildford Town Centre	4.5%	26	1.5%	1	0.0%	0	0.0%	0	5.0%	2	10.6%	8	9.5%	9	3.7%
Henley-on-Thames Town Centre, RG9 1UP	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Horley Town Centre, RH6 7PR	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kingston Upon Thames Town Centre KT1 1TP	0.3%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lasham Village Centre, GU34 5SL	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Lightwater Village Centre, GU18 SSD	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Littlehampton Town Centre, BN17 5EJ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%
Newbury Town Centre, RG14 5BD	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Peteresfield Town Centre, GU32 3EW	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Reading Town Centre	0.4%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Salisbury City Centre, SP1 2NJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Slough Town Centre, SL1 1DH	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%
Southampton City Centre, SO14 7DT	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stockbridge Town Centre, SO20 6EU	0.2%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tongham Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%
Virginia Water Village Centre, GU25 4DL	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%
Winchester City Centre, SO23 9AH	0.3%	2	2.1%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Windlesham Village Centre, GU20 6AA	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Woking Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%
Others															
Weighted base:	574			77		65		62		47		75		92	156
Sample:	566			93		88		85		72		76		74	78

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
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Q26 Where do you visit most often for the Gym, indoor sports or health and fitness activities?*Those who said "Once a month" or more often for indoor sports or health and fitness AND Excl. Nulls & SFT***Zone 1 Fleet**

Anytime Fitness, The Hart Shopping Centre, Fleet GU51 3LA	1.5%	3	10.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Crookham Village Centre	3.2%	7	18.2%	6	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	9.3%	21	27.8%	9	11.4%	3	8.3%	2	0.0%	0	0.0%	0	5.7%	3	8.9%	4
Hart Leisure Centre, Emerald Avenue, Fleet, GU51 5HS	6.8%	16	21.4%	7	9.2%	2	13.2%	3	5.2%	1	0.0%	0	3.7%	2	0.0%	0
JP Fitness, Clarence Rd, Fleet GU51 3WX	1.0%	2	3.4%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 2 Blackwater /
Yateley**

Blackwater District Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frogmore Leisure Centre, Potley Hill Road, Yateley	1.1%	3	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Frogmore Village Centre, GU17 0NP	0.8%	2	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yateley District Centre	3.2%	7	0.0%	0	25.2%	6	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

**Zone 3 Hook / Rural
West**

Arena Fit, Lodge Farm, Hook, RG29 1HA	0.1%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartley Wintney Local Centre	1.9%	4	0.0%	0	1.1%	0	16.5%	4	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Hook District Centre	2.2%	5	0.0%	0	0.0%	0	22.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tynley Hall Hotel and Gardens, Ridge Lane, Rotherwick, Hook, RG27 9AZ	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Zone 4 Farnham

Anytime Fitness, East St, Farnham GU9 7SW	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Badshot Lea Village Centre	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Crandall Village Centre, GU10 5NT	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Monkton Lane, Farnham, GU9 9ND	5.9%	13	0.0%	0	0.0%	0	0.0%	0	24.9%	6	6.2%	1	0.0%	0	12.1%	6
Farnham Leisure Centre, Dogflud Way, Farnham	3.1%	7	0.0%	0	0.0%	0	0.0%	0	23.5%	6	5.5%	1	0.0%	0	0.0%	0
Farnham Town Centre	1.7%	4	0.9%	0	0.0%	0	0.0%	0	14.7%	4	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Gym, Weybourne Road, Farnham	2.0%	5	0.0%	0	0.0%	0	0.0%	0	10.6%	3	8.4%	2	0.0%	0	0.0%	0

Zone 5 Aldershot

Aldershot Garrison Sports Centre, Rawlinson Road, Aldershot	5.4%	12	0.0%	0	8.1%	2	0.0%	0	0.0%	0	6.9%	2	16.7%	9	0.0%	0
Aldershot Lido, Guildford Road, Aldershot	1.1%	2	3.4%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0
Aldershot Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	2	0.0%	0	0.0%	0
Anytime Fitness, Wellington Centre, Aldershot GU11 1DB	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	4	0.0%	0	0.0%	0
Army Golf Club, Laffan's Road, Aldershot, GU11 2HF	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Pure Gym, Westgate Retail & Leisure Park, Aldershot	3.4%	8	0.0%	0	0.0%	0	0.0%	0	8.5%	2	24.5%	6	0.0%	0	0.0%	0
Unit 24 Fitness Centre and Gym, Aldershot GU12 4RH	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	3	0.0%	0

Zone 6 Farnborough

Farnborough Town Centre	6.2%	14	0.0%	0	1.1%	0	1.2%	0	3.7%	1	0.0%	0	21.1%	11	3.3%	2
JD Gyms, Farnborough Gate, Blackwater Shopping Centre, Farnborough	4.3%	10	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5	6.5%	3
The Gym Group, Queensmead, The Mead, Farnborough	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	6.5%	3

Zone 7 Camberley /

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West			Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough		Zone 7 Camberley / Sandhurst			
Sandhurst																
Camberley Town Centre	3.7%	9	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.5%	8
Energie Fitness, Yorktown Rd, College Town, Sandhurst GU47 0PU	3.9%	9	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	12.1%	6
Frimley Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Macdonald Frimley Hall Hotel and Spa, Lime Avenue, Camberley, GU15 2BG	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	6
Places Leisure, Grand Avenue, Camberley	4.4%	10	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	5.7%	3	12.3%	6
Sandhurst Town Centre	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Cathmnet Area																
Alton Town Centre	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ash Local Centre	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	4.1%	2	0.0%	0
Basingstoke Aquadrome, Worting Road, Basingstoke	0.5%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	0.8%	2	0.0%	0	0.0%	0	8.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bracknell Town Centre	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	4
Farnham Golf Club, Blighton Lane, The Sands, Farnham, GU10 1PX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford GU1 1UP	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	1	0.0%	0	0.0%	0
JD Gyms, The Crescent, Viabes Business Park, Jays Close, Basingstoke	0.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightwater Leisure Centre, The Avenue, Lightwater, GU18 5RG	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nirvana Health, Mole Road, Sindlesham, RG41 5DJ	0.1%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuffield Health Gym, Links Way, Farnborough	5.3%	12	7.1%	2	5.4%	1	0.0%	0	3.7%	1	10.4%	2	9.7%	5	0.0%	0
Village Gym, Basing View, Basingstoke	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winnersh Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Wokingham Town Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Others																
Weighted base:	229			34		25		22		24		23		52		49
Sample:	188			36		32		29		27		19		26		19

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West		Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
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Q27 Which cinema do you visit most often?*Those who said "Once a year" or more often for cinema AND Excl. Nulls & SFT***Zone 1 Fleet**

Fleet Town Centre, GU51 4BY	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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**Zone 2 Blackwater /
Yateley**

Blackwater Town Centre, GU17 9AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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**Zone 3 Hook / Rural
West**

South Warnborough Village Centre, RG29 1RW	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Zone 4 Farnham

Farnham Maltings, Bridge Square, Farnham	1.4%	5	0.6%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	4.5%	4	0.0%	0
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Reel Cinema, Old Market Place, Farnham	11.5%	44	15.9%	8	0.8%	0	5.9%	3	74.1%	27	2.7%	1	4.4%	3	1.0%	1
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Zone 5 Aldershot

Cineworld, Princes Way, Aldershot	12.0%	46	10.2%	5	0.8%	0	0.0%	0	4.5%	2	61.4%	30	9.8%	8	1.0%	1
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Zone 6 Farnborough

Vue, Kingsmead Shopping Centre, Farnborough	28.6%	108	61.2%	33	16.8%	6	0.0%	0	10.7%	4	11.1%	5	66.3%	53	9.5%	8
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**Zone 7 Camberley /
Sandhurst**

Vue, The Atrium, Camberley	28.5%	108	0.0%	0	53.8%	19	6.3%	3	0.0%	0	14.9%	7	9.9%	8	85.6%	71
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Outside Cathmnet Area

Cineworld, Crawley Leisure Park, London Road, Crawley, RH10 8LR	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
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Cineworld, Eagle Lane, Bracknell	1.1%	4	0.0%	0	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Everyman, Elms Road, Wokingham	0.7%	3	0.0%	0	0.0%	0	2.5%	1	2.5%	1	0.0%	0	0.0%	0	1.0%	1
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Nova Cinema, The Peacocks Centre, Woking	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
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Odeon Luxe, Leicester Square, London, WC2H 7LQ	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	2	0.0%	0	0.0%	0
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Odeon, Basingstoke Leisure Park, Churchill Way West, Basingstoke	1.9%	7	0.0%	0	0.8%	0	16.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Odeon, Bedford Road, Guildford	0.3%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Omniplex Cinema, Crest Road, High Wycombe, HP11 1UA	0.1%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Picturehouse, Derby Square, Epsom, KT19 8AG	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
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Reading Biscuit Factory, Queens Walk, Reading	0.4%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Regal Picturehouse, Boroma Way, Henley-on-Thames, RG9 2BZ	0.3%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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Showcase, Loddon Bridge, Reading Road, Winnersh	0.6%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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Vue, Festival Place, Basingstoke	9.9%	38	11.6%	6	12.0%	4	58.3%	25	0.0%	0	0.0%	0	2.7%	2	0.0%	0
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Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Q28 Where do you visit most often for Ten-pin bowling?																
<i>Those who said "Once a year" or more often for ten-pin bowling AND Excl. Nulls & SFT</i>																
Zone 5 Aldershot																
Superbowl, Westgate Retail & Leisure Park, Wellington Avenue, Aldershot	14.7%	19	2.1%	0	0.0%	0	2.9%	0	23.3%	3	52.0%	11	18.5%	5	0.0%	0
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Tenpin, The Atrium, Park Street, Camberley	66.6%	88	81.4%	11	82.9%	15	0.0%	0	36.9%	4	28.1%	6	81.5%	24	94.5%	28
Outside Cathmnet Area																
Central London WC2H 7LQ	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	2	0.0%	0	0.0%	0
Guildford Spectrum, Parkway, Guildford, GU1 1UP	1.4%	2	0.0%	0	0.0%	0	0.0%	0	12.4%	2	1.6%	0	0.0%	0	0.0%	0
Hollywood Bowl, The Brewery, Henrietta Street, Cheltenham, GL50 4FA	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Worting Road, Basingstoke	4.1%	5	0.0%	0	0.0%	0	55.5%	5	1.7%	0	0.0%	0	0.0%	0	0.0%	0
Superbowl, Festival Place, Festival Way, Basingstoke	3.4%	4	8.2%	1	6.0%	1	24.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Superbowl, Henry Plaza, Victoria Way, Woking	2.4%	3	8.2%	1	0.0%	0	0.0%	0	6.6%	1	6.3%	1	0.0%	0	0.0%	0
Wokingham Superbowl, Wellington Road, Wokingham	4.5%	6	0.0%	0	11.2%	2	17.6%	2	12.4%	2	0.0%	0	0.0%	0	2.7%	1
Others																
Weighted base:		133		14		18		9		12		20		30		30
Sample:		78		10		13		8		13		14		12		8

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
Q29 Where do you visit most often for Bingo?																
<i>Those who said “Once a year” or more often for bingo AND Excl. Nulls & SFT</i>																
Zone 1 Fleet																
Church Crookham Village Centre	6.5%	2	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fleet Town Centre	8.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.9%	2	0.0%	0
Zone 2 Blackwater / Yateley																
Yateley District Centre	1.1%	0	0.0%	0	6.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West																
Zone 4 Farnham																
Badshot Lea Village Centre	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0
Farnham Town Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	25.8%	1	0.0%	0	0.0%	0	0.0%	0
Hale Village Hall, Wings Road, Farnham, GU9 0HN	6.2%	2	0.0%	0	0.0%	0	0.0%	0	48.4%	2	0.0%	0	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	15.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	84.8%	4	0.0%	0	0.0%	0
Zone 6 Farnborough																
Cove Ivy Leaf Club, Cove Road, Farnborough, GU14 0HF	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	0	0.0%	0
Farnborough Town Centre	9.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.4%	2	0.0%	0
Zone 7 Camberley / Sandhurst																
Mytchett Village Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Outside Cathmnet Area																
Alton Town Centre	1.1%	0	0.0%	0	0.0%	0	14.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	4.4%	1	0.0%	0	24.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
BJ's Bingo, Gillette Way, Reading	8.2%	2	0.0%	0	45.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buzz Bingo, Basingstoke Leisure Park, Worting Road, Basingstoke	20.1%	5	0.0%	0	24.2%	1	85.8%	2	0.0%	0	0.0%	0	29.9%	2	0.0%	0
Lightwater Village Centre, GU18 5SD	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	1
Selsey Town Centre, PO20 0QL	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	0	0.0%	0	0.0%	0
Woking Town Centre	3.3%	1	0.0%	0	0.0%	0	0.0%	0	25.8%	1	0.0%	0	0.0%	0	0.0%	0
Others																
Weighted base:	24			2		4		2		3		4		7		2
Sample:	22			2		4		2		3		4		5		2

Hart Household Survey for CPW Planning

Weighted:

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	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Q30 Where do you visit most often for theatres / museums / live entertainment venues / other cultural facilities?																
<i>Those who said “Once a year” or more often for theatre / museums / other cultural facilities AND Excl. Nulls & SFT</i>																
Zone 1 Fleet																
Fleet Town Centre	1.1%	5	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0
Zone 2 Blackwater / Yateley																
Blackwater District Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Ely, London Road, Blackwater, Camberley GU17 9LJ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Yateley District Centre	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West																
Hartley Wintney Local Centre	0.4%	2	1.9%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Farnham Maltings, Bridge Square, Farnham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Farnham Town Centre	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	0	5.4%	2	2.3%	2	0.0%	0
Museum of Farnham, West Street, Farnham	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Zone 5 Aldershot																
Aldershot Military Museum, Queen's Avenue, Aldershot	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	4	0.0%	0
Aldershot Town Centre	0.9%	4	0.5%	0	2.5%	1	0.0%	0	0.0%	0	3.6%	2	0.6%	0	0.0%	0
Princes Hall, Princes Way, Aldershot	3.6%	15	4.9%	3	0.6%	0	0.0%	0	5.6%	2	16.6%	7	1.7%	1	0.8%	1
West End Centre, Queens Road, Aldershot	1.5%	6	0.0%	0	0.0%	0	3.7%	2	0.0%	0	9.8%	4	0.0%	0	0.0%	0
Zone 6 Farnborough																
Farnborough Air Sciences Trust Museum, Farnborough Road, Farnborough	0.1%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Farnborough Town Centre	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7 Camberley / Sandhurst																
Camberley Theatre, Knoll Road, Camberley	4.7%	19	0.0%	0	8.5%	4	0.0%	0	0.0%	0	0.0%	0	3.1%	3	12.8%	13
Camberley Town Centre	1.1%	5	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0	3.6%	4
Outside Cathmnet Area																
Aerospace, Hayes Way, Patchway, Bristol, BS34 5BZ	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.3%	9	0.5%	0	0.6%	0	12.9%	6	0.6%	0	0.0%	0	3.5%	3	0.0%	0
Bracknell Town Centre	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London / West End	56.3%	233	65.7%	39	44.8%	21	49.1%	22	84.7%	29	37.2%	17	50.5%	43	63.1%	62
Chester City Centre, CH1 2HQ	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Chichester City Centre, PO19 1HA	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Chichester Festival Theatre, Oaklands Way, Chichester, PO19 6AP	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Museum, Castle Arch, Quarry Street, Guildford	0.4%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	4.8%	20	2.7%	2	4.8%	2	2.4%	1	0.0%	0	6.0%	3	10.9%	9	3.3%	3
Ham House and Garden, Ham Street, Ham, Richmond, TW10 7RS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Henley-on-Thames Town Centre, RG9 2BF	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horniman Museum and Gardens, London Road, London, SE23 3PQ	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jane Austen's House, Winchester Road, Chawton, Alton	0.5%	2	0.0%	0	0.6%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lightbox Gallery, Chobham Road, Woking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Mayflower Theatre,	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

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	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West	Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough	Zone 7 Camberley / Sandhurst							
Commercial Road, Southampton, SO15 1GE																
Milestones Museum, Basingstoke Leisure Park, Churchill Way West, Basingstoke	0.5%	2	0.5%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Victoria Theatre, The Ambassadors, The Peacocks Centre, Woking	6.4%	26	9.7%	6	4.6%	2	0.0%	0	0.6%	0	7.6%	3	4.9%	4	10.8%	11
New Wimbledon Theatre, The Broadway, London, SW19 1QG	0.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Powderham Castle, Exeter, EX6 8JQ	0.1%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading Town Centre	0.4%	1	0.5%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Southampton City Centre, SO15 1QB	0.9%	4	0.5%	0	0.6%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Anvil, Churchill Way, Basingstoke	2.3%	10	1.0%	1	2.8%	1	16.4%	7	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The Haymarket, Wote Street, Basingstoke	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Windsor Town Centre, SL4 1TF	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Woking Theatre, The Ambassadors, The Peacocks Centre, Woking, GU21 6GQ	0.4%	2	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woking Town Centre	3.6%	15	1.9%	1	8.3%	4	0.0%	0	0.0%	0	0.0%	0	11.6%	10	0.0%	0
Wokingham Theatre, Twyford Road, Wokingham	1.4%	6	2.7%	2	0.6%	0	0.0%	0	0.6%	0	0.0%	0	0.6%	0	3.2%	3
Yvonne Arnaud Theatre, Millbrook, Guildford	1.7%	7	3.0%	2	0.0%	0	0.0%	0	4.9%	2	5.4%	2	0.6%	0	0.8%	1
Others																
Weighted base:	413			59		47		44		34		45		85		99
Sample:	365			64		62		51		49		42		54		43

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	Total	Zone 1 Fleet			Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
Q31 Where do you visit most often for events (e.g. music festivals, fayres, etc)?																
<i>Those who said “Once a year” or more often for events (e.g. music festivals, fayres, etc) AND Excl. Nulls & SFT</i>																
Zone 1 Fleet																
Fleet Town Centre	4.4%	8	23.5%	7	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 Blackwater / Yateley																
Yateley District Centre	8.3%	15	0.0%	0	31.3%	9	18.5%	4	4.1%	1	0.0%	0	4.8%	2	0.0%	0
Zone 3 Hook / Rural West																
Hook District Centre	1.2%	2	0.0%	0	0.0%	0	11.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odiham Local Centre	0.9%	2	0.0%	0	0.0%	0	8.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham																
Farnham Town Centre	8.1%	15	5.7%	2	0.0%	0	1.4%	0	14.4%	3	17.9%	4	13.9%	5	0.0%	0
Zone 5 Aldershot																
Aldershot Town Centre	2.0%	4	0.0%	0	3.8%	1	0.0%	0	0.9%	0	0.0%	0	6.1%	2	0.0%	0
Zone 6 Farnborough																
Farnborough Town Centre	3.4%	6	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	12.1%	5	3.7%	1
Zone 7 Camberley / Sandhurst																
Camberley Town Centre	0.2%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Cathmnet Area																
Ash Local Centre	0.6%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Basingstoke Town Centre	2.3%	4	0.0%	0	5.9%	2	1.4%	0	0.0%	0	1.4%	0	4.8%	2	0.0%	0
Central London / West End	51.4%	94	64.6%	18	32.8%	9	36.7%	7	68.8%	15	53.0%	12	39.8%	16	73.0%	16
Crowthorne Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Frensham Village Centre, GU10 3DX	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0
Glastonbury Festival, Glastonbury, BA6 8NB	0.6%	1	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildford Town Centre	10.2%	19	4.1%	1	11.4%	3	6.0%	1	0.0%	0	24.8%	6	7.5%	3	19.7%	4
Horsham Town Centre, RH12 1PL	0.7%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newbury Town Centre, RG14 5BE	0.2%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Portsmouth	2.1%	4	0.0%	0	0.0%	0	8.4%	2	0.0%	0	1.4%	0	4.8%	2	0.0%	0
Reading Town Centre	1.9%	3	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	4.8%	2	0.0%	0
Southampton	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Wallingford Town Centre, OX10 0BX	0.1%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winchester City Centre, SO23 9AH	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Others																
Weighted base:	183			28		28		20		22		23		40		22
Sample:	153			28		30		22		25		20		19		9

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Q32 What additional facilities or other improvements would encourage you to visit leisure activities more often in the area? [MR]																
Cheaper prices to access leisure facilities	7.1%	57	5.9%	6	2.3%	2	4.7%	4	11.9%	8	8.5%	9	3.2%	5	11.2%	23
More / better parks / green spaces	6.2%	50	4.9%	5	3.5%	3	2.3%	2	4.8%	3	13.1%	14	5.1%	8	7.3%	15
Swimming pool - indoor	6.2%	50	3.9%	4	5.8%	5	5.9%	5	4.9%	3	9.6%	10	7.7%	12	5.1%	11
Better shopping facilities	6.1%	49	6.3%	6	5.0%	5	0.7%	1	11.9%	8	15.2%	16	2.7%	4	4.7%	10
Live music venues	6.0%	48	9.1%	9	4.0%	4	2.0%	2	9.2%	6	6.0%	6	6.2%	9	5.8%	12
Food / farmers markets	5.4%	44	7.6%	7	5.5%	5	1.3%	1	12.6%	9	8.2%	9	4.5%	7	3.0%	6
Leisure / sports centre	5.1%	41	8.4%	8	1.8%	2	0.3%	0	0.3%	0	9.3%	10	11.8%	18	1.5%	3
More / better restaurants / cafes	4.5%	36	3.0%	3	3.5%	3	4.0%	3	2.7%	2	9.1%	10	4.1%	6	4.3%	9
Theatre	4.1%	33	2.5%	2	2.1%	2	2.0%	2	13.6%	9	3.3%	3	3.2%	5	4.3%	9
Improved public transport	4.0%	32	1.8%	2	3.9%	4	5.6%	5	7.5%	5	5.6%	6	3.3%	5	3.0%	6
More / better public toilets	3.9%	31	3.4%	3	0.0%	0	1.3%	1	3.4%	2	7.2%	8	5.2%	8	4.3%	9
More / better pubs / bars	3.9%	31	1.2%	1	4.7%	4	3.3%	3	4.8%	3	8.3%	9	1.3%	2	4.3%	9
Comedy clubs	3.8%	30	5.5%	5	3.4%	3	0.0%	0	8.7%	6	2.4%	3	1.3%	2	5.6%	12
Cinema - multi-screen	3.4%	28	7.3%	7	7.3%	7	4.6%	4	4.6%	3	0.0%	0	2.5%	4	1.5%	3
Soft play areas	3.4%	28	4.6%	4	3.4%	3	1.3%	1	6.0%	4	6.0%	6	3.6%	5	1.5%	3
Swimming pool - outdoor	3.4%	27	5.1%	5	3.4%	3	1.0%	1	4.9%	3	3.5%	4	4.8%	7	1.9%	4
Escape rooms	3.1%	25	4.8%	5	3.4%	3	2.0%	2	8.9%	6	1.2%	1	1.3%	2	3.0%	6
More / better leisure facilities / activities for families	3.0%	24	7.0%	7	6.2%	6	1.3%	1	4.2%	3	3.7%	4	0.7%	1	1.5%	3
Improved car parking facilities	2.9%	24	0.3%	0	2.1%	2	0.0%	0	6.1%	4	5.4%	6	3.2%	5	3.2%	7
Ice rink	2.9%	23	2.2%	2	0.0%	0	0.0%	0	6.8%	5	7.0%	7	2.0%	3	3.0%	6
More sports facilities (football pitches, tennis courts)	2.9%	23	3.7%	4	5.2%	5	1.3%	1	0.0%	0	3.7%	4	4.7%	7	1.5%	3
More / better car parking at leisure venues	2.9%	23	1.5%	1	2.2%	2	0.0%	0	5.7%	4	1.2%	1	3.8%	6	4.3%	9
More outdoor entertainment / events (includes festivals)	2.7%	22	7.0%	7	3.4%	3	0.0%	0	2.2%	2	4.9%	5	1.3%	2	1.5%	3
Games centre	2.6%	21	3.6%	3	2.3%	2	0.0%	0	4.6%	3	3.7%	4	1.3%	2	3.0%	6
More / better leisure facilities / activities for teenagers	2.6%	21	9.7%	9	0.6%	1	0.0%	0	1.2%	1	0.6%	1	4.0%	6	1.5%	3
Climbing centres	2.5%	20	1.5%	1	1.2%	1	2.0%	2	9.9%	7	3.5%	4	3.8%	6	0.0%	0
Table tennis	2.4%	20	4.8%	5	2.3%	2	1.4%	1	1.9%	1	3.5%	4	2.4%	4	1.5%	3
Better disabled access	2.4%	19	0.0%	0	1.2%	1	1.3%	1	3.4%	2	2.4%	3	4.8%	7	2.3%	5
More / better health clubs / gyms (indoor)	2.3%	19	3.4%	3	1.2%	1	1.3%	1	1.2%	1	4.7%	5	2.4%	4	1.9%	4
More / better cultural facilities (e.g. museums / art galleries)	2.3%	19	6.4%	6	1.2%	1	0.0%	0	8.7%	6	2.3%	2	0.0%	0	1.5%	3
Cleaner streets	2.3%	18	1.2%	1	4.5%	4	0.0%	0	3.4%	2	5.4%	6	1.3%	2	1.5%	3
Outdoor gyms	2.2%	18	2.4%	2	0.0%	0	0.0%	0	5.3%	4	4.6%	5	2.5%	4	1.5%	3
Trampoline parks	2.1%	17	3.4%	3	1.8%	2	0.0%	0	5.8%	4	4.6%	5	0.0%	0	1.5%	3
Improved safety and security	2.0%	16	0.0%	0	3.0%	3	0.0%	0	1.2%	1	7.3%	8	1.3%	2	1.5%	3
More / better leisure facilities / activities for young children	2.0%	16	3.7%	4	3.6%	3	0.0%	0	3.4%	2	2.2%	2	1.0%	1	1.5%	3
Cinema - art house	1.7%	14	3.1%	3	0.0%	0	0.3%	0	5.8%	4	0.0%	0	2.4%	4	1.5%	3
More / better leisure facilities / activities for the elderly	1.6%	13	1.2%	1	0.0%	0	0.0%	0	4.1%	3	0.6%	1	3.3%	5	1.5%	3
Earlier / later opening hours at leisure venues	1.5%	12	1.2%	1	0.0%	0	0.0%	0	5.3%	4	2.3%	2	1.3%	2	1.5%	3
Paintballing	1.5%	12	1.2%	1	2.3%	2	0.0%	0	4.6%	3	2.3%	2	0.0%	0	1.5%	3
More nightclubs	1.3%	11	0.0%	0	1.2%	1	0.0%	0	6.1%	4	0.0%	0	3.6%	5	0.0%	0
Skateboarding	1.3%	10	1.2%	1	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	1.5%	3
Ten-pin bowling	1.3%	10	1.2%	1	3.0%	3	0.0%	0	1.5%	1	0.0%	0	1.4%	2	1.5%	3
Improved access by foot and cycle	1.1%	9	1.7%	2	1.8%	2	0.0%	0	1.2%	1	0.0%	0	1.3%	2	1.5%	3
Combat leisure	1.1%	8	1.2%	1	1.2%	1	0.0%	0	4.6%	3	0.0%	0	0.0%	0	1.5%	3
Ski / snow centre	1.0%	8	1.2%	1	0.0%	0	0.0%	0	1.9%	1	2.3%	2	0.0%	0	1.5%	3
Darts	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	1.3%	2	0.0%	0
Cheaper car parking facilities	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.3%	2	0.0%	0	0.0%	0
Bingo venues	0.4%	3	0.0%	0	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Golf course	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0
Better advertisement for local events	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Paddle boarding	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Casinos	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Make it generally more	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley	Zone 3 Hook / Rural West	Zone 4 Farnham	Zone 5 Aldershot	Zone 6 Farnborough	Zone 7 Camberley / Sandhurst							
affordable																
More / better activities associated with the Church	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0				
Dance classes	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Squash court	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
More barbers / hairdressers	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
General improvements in Fleet	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
More / better leisure facilities / activities for the disabled	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0				
Driving range	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0				
General improvements in Hook	0.0%	0	0.0%	0	0.0%	0	0.3%	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				
(None)	44.3%	356	40.4%	39	39.2%	36	56.7%	47	37.7%	26	39.0%	41	33.7%	51	55.8%	117
(Don't know)	9.1%	73	5.0%	5	8.8%	8	12.4%	10	6.3%	4	10.1%	11	9.7%	15	9.9%	21
(Dont do leisure activities)	7.7%	62	6.6%	6	12.2%	11	3.4%	3	3.7%	3	8.0%	8	5.5%	8	10.7%	22
Weighted base:	804			96		91		83		68		105		151		210
Sample:	804			118		116		114		114		114		114		114

The following questions are to ensure we get a representative sample of the population.

GEN Could I please ask your gender?

Male	30.1%	242	27.2%	26	40.0%	36	37.3%	31	25.5%	17	38.3%	40	24.9%	38	25.6%	54
Female	69.9%	562	72.8%	70	60.0%	55	62.7%	52	74.5%	51	61.7%	65	75.1%	114	74.4%	156
Weighted base:	804			96		91		83		68		105		151		210
Sample:	804			118		116		114		114		114		114		114

AGE Could I ask how old you are please?

18 to 24	11.3%	91	12.0%	11	10.5%	10	7.6%	6	14.3%	10	13.5%	14	11.4%	17	10.5%	22
25 to 34	10.7%	86	12.0%	11	10.5%	10	8.9%	7	9.5%	6	14.7%	15	8.8%	13	10.5%	22
35 to 44	20.2%	162	22.4%	21	19.7%	18	14.3%	12	26.8%	18	22.9%	24	14.2%	22	22.5%	47
45 to 54	17.9%	144	9.4%	9	25.6%	23	25.8%	21	16.7%	11	15.3%	16	21.7%	33	14.1%	30
55 to 64	17.0%	137	24.2%	23	14.4%	13	21.4%	18	13.4%	9	13.8%	14	22.7%	34	11.8%	25
65 +	23.0%	185	20.0%	19	19.3%	18	21.9%	18	19.3%	13	19.9%	21	21.1%	32	30.6%	64
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	804			96		91		83		68		105		151		210
Sample:	804			118		116		114		114		114		114		114

CHI How many people are there in your household aged up to 15?

0	77.2%	621	83.5%	80	68.7%	63	81.1%	67	68.2%	46	75.2%	79	77.3%	117	80.5%	169
1	8.0%	65	4.8%	5	8.5%	8	3.2%	3	10.7%	7	12.4%	13	12.2%	19	5.1%	11
2	5.5%	44	2.2%	2	9.7%	9	3.7%	3	14.1%	10	5.1%	5	2.0%	3	5.6%	12
3	2.3%	19	5.7%	5	4.5%	4	2.1%	2	2.2%	2	2.3%	2	2.4%	4	0.0%	0
4+	0.5%	4	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	6.4%	52	3.7%	4	4.1%	4	9.8%	8	4.8%	3	5.0%	5	6.1%	9	8.8%	19
Weighted base:	804			96		91		83		68		105		151		210
Sample:	804			118		116		114		114		114		114		114

PEO1 Including yourself - how many people are there in your household aged 16 years or over?

1	20.2%	162	15.3%	15	15.9%	15	18.9%	16	20.8%	14	28.5%	30	17.3%	26	22.4%	47
2	49.4%	397	58.1%	56	52.7%	48	48.5%	40	45.4%	31	43.0%	45	55.1%	83	44.8%	94
3	14.1%	114	14.6%	14	24.9%	23	11.7%	10	15.0%	10	10.8%	11	11.7%	18	13.4%	28
4	7.1%	57	7.0%	7	3.3%	3	9.3%	8	8.0%	5	8.7%	9	3.2%	5	9.5%	20
5	1.5%	12	1.9%	2	0.0%	0	3.0%	3	3.1%	2	1.7%	2	2.4%	4	0.0%	0
6+	0.3%	3	0.0%	0	0.3%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.4%	1
(Refused)	6.3%	51	2.6%	2	2.9%	3	8.6%	7	4.8%	3	5.0%	5	7.0%	11	9.2%	19
Weighted base:	804			96		91		83		68		105		151		210
Sample:	804			118		116		114		114		114		114		114

Hart Household Survey for CPW Planning

Weighted:

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	Total	Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst		
PEO2 Including yourself - how many people are there aged 16-64 in... [MR/PR]																
Part time employment (up to 29 hours per week)	76.1%	612	73.6%	70	80.3%	73	81.3%	67	72.3%	49	69.6%	73	73.8%	112	79.7%	167
Full time employment (30 or more hours per week)	87.5%	704	96.8%	93	90.4%	83	84.8%	70	86.4%	59	83.8%	88	85.1%	129	87.2%	183
Unemployed but available or seeking employment (Refused)	72.4%	582	60.2%	58	79.5%	73	81.0%	67	64.4%	44	67.1%	71	69.7%	106	78.7%	165
	8.2%	66	2.6%	2	9.6%	9	15.3%	13	5.1%	3	5.0%	5	8.1%	12	10.0%	21
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114

M1 Part time employment (up to 29 hours per week)

0	77.1%	472	70.9%	50	72.5%	53	82.6%	56	57.9%	28	73.3%	54	79.2%	89	85.6%	143
1	18.0%	110	24.7%	17	22.0%	16	15.6%	11	29.3%	14	22.8%	17	18.6%	21	8.5%	14
2	3.9%	24	4.4%	3	3.7%	3	0.0%	0	8.6%	4	2.0%	1	2.2%	2	5.9%	10
3	1.0%	6	0.0%	0	1.8%	1	1.8%	1	4.2%	2	2.0%	1	0.0%	0	0.0%	0
4+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		612		70		73		67		49		73		112		167
Sample:		693		101		102		103		92		95		99		101

M2 Full time employment (30 or more hours per week)

0	52.4%	369	45.5%	42	50.4%	42	48.5%	34	45.4%	27	44.7%	39	51.2%	66	65.0%	119
1	21.5%	151	24.9%	23	21.4%	18	21.4%	15	37.2%	22	25.0%	22	18.8%	24	15.0%	27
2	18.7%	132	18.0%	17	20.1%	17	23.1%	16	16.1%	9	16.4%	15	24.5%	32	14.6%	27
3	5.5%	38	11.6%	11	6.8%	6	3.8%	3	0.0%	0	11.2%	10	0.4%	0	5.0%	9
4+	2.0%	14	0.0%	0	1.3%	1	3.2%	2	1.4%	1	2.7%	2	5.1%	7	0.4%	1
Weighted base:		704		93		83		70		59		88		129		183
Sample:		740		114		108		105		100		104		104		105

M3 Unemployed but available or seeking employment

0	91.7%	534	97.3%	56	88.9%	65	96.7%	65	85.9%	38	82.1%	58	91.3%	96	94.9%	157
1	6.3%	37	2.7%	2	9.6%	7	3.3%	2	10.8%	5	15.1%	11	6.7%	7	2.1%	4
2	2.0%	11	0.0%	0	1.5%	1	0.0%	0	2.8%	1	2.9%	2	2.0%	2	3.0%	5
3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0
4+	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		582		58		73		67		44		71		106		165
Sample:		670		90		101		102		90		94		95		98

QUOTA Zone

Zone 1 Fleet	11.9%	96	100.0%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2 Blackwater / Yateley	11.4%	91	0.0%	0	100.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3 Hook / Rural West	10.3%	83	0.0%	0	0.0%	0	100.0%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4 Farnham	8.4%	68	0.0%	0	0.0%	0	0.0%	0	100.0%	68	0.0%	0	0.0%	0	0.0%	0
Zone 5 Aldershot	13.1%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	105	0.0%	0	0.0%	0
Zone 6 Farnborough	18.8%	151	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	151	0.0%	0
Zone 7 Camberley / Sandhurst	26.1%	210	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	210
Weighted base:		804		96		91		83		68		105		151		210
Sample:		804		118		116		114		114		114		114		114

Hart Household Survey for CPW Planning

Weighted:

April 2026

		Total		Zone 1 Fleet		Zone 2 Blackwater / Yateley		Zone 3 Hook / Rural West		Zone 4 Farnham		Zone 5 Aldershot		Zone 6 Farnborough		Zone 7 Camberley / Sandhurst	
PC	Postcode Sector																
GU10 5		1.1%	8	0.0%	0	0.0%	0	0.0%	0	12.5%	8	0.0%	0	0.0%	0	0.0%	0
GU11 1		1.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	13	0.0%	0	0.0%	0
GU11 2		0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4	0.0%	0	0.0%	0
GU11 3		5.4%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.5%	44	0.0%	0	0.0%	0
GU12 4		5.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.5%	45	0.0%	0	0.0%	0
GU14 0		2.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	18	0.0%	0
GU14 6		3.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.8%	30	0.0%	0
GU14 7		3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	31	0.0%	0
GU14 8		3.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.3%	31	0.0%	0
GU14 9		5.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.4%	41	0.0%	0
GU15 1		3.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	29
GU15 2		5.3%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	43
GU15 3		2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	19
GU15 4		2.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	22
GU16 6		4.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.1%	36
GU16 7		0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
GU16 8		3.5%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	28
GU16 9		0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
GU17 0		1.9%	15	0.0%	0	16.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU17 9		0.5%	4	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU46 6		4.6%	37	0.0%	0	40.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU46 7		2.6%	21	0.0%	0	23.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU47 0		1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	14
GU47 8		1.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	12
GU47 9		0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2
GU51 1		1.1%	9	0.0%	0	9.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 2		0.6%	5	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 3		3.2%	26	27.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 4		1.8%	14	14.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU51 5		1.4%	11	11.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 0		0.5%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 6		2.4%	20	20.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 7		1.2%	10	10.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU52 8		1.3%	11	11.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GU9 0		2.6%	21	0.0%	0	0.0%	0	0.0%	0	31.0%	21	0.0%	0	0.0%	0	0.0%	0
GU9 7		2.6%	21	0.0%	0	0.0%	0	0.0%	0	31.2%	21	0.0%	0	0.0%	0	0.0%	0
GU9 9		2.1%	17	0.0%	0	0.0%	0	0.0%	0	25.3%	17	0.0%	0	0.0%	0	0.0%	0
RG27 0		0.9%	7	0.0%	0	0.0%	0	8.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 8		2.0%	16	0.0%	0	0.0%	0	19.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG27 9		5.5%	44	0.0%	0	0.0%	0	53.5%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0
RG29 1		1.9%	16	0.0%	0	0.0%	0	18.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:			804		96		91		83		68		105		151		210
Sample:			804		118		116		114		114		114		114		114

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Q08: Fleet		Q08: Blackwater		Q08: Hook		Q08: Yateley		Q08: Hartley Wintney		Q08: Odiham	
Q08 Which of the following centres does your household visit the most? [PR]													
<i>Exclude respondents who said 'Never' or 'Don't know' for all centres at Q07</i>													
Fleet	41.5%	216	100.0%	216	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackwater	17.2%	89	0.0%	0	100.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%
Hook	9.3%	49	0.0%	0	0.0%	0	100.0%	49	0.0%	0	0.0%	0	0.0%
Yateley	19.3%	101	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%
Hartley Wintney	8.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	42	0.0%
Odiham	4.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:		521		216		89		49		101		42	
Sample:		548		240		84		57		85		40	

Q09 How does your household normally travel to CENTRE MENTIONED AT Q08?
Those who visit a centre at Q08

Car / van – driver	63.3%	330	64.7%	140	61.0%	55	58.4%	28	59.0%	59	79.0%	33	59.2%	15
Car / van - passenger	11.2%	58	8.7%	19	25.1%	22	5.7%	3	7.7%	8	9.9%	4	9.6%	2
Bus	4.8%	25	5.7%	12	6.4%	6	0.6%	0	6.7%	7	0.0%	0	0.0%	0
Bicycle	0.5%	2	0.7%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (e.g. mobility scooter)	0.7%	4	0.0%	0	0.0%	0	0.6%	0	3.3%	3	0.0%	0	1.1%	0
Taxi	0.6%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Train	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Walk	16.9%	88	15.8%	34	7.5%	7	32.1%	16	22.5%	23	8.6%	4	22.3%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.0%	10	3.3%	7	0.0%	0	2.2%	1	0.0%	0	2.5%	1	4.5%	1
Weighted base:		521		216		89		49		101		42		25
Sample:		548		240		84		57		85		40		42

Q10 What activities do you do when you visit CENTRE MENTIONED AT Q08? [MR]
Those who visit a centre at Q08

NON-FOOD shopping	40.5%	211	45.6%	99	38.1%	34	40.5%	20	33.2%	33	45.3%	19	25.2%	6
FOOD shopping	54.7%	285	46.9%	101	77.7%	69	70.2%	34	60.8%	61	20.7%	9	42.4%	10
Visiting services such as banks and other financial institutions	1.3%	7	2.0%	4	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0
Visiting health service such as doctor, dentist, hospital	10.9%	57	7.2%	16	8.2%	7	31.8%	15	11.5%	12	8.1%	3	15.2%	4
Visiting other service such as hairdressers, beautician, laundrette etc	7.4%	38	9.2%	20	0.5%	0	9.7%	5	9.3%	9	8.2%	3	2.2%	1
Accessing transport (e.g. using bus / train)	1.1%	6	0.0%	0	1.3%	1	2.4%	1	3.2%	3	0.0%	0	0.0%	0
Getting petrol	2.7%	14	0.5%	1	0.6%	0	3.4%	2	10.2%	10	0.0%	0	1.1%	0
Visiting café / pub / restaurant	28.7%	149	30.2%	65	6.5%	6	26.9%	13	28.0%	28	53.7%	22	59.4%	15
Cinema	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Gym / leisure centre	6.0%	31	5.9%	13	3.5%	3	7.3%	4	10.6%	11	0.7%	0	3.3%	1
Library	5.4%	28	7.8%	17	0.0%	0	3.4%	2	9.6%	10	0.0%	0	0.0%	0
Visiting family / friends	15.2%	79	17.4%	38	9.2%	8	8.6%	4	21.3%	21	17.4%	7	3.0%	1
Museums / galleries	0.7%	4	0.4%	1	0.0%	0	0.0%	0	1.1%	1	4.7%	2	0.0%	0
Parks / green spaces	2.4%	12	1.1%	2	0.0%	0	6.8%	3	6.6%	7	0.0%	0	0.0%	0
Visiting a place of worship	0.9%	5	0.4%	1	0.0%	0	2.7%	1	0.5%	1	5.2%	2	0.0%	0
Post Office	12.8%	67	5.6%	12	6.3%	6	40.0%	19	28.4%	29	0.0%	0	4.3%	1
Takeaways / fast food	3.0%	16	2.0%	4	0.9%	1	6.1%	3	7.4%	7	0.0%	0	0.0%	0
Walk / walk the dog	6.0%	31	4.6%	10	0.3%	0	11.1%	5	10.3%	10	1.3%	1	18.5%	5
Travelling to / from work	5.9%	31	9.4%	20	0.0%	0	0.0%	0	8.0%	8	5.8%	2	0.0%	0
Travelling to / from school / college / university	2.0%	10	2.8%	6	0.0%	0	0.0%	0	4.1%	4	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting entertainment venues	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visiting events / facilities for children	0.3%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Using public transport	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Browsing shops	1.2%	6	1.7%	4	0.0%	0	0.0%	0	0.3%	0	0.0%	0	8.1%	2
Leisure activity	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
(Don't know / varies)	1.0%	5	1.4%	3	0.6%	0	2.4%	1	0.5%	1	0.0%	0	0.0%	0
Weighted base:		521		216		89		49		101		42		25
Sample:		548		240		84		57		85		40		42

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Q08: Fleet		Q08: Blackwater		Q08: Hook		Q08: Yateley		Q08: Hartley Wintney		Q08: Odiham		
Meanscore: [Time in minutes] (Less than 30 minutes = 14.5 30 - 59 minutes = 44.5 About 1 to 2 hours = 90 About 2 to 3 hours = 150 About 3 to 4 hours = 210 4 hours or more = 240)														
Q11 How long do you normally spend in CENTRE MENTIONED AT Q08 when visiting?														
Those who visit a centre at Q08														
Less than 30 mins	12.9%	67	6.5%	14	15.9%	14	12.7%	6	23.7%	24	4.6%	2	27.4%	7
30 – 59 mins	24.1%	126	21.1%	46	25.3%	23	37.9%	18	29.8%	30	17.1%	7	6.6%	2
About 1 to 2 hours	39.9%	208	42.2%	91	45.6%	41	37.4%	18	23.9%	24	51.0%	21	50.6%	12
About 2 to 3 hours	15.3%	80	23.4%	51	8.4%	8	5.6%	3	9.5%	10	19.1%	8	6.1%	1
About 3 to 4 hours	2.2%	12	1.2%	3	3.5%	3	3.4%	2	0.0%	0	7.6%	3	4.5%	1
4 hours or more	3.9%	20	5.0%	11	0.0%	0	0.0%	0	8.9%	9	0.7%	0	0.0%	0
(Don't know / varies)	1.8%	9	0.6%	1	1.2%	1	3.0%	1	4.1%	4	0.0%	0	4.8%	1
Mean:	86.92		98.52		75.56		69.98		77.02		100.19		74.60	
Weighted base:	521		216		89		49		101		42		25	
Sample:	548		240		84		57		85		40		42	

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Q08: Fleet		Q08: Blackwater		Q08: Hook		Q08: Yateley		Q08: Hartley Wintney		Q08: Odiham		
Q12 What do you like most about CENTRE MENTIONED AT Q08 for shopping and services?														
Those who visit a centre at Q08														
Close to home	17.3%	90	15.8%	34	16.3%	15	43.8%	21	11.1%	11	6.3%	3	25.5%	6
Good cafés / restaurants	8.9%	46	17.2%	37	0.0%	0	0.0%	0	1.1%	1	9.2%	4	17.3%	4
Shops - good range of supermarkets	7.9%	41	3.9%	8	30.6%	27	5.6%	3	2.6%	3	0.0%	0	0.0%	0
Attractive environment / nice place	5.0%	26	4.8%	10	0.3%	0	0.6%	0	5.5%	6	11.6%	5	18.8%	5
Shops - good range of non-food shops generally	4.7%	25	6.6%	14	3.7%	3	0.0%	0	0.5%	0	14.8%	6	1.1%	0
Shops - good range of independent shops	4.0%	21	2.7%	6	0.0%	0	0.0%	0	2.4%	2	26.8%	11	6.7%	2
Nice atmosphere / friendly people	3.4%	18	1.4%	3	0.4%	0	5.6%	3	6.6%	7	6.9%	3	8.9%	2
Shops - good range of bakers / butchers / greengrocers	2.3%	12	0.0%	0	0.3%	0	0.6%	0	10.8%	11	1.2%	0	0.0%	0
Familiar / know where everything is	2.2%	12	0.5%	1	3.3%	3	0.6%	0	7.1%	7	0.0%	0	0.0%	0
Parking - it's easy to find a space	2.0%	11	1.2%	3	1.5%	1	4.4%	2	4.2%	4	0.0%	0	1.1%	0
Good range of other services (e.g. library, hairdresser, vets etc.)	2.0%	10	1.5%	3	0.0%	0	3.0%	1	5.2%	5	0.0%	0	1.1%	0
Parking - it's free	2.0%	10	0.0%	0	5.4%	5	0.0%	0	5.3%	5	0.0%	0	0.0%	0
Convenient	1.7%	9	0.7%	2	2.2%	2	7.3%	4	1.1%	1	0.0%	0	2.0%	0
Close to friends / relatives	1.6%	8	0.5%	1	3.5%	3	3.4%	2	1.0%	1	0.0%	0	6.1%	2
Quiet / not too busy	1.6%	8	2.2%	5	0.0%	0	0.0%	0	2.1%	2	0.0%	0	5.1%	1
You can get everything you need there	1.5%	8	0.4%	1	5.1%	5	0.0%	0	1.1%	1	2.6%	1	1.1%	0
Shops - good range of charity shops	0.9%	5	2.0%	4	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - TK Maxx	0.9%	4	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of quality shops	0.8%	4	1.1%	2	0.0%	0	0.0%	0	0.5%	1	3.7%	2	0.0%	0
Easy to get there by car	0.7%	4	0.1%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Easy to get there on foot	0.7%	4	0.9%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Shops - good range of clothes shops	0.6%	3	0.2%	0	1.7%	2	0.0%	0	0.0%	0	2.6%	1	0.8%	0
Specific store - M&S	0.6%	3	0.6%	1	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parking - it's cheap	0.6%	3	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops close together	0.5%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Traditional / quaint	0.5%	3	0.2%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Specific store - Waitrose	0.5%	3	0.9%	2	0.0%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0
Good range of health services (e.g. doctors, dentists, opticians etc.)	0.4%	2	0.4%	1	0.6%	0	0.0%	0	0.0%	0	1.1%	0	1.9%	0
Good pubs / bars	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clean streets / well maintained	0.4%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Specific store - Lidl	0.4%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good market	0.4%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Open / green spaces / parks	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.7%	0	0.0%	0
Shops - good range of 'high street' retailers	0.4%	2	0.7%	1	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good bus service	0.3%	2	0.6%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Good leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.3%	1	0.1%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Shops - good opening hours / open on Sundays	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - good range of affordable shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Close to work / en route to work	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Delivery service	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Good for financial services (e.g. banks / building societies)	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good for a day out	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Boots	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Specific store - Tesco	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Q08: Fleet		Q08: Blackwater		Q08: Hook	Q08: Yateley		Q08: Hartley Wintney		Q08: Odiham	
Has a particular shop that I like	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easier to compare goods online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good train service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good safety / security / feel safe there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Diverse / multi-cultural	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Like to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / delivery shopping has low prices / good offers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Online / delivery shopping is convenient / quick / easier	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / very little)	11.7%	61	16.2%	35	5.5%	5	13.0%	6	11.7%	12	5.8%	2
(Don't know)	8.5%	44	10.8%	23	9.9%	9	8.0%	4	7.0%	7	2.6%	1
Weighted base:	521		216		89		49		101		42	
Sample:	548		240		84		57		85		40	

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Q08: Fleet		Q08: Blackwater		Q08: Hook		Q08: Yateley		Q08: Hartley Wintney		Q08: Odiham		
Q13 Is there anything about CENTRE MENTIONED AT Q08 that could be improved to encourage you to visit more often?														
Those who visit a centre at Q08														
Shops - more / better clothes shops	6.0%	31	13.8%	30	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops - more / better range of non-food shops generally	5.9%	31	8.5%	18	7.1%	6	5.2%	3	2.3%	2	0.7%	0	4.8%	1
Parking - make more spaces available	5.0%	26	5.0%	11	5.4%	5	4.7%	2	4.0%	4	4.3%	2	9.4%	2
Shops - more independent shops	3.8%	20	7.1%	15	0.0%	0	0.0%	0	2.3%	2	2.8%	1	4.3%	1
Less traffic congestion / improved access	3.6%	19	2.0%	4	1.8%	2	0.0%	0	13.0%	13	0.0%	0	0.0%	0
Parking - make it free	3.4%	17	4.2%	9	0.0%	0	8.6%	4	0.0%	0	7.6%	3	4.8%	1
Easier to get to by bus	2.7%	14	0.3%	1	6.9%	6	3.4%	2	4.9%	5	0.7%	0	1.1%	0
More / better financial services (e.g. banks / building societies)	1.8%	9	3.8%	8	0.6%	0	0.0%	0	0.5%	1	0.7%	0	0.0%	0
Less empty shops	1.6%	9	3.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better cafés / restaurants	1.6%	8	1.6%	3	1.5%	1	0.6%	0	3.3%	3	0.0%	0	0.0%	0
Shops - more affordable shops	1.3%	7	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner streets / better maintained	1.1%	6	2.5%	5	0.0%	0	0.0%	0	0.3%	0	0.7%	0	0.0%	0
Make it more attractive / nicer environment	1.0%	5	1.8%	4	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Shops - more bakers / butchers / greengrocers	0.9%	5	0.9%	2	0.3%	0	3.0%	1	0.5%	0	0.0%	0	2.2%	1
More road improvements	0.9%	5	0.7%	2	1.2%	1	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Shops - more / better range of supermarkets	0.8%	4	1.0%	2	0.9%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	0
Parking - make it cheaper	0.8%	4	1.6%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.1%	0
Improve the nightlife	0.7%	4	0.5%	1	0.0%	0	3.4%	2	1.1%	1	0.0%	0	0.0%	0
Shops - more high quality shops	0.7%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less barbers / hairdressers / beauty salons	0.6%	3	1.4%	3	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better leisure facilities (e.g. leisure centres, cinema, health and fitness clubs, etc)	0.5%	2	0.0%	0	0.9%	1	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Parking - more payment methods	0.4%	2	0.5%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Less charity shops	0.4%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better seating areas	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Parking - make more disabled spaces available	0.4%	2	0.0%	0	0.0%	0	0.6%	0	1.7%	2	0.0%	0	0.0%	0
Shops - more 'high street' retailers	0.4%	2	0.5%	1	0.6%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
More / better public toilets	0.3%	2	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
More / better pubs / bars	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More path improvements	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Easier to get to by train	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Better layout / shops closer together	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Update / refurbish the shopping area	0.2%	1	0.1%	0	0.3%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
More pedestrianised areas	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More road crossings	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - larger M&S	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaways	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More speed cameras	0.1%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security / safety	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
Less building developments	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
More / better health facilities (e.g. doctors, dentists, opticians, etc)	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Has a petrol station	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Specific store - Lidl	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs / bars	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less betting shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Q08: Fleet		Q08: Blackwater		Q08: Hook		Q08: Yateley		Q08: Hartley Wintney		Q08: Odiham	
Nicer atmosphere / friendlier people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Quieter / less busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More green / open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More undercover shopping	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easier to get to by car	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easier to get to on foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More / better range of other services (e.g. library, hairdresser, vets etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More or better cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shops - longer opening hours / more open on Sundays	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More rubbish bins	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing / no improvements)	41.5%	216	25.3%	55	66.4%	59	32.2%	16	41.1%	41	76.9%	32	53.7%
(Don't know)	9.6%	50	5.9%	13	4.1%	4	19.5%	9	17.4%	18	5.8%	2	16.5%
Weighted base:		521		216		89		49		101		42	
Sample:		548		240		84		57		85		40	

Meanscore (Very Good = 2, Very Poor = -2):

Q14 Overall, how do you rate CENTRE MENTIONED AT Q08 on the following aspects? [PR]*Those who visit a centre at Q08***Choice of shops and services**

Very Good	7.7%	40	4.0%	9	19.0%	17	2.3%	1	5.2%	5	16.5%	7	5.6%	1
Good	39.2%	204	34.8%	75	33.5%	30	31.2%	15	48.9%	49	51.0%	21	54.4%	13
Average	38.3%	199	42.8%	93	27.4%	25	52.3%	25	36.5%	37	28.0%	12	34.6%	9
Poor	9.4%	49	13.4%	29	5.6%	5	10.3%	5	6.7%	7	4.5%	2	4.5%	1
Very Poor	2.1%	11	2.9%	6	1.1%	1	3.4%	2	2.3%	2	0.0%	0	0.0%	0
(Don't know)	3.3%	17	2.1%	5	13.3%	12	0.6%	0	0.5%	0	0.0%	0	0.8%	0
Mean:		0.43		0.24		0.74		0.19		0.48		0.80		0.62
Weighted base:		521		216		89		49		101		42		25
Sample:		548		240		84		57		85		40		42

Town centre environment

Very Good	12.5%	65	9.7%	21	1.8%	2	10.0%	5	17.9%	18	21.6%	9	43.4%	11
Good	38.4%	200	44.1%	95	19.7%	18	25.6%	12	33.3%	34	70.8%	30	46.6%	12
Average	27.7%	144	33.2%	72	26.3%	24	33.4%	16	28.4%	29	6.3%	3	6.7%	2
Poor	9.8%	51	8.7%	19	17.3%	16	26.0%	13	3.4%	3	0.7%	0	2.4%	1
Very Poor	2.3%	12	2.5%	5	5.9%	5	0.6%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know)	9.3%	49	1.8%	4	28.9%	26	4.6%	2	16.0%	16	0.7%	0	0.8%	0
Mean:		0.54		0.51		-0.08		0.19		0.76		1.14		1.32
Weighted base:		521		216		89		49		101		42		25
Sample:		548		240		84		57		85		40		42

Parking availability

Very Good	10.1%	53	11.5%	25	15.8%	14	8.3%	4	1.8%	2	8.5%	4	17.8%	4
Good	45.0%	235	46.7%	101	43.3%	39	34.7%	17	46.0%	46	57.2%	24	32.3%	8
Average	19.5%	102	20.9%	45	21.7%	19	8.8%	4	17.2%	17	20.3%	8	28.3%	7
Poor	12.1%	63	5.4%	12	12.8%	11	30.9%	15	17.7%	18	10.9%	5	10.4%	3
Very Poor	3.8%	20	3.4%	7	3.3%	3	10.3%	5	2.7%	3	1.2%	0	5.9%	1
(Don't know)	9.4%	49	12.1%	26	3.0%	3	6.9%	3	14.6%	15	1.9%	1	5.4%	1
Mean:		0.50		0.65		0.57		0.00		0.31		0.62		0.48
Weighted base:		521		216		89		49		101		42		25
Sample:		548		240		84		57		85		40		42

Hart Household Survey for CPW Planning

Weighted:

April 2026

	Total	Q08: Fleet		Q08: Blackwater		Q08: Hook		Q08: Yateley		Q08: Hartley Wintney		Q08: Odiham		
Safety during the daytime														
Very Good	32.9%	171	29.4%	63	15.4%	14	41.8%	20	40.0%	40	46.1%	19	58.7%	14
Good	53.5%	279	57.7%	125	58.4%	52	45.1%	22	51.7%	52	53.2%	22	23.1%	6
Average	8.2%	43	8.3%	18	14.2%	13	8.0%	4	6.4%	6	0.7%	0	6.7%	2
Poor	0.8%	4	0.4%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	4.8%	1
Very Poor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0
(Don't know)	4.6%	24	4.3%	9	9.8%	9	5.2%	3	2.0%	2	0.0%	0	5.6%	1
Mean:		1.24		1.21		0.96		1.36		1.34		1.46		1.42
Weighted base:		521		216		89		49		101		42		25
Sample:		548		240		84		57		85		40		42
Safety during the evening														
Very Good	15.0%	78	11.7%	25	4.5%	4	21.6%	10	20.3%	20	27.8%	12	26.0%	6
Good	29.8%	155	32.0%	69	16.8%	15	31.4%	15	39.6%	40	18.8%	8	33.0%	8
Average	8.4%	44	12.0%	26	4.7%	4	11.3%	6	7.7%	8	0.7%	0	0.0%	0
Poor	3.4%	18	4.0%	9	7.1%	6	0.0%	0	2.3%	2	0.7%	0	0.0%	0
Very Poor	0.5%	3	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
(Don't know)	42.9%	224	39.2%	85	66.9%	60	35.6%	17	30.2%	30	50.9%	21	41.1%	10
Mean:		0.97		0.81		0.57		1.16		1.12		1.46		1.44
Weighted base:		521		216		89		49		101		42		25
Sample:		548		240		84		57		85		40		42

Appendix D: Household Survey Catchment Area

Appendix E: Town Centre Boundary Reviews

Fleet TC boundary review

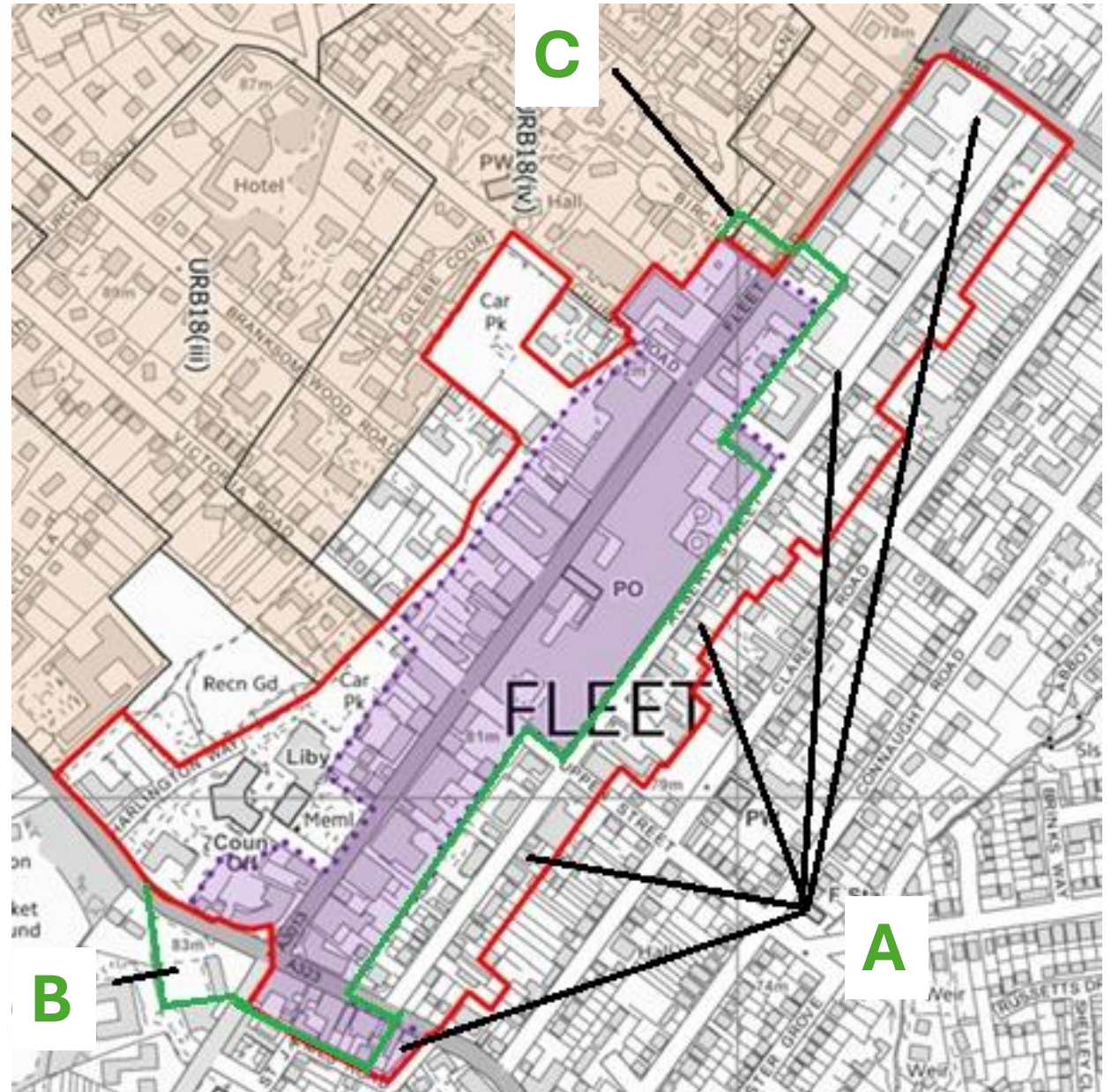
Current TC boundary = **red line**

Proposed changes = **green line**

A: exclude substantial existing residential as broadly indicated.

B: include Oatsheaf Fleet pub.

C: include Majestic Wine unit.



Fleet – Primary Shopping Area

Current PSA = **purple shading / dotted line**

Proposed PSA = **orange line**

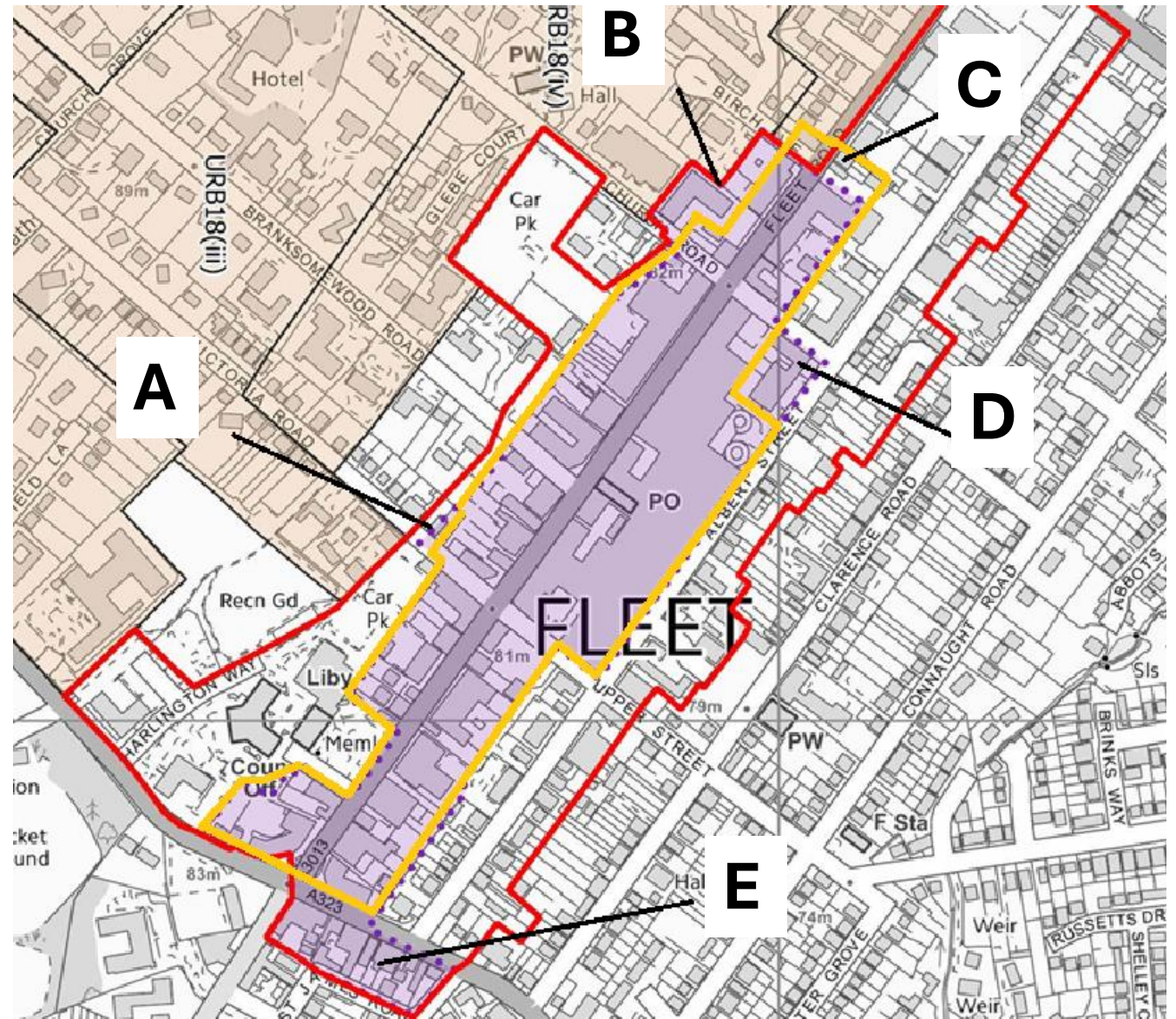
A: exclude existing residential.

B: exclude telephone exchange building.

C: include existing retail
(including Majestic Wine unit).

D: exclude existing residential
and MOT garage.

E: exclude service uses on the
southern side of Reading Road
South.



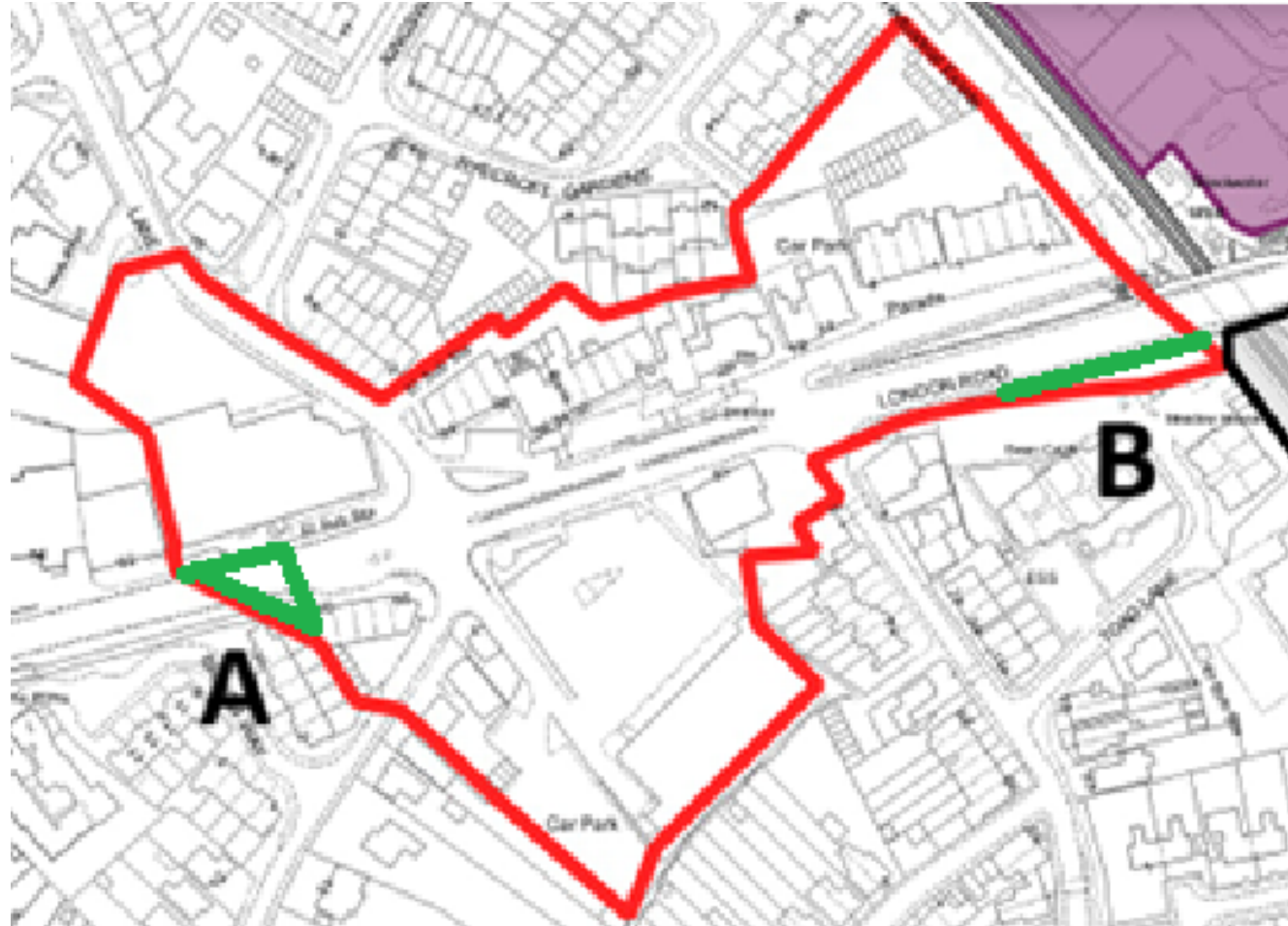
Blackwater TC boundary review

Current TC boundary = **red line**

Proposed changes = **green line**

A: exclude existing residential on southern side of London Road / general tidying up.

B: tidying up to exclude southern side of London Road.



Blackwater – Primary Shopping Area

Current PSA = n/a

Proposed PSA = ***as per recommended town centre boundary***

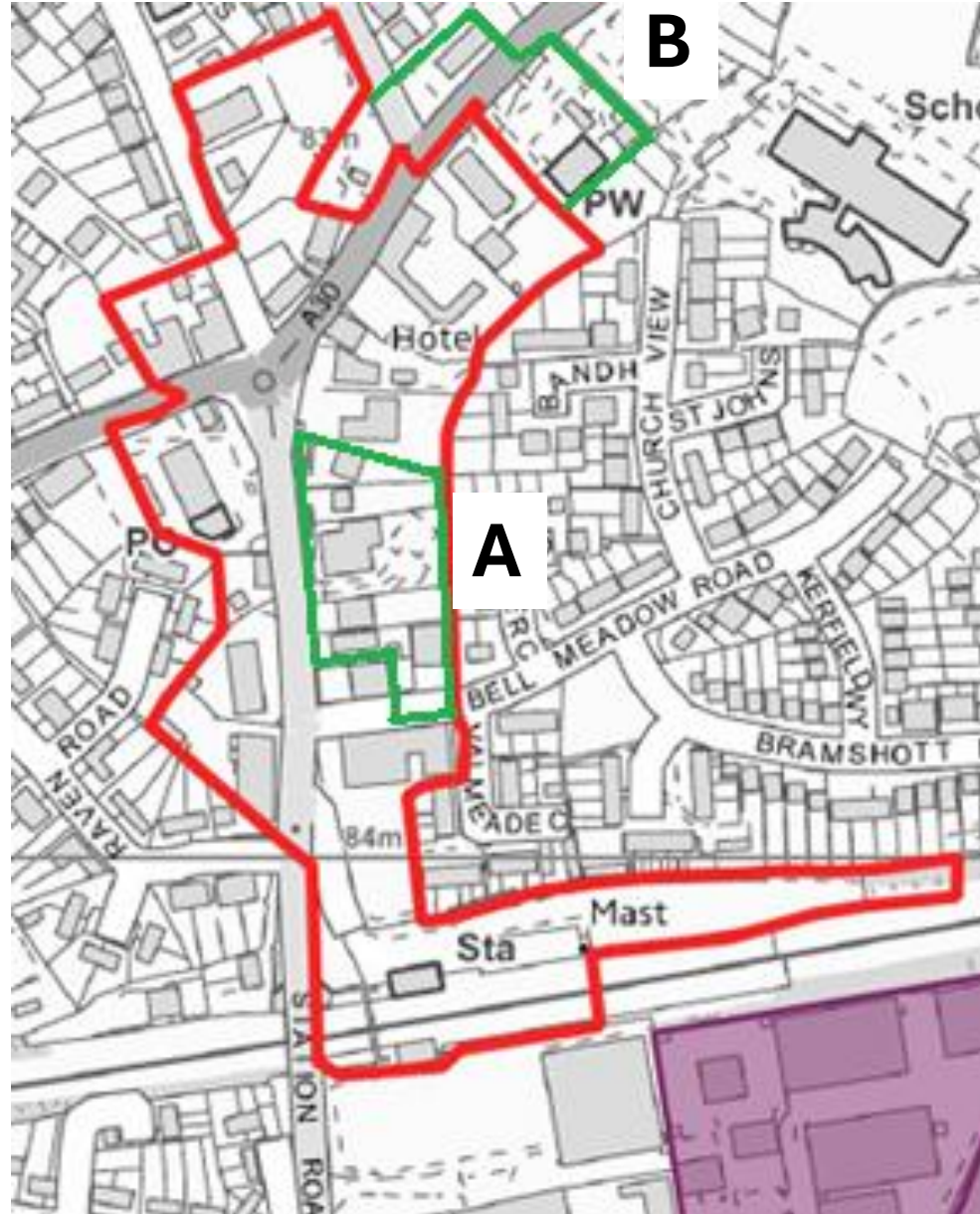
Hook TC boundary review

Current TC boundary = **red line**

Proposed changes = **green line**

A: exclude existing residential.

B: include Little Waitrose (Shell garage), Spar (Texaco garage) and barbers etc.



Hook – Primary Shopping Area

Current PSA = n/a

Proposed PSA = ***as per recommended town centre boundary***

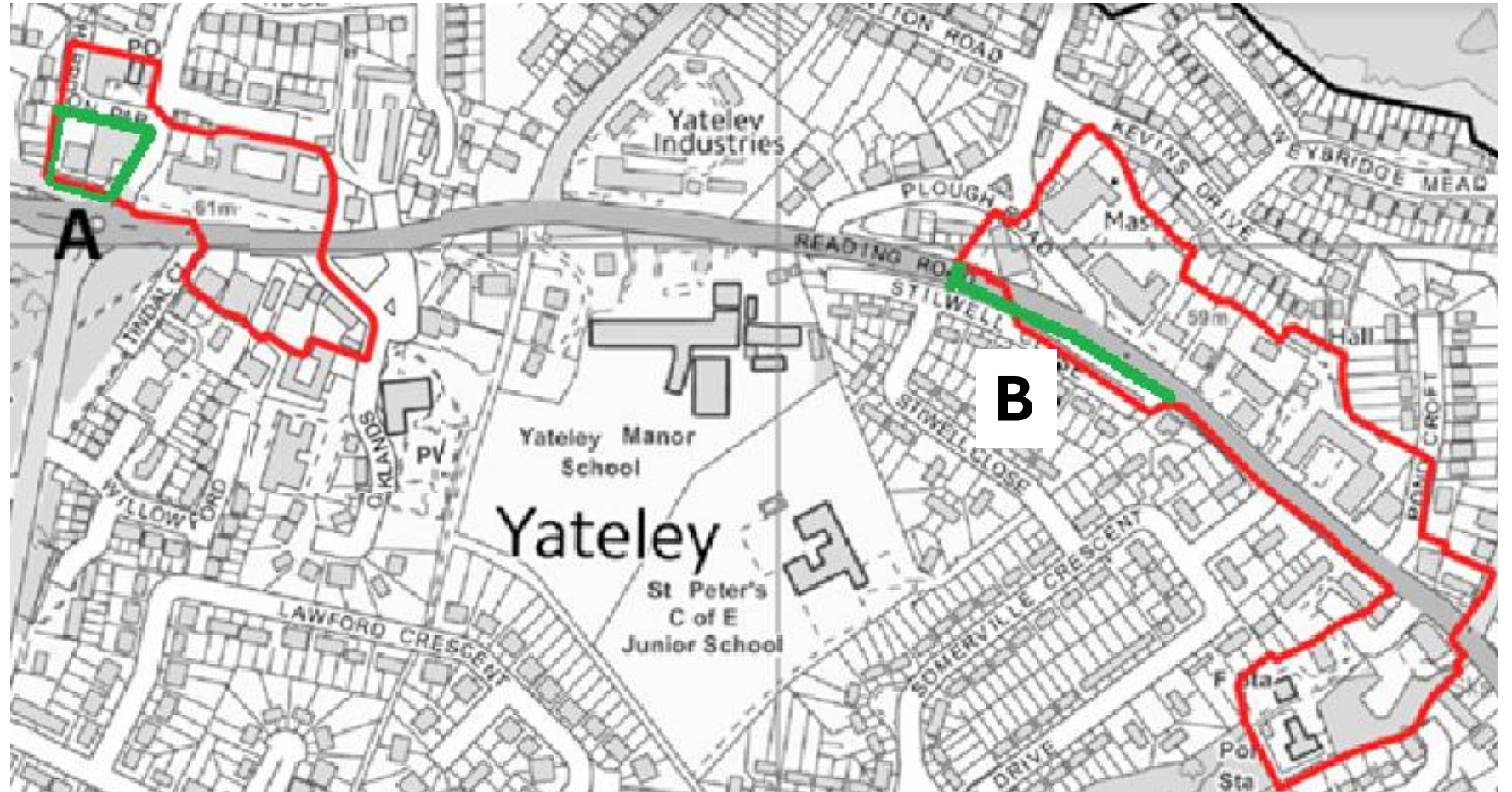
Yateley TC boundary review

Current TC boundary = **red line**

Proposed changes = **green line**

A: exclude new residential development.

B: tidying up to exclude southern side of Reading Road.



Yateley – Primary Shopping Area

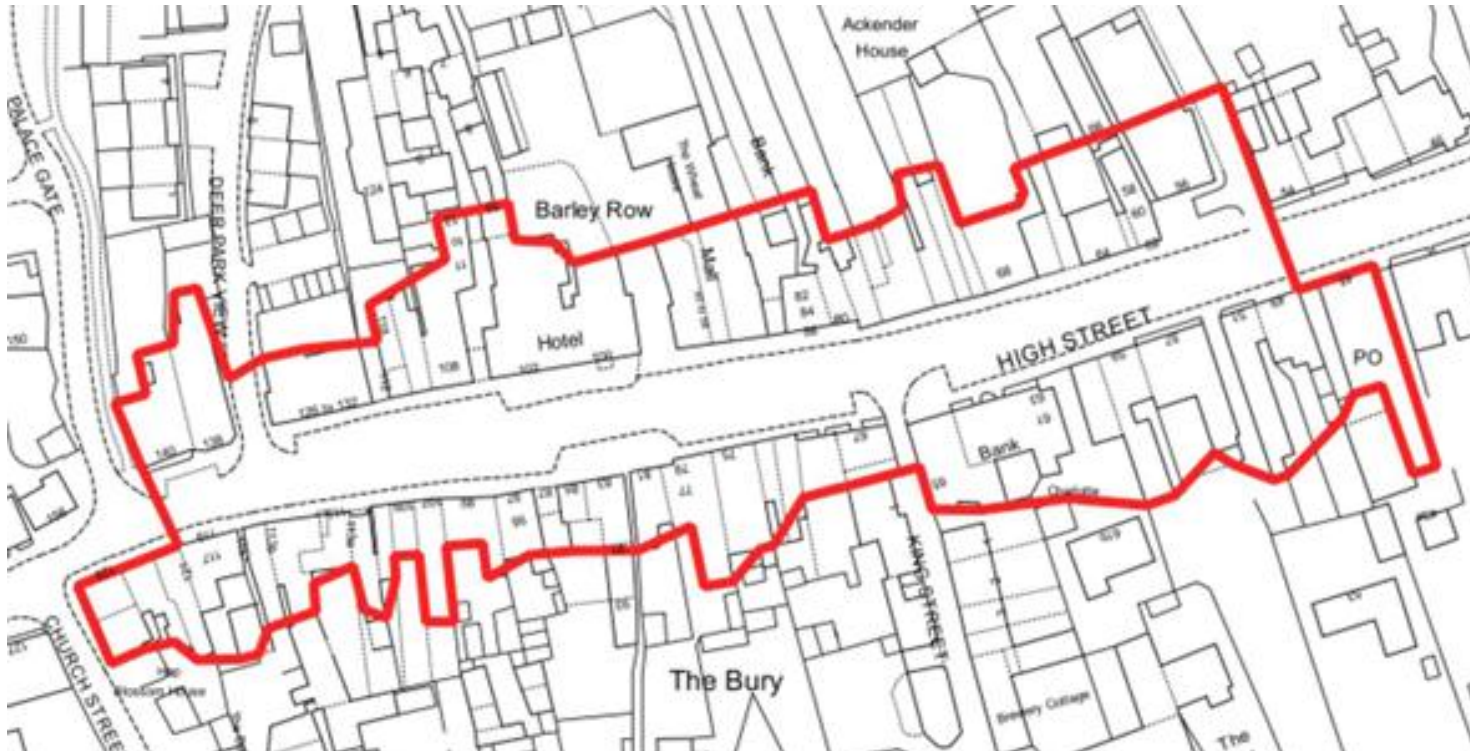
Current PSA = n/a

Proposed PSA = ***as per recommended town centre boundary***

Odiham TC boundary review

Current TC boundary = **red line**

Proposed changes = **none proposed**



Odiham – Primary Shopping Area

Current PSA = n/a

Proposed PSA = ***as per recommended town centre boundary***

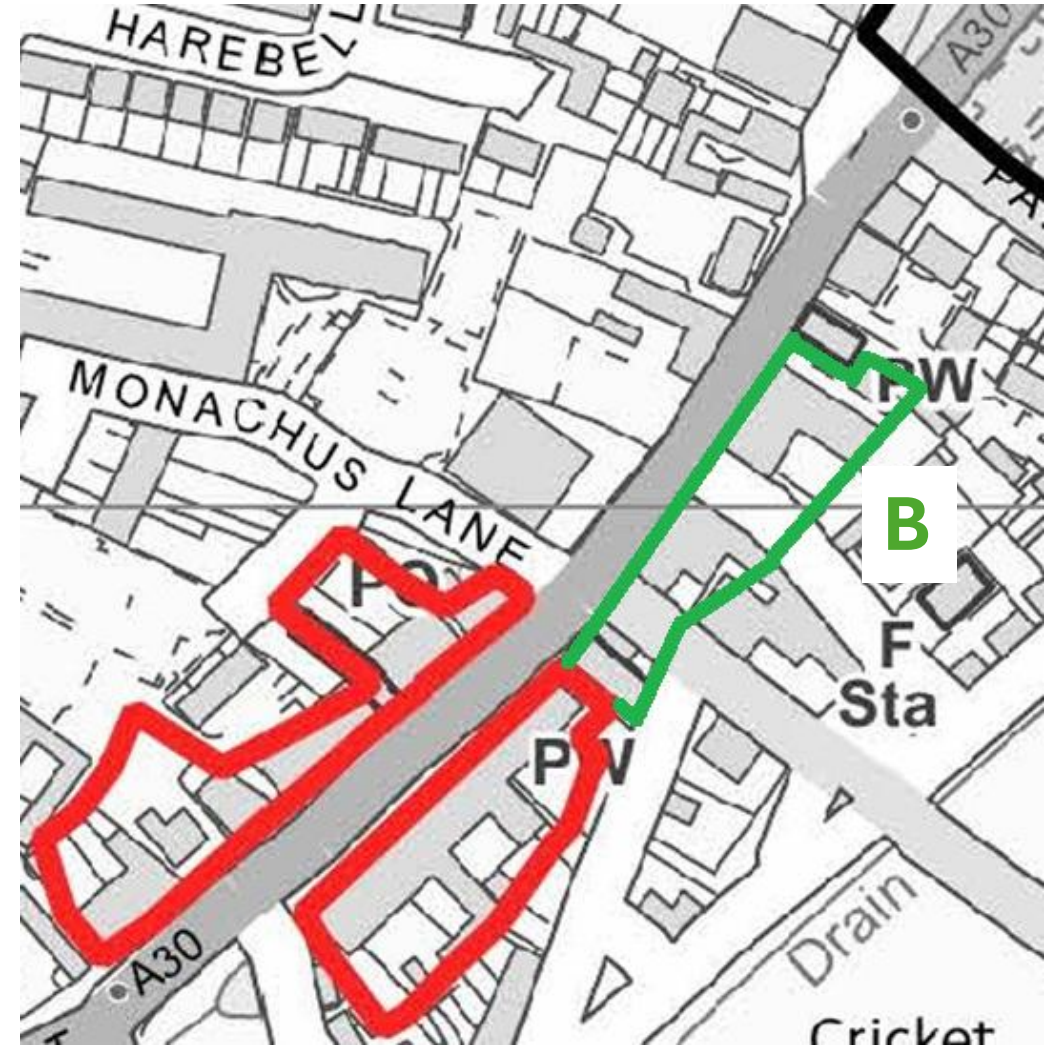
Hartley Wintley TC boundary review

Current TC boundary = **red line**

Proposed changes = **green line**

A: include whole of the Waggon & Horses pub.

B: include additional main town centre uses on southern side of High Street.



Hartley Wintley – Primary Shopping Area

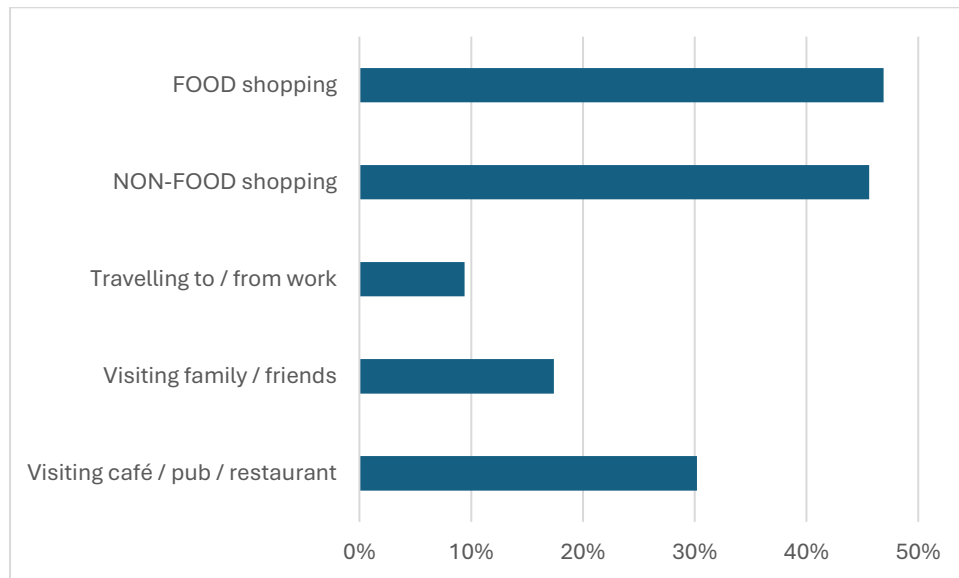
Current PSA = n/a

Proposed PSA = ***as per recommended town centre boundary***

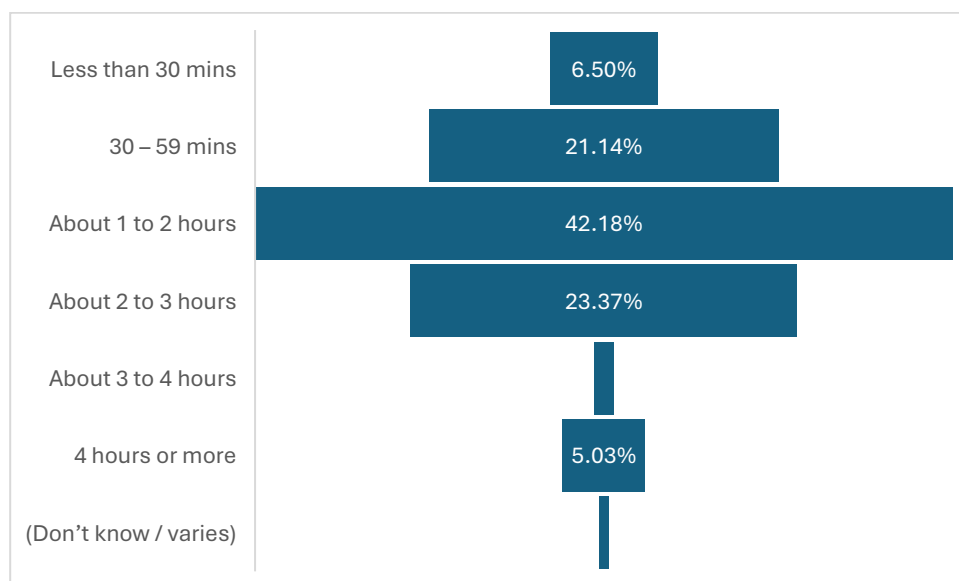
Appendix F: Inputs to Town Centre Healthchecks

Fleet Town Centre

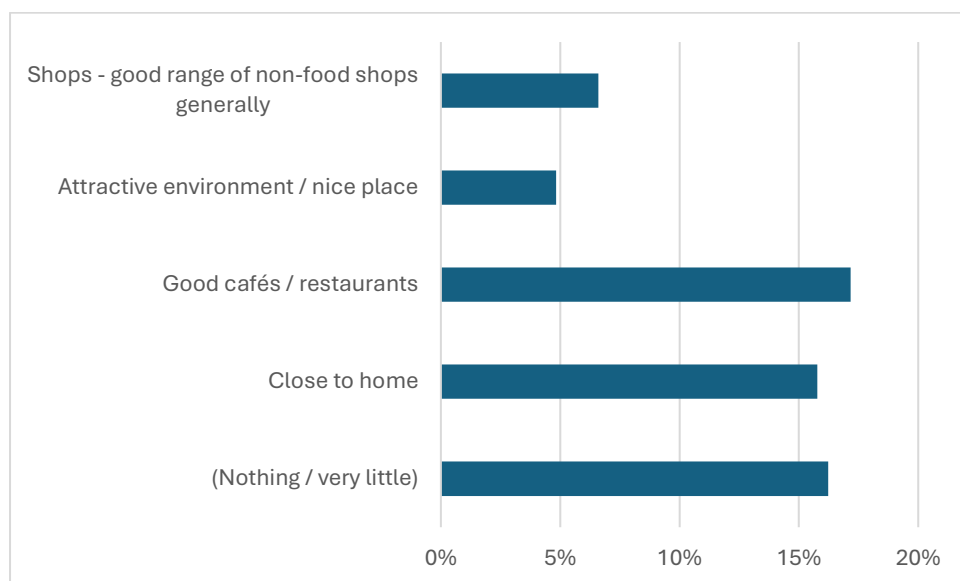
Purpose of visit: what activities do you do when you visit Fleet Town Centre?



Dwell time: how long do you normally spend in Fleet Town Centre when visiting?



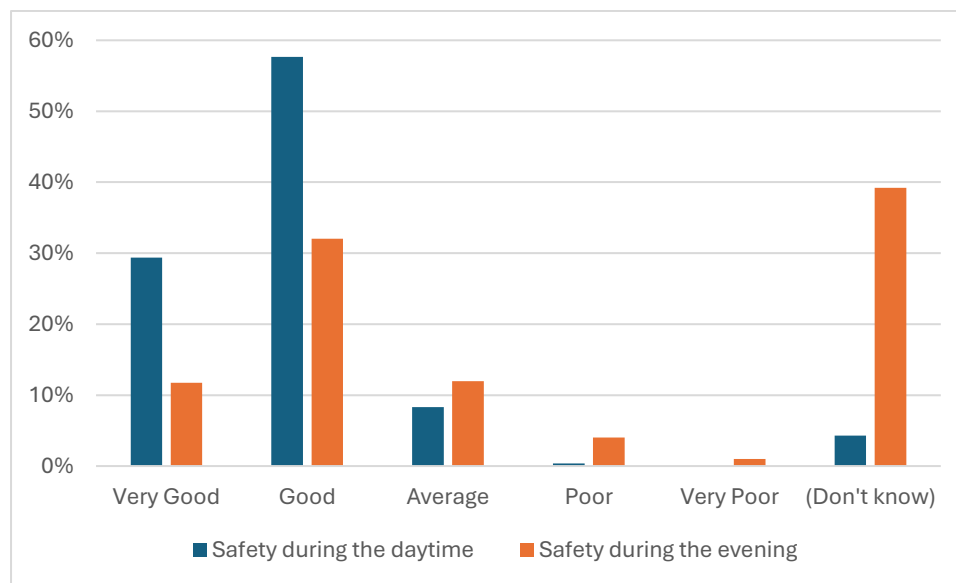
Main likes: what do you like most about Fleet Town Centre for shopping and services?



Suggested improvements: is there anything about Fleet Town Centre that could be improved to encourage you to visit more often?

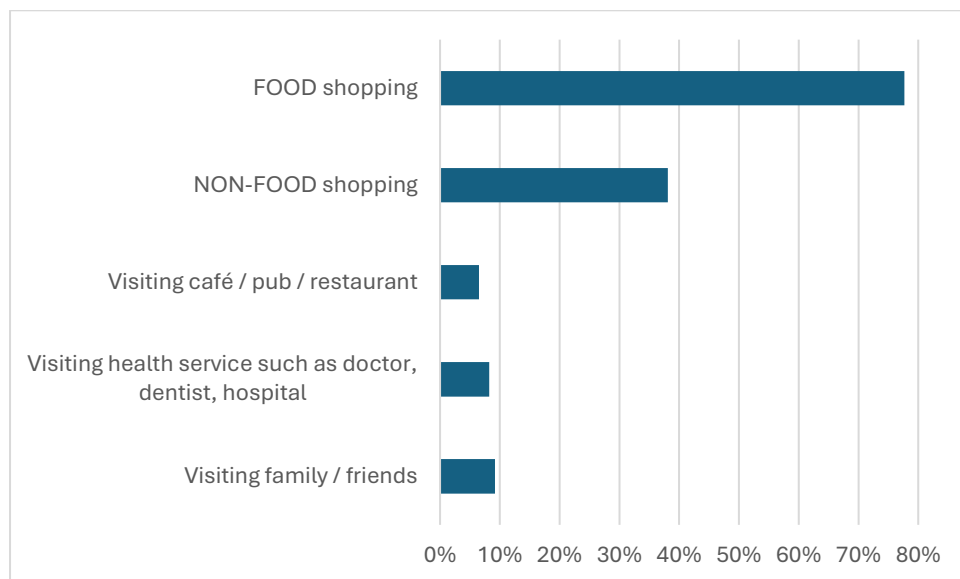


Perception of safety: how do you rate Fleet Town Centre in terms of safety during the daytime and evening?

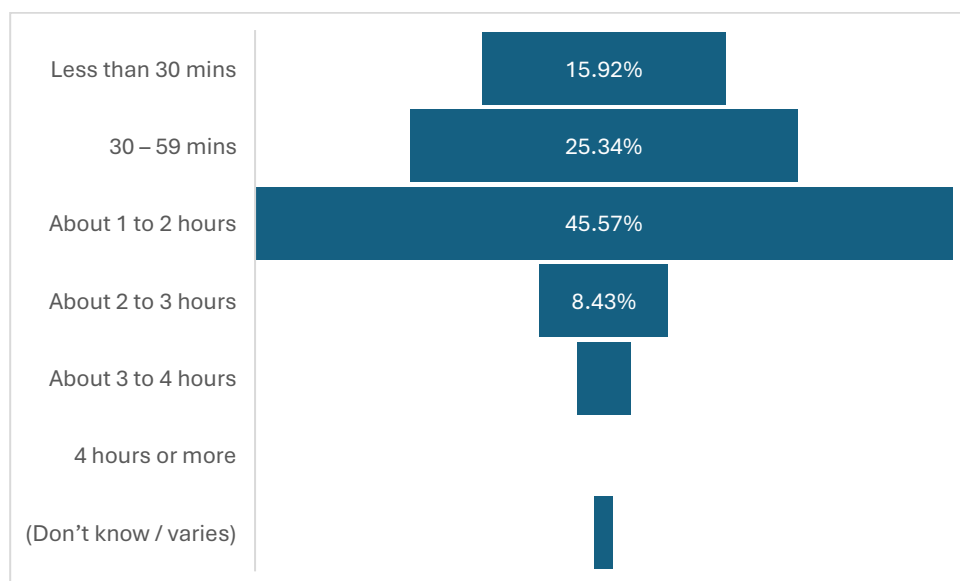


Blackwater District Centre

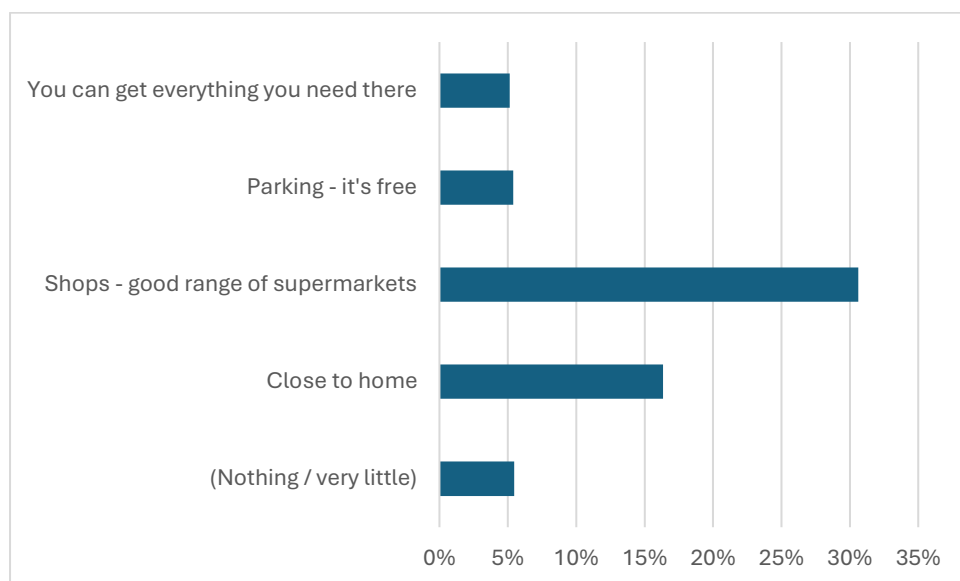
Purpose of visit: what activities do you do when you visit Blackwater District Centre?



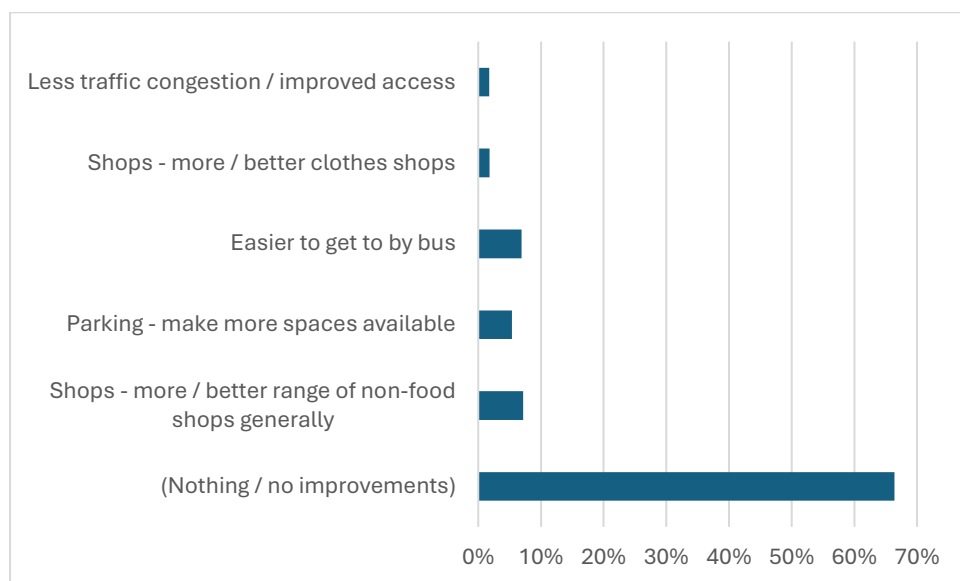
Dwell time: how long do you normally spend in Blackwater District Centre when visiting?



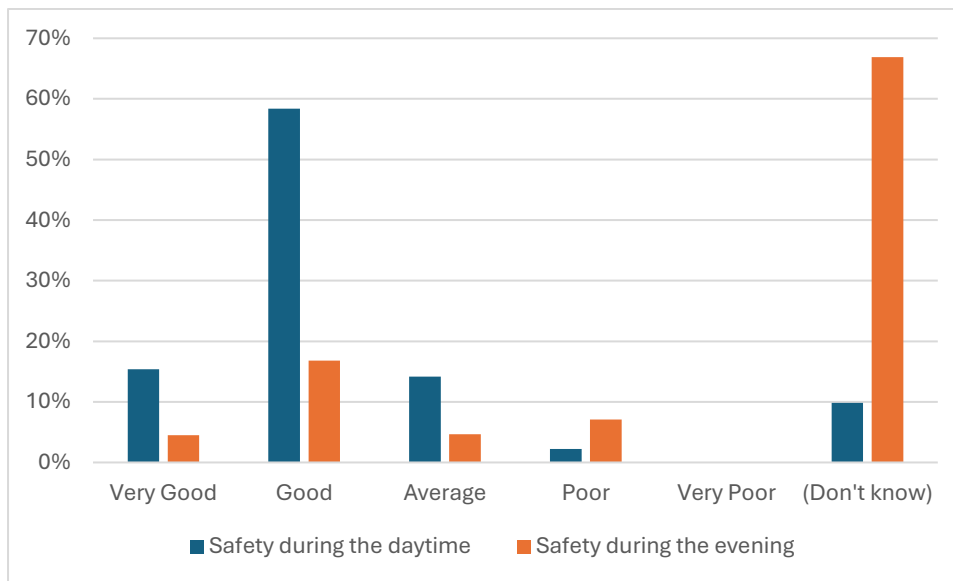
Main likes: what do you like most about Blackwater District Centre for shopping and services?



Suggested improvements: is there anything about Blackwater District Centre that could be improved to encourage you to visit more often?

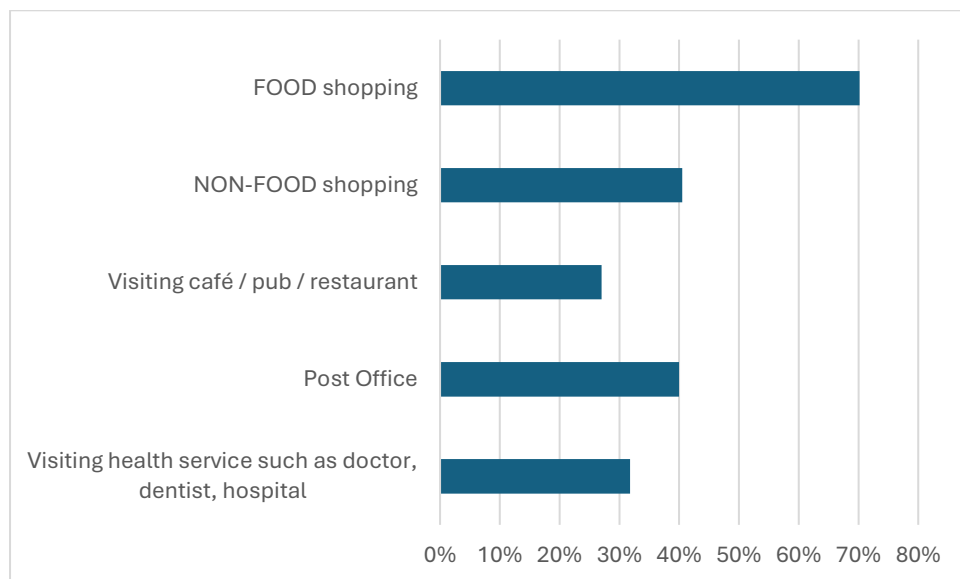


Perception of safety: how do you rate Blackwater District Centre in terms of safety during the daytime and evening?

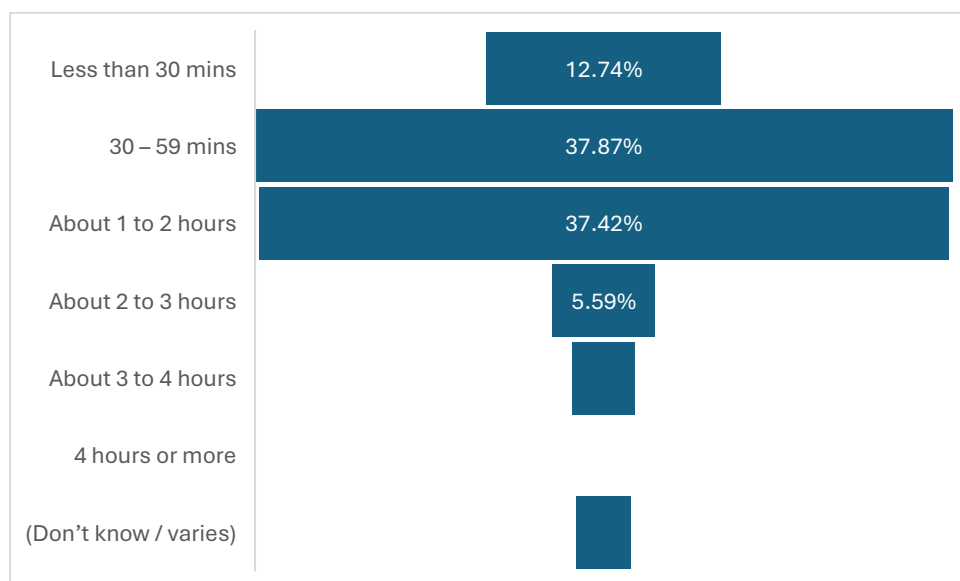


Hook District Centre

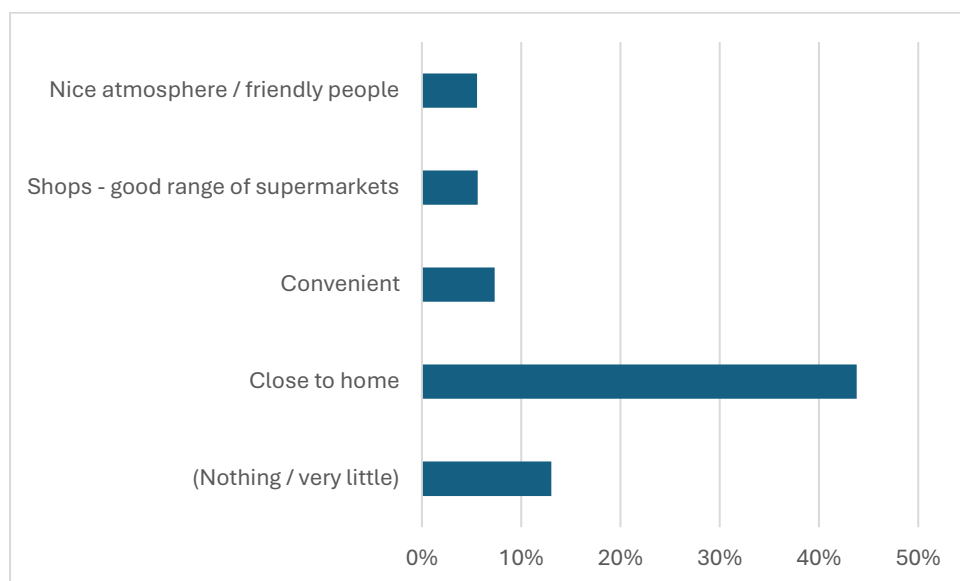
Purpose of visit: what activities do you do when you visit Hook District Centre?



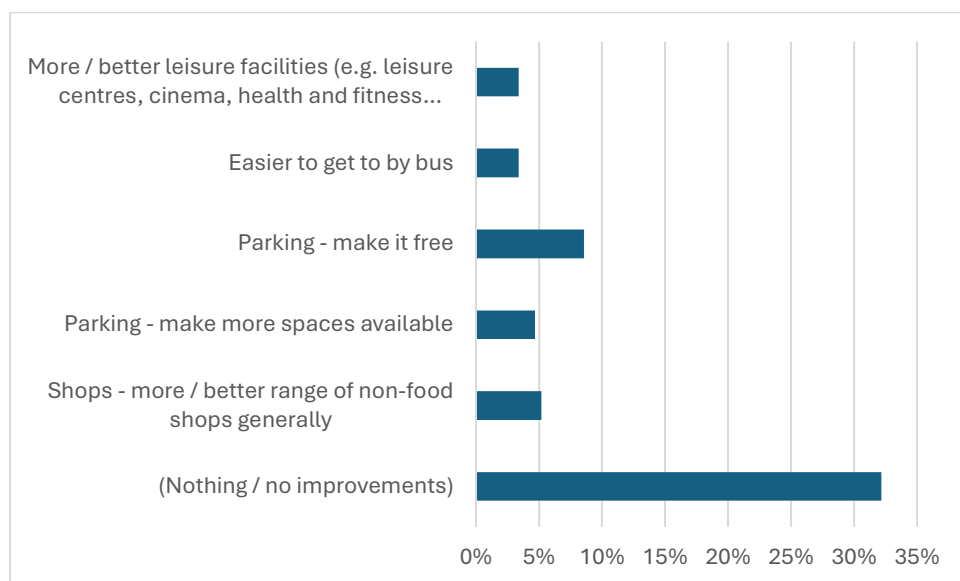
Dwell time: how long do you normally spend in Hook District Centre when visiting?



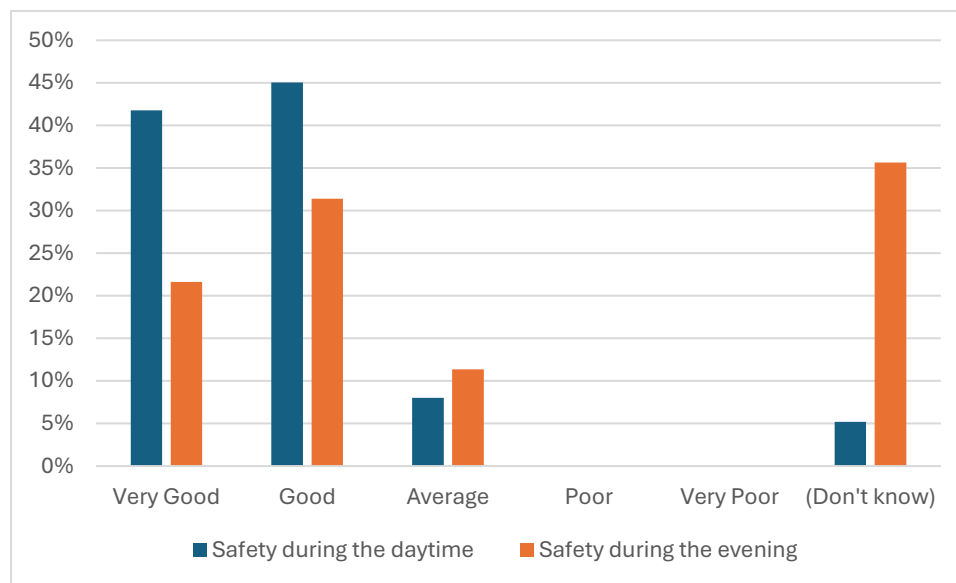
Main likes: what do you like most about Hook District Centre for shopping and services?



Suggested improvements: is there anything about Hook District Centre that could be improved to encourage you to visit more often?

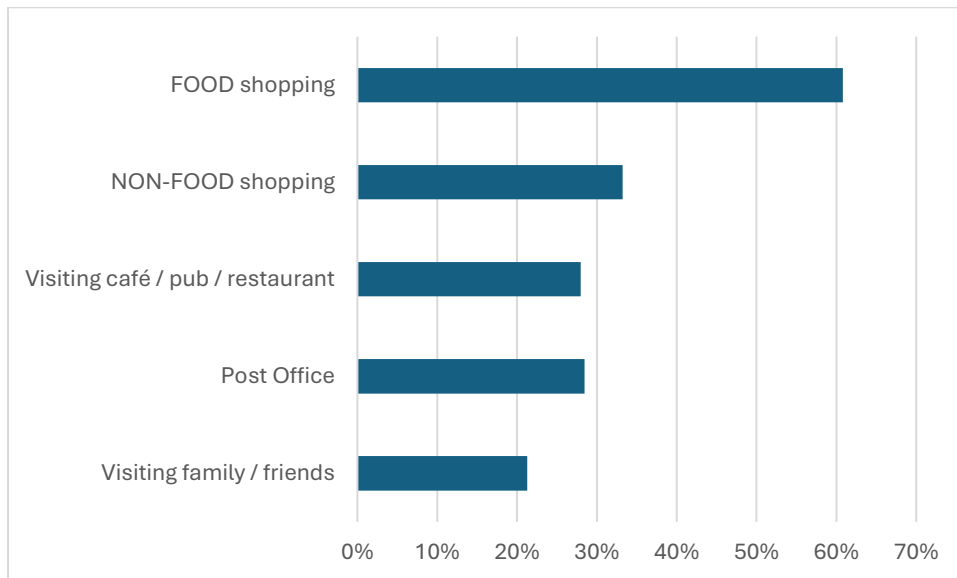


Perception of safety: how do you rate Hook District Centre in terms of safety during the daytime and evening?

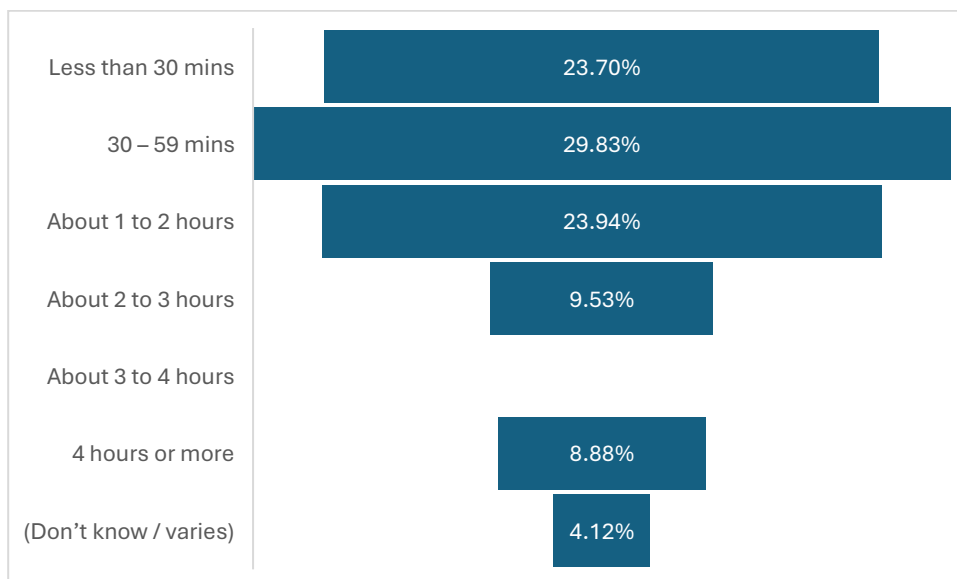


Yateley District Centre

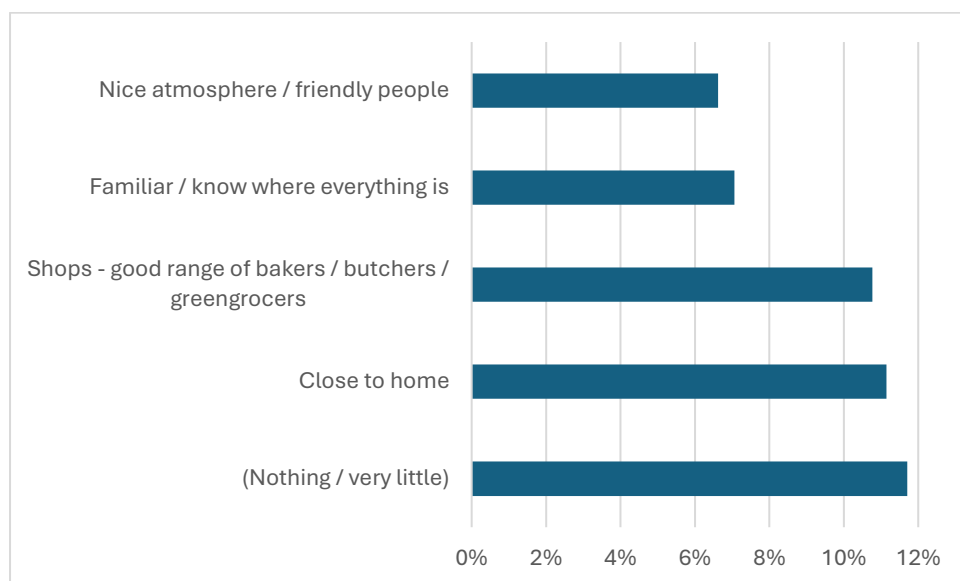
Purpose of visit: what activities do you do when you visit Yateley District Centre?



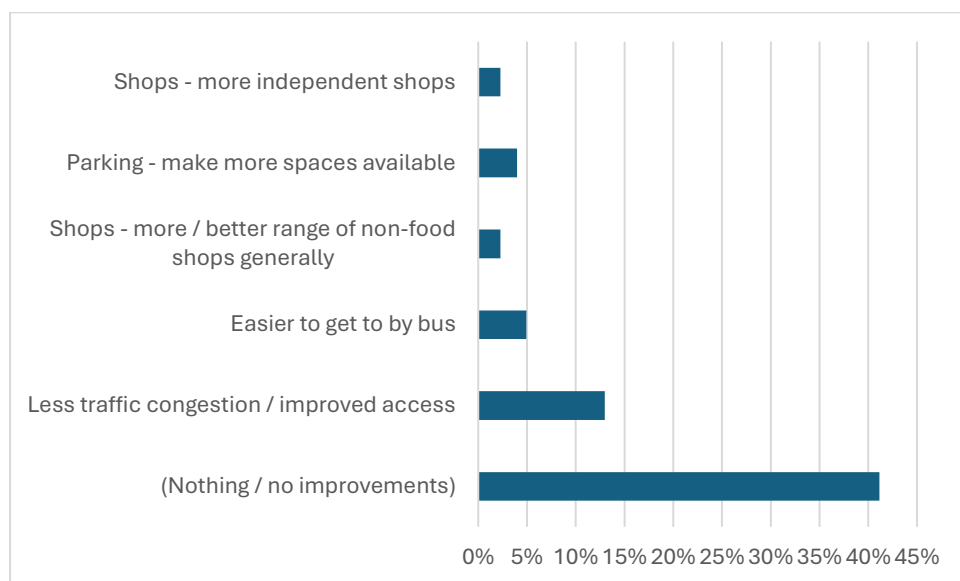
Dwell time: how long do you normally spend in Yateley District Centre when visiting?



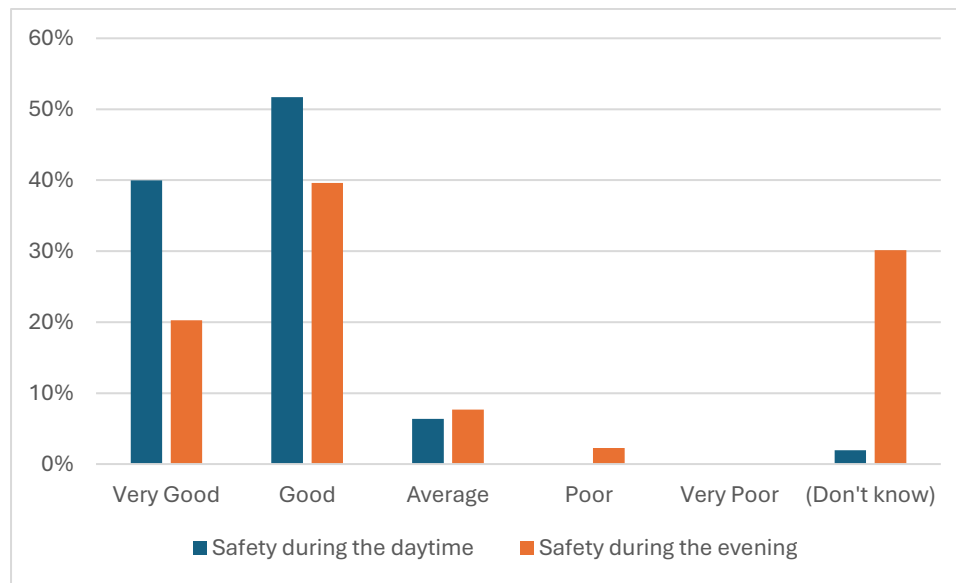
Main likes: what do you like most about Yateley District Centre for shopping and services?



Suggested improvements: is there anything about Yateley District Centre that could be improved to encourage you to visit more often?

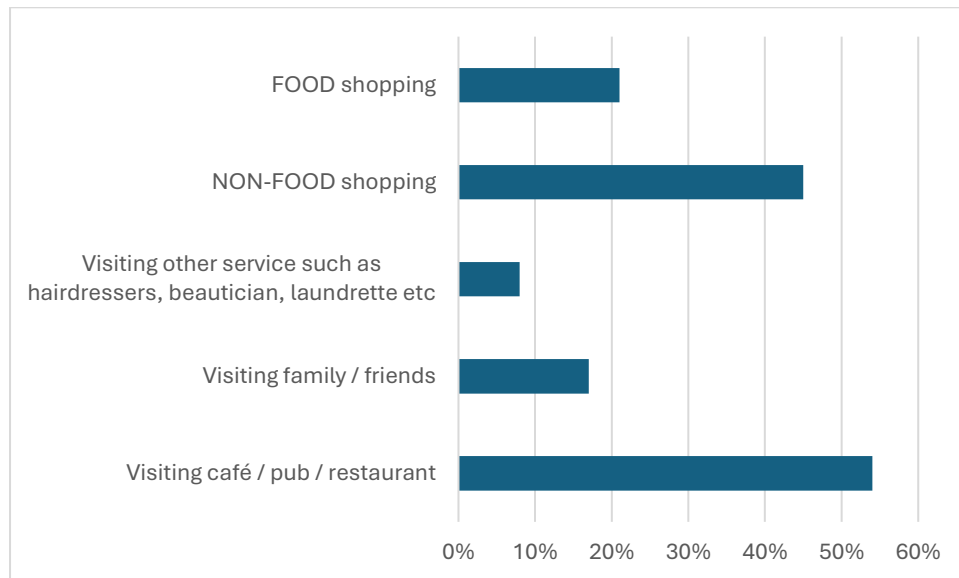


Perception of safety: how do you rate Yateley District Centre in terms of safety during the daytime and evening?

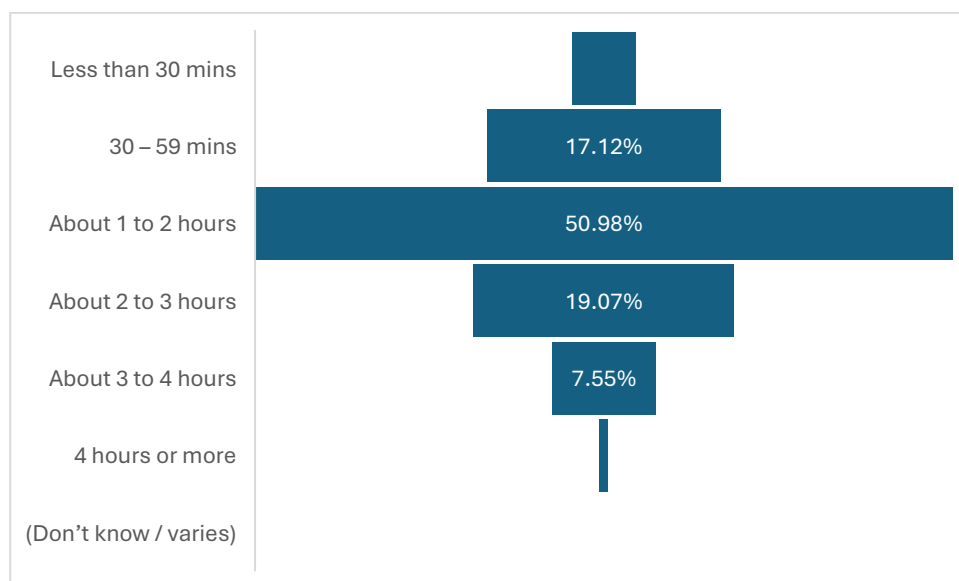


Hartley Wintney Local Centre

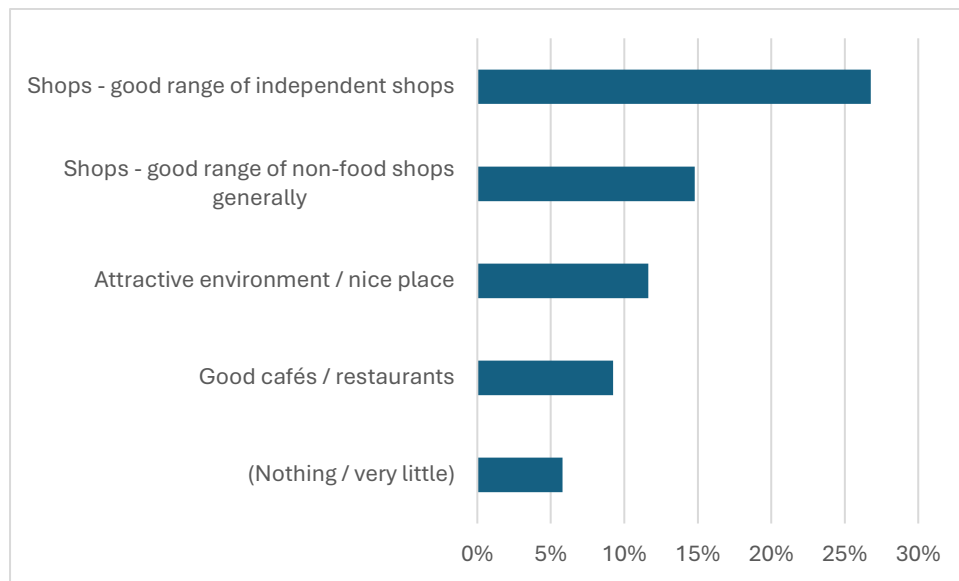
Purpose of visit: what activities do you do when you visit Hartley Wintney Local Centre?



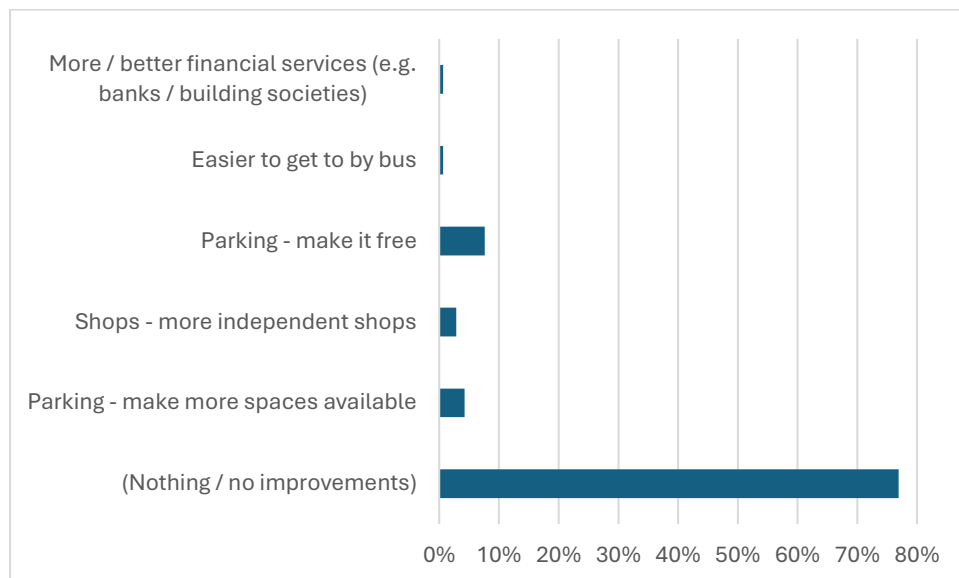
Dwell time: how long do you normally spend in Hartley Wintney Local Centre when visiting?



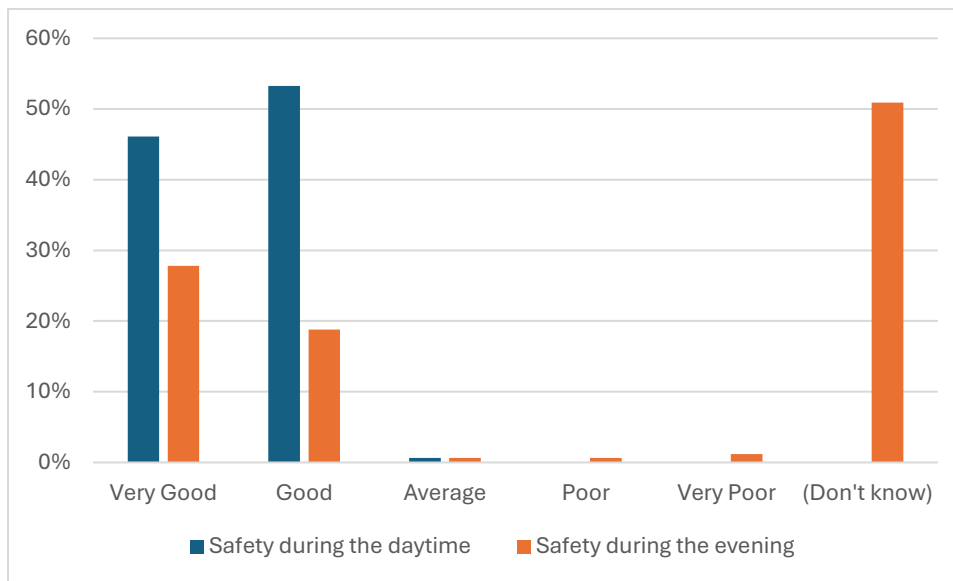
Main likes: what do you like most about Hartley Wintney Local Centre for shopping and services?



Suggested improvements: is there anything about Hartley Wintney Local Centre that could be improved to encourage you to visit more often?

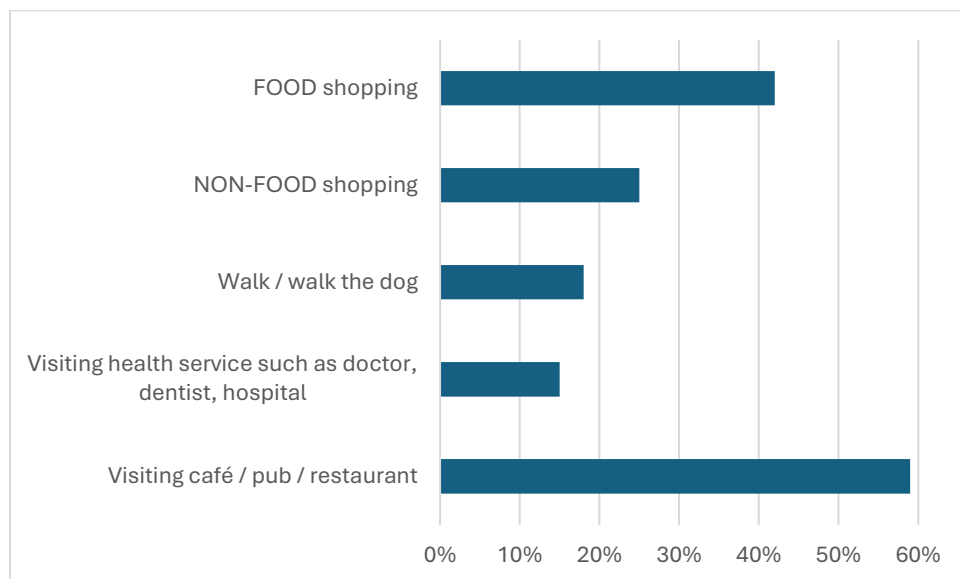


Perception of safety: how do you rate Hartley Wintney Local Centre in terms of safety during the daytime and evening?

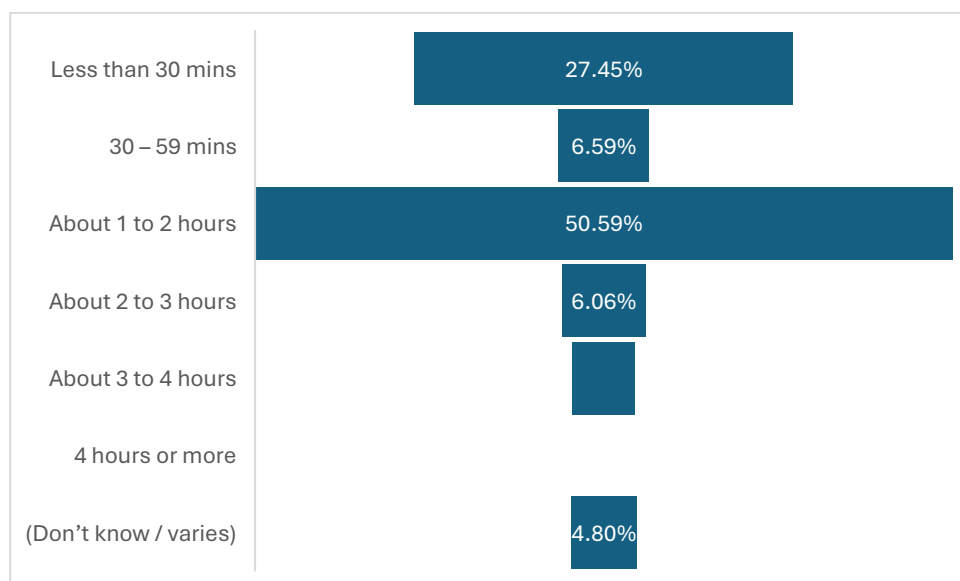


Odiham Local Centre

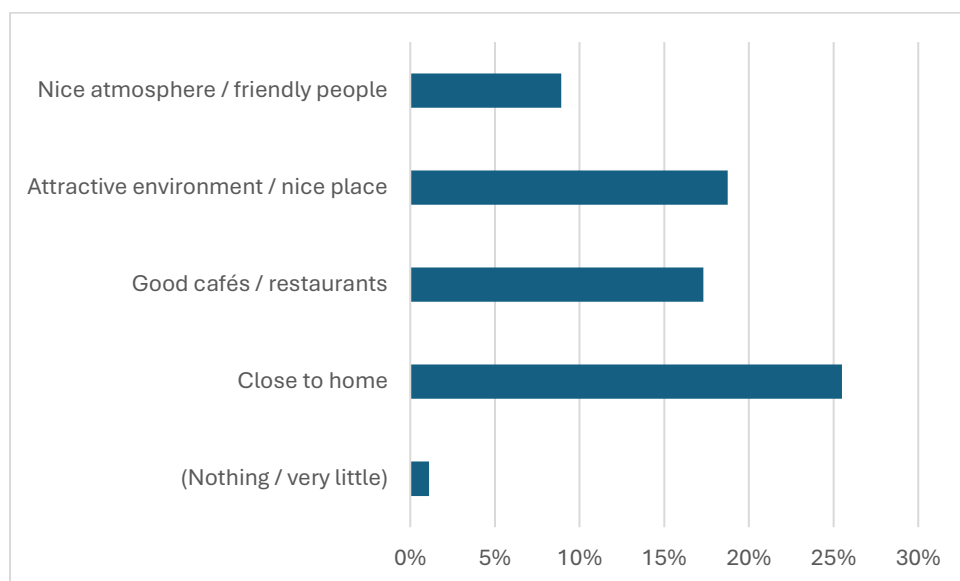
Purpose of visit: what activities do you do when you visit Odiham Local Centre?



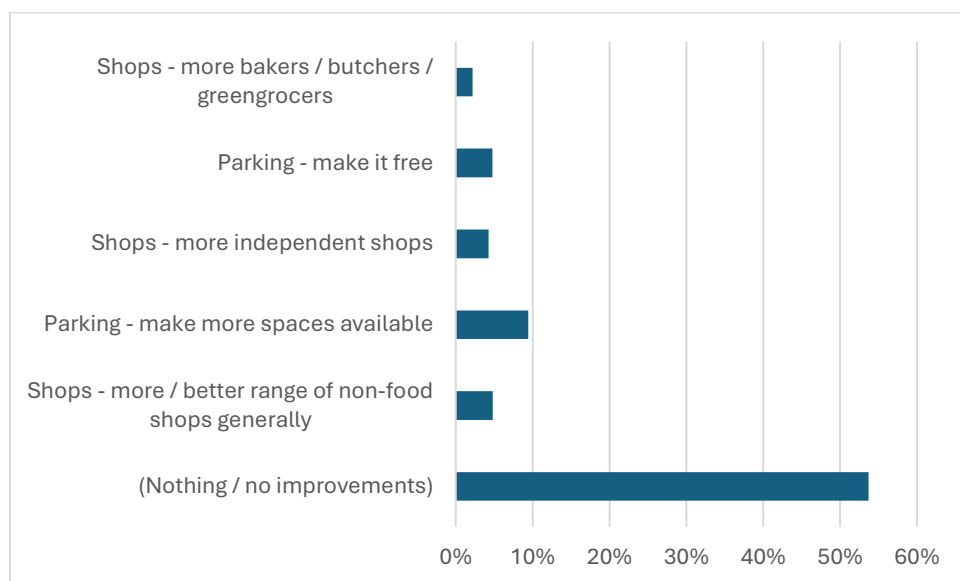
Dwell time: how long do you normally spend in Odiham Local Centre when visiting?



Main likes: what do you like most about Odiham Local Centre for shopping and services?



Suggested improvements: is there anything about Odiham Local Centre that could be improved to encourage you to visit more often?



Perception of safety: how do you rate Odiham Local Centre in terms of safety during the daytime and evening?

