

NON-FOOD (COMPARISON) SHOPPING FIGURES

Table 7C derivation: Comparison expenditure 2021

	% growth		Zone								Further inflow	Total	% market share	Assumption
	p a	5 yrs	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		
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
Forecast £ per capita expenditure			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		
2011														
Growth rates														
Population - 2006-2011	0.62	3.10												4
£ per capita - as stated														
2006-2009		2.64												17
2009-2011		2.64												17
2006-2011		13.92												
£ per capita - as now used	2.78	13.92												17
Projected population			11,327	17,350	9,023	13,499	16,443	7,961	5,467	9,120		90,191		
Projected £ per capita			2,670	2,339	2,563	2,480	2,844	2,650	2,650	2,432		2,572		
Total projected expenditure in £'000s			30,243	40,582	23,126	33,478	46,764	21,097	14,488	22,180		231,958		
2016														
Growth rates														
Population - 2011-2016	0.45	2.26												4
£ per capita - as stated														
2011-2014		2.64												17
2014-2016		2.64												17
2011-2016		13.92												
£ per capita - as now used	2.78	13.92												17
Projected population			11,583	17,742	9,226	13,804	16,814	8,141	5,591	9,326		92,225		
Projected £ per capita			3,042	2,664	2,920	2,825	3,240	3,019	3,018	2,770		2,930		
Total projected expenditure in £'000s			35,235	47,265	26,940	38,996	54,477	24,578	16,874	25,833		270,198		
2021														
Growth rates														
Population - 2016-2021	0.49	2.45												4
£ per capita - as stated														
2016-2021		2.64												17
£ per capita - as now used	2.78	13.92												17
Projected population			11,867	18,177	9,452	14,142	17,226	8,340	5,728	9,554		94,486		
Projected £ per capita			3,465	3,034	3,326	3,217	3,691	3,439	3,439	3,155		3,337		
Total projected expenditure in £'000s			41,119	55,149	31,437	45,495	63,581	28,681	19,699	30,143		315,304		

Estimated market penetration percentages

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

	4	15	50	30	55	45	13	35
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
Total percentage	100	100	100	100	100	100	100	100

Assumed rate of further expenditure from outside Zones 1 - 8

0%

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Projected resulting expenditure in £'000s

	1,645	8,272	15,719	13,649	34,970	12,906	2,561	10,550	-	100,271	% market share
Oswestry Town	1,645	8,272	15,719	13,649	34,970	12,906	2,561	10,550	-	100,271	31.8
Other in study area	2,056	4,412	943	3,640	636	287	394	1,507		13,874	4.4
Wrexham	25,905	31,435	5,030	9,554	8,901	2,868	197	1,809		85,699	27.2
Shrewsbury	822	1,103	5,030	11,829	12,080	8,891	14,183	9,043		62,982	20.0
Chester	8,224	7,721	2,829	3,185	4,451	2,008	591	1,507		30,515	9.7
Other outflow	2,467	2,206	1,886	3,640	2,543	1,721	1,773	5,727		21,963	7.0
Total percentage	41,119	55,149	31,437	45,495	63,581	28,681	19,699	30,143	-	315,304	100.0

Small rounding differences may arise in the figures

Boxed items denote assumptions

Black figures denote calculated data, based on the assumptions