

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

	Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough Area (Zones 1 to 6)
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									
Waltrose, Stoke Road, Gosport		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other shops		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%	5.8%	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%	1.3%	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, Curles Close, Rowmer		0.0%	0.0%	8.0%	2.3%	0.0%	0.0%	1.6%	0.0%
Co-op, Rowmer 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%	78.6%	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%
LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)		21.6%	4.0%	27.4%	29.4%	87.1%	100.0%	53.5%	21.6%
INTERNET		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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