

NATHANIEL LICHFIELD FOOD AND GROCERY (CONVENIENCE) SHOPPING FIGURES

Table 8B derivation: Convenience expenditure 2021

	% 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
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		
2011													
Growth rates													
Population - 2006-2011	0.62	3.10											4
£ per capita - as stated													
2006-2009		0.30											5
2009-2011		0.90											5
2006-2011		2.73											
£ per capita - as actually used	1.11	5.53											5
Projected population		11,327	17,350	9,023	13,499	16,443	7,961	5,467	9,120		90,191		
Projected £ per capita		1,599	1,560	1,728	1,572	1,634	1,713	1,499	1,603		1,611		
Total projected expenditure in £'000s		18,112	27,066	15,592	21,220	26,868	13,637	8,195	14,619		145,309		
2016													
Growth rates													
Population - 2011-2016	0.45	2.26											4
£ per capita - as stated													
2011-2014		0.90											5
2014-2016		0.60											5
2011-2016		3.96											
£ per capita - as actually used	1.04	5.20											5
Projected population		11,583	17,742	9,226	13,804	16,814	8,141	5,591	9,326		92,225		
Projected £ per capita		1,682	1,641	1,818	1,653	1,719	1,803	1,577	1,687		1,695		
Total projected expenditure in £'000s		19,483	29,115	16,773	22,818	28,903	14,678	8,817	15,733		156,320		
2021													
Growth rates													
Population - 2016-2021	0.49	2.45											4
£ per capita - as stated													
2016-2021		0.60		3.04									5
£ per capita - as actually used	0.73	3.65											5
Projected population		11,867	18,177	9,452	14,142	17,226	8,340	5,728	9,554		94,486		
Projected £ per capita		1,744	1,701	1,884	1,714	1,782	1,868	1,634	1,748		1,757		
Total projected expenditure in £'000s		20,696	30,919	17,808	24,239	30,697	15,579	9,360	16,700		165,998		

Estimated market penetration percentages

(based primarily on telephone survey of 1,000 households)

Sainsbury	1	6	38	16	40	43	5	24
Somerfield	1	2	16	5	20	18	1	7
Iceland	1	1	1	-	2	2	-	3
Co-op	-	-	-	-	-	-	-	-
Aldi	1	2	7	6	8	10	3	7
Kwik Save	-	1	4	1	5	2	-	3
Other town centre shops	1	-	3	1	13	6	1	1
Oswestry Town sub-total	5	12	69	29	88	81	10	45
Stans, St Martins	2	6	8	22	1	1	-	1
Local shops								
Pant	-	-	2	-	-	2	-	1
Gobowen	-	-	2	2	-	1	-	-
Other in study area	10	23	3	15	-	3	9	20
Wrexham	75	46	8	13	6	3	-	1
Shrewsbury	-	1	5	14	4	7	71	8
Welshpool	-	-	1	-	1	1	-	23
Other outflow	8	12	2	5	-	1	10	1
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

5%

7

Projected resulting expenditure in £'000s

											% market share
Sainsbury	207	1,855	6,767	3,878	12,279	6,699	468	4,008	1,903	38,064	22.4
Somerfield	207	618	2,849	1,212	6,139	2,804	94	1,169	794	15,887	9.4
Iceland	207	309	178	-	614	312	-	501	112	2,232	1.3
Co-op	-	-	-	-	-	-	-	-	-	-	-
Aldi	207	618	1,247	1,454	2,456	1,558	281	1,169	473	9,463	5.6
Kwik Save	-	309	712	242	1,535	312	-	501	190	3,801	2.2
Other Oswestry local shops	207	-	534	242	3,991	935	94	167	325	6,494	3.8
Oswestry Town sub-total	1,035	3,710	12,288	7,029	27,013	12,619	936	7,515	3,797	75,942	44.7
Stans, St Martins	414	1,855	1,425	5,333	307	156	-	167	-	9,656	5.7
Local shops	-	-	-	-	-	-	-	-	-	-	-
Pant	-	-	356	-	-	312	-	167	-	835	0.5
Gobowen	-	-	356	485	-	156	-	-	-	997	0.6
Other in study area	2,070	7,111	534	3,636	-	467	842	3,340	-	18,001	10.6
Wrexham	15,522	14,223	1,425	3,151	1,842	467	-	167	-	36,797	21.7
Shrewsbury	-	309	890	3,393	1,228	1,091	6,646	1,336	-	14,893	8.8
Welshpool	-	-	178	-	307	156	-	3,841	-	4,482	2.6
Other outflow	1,656	3,710	356	1,212	-	156	936	167	-	8,193	4.8
Total percentage	20,696	30,919	17,808	24,239	30,697	15,579	9,360	16,700	3,797	169,795	100.0

Small rounding differences may arise in the figures

Boxed items denote assumptions

Black figures denote calculated data, based on the assumptions