

FOOD AND GROCERY (CONVENIENCE) SHOPPING FIGURES

Revised Table 5B: Convenience expenditure 2006

	% growth p a 5 yrs									Further inflow	Total	% market share	Assumption
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8				
2001													
Population		10,597	16,232	8,441	12,629	15,383	7,448	5,115	8,532		84,377		2
Percentage		12.6	19.2	10.0	15.0	18.2	8.8	6.1	10.1		100.0		
2006													
Growth rates													
Population - 2001-2006	0.74	3.68											4
Projected population		10,986	16,829	8,751	13,093	15,948	7,722	5,303	8,846		87,478		
Forecast £ per capita expenditure		1,515	1,478	1,638	1,489	1,549	1,624	1,420	1,519		1,527		3
Total projected expenditure in £'000s		16,644	24,873	14,334	19,495	24,703	12,541	7,530	13,437		133,557		

Table 4.1 Main food shopping destinations (% of households in each zone, based on the telephone survey of 1,000 households)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
Sainsbury's	1	8	47	19	51	54	6	31	
Somerfield	1	3	15	6	21	18	2	8	
Iceland	1	2	1	0	2	0	0	1	
Co-op	0	0	0	0	0	0	0	0	
Aldi	2	1	8	4	8	12	2	8	
Kwik Save	0	1	3	1	4	1	0	2	
Other town centre shops									
Oswestry Town sub-total	4	14	73	31	86	85	9	51	1
Stans, St Martins	2	5	6	21	0	0	0	0	
Local shops	0	0	1	1	1	1	0	0	
Pant	0	0	1	0	0	0	0	0	
Gobowen	0	0	0	1	0	0	0	0	
Other in study area	3	15	1	7	0	0	0	6	
Wrexham	83	53	8	15	7	4	0	0	
Shrewsbury	0	1	6	18	4	7	83	9	
Welshpool	0	0	2	1	1	0	0	33	
Other outflow	7	12	2	6	0	2	8	1	
Total percentage	100	100	100	100	100	100	100	100	

Table 4.2: Top-up food shopping destinations (% of households in each zone, based on the telephone survey of 1,000 households)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
Sainsbury's	0	1	26	8	25	25	4	5	
Somerfield	0	0	8	2	14	9	0	2	
Iceland	0	1	0	1	0	6	0	3	
Co-op	0	1	3	2	34	2	0	0	
Aldi	0	0	1	2	1	1	0	3	
Kwik Save	0	0	5	0	6	0	0	0	
Other town centre shops			3		16	6			
Oswestry Town sub-total	0	3	46	15	96	50	4	13	1
Stans, St Martins	1	6	18	26	1	0	0	2	
Local shops	3	1	8	0	0	17	2	3	
Pant	0	0	5	0	0	8	0	3	
Gobowen	0	0	8	7	0	6	0	0	
Other in study area	38	63	11	47	0	14	45	77	
Wrexham	43	11	0	1	0	0	0	0	
Shrewsbury	0	1	0	2	1	6	40	0	
Welshpool	0	0	0	0	0	0	0	0	
Other outflow	14	15	4	2	1	0	9	2	
Total percentage	100	100	100	100	100	100	100	100	

Estimated weightings

Main shopping	87.5%	6
Top-up shopping	12.5%	

Estimated market penetration percentages

(based on telephone survey of 1,000 households, and above weightings) 1 & 6

Sainsbury's	1	7	44	18	48	50	6	28
Somerfield	1	3	14	6	20	17	2	7
Iceland	1	2	1	-	2	1	-	1
Co-op	-	-	-	-	4	-	-	-
Aldi	2	1	7	4	7	11	2	7
Kwik Save	-	1	3	1	4	1	-	2
Other town centre shops	-	-	-	-	2	1	-	-
Oswestry Town sub-total	5	14	69	29	87	81	10	45
Stans, St Martins	2	5	8	22	-	-	-	-
Local shops	-	-	2	1	1	3	-	-
Pant	-	-	2	-	-	1	-	-
Gobowen	-	-	1	2	-	1	-	-
Other in study area	7	21	2	12	-	2	6	15
Wrexham	78	48	7	13	6	4	-	-
Shrewsbury	-	1	5	16	4	7	78	8
Welshpool	-	-	2	1	1	-	-	29
Other outflow	8	11	2	4	1	1	6	3
Total percentage	100	100	100	100	100	100	100	100

Number of households surveyed if

sampling was weighted by population size	126	192	100	150	182	88	61	101	1,000
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Assumed rate of further expenditure from outside Zones 1 - 8

1%

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Projected resulting expenditure in £'000s

									Further inflow		Total	% market share
Sainsbury's	166	1,741	6,307	3,509	11,857	6,271	452	3,762	344	34,410	25.7	
Somerfield	166	746	2,007	1,170	4,941	2,132	151	941	124	12,377	9.2	
Iceland	166	497	143	-	494	125	-	134	16	1,577	1.2	
Co-op	-	-	-	-	988	-	-	-	10	998	0.7	
Aldi	333	249	1,003	780	1,729	1,380	151	941	66	6,631	4.9	
Kwik Save	-	249	430	195	988	125	-	269	23	2,279	1.7	
Other Oswestry local shops	-	-	-	-	494	125	-	-	6	626	0.5	
Oswestry Town sub-total	832	3,482	9,890	5,654	21,492	10,158	753	6,047	589	58,897	43.9	
Stans, St Martins	333	1,244	1,147	4,289	-	-	-	-	-	7,012	5.2	
Local shops	-	-	287	195	247	376	-	-	-	1,105	0.8	
Pant	-	-	287	-	-	125	-	-	-	412	0.3	
Gobowen	-	-	143	390	-	125	-	-	-	659	0.5	
Other in study area	1,165	5,223	287	2,339	-	251	452	2,016	-	11,733	8.7	
Wrexham	12,982	11,939	1,003	2,534	1,482	502	-	-	-	30,443	22.7	
Shrewsbury	-	249	717	3,119	988	878	5,873	1,075	-	12,899	9.6	
Welshpool	-	-	287	195	247	-	-	3,897	-	4,625	3.4	
Other outflow	1,332	2,736	287	780	247	125	452	403	-	6,361	4.7	
Total	16,644	24,873	14,334	19,495	24,703	12,541	7,530	13,437	589	134,146	100.0	

Small rounding differences may arise in the figures

Boxed items denote assumptions

Black figures denote calculated data, based on the assumptions

For top-up shopping at "local shops" it is assumed that 100% of Zone 5 and 25% of Zones 3 & 6 are at Oswestry Town shops