

NON-FOOD (COMPARISON) SHOPPING FIGURES

Table 4C derivation: Comparison expenditure 2006

	% growth p a 5 yrs	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Further inflow	Total	% market share	Assumption
<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		
NL forecast £ per capita expenditure		2,758	2,415	2,646	2,561	2,938	2,738	2,737	2,512		2,656		16
Reduction in line with Blue Book											85%		16
£ per capita		2,344	2,053	2,249	2,177	2,497	2,327	2,326	2,135		2,258		
Total projected expenditure in £'000s		25,751	34,550	19,681	28,503	39,822	17,969	12,335	18,886		197,497		

NL estimated market penetration percentages

As in Table 3C

Oswestry Town	28	6	19	46	32	53	40	15
Other in study area	4	3	6	2	7	1	1	1
Wrexham	33	64	50	18	21	12	8	3
Shrewsbury	15	2	7	19	26	22	36	69
Chester	12	18	14	9	7	7	6	3
Other outflow	8	7	4	6	7	5	9	9
<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>

Comparison expenditure categories

- Main clothes/footwear
- Furniture/flooring/household textiles
- Audio-visual equipment and other durable goods
- DIY/hardware
- Health and beauty
- Other non-food items

Estimated market penetration percentages

(based on simple averages of telephone survey of 1,000 households, from NL Tables 4.3 to 4.8)

Oswestry Town	4	15	50	30	55	45	13	35
Other in study area	5	8	3	8	1	1	2	5
Wrexham	63	57	16	21	14	10	1	6
Shrewsbury	2	2	16	26	19	31	72	30
Chester	20	14	9	7	7	7	3	5
Other outflow	6	4	6	8	4	6	9	19
<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>

Assumed rate of further expenditure from outside Zones 1 - 8

0%

Projected resulting expenditure in £'000s

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Further inflow	Total	% market share	Assumption
Oswestry Town	1,030	5,183	9,841	8,551	21,902	8,086	1,604	6,610	-	62,806	31.8	see B.Comp1
Other in study area	1,288	2,764	590	2,280	398	180	247	944		8,691	4.4	
Wrexham	16,223	19,694	3,149	5,986	5,575	1,797	123	1,133		53,680	27.2	
Shrewsbury	515	691	3,149	7,411	7,566	5,570	8,881	5,666		39,449	20.0	
Chester	5,150	4,837	1,771	1,995	2,788	1,258	370	944		19,113	9.7	
Other outflow	1,545	1,382	1,181	2,280	1,593	1,078	1,110	3,588		13,758	7.0	
<b>Total percentage</b>	<b>25,751</b>	<b>34,550</b>	<b>19,681</b>	<b>28,503</b>	<b>39,822</b>	<b>17,969</b>	<b>12,335</b>	<b>18,886</b>	<b>-</b>	<b>197,497</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