

NATHANIEL LICHFIELD 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					
<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			2,758	2,415	2,646	2,561	2,938	2,738	2,737	2,512		2,656		16	
Total projected expenditure in £'000s			30,299	40,642	23,155	33,531	46,855	21,143	14,514	22,221		232,360			
<b>2011</b>															
Growth rates															
Population - 2006-2011	0.62	3.10												4	
£ per capita - as stated															
2006-2009		3.90												17	
2009-2011		3.30												17	
2006-2011		19.69													
£ per capita - as actually used	3.53	17.66												17	
Projected population			11,327	17,350	9,023	13,499	16,443	7,961	5,467	9,120		90,191			
Projected £ per capita			3,245	2,842	3,114	3,013	3,457	3,221	3,220	2,956		3,125			
Total projected expenditure in £'000s			36,756	49,309	28,098	40,672	56,843	25,642	17,604	26,959		281,883			
<b>2016</b>															
Growth rates															
Population - 2011-2016	0.45	2.26												4	
£ per capita - as stated															
2011-2014		3.30												17	
2014-2016		3.60												17	
2011-2016		18.31													
£ per capita - as actually used	3.64	18.19												17	
Projected population			11,583	17,742	9,226	13,804	16,814	8,141	5,591	9,326		92,225			
Projected £ per capita			3,835	3,359	3,680	3,561	4,086	3,807	3,805	3,494		3,694			
Total projected expenditure in £'000s			44,421	59,595	33,952	49,156	68,702	30,993	21,274	32,585		340,678			
<b>2021</b>															
Growth rates															
Population - 2016-2021	0.49	2.45												4	
£ per capita - as stated															
2016-2021		3.60	19.34											17	
£ per capita - as actually used	3.87	19.34												17	
Projected population			11,867	18,177	9,452	14,142	17,226	8,340	5,728	9,554		94,486			
Projected £ per capita			4,577	4,008	4,392	4,249	4,876	4,543	4,542	4,170		4,408			
Total projected expenditure in £'000s			54,315	72,853	41,513	60,089	83,994	37,889	26,017	39,840		416,510			

Estimated market penetration percentages

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

	Oswestry Town	Other in study area	Wrexham	Shrewsbury	Chester	Other outflow	Total percentage
Oswestry Town	28	6	19	46	32	53	40
Other in study area	4	3	6	2	7	1	1
Wrexham	33	64	50	18	21	12	8
Shrewsbury	15	2	7	19	26	22	36
Chester	12	18	14	9	7	7	6
Other outflow	8	7	4	6	7	5	9
Total percentage	100	100	100	100	100	100	100

Assumed rate of further expenditure from outside Zones 1 - 1

5%

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Projected resulting expenditure in £'000s

	Oswestry Town	Other in study area	Wrexham	Shrewsbury	Chester	Other outflow	Total percentage	Further inflow	Total	% market share	
Oswestry Town	15,208	4,371	7,887	27,641	26,878	20,081	10,407	5,976	6,234	124,684	29.5 see D.NLcomp1
Other in study area	2,173	2,186	2,491	1,202	5,880	379	260	398		14,968	3.5
Wrexham	17,924	46,626	20,757	10,816	17,639	4,547	2,081	1,195		121,584	28.8
Shrewsbury	8,147	1,457	2,906	11,417	21,838	8,336	9,366	27,490		90,957	21.5
Chester	6,518	13,114	5,812	5,408	5,880	2,652	1,561	1,195		42,139	10.0
Other outflow	4,345	5,100	1,661	3,605	5,880	1,894	2,342	3,586		28,412	6.7
Total percentage	54,315	72,853	41,513	60,089	83,994	37,889	26,017	39,840	6,234	422,744	100.0

Small rounding differences may arise in the figures:

Boxed items denote assumptions

Black figures denote calculated data, based on the assumption: