

FOOD AND GROCERY (CONVENIENCE) SHOPPING FIGURES

Revised Table 8B: Convenience expenditure 2021

	% 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				
<b>2001</b>													
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		
<b>2006</b>													
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		
<b>2011</b>													
Growth rates													
Population - 2006-2011	0.62	3.10											4
£ per capita - as stated													
2006-2009		0.30											5
2009-2011		0.30											5
2006-2011		1.51											
£ per capita - as now used	0.30	1.51											5
Projected population		11,327	17,350	9,023	13,499	16,443	7,961	5,467	9,120		90,191		
Projected £ per capita expenditure		1,538	1,500	1,662	1,512	1,571	1,648	1,442	1,542		1,549		
Total projected expenditure in £'000s		17,421	26,025	14,996	20,410	25,832	13,120	7,883	14,063		139,750		
<b>2016</b>													
Growth rates													
Population - 2011-2016	0.45	2.26											4
£ per capita - as stated													
2011-2014		0.30											5
2014-2016		0.30											5
2011-2016		1.51											
£ per capita - as now used	0.30	1.51											5
Projected population		11,583	17,742	9,226	13,804	16,814	8,141	5,591	9,326		92,225		
Projected £ per capita expenditure		1,561	1,523	1,687	1,534	1,595	1,674	1,464	1,566		1,573		
Total projected expenditure in £'000s		18,081	27,021	15,564	21,175	26,818	13,628	8,185	14,605		145,077		
<b>2021</b>													
Growth rates													
Population - 2016-2021	0.49	2.45											4
£ per capita - as stated													
2016-2021		0.30	1.51										5
£ per capita - as now used	0.30	1.51											5
Projected population		11,867	18,177	9,452	14,142	17,226	8,340	5,728	9,554		94,486		
Projected £ per capita expenditure		1,586	1,546	1,712	1,558	1,619	1,698	1,485	1,589		1,597		
Total projected expenditure in £'000s		18,821	28,102	16,182	22,033	27,889	14,161	8,506	15,181		150,875		

Estimated market penetration percentages

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

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	-	-
<b>Oswestry Town sub-total</b>	<b>5</b>	<b>14</b>	<b>69</b>	<b>29</b>	<b>87</b>	<b>81</b>	<b>10</b>	<b>45</b>
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
<b>Total percentage</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

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	188	1,967	7,120	3,966	13,387	7,081	510	4,251	389	38,858		25.6	
Somerfield	188	843	2,265	1,322	5,578	2,407	170	1,063	140	13,976		9.2	
Iceland	188	562	162	-	558	142	-	152	18	1,781		1.2	
Co-op	-	-	-	-	1,116	-	-	-	11	1,127		0.7	
Aldi	376	281	1,133	881	1,952	1,558	170	1,063	75	7,489		4.9	
Kwik Save	-	281	485	220	1,116	142	-	304	26	2,573		1.7	
Other Oswestry local shops	-	-	-	-	558	142	-	-	7	706		0.5	
<b>Oswestry Town sub-total</b>	<b>941</b>	<b>3,934</b>	<b>11,166</b>	<b>6,390</b>	<b>24,263</b>	<b>11,470</b>	<b>851</b>	<b>6,831</b>	<b>665</b>	<b>66,511</b>		43.9	
Stans, St Martins	376	1,405	1,295	4,847	-	-	-	-	-	7,923		5.2	
Local shops	-	-	324	220	279	425	-	-	-	1,248		0.8	
Pant	-	-	324	-	-	142	-	-	-	465		0.3	
Gobowen	-	-	162	441	-	142	-	-	-	744		0.5	
Other in study area	1,317	5,901	324	2,644	-	283	510	2,277	-	13,257		8.7	
Wrexham	14,680	13,489	1,133	2,864	1,673	566	-	-	-	34,406		22.7	
Shrewsbury	-	281	809	3,525	1,116	991	6,635	1,214	-	14,571		9.6	
Welshpool	-	-	324	220	279	-	-	4,402	-	5,225		3.4	
Other outflow	1,506	3,091	324	881	279	142	510	455	-	7,188		4.7	
<b>Total</b>	<b>18,821</b>	<b>28,102</b>	<b>16,182</b>	<b>22,033</b>	<b>27,889</b>	<b>14,161</b>	<b>8,506</b>	<b>15,181</b>	<b>665</b>	<b>151,540</b>		<b>100.0</b>	

Small rounding differences may arise in the figures

Boxed items denote assumptions

Black figures denote calculated data, based on the assumptions