

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

Zone:	1	2	3	4	5	6	Total Study (Zones 1-6)	Gosport Borough (Zones 1-4)
<b>Gosport Town Centre</b>								
Iceland, Walpole Road, Gosport	0.9%	0.3%	0.1%	0.5%	0.0%	0.1%	0.4%	0.6%
Morrisons, Walpole Road, High Street, Gosport	14.0%	23.7%	4.8%	9.2%	3.3%	0.7%	8.0%	12.5%
Other shops	1.4%	0.3%	0.1%	1.6%	0.0%	0.0%	0.6%	1.0%
<b>Sub Total</b>	<b>16.2%</b>	<b>24.2%</b>	<b>5.0%</b>	<b>11.3%</b>	<b>3.3%</b>	<b>0.8%</b>	<b>9.0%</b>	<b>14.0%</b>
<b>Stoke Road District Centre</b>								
Waitrose, Stoke Road, Gosport	6.1%	17.7%	1.6%	0.4%	1.7%	0.0%	3.7%	5.7%
<b>Sub Total</b>	<b>6.1%</b>	<b>17.7%</b>	<b>1.6%</b>	<b>0.4%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>3.7%</b>	<b>5.7%</b>
<b>Lee-on-the-Solent District Centre</b>								
Tesco Express, Pier Street, Lee-on-Solent	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%	0.5%
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	0.0%	0.0%	11.4%	0.0%	0.1%	0.0%	1.5%	2.5%
Other shops	0.0%	0.0%	3.2%	0.2%	0.4%	0.0%	0.5%	0.7%
<b>Sub Total</b>	<b>0.0%</b>	<b>0.0%</b>	<b>16.8%</b>	<b>0.2%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>3.7%</b>
<b>Out of Centre</b>								
Aldi, Mumby Road, Gosport	8.3%	5.4%	6.1%	2.9%	0.8%	0.0%	3.9%	6.4%
Asda, Dock Road, Gosport	29.2%	24.8%	4.8%	11.7%	0.5%	0.1%	11.8%	19.9%
Co-op, Petrol Solent, Fareham Road	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.1%
The Food Warehouse (Iceland), Brockhurst Gate	0.3%	0.1%	0.0%	1.7%	0.0%	0.8%	0.5%	0.5%
Lidl, Brockhurst Gate, Gosport	7.8%	2.4%	7.4%	9.0%	0.0%	0.4%	4.3%	7.2%
M&S Foodhall Brockhurst Gate	1.0%	2.2%	1.3%	3.8%	0.2%	0.0%	1.1%	1.8%
Tesco Express, Carless Close, Rowner	0.1%	0.0%	5.6%	0.3%	1.0%	0.0%	0.9%	1.3%
<b>Sub Total</b>	<b>46.7%</b>	<b>35.0%</b>	<b>25.2%</b>	<b>30.2%</b>	<b>2.5%</b>	<b>1.4%</b>	<b>22.5%</b>	<b>37.1%</b>
<b>Neighbourhood Centres</b>								
Co-op, Gregson Avenue, Bridgemary	0.0%	0.0%	0.0%	1.7%	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%	0.9%
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%	1.6%	0.0%	0.0%	0.3%	0.5%
McColl's, Carisbrooke Road, Gosport	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.3%	0.4%
One Stop, Elson Road, Gosport	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
One Stop, Village Road, Gosport	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%
Lidl, Forton Road, Gosport	3.5%	1.2%	0.5%	1.0%	0.1%	0.0%	1.2%	2.0%
Tesco Express, Forton Road, Gosport	1.6%	0.3%	3.6%	0.3%	0.2%	0.4%	1.0%	1.6%
Tesco Superstore, Alver Village Square	8.9%	14.3%	20.1%	17.4%	2.0%	0.0%	8.4%	13.8%
Other shops	0.8%	0.0%	0.2%	2.1%	0.3%	0.0%	0.5%	0.8%
<b>Sub Total</b>	<b>18.6%</b>	<b>21.6%</b>	<b>25.6%</b>	<b>26.3%</b>	<b>2.8%</b>	<b>0.4%</b>	<b>13.5%</b>	<b>22.1%</b>
<b>BOROUGH RETENTION</b>	<b>87.7%</b>	<b>98.5%</b>	<b>74.3%</b>	<b>68.4%</b>	<b>10.8%</b>	<b>2.6%</b>	<b>50.8%</b>	<b>82.6%</b>
<b>Fareham</b>								
Asda, Speedfields Park, Newgate Lane, Fareham	1.6%	0.1%	15.4%	23.3%	29.4%	7.9%	12.0%	8.6%
Sainsbury's Superstore, Broadcut, Wallington, Fareham	5.6%	0.1%	3.1%	2.9%	17.8%	25.3%	11.4%	3.8%
Tesco Superstore, Quay Street, Fareham	0.7%	0.0%	1.7%	1.1%	5.2%	13.3%	4.6%	0.9%
Lidl, Newgate Lane, Fareham	0.0%	0.0%	2.3%	1.4%	2.8%	1.9%	1.4%	0.8%
Other shops	0.6%	0.3%	0.4%	1.4%	5.5%	17.0%	5.5%	0.7%
<b>Sub Total</b>	<b>8.6%</b>	<b>0.6%</b>	<b>22.9%</b>	<b>30.1%</b>	<b>60.7%</b>	<b>65.4%</b>	<b>34.9%</b>	<b>14.7%</b>
<b>Other</b>								
Whiteley	1.0%	0.0%	0.7%	0.3%	3.6%	2.4%	1.6%	0.6%
Portchester	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	1.4%	0.0%
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	1.9%	0.7%	0.3%	0.4%	0.2%	15.6%	4.5%	1.1%
Other stores, Portsmouth	0.0%	0.0%	0.5%	0.0%	0.0%	2.8%	0.7%	0.1%
Havant	0.8%	0.0%	0.0%	0.0%	0.2%	0.7%	0.4%	0.4%
Hedge End	0.0%	0.0%	0.0%	0.0%	3.6%	3.2%	1.4%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	0.2%	0.0%
Stubbington	0.0%	0.2%	1.0%	0.0%	18.9%	0.3%	3.4%	0.2%
All other	0.1%	0.0%	0.3%	0.8%	1.3%	0.7%	0.6%	0.3%
<b>LEAKAGE OUTSIDE THE BOROUGH</b>	<b>12.3%</b>	<b>1.5%</b>	<b>25.7%</b>	<b>31.6%</b>	<b>89.2%</b>	<b>97.4%</b>	<b>49.2%</b>	<b>17.4%</b>
<b>STUDY AREA MARKET SHARE - EXCLUDING SFT</b>	<b>100.0%</b>	<b>100.0%</b>						

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

**TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**  
Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
<b>Total Available Expenditure (excluding SFT):</b>								
	£85.28	£28.32	£42.34	£41.53	£59.72	£80.93	£338.13	£197.47
<b>Gosport Town Centre</b>								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.9	£6.7	£2.0	£3.8	£2.0	£0.6	£27.0	£24.5
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
<b>Sub Total</b>	<b>£13.8</b>	<b>£6.9</b>	<b>£2.1</b>	<b>£4.7</b>	<b>£2.0</b>	<b>£0.7</b>	<b>£30.2</b>	<b>£27.5</b>
<b>Stoke Road District Centre</b>								
Waitrose, Stoke Road, Gosport	£5.2	£5.0	£0.7	£0.2	£1.0	£0.0	£12.1	£11.1
<b>Sub Total</b>	<b>£5.2</b>	<b>£5.0</b>	<b>£0.7</b>	<b>£0.2</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£12.1</b>	<b>£11.1</b>
<b>Lee-on-the-Solent District Centre</b>								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.8	£0.0	£0.1	£0.0	£4.9	£4.8
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.6	£1.4
<b>Sub Total</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£7.1</b>	<b>£0.1</b>	<b>£0.3</b>	<b>£0.0</b>	<b>£7.5</b>	<b>£7.2</b>
<b>Out of Centre</b>								
Aldi, Mumby Road, Gosport	£7.1	£1.5	£2.6	£1.2	£0.5	£0.0	£12.9	£12.4
Asda, Dock Road, Gosport	£24.9	£7.0	£2.0	£4.9	£0.3	£0.1	£39.2	£38.8
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.7	£1.0
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.1	£2.7	£0.0	£0.4	£14.6	£14.6
M&S Foodhall Brockhurst Gate	£0.8	£0.6	£0.6	£1.6	£0.1	£0.0	£3.7	£3.6
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.4	£0.1	£0.6	£0.0	£3.2	£2.6
<b>Sub Total</b>	<b>£39.8</b>	<b>£9.9</b>	<b>£10.7</b>	<b>£12.5</b>	<b>£1.5</b>	<b>£1.1</b>	<b>£75.5</b>	<b>£72.9</b>
<b>Neighbourhood Centres</b>								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.6	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Lidl, Forton Road, Gosport	£3.0	£0.3	£0.2	£0.4	£0.1	£0.0	£4.0	£3.9
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.6	£4.1	£8.5	£7.2	£1.2	£0.0	£28.6	£27.4
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
<b>Sub Total</b>	<b>£15.9</b>	<b>£6.1</b>	<b>£10.8</b>	<b>£10.9</b>	<b>£1.7</b>	<b>£0.3</b>	<b>£65.7</b>	<b>£43.8</b>
<b>BOROUGH RETENTION</b>	<b>£74.8</b>	<b>£27.9</b>	<b>£31.4</b>	<b>£28.4</b>	<b>£6.4</b>	<b>£2.1</b>	<b>£171.1</b>	<b>£162.5</b>
<b>Fareham</b>								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.5	£9.7	£17.6	£6.4	£41.5	£17.6
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£10.6	£20.5	£38.5	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.1	£10.7	£15.6	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.7	£1.5	£4.8	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.3	£13.8	£18.4	£1.3
<b>Sub Total</b>	<b>£7.3</b>	<b>£0.2</b>	<b>£9.7</b>	<b>£12.5</b>	<b>£36.3</b>	<b>£52.9</b>	<b>£118.8</b>	<b>£29.7</b>
<b>Other</b>								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.1	£1.9	£5.3	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8	£4.8	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	£1.6	£0.2	£0.1	£0.2	£0.1	£12.6	£14.9	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.3	£2.5	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.2	£2.6	£4.8	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£11.3	£0.2	£12.0	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£1.9	£0.6
<b>LEAKAGE OUTSIDE THE BOROUGH</b>	<b>£10.51</b>	<b>£0.43</b>	<b>£10.89</b>	<b>£13.11</b>	<b>£53.29</b>	<b>£78.82</b>	<b>£167.05</b>	<b>£34.95</b>
<b>STUDY AREA MARKET SHARE - EXCLUDING SFT</b>	<b>£85.28</b>	<b>£28.32</b>	<b>£42.34</b>	<b>£41.53</b>	<b>£59.72</b>	<b>£80.93</b>	<b>£338.13</b>	<b>£197.47</b>

Note: Figures may not sum due to rounding

**TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**

*Excluding Internet Shopping and other Special Forms of Trading*

	Zone:						Total Study Area £343.58	Gosport Borough (Zones 1-4) £198.66
	1 £85.06	2 £28.80	3 £42.83	4 £41.98	5 £61.43	6 £83.49		
<b>Gosport Town Centre</b>								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.9	£6.8	£2.0	£3.9	£2.0	£0.6	£27.2	£24.6
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.8	£7.0	£2.1	£4.8	£2.0	£0.7	£30.4	£27.7
<b>Stoke Road District Centre</b>								
Waitrose, Stoke Road, Gosport	£5.2	£5.1	£0.7	£0.2	£1.1	£0.0	£12.2	£11.2
Sub Total	£5.2	£5.1	£0.7	£0.2	£1.1	£0.0	£12.2	£11.2
<b>Lee-on-the-Solent District Centre</b>								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.7	£1.4
Sub Total	£0.0	£0.0	£7.2	£0.1	£0.3	£0.0	£7.6	£7.3
<b>Out of Centre</b>								
Aldi, Mumby Road, Gosport	£7.1	£1.6	£2.6	£1.2	£0.5	£0.0	£13.0	£12.5
Asda, Dock Road, Gosport	£24.8	£7.1	£2.0	£4.9	£0.3	£0.1	£39.3	£38.9
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.7	£1.7
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.8	£0.0	£0.4	£14.6	£14.3
M&S Foodhall Brockhurst Gate	£0.8	£0.6	£0.6	£1.6	£0.1	£0.0	£3.7	£3.6
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.4	£0.1	£0.6	£0.0	£3.2	£2.6
Sub Total	£39.7	£10.1	£10.8	£12.7	£1.5	£1.2	£75.9	£73.3
<b>Neighbourhood Centres</b>								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.5	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Lidl, Forton Road, Gosport	£3.0	£0.3	£0.2	£0.4	£0.1	£0.0	£4.0	£3.9
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.6	£4.1	£8.6	£7.3	£1.2	£0.0	£28.9	£27.6
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.8	£5.2	£11.0	£13.0	£1.7	£0.3	£46.1	£44.1
<b>BOROUGH RETENTION</b>	<b>£74.6</b>	<b>£28.4</b>	<b>£31.8</b>	<b>£28.7</b>	<b>£6.6</b>	<b>£2.2</b>	<b>£172.3</b>	<b>£163.5</b>
<b>Fareham</b>								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.6	£9.8	£18.1	£6.6	£42.4	£17.8
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£10.9	£21.1	£39.4	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.2	£11.1	£16.0	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.7	£1.6	£4.9	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.4	£14.2	£19.0	£1.3
Sub Total	£7.3	£0.2	£9.8	£12.6	£37.3	£54.6	£121.8	£29.9
<b>Other</b>								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.2	£2.0	£5.4	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9	£4.9	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Ports	£1.6	£0.2	£0.1	£0.2	£0.1	£13.0	£15.3	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.4	£2.6	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.2	£2.7	£4.9	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£11.6	£0.2	£12.3	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£2.0	£0.6
<b>LEAKAGE OUTSIDE THE BOROUGH</b>	<b>£10.48</b>	<b>£0.44</b>	<b>£11.02</b>	<b>£13.26</b>	<b>£54.81</b>	<b>£81.31</b>	<b>£171.32</b>	<b>£35.19</b>
STUDY AREA MARKET SHARE - EXCLUDING SFT	£85.06	£28.80	£42.83	£41.98	£61.43	£83.49	£343.58	£198.66

Note: Figures may not sum due to rounding

**TABLE 4: 2023 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA**

*Excluding Internet Shopping and other Special Forms of Trading*

	Zone:						Total Study Area £348.9	Gosport Borough (Zones 1-4) £200.3
	1 £85.2	2 £29.6	3 £43.0	4 £42.5	5 £62.9	6 £85.7		
<b>Gosport Town Centre</b>								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.9	£7.0	£2.0	£3.9	£2.1	£0.6	£27.5	£24.9
Other shops	£1.2	£0.1	£0.0	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.8	£7.2	£2.2	£4.8	£2.1	£0.7	£30.8	£28.0
<b>Stoke Road District Centre</b>								
Waitrose, Stoke Road, Gosport	£5.2	£5.2	£0.7	£0.2	£1.1	£0.0	£12.4	£11.3
Sub Total	£5.2	£5.2	£0.7	£0.2	£1.1	£0.0	£12.4	£11.3
<b>Lee-on-the-Solent District Centre</b>								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.7	£1.4
Sub Total	£0.0	£0.0	£7.2	£0.1	£0.3	£0.0	£7.6	£7.3
<b>Out of Centre</b>								
Aldi, Mumby Road, Gosport	£7.1	£1.6	£2.6	£1.2	£0.5	£0.0	£13.1	£12.6
Asda, Dock Road, Gosport	£24.9	£7.3	£2.1	£5.0	£0.3	£0.1	£39.7	£39.2
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.7	£1.7
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.8	£0.0	£0.4	£14.7	£14.4
M&S Foodhall Brockhurst Gate	£0.8	£0.7	£0.6	£1.6	£0.1	£0.0	£3.8	£3.7
Tesco Express, Carless Close, Rowner	£0.1	£0.0	£2.4	£0.1	£0.7	£0.0	£3.3	£2.6
Sub Total	£39.8	£10.3	£10.8	£12.8	£1.5	£1.2	£76.6	£73.8
<b>Neighbourhood Centres</b>								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.6	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowner Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Lidl, Forton Road, Gosport	£3.0	£0.4	£0.2	£0.4	£0.1	£0.0	£4.1	£4.0
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.6	£4.2	£8.7	£7.4	£1.3	£0.0	£29.1	£27.9
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.9	£6.4	£11.0	£13.1	£1.8	£0.3	£46.5	£44.4
<b>BOROUGH RETENTION</b>	<b>£74.7</b>	<b>£29.1</b>	<b>£31.9</b>	<b>£29.1</b>	<b>£6.8</b>	<b>£2.2</b>	<b>£173.9</b>	<b>£164.9</b>
<b>Fareham</b>								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.6	£9.9	£18.5	£6.7	£43.2	£18.0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.2	£11.2	£21.7	£40.3	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.3	£11.4	£16.4	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.8	£1.6	£5.0	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.5	£14.6	£19.4	£1.4
Sub Total	£7.3	£0.2	£9.8	£12.8	£38.2	£56.0	£124.3	£30.1
<b>Other</b>								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.3	£2.0	£5.5	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Ports	£1.6	£0.2	£0.1	£0.2	£0.1	£13.4	£15.6	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.4	£2.6	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.3	£2.8	£5.0	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.8	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£11.9	£0.2	£12.6	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£2.0	£0.6
<b>LEAKAGE OUTSIDE THE BOROUGH</b>	<b>£10.51</b>	<b>£0.45</b>	<b>£11.06</b>	<b>£13.42</b>	<b>£56.16</b>	<b>£83.46</b>	<b>£175.06</b>	<b>£35.44</b>
STUDY AREA MARKET SHARE - EXCLUDING SFT	£85.24	£29.55	£42.99	£42.51	£62.94	£85.70	£348.94	£200.29

Note: Figures may not sum due to rounding

TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (excluding SFT):	£85.3	£30.2	£43.0	£42.8	£64.3	£87.6	£353.2	£201.3
<b>Gosport Town Centre</b>								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.9	£7.2	£2.0	£4.0	£2.1	£0.6	£27.9	£25.1
Other shops	£1.2	£0.1	£0.1	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.9	£7.3	£2.2	£4.8	£2.1	£0.7	£31.0	£28.2
<b>Stoke Road District Centre</b>								
Waitrose, Stoke Road, Gosport	£5.2	£5.3	£0.7	£0.2	£1.1	£0.0	£12.6	£11.4
Sub Total	£5.2	£5.3	£0.7	£0.2	£1.1	£0.0	£12.6	£11.4
<b>Lee-on-the-Solent District Centre</b>								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.7	£1.4
Sub Total	£0.0	£0.0	£7.2	£0.1	£0.3	£0.0	£7.6	£7.3
<b>Out of Centre</b>								
Aldi, Mumby Road, Gosport	£7.1	£1.6	£2.6	£1.2	£0.5	£0.0	£13.1	£12.6
Asda, Dock Road, Gosport	£24.9	£7.5	£2.1	£5.0	£0.3	£0.1	£39.9	£39.5
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.8	£1.1
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.9	£0.0	£0.4	£14.8	£14.4
M&S Foodhall Brockhurst Gate	£0.8	£0.7	£0.6	£1.6	£0.1	£0.0	£3.8	£3.7
Tesco Express, Carless Close, Rowmer	£0.1	£0.0	£2.4	£0.1	£0.7	£0.0	£3.3	£2.6
Sub Total	£39.8	£10.6	£10.9	£12.9	£1.6	£1.2	£77.0	£74.2
<b>Neighbourhood Centres</b>								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.6	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowmer Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.9	£0.9
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Lidl, Forton Road, Gosport	£3.0	£0.4	£0.2	£0.4	£0.1	£0.0	£4.1	£4.0
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.6	£4.3	£8.7	£7.4	£1.3	£0.0	£29.3	£28.0
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.9	£6.5	£11.0	£11.2	£1.8	£0.3	£46.8	£44.7
<b>BOROUGH RETENTION</b>	<b>£74.8</b>	<b>£29.7</b>	<b>£32.0</b>	<b>£29.3</b>	<b>£6.9</b>	<b>£2.3</b>	<b>£175.0</b>	<b>£165.8</b>
<b>Fareham</b>								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.6	£10.0	£18.9	£6.9	£43.8	£18.0
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.3	£11.4	£22.2	£41.0	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.3	£11.6	£16.7	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.8	£1.6	£5.1	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.5	£14.9	£19.8	£1.4
Sub Total	£7.3	£0.2	£9.8	£12.9	£39.0	£57.2	£126.5	£30.2
<b>Other</b>								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.3	£2.1	£5.6	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£5.2	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	£1.6	£0.2	£0.1	£0.2	£0.1	£13.7	£15.9	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.5	£2.7	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.3	£2.8	£5.2	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.9	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£12.1	£0.3	£12.9	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.8	£0.6	£2.0	£0.6
<b>LEAKAGE OUTSIDE THE BOROUGH</b>	<b>£10.52</b>	<b>£0.46</b>	<b>£11.09</b>	<b>£13.51</b>	<b>£57.36</b>	<b>£85.29</b>	<b>£178.21</b>	<b>£35.56</b>
STUDY AREA MARKET SHARE - EXCLUDING SFT	£85.35	£30.19	£43.02	£42.79	£64.29	£87.58	£353.21	£201.34

Note: Figures may not sum due to rounding

TABLE 6: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM): ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	Total Study Area	Gosport Borough (Zones 1-4)
Total Available Expenditure (excluding SFT):	£85.4	£30.4	£43.1	£42.9	£64.8	£88.3	£354.9	£201.8
<b>Gosport Town Centre</b>								
Iceland, Walpole Road, Gosport	£0.8	£0.1	£0.1	£0.2	£0.0	£0.1	£1.2	£1.1
Morrisons, Walpole Road, High Street, Gosport	£11.9	£7.2	£2.1	£4.0	£2.1	£0.6	£27.9	£25.1
Other shops	£1.2	£0.1	£0.1	£0.7	£0.0	£0.0	£2.0	£2.0
Sub Total	£13.9	£7.4	£2.2	£4.9	£2.1	£0.7	£31.1	£28.3
<b>Stoke Road District Centre</b>								
Waitrose, Stoke Road, Gosport	£5.2	£5.4	£0.7	£0.2	£1.1	£0.0	£12.6	£11.5
Sub Total	£5.2	£5.4	£0.7	£0.2	£1.1	£0.0	£12.6	£11.5
<b>Lee-on-the-Solent District Centre</b>								
Tesco Express, Pier Street, Lee-on-Solent	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.9	£0.9
Co-op, Cherque Farm, Twyford Drive Lee-on-the-Solent	£0.0	£0.0	£4.9	£0.0	£0.1	£0.0	£5.0	£4.9
Other shops	£0.0	£0.0	£1.4	£0.1	£0.2	£0.0	£1.7	£1.5
Sub Total	£0.0	£0.0	£7.3	£0.1	£0.3	£0.0	£7.6	£7.3
<b>Out of Centre</b>								
Aldi, Mumby Road, Gosport	£7.1	£1.6	£2.6	£1.2	£0.5	£0.0	£13.1	£12.6
Asda, Dock Road, Gosport	£24.9	£7.5	£2.1	£5.0	£0.3	£0.1	£40.0	£39.5
Co-op, Petrol Solent, Fareham Road	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.3
The Food Warehouse (Iceland), Brockhurst Gate	£0.3	£0.0	£0.0	£0.7	£0.0	£0.7	£1.8	£1.1
Lidl, Brockhurst Gate, Gosport	£6.6	£0.7	£3.2	£3.9	£0.0	£0.4	£14.8	£14.4
M&S Foodhall Brockhurst Gate	£0.8	£0.7	£0.6	£1.6	£0.1	£0.0	£3.8	£3.7
Tesco Express, Carless Close, Rowmer	£0.1	£0.0	£2.4	£0.1	£0.7	£0.0	£3.3	£2.6
Sub Total	£39.9	£10.6	£10.9	£13.0	£1.6	£1.2	£77.2	£74.3
<b>Neighbourhood Centres</b>								
Co-op, Gregson Avenue, Bridgemary	£0.0	£0.0	£0.0	£0.7	£0.1	£0.0	£0.8	£0.7
Co-op, Palmyra Road, Elson	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Co-op, Forton Road, Gosport	£1.6	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.7
Co-op, Privett Road, Gosport	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Co-op, Rowmer Road, Gosport	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.0	£1.0
McColl's, Carisbrooke Road, Gosport	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.0	£1.0
One Stop, Elson Road, Gosport	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
One Stop, Village Road, Gosport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
Lidl, Forton Road, Gosport	£3.0	£0.4	£0.2	£0.4	£0.1	£0.0	£4.1	£4.0
Tesco Express, Forton Road, Gosport	£1.3	£0.1	£1.5	£0.1	£0.1	£0.3	£3.5	£3.1
Tesco Superstore, Alver Village Square	£7.6	£4.4	£8.7	£7.4	£1.3	£0.0	£29.4	£28.1
Other shops	£0.7	£0.0	£0.1	£0.9	£0.2	£0.0	£1.8	£1.6
Sub Total	£15.9	£6.6	£11.0	£11.3	£1.8	£0.3	£46.9	£44.8
<b>BOROUGH RETENTION</b>	<b>£74.9</b>	<b>£30.0</b>	<b>£32.0</b>	<b>£29.3</b>	<b>£7.0</b>	<b>£2.3</b>	<b>£175.5</b>	<b>£166.2</b>
<b>Fareham</b>								
Asda, Speedfields Park, Newgate Lane, Fareham	£1.4	£0.0	£6.7	£10.0	£19.1	£6.9	£44.1	£18.1
Sainsbury's Superstore, Broadcut, Wallington, Fareham	£4.8	£0.0	£1.3	£1.3	£11.5	£22.3	£41.3	£7.4
Tesco Superstore, Quay Street, Fareham	£0.6	£0.0	£0.7	£0.5	£3.4	£11.7	£16.9	£1.8
Lidl, Newgate Lane, Fareham	£0.0	£0.0	£1.0	£0.6	£1.8	£1.7	£5.1	£1.6
Other shops	£0.5	£0.1	£0.2	£0.6	£3.6	£15.0	£20.0	£1.4
Sub Total	£7.3	£0.2	£9.9	£12.9	£39.4	£57.7	£127.3	£30.3
<b>Other</b>								
Whiteley	£0.8	£0.0	£0.3	£0.1	£2.3	£2.1	£5.7	£1.3
Portchester	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2	£5.2	£0.0
Tesco Extra, North Harbour, Clement Atlee Way, Portsmouth	£1.6	£0.2	£0.1	£0.2	£0.1	£13.8	£16.0	£2.1
Other stores, Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£2.5	£2.7	£0.2
Havant	£0.7	£0.0	£0.0	£0.0	£0.1	£0.6	£1.4	£0.7
Hedge End	£0.0	£0.0	£0.0	£0.0	£2.4	£2.8	£5.2	£0.0
Southampton	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.9	£0.0
Stubbington	£0.0	£0.1	£0.4	£0.0	£12.2	£0.3	£13.0	£0.5
All other	£0.1	£0.0	£0.1	£0.3	£0.9	£0.6	£2.1	£0.6
<b>LEAKAGE OUTSIDE THE BOROUGH</b>	<b>£10.52</b>	<b>£0.46</b>	<b>£11.09</b>	<b>£13.54</b>	<b>£57.86</b>	<b>£85.96</b>	<b>£179.43</b>	<b>£35.62</b>
STUDY AREA MARKET SHARE - EXCLUDING SFT	£85.39	£30.45	£43.10	£42.89	£64.84	£88.26	£354.92	£201.82

Note: Figures may not sum due to rounding