

Clitheroe - Bulky Comparison Goods

Year	Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	
2008	Capita £		961	402	473	480	463
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	47347818	8433736	2742444	17112667	10707840	8351131
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	6003978	2108781	1292674	1989984	600282	12256
2010	Capita £		1060	443	521	529	510
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	52981102	9546118	3046148	19090953	11978971	9318912
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	6728002	2386923	1435827	2220033	671542	13677
2012	Capita £		1168	489	575	583	563
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	59290719	10809611	3374992	21332943	13386516	10386656
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	7540119	2702848	1590830	2480748	750449	15244
2014	Capita £		1295	542	637	647	624
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	66723468	12299233	3761726	23972905	15042990	11646613
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	8496581	3075315	1773121	2787742	843311	17093
2016	Capita £		1436	601	707	717	692
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	75062983	13987916	4190861	26931268	16899302	13053636
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	9571247	3497555	1975397	3131761	947376	19158
2018	Capita £		1592	666	784	795	767
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	84374356	15802928	4688163	30256652	18983072	14643540
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	10765332	3951383	2209805	3518461	1064193	21491

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase **£4,761,355**

National Sales Density	£3500/sqm	1360sqm
Local Sales Density	£1756/sqm	2711sqm