

Market Share Analysis

Convenience Goods

Main Food Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Clitheroe	79.40	77.00	35.60	12.60	2.20
Blackburn	3.00	1.00	12.10	64.20	0.80
Accrington	3.60	9.00	21.50	4.40	1.00
Preston	0.00	1.00	0.60	4.50	55.50
Longridge	0.00	0.00	0.30	0.50	31.50
Burnley	3.00	0.00	10.70	0.50	0.00
Great Harwood	0.00	0.00	4.80	1.00	0.00
Nelson	2.00	1.00	1.00	0.00	0.00
Padiham	0.00	0.00	2.10	0.00	0.00
Skipton	2.00	1.00	0.50	0.00	0.00
Colne	2.00	1.00	0.00	0.50	0.00
Other	1.00	1.00	1.60	3.00	5.40
Internet / mail order	0.00	1.00	2.40	1.00	2.60
(Don't know / varies)	4.00	7.00	6.80	7.80	1.00
	100.00	100.00	100.00	100.00	100.00

Source: BE Group/NEMS Household Survey 2008

Top-Up Food Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Clitheroe	56.30	86.20	30.40	6.70	0.00
Great Harwood	0.00	0.00	21.20	3.00	0.00
Longridge	1.40	0.00	0.40	0.00	50.70
Blackburn	1.40	2.40	3.50	37.50	0.00
Accrington	1.40	1.20	6.30	2.20	1.40
Preston	1.40	0.00	0.80	3.70	21.00
Whalley	0.00	0.00	6.40	5.00	0.00
Padiham	0.00	0.00	7.40	0.00	0.00
Burnley	2.80	0.00	4.50	2.10	0.00
Rishton	1.40	0.00	0.40	0.00	0.00
Oswaldtwistle	0.00	0.00	0.00	0.70	1.40
Barrow	0.00	0.00	0.30	0.00	0.00
Nelson	0.00	0.00	0.30	0.00	0.00
Skipton	0.00	0.00	0.20	0.00	0.00
Settle	1.40	0.00	0.00	0.00	0.00

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Other	12.70	2.50	11.70	26.00	15.00
(Don't know / varies)	19.80	7.70	6.20	13.10	10.50
	100.00	100.00	100.00	100.00	100.00

Source: BE Group/NEMS Household Survey 2008

Comparison – Non-Bulky

Clothes & Footwear Shopping Destinations, Proportion of Households Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	20.60	22.00	24.50	40.40	2.60
Preston	11.80	14.00	5.00	11.30	63.80
Manchester	6.90	8.00	10.10	6.40	4.10
Burnley	5.90	7.00	16.10	0.50	0.00
Clitheroe	9.80	10.00	6.80	3.40	1.30
Accrington	7.80	4.00	8.90	2.00	0.00
Manchester Trafford	1.00	1.00	1.70	2.50	2.50
Skipton	3.90	2.00	1.70	0.50	0.00
Colne	2.00	1.00	0.90	0.50	1.40
Whalley	1.00	2.00	0.60	1.50	0.00
Longridge	0.00	0.00	0.00	0.00	2.00
Nelson	2.00	0.00	0.00	0.50	0.00
Other	7.80	3.00	2.60	4.90	6.90
(Don't know / varies)	10.80	14.00	11.60	18.80	7.10
(Don't buy these items)	3.90	4.00	3.80	2.50	2.10
Internet / catalogue / mail order	4.80	8.00	5.70	4.30	6.20
	100.00	100.00	100.00	100.00	100.00

Source: BE Group/NEMS Household Survey 2008

Books, Toiletries, CD's, Jewellery and Recreational Goods Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	8.90	7.00	15.20	45.50	0.00
Clitheroe	42.20	55.00	15.2	6.80	2.00
Preston	3.00	1.00	3.00	7.30	50.30
Burnley	2.00	2.00	10.80	0.50	0.00
Accrington	7.80	2.00	13.00	3.00	0.50
Longridge	0.00	0.00	0.00	0.00	14.60
Manchester	2.00	4.00	1.20	2.50	1.10

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Manchester Trafford	0.00	0.00	1.10	0.50	0.50
Great Harwood	1.00	0.00	2.80	0.00	0.00
Padiham	0.00	0.00	1.00	0.00	0.00
Skipton	1.00	0.00	0.30	0.50	0.00
Colne	0.00	2.00	0.30	0.00	0.00
Nelson	0.00	0.00	0.60	0.50	0.00
Brownhill	0.00	0.00	0.00	0.50	0.00
Whalley	0.00	0.00	0.30	0.00	0.00
Other	2.00	4.00	1.10	1.50	0.00
(Don't know / varies)	8.80	7.00	11.60	16.30	12.00
(Don't buy these items)	8.80	3.00	9.20	7.00	8.20
Internet / catalogue / mail order	12.50	13.00	13.30	7.60	10.80
	100.00	100.00	100.00	100.00	100.00

Source: BE Group/NEMS Household Survey 2008

Comparison – Bulky Goods

Large Domestic Electrical Appliances Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	29.30	19.00	30.20	41.40	3.20
Preston	1.00	1.00	0.90	1.50	42.50
Clitheroe	27.60	27.00	11.40	2.00	0.40
Burnley	0.00	0.00	1.60	0.00	0.00
Longridge	0.00	0.00	0.00	0.00	4.20
Internet / catalogue / mail order	10.80	14.00	13.80	11.30	10.70
Other	10.80	11.00	11.90	13.90	10.30
(Don't know / varies)	16.70	14.00	14.10	21.60	16.90
(Don't buy these items)	3.80	14.00	16.10	8.30	11.80
	100.00	100.00	100.00	100.00	100.00

Source: BE Group/NEMS Household Survey 2008

Furniture and Carpets Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Clitheroe	15.70	33.00	11.00	5.40	0.40
Blackburn	6.90	14.00	12.80	20.20	1.00
Accrington	7.80	4.00	7.10	4.40	0.00

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Preston	3.00	2.00	2.40	1.50	19.10
Whalley	0.00	1.00	0.00	0.00	0.00
Padiham	0.00	1.00	0.00	0.00	0.00
Burnley	2.00	0.00	1.00	0.50	0.00
Longridge	0.00	0.00	0.00	0.00	7.90
Other	13.80	5.00	7.70	7.40	3.90
Internet / catalogue / mail order	0.00	1.00	3.50	1.50	3.00
(Don't know / varies)	25.50	19.00	26.90	32.00	37.40
(Don't buy these items)	25.30	20.00	27.50	27.10	27.30
	100.00	100.00	100.00	100.00	100.00

Source: BE Group/NEMS Household Survey 2008

DIY Goods Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	29.40	20.00	27.60	58.10	0.50
Clitheroe	22.60	31.00	10.40	3.40	0.40
Preston	9.80	6.00	6.80	6.30	62.30
Accrington	2.00	7.00	7.80	0.50	0.00
Nelson	7.90	4.00	9.00	4.40	0.00
Burnley	1.00	2.00	3.80	0.00	0.00
Longridge	0.00	0.00	0.00	0.00	8.20
Whalley	0.00	0.00	2.80	0.00	0.40
Rishton	0.00	0.00	0.00	0.50	0.00
(Don't buy these items)	18.60	21.00	25.00	16.30	16.70
(Don't know / varies)	8.70	9.00	6.80	10.50	11.50
	100.00	100.00	100.00	100.00	100.00

Source: BE Group/NEMS Household Survey 2008