

Store / Centre	Convenience										Comparison							Total Trade Diversion (2016)	Cumulative Impact (2016)			
	2013	2016	Diversion to Sainsbury's	Turnover with Sainsbury's (2016)	Diversion to Unit 6	Turnover with Unit 6 (2016)	Diversion to Aldi	Turnover with Aldi and Commitments (2016)	2013	2016	Diversion to Sainsbury's	Turnover with Sainsbury's (2016)	Diversion to Aldi	Turnover with Aldi and Commitments (2016)								
	£m	£m	%	£m	£m	%	£m	£m	%	£m	£m	%	£m	£m	%	£m	£m	%	£m	£m	£m	%
Asda, Maurepas Way, Waterloooville	£31.07	£33.21	16.5%	£5.49	£27.73	6.2%	£2.05	£25.67	5.4%	£1.79	£23.89	£8.77	£8.95	17.9%	£1.60	£7.35	6.3%	£0.10	£7.25	-£11.03	-26.1%	
Waitrose, Dukes Walk, Waterloooville	£13.07	£13.66	17.5%	£2.39	£11.27	4.8%	£0.65	£10.62	2.0%	£0.27	£10.35	£1.66	£1.69	12.6%	£0.21	£1.48	0.0%	£0.00	£1.48	-£3.52	-22.9%	
Iceland, Wellington Way Precinct, Waterloooville	£1.85	£1.95	5.8%	£0.11	£1.84	1.6%	£0.03	£1.80	2.3%	£0.05	£1.76	£0.33	£0.34	0.0%	£0.00	£0.34	0.0%	£0.00	£0.34	-£0.19	-8.3%	
Other local stores, Waterloooville Town Centre	£1.86	£1.91	8.1%	£0.16	£1.76	2.3%	£0.04	£1.71	3.4%	£0.06	£1.65	£37.46	£38.24	2.8%	£1.07	£37.18	9.4%	£0.10	£37.08	-£1.43	-3.6%	
Sainsbury's, Salvador Caetano Site, Waterloooville					£35.35	5.7%	£2.02	£33.32	2.2%	£0.76	£32.56				£10.66	0.3%	£0.03	£10.63	£43.19	43.2%		
Unit 6, Wellington Retail Park, Waterloooville								£8.79	3.4%	£0.30	£8.49									£8.49	8.5%	
Waterloooville Town Centre Total	£47.85	£50.73	16.1%	£8.14	£77.94		£4.81	£81.92	3.9%	£3.22	£78.70	£48.21	£49.23	5.8%	£2.88	£57.01	0.5%	£0.23	£56.77	£35.51	35.5%	
Lidl, London Road, Cowplain	£3.80	£3.94	0.4%	£0.01	£3.92	0.1%	£0.00	£3.92	20.3%	£0.80	£3.12	£0.29	£0.29	0.0%	£0.00	£0.29	22.9%	£0.07	£0.23	-£0.88	-20.8%	
Co-op, London Road, Cowplain	£3.06	£3.13	0.3%	£0.01	£3.12	0.1%	£0.00	£3.11	0.2%	£0.01	£3.11	£0.05	£0.05	0.0%	£0.00	£0.05	0.0%	£0.00	£0.05	-£0.02	-0.6%	
Other Local Shops, Cowplain District Centre	£0.55	£0.56	0.0%	£0.00	£0.56	0.0%	£0.00	£0.56	0.0%	£0.00	£0.56	£0.00	£0.00	0.0%	£0.00	£0.00	0.0%	£0.00	£0.00	£0.00	0.0%	
Cowplain District Centre Total	£7.42	£7.63	0.3%	£0.02	£7.60	0.1%	£0.01	£7.59	10.6%	£0.81	£6.79	£0.34	£0.35	0.0%	£0.00	£0.35	19.3%	£0.07	£0.28	-£0.90	-11.3%	
Co-op, Hambledon Road, Denmead	£3.78	£4.34	0.0%	£0.00	£4.34	0.0%	£0.00	£4.34	5.6%	£0.24	£4.10	£0.03	£0.03	0.0%	£0.00	£0.03	0.0%	£0.00	£0.03	-£0.24	-5.6%	
Other Local Shops, Denmead Local Centre	£0.40	£0.46	0.0%	£0.00	£0.46	0.0%	£0.00	£0.46	3.6%	£0.02	£0.44	£0.98	£1.00	0.0%	£0.00	£1.00	0.0%	£0.00	£1.00	-£0.02	-1.1%	
Denmead Local Centre Total	£4.18	£4.80	0.0%	£0.00	£4.80	0.0%	£0.00	£4.80	5.4%	£0.26	£4.54	£1.01	£1.03	0.0%	£0.00	£1.03	0.0%	£0.00	£1.03	-£0.26	-4.5%	
Other Total	£4.53	£4.67	3.6%	£0.17	£4.50	0.8%	£0.04	£4.47	0.4%	£0.02	£4.45	£0.20	£0.21		£0.11	£0.21	32.2%	£0.07	£0.27	-£0.16	-3.3%	
Aldi, Elettra Avenue, Waterloooville										£7.65									£0.67			
Total Trade Diversion from Study Area				£8.34			£4.85			£4.31					£2.98			£0.37		-£20.85		
Asda Larchwood Avenue, Bedhampton	£47.89	£49.51	17.5%	£8.67	£40.84	1.8%	£0.87	£39.97	1.4%	£0.70	£39.27	£40.83	£41.69	6.4%	£2.66	£39.03	0.2%	£0.07	£38.96	-£12.97	-14.2%	
Tesco Solent Road, Havant	£36.82	£37.84	2.8%	£1.06	£36.78	0.6%	£0.22	£36.56	0.3%	£0.13	£36.43	£4.00	£4.09	13.0%	£0.53	£3.55	0.2%	£0.01	£3.55	-£1.95	-4.6%	
Morrisons, Lakesmere Road, Horndean	£26.21	£27.91	26.8%	£7.49	£20.42	5.1%	£1.43	£18.99	4.4%	£1.22	£17.77	£4.46	£4.56	35.1%	£1.60	£2.96	2.2%	£0.10	£2.86	-£11.84	-36.5%	
Other				£2.71			£0.55			£0.15					£0.75			£0.03		-£4.18		
Total Trade Diversion from Outside of Study Area				£19.94			£3.07			£2.19					£5.54			£0.20		-£30.94		
Inflow				£7.07			£0.88			£1.15					£2.13			£0.10				
Store Turnover				£35.35			£8.79			£7.65					£10.66			£0.67				