

Table 2b

CATCHMENT AREA COMPARISON GOODS EXPENDITURE BY GOODS CATEGORIES 2004

	Comparison Goods Categories								
	Clothing & footwear	Furniture/ floorcvrgs	Household Textiles	Domestic Appliances	Radio, TV HiFi, etc	DIY goods & decrtrs spls	Chemists goods & cosmetics	Other Uses	TOTAL
Zone 1: per capita expenditure	£ 849	£ 348	£ 174	£ 70	£ 465	£ 432	£ 436	£ 725	£ 3,498
% of Total Comparison Spend	24.3%	9.9%	5.0%	2.0%	13.3%	12.4%	12.5%	20.7%	100.0%
Zone 2: per capita expenditure	£ 723	£ 294	£ 147	£ 59	£ 476	£ 374	£ 370	£ 546	£ 2,988
% of Total Comparison Spend	24.2%	9.8%	4.9%	2.0%	15.9%	12.5%	12.4%	18.3%	100.0%
Zone 3: per capita expenditure	£ 775	£ 314	£ 158	£ 63	£ 505	£ 374	£ 392	£ 600	£ 3,180
% of Total Comparison Spend	24.4%	9.9%	5.0%	2.0%	15.9%	11.8%	12.3%	18.9%	100.0%
Zone 4: per capita expenditure	£ 798	£ 335	£ 168	£ 67	£ 531	£ 416	£ 419	£ 608	£ 3,344
% of Total Comparison Spend	23.9%	10.0%	5.0%	2.0%	15.9%	12.4%	12.5%	18.2%	100.0%
Zone 5: per capita expenditure	£ 739	£ 314	£ 158	£ 63	£ 497	£ 393	£ 396	£ 565	£ 3,125
% of Total Comparison Spend	23.6%	10.1%	5.0%	2.0%	15.9%	12.6%	12.7%	18.1%	100.0%
Catchment Zones:	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
1	56.18	23.02	11.55	4.60	30.75	28.62	28.83	47.96	231.52
2	130.80	53.17	26.58	10.59	86.11	67.61	67.04	98.82	540.73
3	76.36	30.94	15.52	6.19	49.72	36.82	38.60	59.16	313.31
4	34.84	14.63	7.34	2.93	23.18	18.16	18.30	26.53	145.91
5	54.40	23.12	11.60	4.62	36.61	28.92	29.16	41.62	230.06
TOTAL	352.58	144.89	72.60	28.94	226.36	180.14	181.93	274.09	1,461.53

SOURCE:

1. MapInfo Area Profile Report, October 2007.
2. The Data Consultancy (URPI) Information Brief 06/2.
3. Table 1 - Population Forecasts.
4. Table 2a - Growth in expenditure.
5. Expenditure on Special Forms of Trading excluded - 1.7% for convenience goods and 5.8% for comparison goods. (MapInfo Exp Explanatory Volume (2003) Table 2))