

Clitheroe - Convenience Goods

Year	Study Area	Zone 1	Zone 2	Zone 3	Zone 4	
2008	Capita £		1753	1429	1600	1474
	Proj. Pop	92122	8776	6822	36,179	22,308
	Total Spend	142668266	15384328	9748638	57886400	32881992
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365
	Captured Spend	49222565	12250332	8299222	23721273	4487120
2010	Capita £		1774	1446	1619	1492
	Proj. Pop	93384	9010	6873	36,609	22,636
	Total Spend	146383589	15984064	9939375	59277293	33765850
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365
	Captured Spend	50564377	12727894	8461601	24291247	4607732
2012	Capita £		1795	1464	1639	1510
	Proj. Pop	94666	9254	6907	37,105	22,944
	Total Spend	150209690	16613932	10108407	60801381	34635993
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365
	Captured Spend	51964116	13229449	8605501	24915803	4726473
2014	Capita £		1817	1481	1658	1528
	Proj. Pop	95961	9496	6943	37,605	23,253
	Total Spend	154126332	17252982	10283026	62360145	35523685
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365
	Captured Spend	53392937	13738316	8754158	25554569	4847609
2016	Capita £		1839	1499	1678	1546
	Proj. Pop	97241	9740	6976	38,100	23,559
	Total Spend	158092156	17908653	10455884	63939172	36423056
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365
	Captured Spend	54843433	14260418	8901316	26201639	4970338
2018	Capita £		1861	1517	1698	1565
	Proj. Pop	98520	9924	7038	38,604	23,867
	Total Spend	162111652	18465932	10675397	65562401	37342026
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365
	Captured Spend	56276810	14704172	9088192	26866822	5095742

Source: BE Group/NEMS Household Survey 2008

2008-18 Residual Increase

National Sales Density
Local Sales Density

£8910/sqm
£5485/sqm

Zone 5
1484
18,037
26766908
0.0174
464619
1502
18,256
27417007
0.0174
475903
1520
18,456
28049977
0.0174
486890
1538
18,664
28706495
0.0174
498286
1557
18,866
29365391
0.0174
509723
1575
19,087
30065895
0.0174
521882

£7,054,245

791 sqm

1286 sqm