TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Zone:							Total Study Area	Gosport Boros Area (Zones 1 t
Gosport Town Centre									Contra I C
Iceland, Walpole Road, Gosport		0.9%	0.3%	0.1%	0.4%	0.0%	0.1%	0.3%	0.5%
Morrisons, Walpole Road, High Street, Gosport		13.8%	23.3%	4.6%	8 3%	3.1%	0.7%	7.7%	12.0%
Other shops		1.4%	0.3%	0.1%	1 5%	0.0%	0.0%	0.6%	1.0%
Sub Total		16.1%	23.8%	4.8%	10.1%	3.1%	0.8%	8.6%	13.5%
Stoke Road District Centre									
Waitrose, Stoke Road, Gosport		6.1%	17.4%	1.5%	0.4%	1.6%	0.0%	3.5%	5.5%
Sub Total		6.1%	17.4%	1.5%	0.4%	1.6%	0.0%	3.5%	5.5%
Lee-on-the-Solent District Centre									
Tesco Express, Pier Street, Lee-on-Solent		0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.3%	0.5%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent		0.0%	0.0%	11.1%	0.0%	0.1%	0.0%	1.4%	2.4%
Other shops		0.0%	0.0%	3.1%	0.1%	0.3%	0.0%	0.5%	0.7%
Sub Total		0.0%	0.0%	16.3%	0.1%	0.5%	0.0%	2.1%	3.5%
Out of Centre									
Aldi, Mumby Road, Gosport		8.3%	5.3%	5.9%	2.6%	0.7%	0.0%	3.7%	6.1%
Asda, Dock Road, Gosport		28.9%	24.4%	4.6%	10.5%	0.5%	0.1%	11.3%	19.2%
Co-op, Petrol Solent, Fareham Road		0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.1%
The Food Warehouse (Iceland), Brockhurst Gate		0.3%	0.1%	0.0%	1.5%	0.0%	0.8%	0.5%	0.5%
Lidl, Brockhurst Gate, Gosport		7.7%	2.4%	7.2%	8.1%	0.0%	0.4%	4.1%	6.9%
M&S Foodhall Brockhurst Gate		0.9%	2.2%	1.3%	3.4%	0.1%	0.0%	1.0%	1.7%
Tesco Express, Carless Close, Rowner		0.1%	0.0%	5.4%	0.3%	1.0%	0.0%	0.9%	1.3%
Sub Total		46.2%	34.4%	24.4%	27.0%	2.3%	1.4%	21.6%	35.8%
Neighbourhood Centres									
Co-op, Gregson Avenue, Bridgemary		0.0%	0.0%	0.0%	1.5%	0.1%	0.0%	0.2%	0.3%
Co-op, Palmyra Road, Elson		1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%
Co-op, Forton Road, Gosport		1.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.5%	0.8%
Co-op, Privett Road, Gosport		0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Co-op, Rowner Road, Gosport		0.0%	0.0%	0.8%	1.4%	0.0%	0.0%	0.3%	0.5%
McColl's, Carisbrooke Road, Gosport		0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.2%	0.4%
One Stop, Elson Road, Gosport		0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
One Stop, Village Road, Gosport		0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Lidl, Forton Road, Gosport		3.4%	1.2%	0.5%	0.9%	0.1%	0.0%	1.2%	2.0%
Tesco Express, Forton Road, Gosport		1.5%	0.3%	3.5%	0.3%	0.2%	0.4%	1.0%	1.5%
Tesco Superstore, Alver Village Square		8.8%	14.1%	19.5%	15.5%	1.9%	0.0%	8.1%	13.3%
Other shops		0.8%	0.0%	0.2%	1.9%	0.3%	0.0%	0.5%	0.8%
Sub Total		18.4%	21.3%	24.8%	23.5%	2.6%	0.4%	13.0%	21.3%
BOROUGH RETENTION		86.8%	96.9%	71.8%	61.2%	10.0%	2.6%	48.9%	79.7%
Fareham		4.000	0.44	14 9%	20.8%	27.24	7.7%	*****	0.00
Asda, Speedfields Park, Newgate Lane, Fareham Sainsbury's Superstore, Broadcut, Wallington, Fareham		1.6%	0.1%	3.0%	20.8%	27.3% 16.6%	7.7%	11.5%	8.3%
Tesco Superstore, Quay Street, Fareham		0.7%	0.1%	1.6%	1.0%	4.8%	13.0%	4.5%	0.8%
Lidl, Newgate Lane, Fareham		0.7%	0.0%	2.2%	1.0%	2.6%	18%	1.3%	0.8%
Other shops		0.6%	0.0%	0.4%	1.2%	5.1%	16.7%	5.3%	0.7%
Sub Total		8.5%	0.6%	22.1%	26.9%	56.5%	64.0%	33.6%	14.1%
Other		0.370	0.0%	22.170	20.7%	30.3%	04.076	33.0%	14.1%
Whiteley		1.0%	0.0%	0.7%	0.3%	3.3%	2.3%	1.5%	0.6%
Portchester		0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	1.4%	0.6%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth		1.8%	0.7%	0.3%	0.4%	0.2%	15.3%	4.3%	1.1%
Other stores, Portsmouth		0.0%	0.0%	0.5%	0.4%	0.0%	2.8%	0.7%	0.1%
Havant		0.0%	0.0%	0.5%	0.0%	0.2%	0.7%	0.7%	0.1%
Hedge End		0.8%	0.0%	0.0%	0.0%	3.4%	3.1%	1.4%	0.3%
Southampton		0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.2%	0.0%
Stubbington		0.0%	0.0%	0.9%	0.0%	17.5%	0.4%	3.3%	0.0%
		0.0%	0.2%	0.9%	0.0%	1.2%	0.3%	0.5%	0.2%
All other						92.0%	95 AV	47.2%	16 99
		12.2%	1.5%	24.9%	28.2%	83.0%	95.4% 2.0%	47.3% 3.8%	16.8% 3.6%

Note: Percentages adjusted to account for rounding in Tables 2 to 5

TABLE 2: MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Monthon, Wagole Road, High Street, Gargori	Easten Majorie Read, Korport 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0.0% 14.19 0.0% 14.19 5.8% 5.8% 0.0% 1.0% 0.0%
International Content	Mark	14.19 0.0% 14.19 5.8% 5.8% 0.0% 1.0% 0.0%
Chine Tubops	Other shops	0.0% 14.19 5.8% 5.8% 0.0% 1.0% 0.0%
Sub Total Sub Point Sub	Sub Total 15.9% 27.8% 5.4% 9.6% 1.3% 1.1% 8.6%	5.89 5.89 0.09 1.09 0.09
State Read District Centre	Stoke Road District Center	5.89 5.89 0.09 1.09 0.09
Wasterness, Closeport G.3 M. 17.3 M. 2.2 M. 0.7 M. 0.6 M. 0.0 M. 3.4 M.	Waltrons, Osloe Road, Groport 6.3% 1.2% 2.2% 0.7% 0.6% 0.0% 3.4%	0.01 1.01 0.01
Sub-Total	Sub Total 6.3% 17.3% 2.2% 0.7% 0.6% 0.0% 3.4% Lee-on the-Solent District Centre Lee-on the Solent District Centre Lee-on ther Solent District Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.01 1.01 0.01
Lie-con the Solern District Control From Congress, Prefix Lee on Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Farm, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Cong. Cherges Arena, Twyford Drive Lee on the Solern Brown Bro	Lee-on-th-Solent District Centre 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.05 1.05 0.05
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Sub-Total	Saib Total 0.0% 0.0% 4.8% 0.0% 0.0% 0.0% 0.6% Ober of Centre 84% 4.6% 7.9% 3.4% 1.2% 0.0% 4.3%	
Decided Formation Control Cont	Out of Centre Aldi, Mumby Road, Gosport 8.4% 4.6% 7.9% 3.4% 1.2% 0.0% 4.3%	
Add, Mumph Read, Giosport A.1	Aldi, Mumby Road, Gosport 8.4% 4.6% 7.9% 3.4% 1.2% 0.0% 4.3%	1.05
Acada Dack Roads Georgeart		
Coop, Pariely Resident, Breathwark Road	Asda, Dock Road, Gosport 41.2% 29.8% 3.9% 10.8% 0.0% 0.0% 15.1%	6.75
The Food Warmhouse (bellend, Broedhurst Gate 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%		25.2
U.S. Brockfurth Group Conground		0.15
MAS Faceball Bloodhurst Gate		0.05
Texos Express, Carless Closes, Rownere		8.05
Sub Total Sub To		0.75
Neighbourhood Centres		1.25
Coop, Gregory Avenue, Bridgemany Coop, Palmyra Rod, Clicop Coop, Rod, Clicop Coop, Palmyra Rod, Clicop Coop, Palmyra Rod, Clicop Coop, Rod, Clicop Coop, Clicop C	Sub Total 57.1% 39.3% 30.1% 23.9% 1.8% 0.0% 25.4%	41.8
Coop, Palmys Road, Liscon Coop, Farler Road, Geopport Coop, Parler Road, Geopport Coop, Road, Coopport Coopport Coop, Road, Coopport Cooppo	Neighbourhood Centres	
Coop, Front Read, Gropport Coop, Privet Read, Gropport Coop, Privet Read, Gropport Coop, Rowner Road,	Co-op, Gregson Avenue, Bridgemany 0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 0.1%	0.15
Coop, Privet Road, Gosport Coop, Privet Road, Gosport Coop, Romer Road, Gosport Coop, Road, Coop, Road,	Co-op, Palmyra Road, Elson 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.05
Coop, Romer Road, Cosport (ACP), Carlinobe Road, Cosport (DN 00% 00% 00% 00% 00% 00% 00% 00% 00% 00	Co-op, Forton Road, Gosport 0.0% 0.6% 0.0% 0.0% 0.0% 0.1%	0.15
McGaTs, Carisheede Road, Gapport ODN	Co-op, Privett Road, Gosport 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.05
Common	Co-op, Rowner Road, Gosport 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.05
Case Stops Williage Reads, Grapport Lidi, Forton Roads,	McColl's, Carisbrooke Road, Gosport 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.05
Life Fortin Road Gargert 1.7% 0.6% 0.6% 1.3% 0.0% 0.0% 0.0% 0.7%	One Stop, Elson Road, Gosport 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.05
Texo Experts, Feron Read, Groport 9, 0% 0, 0% 4, 5% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0, 0% 0,	One Stop, Village Road, Gosport 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.05
Texos Supernore, Alever Village Square 0.00	Lidl, Forton Road, Gosport 1.7% 0.6% 0.6% 1.3% 0.0% 0.0% 0.7%	1.25
Other shopes ODM	Tesco Express, Forton Road, Gosport 0.6% 0.0% 4.5% 0.0% 0.0% 0.6% 0.9%	1.25
Sub Total 13.1% 14.4% 28.3% 2.13% 1.3% 0.6% 10.7% DROUGH RETINION 98.28% 98.28% 98.23% 2.13% 1.28% 68.28% Foreham 0.0% 0.0% 1.21% 2.22% 42.2% 0.0% 1.44% Salmbury V, Sigenstom, Broadcut, Wallington, Fareham 0.0% 0.0% 0.0% 0.0% 2.5% 2.25% 2.25% 2.26% 2.2% 1.24% List, Nemptre Lane, Fareham 0.0% 0.0% 0.0% 0.0% 0.0% 2.0% 2.4% 1.1% 2.2% 2.26 2.4% 1.1% 2.2% 2.0% 2.4% 1.1% 3.3% 1.0% 0.0% 2.0% 2.0% 2.4% 1.1% 3.3% 1.0% 0.0% 2.0% 2.0% 2.4% 1.1% 3.3% 1.0% 0.0% 2.0% 2.0% 2.4% 1.1% 3.3% 1.0% 0.0% 2.0% 2.0% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% 2.5% <td>Tesco Superstore, Alver Village Square 9.0% 13.8% 22.7% 19.4% 1.3% 0.0% 8.9%</td> <td>14.8</td>	Tesco Superstore, Alver Village Square 9.0% 13.8% 22.7% 19.4% 1.3% 0.0% 8.9%	14.8
	Other shops 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.05
Fareham	Sub Total 11.3% 14.4% 28.3% 21.3% 1.3% 0.6% 10.7%	17.5
Acids, Speediffields Park, Newgate Lane, Fareham		80.2
Sainbury Spenton, Broadout, Wallington, Fareham 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0		
Texo Superiors, Clay Street, Foreham 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.2% 2.1% 1.2% 4.2% 1.1% 1.1% 1.1% 1.1% 1.1% 1.1% 1.1% 1		8.55
U.S. Newglet Lane, Fareham 0.0% 0.0% 1.0% 0.7% 2.0% 2.4% 1.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%		3.41
Other shaps	resco Superstore, quay Street, Farenam 0.0% 0.0% 0.6% 0.7% 7.1% 12.2% 4.2%	0.35
Sub Total 4.6% 0.0% 2.2% 2.0% 75.8% 62.5% 35.4% ODRe ODR 0.0% 0.0% 0.0% 1.0% 0.0% 2.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%		0.45
Other	Lidl, Newgate Lane, Fareham 0.0% 0.0% 1.0% 0.7% 2.0% 2.4% 1.1%	0.15
Whitely 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Lidl, Newgate Lane, Fareham 0.0% 0.0% 1.0% 0.7% 2.0% 2.4% 1.1% Other shops 0.0% 0.0% 0.6% 0.0% 2.1% 12.1% 3.3%	
Portchester	Lidi, Newgote Lane, Fareham 0.0% 0.0% 1.0% 0.7% 2.0% 2.4% 1.1% Other shops 0.0% 0.0% 0.6% 0.0% 2.1% 12.1% 3.3% Sub Total 4.6% 0.0% 2.2% 2.70% 75.8% 62.5% 35.4%	12.7
Teco Dark, North Harbour, Clement Aslee Way, Portsmouth 3.1% 1.2% 0.0% 0.7% 0.0% 2.23% 6.3% 6.3% 6.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Lidt, Newgate Lane, Fareham 0.0% 0.0% 1.0% 0.7% 2.0% 2.4% 1.1% Other shops 0.0% 0.0% 0.6% 0.0% 2.1% 12.1% 3.3% Sub Total 4.6% 0.0% 23.2% 27.0% 75.8% 62.5% 35.4% Other	
Other stores, Portsmouth 0.0% 0.0% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	Usl, Neugethean, Fareham 0,0% 0,0% 1,0% 0,7% 2,0% 2,4% 1,1% 0,000 0,000 0,0% 0,6% 0,0% 2,1% 1,21% 3,38% 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,000 0,00	0.05
Nevent	Lids, Newgate Lane, Fareham 0.0% 0.0% 0.0% 0.0% 2.0% 2.4% 1.1% Other shops 0.0% 0.0% 0.0% 0.0% 2.1% 12.1% 3.3% SubTorl 4.6% 0.0% 2.32 27.0% 75.8% 62.5% 35.4% Other Whiteley 0.0% 0.0% 0.0% 0.0% 1.3% 2.0% 0.7% Ponthester 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.0% 0.7%	0.05
Hedge find 0.0% 0.0% 0.0% 0.0% 4.4% 3.9% 1.7% Southamption 0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.7% 0.3% Subbergion 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% <td>UK), Newgerlaune, Fareham 0,0% 0,0% 1,0% 0,7% 2,0% 2,4% 1,1% 0,00% 0,00% 0,0% 0,0% 0,0% 0,0% 0</td> <td>0.09 0.09 1.89</td>	UK), Newgerlaune, Fareham 0,0% 0,0% 1,0% 0,7% 2,0% 2,4% 1,1% 0,00% 0,00% 0,0% 0,0% 0,0% 0,0% 0	0.09 0.09 1.89
Southengton 0.0% 0.0% 0.0% 0.7% 0.7% 0.3% Subbington 0.0% 0.0% 0.0% 0.5% 0.5% 0.0% 0.8% All 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% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Lidi, Novegete Lane, Fareham 0.0% 0.0% 0.0% 0.7% 2.0% 2.4% 1.1% Sub Fotol 4.6% 0.0% 0.5% 0.0% 2.1% 1.21% 3.3% Obber 0.0% 0.0% 0.22% 2.70% 75.8% 62.5% 35.4% Wheley 0.0% 0.0% 0.0% 0.0% 3.3% 2.0% 0.7% Portheister 0.0% 0.0% 0.0% 0.0% 0.0% 2.3% 2.2% Flees Eatzn, North Harbour, Clement Allee Way, Portsmouth 3.1% 1.2% 0.6% 0.0% 0.0% 0.0% 0.3% Ober Stores, Portsmouth 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.01 0.01 1.81 0.11
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TOTAL 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 1	Lick Newspire Lane, Fareham 0.0% 0.0% 1.0% 0.7% 2.0% 2.4% 1.1% Other shops 0.0% 0.0% 0.0% 0.0% 0.0% 2.0% 1.2% 1.2% 3.3% Ober Other Other 0.0% 0.0% 2.2% 2.2% 1.2% 2.5% 3.5% Whiteley 0.0% 0.0% 0.0% 0.0% 1.3% 2.0% 0.7% Portfuencer 0.0% 0.0% 0.0% 0.0% 1.3% 2.0% 0.7% Portfuencer 0.0% 0.0% 0.0% 0.0% 0.0% 2.0% 2.3% 0.2% Other Storts, Portmouth 3.1% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.09 0.09 1.89 0.19 0.09 0.09

Note: Figures may sum to 100% due to rounding

18/12/2019

TABLE 3: OTHER (SECONDARY) MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS [%] Including Internet Shopping and other Special Forms of Trading

	Zone:							Total Study Area	Gosport Boro Area (Zones 1
Gosport Town Centre									
Iceland, Walpole Road, Gosport		3.4%	1.7%	0.9%	1.7%	0.0%	0.0%	1.4%	3.4%
Morrisons, Walpole Road, High Street, Gosport		16.8%	17.1%	5.5%	13.6%	9.0%	0.0%	9.9%	16.8%
Other shops		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total		20.2%	18.8%	6.4%	15.4%	9.0%	0.0%	11.3%	20.2%
Stoke Road District Centre									
Waitrose, Stoke Road, Gosport		8.1%	21.5%	0.8%	0.0%	4.0%	0.0%	4.6%	8.1%
Sub Total		8.1%	21.5%	0.8%	0.0%	4.0%	0.0%	4.6%	8.1%
Lee-on-the-Solent District Centre									
Tesco Express, Pier Street, Lee-on-Solent		0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent		0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.3%	0.0%
Other shops		0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.4%	0.0%
Sub Total		0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	1.0%	0.0%
Out of Centre									
Aldi, Mumby Road, Gosport		8.7%	9.5%	5.6%	2.8%	0.0%	0.0%	4.3%	8.7%
Asda, Dock Road, Gosport		11.6%	21.0%	12.2%	10.7%	3.0%	1.0%	8.6%	11.6%
Co-op, Petrol Solent, Fareham Road		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Food Warehouse (Iceland), Brockhurst Gate		0.9%	0.9%	0.0%	1.9%	0.0%	5.3%	1.7%	0.9%
Lidl, Brockhurst Gate, Gosport		6.9%	0.8%	1.7%	13.6%	0.0%	2.9%	4.5%	6.9%
M&S Foodhall Brockhurst Gate		2.6%	2.3%	0.8%	7.2%	0.0%	0.0%	1.9%	2.6%
Tesco Express, Carless Close, Rowner		0.9%	0.0%	1.5%	1.7%	2.2%	0.0%	1.0%	0.9%
Sub Total		31.7%	34.5%	21.8%	37.9%	5.2%	9.2%	22.1%	31.7%
Neighbourhood Centres									
Co-op, Gregson Avenue, Bridgemary		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Palmyra Road, Elson		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Forton Road, Gosport		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Privett Road, Gosport		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Rowner Road, Gosport		0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.0%
McColl's, Carisbrooke Road, Gosport		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Elson Road, Gosport		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, Village Road, Gosport		5.1%	3.2%	0.0%	0.0%	0.0%	0.0%	1.8%	5.1%
Lidl, Forton Road, Gosport Tesco Express, Forton Road, Gosport		0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
		15.9%	15.4%	18 9%			0.0%		
Tesco Superstore, Alver Village Square		0.0%	0.0%	0.0%	9.9%	7.5%	0.0%	10.6%	15.9%
Other shops Sub Total		21.1%	18.6%	19.8%	11.8%	8.5%	0.0%	12.8%	21.1%
BOROUGH RETENTION		81.1%	93.4%	56.1%	65.1%	26.6%	9.2%	51.8%	81.1%
Fareham		01.170	33.4%	30.179	03.179	20.0%	3.2%	31.0%	01.170
Asda, Speedfields Park, Newgate Lane, Fareham		8.0%	0.9%	23.7%	21.6%	10.5%	6.0%	11 3%	8.0%
Sainsbury's Superstore, Broadcut, Wallington, Fareham		5.6%	0.8%	4.0%	4.4%	9.5%	20.4%	8.8%	5.6%
Tesco Superstore, Quay Street, Fareham		0.0%	0.0%	1.5%	0.9%	1.0%	14.6%	3.7%	0.0%
Lidl, Newgate Lane, Fareham		0.0%	0.0%	9.3%	1.8%	9.8%	0.0%	3.1%	0.0%
Other shops		0.0%	0.0%	0.0%	2.7%	10.1%	20.0%	6.4%	0.0%
Sub Total		13.7%	1.7%	38 5%	31.5%	41.0%	60.9%	33.3%	13.7%
Other				22.374		.2.0/4	20.370	-3.3%	13.7%
Whiteley		0.0%	0.0%	0.0%	1.7%	6.5%	0.0%	1.3%	0.0%
Portchester		0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	1.1%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth		0.0%	0.0%	0.0%	0.0%	1.1%	7.2%	1.8%	0.0%
Other stores, Portsmouth		0.0%	0.0%	0.8%	0.0%	0.0%	10.3%	2.4%	0.0%
Havant		5.3%	0.0%	0.0%	0.0%	0.0%	1.1%	1.7%	5.3%
Hedge End		0.0%	0.0%	0.0%	0.0%	4.2%	5.3%	1.9%	0.0%
Southampton		0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.3%	0.0%
Stubbington		0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.9%	0.0%
All other		0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.2%	0.0%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)		18.9%	1.7%	40.9%	33.2%	60.1%	89.8%	44.8%	18.9%
INTERNET		0.0%	4.9%	3.1%	1.7%	13.3%	1.1%	3.4%	0.0%

Note: Figures may sum to 100% due to rounding

TABLE 4:TOP UP FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zone:							Total Study Area	Gosport Boro Area (Zones 1
Gosport Town Centre									
Iceland, Walpole Road, Gosport		1.5%	0.0%	0.0%	1.0%	0.0%	0.9%	0.7%	0.9%
Morrisons, Walpole Road, High Street, Gosport		7.2%	15.0%	2.7%	0.0%	5.0%	0.0%	4.2%	5.8%
Other shops		6.8%	1.9%	0.7%	9.8%	0.0%	0.0%	3.3%	5.4%
Sub Total		15.5%	16.9%	3.4%	10.8%	5.0%	0.9%	8.2%	12.1%
Stoke Road District Centre									
Waitrose, Stoke Road, Gosport		6.2%	20.1%	0.7%	0.0%	0.0%	0.0%	3.1%	5.7%
Sub Total		6.2%	20.1%	0.7%	0.0%	0.0%	0.0%	3.1%	5.7%
Lee-on-the-Solent District Centre									
Tesco Express, Pier Street, Lee-on-Solent		0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	1.1%	1.5%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent		0.0%	0.0%	31.8%	0.0%	0.9%	0.0%	4.8%	6.8%
Other shops		0.0%	0.0%	13.7%	1.0%	0.0%	0.0%	2.1%	3.2%
Sub Total		0.0%	0.0%	52.7%	1.0%	0.9%	0.0%	8.0%	11.59
Out of Centre		0.072	0.070	32.770	2.070	0.570	0.070	0.0%	11.37
Aldi, Mumby Road, Gosport		0.8%	3.8%	0.0%	1.0%	0.0%	0.0%	0.6%	1 1%
Asda, Dock Road, Gosport		11.6%	11.4%	0.0%	3.8%	0.0%	0.0%	4.6%	7.6%
Asda, Dook Road, Gosport Co-op, Petrol Solent, Fareham Road		0.0%	0.0%	0.0%	1 9%	0.0%	0.0%	0.2%	0.4%
Lo-op, Petrol Solent, Farenam Road The Food Warehouse (Iceland). Brockhurst Gate		0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.2%	0.4%
The Food Warehouse (Iceland), Brockhurst Gate Lidl, Brockhurst Gate, Gosport		8.4%	0.0%	0.0%	4.7%	0.0%	0.0%	0.1% 3.1%	0.2% 4.8%
Lidi, Brockhurst Gate, Gosport M&S Foodhall Brockhurst Gate		3.7%	2.7%	0.7%	4.7% 8.2%	1.0%	0.0%	3.1%	4.8% 3.8%
Tesco Express, Carless Close, Rowner		0.0%	0.0%	11.2%	0.0%	1.7%	0.0%	1.9%	2.4%
Sub Total		24.5%	17.9%	13.4%	20.5%	2.7%	0.0%	12.8%	20.3%
Neighbourhood Centres									
Co-op, Gregson Avenue, Bridgemary		0.0%	0.0%	0.0%	5.8%	0.9%	0.0%	0.8%	1.2%
Co-op, Palmyra Road, Elson		8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	3.8%
Co-op, Forton Road, Gosport		9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.3%
Co-op, Privett Road, Gosport		0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Co-op, Rowner Road, Gosport		0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.7%	1.5%
McColl's, Carisbrooke Road, Gosport		0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.4%	0.8%
One Stop, Elson Road, Gosport		1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%
One Stop, Village Road, Gosport		0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	1.1%	2.6%
Lidl, Forton Road, Gosport		2.2%	0.9%	0.0%	1.0%	0.9%	0.0%	0.9%	1.3%
Tesco Express, Forton Road, Gosport		6.9%	1.8%	0.7%	1.9%	0.0%	0.0%	2.4%	3.8%
Tesco Superstore, Alver Village Square		4.5%	15.9%	19.3%	11.6%	0.0%	0.0%	6.3%	10.8%
Other shops		2.9%	0.0%	0.7%	9.9%	0.9%	0.0%	2.1%	3.5%
Sub Total		36.6%	38.4%	20.7%	41.1%	2.7%	0.0%	20.9%	34.4%
BOROUGH RETENTION		82.7%	93.3%	90.9%	73.4%	11.3%	0.9%	53.1%	84.09
Fareham									
Asda, Speedfields Park, Newgate Lane, Fareham		0.7%	0.0%	2.2%	17.0%	1.8%	3.7%	3.5%	4.4%
Sainsbury's Superstore, Broadcut, Wallington, Fareham		7.4%	0.0%	0.0%	0.0%	7.5%	21.5%	8.3%	3.2%
Tesco Superstore, Quay Street, Fareham		4.4%	0.0%	5.5%	0.0%	2.9%	19.2%	6.9%	3.1%
Lidl, Newgate Lane, Fareham		0.0%	0.0%	0.0%	3.9%	0.0%	1.6%	0.8%	0.8%
Other shops		4.0%	0.9%	0.0%	1.0%	11.5%	16.9%	7.1%	2.1%
Sub Total		16.5%	0.9%	7.7%	21.8%	23.7%	62.8%	26.5%	13.5%
Other									
Whiteley		0.0%	0.0%	0.0%	0.0%	4.7%	6.4%	2.2%	0.0%
Portchester		0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	4.5%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth		0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.6%	0.0%
Other stores, Portsmouth		0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	1.1%	0.0%
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
			0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Hedge End				U.U%	0.0%				
Havant Hedge End Southampton		0.0%		0.797	0.00/				
Hedge End Southampton Stubbington		0.0%	0.0%	0.7%	0.0%	57.7%	0.9%	10.0%	0.1%
Hedge End Southampton Stubbington All other		0.0%	0.0%	0.7%	2.9%	1.7%	1.6%	1.3%	1.1%
Hedge End		0.0%	0.0%						

Note: Figures may sum to 100% due to rounding

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TABLE 5: OTHER TOP UP FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

z	one: 1						Total Study Area	Gosport Borou
								Area (Zones 1 to
Gosport Town Centre								
Iceland, Walpole Road, Gosport	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.6%
Morrisons, Walpole Road, High Street, Gosport	6.6%	17.9%	1.1%	4.3%	1.7%	0.0%	3.6%	6.6%
Other shops	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.3%
Sub Total	11.5%	17.9%	1.1%	4.3%	1.7%	0.0%	4.8%	11.5%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stoke Road, Gosport	1.6%	7.8%	0.0%	0.0%	6.3%	0.0%	2.0%	1.6%
Sub Total	1.6%	7.8%	0.0%	0.0%	6.3%	0.0%	2.0%	1.6%
Lee-on-the-Solent District Centre								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	30.2%	0.0%	0.0%	0.0%	5.3%	0.0%
Other shops	0.0%	0.0%	5.6%	0.0%	3.3%	0.0%	1.6%	0.0%
Sub Total	0.0%	0.0%	43.8%	0.0%	3.3%	0.0%	8.2%	0.0%
Out of Centre								
Aldi, Mumby Road, Gosport	18.2%	5.6%	3.4%	0.0%	0.0%	0.0%	5.5%	18.2%
Asda, Dock Road, Gosport	6.8%	16.2%	3.5%	18.4%	0.0%	0.0%	4.9%	6.8%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Food Warehouse (Iceland), Brockhurst Gate	1.7%	0.0%	0.0%	11.2%	0.0%	0.0%	1.4%	1.7%
Lidl, Brockhurst Gate, Gosport	8.7%	0.0%	1.2%	2.5%	0.0%	0.0%	2.6%	8.7%
M&S Foodhall Brockhurst Gate	0.0%	7.5%	1.1%	6.6%	0.0%	0.0%	1.2%	0.0%
Tesco Express, Forton Road, Gosport	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.2%	0.0%
Sub Total	35.4%	29.2%	17.3%	40.9%	0.0%	0.0%	17.2%	35.4%
Neighbourhood Centres								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.2%	0.0%
Co-op, Palmyra Road, Elson	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Forton Road, Gosport	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.2%
Co-op, Privett Road, Gosport	1.7%	25.9%	0.0%	0.0%	0.0%	0.0%	1.9%	1.7%
Tesco Express, Carless Close, Rowner	0.0%	0.0%	8.0%	2.3%	0.0%	0.0%	1.6%	0.0%
Co-op, Rowner Road, Gosport	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	1.2%	0.0%
McColl's, Carisbrooke Road, Gosport	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.4%
One Stop, Elson Road, Gosport	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
One Stop, Village Road, Gosport	13.1%	1.9%	0.0%	0.0%	0.0%	0.0%	3.4%	13.1%
Lidl, Forton Road, Gosport	1.7%	0.0%	6.8%	0.0%	1.7%	0.0%	1.9%	1.7%
Tesco Superstore, Alver Village Square	3.4%	11.3%	1.2%	6.6%	0.0%	0.0%	2.3%	3.4%
Other shops	3.3%	0.0%	1.1%	2.3%	0.0%	0.0%	1.2%	3.3%
Sub Total	29.9%	41.0%	10.4%	25.4%	1.7%	0.0%	14.3%	29.9%
BOROUGH RETENTION	78.4%	96.0%	72.6%	70.6%	13.0%	0.0%	46.5%	78.4%
Fareham								
Asda, Speedfields Park, Newgate Lane, Fareham	3.2%	0.0%	8.0%	11.0%	1.6%	8.4%	5.5%	3.2%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	8.7%	0.0%	0.0%	4.3%	5.1%	24.2%	9.4%	8.7%
Tesco Superstore, Quay Street, Fareham	0.0%	0.0%	2.1%	4.8%	0.0%	6.2%	2.3%	0.0%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	2.1%	0.0%	0.0%	1.5%	0.7%	0.0%
Other shops	0.0%	1.9%	0.0%	6.8%	6.6%	39.3%	11.5%	0.0%
Sub Total	11.9%	1.9%	12.3%	26.9%	13.3%	79.6%	29.5%	11.9%
Other								
Whiteley	9.7%	0.0%	6.8%	0.0%	8.6%	1.7%	5.7%	9.7%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.4%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	1.1%	0.0%
Other stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	1.2%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	1.6%	1.5%	0.7%	0.0%
Hedge End	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	2.1%	8.3%	0.0%	54.0%	1.5%	11.9%	0.0%
All other	0.0%	0.0%	0.0%	2.5%	9.6%	4.6%	3.1%	0.0%
		4.0%	27.4%	29.4%	87.1%	100.0%	53.5%	21.6%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)	21.6%							
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET) INTERNET	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Note: Figures may not sum to 100% due to rounding

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