Longridge - Non-Bulky Comparison Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		518	388	525	662	454
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	49143573	4545968	2646936	18993975	14767896	8188798
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	249042	-	-	-	-	249042
2010	Capita £		571	428	579	730	501
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	54934141	5145566	2940063	21189747	16520998	9137767
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	277903	-	-	-	-	277903
2012	Capita £		630	472	638	805	552
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	61409278	5826617	3257455	23678214	18462237	10184756
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	309744	-	-	-	-	309744
2014	Capita £		698	523	708	892	612
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	69035692	6629555	3630721	26608405	20746790	11420221
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	347318	-	-	-	-	347318
2016	Capita £		774	580	785	989	678
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	77583550	7539793	4044910	29891999	23306954	12799894
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	389277	-	-	-	-	389277
2018	Capita £		858	643	870	1097	752
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	87165695	8518124	4524894	33582965	26180820	14358893
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	436691	-	-	-	-	436691

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase		**£187,648**
National Sales Density	**£3500/sqm**	**54 sqm**
Local Sales Density	**£125/sqm**	**1501 sqm**