

**TABLE 1: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS (%)**

Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	19.3%	18.2%	6.6%	10.2%	1.0%	0.6%	8.4%	14.4%
Stoke Road District Centre	1.1%	0.8%	0.1%	0.0%	0.1%	0.0%	0.4%	0.6%
Lee-on-the-Solent District Centre	0.7%	0.2%	7.5%	0.0%	0.1%	0.0%	1.2%	2.1%
Neighbourhood Centres	1.3%	0.7%	1.8%	2.3%	0.2%	0.0%	0.9%	1.5%
Sub Total	22.5%	19.8%	16.0%	12.5%	1.4%	0.6%	10.8%	18.6%
Brockhurst Gate	0.3%	0.2%	0.1%	1.3%	0.0%	0.0%	0.2%	0.4%
Other Out of Centre	3.1%	5.3%	1.7%	6.5%	0.7%	0.0%	2.2%	3.8%
Sub Total	3.4%	5.4%	1.8%	7.9%	0.7%	0.0%	2.5%	4.2%
<b>BOROUGH RETENTION</b>	<b>25.9%</b>	<b>25.3%</b>	<b>17.8%</b>	<b>20.4%</b>	<b>2.1%</b>	<b>0.6%</b>	<b>13.3%</b>	<b>22.8%</b>
Fareham Town Centre	9.7%	5.2%	11.9%	15.7%	19.7%	28.9%	16.9%	10.6%
Broadcut Retail Park, Fareham	0.4%	0.9%	0.9%	1.0%	1.5%	2.9%	1.4%	0.7%
Collingwood Retail Park, Fareham	5.3%	2.4%	3.1%	2.6%	3.7%	1.5%	3.2%	3.8%
Speedfields Retail Park, Fareham	2.0%	1.3%	3.7%	7.9%	3.7%	3.7%	3.6%	3.4%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.2%	0.3%	2.7%	0.8%	0.1%
Sub Total	17.3%	9.8%	19.6%	27.4%	28.9%	39.7%	25.8%	18.6%
Portsmouth Town Centre	2.6%	0.9%	1.9%	2.6%	3.6%	3.3%	2.7%	2.2%
Gunwharf Quays, Portsmouth	0.4%	1.6%	2.8%	0.4%	1.4%	1.0%	1.2%	1.1%
The Junction/Ocean Retail Park, Portsmouth	1.3%	0.2%	0.4%	0.5%	0.1%	2.8%	1.1%	0.7%
Other Out of Centre stores, Portsmouth	1.4%	0.0%	0.0%	0.3%	0.0%	1.6%	0.8%	0.7%
Sub Total	5.6%	2.8%	5.1%	3.8%	5.1%	8.7%	5.8%	4.7%
Southampton Town Centre	2.5%	8.4%	3.1%	2.0%	3.3%	3.2%	3.4%	3.5%
Hedge End, Southampton	5.1%	6.8%	5.4%	4.5%	6.4%	6.7%	5.8%	5.3%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	8.0%	9.3%	7.8%	13.1%	14.7%	5.6%	9.3%	9.2%
Sub Total	15.6%	24.5%	16.3%	19.6%	24.3%	15.5%	18.5%	18.0%
Chichester	0.1%	1.7%	0.3%	0.2%	0.2%	1.0%	0.5%	0.4%
Havant	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%	0.3%	0.0%
Porchester	0.1%	0.0%	0.0%	1.1%	0.3%	2.3%	0.8%	0.3%
Port Solent	0.0%	0.1%	0.0%	0.0%	0.2%	0.4%	0.1%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.2%	4.3%	0.0%	0.8%	0.0%
Whiteley	2.7%	5.6%	4.8%	2.3%	8.4%	3.8%	4.5%	3.6%
Other	1.7%	3.4%	3.0%	0.9%	3.3%	3.0%	2.5%	2.1%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>43.2%</b>	<b>47.9%</b>	<b>49.2%</b>	<b>55.4%</b>	<b>75.3%</b>	<b>75.3%</b>	<b>59.9%</b>	<b>47.7%</b>
<b>INTERNET</b>	<b>30.9%</b>	<b>26.9%</b>	<b>33.0%</b>	<b>24.2%</b>	<b>22.7%</b>	<b>24.1%</b>	<b>26.8%</b>	<b>29.5%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 2: CLOTHING & FOOTWEAR - 2019 MARKET SHARE ANALYSIS (%M)**

Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	12.3%	6.4%	5.8%	9.0%	2.6%	1.8%	6.4%	9.2%
Stoke Road District Centre	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.4%
Lee-on-the-Solent District Centre	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.2%	0.4%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	15.6%	6.4%	7.5%	9.0%	2.6%	1.8%	7.5%	10.9%
Brockhurst Gate	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Other Out of Centre	3.0%	5.8%	0.0%	4.7%	0.0%	0.0%	1.7%	3.1%
Sub Total	3.6%	5.8%	0.0%	4.7%	0.0%	0.0%	1.9%	3.4%
<b>BOROUGH RETENTION</b>	<b>19.3%</b>	<b>12.2%</b>	<b>7.5%</b>	<b>13.7%</b>	<b>2.6%</b>	<b>1.8%</b>	<b>9.4%</b>	<b>14.3%</b>
Fareham Town Centre	14.4%	7.2%	14.5%	27.1%	22.4%	35.7%	21.9%	15.9%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	1.3%	1.8%	0.7%	0.0%
Collingwood Retail Park, Fareham	3.3%	0.6%	4.0%	0.0%	0.7%	0.0%	1.6%	2.4%
Speedfields Retail Park, Fareham	1.3%	0.0%	0.6%	6.1%	1.3%	2.5%	2.0%	1.9%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.8%	0.0%
Sub Total	19.0%	7.8%	19.1%	33.2%	25.8%	43.4%	27.0%	20.2%
Portsmouth Town Centre	7.0%	1.9%	5.8%	6.2%	6.4%	4.4%	5.7%	5.7%
Gunwharf Quays, Portsmouth	1.3%	4.9%	4.6%	1.3%	2.0%	1.9%	2.3%	2.6%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%
Other Out of Centre stores, Portsmouth	3.3%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	1.4%
Sub Total	11.6%	6.8%	10.4%	7.5%	8.4%	8.1%	9.2%	9.7%
Southampton Town Centre	1.3%	9.5%	3.4%	2.0%	2.1%	3.2%	2.8%	3.2%
Hedge End, Southampton	3.2%	8.2%	5.7%	7.6%	6.0%	1.2%	4.4%	5.4%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	4.4%	17.7%	9.1%	9.6%	8.1%	4.4%	7.2%	8.6%
Chichester	0.6%	5.8%	0.6%	0.0%	0.7%	1.8%	1.2%	1.3%
Havant	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%	0.0%
Porchester	0.0%	0.0%	0.0%	4.3%	0.7%	0.0%	0.6%	0.9%
Port Solent	0.0%	0.6%	0.0%	0.0%	0.7%	0.6%	0.3%	0.1%
Stubbington	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%	0.0%
Whiteley	7.1%	14.8%	10.8%	4.8%	21.5%	9.1%	10.8%	8.7%
Other	0.0%	0.0%	1.6%	0.0%	2.1%	0.0%	0.6%	0.4%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>42.7%</b>	<b>53.6%</b>	<b>51.6%</b>	<b>59.4%</b>	<b>70.5%</b>	<b>67.5%</b>	<b>57.4%</b>	<b>49.9%</b>
<b>INTERNET</b>	<b>38.0%</b>	<b>34.2%</b>	<b>40.9%</b>	<b>26.9%</b>	<b>27.0%</b>	<b>30.7%</b>	<b>33.2%</b>	<b>35.8%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 3: RECORDING MEDIA- 2018 MARKET SHARE ANALYSIS (%M)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	18.5%	18.6%	7.3%	12.0%	0.0%	0.0%	8.8%	14.5%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	0.0%	0.0%	2.1%	0.0%	1.1%	0.0%	0.4%	0.5%
Neighbourhood Centres	1.9%	1.1%	1.1%	1.0%	0.0%	0.0%	0.9%	1.4%
Sub Total	20.5%	19.7%	10.5%	13.0%	1.1%	0.0%	10.1%	16.5%
Brockhurst Gate	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.2%	0.4%
Other Out of Centre	4.5%	14.3%	1.2%	9.9%	0.0%	0.0%	3.6%	6.2%
Sub Total	4.5%	14.3%	1.2%	11.8%	0.0%	0.0%	3.8%	6.6%
<b>BOROUGH RETENTION</b>	<b>25.0%</b>	<b>34.0%</b>	<b>11.7%</b>	<b>24.8%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>14.0%</b>	<b>23.0%</b>
Fareham Town Centre	1.7%	1.2%	2.1%	5.3%	6.7%	17.5%	6.8%	2.4%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	1.0%	6.6%	4.3%	2.3%	0.2%
Collingwood Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speedfields Retail Park, Fareham	0.9%	1.2%	10.2%	23.3%	11.8%	3.1%	7.2%	7.5%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	1.1%	10.4%	2.7%	0.0%
Sub Total	2.6%	2.4%	12.3%	29.6%	26.1%	35.2%	18.9%	10.1%
Portsmouth Town Centre	1.9%	6.7%	0.0%	0.0%	0.0%	3.0%	1.7%	1.8%
Gunwharf Quays, Portsmouth	1.8%	3.3%	3.3%	2.9%	7.0%	1.9%	3.1%	2.6%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	2.1%	0.0%	0.0%	0.0%	2.0%	0.6%	0.3%
Sub Total	3.7%	12.1%	3.3%	2.9%	7.0%	6.9%	5.4%	4.8%
Southampton Town Centre	0.0%	1.1%	0.0%	1.0%	1.2%	0.0%	0.4%	0.4%
Hedge End, Southampton	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	0.2%
Sub Total	1.0%	1.1%	0.0%	2.0%	1.2%	0.0%	0.8%	0.9%
Chichester	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whiteley	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Other	0.0%	0.0%	2.0%	0.0%	8.6%	0.0%	1.7%	0.5%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>7.3%</b>	<b>15.6%</b>	<b>17.6%</b>	<b>34.5%</b>	<b>45.1%</b>	<b>43.1%</b>	<b>27.4%</b>	<b>16.3%</b>
<b>INTERNET</b>	<b>67.7%</b>	<b>50.3%</b>	<b>70.7%</b>	<b>40.7%</b>	<b>53.8%</b>	<b>56.9%</b>	<b>58.6%</b>	<b>60.7%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 4: BOOKS, STATIONERY - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	17.9%	22.2%	3.5%	21.9%	0.9%	0.0%	9.3%	16.4%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	0.9%	5.5%	12.4%	1.0%	1.7%	0.0%	2.8%	4.2%
Neighbourhood Centres	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.3%	0.6%
Sub Total	18.8%	27.7%	15.9%	25.8%	2.6%	0.0%	12.5%	21.1%
Brockhurst Gate	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%
Other Out of Centre	7.6%	3.0%	5.7%	1.9%	0.0%	0.0%	3.2%	5.3%
Sub Total	12.0%	3.0%	5.7%	1.9%	0.0%	0.0%	4.4%	7.1%
<b>BOROUGH RETENTION</b>	<b>30.8%</b>	<b>30.7%</b>	<b>21.6%</b>	<b>27.7%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>16.8%</b>	<b>28.2%</b>
Fareham Town Centre	20.7%	7.0%	22.3%	27.9%	19.5%	37.1%	24.5%	20.0%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.6%	0.0%
Collingwood Retail Park, Fareham	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.6%	0.9%
Speedfields Retail Park, Fareham	2.3%	0.8%	5.7%	8.3%	6.7%	1.7%	4.0%	3.9%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%	0.0%
Sub Total	23.0%	7.8%	32.2%	36.2%	27.1%	41.3%	29.8%	24.9%
Portsmouth Town Centre	0.0%	6.3%	1.4%	0.0%	0.0%	0.9%	0.9%	1.4%
Gunwharf Quays, Portsmouth	0.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.3%	0.5%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	0.9%	6.3%	1.4%	0.9%	0.0%	0.9%	1.2%	2.0%
Southampton Town Centre	1.6%	0.0%	1.3%	0.0%	0.9%	0.0%	0.8%	0.9%
Hedge End, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.2%
Sub Total	1.6%	0.0%	1.3%	0.9%	0.9%	0.0%	0.9%	1.1%
Chichester	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	0.6%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.5%	0.0%
Whiteley	0.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%
Other	0.0%	2.2%	7.7%	0.9%	9.4%	4.9%	4.2%	2.2%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>27.9%</b>	<b>17.9%</b>	<b>42.6%</b>	<b>39.0%</b>	<b>40.0%</b>	<b>47.9%</b>	<b>37.4%</b>	<b>31.4%</b>
<b>INTERNET</b>	<b>41.3%</b>	<b>51.4%</b>	<b>35.8%</b>	<b>33.3%</b>	<b>57.4%</b>	<b>52.1%</b>	<b>45.7%</b>	<b>40.3%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 5: PERSONAL CARE GOODS INCLUDING COSMETICS, MEDICAL GOODS, PERSONAL APPLIANCES ETC. - 2019 MARKET SHARE ANALYSIS (%M)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	58.2%	67.6%	13.0%	19.9%	0.0%	0.0%	25.6%	42.0%
Stoke Road District Centre	2.0%	4.2%	0.0%	0.0%	0.0%	0.8%	1.0%	1.5%
Lee-on-the-Solent District Centre	0.0%	0.0%	30.7%	0.0%	0.0%	0.0%	4.0%	7.0%
Neighbourhood Centres	7.6%	0.0%	12.7%	16.4%	0.8%	0.0%	5.8%	9.2%
Sub Total	67.7%	71.8%	56.4%	36.3%	1.5%	0.0%	36.5%	59.7%
Brockhurst Gate	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.4%	0.8%
Other Out of Centre	5.9%	6.4%	4.1%	9.7%	1.6%	0.0%	4.1%	6.3%
Sub Total	5.9%	6.4%	4.1%	13.6%	1.6%	0.0%	4.5%	7.1%
<b>BOROUGH RETENTION</b>	<b>73.6%</b>	<b>78.2%</b>	<b>60.6%</b>	<b>49.9%</b>	<b>3.1%</b>	<b>0.0%</b>	<b>41.0%</b>	<b>66.8%</b>
Fareham Town Centre	11.3%	12.8%	16.1%	22.0%	42.9%	47.1%	26.6%	14.7%
Broadcut Retail Park, Fareham	0.7%	0.0%	1.4%	0.0%	2.4%	9.9%	3.0%	0.6%
Collingwood Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%
Speedfields Retail Park, Fareham	2.5%	0.0%	9.8%	12.0%	5.4%	1.6%	4.7%	5.6%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.8%	10.9%	2.5%	0.0%
Sub Total	14.5%	12.8%	27.3%	34.0%	51.4%	70.3%	37.0%	20.9%
Portsmouth Town Centre	3.9%	0.0%	0.0%	0.0%	4.2%	0.0%	1.9%	1.6%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	4.7%	0.8%	1.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.7%	0.0%	0.8%	0.8%	0.0%	0.3%	0.3%
Other Out of Centre stores, Portsmouth	3.5%	0.0%	0.0%	0.8%	0.0%	3.8%	1.9%	1.6%
Sub Total	7.3%	0.7%	0.0%	1.6%	9.7%	4.5%	5.1%	3.4%
Southampton Town Centre	0.7%	0.7%	0.0%	0.0%	0.0%	4.2%	1.2%	0.4%
Hedge End, Southampton	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.0%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Sub Total	0.7%	0.7%	2.0%	0.0%	0.8%	4.2%	1.6%	0.8%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	1.9%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	20.5%	0.0%	3.5%	0.0%
Whiteley	0.0%	0.8%	1.4%	1.5%	5.5%	0.8%	1.6%	0.8%
Other	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.2%	0.2%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>22.5%</b>	<b>15.0%</b>	<b>30.7%</b>	<b>37.9%</b>	<b>88.7%</b>	<b>88.6%</b>	<b>50.9%</b>	<b>26.1%</b>
<b>INTERNET</b>	<b>3.9%</b>	<b>6.8%</b>	<b>8.8%</b>	<b>12.2%</b>	<b>8.1%</b>	<b>11.4%</b>	<b>8.1%</b>	<b>7.1%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 6: AUDIO VISUAL AND SMALL DOMESTIC APPLIANCES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	6.7%	5.2%	1.0%	0.0%	0.0%	0.0%	2.3%	3.8%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	6.7%	5.2%	1.0%	0.0%	0.0%	0.0%	2.3%	3.8%
Brockhurst Gate	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.2%	0.3%
Other Out of Centre	1.6%	2.7%	0.0%	2.9%	0.0%	0.0%	0.9%	1.6%
Sub Total	1.6%	2.7%	0.0%	4.9%	0.0%	0.0%	1.2%	1.9%
<b>BOROUGH RETENTION</b>	<b>8.3%</b>	<b>7.8%</b>	<b>1.0%</b>	<b>4.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.5%</b>	<b>5.8%</b>
Fareham Town Centre	0.9%	0.0%	2.8%	5.7%	6.1%	21.0%	7.4%	2.0%
Broadcut Retail Park, Fareham	0.9%	0.0%	0.0%	3.8%	4.2%	2.8%	2.2%	1.0%
Collingwood Retail Park, Fareham	0.0%	0.0%	1.0%	0.0%	1.6%	1.8%	0.8%	0.2%
Speedfields Retail Park, Fareham	0.0%	0.0%	3.0%	9.6%	0.9%	0.9%	1.8%	2.4%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	1.8%	0.0%	6.7%	19.1%	12.9%	26.6%	12.2%	5.7%
Portsmouth Town Centre	0.9%	0.0%	0.0%	0.0%	0.0%	2.8%	0.9%	0.4%
Gunwharf Quays, Portsmouth	0.0%	0.0%	5.9%	0.0%	0.9%	0.9%	1.1%	1.5%
The Junction/Ocean Retail Park, Portsmouth	9.8%	1.0%	2.9%	3.1%	0.0%	8.9%	5.6%	5.4%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.6%	0.0%
Sub Total	10.7%	1.0%	8.7%	3.1%	0.9%	15.1%	8.2%	7.3%
Southampton Town Centre	8.0%	15.4%	5.8%	1.9%	11.3%	5.3%	7.6%	7.7%
Hedge End, Southampton	1.8%	13.6%	1.0%	0.0%	3.2%	0.9%	2.4%	3.3%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	24.9%	39.6%	25.7%	48.2%	48.6%	18.7%	31.6%	31.5%
Sub Total	34.7%	68.6%	32.5%	50.0%	63.1%	25.0%	41.5%	42.5%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.4%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.9%	0.0%	0.0%	0.0%	1.8%	1.8%	1.0%	0.4%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whiteley	0.9%	0.0%	0.0%	0.0%	1.8%	0.0%	0.6%	0.4%
Other	1.6%	1.7%	1.8%	1.1%	1.8%	1.6%	1.6%	1.6%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>50.6%</b>	<b>71.3%</b>	<b>49.7%</b>	<b>73.3%</b>	<b>82.2%</b>	<b>71.7%</b>	<b>65.6%</b>	<b>57.7%</b>
<b>INTERNET</b>	<b>41.1%</b>	<b>20.9%</b>	<b>49.3%</b>	<b>21.8%</b>	<b>17.9%</b>	<b>28.3%</b>	<b>31.0%</b>	<b>36.5%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 7: JEWELLERY, WATCHES, CHINA, GIFTS, AND OTHER - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	16.2%	12.3%	0.0%	12.9%	0.0%	0.0%	6.7%	11.2%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	6.0%	0.0%	10.5%	0.0%	0.0%	0.0%	3.0%	5.1%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	22.2%	12.3%	10.5%	12.9%	0.0%	0.0%	9.7%	16.2%
Brockhurst Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre	1.2%	2.5%	0.0%	4.7%	0.0%	0.0%	1.0%	1.8%
Sub Total	1.2%	2.5%	0.0%	4.7%	0.0%	0.0%	1.0%	1.8%
<b>BOROUGH RETENTION</b>	<b>23.4%</b>	<b>14.8%</b>	<b>10.5%</b>	<b>17.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.6%</b>	<b>18.0%</b>
Fareham Town Centre	10.5%	3.7%	21.0%	28.0%	26.3%	37.1%	22.3%	15.2%
Broadcut Retail Park, Fareham	0.0%	9.0%	0.0%	0.0%	1.2%	0.0%	0.9%	1.4%
Collingwood Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Speedfields Retail Park, Fareham	0.0%	0.0%	0.0%	3.1%	5.5%	2.4%	1.9%	0.6%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	10.5%	12.7%	21.0%	31.1%	33.0%	39.5%	25.1%	17.1%
Portsmouth Town Centre	2.4%	1.2%	0.0%	6.5%	8.7%	5.0%	4.3%	2.4%
Gunwharf Quays, Portsmouth	0.0%	1.2%	8.5%	0.0%	1.1%	2.6%	1.9%	2.2%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.6%	0.0%
Sub Total	2.4%	2.5%	8.5%	6.5%	9.9%	9.9%	6.7%	4.6%
Southampton Town Centre	4.6%	12.7%	2.7%	4.9%	4.8%	6.4%	5.4%	5.4%
Hedge End, Southampton	0.0%	1.2%	2.5%	0.0%	0.0%	8.1%	2.3%	0.8%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	7.2%	7.3%	2.7%	1.6%	7.5%	1.4%	4.8%	5.1%
Sub Total	11.8%	21.3%	7.8%	6.5%	12.3%	15.9%	12.5%	11.3%
Chichester	0.0%	1.2%	1.3%	1.6%	0.0%	3.7%	1.3%	0.8%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Whiteley	1.2%	3.7%	12.3%	6.6%	14.5%	0.0%	5.6%	5.2%
Other	8.4%	14.5%	12.8%	6.2%	12.2%	14.5%	11.3%	9.9%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>34.2%</b>	<b>55.9%</b>	<b>63.7%</b>	<b>58.6%</b>	<b>83.0%</b>	<b>84.9%</b>	<b>63.0%</b>	<b>48.9%</b>
<b>INTERNET</b>	<b>42.4%</b>	<b>29.3%</b>	<b>25.7%</b>	<b>23.8%</b>	<b>17.0%</b>	<b>15.1%</b>	<b>26.4%</b>	<b>33.1%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 8: LARGE DOMESTIC ELECTRICAL GOODS - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	10.4%	8.3%	2.0%	9.9%	0.0%	1.0%	5.4%	8.1%
Stoke Road District Centre	2.4%	7.6%	2.0%	0.0%	0.0%	0.0%	1.5%	2.6%
Lee-on-the-Solent District Centre	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Neighbourhood Centres	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sub Total	12.8%	15.9%	5.9%	9.9%	0.0%	1.0%	7.1%	11.1%
Brockhurst Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
Sub Total	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%
<b>BOROUGH RETENTION</b>	<b>13.6%</b>	<b>15.9%</b>	<b>5.9%</b>	<b>9.9%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>7.3%</b>	<b>11.4%</b>
Fareham Town Centre	0.8%	0.9%	1.9%	0.9%	4.0%	8.4%	3.2%	1.1%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.7%	0.0%
Collingwood Retail Park, Fareham	1.6%	1.8%	2.0%	0.0%	0.0%	1.8%	1.3%	1.4%
Speedfields Retail Park, Fareham	0.8%	0.9%	0.0%	0.0%	2.9%	2.0%	1.3%	0.5%
Other Out of Centre Stores, Fareham	0.0%	1.8%	0.0%	1.8%	0.0%	0.0%	0.3%	0.6%
Sub Total	3.3%	5.4%	3.9%	2.7%	6.8%	15.5%	6.7%	3.6%
Portsmouth Town Centre	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.2%	0.4%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	5.1%	0.0%	2.0%	3.0%	1.1%	10.9%	4.7%	3.2%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.0%
Sub Total	5.1%	0.0%	3.8%	3.0%	1.1%	12.0%	5.2%	3.6%
Southampton Town Centre	1.6%	11.3%	2.8%	0.9%	7.0%	5.1%	4.0%	3.2%
Hedge End, Southampton	5.1%	2.9%	1.0%	1.8%	1.0%	7.9%	4.0%	3.1%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	19.8%	41.3%	29.5%	44.4%	58.4%	13.6%	30.6%	30.4%
Sub Total	26.5%	55.5%	33.3%	47.1%	66.3%	26.6%	38.6%	36.7%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.2%
Whiteley	0.0%	0.0%	6.0%	0.0%	1.0%	0.0%	0.9%	1.3%
Other	0.8%	0.0%	1.9%	0.0%	2.1%	2.8%	1.4%	0.7%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>35.7%</b>	<b>60.9%</b>	<b>48.8%</b>	<b>53.6%</b>	<b>77.3%</b>	<b>56.9%</b>	<b>52.9%</b>	<b>46.2%</b>
<b>INTERNET</b>	<b>50.7%</b>	<b>23.2%</b>	<b>45.3%</b>	<b>36.5%</b>	<b>22.7%</b>	<b>42.1%</b>	<b>39.8%</b>	<b>42.4%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 9: PETS, SPORTS, HOBBIES, BIKES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	15.2%	1.2%	15.3%	7.8%	0.0%	0.0%	7.3%	11.7%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	1.1%	2.3%	0.8%	0.0%	0.0%	0.0%	0.6%	1.0%
Sub Total	16.3%	3.5%	16.2%	7.8%	0.0%	0.0%	7.9%	12.7%
Brockhurst Gate	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.3%	0.4%
Other Out of Centre	2.3%	4.7%	0.0%	4.5%	0.0%	0.0%	1.4%	2.5%
Sub Total	2.3%	4.7%	0.0%	6.7%	0.0%	0.0%	1.7%	3.0%
<b>BOROUGH RETENTION</b>	<b>18.6%</b>	<b>8.2%</b>	<b>16.2%</b>	<b>14.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.6%</b>	<b>15.7%</b>
Fareham Town Centre	9.6%	7.4%	12.7%	3.5%	18.2%	31.2%	15.6%	8.8%
Broadcut Retail Park, Fareham	0.0%	0.0%	4.5%	3.4%	1.1%	4.6%	2.4%	1.8%
Collingwood Retail Park, Fareham	7.3%	0.0%	0.0%	1.1%	13.7%	2.5%	4.9%	3.2%
Speedfields Retail Park, Fareham	4.5%	2.5%	3.4%	8.8%	2.3%	2.5%	3.9%	4.8%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.1%	0.2%
Sub Total	21.4%	9.9%	20.5%	18.0%	35.3%	40.7%	27.0%	18.8%
Portsmouth Town Centre	0.0%	0.0%	0.9%	2.2%	0.0%	3.7%	1.2%	0.6%
Gunwharf Quays, Portsmouth	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.4%	0.2%
Sub Total	0.0%	2.3%	0.9%	3.3%	0.0%	4.8%	1.8%	1.2%
Southampton Town Centre	2.4%	5.9%	0.0%	0.0%	1.2%	1.1%	1.4%	1.9%
Hedge End, Southampton	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	13.2%	10.6%	16.4%	29.4%	21.0%	8.4%	15.8%	16.8%
Sub Total	15.6%	17.7%	16.4%	29.4%	22.3%	9.5%	17.3%	18.9%
Chichester	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.0%
Whiteley	0.0%	9.8%	1.8%	1.2%	3.6%	4.6%	2.7%	2.1%
Other	3.2%	1.2%	1.6%	0.0%	2.2%	1.1%	1.8%	1.9%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>40.2%</b>	<b>42.2%</b>	<b>41.1%</b>	<b>51.9%</b>	<b>64.5%</b>	<b>62.0%</b>	<b>51.1%</b>	<b>43.1%</b>
<b>INTERNET</b>	<b>41.2%</b>	<b>49.6%</b>	<b>42.7%</b>	<b>33.6%</b>	<b>35.5%</b>	<b>38.0%</b>	<b>39.3%</b>	<b>41.3%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 10: FURNITURE, FLOOR COVERINGS, HOUSEHOLD TEXTILES - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	17.2%	27.2%	6.0%	10.9%	2.0%	1.1%	9.2%	15.3%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	1.1%	2.1%
Neighbourhood Centres	1.1%	1.9%	0.0%	0.0%	0.9%	0.0%	0.6%	0.8%
Sub Total	18.2%	29.2%	15.7%	10.9%	2.9%	1.1%	11.0%	18.2%
Brockhurst Gate	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.1%	0.3%
Other Out of Centre	1.0%	6.7%	4.5%	14.8%	3.7%	0.0%	3.5%	5.4%
Sub Total	1.0%	6.7%	5.7%	14.8%	3.7%	0.0%	3.6%	5.6%
<b>BOROUGH RETENTION</b>	<b>19.2%</b>	<b>35.8%</b>	<b>21.4%</b>	<b>25.7%</b>	<b>6.6%</b>	<b>1.1%</b>	<b>14.6%</b>	<b>23.8%</b>
Fareham Town Centre	6.0%	0.0%	2.2%	2.6%	9.8%	6.0%	5.6%	3.5%
Broadcut Retail Park, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Collingwood Retail Park, Fareham	13.9%	1.0%	3.5%	5.2%	1.8%	2.2%	5.7%	7.8%
Speedfields Retail Park, Fareham	0.0%	0.0%	0.0%	1.4%	2.0%	2.2%	1.0%	0.3%
Other Out of Centre Stores, Fareham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	19.9%	1.0%	5.7%	9.2%	13.5%	10.4%	12.4%	11.5%
Portsmouth Town Centre	0.0%	0.0%	2.3%	0.0%	3.7%	5.8%	2.3%	0.5%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	1.1%	0.0%	0.0%	0.0%	0.0%	9.2%	2.4%	0.5%
Other Out of Centre stores, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total	1.1%	0.0%	2.3%	0.0%	3.7%	15.0%	4.7%	1.0%
Southampton Town Centre	2.1%	13.6%	9.5%	5.5%	4.8%	2.4%	4.8%	6.4%
Hedge End, Southampton	28.4%	17.5%	27.9%	17.8%	26.6%	31.9%	26.9%	24.4%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	10.4%	5.0%	6.0%	18.0%	20.8%	8.2%	12.0%	9.9%
Sub Total	41.0%	36.1%	43.4%	41.3%	52.2%	42.5%	43.6%	40.7%
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.8%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	1.3%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stubbington	0.0%	0.0%	0.0%	1.4%	4.7%	0.0%	1.1%	0.3%
Whiteley	5.4%	2.1%	1.3%	0.0%	0.9%	6.3%	3.4%	2.9%
Other	0.0%	9.4%	3.4%	0.0%	1.8%	4.7%	2.5%	2.3%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>67.3%</b>	<b>48.5%</b>	<b>56.0%</b>	<b>51.9%</b>	<b>76.9%</b>	<b>88.2%</b>	<b>69.8%</b>	<b>58.7%</b>
<b>INTERNET</b>	<b>13.4%</b>	<b>15.7%</b>	<b>22.6%</b>	<b>22.4%</b>	<b>16.6%</b>	<b>10.7%</b>	<b>15.6%</b>	<b>17.5%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

**TABLE 11: DIY, GARDENING - 2019 MARKET SHARE ANALYSIS (%)**  
Including Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Study Area (Zones 1-6)	Gosport Borough (Zones 1-4)
Gosport Town Centre	9.7%	2.9%	0.9%	1.0%	0.8%	0.0%	3.4%	4.8%
Stoke Road District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee-on-the-Solent District Centre	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.7%	1.2%
Neighbourhood Centres	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
<b>Sub Total</b>	<b>9.7%</b>	<b>3.8%</b>	<b>6.4%</b>	<b>1.0%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>6.2%</b>
Brockhurst Gate	0.0%	2.9%	0.0%	5.9%	0.0%	0.0%	0.8%	1.7%
Other Out of Centre	9.3%	9.8%	7.7%	9.2%	0.0%	0.0%	5.3%	9.0%
<b>Sub Total</b>	<b>9.3%</b>	<b>12.7%</b>	<b>7.7%</b>	<b>15.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.1%</b>	<b>10.7%</b>
<b>BOROUGH RETENTION</b>	<b>19.0%</b>	<b>16.5%</b>	<b>14.1%</b>	<b>16.1%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>10.3%</b>	<b>16.9%</b>
Fareham Town Centre	8.2%	1.0%	11.6%	7.3%	4.2%	16.6%	9.2%	7.4%
Broadcut Retail Park, Fareham	4.0%	0.0%	0.0%	1.9%	0.0%	0.0%	1.4%	1.9%
Collingwood Retail Park, Fareham	30.1%	34.6%	30.0%	34.8%	21.3%	9.7%	24.6%	31.8%
Speedfields Retail Park, Fareham	12.2%	14.2%	23.6%	28.0%	15.7%	29.9%	20.1%	18.2%
Other Out of Centre Stores, Fareham	0.7%	0.0%	0.0%	0.0%	2.5%	4.8%	1.8%	0.3%
<b>Sub Total</b>	<b>55.2%</b>	<b>49.8%</b>	<b>65.1%</b>	<b>72.0%</b>	<b>43.7%</b>	<b>61.0%</b>	<b>57.0%</b>	<b>59.6%</b>
Portsmouth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gunwharf Quays, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
The Junction/Ocean Retail Park, Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre stores, Portsmouth	4.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.0%	1.6%
<b>Sub Total</b>	<b>4.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.7%</b>	<b>2.0%</b>
Southampton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hedge End, Southampton	2.2%	9.7%	2.6%	2.9%	14.8%	10.3%	6.9%	3.8%
Ocean Retail Park, Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Out of Centre, Southampton	14.5%	18.3%	6.8%	6.9%	25.4%	13.4%	14.8%	12.0%
<b>Sub Total</b>	<b>16.6%</b>	<b>28.0%</b>	<b>9.4%</b>	<b>9.8%</b>	<b>40.2%</b>	<b>23.6%</b>	<b>21.7%</b>	<b>15.9%</b>
Chichester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Havant	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	1.2%	0.0%
Porchester	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.4%	0.0%
Port Solent	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%	0.0%
Stubbington	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.8%	0.0%
Whiteley	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.2%	0.0%
Other	0.0%	1.0%	0.0%	0.0%	0.8%	2.5%	0.8%	0.2%
<b>LEAKAGE OUTSIDE BOROUGH (EXCL INTERNET)</b>	<b>75.8%</b>	<b>78.8%</b>	<b>74.5%</b>	<b>81.8%</b>	<b>89.8%</b>	<b>99.0%</b>	<b>84.4%</b>	<b>77.2%</b>
<b>INTERNET</b>	<b>5.2%</b>	<b>4.7%</b>	<b>11.4%</b>	<b>2.1%</b>	<b>9.4%</b>	<b>1.0%</b>	<b>5.4%</b>	<b>5.9%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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