



This spreadsheet has been prepared for Selby District Council as part of the Selby Retail, Commercial and Leisure Study 2009.

The format and content are the copyright of Drivers Jonas LLP.

The spreadsheet is intended for the sole use of Selby District Council. Any redirection to others should only be made with our prior knowledge and consent.

No responsibility can be taken by Drivers Jonas LLP as a result of any action taken by the recipient or any third party on the basis of the spreadsheet whether in the form submitted or as altered, intentionally or otherwise.

Neither this spreadsheet, nor any versions of it, should be reproduced in any document, circular or statement, whether or not published, without our prior written consent.

Job title:

Selby Retail, Commercial and Leisure Study 2009
Appendix 5: Comparison Analysis

Client:

Selby District Council

DJ ref file:

15725741/1

Date:

09/10/2009

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 1: Study Area Population Projections

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	47,501	47,914	48,386	48,799	49,271	49,802	50,274	50,805	51,336	51,868	52,399	52,989	53,520	54,110	54,700	55,290	55,821	56,352	56,883	57,414
Zone 2 - Sherburn In Elmet	15,469	15,604	15,757	15,892	16,045	16,218	16,372	16,545	16,718	16,891	17,064	17,256	17,429	17,621	17,813	18,006	18,178	18,351	18,524	18,697
Zone 3 - Tadcaster	12,424	12,532	12,656	12,764	12,887	13,026	13,149	13,288	13,427	13,566	13,705	13,859	13,998	14,153	14,307	14,461	14,600	14,739	14,878	15,017
Zone 4 - Eggborough / South Selby	17,719	17,873	18,049	18,203	18,379	18,577	18,754	18,952	19,150	19,348	19,546	19,766	19,964	20,184	20,404	20,624	20,823	21,021	21,219	21,417
Total PCA	93,113	93,923	94,848	95,658	96,583	97,624	98,549	99,590	100,631	101,672	102,713	103,870	104,911	106,068	107,225	108,381	109,422	110,463	111,504	112,545
Zone 5 - Northern Fringe	11,072	11,168	11,278	11,375	11,485	11,608	11,718	11,842	11,966	12,090	12,214	12,351	12,475	12,612	12,750	12,888	13,011	13,135	13,259	13,383
Zone 6 - North-eastern Fringe	3,949	3,983	4,023	4,057	4,096	4,140	4,180	4,224	4,268	4,312	4,356	4,405	4,449	4,498	4,547	4,597	4,641	4,685	4,729	4,773
Zone 7 - South Eastern Fringe	12,018	12,123	12,242	12,346	12,466	12,600	12,720	12,854	12,988	13,123	13,257	13,406	13,541	13,690	13,839	13,989	14,123	14,257	14,392	14,526
Zone 8 - Southern Fringe	6,154	6,208	6,269	6,322	6,383	6,452	6,513	6,582	6,651	6,720	6,789	6,865	6,934	7,010	7,087	7,163	7,232	7,301	7,370	7,438
Zone 9 - South Western Fringe	18,111	18,268	18,448	18,606	18,786	18,988	19,168	19,371	19,573	19,776	19,978	20,203	20,406	20,631	20,856	21,081	21,283	21,486	21,688	21,891
Zone 10 - Western Fringe	12,175	12,281	12,402	12,508	12,629	12,765	12,886	13,022	13,158	13,294	13,430	13,582	13,718	13,869	14,020	14,171	14,308	14,444	14,580	14,716
Sub-total	63,479	64,031	64,662	65,214	65,845	66,554	67,185	67,895	68,605	69,314	70,024	70,813	71,522	72,311	73,099	73,888	74,598	75,307	76,017	76,727
Total Study Area	156,592	157,954	159,510	160,872	162,428	164,178	165,735	167,485	169,236	170,987	172,738	174,683	176,433	178,379	180,324	182,269	184,020	185,771	187,521	189,272

(1) 2007 Base figure from Experian Micromarketer, July 2009

(2) Population Change for PCA taken from 2006 based sub-national population projections for local authorities (2008)

Comparison Table 2a: Expenditure Per Head

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	£3,298	£3,453	£3,615	£3,785	£3,963	£4,149	£4,344	£4,549	£4,762	£4,986	£5,221	£5,466	£5,723	£5,992	£6,273	£6,568	£6,877	£7,200	£7,539	£7,893
Zone 2 - Sherburn In Elmet	£3,342	£3,499	£3,664	£3,836	£4,016	£4,205	£4,402	£4,609	£4,826	£5,053	£5,290	£5,539	£5,799	£6,072	£6,357	£6,656	£6,969	£7,296	£7,639	£7,998
Zone 3 - Tadcaster	£3,512	£3,677	£3,850	£4,031	£4,220	£4,419	£4,626	£4,844	£5,071	£5,310	£5,559	£5,821	£6,094	£6,381	£6,680	£6,994	£7,323	£7,667	£8,028	£8,405
Zone 4 - Eggborough / South Selby	£3,420	£3,581	£3,749	£3,925	£4,110	£4,303	£4,505	£4,717	£4,939	£5,171	£5,414	£5,668	£5,935	£6,213	£6,505	£6,811	£7,131	£7,467	£7,817	£8,185
Average PCA	£3,393	£3,552	£3,719	£3,894	£4,077	£4,269	£4,470	£4,680	£4,900	£5,130	£5,371	£5,623	£5,888	£6,164	£6,454	£6,757	£7,075	£7,408	£7,756	£8,120
Zone 5 - Northern Fringe	£3,765	£3,942	£4,127	£4,321	£4,524	£4,737	£4,960	£5,193	£5,437	£5,692	£5,960	£6,240	£6,533	£6,840	£7,162	£7,498	£7,851	£8,220	£8,606	£9,011
Zone 6 - North-eastern Fringe	£3,845	£4,026	£4,215	£4,413	£4,620	£4,838	£5,065	£5,303	£5,552	£5,813	£6,086	£6,372	£6,672	£6,986	£7,314	£7,658	£8,018	£8,394	£8,789	£9,202
Zone 7 - South Eastern Fringe	£3,418	£3,579	£3,747	£3,923	£4,107	£4,300	£4,502	£4,714	£4,936	£5,168	£5,411	£5,665	£5,931	£6,210	£6,502	£6,807	£7,127	£7,462	£7,813	£8,180
Zone 8 - Southern Fringe	£2,734	£2,862	£2,997	£3,138	£3,285	£3,440	£3,601	£3,771	£3,948	£4,134	£4,328	£4,531	£4,744	£4,967	£5,201	£5,445	£5,701	£5,969	£6,249	£6,543
Zone 9 - South Western Fringe	£3,084	£3,229	£3,381	£3,540	£3,706	£3,880	£4,063	£4,253	£4,453	£4,663	£4,882	£5,111	£5,351	£5,603	£5,866	£6,142	£6,431	£6,733	£7,049	£7,381
Zone 10 - Western Fringe	£3,600	£3,769	£3,946	£4,132	£4,326	£4,529	£4,742	£4,965	£5,198	£5,443	£5,699	£5,966	£6,247	£6,540	£6,848	£7,170	£7,507	£7,860	£8,229	£8,616
Average Inside Study Area but Out	£3,408	£3,568	£3,736	£3,911	£4,095	£4,287	£4,489	£4,700	£4,921	£5,152	£5,394	£5,648	£5,913	£6,191	£6,482	£6,787	£7,106	£7,440	£7,789	£8,155
Average Study Area	£3,400	£3,560	£3,727	£3,903	£4,086	£4,278	£4,479	£4,690	£4,910	£5,141	£5,383	£5,636	£5,900	£6,178	£6,468	£6,772	£7,090	£7,424	£7,773	£8,138

Comparison Table 2b: Expenditure Per Head Without NSRT

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	3,080	3,215	£3,348	£3,486	£3,630	£3,784	£3,949	£4,126	£4,305	£4,508	£4,719	£4,941	£5,179	£5,429	£5,684	£5,957	£6,237	£6,538	£6,845	£7,175
Zone 2 - Sherburn In Elmet	3,121	3,258	£3,392	£3,533	£3,679	£3,835	£4,002	£4,181	£4,363	£4,568	£4,782	£5,007	£5,248	£5,501	£5,760	£6,037	£6,321	£6,625	£6,936	£7,270
Zone 3 - Tadcaster	3,280	3,423	£3,565	£3,712	£3,866	£4,030	£4,205	£4,393	£4,585	£4,800	£5,026	£5,262	£5,515	£5,781	£6,053	£6,344	£6,642	£6,962	£7,289	£7,640
Zone 4 - Eggborough / South Selby	3,194	3,334	£3,472	£3,615	£3,765	£3,924	£4,095	£4,278	£4,464	£4,674	£4,894	£5,124	£5,371	£5,629	£5,894	£6,178	£6,468	£6,780	£7,098	£7,440
Average PCA	3,169	3,307	£3,444	£3,587	£3,735	£3,893	£4,063	£4,244	£4,429	£4,637	£4,855	£5,084	£5,328	£5,585	£5,847	£6,129	£6,417	£6,726	£7,042	£7,381
Zone 5 - Northern Fringe	3,517	3,670	£3,822	£3,980	£4,144	£4,320	£4,508	£4,710	£4,915	£5,146	£5,388	£5,641	£5,913	£6,197	£6,489	£6,801	£7,121	£7,464	£7,814	£8,191
Zone 6 - North-eastern Fringe	3,591	3,748	£3,903	£4,064	£4,232	£4,412	£4,604	£4,810	£5,019	£5,255	£5,502	£5,761	£6,038	£6,329	£6,626	£6,946	£7,272	£7,622	£7,980	£8,365
Zone 7 - South Eastern Fringe	3,192	3,332	£3,470	£3,613	£3,762	£3,922	£4,093	£4,276	£4,462	£4,672	£4,891	£5,121	£5,368	£5,626	£5,891	£6,174	£6,464	£6,776	£7,094	£7,436
Zone 8 - Southern Fringe	2,554	2,665	£2,775	£2,890	£3,009	£3,137	£3,274	£3,420	£3,569	£3,737	£3,912	£4,096	£4,293	£4,500	£4,712	£4,939	£5,171	£5,420	£5,674	£5,948
Zone 9 - South Western Fringe	2,880	3,006	£3,131	£3,260	£3,395	£3,539	£3,693	£3,858	£4,026	£4,215	£4,413	£4,621	£4,843	£5,076	£5,315	£5,571	£5,833	£6,114	£6,401	£6,709
Zone 10 - Western Fringe	3,362	3,509	£3,654	£3,805	£3,963	£4,131	£4,311	£4,503	£4,699	£4,920	£5,152	£5,394	£5,653	£5,926	£6,204	£6,503	£6,809	£7,136	£7,472	£7,832
Average Inside Study Area but Out	3,183	3,322	£3,459	£3,602	£3,751	£3,910	£4,080	£4,263	£4,448	£4,657	£4,876	£5,106	£5,351	£5,609	£5,873	£6,156	£6,445	£6,755	£7,073	£7,413
Average Study Area	3,176	3,314	£3,452	£3,594	£3,743	£3,902	£4,072	£4,254	£4,439	£4,647	£4,866	£5,095	£5,340	£5,597	£5,860	£6,142	£6,431	£6,741	£7,057	£7,397

Notes

- (1) 2007 Prices
- (2) 2007 Base figure from Experian Micromarketer, July 2009
- (3) Expenditure per Head projected forward utilising Experian's Ultra Long-Term Trend Growth Rate of 4.7% p.a for Comparison Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)
- (4) Non-Store Retail Trade Adjustment Taken from Appendix 3, Page 17, Experian Retail Planner Briefing Note 7.1, August 2009)
- (5) Figures may not appear exact due to rounding

Comparison Table 2c: Expenditure Per Head - Zone 1 - Selby (With NSRT)

Zone 1 - Selby	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£800	£838	£877	£918	£961	£1,007	£1,054	£1,103	£1,155	£1,210	£1,266	£1,326	£1,388	£1,453	£1,522	£1,593	£1,668	£1,747	£1,829	£1,915
Books, CDs, Toys, etc	£769	£805	£843	£883	£924	£968	£1,013	£1,061	£1,110	£1,163	£1,217	£1,274	£1,334	£1,397	£1,463	£1,532	£1,604	£1,679	£1,758	£1,840
Chemist Goods and Personal Care	£468	£490	£513	£537	£562	£589	£616	£645	£676	£708	£741	£776	£812	£850	£890	£932	£976	£1,022	£1,070	£1,120
Furniture, Carpets and Soft Furnishir	£529	£554	£580	£607	£636	£666	£697	£730	£764	£800	£837	£877	£918	£961	£1,006	£1,054	£1,103	£1,155	£1,209	£1,266
Electrical Goods	£279	£292	£306	£320	£335	£351	£368	£385	£403	£422	£442	£462	£484	£507	£531	£556	£582	£609	£638	£668
Household Goods, Glass, China and	£157	£164	£172	£180	£189	£198	£207	£217	£227	£237	£249	£260	£272	£285	£299	£313	£327	£343	£359	£376
DIY, Tools and Maintenance Goods	£298	£312	£327	£342	£358	£375	£393	£411	£430	£451	£472	£494	£517	£541	£567	£593	£621	£651	£681	£713
Total Comparison	£3,300	£3,455	£3,617	£3,788	£3,966	£4,152	£4,347	£4,551	£4,765	£4,989	£5,224	£5,469	£5,726	£5,995	£6,277	£6,572	£6,881	£7,205	£7,543	£7,898

Comparison Table 2d: Expenditure Per Head - Zone 2 - Sherburn-in-Elmet (With NSRT)

Zone 2 - Sherburn in Elmet	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£821	£860	£900	£942	£987	£1,033	£1,081	£1,132	£1,186	£1,241	£1,300	£1,361	£1,425	£1,492	£1,562	£1,635	£1,712	£1,792	£1,877	£1,965
Books, CDs, Toys, etc	£775	£811	£850	£889	£931	£975	£1,021	£1,069	£1,119	£1,172	£1,227	£1,284	£1,345	£1,408	£1,474	£1,543	£1,616	£1,692	£1,772	£1,855
Chemist Goods and Personal Care	£474	£496	£520	£544	£570	£596	£624	£654	£684	£717	£750	£786	£823	£861	£902	£944	£988	£1,035	£1,083	£1,134
Furniture, Carpets and Soft Furnishir	£544	£570	£596	£624	£654	£684	£717	£750	£786	£822	£861	£902	£944	£988	£1,035	£1,083	£1,134	£1,188	£1,243	£1,302
Electrical Goods	£281	£294	£308	£323	£338	£354	£370	£388	£406	£425	£445	£466	£488	£511	£535	£560	£586	£613	£642	£673
Household Goods, Glass, China and	£157	£164	£172	£180	£189	£198	£207	£217	£227	£237	£249	£260	£272	£285	£299	£313	£327	£343	£359	£376
DIY, Tools and Maintenance Goods	£292	£306	£320	£335	£351	£367	£385	£403	£422	£441	£462	£484	£507	£531	£555	£582	£609	£637	£667	£699
Total Comparison	£3,344	£3,501	£3,666	£3,838	£4,018	£4,207	£4,405	£4,612	£4,829	£5,056	£5,293	£5,542	£5,803	£6,075	£6,361	£6,660	£6,973	£7,301	£7,644	£8,003

Comparison Table 2e: Expenditure Per Head - Zone 3 - Tadcaster (With NSRT)

Zone 3 - Tadcaster	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£854	£894	£936	£980	£1,026	£1,074	£1,125	£1,178	£1,233	£1,291	£1,352	£1,415	£1,482	£1,552	£1,624	£1,701	£1,781	£1,864	£1,952	£2,044
Books, CDs, Toys, etc	£792	£829	£868	£909	£952	£996	£1,043	£1,092	£1,144	£1,197	£1,254	£1,313	£1,374	£1,439	£1,507	£1,577	£1,651	£1,729	£1,810	£1,895
Chemist Goods and Personal Care	£498	£521	£546	£572	£598	£627	£656	£687	£719	£753	£788	£825	£864	£905	£947	£992	£1,038	£1,087	£1,138	£1,192
Furniture, Carpets and Soft Furnishir	£584	£611	£640	£670	£702	£735	£769	£805	£843	£883	£924	£968	£1,013	£1,061	£1,111	£1,163	£1,218	£1,275	£1,335	£1,398
Electrical Goods	£296	£310	£324	£340	£356	£372	£390	£408	£427	£448	£469	£491	£514	£538	£563	£590	£617	£646	£677	£708
Household Goods, Glass, China and	£165	£173	£181	£189	£198	£208	£217	£228	£238	£249	£261	£273	£286	£300	£314	£329	£344	£360	£377	£395
DIY, Tools and Maintenance Goods	£325	£340	£356	£373	£391	£409	£428	£448	£469	£491	£514	£539	£564	£590	£618	£647	£678	£710	£743	£778
Total Comparison	£3,514	£3,679	£3,852	£4,033	£4,223	£4,421	£4,629	£4,847	£5,074	£5,313	£5,562	£5,824	£6,098	£6,384	£6,684	£6,998	£7,327	£7,672	£8,032	£8,410

Comparison Table 2f: Expenditure Per Head - Zone 4 - Eggborough / South Selby (With NSRT)

Zone 4 - Eggborough / South Selby	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£819	£857	£898	£940	£984	£1,030	£1,079	£1,130	£1,183	£1,238	£1,296	£1,357	£1,421	£1,488	£1,558	£1,631	£1,708	£1,788	£1,872	£1,960
Books, CDs, Toys, etc	£801	£839	£878	£919	£963	£1,008	£1,055	£1,105	£1,157	£1,211	£1,268	£1,328	£1,390	£1,455	£1,524	£1,595	£1,670	£1,749	£1,831	£1,917
Chemist Goods and Personal Care	£484	£507	£531	£556	£582	£609	£638	£668	£699	£732	£766	£802	£840	£879	£921	£964	£1,009	£1,057	£1,106	£1,158
Furniture, Carpets and Soft Furnishir	£551	£577	£604	£632	£662	£693	£726	£760	£796	£833	£872	£913	£956	£1,001	£1,048	£1,097	£1,149	£1,203	£1,259	£1,319
Electrical Goods	£289	£303	£317	£332	£347	£364	£381	£399	£417	£437	£457	£479	£501	£525	£550	£576	£603	£631	£661	£692
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£160	£168	£175	£184	£192	£201	£211	£221	£231	£242	£253	£265	£278	£291	£304	£319	£334	£349	£366	£383
	£315	£330	£345	£362	£379	£396	£415	£434	£455	£476	£499	£522	£547	£572	£599	£627	£657	£688	£720	£754
Total Comparison	£3,419	£3,580	£3,748	£3,924	£4,109	£4,302	£4,504	£4,715	£4,937	£5,169	£5,412	£5,666	£5,933	£6,212	£6,504	£6,809	£7,129	£7,464	£7,815	£8,183

Comparison Table 2g: Expenditure Per Head - Zone 5 - Northern Fringe (With NSRT)

Zone 5 - Northern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£917	£960	£1,005	£1,052	£1,102	£1,154	£1,208	£1,265	£1,324	£1,386	£1,452	£1,520	£1,591	£1,666	£1,744	£1,826	£1,912	£2,002	£2,096	£2,195
Books, CDs, Toys, etc	£823	£862	£902	£945	£989	£1,035	£1,084	£1,135	£1,188	£1,244	£1,303	£1,364	£1,428	£1,495	£1,566	£1,639	£1,716	£1,797	£1,881	£1,970
Chemist Goods and Personal Care	£541	£566	£593	£621	£650	£681	£713	£746	£781	£818	£856	£897	£939	£983	£1,029	£1,077	£1,128	£1,181	£1,237	£1,295
Furniture, Carpets and Soft Furnishir	£637	£667	£698	£731	£765	£801	£839	£879	£920	£963	£1,008	£1,056	£1,105	£1,157	£1,212	£1,269	£1,328	£1,391	£1,456	£1,524
Electrical Goods	£313	£328	£343	£359	£376	£394	£412	£432	£452	£473	£495	£519	£543	£569	£595	£623	£653	£683	£715	£749
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£189	£198	£207	£217	£227	£238	£249	£261	£273	£286	£299	£313	£328	£343	£360	£376	£394	£413	£432	£452
	£344	£360	£377	£395	£413	£433	£453	£474	£497	£520	£545	£570	£597	£625	£654	£685	£717	£751	£786	£823
Total Comparison	£3,764	£3,941	£4,126	£4,320	£4,523	£4,736	£4,958	£5,191	£5,435	£5,691	£5,958	£6,238	£6,531	£6,838	£7,160	£7,496	£7,849	£8,218	£8,604	£9,008

Comparison Table 2h: Expenditure Per Head - Zone 6 - North-eastern Fringe (With NSRT)

Zone 6 - North-eastern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£889	£931	£975	£1,020	£1,068	£1,118	£1,171	£1,226	£1,284	£1,344	£1,407	£1,473	£1,543	£1,615	£1,691	£1,771	£1,854	£1,941	£2,032	£2,128
Books, CDs, Toys, etc	£848	£888	£930	£973	£1,019	£1,067	£1,117	£1,170	£1,225	£1,282	£1,342	£1,405	£1,471	£1,541	£1,613	£1,689	£1,768	£1,851	£1,938	£2,029
Chemist Goods and Personal Care	£510	£534	£559	£585	£613	£642	£672	£703	£736	£771	£807	£845	£885	£927	£970	£1,016	£1,063	£1,113	£1,166	£1,221
Furniture, Carpets and Soft Furnishir	£652	£683	£715	£748	£783	£820	£859	£899	£942	£986	£1,032	£1,081	£1,131	£1,185	£1,240	£1,299	£1,360	£1,423	£1,490	£1,560
Electrical Goods	£335	£351	£367	£384	£403	£421	£441	£462	£484	£506	£530	£555	£581	£609	£637	£667	£699	£731	£766	£802
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£177	£185	£194	£203	£213	£223	£233	£244	£256	£268	£280	£293	£307	£322	£337	£353	£369	£386	£405	£424
	£435	£455	£477	£499	£523	£547	£573	£600	£628	£658	£689	£721	£755	£790	£827	£866	£907	£950	£994	£1,041
Total Comparison	£3,846	£4,027	£4,216	£4,414	£4,622	£4,839	£5,066	£5,304	£5,554	£5,815	£6,088	£6,374	£6,674	£6,987	£7,316	£7,660	£8,020	£8,397	£8,791	£9,204

Comparison Table 2i: Expenditure Per Head - Zone 7 - South-eastern Fringe (With NSRT)

Zone 7 - South-eastern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£803	£841	£880	£922	£965	£1,010	£1,058	£1,107	£1,160	£1,214	£1,271	£1,331	£1,393	£1,459	£1,527	£1,599	£1,674	£1,753	£1,836	£1,922
Books, CDs, Toys, etc	£795	£832	£871	£912	£955	£1,000	£1,047	£1,096	£1,148	£1,202	£1,258	£1,318	£1,380	£1,444	£1,512	£1,583	£1,658	£1,736	£1,817	£1,903
Chemist Goods and Personal Care	£467	£489	£512	£536	£561	£588	£615	£644	£674	£706	£739	£774	£810	£848	£888	£930	£974	£1,020	£1,067	£1,118
Furniture, Carpets and Soft Furnishir	£572	£599	£627	£657	£687	£720	£753	£789	£826	£865	£905	£948	£993	£1,039	£1,088	£1,139	£1,193	£1,249	£1,307	£1,369
Electrical Goods	£296	£310	£324	£340	£356	£372	£390	£408	£427	£448	£469	£491	£514	£538	£563	£590	£617	£646	£677	£708
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£160	£168	£175	£184	£192	£201	£211	£221	£231	£242	£253	£265	£278	£291	£304	£319	£334	£349	£366	£383
Total Comparison	£3,419	£3,580	£3,748	£3,924	£4,109	£4,302	£4,504	£4,715	£4,937	£5,169	£5,412	£5,666	£5,933	£6,212	£6,504	£6,809	£7,129	£7,464	£7,815	£8,183

Comparison Table 2j: Expenditure Per Head - Zone 8 - Southern Fringe (With NSRT)

Zone 8 - Southern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£673	£705	£738	£772	£809	£847	£887	£928	£972	£1,018	£1,065	£1,115	£1,168	£1,223	£1,280	£1,340	£1,403	£1,469	£1,538	£1,611
Books, CDs, Toys, etc	£677	£709	£742	£777	£814	£852	£892	£934	£978	£1,024	£1,072	£1,122	£1,175	£1,230	£1,288	£1,348	£1,412	£1,478	£1,547	£1,620
Chemist Goods and Personal Care	£374	£392	£410	£429	£449	£471	£493	£516	£540	£565	£592	£620	£649	£679	£711	£745	£780	£817	£855	£895
Furniture, Carpets and Soft Furnishir	£427	£447	£468	£490	£513	£537	£562	£589	£617	£646	£676	£708	£741	£776	£812	£850	£890	£932	£976	£1,022
Electrical Goods	£239	£250	£262	£274	£287	£301	£315	£330	£345	£361	£378	£396	£415	£434	£455	£476	£498	£522	£546	£572
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£117	£122	£128	£134	£141	£147	£154	£161	£169	£177	£185	£194	£203	£213	£223	£233	£244	£255	£267	£280
Total Comparison	£2,739	£2,868	£3,003	£3,144	£3,291	£3,446	£3,608	£3,778	£3,955	£4,141	£4,336	£4,539	£4,753	£4,976	£5,210	£5,455	£5,711	£5,980	£6,261	£6,555

Comparison Table 2k: Expenditure Per Head - Zone 9 - South-western Fringe (With NSRT)

Zone 9 - South-western Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£770	£806	£844	£884	£925	£969	£1,014	£1,062	£1,112	£1,164	£1,219	£1,276	£1,336	£1,399	£1,465	£1,534	£1,606	£1,681	£1,760	£1,843
Books, CDs, Toys, etc	£734	£768	£805	£842	£882	£923	£967	£1,012	£1,060	£1,110	£1,162	£1,216	£1,274	£1,334	£1,396	£1,462	£1,531	£1,602	£1,678	£1,757
Chemist Goods and Personal Care	£423	£443	£464	£485	£508	£532	£557	£583	£611	£640	£670	£701	£734	£769	£805	£842	£882	£923	£967	£1,012
Furniture, Carpets and Soft Furnishir	£494	£517	£542	£567	£594	£622	£651	£681	£713	£747	£782	£819	£857	£897	£940	£984	£1,030	£1,079	£1,129	£1,182
Electrical Goods	£264	£276	£289	£303	£317	£332	£348	£364	£381	£399	£418	£438	£458	£480	£502	£526	£550	£576	£603	£632
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£134	£140	£147	£154	£161	£169	£177	£185	£193	£203	£212	£222	£233	£243	£255	£267	£279	£293	£306	£321
Total Comparison	£3,085	£3,230	£3,382	£3,541	£3,707	£3,881	£4,064	£4,255	£4,455	£4,664	£4,883	£5,113	£5,353	£5,605	£5,868	£6,144	£6,433	£6,735	£7,052	£7,383

Comparison Table 21: Expenditure Per Head - Zone 10 - Western Fringe (With NSRT)

Zone 10 - Western Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£879	£920	£964	£1,009	£1,056	£1,106	£1,158	£1,212	£1,269	£1,329	£1,391	£1,457	£1,525	£1,597	£1,672	£1,751	£1,833	£1,919	£2,009	£2,104
Books, CDs, Toys, etc	£789	£826	£865	£906	£948	£993	£1,039	£1,088	£1,139	£1,193	£1,249	£1,308	£1,369	£1,433	£1,501	£1,571	£1,645	£1,723	£1,804	£1,888
Chemist Goods and Personal Care	£524	£549	£574	£601	£630	£659	£690	£723	£757	£792	£829	£868	£909	£952	£997	£1,044	£1,093	£1,144	£1,198	£1,254
Furniture, Carpets and Soft Furnishir	£600	£628	£658	£689	£721	£755	£790	£828	£866	£907	£950	£994	£1,041	£1,090	£1,141	£1,195	£1,251	£1,310	£1,371	£1,436
Electrical Goods	£305	£319	£334	£350	£367	£384	£402	£421	£440	£461	£483	£505	£529	£554	£580	£607	£636	£666	£697	£730
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£181	£190	£198	£208	£218	£228	£238	£250	£261	£274	£287	£300	£314	£329	£344	£360	£377	£395	£414	£433
	£321	£336	£352	£368	£386	£404	£423	£443	£464	£485	£508	£532	£557	£583	£611	£639	£669	£701	£734	£768
Total Comparison	£3,599	£3,768	£3,945	£4,131	£4,325	£4,528	£4,741	£4,964	£5,197	£5,441	£5,697	£5,965	£6,245	£6,539	£6,846	£7,168	£7,505	£7,857	£8,227	£8,613

Notes

- (1) 2007 Prices
- (2) 2007 Base figure from Experian Micromarketer, July 2009
- (3) Expenditure per Head projected forward utilising Experian's Ultra Long-Term Trend Growth Rate of 4.7% p.a for Comparison Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)
- (4) Figures may not appear exact due to rounding

Comparison Table 2m: Expenditure Per Head - Zone 1 - Selby (Without NSRT)

Zone 1 - Selby	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£747	£780	£812	£846	£881	£918	£958	£1,001	£1,044	£1,093	£1,145	£1,199	£1,117	£1,317	£1,379	£1,445	£1,513	£1,586	£1,660	£1,740
Books, CDs, Toys, etc	£718	£750	£781	£813	£846	£882	£921	£962	£1,004	£1,051	£1,100	£1,152	£1,074	£1,266	£1,325	£1,389	£1,454	£1,524	£1,596	£1,673
Chemist Goods and Personal Care	£437	£456	£475	£495	£515	£537	£560	£585	£611	£640	£670	£701	£654	£770	£807	£845	£885	£928	£971	£1,018
Furniture, Carpets and Soft Furnishir	£494	£516	£537	£559	£582	£607	£633	£662	£691	£723	£757	£793	£739	£871	£912	£956	£1,000	£1,049	£1,098	£1,151
Electrical Goods	£261	£272	£283	£295	£307	£320	£334	£349	£364	£381	£399	£418	£390	£459	£481	£504	£528	£553	£579	£607
Household Goods, Glass, China and	£147	£153	£159	£166	£173	£180	£188	£196	£205	£215	£225	£235	£219	£258	£271	£284	£297	£311	£326	£342
DIY, Tools and Maintenance Goods	£278	£290	£302	£315	£328	£342	£357	£373	£389	£407	£426	£446	£416	£491	£514	£538	£564	£591	£619	£648
Total Comparison	£3,082	£3,217	£3,350	£3,488	£3,632	£3,787	£3,951	£4,128	£4,308	£4,510	£4,722	£4,944	£4,610	£5,432	£5,687	£5,961	£6,241	£6,542	£6,849	£7,179

Comparison Table 2n: Expenditure Per Head - Zone 2 - Sherburn In Elmet (Without NSRT)

Zone 2 - Sherburn In Elmet	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£767	£800	£833	£868	£904	£942	£983	£1,027	£1,072	£1,122	£1,175	£1,230	£1,147	£1,351	£1,415	£1,483	£1,553	£1,628	£1,704	£1,786
Books, CDs, Toys, etc	£724	£755	£787	£819	£853	£889	£928	£969	£1,012	£1,059	£1,109	£1,161	£1,083	£1,276	£1,336	£1,400	£1,466	£1,536	£1,609	£1,686
Chemist Goods and Personal Care	£443	£462	£481	£501	£522	£544	£568	£593	£619	£648	£678	£710	£662	£780	£817	£856	£896	£940	£984	£1,031
Furniture, Carpets and Soft Furnishir	£508	£530	£552	£575	£599	£624	£651	£681	£710	£744	£778	£815	£760	£895	£938	£983	£1,029	£1,078	£1,129	£1,183
Electrical Goods	£262	£274	£285	£297	£309	£322	£336	£352	£367	£384	£402	£421	£393	£463	£484	£508	£531	£557	£583	£611
Household Goods, Glass, China and	£147	£153	£159	£166	£173	£180	£188	£196	£205	£215	£225	£235	£219	£258	£271	£284	£297	£311	£326	£342
DIY, Tools and Maintenance Goods	£273	£285	£296	£309	£321	£335	£350	£365	£381	£399	£418	£437	£408	£481	£503	£527	£552	£579	£606	£635
Total Comparison	£3,123	£3,260	£3,394	£3,535	£3,681	£3,837	£4,004	£4,183	£4,365	£4,570	£4,785	£5,010	£4,671	£5,504	£5,763	£6,041	£6,324	£6,629	£6,941	£7,275

Comparison Table 2o: Expenditure Per Head - Zone 3 - Tadcaster (Without NSRT)

Zone 3 - Tadcaster	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£798	£832	£867	£903	£940	£980	£1,023	£1,068	£1,115	£1,167	£1,222	£1,279	£1,193	£1,406	£1,472	£1,543	£1,615	£1,693	£1,772	£1,858
Books, CDs, Toys, etc	£740	£772	£804	£837	£872	£909	£948	£991	£1,034	£1,082	£1,133	£1,187	£1,106	£1,304	£1,365	£1,431	£1,498	£1,570	£1,644	£1,723
Chemist Goods and Personal Care	£465	£485	£506	£526	£548	£571	£596	£623	£650	£681	£713	£746	£696	£820	£858	£900	£942	£987	£1,034	£1,083
Furniture, Carpets and Soft Furnishir	£545	£569	£593	£617	£643	£670	£699	£731	£762	£798	£836	£875	£816	£961	£1,006	£1,055	£1,105	£1,158	£1,212	£1,270
Electrical Goods	£276	£289	£300	£313	£326	£340	£354	£370	£386	£405	£424	£443	£413	£487	£510	£535	£560	£587	£614	£644
Household Goods, Glass, China and	£154	£161	£167	£174	£182	£189	£198	£206	£215	£226	£236	£247	£230	£272	£284	£298	£312	£327	£342	£359
DIY, Tools and Maintenance Goods	£304	£317	£330	£344	£358	£373	£389	£407	£424	£444	£465	£487	£454	£535	£560	£587	£615	£644	£675	£707
Total Comparison	£3,282	£3,425	£3,567	£3,715	£3,868	£4,032	£4,208	£4,396	£4,587	£4,803	£5,028	£5,265	£4,909	£5,784	£6,056	£6,348	£6,646	£6,966	£7,293	£7,645

Comparison Table 2p: Expenditure Per Head - Zone 4 - Eggborough / South Selby (Without NSRT)

Zone 4 - Eggborough / South Selby	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£765	£798	£831	£866	£902	£940	£981	£1,025	£1,069	£1,119	£1,172	£1,227	£1,144	£1,348	£1,411	£1,479	£1,549	£1,624	£1,700	£1,782
Books, CDs, Toys, etc	£748	£781	£813	£847	£882	£919	£959	£1,002	£1,046	£1,095	£1,146	£1,200	£1,119	£1,318	£1,380	£1,447	£1,515	£1,588	£1,662	£1,743
Chemist Goods and Personal Care	£452	£472	£491	£512	£533	£555	£580	£605	£632	£662	£693	£725	£676	£797	£834	£874	£915	£959	£1,005	£1,053
Furniture, Carpets and Soft Furnishir	£515	£537	£559	£582	£607	£632	£660	£689	£719	£753	£788	£826	£770	£907	£950	£995	£1,042	£1,092	£1,144	£1,199
Electrical Goods	£270	£282	£293	£305	£318	£332	£346	£362	£377	£395	£414	£433	£404	£476	£498	£522	£547	£573	£600	£629
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£149	£156	£162	£169	£176	£184	£192	£200	£209	£219	£229	£240	£223	£263	£276	£289	£303	£317	£332	£348
	£294	£307	£320	£333	£347	£361	£377	£394	£411	£431	£451	£472	£440	£518	£543	£569	£596	£624	£654	£685
Total Comparison	£3,193	£3,333	£3,471	£3,614	£3,763	£3,923	£4,094	£4,277	£4,463	£4,673	£4,893	£5,122	£4,776	£5,628	£5,892	£6,176	£6,466	£6,778	£7,096	£7,438

Comparison Table 2q: Expenditure Per Head - Zone 5 - Northern Fringe (Without NSRT)

Zone 5 - Northern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£856	£894	£931	£969	£1,009	£1,052	£1,098	£1,147	£1,197	£1,253	£1,312	£1,374	£1,281	£1,509	£1,580	£1,656	£1,734	£1,818	£1,903	£1,995
Books, CDs, Toys, etc	£769	£802	£835	£870	£906	£944	£985	£1,030	£1,074	£1,125	£1,178	£1,233	£1,150	£1,355	£1,418	£1,487	£1,557	£1,631	£1,708	£1,790
Chemist Goods and Personal Care	£505	£527	£549	£572	£595	£621	£648	£677	£706	£739	£774	£811	£756	£890	£932	£977	£1,023	£1,072	£1,123	£1,177
Furniture, Carpets and Soft Furnishir	£595	£621	£647	£673	£701	£731	£763	£797	£832	£871	£912	£954	£890	£1,049	£1,098	£1,151	£1,205	£1,263	£1,322	£1,386
Electrical Goods	£292	£305	£318	£331	£345	£359	£375	£392	£409	£428	£448	£469	£437	£515	£539	£565	£592	£620	£650	£681
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£177	£184	£192	£200	£208	£217	£226	£236	£247	£258	£270	£283	£264	£311	£326	£341	£357	£375	£392	£411
	£321	£335	£349	£364	£379	£395	£412	£430	£449	£470	£492	£515	£481	£566	£593	£621	£651	£682	£714	£748
Total Comparison	£3,516	£3,669	£3,821	£3,979	£4,143	£4,319	£4,507	£4,709	£4,914	£5,144	£5,386	£5,639	£5,258	£6,196	£6,487	£6,799	£7,119	£7,462	£7,812	£8,188

Comparison Table 2r: Expenditure Per Head - Zone 6 - North-eastern Fringe (Without NSRT)

Zone 6 - North-eastern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£830	£867	£902	£940	£979	£1,020	£1,065	£1,112	£1,160	£1,215	£1,272	£1,332	£1,242	£1,463	£1,532	£1,606	£1,681	£1,762	£1,845	£1,934
Books, CDs, Toys, etc	£792	£827	£861	£896	£933	£973	£1,015	£1,061	£1,107	£1,159	£1,213	£1,271	£1,185	£1,396	£1,461	£1,532	£1,604	£1,681	£1,760	£1,845
Chemist Goods and Personal Care	£476	£497	£518	£539	£561	£585	£611	£638	£666	£697	£730	£764	£712	£839	£879	£921	£965	£1,011	£1,059	£1,109
Furniture, Carpets and Soft Furnishir	£609	£636	£662	£689	£718	£748	£781	£816	£851	£891	£933	£977	£911	£1,073	£1,124	£1,178	£1,233	£1,292	£1,353	£1,418
Electrical Goods	£313	£327	£340	£354	£369	£384	£401	£419	£437	£458	£479	£502	£468	£551	£577	£605	£634	£664	£695	£729
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£165	£173	£180	£187	£195	£203	£212	£221	£231	£242	£253	£265	£247	£291	£305	£320	£335	£351	£367	£385
	£406	£424	£442	£460	£479	£499	£521	£544	£568	£595	£622	£652	£608	£716	£750	£786	£823	£862	£903	£946
Total Comparison	£3,592	£3,749	£3,904	£4,065	£4,233	£4,413	£4,605	£4,811	£5,021	£5,257	£5,504	£5,762	£5,372	£6,331	£6,628	£6,947	£7,274	£7,624	£7,982	£8,367

Comparison Table 2s: Expenditure Per Head - Zone 7 - South-eastern Fringe (Without NSRT)

Zone 7 - South-eastern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£750	£783	£815	£849	£884	£921	£962	£1,004	£1,048	£1,097	£1,149	£1,203	£1,122	£1,322	£1,384	£1,451	£1,519	£1,592	£1,667	£1,747
Books, CDs, Toys, etc	£743	£775	£807	£840	£875	£912	£952	£994	£1,038	£1,087	£1,138	£1,191	£1,111	£1,309	£1,370	£1,436	£1,504	£1,576	£1,650	£1,729
Chemist Goods and Personal Care	£436	£455	£474	£494	£514	£536	£559	£584	£610	£638	£668	£700	£652	£769	£805	£844	£883	£926	£969	£1,016
Furniture, Carpets and Soft Furnishir	£534	£558	£581	£605	£630	£656	£685	£716	£747	£782	£819	£857	£799	£942	£986	£1,033	£1,082	£1,134	£1,187	£1,244
Electrical Goods	£276	£289	£300	£313	£326	£340	£354	£370	£386	£405	£424	£443	£413	£487	£510	£535	£560	£587	£614	£644
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£149	£156	£162	£169	£176	£184	£192	£200	£209	£219	£229	£240	£223	£263	£276	£289	£303	£317	£332	£348
Total Comparison	£3,193	£3,333	£3,471	£3,614	£3,763	£3,923	£4,094	£4,277	£4,463	£4,673	£4,893	£5,122	£4,776	£5,628	£5,892	£6,176	£6,466	£6,778	£7,096	£7,438

Comparison Table 2t: Expenditure Per Head - Zone 8 - Southern Fringe (Without NSRT)

Zone 8 - Southern Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£629	£656	£683	£711	£741	£772	£806	£842	£879	£920	£963	£1,008	£940	£1,108	£1,160	£1,216	£1,273	£1,334	£1,397	£1,464
Books, CDs, Toys, etc	£632	£660	£687	£716	£745	£777	£811	£847	£884	£925	£969	£1,014	£946	£1,114	£1,167	£1,223	£1,280	£1,342	£1,405	£1,473
Chemist Goods and Personal Care	£349	£365	£380	£395	£412	£429	£448	£468	£488	£511	£535	£560	£522	£616	£645	£676	£707	£741	£776	£814
Furniture, Carpets and Soft Furnishir	£399	£416	£433	£451	£470	£490	£511	£534	£557	£584	£611	£640	£596	£703	£736	£771	£808	£846	£886	£929
Electrical Goods	£223	£233	£243	£253	£263	£274	£286	£299	£312	£327	£342	£358	£334	£393	£412	£432	£452	£474	£496	£520
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£109	£114	£119	£124	£129	£134	£140	£146	£153	£160	£167	£175	£163	£193	£202	£211	£221	£232	£243	£255
Total Comparison	£2,558	£2,670	£2,780	£2,895	£3,015	£3,143	£3,280	£3,426	£3,575	£3,744	£3,919	£4,104	£3,826	£4,508	£4,720	£4,948	£5,180	£5,430	£5,685	£5,959

Comparison Table 2u: Expenditure Per Head - Zone 9 - South-western Fringe (Without NSRT)

Zone 9 - South-western Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£719	£751	£782	£814	£848	£884	£922	£963	£1,005	£1,052	£1,102	£1,154	£1,076	£1,267	£1,327	£1,391	£1,456	£1,526	£1,598	£1,675
Books, CDs, Toys, etc	£686	£715	£745	£776	£808	£842	£879	£918	£958	£1,003	£1,050	£1,100	£1,025	£1,208	£1,265	£1,326	£1,388	£1,455	£1,523	£1,597
Chemist Goods and Personal Care	£395	£412	£429	£447	£466	£485	£507	£529	£552	£578	£605	£634	£591	£696	£729	£764	£800	£839	£878	£920
Furniture, Carpets and Soft Furnishir	£461	£482	£501	£522	£544	£567	£592	£618	£645	£675	£707	£740	£690	£813	£851	£892	£934	£979	£1,025	£1,075
Electrical Goods	£247	£257	£268	£279	£291	£303	£316	£330	£345	£361	£378	£396	£369	£435	£455	£477	£499	£523	£548	£574
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£125	£131	£136	£142	£147	£154	£160	£168	£175	£183	£192	£201	£187	£221	£231	£242	£253	£266	£278	£292
Total Comparison	£2,881	£3,007	£3,132	£3,261	£3,396	£3,540	£3,694	£3,859	£4,027	£4,216	£4,415	£4,622	£4,309	£5,078	£5,317	£5,573	£5,835	£6,116	£6,403	£6,711

Comparison Table 2v: Expenditure Per Head - Zone 10 - Western Fringe (Without NSRT)

Zone 10 - Western Fringe	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	£821	£857	£892	£929	£968	£1,009	£1,053	£1,100	£1,147	£1,201	£1,258	£1,317	£1,228	£1,447	£1,515	£1,588	£1,662	£1,742	£1,824	£1,912
Books, CDs, Toys, etc	£737	£769	£801	£834	£868	£905	£945	£987	£1,030	£1,078	£1,129	£1,182	£1,102	£1,299	£1,360	£1,425	£1,492	£1,564	£1,638	£1,716
Chemist Goods and Personal Care	£489	£511	£532	£554	£577	£601	£627	£655	£684	£716	£750	£785	£732	£863	£903	£947	£991	£1,039	£1,088	£1,140
Furniture, Carpets and Soft Furnishir	£560	£585	£609	£634	£660	£688	£718	£751	£783	£820	£859	£899	£838	£988	£1,034	£1,084	£1,135	£1,189	£1,245	£1,305
Electrical Goods	£285	£297	£310	£322	£336	£350	£365	£382	£398	£417	£436	£457	£426	£502	£526	£551	£577	£605	£633	£664
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	£169	£176	£184	£191	£199	£208	£217	£226	£236	£247	£259	£271	£253	£298	£312	£327	£342	£359	£376	£394
	£300	£313	£326	£339	£353	£368	£384	£402	£419	£439	£459	£481	£448	£528	£553	£580	£607	£636	£666	£698
Total Comparison	£3,361	£3,508	£3,653	£3,804	£3,962	£4,130	£4,309	£4,502	£4,698	£4,919	£5,150	£5,392	£5,027	£5,924	£6,202	£6,501	£6,807	£7,134	£7,470	£7,829

Comparison Table 2w: NSRT Allowance

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Comparison Goods NSRT Allowan	6.6%	6.9%	7.4%	7.9%	8.4%	8.8%	9.1%	9.3%	9.6%	9.6%	9.6%	9.6%	9.5%	9.4%	9.4%	9.3%	9.3%	9.2%	9.2%	9.1%

	Proportion of Expenditure Available with Non Store Retail Trade deducted																			
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Clothing and Footwear	93.40%	93.10%	92.60%	92.10%	91.60%	91.20%	90.90%	90.70%	90.40%	90.40%	90.40%	90.40%	80.50%	90.60%	90.60%	90.70%	90.70%	90.80%	90.80%	90.90%
Books, CDs, Toys, etc	93.40%	93.10%	92.60%	92.10%	91.60%	91.20%	90.90%	90.70%	90.40%	90.40%	90.40%	90.40%	80.50%	90.60%	90.60%	90.70%	90.70%	90.80%	90.80%	90.90%
Chemist Goods and Personal Care	93.40%	93.10%	92.60%	92.10%	91.60%	91.20%	90.90%	90.70%	90.40%	90.40%	90.40%	90.40%	80.50%	90.60%	90.60%	90.70%	90.70%	90.80%	90.80%	90.90%
Furniture, Carpets and Soft Furnishir	93.40%	93.10%	92.60%	92.10%	91.60%	91.20%	90.90%	90.70%	90.40%	90.40%	90.40%	90.40%	80.50%	90.60%	90.60%	90.70%	90.70%	90.80%	90.80%	90.90%
Electrical Goods	93.40%	93.10%	92.60%	92.10%	91.60%	91.20%	90.90%	90.70%	90.40%	90.40%	90.40%	90.40%	80.50%	90.60%	90.60%	90.70%	90.70%	90.80%	90.80%	90.90%
Household Goods, Glass, China and DIY, Tools and Maintenance Goods	93.40%	93.10%	92.60%	92.10%	91.60%	91.20%	90.90%	90.70%	90.40%	90.40%	90.40%	90.40%	80.50%	90.60%	90.60%	90.70%	90.70%	90.80%	90.80%	90.90%

Notes

- (1) 2007 Prices
- (2) 2007 Base figure from Experian Micromarketer, July 2009
- (3) Expenditure per Head projected forward utilising Experian's Ultra Long-Term Trend Growth Rate of 4.7% p.a for Comparison Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)
- (4) Non-Store Retail Trade Adjustment Taken from Appendix 3, Page 17, Experian Retail Planner Briefing Note 7.1, August 2009)
- (5) Figures may not appear exact due to rounding

Comparison Table 3a: Total Available Expenditure

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	£146.32	£154.03	£161.99	£170.12	£178.87	£188.46	£198.54	£209.60	£221.01	£233.79	£247.29	£261.83	£277.19	£293.74	£310.90	£329.39	£348.18	£368.42	£389.37	£411.93
Zone 2 - Sherburn In Elmet	£48.29	£50.83	£53.46	£56.14	£59.03	£62.19	£65.52	£69.17	£72.93	£77.15	£81.61	£86.40	£91.47	£96.93	£102.60	£108.70	£114.90	£121.58	£128.49	£135.94
Zone 3 - Tadcaster	£40.75	£42.90	£45.12	£47.38	£49.82	£52.49	£55.30	£58.38	£61.56	£65.12	£68.88	£72.93	£77.20	£81.81	£86.59	£91.74	£96.98	£102.61	£108.45	£114.73
Zone 4 - Eggborough / South Selby	£56.60	£59.58	£62.66	£65.81	£69.19	£72.90	£76.80	£81.08	£85.49	£90.44	£95.66	£101.28	£107.22	£113.62	£120.26	£127.41	£134.68	£142.51	£150.62	£159.34
Total PCA	£291.96	£307.35	£323.22	£339.45	£356.90	£376.05	£396.15	£418.23	£441.00	£466.50	£493.43	£522.44	£553.09	£586.11	£620.35	£657.24	£694.74	£735.12	£776.93	£821.94
Zone 5 - Northern Fringe	£38.93	£40.99	£43.10	£45.27	£47.60	£50.15	£52.83	£55.77	£58.81	£62.21	£65.80	£69.67	£73.76	£78.16	£82.73	£87.65	£92.65	£98.03	£103.61	£109.61
Zone 6 - North-eastern Fringe	£14.18	£14.93	£15.70	£16.49	£17.34	£18.27	£19.24	£20.32	£21.42	£22.66	£23.97	£25.38	£26.87	£28.47	£30.13	£31.93	£33.75	£35.71	£37.74	£39.93
Zone 7 - South Eastern Fringe	£38.37	£40.39	£42.47	£44.61	£46.90	£49.42	£52.06	£54.96	£57.95	£61.30	£64.84	£68.65	£72.68	£77.02	£81.52	£86.37	£91.30	£96.60	£102.10	£108.01
Zone 8 - Southern Fringe	£15.71	£16.54	£17.40	£18.27	£19.21	£20.24	£21.32	£22.51	£23.74	£25.11	£26.56	£28.12	£29.77	£31.55	£33.39	£35.38	£37.39	£39.57	£41.82	£44.24
Zone 9 - South Western Fringe	£52.17	£54.92	£57.75	£60.65	£63.77	£67.19	£70.79	£74.73	£78.80	£83.36	£88.17	£93.35	£98.83	£104.73	£110.85	£117.44	£124.14	£131.35	£138.82	£146.87
Zone 10 - Western Fringe	£40.94	£43.10	£45.32	£47.60	£50.04	£52.73	£55.55	£58.64	£61.84	£65.41	£69.19	£73.25	£77.55	£82.18	£86.98	£92.16	£97.41	£103.08	£108.94	£115.25
Sub Total	£200.30	£210.86	£221.75	£232.89	£244.86	£258.00	£271.79	£286.93	£302.56	£320.05	£338.53	£358.43	£379.45	£402.11	£425.60	£450.91	£476.64	£504.34	£533.02	£563.91
Total Study Area	£492.26	£518.21	£544.97	£572.34	£601.76	£634.05	£667.94	£705.16	£743.55	£786.55	£831.95	£880.87	£932.54	£988.23	£1,045.95	£1,108.15	£1,171.38	£1,239.47	£1,309.95	£1,385.85

Notes

1. Based on Comparison Table 1 and Table 2b
2. 2007 Prices

Comparison Table 3b: Total Available Expenditure - Clothes and Footwear Total (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£812	£833	£867	£831	£931	£902	£815	£683	£782	£892	£835
Total Available Expenditure in 2009 (£m) (2007 Prices)	£39.29	£13.13	£10.97	£15.01	£10.50	£3.63	£9.98	£4.28	£14.42	£11.07	£132.28

Comparison Table 3c: Total Available Expenditure - Clothes and Footwear 1st Choice (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£487	£500	£520	£499	£558	£541	£489	£410	£469	£535	£501
Total Available Expenditure in 2009 (£m) (2007 Prices)	£23.57	£7.88	£6.58	£9.00	£6.30	£2.18	£5.99	£2.57	£8.65	£6.64	£79.35

Comparison Table 3d: Total Available Expenditure - Clothes and Footwear 2nd Choice (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£325	£333	£347	£333	£372	£361	£326	£273	£313	£357	£334
Total Available Expenditure in 2009 (£m) (2007 Prices)	£15.72	£5.25	£4.39	£6.00	£4.20	£1.45	£3.99	£1.71	£5.77	£4.43	£52.92

Comparison Table 3e: Total Available Expenditure - Books, CDs, Toys, etc (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£781	£787	£804	£813	£835	£861	£807	£687	£745	£801	£792
Total Available Expenditure in 2009 (£m) (2007 Prices)	£37.77	£12.40	£10.17	£14.68	£9.42	£3.46	£9.88	£4.31	£13.75	£9.93	£125.77

Comparison Table 3f: Total Available Expenditure - Chemist Goods and Personal Care (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£475	£481	£506	£491	£549	£518	£474	£380	£429	£532	£483
Total Available Expenditure in 2009 (£m) (2007 Prices)	£22.99	£7.58	£6.40	£8.87	£6.19	£2.08	£5.80	£2.38	£7.92	£6.60	£76.81

Comparison Table 3g: Total Available Expenditure - Furniture, Carpets and Soft Furnishings (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£537	£552	£593	£559	£647	£662	£581	£433	£501	£609	£567
Total Available Expenditure in 2009 (£m) (2007 Prices)	£25.98	£8.70	£7.50	£10.10	£7.29	£2.66	£7.11	£2.72	£9.25	£7.55	£88.87

Comparison Table 3h: Total Available Expenditure - Electrical Goods (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£283	£285	£300	£293	£318	£340	£300	£243	£268	£609	£324
Total Available Expenditure in 2009 (£m) (2007 Prices)	£13.70	£4.49	£3.80	£5.29	£3.58	£1.37	£3.68	£1.52	£4.94	£7.55	£49.94

Comparison Table 3i: Total Available Expenditure - Household Goods, Glass, China and Tableware (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£159	£159	£167	£162	£192	£180	£162	£119	£136	£184	£162
Total Available Expenditure in 2009 (£m) (2007 Prices)	£7.71	£2.51	£2.12	£2.93	£2.16	£0.72	£1.99	£0.74	£2.51	£2.28	£25.86

Comparison Table 3j: Total Available Expenditure - DIY, Tools and Maintenance Goods (2009)

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Zone 5 - Northern Fringe	Zone 6 - North-eastern Fringe	Zone 7 - South-eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South-western Fringe	Zone 10 - Western Fringe	Total / Average Study Area
Population in 2009	48,386	15,757	12,656	18,049	11,278	4,023	12,242	6,269	18,448	12,402	159,510
Expenditure per Head in 2009	£302	£296	£330	£320	£349	£442	£331	£236	£270	£310	£319
Total Available Expenditure in 2009 (£m) (2007 Prices)	£14.64	£4.67	£4.18	£5.77	£3.94	£1.78	£4.05	£1.48	£4.98	£3.84	£49.32

Notes

- (1) 2007 Prices
- (2) Figures calculated by multiplying Comparison Tables 1 and 2m-w
- (3) Non-Store Retail Trade Adjustment Taken from Appendix 3, Page 17, Experian Retail Planner Briefing Note 7.1, August 2009)
- (4) Figures may not be exact due to rounding

Comparison Table 4a: Trade Draw - Clothing and Footwear - 1st Choice

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Zone 1 - Selby	Selby Town Centre	17.92%	7.04%	1.12%	7.84%	10.68%	0.00%	0.00%	3.17%	0.00%	0.00%	0.00%	0.80%	6.79%
	Three Lakes Retail Park, Selby	0.00%	0.00%	0.00%	1.96%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Total Zone 1	17.92%	7.04%	1.12%	9.80%	10.94%	0.00%	0.00%	3.17%	0.00%	0.00%	0.00%	0.80%	6.95%
Zone 3 - Tadcaster	Tadcaster	0.00%	0.00%	1.12%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Total Zone 3	0.00%	0.00%	1.12%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
Total PCA		17.92%	7.04%	2.25%	9.80%	11.20%	0.00%	0.00%	3.17%	0.00%	0.00%	0.00%	0.80%	7.11%
Zone 5 - Northern Fringe	Macarthur Glen Designer Outlet, York	1.16%	0.00%	0.00%	0.00%	0.52%	2.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%	0.47%
	Total Zone 5	1.16%	0.00%	0.00%	0.00%	0.52%	2.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%	0.47%
Zone 7 - South Eastern Fringe	Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.40%	0.16%
	Total Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.40%	0.16%
Zone 9 - South Western Fringe	Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.28%	0.00%	0.80%	0.32%
	Total Zone 9	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.28%	0.00%	0.80%	0.32%
Total Inside Study Area, Outside PCA		1.16%	0.00%	0.00%	0.00%	0.52%	2.70%	0.00%	1.59%	0.00%	3.28%	0.00%	1.61%	0.95%
Total Study Area		19.08%	7.04%	2.25%	9.80%	11.72%	2.70%	0.00%	4.76%	0.00%	3.28%	0.00%	2.41%	8.06%
Outside Study Area	Bridlington	0.00%	1.41%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Castleford	1.73%	15.49%	2.25%	3.92%	4.69%	0.00%	0.00%	0.00%	0.00%	19.67%	5.77%	6.02%	5.21%
	Collingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.40%	0.16%
	Doncaster	1.73%	1.41%	0.00%	41.18%	6.51%	0.00%	0.00%	4.76%	95.00%	3.28%	0.00%	9.64%	7.74%
	Goole	0.00%	0.00%	0.00%	1.96%	0.26%	0.00%	0.00%	11.11%	0.00%	0.00%	0.00%	2.81%	1.26%
	Harrogate	0.00%	0.00%	1.12%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	26.92%	5.62%	2.37%
	Hornsea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.40%	0.16%
	Hull	0.58%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	19.05%	0.00%	1.64%	0.00%	5.22%	2.21%
	Junction 32 Retail Park, Glasshoughton	0.00%	1.41%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Leeds	4.05%	38.03%	15.73%	1.96%	12.76%	0.00%	0.00%	3.17%	5.00%	27.87%	36.54%	15.66%	13.90%
	Malton	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	0.00%	0.00%	0.00%	0.00%	1.92%	0.80%	0.32%
	Manchester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.40%	0.16%
	Meadowhall	0.58%	1.41%	0.00%	1.96%	0.78%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.40%	0.63%
	Monks Cross, York	0.58%	0.00%	0.00%	1.96%	0.52%	2.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%	0.47%
	Otley	0.00%	0.00%	1.12%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Pontefract	0.00%	5.63%	1.12%	1.96%	1.56%	0.00%	0.00%	1.59%	0.00%	18.03%	0.00%	4.82%	2.84%
	Ripon	0.00%	0.00%	1.12%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Scarborough	0.00%	1.41%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.17%	0.00%	0.00%	0.00%	0.80%	0.32%
	Sheffield	0.58%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.40%	0.32%
	Tesco Extra, Tadcaster Road, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.40%	0.16%
	Wakefield	0.00%	1.41%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	18.03%	0.00%	4.42%	1.90%
	Wetherby	0.00%	0.00%	2.25%	0.00%	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.40%	0.47%
White Rose Centre, Leeds	0.58%	0.00%	0.00%	3.92%	0.78%	0.00%	0.00%	0.00%	0.00%	1.64%	0.00%	0.40%	0.63%	
York	70.52%	25.35%	73.03%	31.37%	57.55%	91.89%	100.00%	47.62%	0.00%	4.92%	23.08%	38.15%	49.92%	
Total Outside Study Area		80.92%	92.96%	97.75%	90.20%	88.28%	97.30%	100.00%	95.24%	100.00%	96.72%	100.00%	97.59%	91.94%

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (3) Figures not exact due to rounding

Comparison Table 4b: Trade Draw - Clothing and Footwear - 2nd Choice

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Zone 1 - Selby	Selby Town Centre	15.69%	7.02%	1.96%	19.44%	11.38%	0.00%	11.11%	8.00%	11.11%	0.00%	0.00%	3.75%	8.37%
	Three Lakes Retail Park, Selby	0.98%	0.00%	0.00%	2.78%	0.81%	0.00%	0.00%	0.00%	11.11%	0.00%	0.00%	0.63%	0.74%
	Total Zone 1	16.67%	7.02%	1.96%	22.22%	12.20%	0.00%	11.11%	8.00%	22.22%	0.00%	0.00%	4.38%	9.11%
Zone 3 - Tadcaster	Colton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.03%	0.63%	0.25%
	Total Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.03%	0.63%	0.25%
Total PCA		16.67%	7.02%	1.96%	22.22%	12.20%	0.00%	11.11%	8.00%	22.22%	0.00%	3.03%	5.00%	9.36%
Zone 5 - Northern Fringe	McArthur Glen Designer Outlet, York	2.94%	0.00%	0.00%	0.00%	1.22%	14.29%	11.11%	0.00%	0.00%	0.00%	0.00%	1.88%	1.48%
	Total Zone 5	2.94%	0.00%	0.00%	0.00%	1.22%	14.29%	11.11%	0.00%	0.00%	0.00%	0.00%	1.88%	1.48%
Zone 9 - South Western Fringe	Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.63%	0.25%
	Total Zone 9	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.63%	0.25%
Total Inside Study Area, Outside PCA		2.94%	0.00%	0.00%	0.00%	1.22%	14.29%	11.11%	0.00%	0.00%	2.22%	0.00%	2.50%	1.72%
Total Study Area		19.61%	7.02%	1.96%	22.22%	13.41%	14.29%	22.22%	8.00%	22.22%	2.22%	3.03%	7.50%	11.08%
Outside Study Area	Beverley	0.98%	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%	2.00%	0.00%	0.00%	0.00%	0.63%	0.49%
	Castleford	5.88%	10.53%	7.84%	5.56%	7.32%	7.14%	0.00%	6.00%	11.11%	17.78%	3.03%	8.75%	7.88%
	Clifton Moor Retail Park, York	0.00%	0.00%	0.00%	0.00%	0.00%	14.29%	0.00%	2.00%	0.00%	0.00%	0.00%	1.88%	0.74%
	Crossgate Shopping Centre, Leeds	0.00%	1.75%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Derby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.63%	0.25%
	Doncaster	7.84%	3.51%	0.00%	19.44%	6.91%	0.00%	0.00%	16.00%	22.22%	6.67%	0.00%	8.13%	7.39%
	Fulford	0.98%	0.00%	0.00%	0.00%	0.41%	7.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	0.49%
	Goole	0.98%	0.00%	0.00%	2.78%	0.81%	0.00%	0.00%	16.00%	0.00%	0.00%	0.00%	5.00%	2.46%
	Harrogate	0.98%	1.75%	1.96%	0.00%	1.22%	0.00%	0.00%	2.00%	0.00%	2.22%	27.27%	6.88%	3.45%
	Helmsley	0.98%	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Hull	1.96%	1.75%	0.00%	2.78%	1.63%	0.00%	22.22%	24.00%	0.00%	0.00%	0.00%	8.75%	4.43%
	Junction 32 Retail Park, Glasshoughton	0.00%	3.51%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.63%	0.74%
	Knarborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.06%	1.25%	0.49%
	Leeds	22.55%	21.05%	43.14%	16.67%	25.61%	21.43%	0.00%	2.00%	0.00%	17.78%	18.18%	11.25%	19.95%
	London	0.98%	0.00%	0.00%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Malton	0.00%	0.00%	1.96%	0.00%	0.41%	0.00%	0.00%	0.00%	0.00%	2.22%	0.00%	0.63%	0.49%
	Meadowhall	0.00%	0.00%	0.00%	5.56%	0.81%	0.00%	11.11%	0.00%	0.00%	4.44%	0.00%	1.88%	1.23%
	Monks Cross, York	2.94%	0.00%	0.00%	0.00%	1.22%	7.14%	11.11%	0.00%	0.00%	0.00%	0.00%	1.25%	1.23%
	Newcastle Upon Tyne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.11%	0.00%	0.00%	0.00%	0.00%	0.63%	0.25%
	Pocklington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.11%	0.00%	0.00%	0.00%	0.00%	0.63%	0.25%
	Pontefract	1.96%	7.02%	0.00%	0.00%	2.44%	0.00%	0.00%	0.00%	11.11%	15.56%	0.00%	5.00%	3.45%
	Scarborough	0.00%	0.00%	0.00%	2.78%	0.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Sheffield	2.94%	0.00%	0.00%	0.00%	1.22%	0.00%	0.00%	4.00%	11.11%	0.00%	0.00%	1.88%	1.48%
	St James Retail Park, Wetherby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.03%	0.63%	0.25%
Wakefield	2.94%	7.02%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	0.00%	24.44%	0.00%	6.88%	4.43%	
Wetherby	0.00%	0.00%	7.84%	0.00%	1.63%	0.00%	0.00%	0.00%	0.00%	0.00%	9.09%	1.88%	1.72%	
White Rose Centre, Leeds	0.00%	1.75%	1.96%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.49%	
York	25.49%	33.33%	33.33%	22.22%	28.46%	28.57%	11.11%	18.00%	22.22%	2.22%	30.30%	16.88%	23.89%	
Total Outside Study Area		80.39%	92.98%	98.04%	77.78%	86.59%	85.71%	77.78%	92.00%	77.78%	97.78%	96.97%	92.50%	88.92%

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (3) Figures not exact due to rounding

Comparison Table 4c: Trade Draw - Books, Music and DVDs and Toys

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Zone 1 - Selby	Selby Town Centre	23.21%	5.41%	1.92%	17.39%	14.73%	0.00%	0.00%	2.38%	0.00%	0.00%	3.23%	1.31%	9.28%
	Three Lakes Retail Park, Selby	0.89%	0.00%	0.00%	4.35%	0.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.53%
	Total Zone 1	24.11%	5.41%	1.92%	21.74%	15.63%	0.00%	0.00%	2.38%	0.00%	0.00%	3.23%	1.31%	9.81%
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	0.00%	2.70%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Total Zone 2	0.00%	2.70%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
Zone 3 - Tadcaster	Sainsburys Millgate Tadcaster	0.00%	0.00%	1.92%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Tadcaster	0.00%	0.00%	5.77%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	6.45%	1.31%	1.33%
	Total Zone 3	0.00%	0.00%	7.69%	0.00%	1.79%	0.00%	0.00%	0.00%	0.00%	0.00%	6.45%	1.31%	1.59%
Total PCA		24.11%	8.11%	9.62%	21.74%	17.86%	0.00%	0.00%	2.38%	0.00%	0.00%	9.68%	2.61%	11.67%
Zone 7 - South Eastern Fringe	Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	0.00%	0.00%	1.96%	0.80%
	Total Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	0.00%	0.00%	1.96%	0.80%
Zone 9 - South Western Fringe	Knottingley	0.00%	0.00%	0.00%	4.35%	0.45%	0.00%	0.00%	0.00%	0.00%	3.23%	0.00%	0.65%	0.53%
	Total Zone 9	0.00%	0.00%	0.00%	4.35%	0.45%	0.00%	0.00%	0.00%	0.00%	3.23%	0.00%	0.65%	0.53%
	Boston Spa	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.65%	0.27%
Total Zone 10		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.65%	0.27%
Total Inside Study Area, Outside PCA		0.00%	0.00%	0.00%	4.35%	0.45%	0.00%	0.00%	7.14%	0.00%	3.23%	3.23%	3.27%	1.59%
Total Study Area		24.11%	8.11%	9.62%	26.09%	18.30%	0.00%	0.00%	9.52%	0.00%	3.23%	12.90%	5.88%	13.26%
Outside Study Area	Acomb	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.65%	0.27%
	Beverley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.65%	0.27%
	Carcroft	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.69%	0.00%	0.00%	0.65%	0.27%
	Castleford	0.89%	5.41%	1.92%	4.35%	2.23%	0.00%	0.00%	0.00%	0.00%	9.68%	3.23%	2.61%	2.39%
	Derby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.69%	0.00%	0.00%	0.65%	0.27%
	Doncaster	0.00%	0.00%	0.00%	30.43%	3.13%	0.00%	0.00%	4.76%	84.62%	3.23%	0.00%	9.15%	5.57%
	Driffield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.65%	0.27%
	Garforth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.65%	0.27%
	Goole	0.89%	0.00%	0.00%	13.04%	1.79%	0.00%	0.00%	30.95%	0.00%	0.00%	0.00%	8.50%	4.51%
	Harrogate	0.89%	2.70%	1.92%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	19.35%	3.92%	2.39%
	Hull	0.89%	0.00%	0.00%	0.00%	0.45%	0.00%	0.00%	16.67%	0.00%	0.00%	0.00%	4.58%	2.12%
	Leeds	4.46%	32.43%	13.46%	8.70%	11.61%	0.00%	0.00%	0.00%	0.00%	19.35%	25.81%	9.15%	10.61%
	Meadowhall	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.00%	0.65%	0.27%
	Monks Cross, York	0.00%	0.00%	0.00%	4.35%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Morrisons, Wetherby	0.00%	0.00%	1.92%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Nottingham	0.00%	2.70%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Pontefract	0.00%	10.81%	0.00%	4.35%	2.23%	0.00%	0.00%	0.00%	0.00%	38.71%	0.00%	7.84%	4.51%
	Ripon	0.00%	0.00%	1.92%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Rotherham	0.00%	0.00%	0.00%	4.35%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Scarborough	0.00%	2.70%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.65%	0.53%
	Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%	0.65%	0.27%
	Tesco Extra, Askham Bar, York	0.00%	0.00%	1.92%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
	Tesco, Edenthorpe, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.65%	0.27%
Tesco, Garforth	0.00%	2.70%	0.00%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	
Wakefield	0.00%	8.11%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	16.13%	0.00%	3.27%	2.12%	
Wetherby	0.00%	0.00%	1.92%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	12.90%	2.61%	1.33%	
York	67.86%	24.32%	65.38%	4.35%	53.57%	100.00%	100.00%	28.57%	0.00%	6.45%	16.13%	35.95%	46.42%	
Total Outside Study Area		75.89%	91.89%	90.38%	73.91%	81.70%	100.00%	100.00%	90.48%	100.00%	96.77%	87.10%	94.12%	86.74%

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (3) Figures not exact due to rounding

Comparison Table 4d: Trade Draw - Chemist Goods, Toiletries and Cosmetics

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Zone 1 - Selby	Selby Town Centre	78.57%	16.00%	4.44%	20.83%	41.47%	0.00%	0.00%	2.70%	0.00%	1.54%	0.00%	1.14%	25.00%
	Three Lakes Retail Park, Selby	2.38%	0.00%	0.00%	4.17%	1.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.93%
	Total Zone 1	80.95%	16.00%	4.44%	25.00%	43.04%	0.00%	0.00%	2.70%	0.00%	1.54%	0.00%	1.14%	25.93%
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	0.00%	20.00%	2.22%	0.00%	4.46%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.38%	2.80%
	Total Zone 2	0.00%	20.00%	2.22%	0.00%	4.46%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.38%	2.80%
Zone 3 - Tadcaster	Colton	0.00%	4.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%
	Tadcaster	0.00%	1.33%	32.22%	0.00%	7.87%	2.94%	0.00%	0.00%	0.00%	0.00%	5.88%	1.52%	5.28%
Total Zone 3		0.00%	5.33%	32.22%	0.00%	8.66%	2.94%	0.00%	0.00%	0.00%	0.00%	5.88%	1.52%	5.75%
Zone 4 - Eggborough / South Selby	Eggborough	0.00%	0.00%	0.00%	4.17%	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%
	Snaith	0.00%	0.00%	0.00%	16.67%	2.10%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.38%	1.40%
	Total Zone 4	0.00%	0.00%	0.00%	20.83%	2.62%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.38%	1.71%
Total PCA		80.95%	41.33%	38.89%	45.83%	58.79%	2.94%	0.00%	4.05%	0.00%	3.08%	5.88%	3.42%	36.18%
Zone 5 - Northern Fringe	Bishopthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	5.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.31%
	Copmanthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	8.82%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.47%
Total Zone 5		0.00%	0.00%	0.00%	0.00%	0.00%	14.71%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	0.78%
Zone 7 - South Eastern Fringe	Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	25.68%	0.00%	0.00%	0.00%	7.60%	3.11%
Total Zone 7		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	25.68%	0.00%	0.00%	0.00%	7.60%	3.11%
Zone 8 - Southern Fringe	Askern	0.00%	0.00%	0.00%	4.17%	0.52%	0.00%	0.00%	0.00%	21.05%	0.00%	0.00%	1.52%	0.93%
	Total Zone 8	0.00%	0.00%	0.00%	4.17%	0.52%	0.00%	0.00%	0.00%	21.05%	0.00%	0.00%	1.52%	0.93%
Zone 9 - South Western Fringe	Boston Spa	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.73%	2.66%	1.09%
	Knottingley	0.00%	1.33%	1.11%	2.08%	0.79%	0.00%	0.00%	0.00%	0.00%	23.08%	0.00%	5.70%	2.80%
	Total Zone 9	0.00%	1.33%	1.11%	2.08%	0.79%	0.00%	0.00%	0.00%	0.00%	23.08%	13.73%	8.37%	3.88%
Zone 10 - Western Fringe	Aberford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.96%	0.38%	0.16%
	Total Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.96%	0.38%	0.16%
Total Inside Study Area, Outside PCA		0.00%	1.33%	1.11%	6.25%	1.31%	14.71%	5.00%	25.68%	21.05%	23.08%	15.69%	19.77%	8.85%
Total Study Area		80.95%	42.67%	40.00%	52.08%	60.10%	17.65%	5.00%	29.73%	21.05%	26.15%	21.57%	23.19%	45.03%
Outside Study Area	Acomb	0.00%	0.00%	0.00%	0.00%	0.00%	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.16%
	Asda, Killingbeck, Leeds	0.00%	1.33%	1.11%	0.00%	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.31%
	Asda, Monks Cross, York	0.00%	0.00%	1.11%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Beverley	0.00%	0.00%	0.00%	2.08%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Carcroft	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.26%	0.00%	0.00%	0.38%	0.16%
	Castleford	0.00%	9.33%	2.22%	0.00%	2.36%	0.00%	0.00%	0.00%	0.00%	6.15%	1.96%	1.90%	2.17%
	Crossgate Shopping Centre, Leeds	0.00%	0.00%	1.11%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Crown Point Retail Park, Leeds	0.00%	1.33%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Doncaster	0.00%	0.00%	0.00%	10.42%	1.31%	0.00%	0.00%	0.00%	73.68%	1.54%	0.00%	5.70%	3.11%
	Garforth	0.00%	0.00%	1.11%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Gilberdyke	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	0.00%	0.00%	0.00%	0.76%	0.31%
	Glasshoughton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.38%	0.16%
	Goole	1.19%	0.00%	0.00%	14.58%	2.36%	0.00%	5.00%	56.76%	0.00%	0.00%	0.00%	16.35%	8.07%
	Harrogate	0.60%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	1.96%	0.38%	0.31%
	Hull	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.41%	0.00%	0.00%	0.00%	1.52%	0.62%
	Leeds	0.60%	14.67%	1.11%	0.00%	3.41%	0.00%	0.00%	0.00%	0.00%	0.00%	15.69%	3.04%	3.26%
	Monks Cross, York	0.00%	1.33%	1.11%	2.08%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%
	Morrisons, Pontefract	0.00%	0.00%	0.00%	2.08%	0.26%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.76%	0.47%
	Pocklington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.47%
	Pontefract	0.00%	14.67%	2.22%	6.25%	4.20%	0.00%	0.00%	0.00%	0.00%	60.00%	0.00%	14.83%	8.54%
	Sainsburys, Pocklington, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.16%
	Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	0.38%	0.16%
	Sheffield	0.00%	0.00%	0.00%	2.08%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
	Stainforth	0.00%	0.00%	0.00%	2.08%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
Tesco Extra, Tadcaster Road, York	0.00%	0.00%	2.22%	0.00%	0.52%	8.82%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.78%	
Tesco, Garforth,	0.00%	1.33%	2.22%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%	
Wakefield	0.00%	0.00%	1.11%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	1.54%	3.92%	1.14%	0.62%	
Wetherby	0.00%	0.00%	10.00%	0.00%	2.36%	0.00%	0.00%	0.00%	0.00%	0.00%	45.10%	8.75%	4.97%	
York	16.67%	13.33%	33.33%	6.25%	18.64%	70.59%	70.00%	4.05%	0.00%	0.00%	9.80%	17.49%	18.17%	
Total Outside Study Area		19.05%	57.33%	60.00%	47.92%	39.90%	82.35%	95.00%	70.27%	78.95%	73.85%	78.43%	76.81%	54.97%

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (3) Figures not exact due to rounding

Comparison Table 4e: Trade Draw - Furniture, Carpets and Soft Furnishings

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Zone 1 - Selby	Selby Town Centre	43.59%	25.00%	0.00%	24.14%	27.31%	0.00%	0.00%	4.26%	0.00%	2.86%	0.00%	1.92%	17.53%
	Three Lakes Retail Park, Selby	5.98%	5.00%	0.00%	0.00%	3.61%	4.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	2.47%
	Total Zone 1	49.57%	30.00%	0.00%	24.14%	30.92%	4.55%	0.00%	4.26%	0.00%	2.86%	0.00%	2.56%	20.00%
Zone 3 - Tadcaster	Tadcaster	0.85%	0.00%	7.94%	0.00%	2.41%	4.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	1.73%
	Total Zone 3	0.85%	0.00%	7.94%	0.00%	2.41%	4.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	1.73%
Total PCA		50.43%	30.00%	7.94%	24.14%	33.33%	9.09%	0.00%	4.26%	0.00%	2.86%	0.00%	3.21%	21.73%
Zone 8 - Southern Fringe	Askern	0.00%	0.00%	0.00%	3.45%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Total Zone 8	0.00%	0.00%	0.00%	3.45%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
Zone 9 - South-western Fringe	Boston Spa	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.70%	0.64%	0.25%
	Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.57%	0.00%	1.92%	0.74%
Total Zone 9		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.57%	3.70%	2.56%	0.99%
Total Inside Study Area, Outside PCA		0.00%	0.00%	0.00%	3.45%	0.40%	0.00%	0.00%	0.00%	0.00%	8.57%	3.70%	2.56%	1.23%
Total Study Area		50.43%	30.00%	7.94%	27.59%	33.73%	9.09%	0.00%	4.26%	0.00%	11.43%	3.70%	5.77%	22.96%
Outside Study Area	Batley	0.00%	0.00%	1.59%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Carcroft	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.09%	0.00%	0.00%	0.64%	0.25%
	Castleford	0.00%	5.00%	0.00%	3.45%	1.20%	0.00%	0.00%	0.00%	0.00%	5.71%	0.00%	1.28%	1.23%
	Doncaster	1.71%	2.50%	0.00%	27.59%	4.42%	0.00%	0.00%	8.51%	81.82%	0.00%	0.00%	8.33%	5.93%
	Goole	2.56%	0.00%	0.00%	24.14%	4.02%	0.00%	0.00%	42.55%	0.00%	0.00%	0.00%	12.82%	7.41%
	Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	22.22%	3.85%	1.48%
	Hull	0.85%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	14.89%	0.00%	0.00%	0.00%	4.49%	1.98%
	Ikea, Junction 27 Retail Park, Batley	0.85%	0.00%	3.17%	3.45%	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%
	Junction 27 Retail Park, Batley	0.00%	2.50%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	0.64%	0.49%
	Knarborough	0.00%	0.00%	3.17%	0.00%	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.49%
	Leeds	5.13%	27.50%	19.05%	3.45%	12.05%	18.18%	0.00%	6.38%	9.09%	20.00%	33.33%	15.38%	13.33%
	Monks Cross, York	1.71%	0.00%	0.00%	0.00%	0.80%	4.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	0.74%
	Newcastle Upon Tyne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.70%	0.64%	0.25%
	Nottingham	0.00%	2.50%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Owlcotes Retail Park, Pudsey, Leeds	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.86%	0.00%	0.64%	0.25%
	Pontefract	0.00%	10.00%	0.00%	3.45%	2.01%	0.00%	0.00%	0.00%	0.00%	28.57%	0.00%	6.41%	3.70%
	Salter Row Retail Park, Pontefract	0.00%	2.50%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%
	Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.26%	0.00%	0.00%	0.00%	1.28%	0.49%
	Starbeck	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.70%	0.64%	0.25%
	Thirsk	0.00%	0.00%	1.59%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	3.70%	0.64%	0.49%
Wakefield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	28.57%	0.00%	6.41%	2.47%	
Wetherby	0.85%	0.00%	3.17%	0.00%	1.20%	4.55%	0.00%	0.00%	0.00%	0.00%	3.70%	1.28%	1.23%	
York	35.90%	17.50%	60.32%	6.90%	35.74%	63.64%	100.00%	19.15%	0.00%	0.00%	25.93%	28.21%	32.84%	
Total Outside Study Area		49.57%	70.00%	92.06%	72.41%	66.27%	90.91%	100.00%	95.74%	100.00%	88.57%	96.30%	94.23%	77.04%

Notes
(1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(3) Figures not exact due to rounding

Comparison Table 4f: Trade Draw - Electrical Goods, Computers, TVs, Washing Machines and Cookers

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Zone 1 - Selby	Selby Town Centre	46.15%	12.77%	4.55%	22.58%	27.74%	4.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	16.52%	
	Three Lakes Retail Park, Selby	2.31%	2.13%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	
	Total Zone 1	48.46%	14.89%	4.55%	22.58%	29.20%	4.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	17.38%	
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	0.00%	6.38%	0.00%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	
	Total Zone 2	0.00%	6.38%	0.00%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	
Zone 4 - Eggborough /	Snaith	0.00%	0.00%	0.00%	12.90%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	
	Total Zone 4	0.00%	0.00%	0.00%	12.90%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	
Total PCA		48.46%	21.28%	4.55%	35.48%	31.75%	4.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	18.88%	
Zone 8 - Southern Fringe	Askern	0.00%	0.00%	0.00%	3.23%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Total Zone 8	0.00%	0.00%	0.00%	3.23%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
Zone 9 - South Western Fringe	Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.00%	0.52%	0.21%	
	Total Zone 9	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.00%	0.52%	0.21%	
Total Inside Study Area, Outside PCA		0.00%	0.00%	0.00%	3.23%	0.36%	0.00%	0.00%	0.00%	0.00%	1.92%	0.00%	0.52%	0.43%	
Total Study Area		48.46%	21.28%	4.55%	38.71%	32.12%	4.17%	0.00%	0.00%	0.00%	1.92%	0.00%	1.04%	19.31%	
Outside Study Area	Asda, Carcroft, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	0.52%	0.21%	
	Castleford	0.00%	6.38%	1.52%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	5.77%	3.33%	2.08%	1.72%	
	Clifton Moor Retail Park, York	3.08%	0.00%	3.03%	0.00%	2.19%	12.50%	5.88%	0.00%	0.00%	0.00%	3.33%	2.60%	2.36%	
	Doncaster	0.00%	0.00%	0.00%	19.35%	2.19%	0.00%	0.00%	7.55%	87.50%	0.00%	0.00%	9.38%	5.15%	
	Glasshoughton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.00%	0.52%	0.21%	
	Goole	0.00%	0.00%	0.00%	9.68%	1.09%	0.00%	0.00%	50.94%	0.00%	0.00%	0.00%	14.06%	6.44%	
	Harrogate	0.00%	0.00%	1.52%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	10.00%	1.56%	0.86%	
	Hull	1.54%	0.00%	0.00%	0.00%	0.73%	0.00%	5.88%	24.53%	0.00%	1.92%	0.00%	7.81%	3.65%	
	Killingbeck Retail Park, Leeds	0.00%	0.00%	1.52%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.52%	0.43%	
	Leeds	2.31%	14.89%	9.09%	3.23%	6.20%	0.00%	0.00%	1.89%	6.25%	1.92%	30.00%	6.25%	6.22%	
	Malton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.52%	0.21%	
	Meadowhall	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.00%	0.52%	0.21%	
	Monks Cross, York	1.54%	0.00%	0.00%	3.23%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.64%	
	Parkside Retail Park, Pontefract	0.00%	6.38%	0.00%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	9.62%	3.33%	3.13%	1.93%	
	Pocklington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	29.41%	0.00%	0.00%	0.00%	0.00%	0.00%	2.60%	1.07%
	Pontefract	0.77%	29.79%	0.00%	9.68%	6.57%	0.00%	0.00%	0.00%	0.00%	57.69%	0.00%	15.63%	10.30%	
	Pontefract Retail Park, Pontefract	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.62%	0.00%	2.60%	1.07%	
	Ripon	0.00%	0.00%	1.52%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.77%	0.00%	0.00%	0.00%	0.00%	1.04%	0.43%
	Sheffield	0.77%	0.00%	0.00%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Starbeck	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.33%	0.52%	0.21%	
	Tesco Extra, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.00%	0.52%	0.21%
	Tesco Extra, Tadcaster Road, York	0.00%	0.00%	1.52%	0.00%	0.36%	4.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.43%
Tesco, Edenthope, Doncaster	0.00%	0.00%	0.00%	3.23%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
Thorne	0.00%	0.00%	0.00%	0.00%	0.00%	4.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.52%	0.21%	
Wakefield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.69%	0.00%	2.08%	0.86%		
Wetherby	0.00%	0.00%	10.61%	0.00%	2.55%	4.17%	0.00%	0.00%	0.00%	0.00%	26.67%	4.69%	3.43%		
York	41.54%	21.28%	65.15%	12.90%	40.51%	70.83%	58.82%	7.55%	0.00%	0.00%	16.67%	18.75%	31.55%		
Total Outside Study Area		51.54%	78.72%	95.45%	61.29%	67.88%	95.83%	100.00%	100.00%	100.00%	98.08%	100.00%	98.96%	80.69%	

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (3) Figures not exact due to rounding

Comparison Table 4g: Trade Draw - Household Goods, Glass, China and Tableware

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Zone 1 - Selby	Selby Town Centre	35.34%	12.50%	3.39%	17.24%	21.43%	0.00%	0.00%	4.65%	0.00%	0.00%	0.00%	1.21%	13.43%
	Three Lakes Retail Park, Selby	0.86%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Total Zone 1	36.21%	12.50%	3.39%	17.24%	21.83%	0.00%	0.00%	4.65%	0.00%	0.00%	0.00%	1.21%	13.67%
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.24%
	Total Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.24%
Zone 3 - Tadcaster	Tadcaster	0.00%	0.00%	1.69%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Total Zone 3	0.00%	0.00%	1.69%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
Total PCA		36.21%	12.50%	5.08%	17.24%	22.22%	4.76%	0.00%	4.65%	0.00%	0.00%	0.00%	1.82%	14.15%
Zone 5 - Northern Fringe	Macarthur Glen Designer Outlet, York	0.86%	0.00%	0.00%	0.00%	0.40%	4.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.48%
	Total Zone 5	0.86%	0.00%	0.00%	0.00%	0.40%	4.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.48%
Zone 9 - South Western Fringe	Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	1.82%	0.72%
	Total Zone 9	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	1.82%	0.72%
Total Inside Study Area, Outside PCA		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	1.82%	0.72%
Total Study Area		36.21%	12.50%	5.08%	17.24%	22.22%	4.76%	0.00%	4.65%	0.00%	7.14%	0.00%	3.64%	14.87%
Outside Study Area	Acomb	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	0.24%
	Castleford	0.86%	12.50%	0.00%	6.90%	3.57%	0.00%	0.00%	0.00%	0.00%	9.52%	9.38%	4.24%	3.84%
	Clifton Moor Retail Park, York	0.00%	0.00%	1.69%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Doncaster	0.86%	0.00%	0.00%	34.48%	4.37%	0.00%	0.00%	6.98%	84.62%	2.38%	0.00%	9.09%	6.24%
	Edinburgh	0.00%	2.08%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Glasshoughton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.61%	0.24%
	Goole	0.00%	0.00%	0.00%	3.45%	0.40%	0.00%	0.00%	23.26%	0.00%	0.00%	0.00%	6.06%	2.64%
	Harrogate	0.86%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	9.38%	1.82%	0.96%
	Hull	0.86%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	30.23%	0.00%	0.00%	0.00%	7.88%	3.36%
	Ikea, Junction 27 Retail Park, Batley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	1.21%	0.48%
	Knaresborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.13%	0.61%	0.24%
	Leeds	6.90%	31.25%	10.17%	10.34%	12.70%	19.05%	0.00%	2.33%	7.69%	11.90%	31.25%	12.73%	12.71%
	Meadowhall	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.61%	0.24%
	Monks Cross, York	0.86%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Morrisons, Pontefract	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.76%	0.00%	1.21%	0.48%
	Morrisons, Wetherby	0.00%	0.00%	1.69%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Newcastle Upon Tyne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	0.00%	0.00%	3.13%	1.21%	0.48%
	Owlcotes Retail Park, Pudsey, Leeds	0.00%	2.08%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Pontefract	0.00%	10.42%	0.00%	3.45%	2.38%	0.00%	0.00%	0.00%	7.69%	42.86%	0.00%	11.52%	6.00%
	Pontefract Retail Park, Pontefract	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.61%	0.24%
	Ripon	0.00%	0.00%	1.69%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.65%	0.00%	0.00%	0.00%	1.21%	0.48%
	Sheffield	0.00%	0.00%	1.69%	3.45%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%
	Tesco Extra, Scunthorpe	0.00%	0.00%	0.00%	3.45%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Tesco Extra, Tadcaster Road, York	0.00%	0.00%	1.69%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%
	Wakefield	0.86%	4.17%	0.00%	3.45%	1.59%	0.00%	0.00%	0.00%	0.00%	7.14%	0.00%	1.82%	1.68%
Wetherby	0.00%	0.00%	3.39%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.00%	21.88%	4.24%	2.16%	
York	51.72%	25.00%	72.88%	13.79%	47.22%	71.43%	92.86%	27.91%	0.00%	2.38%	21.88%	29.09%	40.05%	
Total Outside Study Area		63.79%	87.50%	94.92%	82.76%	77.78%	95.24%	100.00%	95.35%	100.00%	92.86%	100.00%	96.36%	85.13%

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (3) Figures not exact due to rounding

Comparison Table 4h: Trade Draw - DIY, Hardware and Gardening Goods

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Zone 1 - Selby	Selby Town Centre	54.66%	10.77%	3.66%	18.75%	30.06%	2.94%	0.00%	1.59%	0.00%	1.72%	0.00%	1.31%	18.80%
	Three Lakes Retail Park, Selby	11.80%	7.69%	2.44%	8.33%	8.43%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.44%	5.30%
	Total Zone 1	66.46%	18.46%	6.10%	27.08%	38.48%	2.94%	0.00%	3.17%	0.00%	1.72%	0.00%	1.75%	24.10%
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	0.00%	6.15%	3.66%	0.00%	1.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%
	South Milford	0.00%	0.00%	1.22%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
	Total Zone 2	0.00%	6.15%	4.88%	0.00%	2.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.37%
Zone 3 - Tadcaster	Tadcaster	0.00%	0.00%	12.20%	0.00%	2.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.71%
	Total Zone 3	0.00%	0.00%	12.20%	0.00%	2.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.71%
Zone 4 - Eggborough / South Selby	Norton	0.00%	0.00%	0.00%	2.08%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
	Snaith	0.00%	0.00%	0.00%	4.17%	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%
	Total Zone 4	0.00%	0.00%	0.00%	6.25%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.51%
Total PCA		66.46%	24.62%	23.17%	33.33%	44.38%	2.94%	0.00%	3.17%	0.00%	1.72%	0.00%	1.75%	27.69%
Zone 7 - South Eastern Fringe	Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.56%	14.29%	0.00%	0.00%	0.00%	4.37%	1.71%
	Total Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.56%	14.29%	0.00%	0.00%	0.00%	4.37%	1.71%
Zone 8 - Southern Fringe	Askern	0.00%	0.00%	0.00%	2.08%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
	Total Zone 8	0.00%	0.00%	0.00%	2.08%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
Zone 9 - South Western Fringe	Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.44%	0.17%
	Total Zone 9	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.44%	0.17%
Zone 10 - Western Fringe	Boston Spa	0.00%	0.00%	1.22%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	15.91%	3.06%	1.37%
	Total Zone 10	0.00%	0.00%	1.22%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	15.91%	3.06%	1.37%
Total Inside Study Area, Outside PCA		0.00%	0.00%	1.22%	2.08%	0.56%	0.00%	5.56%	14.29%	0.00%	1.72%	15.91%	7.86%	3.42%
Total Study Area		66.46%	24.62%	24.39%	35.42%	44.94%	2.94%	5.56%	17.46%	0.00%	3.45%	15.91%	9.61%	31.11%
Outside Study Area	B&Q, Glasshoughton	0.00%	1.54%	0.00%	4.17%	0.84%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.44%	0.68%
	B&Q, Killingbeck	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.44%	0.17%
	Balby	0.62%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
	Carcroft	0.00%	0.00%	0.00%	2.08%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
	Castleford	1.86%	36.92%	4.88%	10.42%	10.11%	0.00%	0.00%	0.00%	0.00%	29.31%	4.55%	8.30%	9.40%
	Doncaster	0.00%	0.00%	0.00%	22.92%	3.09%	0.00%	0.00%	4.76%	100.00%	0.00%	0.00%	6.55%	4.44%
	Goole	1.24%	0.00%	0.00%	18.75%	3.09%	0.00%	0.00%	53.97%	0.00%	0.00%	0.00%	14.85%	7.69%
	Harrogate	0.00%	0.00%	1.22%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	1.72%	4.55%	1.31%	0.68%
	Hessle	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.00%	0.00%	0.00%	0.44%	0.17%
	Hull	0.00%	0.00%	0.00%	0.00%	0.00%	2.94%	0.00%	19.05%	0.00%	0.00%	0.00%	5.68%	2.22%
	Killingbeck Retail Park, Leeds	0.00%	1.54%	1.22%	0.00%	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%
	Leeds	0.62%	4.62%	6.10%	0.00%	2.53%	0.00%	0.00%	0.00%	0.00%	0.00%	31.82%	6.11%	3.93%
	Market Weighton	0.62%	0.00%	0.00%	0.00%	0.28%	0.00%	5.56%	0.00%	0.00%	0.00%	0.00%	0.44%	0.34%
	Monks Cross, York	0.62%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
	Morrisons, Pontefract	0.00%	1.54%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
	Pontefract	0.00%	16.92%	0.00%	6.25%	3.93%	0.00%	0.00%	0.00%	0.00%	51.72%	0.00%	13.10%	7.52%
	Pontefract Retail Park, Pontefract	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.17%	0.00%	1.31%	0.51%
	Southbailey Gate Retail Park, Pontefract	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.17%	0.00%	1.31%	0.51%
	Starbeck	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.27%	0.44%	0.17%
	Thirsk	0.00%	0.00%	1.22%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%
Thorne	0.00%	0.00%	0.00%	0.00%	0.00%	2.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%	0.17%	
Wakefield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.44%	0.17%	
Wetherby	0.00%	0.00%	4.88%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	20.45%	3.93%	2.22%	
York	27.95%	12.31%	56.10%	0.00%	27.81%	91.18%	88.89%	3.17%	0.00%	0.00%	18.18%	24.89%	26.67%	
Total Outside Study Area		33.54%	75.38%	75.61%	64.58%	55.06%	97.06%	94.44%	82.54%	100.00%	96.55%	84.09%	90.39%	68.89%

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (3) Figures not exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5a: Flows of Expenditure - Clothing and Footwear - Total

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Total Available Expenditure	£39.29	£13.13	£10.97	£15.01	£78.40	£10.50	£3.63	£9.98	£4.28	£14.42	£11.07	£53.87	£132.28	
Zone 1 - Selby	Selby Town Centre	£6.69	£0.92	£0.16	£1.87	£9.65	£0.00	£0.16	£0.51	£0.19	£0.00	£0.86	£10.51	
	Three Lakes Retail Park, Selby	£0.15	£0.00	£0.00	£0.34	£0.50	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19	£0.69	
	Total Zone 1	£6.84	£0.92	£0.16	£2.22	£10.14	£0.00	£0.16	£0.51	£0.38	£0.00	£1.05	£11.20	
Zone 3 - Tadcaster	Tadcaster	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.21	
	Total Zone 3	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.21	
Total PCA	£6.84	£0.92	£0.23	£2.22	£10.22	£0.00	£0.16	£0.51	£0.38	£0.00	£0.13	£1.19	£11.40	
Zone 5 - Northern Fringe	MacArthur Glen Designer Outlet, York	£0.73	£0.00	£0.00	£0.00	£0.73	£0.77	£0.16	£0.00	£0.00	£0.00	£0.93	£1.67	
	Total Zone 5	£0.73	£0.00	£0.00	£0.00	£0.73	£0.77	£0.16	£0.00	£0.00	£0.00	£0.93	£1.67	
Zone 7 - South Eastern Fringe	Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.10	£0.10	
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.10	£0.10	
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£0.41	£0.41	
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£0.41	£0.41	
Total Inside Study Area, Outside PCA	£0.73	£0.00	£0.00	£0.00	£0.73	£0.77	£0.16	£0.10	£0.00	£0.41	£0.00	£1.44	£2.17	
Total Study Area	£7.58	£0.92	£0.23	£2.22	£10.95	£0.77	£0.32	£0.60	£0.38	£0.41	£0.13	£2.62	£13.58	
Outside Study Area	Beverley	£0.15	£0.00	£0.00	£0.00	£0.15	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	£0.23	
	Bridlington	£0.00	£0.11	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	
	Castleford	£1.33	£1.77	£0.49	£0.69	£4.29	£0.30	£0.00	£0.24	£0.19	£2.73	£0.52	£8.26	
	Clifton Moor Retail Park, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.60	£0.00	£0.08	£0.00	£0.00	£0.68	£0.68	
	Collingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13	
	Crossgate Shopping Centre, Leeds	£0.00	£0.09	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	
	Derby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13	£0.13	
	Doncaster	£1.64	£0.30	£0.00	£4.87	£6.81	£0.00	£0.00	£0.92	£2.82	£0.67	£4.41	£11.22	
	Fulford	£0.15	£0.00	£0.00	£0.00	£0.15	£0.30	£0.00	£0.00	£0.00	£0.00	£0.30	£0.45	
	Goole	£0.15	£0.00	£0.00	£0.34	£0.50	£0.00	£0.00	£1.30	£0.00	£0.00	£1.30	£1.80	
	Harrogate	£0.15	£0.09	£0.16	£0.15	£0.41	£0.00	£0.00	£0.08	£0.00	£0.13	£2.99	£3.61	
	Helmsley	£0.15	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	
	Hornsea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10	£0.10	
	Hull	£0.44	£0.09	£0.00	£0.17	£0.70	£0.00	£0.32	£2.10	£0.00	£0.14	£0.00	£2.56	£3.27
	Junction 32 Retail Park, Glasshoughton	£0.00	£0.30	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13	£0.42
	Knarborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.27	£0.27
	Leeds	£4.50	£4.10	£2.93	£1.18	£12.71	£0.90	£0.00	£0.27	£0.13	£3.44	£3.23	£7.97	£20.67
	London	£0.15	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Malton	£0.00	£0.00	£0.09	£0.00	£0.09	£0.17	£0.00	£0.00	£0.00	£0.13	£0.13	£0.43	£0.51
	Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
	Meadowhall	£0.14	£0.11	£0.00	£0.51	£0.76	£0.00	£0.16	£0.00	£0.00	£0.40	£0.00	£0.56	£1.32
	Monks Cross, York	£0.60	£0.00	£0.00	£0.18	£0.78	£0.47	£0.16	£0.00	£0.00	£0.00	£0.00	£0.63	£1.41
	Newcastle	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.16	£0.16
	Otley	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.16	£0.16
	Pontefract	£0.31	£0.81	£0.07	£0.18	£1.37	£0.00	£0.00	£0.10	£0.19	£2.46	£0.00	£2.74	£4.11
	Ripon	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Scarborough	£0.00	£0.11	£0.00	£0.17	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.19
	Sheffield	£0.60	£0.00	£0.00	£0.00	£0.60	£0.00	£0.00	£0.25	£0.19	£0.00	£0.00	£0.45	£1.04
	St James Retail Park, Wetherby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
	Tesco Extra, Tadcaster Road, York	£0.46	£0.48	£0.00	£0.00	£0.94	£0.00	£0.00	£0.00	£0.00	£2.97	£0.00	£2.97	£3.91
	Wakefield	£0.46	£0.48	£0.00	£0.00	£0.94	£0.00	£0.00	£0.00	£0.00	£2.97	£0.00	£2.97	£3.91
	Wetherby	£0.00	£0.00	£0.49	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.53	£1.02
	White Rose Centre, Leeds	£0.14	£0.09	£0.09	£0.35	£0.67	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14	£0.81
	York	£20.63	£3.75	£6.27	£4.16	£34.81	£6.99	£2.34	£3.57	£0.38	£0.55	£2.87	£16.70	£51.51
	Total Outside Study Area	£32.18	£12.69	£10.74	£12.79	£68.39	£9.73	£3.31	£9.28	£3.90	£16.98	£10.93	£54.13	£122.52

Notes

- (1) 2007 Prices
- (2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (4) Expenditure Per Head on First Choice and Second Choice Clothing and Footwear Shopping location based on Household Telephone Survey Data
- (5) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5b: Flows of Expenditure - Clothing and Footwear - 1st Choice

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure	£23.57	£7.88	£6.58	£9.00	£47.03	£6.30	£2.18	£5.99	£2.57	£8.65	£6.64	£32.32	£79.35
Zone 1 - Selby	Selby Town Centre	£4.22	£0.55	£0.07	£0.71	£5.56	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19	£5.75
	Three Lakes Retail Park, Selby	£0.00	£0.00	£0.00	£0.18	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
	Total Zone 1	£4.22	£0.55	£0.07	£0.88	£5.74	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19	£5.93
Zone 3 - Tadcaster	Tadcaster	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Total Zone 3	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Total PCA	£4.22	£0.55	£0.15	£0.88	£5.81	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£6.00
Zone 5 - Northern Fringe	Macarthur Glen Designer Outlet, York	£0.27	£0.00	£0.00	£0.00	£0.27	£0.17	£0.00	£0.00	£0.00	£0.00	£0.17	£0.44
	Total Zone 5	£0.27	£0.00	£0.00	£0.00	£0.27	£0.17	£0.00	£0.00	£0.00	£0.00	£0.17	£0.44
Zone 7 - South Eastern Fringe	Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10	£0.10
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10	£0.10
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.28	£0.28
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.28	£0.28
Total Inside Study Area, Outside PCA	£0.27	£0.00	£0.00	£0.00	£0.27	£0.17	£0.00	£0.10	£0.00	£0.28	£0.00	£0.55	£0.82
Total Study Area	£4.50	£0.55	£0.15	£0.88	£6.08	£0.17	£0.00	£0.29	£0.00	£0.28	£0.00	£0.74	£6.82
Outside Study Area	Bridlington	£0.00	£0.11	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
	Castleford	£0.41	£1.22	£0.15	£0.35	£2.13	£0.00	£0.00	£0.00	£1.70	£0.38	£2.08	£4.21
	Collingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
	Doncaster	£0.41	£0.11	£0.00	£3.71	£4.23	£0.00	£0.00	£0.29	£2.44	£0.28	£3.01	£7.24
	Goole	£0.00	£0.00	£0.00	£0.18	£0.18	£0.00	£0.00	£0.67	£0.00	£0.00	£0.67	£0.84
	Harrogate	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£1.79	£1.86
	Hornsea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10	£0.10
	Hull	£0.14	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£1.14	£0.00	£0.14	£0.00	£1.28
	Junction 32 Retail Park, Glasshoughton	£0.00	£0.11	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
	Leeds	£0.95	£3.00	£1.04	£0.18	£5.16	£0.00	£0.00	£0.19	£0.13	£2.41	£2.43	£5.15
	Malton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.13	£0.30
	Manchester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13
	Meadowhall	£0.14	£0.11	£0.00	£0.18	£0.42	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14
	Monks Cross, York	£0.14	£0.00	£0.00	£0.18	£0.31	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
	Otley	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Pontefract	£0.00	£0.44	£0.07	£0.18	£0.69	£0.00	£0.00	£0.10	£0.00	£1.56	£0.00	£1.65
	Ripon	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Scarborough	£0.00	£0.11	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19
	Sheffield	£0.14	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.10
	Tesco Extra, Tadcaster Road, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.10
	Wakefield	£0.00	£0.11	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£1.56	£0.00	£1.56
	Wetherby	£0.00	£0.00	£0.15	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13
	White Rose Centre, Leeds	£0.14	£0.00	£0.00	£0.35	£0.49	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14
	York	£16.62	£2.00	£4.81	£2.82	£26.25	£5.79	£2.18	£2.85	£0.00	£0.43	£1.53	£12.77
	Total Outside Study Area	£19.08	£7.32	£6.43	£8.12	£40.95	£6.13	£2.18	£5.70	£2.57	£8.37	£6.64	£31.58

Notes

- (1) 2007 Prices
- (2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
- (4) Expenditure Per Head on First Choice and Second Choice Clothing and Footwear Shopping location based on Household Telephone Survey Data
- (5) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5c: Flows of Expenditure - Clothing and Footwear - 2nd Choice

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure	£15.72	£5.25	£4.39	£6.00	£31.37	£4.20	£1.45	£3.99	£1.71	£5.77	£4.43	£21.55	£52.92
Zone 1 - Selby	Selby Town Centre	£2.47	£0.37	£0.09	£1.17	£0.00	£0.16	£0.32	£0.19	£0.00	£0.00	£0.67	£4.76
	Three Lakes Retail Park, Selby	£0.15	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19	£0.51
	Total Zone 1	£2.62	£0.37	£0.09	£1.33	£0.00	£0.16	£0.32	£0.38	£0.00	£0.00	£0.86	£5.27
Zone 3 - Tadcaster	Colton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
	Total Zone 3	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
Total PCA	£2.62	£0.37	£0.09	£1.33	£4.41	£0.00	£0.16	£0.32	£0.38	£0.00	£0.13	£1.00	£5.40
Zone 5 - Northern Fringe	Macarthur Glen Designer Outlet, York	£0.46	£0.00	£0.00	£0.00	£0.60	£0.16	£0.00	£0.00	£0.00	£0.00	£0.76	£1.22
	Total Zone 5	£0.46	£0.00	£0.00	£0.00	£0.60	£0.16	£0.00	£0.00	£0.00	£0.00	£0.76	£1.22
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13	£0.13
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13	£0.13
Total Inside Study Area, Outside PCA	£0.46	£0.00	£0.00	£0.00	£0.46	£0.60	£0.16	£0.00	£0.00	£0.13	£0.00	£0.89	£1.35
Total Study Area	£3.08	£0.37	£0.09	£1.33	£4.87	£0.60	£0.32	£0.32	£0.38	£0.13	£0.13	£1.89	£6.76
Outside Study Area	Beverley	£0.15	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.23
	Castleford	£0.92	£0.55	£0.34	£0.33	£2.16	£0.30	£0.00	£0.24	£1.03	£0.13	£1.89	£4.05
	Clifton Moor Retail Park, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.60	£0.00	£0.08	£0.00	£0.00	£0.68	£0.68
	Crossgate Shopping Centre, Leeds	£0.00	£0.09	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
	Derby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13
	Doncaster	£1.23	£0.18	£0.00	£1.17	£2.58	£0.00	£0.00	£0.64	£0.38	£0.38	£0.00	£3.99
	Fulford	£0.15	£0.00	£0.00	£0.00	£0.15	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45
	Goole	£0.15	£0.00	£0.00	£0.17	£0.32	£0.00	£0.00	£0.64	£0.00	£0.00	£0.00	£0.96
	Harrogate	£0.15	£0.09	£0.09	£0.00	£0.33	£0.00	£0.00	£0.08	£0.00	£0.13	£1.21	£1.75
	Helmsley	£0.15	£0.00	£0.00	£0.15	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Hull	£0.31	£0.09	£0.00	£0.17	£0.57	£0.00	£0.32	£0.96	£0.00	£0.00	£0.00	£1.28
	Junction 32 Retail Park, Glasshoughton	£0.00	£0.18	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.31
	Knaresborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.27
	Leeds	£3.54	£1.11	£1.89	£1.00	£7.54	£0.90	£0.00	£0.08	£0.00	£1.03	£0.80	£2.81
	London	£0.15	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Malton	£0.00	£0.00	£0.09	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.21
	Meadowhall	£0.00	£0.00	£0.00	£0.33	£0.33	£0.00	£0.16	£0.00	£0.00	£0.26	£0.00	£0.42
	Monks Cross, York	£0.46	£0.00	£0.00	£0.00	£0.46	£0.30	£0.16	£0.00	£0.00	£0.00	£0.00	£0.46
	Newcastle Upon Tyne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.16
	Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.16
	Pontefract	£0.31	£0.37	£0.00	£0.00	£0.68	£0.00	£0.00	£0.00	£0.19	£0.90	£0.00	£1.09
	Scarborough	£0.00	£0.00	£0.00	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
	Sheffield	£0.46	£0.00	£0.00	£0.00	£0.46	£0.00	£0.00	£0.16	£0.19	£0.00	£0.00	£0.81
	St James Retail Park, Wetherby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13
	Wakefield	£0.46	£0.37	£0.00	£0.00	£0.83	£0.00	£0.00	£0.00	£0.00	£1.41	£0.00	£2.24
	Wetherby	£0.00	£0.00	£0.34	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.75
	White Rose Centre, Leeds	£0.00	£0.09	£0.09	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
York	£4.01	£1.75	£1.46	£1.33	£8.56	£1.20	£0.16	£0.72	£0.38	£0.13	£1.34	£3.93	
Total Outside Study Area	£12.64	£4.89	£4.30	£4.67	£26.50	£3.60	£1.13	£3.67	£1.33	£5.64	£4.29	£19.67	£46.17

- Notes**
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Expenditure Per Head on First Choice and Second Choice Clothing and Footwear Shopping location based on Household Telephone Survey Data
(5) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5d: Flows of Expenditure - Books, Music and DVDs and Toys

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure (£m)	£37.77	£12.40	£10.17	£14.68	£75.02	£9.42	£3.46	£9.88	£4.31	£13.75	£9.93	£50.75	£125.77
Zone 1 - Selby	Selby Town Centre	£8.77	£0.67	£0.20	£2.55	£12.19	£0.00	£0.00	£0.24	£0.00	£0.32	£0.56	£12.74
	Three Lakes Retail Park, Selby	£0.34	£0.00	£0.00	£0.64	£0.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.98
	Total Zone 1	£9.11	£0.67	£0.20	£3.19	£13.16	£0.00	£0.24	£0.00	£0.00	£0.32	£0.56	£13.72
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	£0.00	£0.34	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
	Total Zone 2	£0.00	£0.34	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
Zone 3 - Tadcaster	Sainsburys Millgate Tadcaster	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
	Tadcaster	£0.00	£0.00	£0.59	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00	£0.64	£0.64	£1.23
	Total Zone 3	£0.00	£0.00	£0.78	£0.00	£0.78	£0.00	£0.00	£0.00	£0.00	£0.64	£0.64	£1.42
Total PCA	£9.11	£1.01	£0.98	£3.19	£14.28	£0.00	£0.00	£0.24	£0.00	£0.00	£0.96	£1.20	£15.48
Zone 7 - South Eastern Fringe	Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£0.00	£0.00	£0.00	£0.71	£0.71
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71	£0.00	£0.00	£0.00	£0.71	£0.71
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.00	£0.00	£0.64	£0.64	£0.00	£0.00	£0.00	£0.44	£0.00	£0.44	£1.08
	Total Zone 9	£0.00	£0.00	£0.00	£0.64	£0.64	£0.00	£0.00	£0.00	£0.44	£0.00	£0.44	£1.08
Zone 10 - Western Fringe	Boston Spa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.32
	Total Zone 10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.32
Total Inside Study Area, Outside PCA	£0.00	£0.00	£0.00	£0.64	£0.64	£0.00	£0.00	£0.71	£0.00	£0.44	£0.32	£1.47	£2.11
Total Study Area	£9.11	£1.01	£0.98	£3.83	£14.92	£0.00	£0.00	£0.94	£0.00	£0.44	£1.28	£2.67	£17.58
Outside Study Area	Acomb	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.24	£0.24
	Beverley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.24	£0.24
	Carcroft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.33	£0.33
	Castleford	£0.34	£0.67	£0.20	£0.64	£1.84	£0.00	£0.00	£0.00	£0.00	£1.33	£0.32	£1.65
	Derby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.33	£0.33
	Doncaster	£0.00	£0.00	£0.00	£4.47	£4.47	£0.00	£0.00	£0.47	£3.65	£0.44	£0.00	£4.56
	Driffield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.24	£0.24
	Garforth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.32
	Goole	£0.34	£0.00	£0.00	£1.91	£2.25	£0.00	£0.00	£3.06	£0.00	£0.00	£0.00	£3.06
	Harrogate	£0.34	£0.34	£0.20	£0.00	£0.87	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92	£1.92
	Hull	£0.34	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£1.65	£0.00	£0.00	£0.00	£1.65
	Leeds	£1.69	£4.02	£1.37	£1.28	£8.35	£0.00	£0.00	£0.00	£0.00	£2.66	£2.56	£5.22
	Meadowhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£0.44	£0.44
	Monks Cross, York	£0.00	£0.00	£0.00	£0.64	£0.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64
	Morrisons, Wetherby	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
	Nottingham	£0.00	£0.34	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
	Pontefract	£0.00	£1.34	£0.00	£0.64	£1.98	£0.00	£0.00	£0.00	£0.00	£5.32	£0.00	£5.32
	Ripon	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
	Rotherham	£0.00	£0.00	£0.00	£0.64	£0.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64
	Scarborough	£0.00	£0.34	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.66
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.24	£0.24
	Tesco Extra, Askham Bar, York	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
	Tesco, Edenthorpe, Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.32
	Tesco, Garforth	£0.00	£0.34	£0.00	£0.00	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34
	Wakefield	£0.00	£1.01	£0.00	£0.00	£1.01	£0.00	£0.00	£0.00	£0.00	£2.22	£0.00	£2.22
	Wetherby	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£1.28	£1.28
	York	£25.63	£3.02	£6.65	£0.64	£35.94	£9.42	£3.46	£2.82	£0.00	£0.89	£1.60	£18.20
	Total Outside Study Area	£28.67	£11.39	£9.20	£10.85	£60.10	£9.42	£3.46	£8.94	£4.31	£13.30	£8.65	£48.08

- Notes**
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5e: Flows of Expenditure - Chemist Goods, Toiletries and Cosmetics

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure	£22.99	£7.58	£6.40	£8.87	£45.83	£6.19	£2.08	£5.80	£2.38	£7.92	£6.60	£30.98	£76.81
Zone 1 - Selby	Selby Town Centre	£18.06	£1.21	£0.28	£1.85	£0.00	£0.00	£0.16	£0.00	£0.12	£0.00	£0.28	£21.68
	Three Lakes Retail Park, Selby	£0.55	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92
	Total Zone 1	£18.61	£1.21	£0.28	£2.22	£0.00	£0.00	£0.16	£0.00	£0.12	£0.00	£0.28	£22.60
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	£0.00	£1.52	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.12	£1.78
	Total Zone 2	£0.00	£1.52	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.12	£1.78
Zone 3 - Tadcaster	Colton	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30
	Tadcaster	£0.00	£0.10	£2.06	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.39	£0.57	£2.73
	Total Zone 3	£0.00	£0.40	£2.06	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.39	£0.57	£3.04
Zone 4 - Eggborough / South Selby	Eggborough	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37
	Snaith	£0.00	£0.00	£0.00	£1.48	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	£1.56
	Total Zone 4	£0.00	£0.00	£0.00	£1.85	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	£1.93
Total PCA	£18.61	£3.13	£2.49	£4.06	£28.29	£0.18	£0.00	£0.24	£0.00	£0.24	£0.39	£1.05	£29.34
Zone 5 - Northern Fringe	Bishopthorpe	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.36
	Copmanthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	£0.00	£0.55	£0.55
	Total Zone 5	£0.00	£0.00	£0.00	£0.00	£0.00	£0.91	£0.00	£0.00	£0.00	£0.00	£0.91	£0.91
Zone 7 - South Eastern Fringe	Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£1.49	£0.00	£0.00	£0.00	£1.59	£1.59
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£1.49	£0.00	£0.00	£0.00	£1.59	£1.59
Zone 8 - Southern Fringe	Askern	£0.00	£0.00	£0.00	£0.37	£0.37	£0.00	£0.00	£0.50	£0.00	£0.00	£0.50	£0.87
	Total Zone 8	£0.00	£0.00	£0.00	£0.37	£0.37	£0.00	£0.00	£0.50	£0.00	£0.00	£0.50	£0.87
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.10	£0.07	£0.18	£0.36	£0.00	£0.00	£0.00	£1.83	£0.00	£1.83	£2.18
	Total Zone 9	£0.00	£0.10	£0.07	£0.18	£0.36	£0.00	£0.00	£0.00	£1.83	£0.00	£1.83	£2.18
Zone 10 - Western Fringe	Boston Spa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.91	£0.91	£0.91
	Aberford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
	Total Zone 10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03	£1.03	£1.03
Total Inside Study Area, Outside PCA	£0.00	£0.10	£0.07	£0.55	£0.73	£0.91	£0.10	£1.49	£0.50	£1.83	£1.03	£5.87	£6.60
Total Study Area	£18.61	£3.23	£2.56	£4.62	£29.02	£1.09	£0.10	£1.73	£0.50	£2.07	£1.42	£6.92	£35.94
Outside Study Area	Acomb	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.18	£0.18
	Asda, Killingbeck, Leeds	£0.00	£0.10	£0.07	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
	Asda, Monks Cross, York	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Beverley	£0.00	£0.00	£0.00	£0.18	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
	Carcroft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.13	£0.13
	Castleford	£0.00	£0.71	£0.14	£0.00	£0.85	£0.00	£0.00	£0.00	£0.49	£0.13	£0.62	£1.47
	Crossgate Shopping Centre, Leeds	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Crown Point Retail Park, Leeds	£0.00	£0.10	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10
	Doncaster	£0.00	£0.00	£0.00	£0.92	£0.92	£0.00	£0.00	£0.00	£1.75	£0.12	£0.00	£1.88
	Garforth	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Gilberdyke	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.16
	Glasshoughton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.12
	Goole	£0.27	£0.00	£0.00	£1.29	£1.57	£0.00	£0.10	£3.29	£0.00	£0.00	£0.00	£3.40
	Harrogate	£0.14	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13
	Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.31
	Leeds	£0.14	£1.11	£0.07	£0.00	£1.32	£0.00	£0.00	£0.00	£0.00	£0.00	£1.03	£1.03
	Monks Cross, York	£0.00	£0.10	£0.07	£0.18	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
	Morrisons, Pontefract	£0.00	£0.00	£0.00	£0.18	£0.18	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.24
	Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.31
	Pontefract	£0.00	£1.11	£0.14	£0.55	£1.81	£0.00	£0.00	£0.00	£0.00	£4.75	£0.00	£4.75
	Sainsburys, Pocklington, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08
	Sheffield	£0.00	£0.00	£0.00	£0.18	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
	Stainforth	£0.00	£0.00	£0.00	£0.18	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
	Tesco Extra, Tadcaster Road, York	£0.00	£0.00	£0.14	£0.00	£0.14	£0.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55
	Tesco, Garforth,	£0.00	£0.10	£0.14	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24
	Wakefield	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.12	£0.26	£0.38
Wetherby	£0.00	£0.00	£0.64	£0.00	£0.64	£0.00	£0.00	£0.00	£0.00	£0.00	£2.97	£2.97	
York	£3.83	£1.01	£2.13	£0.55	£7.53	£4.37	£1.46	£0.24	£0.00	£0.00	£0.65	£6.71	
Total Outside Study Area	£4.38	£4.35	£3.84	£4.25	£16.81	£5.10	£1.98	£4.08	£1.88	£5.85	£5.17	£24.06	£40.87

Notes
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5f: Flows of Expenditure - Furniture, Carpets and Soft Furnishings

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure	£25.98	£8.70	£7.50	£10.10	£52.28	£7.29	£2.66	£7.11	£2.72	£9.25	£7.55	£36.58	£88.87
Zone 1 - Selby	Selby Town Centre	£11.33	£2.18	£0.00	£2.44	£0.00	£0.00	£0.30	£0.00	£0.26	£0.00	£0.57	£16.50
	Three Lakes Retail Park, Selby	£1.55	£0.44	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£2.32
	Total Zone 1	£12.88	£2.61	£0.00	£2.44	£0.33	£0.00	£0.30	£0.00	£0.26	£0.00	£0.90	£18.83
Zone 3 - Tadcaster	Tadcaster	£0.22	£0.00	£0.60	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£1.15
	Total Zone 3	£0.22	£0.00	£0.60	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£1.15
Total PCA	£13.10	£2.61	£0.60	£2.44	£18.74	£0.66	£0.00	£0.30	£0.00	£0.26	£0.00	£1.23	£19.97
Zone 8 - Southern Fringe	Askern	£0.00	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35
	Total Zone 8	£0.00	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35
Zone 9 - Southern Fringe	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00	£0.79	£0.79
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00	£0.79	£0.79
	Boston Spa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28	£0.28
Total Zone 10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28	£0.28	
Total Inside Study Area, Outside PCA	£0.00	£0.00	£0.00	£0.35	£0.35	£0.00	£0.00	£0.00	£0.00	£0.79	£0.28	£1.07	£1.42
Total Study Area	£13.10	£2.61	£0.60	£2.78	£19.09	£0.66	£0.00	£0.30	£0.00	£1.06	£0.28	£2.30	£21.40
Outside Study Area	Batley	£0.00	£0.00	£0.12	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Carcroft	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.25	£0.25
	Castleford	£0.00	£0.44	£0.00	£0.35	£0.78	£0.00	£0.00	£0.00	£0.53	£0.00	£0.53	£1.31
	Doncaster	£0.44	£0.22	£0.00	£2.78	£3.45	£0.00	£0.00	£0.60	£2.22	£0.00	£2.83	£6.27
	Goole	£0.67	£0.00	£0.00	£2.44	£3.10	£0.00	£0.00	£3.02	£0.00	£0.00	£3.02	£6.13
	Harrogate	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.68	£1.68	£1.68
	Hull	£0.22	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£1.06	£0.00	£0.00	£1.06	£1.28
	Ikea, Junction 27 Retail Park, Batley	£0.22	£0.00	£0.24	£0.35	£0.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.81
	Junction 27 Retail Park, Batley	£0.00	£0.22	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.48
	Knaresborough	£0.00	£0.00	£0.24	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24
	Leeds	£1.33	£2.39	£1.43	£0.35	£5.50	£1.33	£0.00	£0.45	£0.25	£1.85	£2.52	£6.39
	Monks Cross, York	£0.44	£0.00	£0.00	£0.00	£0.44	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.78
	Newcastle Upon Tyne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28	£0.28
	Nottingham	£0.00	£0.22	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
	Owlcotes Retail Park, Pudsey, Leeds	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.26
	Pontefract	£0.00	£0.87	£0.00	£0.35	£1.22	£0.00	£0.00	£0.00	£0.00	£2.64	£0.00	£2.64
	Salter Row Retail Park, Pontefract	£0.00	£0.22	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.30
	Starbeck	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.28
	Thirsk	£0.00	£0.00	£0.12	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28
Wakefield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.64	£0.00	£0.00	£2.64	
Wetherby	£0.22	£0.00	£0.24	£0.00	£0.46	£0.33	£0.00	£0.00	£0.00	£0.28	£0.00	£0.61	
York	£9.33	£1.52	£4.53	£0.70	£16.07	£4.64	£2.66	£1.36	£0.00	£0.00	£1.96	£10.62	
Total Outside Study Area	£12.88	£6.09	£6.91	£7.31	£33.19	£6.63	£2.66	£6.81	£2.72	£8.19	£7.27	£34.28	£67.47

- Notes**
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5g: Flows of Expenditure - Electrical Goods, Computers, TVs, Washing Machines and Cookers

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Total Available Expenditure	£13.70	£4.49	£3.80	£5.29	£27.30	£3.58	£1.37	£3.68	£1.52	£4.94	£7.55	£22.65	£49.94	
Zone 1 - Selby	Selby Town Centre	£6.32	£0.57	£0.17	£1.20	£8.27	£0.15	£0.00	£0.00	£0.00	£0.00	£0.15	£8.42	
	Three Lakes Retail Park, Selby	£0.32	£0.10	£0.00	£0.00	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41	
	Total Zone 1	£6.64	£0.67	£0.17	£1.20	£8.68	£0.15	£0.00	£0.00	£0.00	£0.00	£0.15	£8.83	
Zone 2 - Sherburn In Elmet	Sherburn-in-Elmet	£0.00	£0.29	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	
	Total Zone 2	£0.00	£0.29	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	
Zone 4 - Eggborough / South Selby	Snaith	£0.00	£0.00	£0.00	£0.68	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	
	Total Zone 4	£0.00	£0.00	£0.00	£0.68	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	
Total PCA	£6.64	£0.96	£0.17	£1.88	£9.65	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£9.80	
Zone 8 - Southern Fringe	Askern	£0.00	£0.00	£0.00	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	
	Total Zone 8	£0.00	£0.00	£0.00	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.10	£0.10	
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.10	£0.10	
Total Inside Study Area, Outside PCA	£0.00	£0.00	£0.00	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.10	£0.27	
Total Study Area	£6.64	£0.96	£0.17	£2.05	£9.82	£0.15	£0.00	£0.00	£0.00	£0.10	£0.00	£0.24	£10.06	
Outside Study Area	Asda, Carcroft, Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10	£0.10	
	Castleford	£0.00	£0.29	£0.06	£0.00	£0.34	£0.00	£0.00	£0.00	£0.29	£0.25	£0.54	£0.88	
	Clifton Moor Retail Park, York	£0.42	£0.00	£0.12	£0.00	£0.54	£0.45	£0.08	£0.00	£0.00	£0.25	£0.78	£1.32	
	Doncaster	£0.00	£0.00	£0.00	£1.02	£1.02	£0.00	£0.00	£0.28	£1.33	£0.00	£1.61	£2.63	
	Glasshoughton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.10	£0.10	
	Goole	£0.00	£0.00	£0.00	£0.51	£0.51	£0.00	£0.00	£1.87	£0.00	£0.00	£1.87	£2.39	
	Harrogate	£0.00	£0.00	£0.06	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.76	£0.76	£0.81	
	Hull	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.08	£0.90	£0.00	£0.10	£1.08	£1.29	
	Killingbeck Retail Park, Leeds	£0.00	£0.00	£0.06	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.31	
	Leeds	£0.32	£0.67	£0.35	£0.17	£1.50	£0.00	£0.00	£0.07	£0.10	£0.10	£2.27	£4.03	
	Malton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.07	£0.07	
	Meadowhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.10	£0.10	
	Monks Cross, York	£0.21	£0.00	£0.00	£0.17	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	
	Parkside Retail Park, Pontefract	£0.00	£0.29	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.48	£0.25	£0.73	
	Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.40	£0.40	
	Pontefract	£0.11	£1.34	£0.00	£0.51	£1.96	£0.00	£0.00	£0.00	£0.00	£2.85	£0.00	£2.85	
	Pontefract Retail Park, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.48	£0.00	£0.48	
	Ripon	£0.00	£0.00	£0.06	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	
	Sheffield	£0.11	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	
	Starbeck	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.25	
	Tesco Extra, Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.07	
	Tesco Extra, Tadcaster Road, York	£0.00	£0.00	£0.06	£0.00	£0.06	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	
	Tesco, Edenthope, Doncaster	£0.00	£0.00	£0.00	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	
	Thorne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	
	Wakefield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.38	
	Wetherby	£0.00	£0.00	£0.40	£0.00	£0.40	£0.15	£0.00	£0.00	£0.00	£0.00	£2.01	£2.16	
	York	£5.69	£0.96	£2.48	£0.68	£9.81	£2.54	£0.80	£0.28	£0.00	£0.00	£1.26	£4.88	
	Total Outside Study Area	£7.06	£3.54	£3.63	£3.25	£17.48	£3.43	£1.37	£3.68	£1.52	£4.85	£7.55	£22.40	£39.88

- Notes**
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5h: Flows of Expenditure - Household Goods, Glass, China and Tableware

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure	£7.71	£2.51	£2.12	£2.93	£15.27	£2.16	£0.72	£1.99	£0.74	£2.51	£2.28	£10.41	£25.68
Zone 1 - Selby	Selby Town Centre	£2.73	£0.31	£0.07	£0.51	£3.62	£0.00	£0.00	£0.09	£0.00	£0.00	£0.09	£3.71
	Three Lakes Retail Park, Selby	£0.07	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Total Zone 1	£2.79	£0.31	£0.07	£0.51	£3.68	£0.00	£0.00	£0.09	£0.00	£0.00	£0.09	£3.78
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	£0.10
	Total Zone 2	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	£0.10
Zone 3 - Tadcaster	Tadcaster	£0.00	£0.00	£0.04	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
	Total Zone 3	£0.00	£0.00	£0.04	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
Total PCA	£2.79	£0.31	£0.11	£0.51	£3.72	£0.10	£0.00	£0.09	£0.00	£0.00	£0.00	£0.20	£3.91
Zone 5 - Northern Fringe	Macarthur Glen Designer Outlet, York	£0.07	£0.00	£0.00	£0.00	£0.07	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	£0.17
	Total Zone 5	£0.07	£0.00	£0.00	£0.00	£0.07	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	£0.17
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.18	£0.18
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.18	£0.18
Total Inside Study Area, Outside PCA	£0.07	£0.00	£0.00	£0.00	£0.07	£0.10	£0.00	£0.00	£0.00	£0.18	£0.00	£0.28	£0.35
Total Study Area	£2.86	£0.31	£0.11	£0.51	£3.79	£0.21	£0.00	£0.09	£0.00	£0.18	£0.00	£0.48	£4.26
Outside Study Area	Acomb	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	£0.10
	Castleford	£0.07	£0.31	£0.00	£0.20	£0.58	£0.00	£0.00	£0.00	£0.24	£0.21	£0.45	£1.04
	Clifton Moor Retail Park, York	£0.00	£0.00	£0.04	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
	Doncaster	£0.07	£0.00	£0.00	£1.01	£1.08	£0.00	£0.00	£0.14	£0.63	£0.06	£0.83	£1.91
	Edinburgh	£0.00	£0.05	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
	Glasshoughton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.06
	Goole	£0.00	£0.00	£0.00	£0.10	£0.10	£0.00	£0.00	£0.46	£0.00	£0.00	£0.00	£0.46
	Harrogate	£0.07	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.28
	Hull	£0.07	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.60	£0.00	£0.00	£0.60	£0.67
	Ikea, Junction 27 Retail Park, Batley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.12
	Knareborough	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.07
	Leeds	£0.53	£0.78	£0.22	£0.30	£1.84	£0.41	£0.00	£0.05	£0.06	£0.30	£0.71	£1.53
	Meadowhall	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.06
	Monks Cross, York	£0.07	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Morrison's, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.12
	Morrison's, Wetherby	£0.00	£0.00	£0.04	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
	Newcastle Upon Tyne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.07	£0.12
	Owlcotes Retail Park, Pudsey, Leeds	£0.00	£0.05	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
	Pontefract	£0.00	£0.26	£0.00	£0.10	£0.36	£0.00	£0.00	£0.00	£0.06	£1.08	£0.00	£1.13
	Pontefract Retail Park, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.06
	Ripon	£0.00	£0.00	£0.04	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.09
	Sheffield	£0.00	£0.00	£0.04	£0.10	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
	Tesco Extra, Scunthorpe	£0.00	£0.00	£0.00	£0.10	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10
	Tesco Extra, Tadcaster Road, York	£0.00	£0.00	£0.04	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
	Wakefield	£0.07	£0.10	£0.00	£0.10	£0.27	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.45
Wetherby	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.57	
York	£3.99	£0.63	£1.54	£0.40	£6.57	£1.55	£0.67	£0.55	£0.00	£0.06	£0.50	£3.33	
Total Outside Study Area	£4.92	£2.20	£2.01	£2.43	£11.55	£2.06	£0.72	£1.90	£0.74	£2.33	£2.28	£10.03	£21.59

- Notes**
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 5i: Flows of Expenditure - DIY, Hardware and Gardening Goods

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure	£14.64	£4.67	£4.18	£5.77	£29.25	£3.94	£1.78	£4.05	£1.48	£4.98	£3.84	£20.06	£49.32
Zone 1 - Selby	Selby Town Centre	£8.00	£0.50	£0.15	£1.08	£9.74	£0.12	£0.00	£0.06	£0.09	£0.00	£0.27	£10.00
	Three Lakes Retail Park, Selby	£1.73	£0.36	£0.10	£0.48	£2.67	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£2.73
	Total Zone 1	£9.73	£0.86	£0.25	£1.56	£12.41	£0.12	£0.13	£0.00	£0.09	£0.00	£0.33	£12.74
Zone 2 - Sherburn In Elmet	Sherburn In Elmet	£0.00	£0.29	£0.15	£0.00	£0.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.44
	South Milford	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
	Total Zone 2	£0.00	£0.29	£0.20	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.49
Zone 3 - Tadcaster	Tadcaster	£0.00	£0.00	£0.51	£0.00	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51
	Total Zone 3	£0.00	£0.00	£0.51	£0.00	£0.51	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51
Zone 4 - Eggborough / South Selby	Norton	£0.00	£0.00	£0.00	£0.12	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Snaith	£0.00	£0.00	£0.00	£0.24	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24
	Total Zone 4	£0.00	£0.00	£0.00	£0.36	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
Total PCA	£9.73	£1.15	£0.97	£1.92	£13.77	£0.12	£0.00	£0.13	£0.00	£0.09	£0.00	£0.33	£14.10
Zone 7 - South Eastern Fringe	Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.58	£0.00	£0.00	£0.68	£0.68
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.58	£0.00	£0.00	£0.68	£0.68
Zone 8 - Southern Fringe	Askern	£0.00	£0.00	£0.00	£0.12	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Total Zone 8	£0.00	£0.00	£0.00	£0.12	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
Zone 9 - South Western Fringe	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.09	£0.09
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.09	£0.09
Zone 10 - Western Fringe	Boston Spa	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.61	£0.61	£0.66
	Total Zone 10	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.61	£0.61	£0.66
Total Inside Study Area, Outside PCA	£0.00	£0.00	£0.05	£0.12	£0.17	£0.00	£0.10	£0.58	£0.00	£0.09	£0.61	£1.37	£1.55
Total Study Area	£9.73	£1.15	£1.02	£2.04	£13.94	£0.12	£0.10	£0.71	£0.00	£0.17	£0.61	£1.70	£15.64
Outside Study Area	B&Q, Glasshoughton	£0.00	£0.07	£0.00	£0.24	£0.31	£0.00	£0.00	£0.00	£0.09	£0.00	£0.09	£0.40
	B&Q, Killingbeck	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.09	£0.09
	Balby	£0.09	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
	Carcroft	£0.00	£0.00	£0.00	£0.12	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Castleford	£0.27	£1.72	£0.20	£0.60	£2.80	£0.00	£0.00	£0.00	£0.00	£1.46	£0.17	£4.44
	Doncaster	£0.00	£0.00	£0.00	£1.32	£1.32	£0.00	£0.00	£0.19	£1.48	£0.00	£0.00	£2.99
	Goole	£0.18	£0.00	£0.00	£1.08	£1.26	£0.00	£0.00	£2.19	£0.00	£0.00	£0.00	£3.45
	Harrogate	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.09	£0.17	£0.31
	Hessle	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.06
	Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.77	£0.00	£0.00	£0.00	£0.89
	Killingbeck Retail Park, Leeds	£0.00	£0.07	£0.05	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Leeds	£0.09	£0.22	£0.25	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£1.22	£1.78
	Market Weighton	£0.09	£0.00	£0.00	£0.00	£0.09	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.19
	Monks Cross, York	£0.09	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
	Morrisons, Pontefract	£0.00	£0.07	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Pontefract	£0.00	£0.79	£0.00	£0.36	£1.15	£0.00	£0.00	£0.00	£0.00	£2.58	£0.00	£3.73
	Pontefract Retail Park, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.26
	Southbailey Gate Retail Park, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.26
	Starbeck	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.09
	Thirsk	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
	Thorne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
	Wakefield	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.09
	Wetherby	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£0.99
York	£4.09	£0.57	£2.34	£0.00	£7.01	£3.59	£1.58	£0.13	£0.00	£0.00	£0.70	£6.00	
Total Outside Study Area	£4.91	£3.52	£3.16	£3.73	£15.31	£3.82	£1.68	£3.34	£1.48	£4.81	£3.23	£18.36	£33.67

- Notes**
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Figures may not be exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 6: Total Flows of Expenditure

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure	£161.99	£53.46	£45.12	£62.66	£323.22	£43.10	£15.70	£42.47	£17.40	£57.75	£45.32	£221.75	£544.97
Zone 1 - Selby	£61.89	£6.37	£1.04	£11.49	£80.80	£0.27	£0.16	£1.36	£0.19	£0.47	£0.32	£2.77	£83.57
Selby Town Centre	£4.70	£0.89	£0.10	£1.83	£7.53	£0.33	£0.00	£0.06	£0.19	£0.00	£0.00	£0.59	£8.11
Three Lakes Retail Park, Selby	£66.60	£7.26	£1.14	£13.32	£88.32	£0.60	£0.16	£1.43	£0.38	£0.47	£0.32	£3.36	£91.68
Total Zone 1	£66.60	£7.26	£1.14	£13.32	£88.32	£0.60	£0.16	£1.43	£0.38	£0.47	£0.32	£3.36	£91.68
Zone 2 - Sherburn In Elmet	£0.00	£2.43	£0.29	£0.00	£2.72	£0.10	£0.00	£0.00	£0.00	£0.12	£0.00	£0.22	£2.95
Sherburn In Elmet	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
South Milford	£0.00	£2.43	£0.35	£0.00	£2.77	£0.10	£0.00	£0.00	£0.00	£0.12	£0.00	£0.22	£3.00
Total Zone 2	£0.00	£2.43	£0.35	£0.00	£2.77	£0.10	£0.00	£0.00	£0.00	£0.12	£0.00	£0.22	£3.00
Zone 3 - Tadcaster	£0.00	£0.30	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30
Colton	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
Sainsbury's Millgate, Tadcaster	£0.22	£0.10	£3.86	£0.00	£4.19	£0.51	£0.00	£0.00	£0.00	£0.00	£1.16	£1.68	£5.86
Tadcaster	£0.22	£0.40	£4.06	£0.00	£4.68	£0.51	£0.00	£0.00	£0.00	£0.00	£1.16	£1.68	£6.36
Total Zone 3	£0.22	£0.40	£4.06	£0.00	£4.68	£0.51	£0.00	£0.00	£0.00	£0.00	£1.16	£1.68	£6.36
Zone 4 - Eggborough / South Selby	£0.00	£0.00	£0.00	£0.37	£0.37	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37
Eggborough	£0.00	£0.00	£0.00	£0.12	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
Norton	£0.00	£0.00	£0.00	£2.40	£2.40	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	£2.48
Snaith	£0.00	£0.00	£0.00	£2.89	£2.89	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	£2.97
Total Zone 4	£0.00	£0.00	£0.00	£2.89	£2.89	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	£2.97
Total PCA	£66.82	£10.09	£5.54	£16.22	£98.67	£1.21	£0.16	£1.50	£0.38	£0.59	£1.48	£5.34	£104.01
Zone 5 - Northern Fringe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.36
Bishopthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.55
Copmanthorpe	£0.80	£0.00	£0.00	£0.00	£0.80	£0.87	£0.16	£0.00	£0.00	£0.00	£0.00	£1.03	£1.84
Macarthur Glen Designer Outlet, York	£0.80	£0.00	£0.00	£0.00	£0.80	£1.78	£0.16	£0.00	£0.00	£0.00	£0.00	£1.95	£2.75
Total Zone 5	£0.80	£0.00	£0.00	£0.00	£0.80	£1.78	£0.16	£0.00	£0.00	£0.00	£0.00	£1.95	£2.75
Zone 7 - South Eastern Fringe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£2.87	£0.00	£0.00	£0.00	£0.00	£3.07	£3.07
Howden	£0.00	£0.00	£0.00	£1.01	£1.01	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.50	£1.51
Total Zone 7	£0.00	£0.00	£0.00	£1.01	£1.01	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.50	£1.51
Zone 8 - Southern Fringe	£0.00	£0.00	£0.00	£0.82	£0.99	£0.00	£0.00	£0.00	£0.00	£3.84	£0.00	£3.84	£4.83
Askern	£0.00	£0.10	£0.07	£0.82	£0.99	£0.00	£0.00	£0.00	£0.00	£3.84	£0.00	£3.84	£4.83
Total Zone 8	£0.00	£0.10	£0.07	£0.82	£0.99	£0.00	£0.00	£0.00	£0.00	£3.84	£0.00	£3.84	£4.83
Zone 9 - South Western Fringe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
Aberford	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£2.12	£2.12	£2.17
Boston Spa	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£2.12	£2.12	£2.17
Total Zone 9	£0.00	£0.00	£0.05	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£2.25	£2.25	£2.30
Zone 10 - Western Fringe	£0.00	£0.00	£0.12	£1.83	£2.86	£1.78	£0.36	£2.87	£0.50	£3.84	£2.25	£11.60	£14.46
Total Inside Study Area, Outside PCA	£0.80	£0.10	£0.12	£1.83	£2.86	£1.78	£0.36	£2.87	£0.50	£3.84	£2.25	£11.60	£14.46
Total Study Area	£67.62	£10.19	£5.67	£18.05	£101.53	£3.00	£0.53	£4.37	£0.88	£4.43	£3.73	£16.94	£118.47
Outside Study Area	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.24	£0.00	£0.00	£0.00	£0.52	£0.52
Acomb	£0.00	£0.10	£0.07	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
Asda, Carcroft, Doncaster	£0.00	£0.10	£0.07	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
Asda, Killingbeck, Leeds	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Asda, Monks Cross, York	£0.00	£0.07	£0.00	£0.24	£0.31	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.09	£0.40
B&Q, Glasshoughton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.09	£0.09
B&Q, Killingbeck	£0.09	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
Baiby	£0.00	£0.12	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
Batley	£0.15	£0.00	£0.18	£0.00	£0.34	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.32	£0.65
Beverley	£0.00	£0.11	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Bridlington	£0.00	£0.00	£0.12	£0.00	£0.12	£0.00	£0.00	£0.00	£0.70	£0.00	£0.00	£0.70	£0.82
Carcroft	£2.01	£5.91	£1.09	£2.48	£11.49	£0.30	£0.00	£0.24	£0.19	£7.06	£1.61	£9.39	£20.88
Castleford	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Crossgate Shopping Centre, Leeds	£0.00	£0.10	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10
Crownpoint Retail Park, Leeds	£0.42	£0.00	£0.15	£0.00	£0.57	£1.05	£0.08	£0.08	£0.00	£0.00	£0.25	£1.46	£2.03
Clifton Moor Retail Park, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
Collingham	£0.00	£0.09	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
Crossgate Shopping Centre, Leeds	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.13	£0.00	£0.46	£0.46
Derby	£2.15	£0.51	£0.00	£16.41	£19.07	£0.00	£0.00	£2.61	£13.88	£1.29	£0.00	£17.78	£36.85
Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.24	£0.24
Driffield	£0.00	£0.05	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
Edinburgh	£0.15	£0.00	£0.00	£0.00	£0.15	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.45
Fulford	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.39
Garforth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.16	£0.16
Gilberdyke	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.28	£0.28
Glasshoughton	£1.61	£0.00	£0.00	£7.68	£9.30	£0.00	£0.10	£15.20	£0.00	£0.00	£0.00	£15.31	£24.60
Goole	£0.69	£0.43	£0.46	£0.00	£1.59	£0.00	£0.00	£0.08	£0.00	£0.21	£7.87	£8.16	£9.75
Harrogate	£0.15	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
Helmsley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.06	£0.06

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 6: Total Flows of Expenditure

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Outside Study Area	Otley	£0.00	£0.00	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
	Owlcotes Retail Park, Pudsey, Leeds	£0.00	£0.05	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.26	£0.32
	Parkside Retail Park, Pontefract	£0.00	£0.29	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.48	£0.25	£0.73	£1.01
	Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.88	£0.00	£0.00	£0.00	£0.00	£0.88	£0.88
	Pontefract	£0.41	£6.53	£0.22	£2.69	£9.85	£0.00	£0.00	£0.10	£0.25	£21.68	£0.00	£22.02	£31.87
	Pontefract Retail Park, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.79	£0.00	£0.79	£0.79
	Ripon	£0.00	£0.00	£0.36	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36
	Rotherham	£0.00	£0.00	£0.00	£0.64	£0.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64
	Sainsbury's, Pocklington, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	£0.10
	Salter Row Retail Park, Pontefract	£0.00	£0.22	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22
	Scarborough	£0.00	£0.45	£0.00	£0.17	£0.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.93
	Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04	£0.00	£0.00	£0.00	£1.04	£1.04
	Sheffield	£0.70	£0.00	£0.04	£0.29	£1.03	£0.00	£0.00	£0.25	£0.19	£0.00	£0.00	£0.45	£1.47
	Southbailey Gate Retail Park, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.26	£0.26
	St James Retail Park, Wetherby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.13	£0.13
	Stainforth	£0.00	£0.00	£0.00	£0.18	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18
	Starbeck	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£0.62	£0.62
	Tesco Extra, Askham Bar, York	£0.00	£0.00	£0.20	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
	Tesco Extra, Scunthorpe	£0.00	£0.00	£0.00	£0.10	£0.10	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.07
	Tesco Extra, Tadcaster Road, York	£0.46	£0.48	£0.24	£0.00	£1.18	£0.70	£0.00	£0.00	£0.00	£2.97	£0.00	£3.67	£4.84
	Tesco, Garforth	£0.00	£0.44	£0.14	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.58
	Tesco, Edenthorpe, Doncaster	£0.00	£0.00	£0.00	£0.17	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.32	£0.49
	Thirsk	£0.00	£0.00	£0.17	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28	£0.45
	Thorne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27
	Wakefield	£0.53	£1.59	£0.07	£0.10	£2.29	£0.00	£0.00	£0.00	£0.00	£8.60	£0.26	£8.86	£11.15
	Wetherby	£0.22	£0.00	£2.24	£0.00	£2.47	£0.48	£0.00	£0.00	£0.00	£0.00	£8.36	£8.85	£11.31
White Rose Centre, Leeds	£0.14	£0.09	£0.09	£0.35	£0.67	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14	£0.81	
York	£73.19	£11.46	£25.94	£7.13	£117.73	£33.10	£12.98	£8.95	£0.38	£1.50	£9.54	£66.44	£184.17	
Total Outside Study Area		£94.99	£43.77	£39.48	£44.59	£222.83	£40.20	£15.18	£38.02	£16.55	£56.31	£45.09	£211.35	£434.18

- Notes**
(1) 2007 Prices
(2) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
(3) Data re-based from survey Percentages to exclude Internet / NSRT and 'do not undertake' / 'varies' answers
(4) Figures may not be exact due to rounding

Comparison Table 7a: Market Share of PCA in 2009

	Zone 1	Zone 2	Zone 3	Zone 4	Total PCA
Total Available Expenditure in PCA (Excluding NSRT)	£161.99	£53.46	£45.12	£62.66	£323.22
Survey Derived Expenditure of PCA Residents at Facilities in PCA (£m)	£66.60	£2.43	£4.06	£2.89	£98.67
PCA Market Share of PCA Residents' Spend	41.1%	4.5%	9.0%	4.6%	30.5%

Comparison Table 7b: Market Share of Study Area in 2009

	2009
Total Available Expenditure in Study Area (Excluding NSRT)	£544.97
Survey Derived Expenditure of Study Area Residents at Facilities in Study Area (£m)	£118.47
SA Market Share of SA Residents' Spend	21.7%

Comparison Table 7c: Inflow from Fringe Zones in 2009

	2009
Total Available Expenditure in Study Area Outside PCA (Excluding NSRT)	£221.75
Survey Derived Expenditure of Study Area Residents at Facilities in PCA (£m)	£11.60
PCA Market Share of Fringe Zones Residents' Spend	5.2%

Comparison Table 7d: Market Share of Selby Town Centre from Whole Study Area in 2009

	2009
Total Available Expenditure in Study Area (Excluding NSRT)	£544.97
Survey Derived Expenditure of Study Area Residents at Selby Town Centre (£m)	£83.57
Selby Town Centre Market Share from Study Area	15.33%

Notes

- (1) 2007 Prices
- (2) Total available expenditure and survey derived expenditures taken from Table 3a

Comparison Table 8a: Estimated Comparison Turnover of Main Centres in the PCA in 2009

Centres in the PCA	Gross Comparison Floorspace (sq m)	Total Net Comparison Floorspace (sq m)	Sales Density (£ per sq m) 2009	Comparison Turnover 2009 (£m)
Selby Town Centre	23,469	16,428	£5,186	£85.20
Other Stores Zone 1	423	296	£2,500	£0.74
Total Zone 1	23,892	16,724		£85.94
Sherburn In Elmet	805	564	£5,227	£2.95
Other Stores Zone 2	138	96	£2,500	£0.24
Total Zone 2	943	660		£3.19
Tadcaster	3,359	2,351	£2,493	£5.86
Other Stores Zone 3	111	77	£2,500	£0.19
Total Zone 3	3,470	2,429		£6.06
Others Stores Zone 4	158	110	£2,500	£0.28
Total PCA				£95.45

Comparison Table 8b: Estimated Comparison Turnover of Retail Warehouses and Retail Parks in the PCA in 2009

Retail Warehouses in the PCA	Store	Gross Comparison Floorspace (sq m)	Total Net Comparison Floorspace (sq m)	Sales Density (£ per sq m) 2009	Comparison Turnover 2009 (£m)
Three Lakes Retail Park, Selby	Homebase	3,252	2,602	£1,300	£3.38
	Carpetright	465	372	£1,312	£0.49
	Brantano Shoes	465	372	£6,645	£2.47
	JJB Sports (Allowance for Retail)	2,090	1,045	£2,191	£2.29
	B&M Bargains	762	457	£3,098	£1.42
	Argos	929	232	£20,398	£4.74
	Pets at Home	325	260	£3,000	£0.78
	Halfords	570	456	£2,111	£0.96
Total					£16.53

Comparison Table 8c: Estimated Comparison Turnover of Foodstores in the PCA in 2009

	Gross Floorspace (sq m)	Net Floorspace (sq m)	% Comparison Goods Floorspace	Net Comparison Goods Floorspace (sq m)	Comparison Turnover (£/ sq m) 2009	Comparison Turnover (£m) 2009	
Zone 1 - Selby	Aldi, Bawtry Road, Selby	1,208	785	29.00%	228	£696	£0.16
	Farmfoods, Micklegate, Selby	750	525	7.90%	41	£2,433	£0.10
	Morrisons, Market Cross, Selby	4,278	2,478	23.10%	572	£9,392	£5.38
	Sainsburys, Abbey Walk, Selby	2,922	1,900	28.20%	536	£7,474	£4.00
	Tesco Express, Brayton	0	145	36.10%	52	£10,342	£0.54
	Tesco, Portholme Road, Selby	3,267	1,741	36.10%	628	£10,342	£6.50
	Total Zone 1						£16.68
Zone 2 - Sherburn In Elmet	Tesco Express, Sherburn In Elmet	0	145	36.10%	52	£10,342	£0.54
	The Cooperative Food, Finkle Hill, Sherburn In Elmet	744	698	21.00%	146	£2,461	£0.36
	Total Zone 2						£0.90
Zone 3 - Tadcaster	Costcutter, Tadcaster	93	65	10.00%	7	£750	£0.00
	Sainsburys, Millgate, Tadcaster	1,395	907	28.20%	256	£7,474	£1.91
	Total Zone 3						£1.92
Zone 4 - Eggborough / South Selby	The Cooperative Food, Snaith	0	241	21.00%	51	£2,461	£0.12
Total PCA						£19.62	
Zone 5 - Northern Fringe	The Cooperative Food, Bishopthorpe, York	177	121	21.00%	25	£2,461	£0.06
	The Cooperative Food, Copmanthorpe, York	233	132	21.00%	28	£2,461	£0.07
Zone 7 - South-eastern Fringe	Co-Op, Howden	0	328	21.00%	69	£2,461	£0.17
Zone 8 - Southern Fringe	Co-Op, Askern	1,116	530	21.00%	111	£2,461	£0.27
Zone 9 - South-western Fringe	Morrisons, Knottingley	6,510	3,382	23.10%	781	£9,392	£7.34
	Sainsburys Local, Racca Green, Knottingley	246	149	28.20%	42	£7,474	£0.31
Total Study Area						£27.85	

Notes

- (1) 2007 Prices
- (2) Data from IGD Food Stores Database (2008) and Experian GOAD
- (3) Gross to Net Ratio for named foodstores derived from IGD Foodstores Database (2008) or DJ estimates
- (4) Convenience / comparison split for foodstores derived from Retail Rankings (2009) and Verdict on Grocers (2009)
- (5) Sales densities / turnovers per outlet of named retailers derived from Retail Rankings (2009)
- (6) Figures not exact due to rounding
- (7) Floorspace of 'Other' stores assumed to be 3% of total PCA floorspace. This is apportioned to each zone based on their population. E.g. Selby contains 51% of the PCA population therefore 51% of 'Other' floorspace

Comparison Table 9: Commitments

Commitment	Location	Application Number	Application Type	Application Status	Decision Date	Expiry Date	Description	Gross Floorspace (sq m)	Class A1 Floorspace (sq m)	Net Comparison Floorspace (sq m)	Comparison Turnover per sq m 2009	Total Comparison Turnover (£m) 2009
Pro-Am Karting, Bawtry Road, Selby YO8 8NA	Out of Centre	2004/1206/FUL	Reserved Matters	Approved	06/01/2005	06/01/2010	Approval of reserved matters (8/19/46AE/PA) for erection of class D2 (assembly & leisure) unit and class A1 (non food) retail unit to include parking, landscaping and vehicular circulation	1,036	518	414	£3,500	£1.45
Selby Livestock Auction Mart Ltd, Bawtry Road, Selby YO8 8NB	Out of Centre	2004/1610/FUL	Full	Approved	02/03/2005	02/03/2010	Erection of a single storey extension to provide additional store and a self-contained shop with office, kitchenette and WC	120	120		£3,500	£0.00
Unit 10b, Abbey Walk, Selby YO8 4	Town Centre	2005/0107/FUL	Full	Approved	13/04/2005	13/04/2010	Proposed Erection of a single storey retail unit with secured service zone to the rear	91	91	73	£3,500	£0.26
BOCM Olympia Mills, Barby Road, YO8 5AB	Out of Centre	2005/0507/FUL	Full	Approved	05/12/2006	05/12/2009	Variation of Condition 1, attached to planning approval No. 8/19/97P/PA (2002/0324)-extension of time to submit reserved matters	-	-			£0.00
Wm Morrisons Supermarkets Plc, Portholme Crescent, Selby	Town Centre	2005/1328/FUL	Full	Approved	14/11/2006	14/11/2009	Resubmission of previously refused application 8/19/1571/PA for extension to existing supermarket, erection of three retail units and associated works, using the existing supermarket access (following demolition of Selby Abbey Primary School and The Abbey	4,663	4,663	2,304	£3,500	£8.06
21 Scott Road, Selby YO8 4BL	Town Centre	2006/1178/FUL	Full	Approved	19/12/2006	19/12/2009	Erection of a first floor extension to the rear, increase in roof height, installation of new shop front, subdivision of ground floor to two retail units and change of use	52	52	42	£3,500	£0.15
24 - 28 Gowthorpe, Selby YO8 4ET	Town Centre	2007/0101/FUL	Full	Approved	11/06/2007	11/06/2010	Conversion of and extensions to former grocery store and outbuildings to create two retail units and nine residential units to the first and second floors of 24-28 Gowthorpe, Selby	378	378	302	£3,500	£1.06
Aldi Supermarket, Unit A Three Lakes Retail Park, Selby YO8 8NB	Out of Centre	2008/0259/FUL	Full	Under Construction	07/05/2008	07/05/2011	Extension to existing retail food store.	78	78	15	£696	£0.01
Bishops Meadow Farm, Hull Road, Hemingbrough, Selby YO8 6EH	Out of Centre	2008/0909/FUL	Full	Approved	01/11/2008	01/11/2011	Erection of a farm shop with associated parking and access	56	56			£0.00
Staynor Hall, Abbots Road, Selby	Out of Centre	CO/2002/1185	Outline	Approved	06/06/2005	06/06/2010	Outline application for the erection of 1200 dwellings (4 existing to be demolished), employment, public open space, shopping and community facilities (including up to 2,000 sq m. of shops), together with associated footpaths, cycleways, roads, engineering works	2,000	2,000	640	£3,500	£2.24
Tesco Stores, Portholme Road, Selby, YO8 4QQ	Out of Centre	2008/1305/FUL	FULL	Approved	23/04/2009	23/04/2012	Demolition of storage depot and extension to supermarket, car parking and access road.	2497	2497	586	£10,342	£6.06
BOCM Olympia Mills, Barby Road, YO8 5AB	Out of Centre	CO/2004/0011	Full	Not Yet Implemented	05/12/2006	05/12/2009	Proposed erection of a deep discount convenience store food retail unit	2492	2,492			£0.00
Post Office, 19 Westgate, Tadcaster LS24 9JA	Town Centre	2005/0002/FUL	Full	Approved	28/04/2005	28/04/2010	Proposed conversion of existing sorting office to 3 retail units	478	478	382	£3,500	£1.34
Healough Manor Farm, Wighill Lane, Tadcaster LS24 8HG	Out of Centre	2007/0758/COU	Change of Use	Approved	06/08/2007	06/08/2010	Change of use application for the conversion of Parklands barn and Long Shed to Butchery	307	307			£0.00
12 Kirkgate, Tadcaster LS24 9AD	Town Centre	2008/0501/FUL	Full	Approved	01/09/2008	01/09/2011	Proposed erection of a two storey building, forming a retail shop with storage above, following demolition of an existing building	220	220	176	£3,500	£0.62
Hut Green Garage, Weeland Road, Eggborough DN14 0PP	Out of Centre	2005/0270/FUL	Full	Approved	27/05/2005	27/05/2010	Proposed erection of 1 No. block of three shops with 3 No. flats over and 1 No. block of three dwellings with integral garages, following removal of existing pumps, tanks and buildings	370	370	296	£3,500	£1.04
Fulham House Farm, Fulham Lane, Womersley, Doncaster	Out of Centre	2006/0713/COU	Change of Use	Approved	31/07/2006	31/07/2011	Retrospective consent for change of use of existing barn and adjoining garage to farm shop and coffee shop	89	89			£0.00
TOTAL								25,709	20,867	6,059		£24.09

Notes

(1) Data from Selby District Council August 2009

(2) Convenience / comparison floorspace split and sales densities per outlet of named retailers derived from Retail Rankings (2009)

(3) Convenience / comparison floorspace split and sales densities of unnamed proposals is Drivers Jonas estimate or derived from planning application submission

Comparison Table 10a: Comparison Goods Capacity Within PCA - Current Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£291.96	£307.35	£323.22	£339.45	£356.90	£376.05	£396.15	£418.23	£441.00	£466.50	£493.43	£522.44	£553.09	£586.11	£620.35	£657.24	£694.74	£735.12	£776.93	£821.94
PCA Market Share	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%	30.5%
Market Share Expenditure (£m)	£89.13	£93.83	£98.67	£103.63	£108.95	£114.80	£120.94	£127.68	£134.63	£142.41	£150.63	£159.49	£168.85	£178.93	£189.38	£200.64	£212.09	£224.42	£237.18	£250.92
Turnover of Existing Provision (£m)	£131.61	£134.76	£138.00	£141.31	£144.70	£148.17	£151.73	£155.37	£159.10	£162.92	£166.83	£170.83	£174.93	£179.13	£183.43	£187.83	£192.34	£196.96	£201.68	£206.52
Turnover of Commitments (£m)			£24.09	£24.67	£25.26	£25.87	£26.49	£27.12	£27.77	£28.44	£29.12	£29.82	£30.54	£31.27	£32.02	£32.79	£33.58	£34.38	£35.21	£36.05
Total Facilities Turnover	£131.61	£134.76	£162.09	£165.98	£169.96	£174.04	£178.22	£182.49	£186.87	£191.36	£195.95	£200.65	£205.47	£210.40	£215.45	£220.62	£225.92	£231.34	£236.89	£242.58
Facilities Turnover From Outside the Study Area	£17.76	£18.19	£18.62	£19.07	£19.53	£20.00	£20.48	£20.97	£21.47	£21.99	£22.51	£23.05	£23.61	£24.17	£24.75	£25.35	£25.96	£26.58	£27.22	£27.87
Inflow from Fringe Zones	£5.34	£5.59	£5.85	£6.12	£6.41	£6.71	£7.03	£7.36	£7.71	£8.07	£8.45	£8.84	£9.26	£9.69	£10.15	£10.63	£11.13	£11.65	£12.20	£12.77
Surplus Expenditure	-£19.38	-£17.16	-£38.94	-£37.15	-£35.07	-£32.53	-£29.77	-£26.49	-£23.07	-£18.89	-£14.36	-£9.27	-£3.76	£2.40	£8.84	£16.00	£23.26	£31.31	£39.71	£48.99

Comparison Table 10b: Comparison Goods Capacity Within PCA - Increase in Market Share to 35%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£291.96	£307.35	£323.22	£339.45	£356.90	£376.05	£396.15	£418.23	£441.00	£466.50	£493.43	£522.44	£553.09	£586.11	£620.35	£657.24	£694.74	£735.12	£776.93	£821.94
PCA Market Share	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%	35.0%
Market Share Expenditure (£m)	£102.18	£107.57	£113.13	£118.81	£124.91	£131.62	£138.65	£146.38	£154.35	£163.28	£172.70	£182.85	£193.58	£205.14	£217.12	£230.03	£243.16	£257.29	£271.92	£287.68
Turnover of Existing Provision (£m)	£131.61	£134.76	£138.00	£141.31	£144.70	£148.17	£151.73	£155.37	£159.10	£162.92	£166.83	£170.83	£174.93	£179.13	£183.43	£187.83	£192.34	£196.96	£201.68	£206.52
Turnover of Commitments (£m)			£24.09	£24.67	£25.26	£25.87	£26.49	£27.12	£27.77	£28.44	£29.12	£29.82	£30.54	£31.27	£32.02	£32.79	£33.58	£34.38	£35.21	£36.05
Total Facilities Turnover	£131.61	£134.76	£162.09	£165.98	£169.96	£174.04	£178.22	£182.49	£186.87	£191.36	£195.95	£200.65	£205.47	£210.40	£215.45	£220.62	£225.92	£231.34	£236.89	£242.58
Facilities Turnover From Outside the Study Area	£17.76	£18.19	£18.62	£19.07	£19.53	£20.00	£20.48	£20.97	£21.47	£21.99	£22.51	£23.05	£23.61	£24.17	£24.75	£25.35	£25.96	£26.58	£27.22	£27.87
Inflow from Fringe Zones	£5.34	£5.59	£5.85	£6.12	£6.41	£6.71	£7.03	£7.36	£7.71	£8.07	£8.45	£8.84	£9.26	£9.69	£10.15	£10.63	£11.13	£11.65	£12.20	£12.77
Surplus Expenditure	-£6.32	-£3.42	-£24.49	-£21.97	-£19.11	-£15.71	-£12.06	-£7.79	-£3.35	£1.97	£7.71	£14.10	£20.98	£28.61	£36.58	£45.39	£54.33	£64.18	£74.45	£85.74

Comparison Table 10c: Comparison Goods Capacity Within PCA - Increase in Market Share to 40%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£291.96	£307.35	£323.22	£339.45	£356.90	£376.05	£396.15	£418.23	£441.00	£466.50	£493.43	£522.44	£553.09	£586.11	£620.35	£657.24	£694.74	£735.12	£776.93	£821.94
PCA Market Share	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%
Market Share Expenditure (£m)	£116.78	£122.94	£129.29	£135.78	£142.76	£150.42	£158.46	£167.29	£176.40	£186.60	£197.37	£208.98	£221.23	£234.44	£248.14	£262.90	£277.90	£294.05	£310.77	£328.78
Turnover of Existing Provision (£m)	£131.61	£134.76	£138.13	£141.59	£145.13	£148.75	£152.47	£156.28	£160.19	£164.20	£168.30	£172.51	£176.82	£181.24	£185.77	£190.42	£195.18	£200.06	£205.06	£210.19
Turnover of Commitments (£m)			£24.09	£24.67	£25.26	£25.87	£26.49	£27.12	£27.77	£28.44	£29.12	£29.82	£30.54	£31.27	£32.02	£32.79	£33.58	£34.38	£35.21	£36.05
Total Facilities Turnover	£131.61	£134.76	£162.22	£166.25	£170.38	£174.62	£178.96	£183.41	£187.96	£192.64	£197.42	£202.33	£207.36	£212.51	£217.79	£223.21	£228.75	£234.44	£240.27	£246.24
Facilities Turnover From Outside the Study Area	£17.76	£18.19	£18.62	£19.07	£19.53	£20.00	£20.48	£20.97	£21.47	£21.99	£22.51	£23.05	£23.61	£24.17	£24.75	£25.35	£25.96	£26.58	£27.22	£27.87
Inflow from Fringe Zones	£5.34	£5.59	£5.85	£6.12	£6.41	£6.71	£7.03	£7.36	£7.71	£8.07	£8.45	£8.84	£9.26	£9.69	£10.15	£10.63	£11.13	£11.65	£12.20	£12.77
Surplus Expenditure	£8.27	£11.95	-£8.46	-£5.28	-£1.69	£2.51	£7.01	£12.21	£17.61	£24.02	£30.91	£38.54	£46.74	£55.80	£65.25	£75.67	£86.23	£97.84	£109.92	£123.18

Comparison Table 10d: Comparison Goods Capacity Within PCA - Increase in Market Share to 40% and Inflow from Fringe Zones increased by 50%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£291.96	£307.35	£323.22	£339.45	£356.90	£376.05	£396.15	£418.23	£441.00	£466.50	£493.43	£522.44	£553.09	£586.11	£620.35	£657.24	£694.74	£735.12	£776.93	£821.94
PCA Market Share	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%	40.0%
Market Share Expenditure (£m)	£116.78	£122.94	£129.29	£135.78	£142.76	£150.42	£158.46	£167.29	£176.40	£186.60	£197.37	£208.98	£221.23	£234.44	£248.14	£262.90	£277.90	£294.05	£310.77	£328.78
Turnover of Existing Provision (£m)	£131.61	£134.76	£138.13	£141.59	£145.13	£148.75	£152.47	£156.28	£160.19	£164.20	£168.30	£172.51	£176.82	£181.24	£185.77	£190.42	£195.18	£200.06	£205.06	£210.19
Turnover of Commitments (£m)			£24.09	£24.67	£25.26	£25.87	£26.49	£27.12	£27.77	£28.44	£29.12	£29.82	£30.54	£31.27	£32.02	£32.79	£33.58	£34.38	£35.21	£36.05
Total Facilities Turnover	£131.61	£134.76	£162.22	£166.25	£170.38	£174.62	£178.96	£183.41	£187.96	£192.64	£197.42	£202.33	£207.36	£212.51	£217.79	£223.21	£228.75	£234.44	£240.27	£246.24
Facilities Turnover From Outside the Study Area	£17.76	£18.19	£18.62	£19.07	£19.53	£20.00	£20.48	£20.97	£21.47	£21.99	£22.51	£23.05	£23.61	£24.17	£24.75	£25.35	£25.96	£26.58	£27.22	£27.87
Inflow from Fringe Zones	£8.00	£8.38	£8.77	£9.19	£9.62	£10.07	£10.54	£11.04	£11.56	£12.10	£12.67	£13.27	£13.89	£14.54	£15.23	£15.94	£16.69	£17.48	£18.30	£19.16
Surplus Expenditure	£10.94	£14.74	-£5.54	-£2.21	£1.52	£5.87	£10.52	£15.89	£21.46	£28.05	£35.13	£42.97	£51.37	£60.65	£70.33	£80.98	£91.79	£103.66	£116.02	£129.57

Notes

- (1) 2007 Prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Market Shares from Comparison Tables 6a-c
- (4) Floorspace data from Comparison Table 7a
- (5) Floorspace efficiency assumed to be 2.4% per annum for all centres / locations as advised by page 12 of Experian Retail Planner Briefing Note 7.1 (August 2009)
- (6) Inflow from Outside Study Area based on Selby Town Centre Street Survey Results
- (7) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (8) Figures not exact due to rounding

Comparison Table 11a: Capacity for New Comparison Floorspace in PCA - Current Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Surplus Expenditure	-£19.38	-£17.16	-£38.94	-£37.15	-£35.07	-£32.53	-£29.77	-£26.49	-£23.07	-£18.89	-£14.36	-£9.27	-£3.76	£2.40	£8.84	£16.00	£23.26	£31.31	£39.71	£48.99
Selby Town Centre Turnover per sq m (From Study Area)	£4,114	£4,213	£4,314	£4,418	£4,524	£4,632	£4,743	£4,857	£4,974	£5,093	£5,215	£5,340	£5,469	£5,600	£5,734	£5,872	£6,013	£6,157	£6,305	£6,456
Selby Town Centre Illustration Net Floorspace equivalent (sq m)	-4,710	-4,074	-9,027	-8,410	-7,752	-7,022	-6,277	-5,454	-4,638	-3,709	-2,753	-1,735	-687	428	1,541	2,724	3,868	5,085	6,298	7,588
Selby Town Centre Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	-6,729	-5,820	-12,896	-12,015	-11,074	-10,032	-8,967	-7,791	-6,626	-5,299	-3,932	-2,478	-981	612	2,201	3,892	5,526	7,265	8,997	10,840
Retail Warehouse Illustration Net Floorspace equivalent (sq m) - Using £3,000/sq m	-6,460	-5,721	-12,981	-12,385	-11,689	-10,843	-9,925	-8,830	-7,689	-6,297	-4,785	-3,088	-1,252	799	2,945	5,332	7,753	10,437	13,235	16,330
Retail Warehouse Illustration Gross Floorspace equivalent (sq m) 80% net:gross ratio	-8,075	-7,151	-16,226	-15,481	-14,611	-13,553	-12,406	-11,037	-9,612	-7,871	-5,982	-3,861	-1,565	999	3,682	6,666	9,691	13,046	16,544	20,412

Comparison Table 11b: Capacity for New Comparison Floorspace in PCA - Increase in Market Share to 35%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Surplus Expenditure	-£6.32	-£3.42	-£24.49	-£21.97	-£19.11	-£15.71	-£12.06	-£7.79	-£3.35	£1.97	£7.71	£14.10	£20.98	£28.61	£36.58	£45.39	£54.33	£64.18	£74.45	£85.74
Selby Town Centre Turnover per sq m (From Study Area)	£4,114	£4,213	£4,314	£4,418	£4,524	£4,632	£4,743	£4,857	£4,974	£5,093	£5,215	£5,340	£5,469	£5,600	£5,734	£5,872	£6,013	£6,157	£6,305	£6,456
Selby Town Centre Illustration Net Floorspace equivalent (sq m)	-1,537	-812	-5,677	-4,974	-4,224	-3,392	-2,542	-1,603	-673	387	1,478	2,640	3,836	5,108	6,379	7,730	9,035	10,424	11,808	13,281
Selby Town Centre Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	-2,196	-1,159	-8,109	-7,106	-6,034	-4,846	-3,632	-2,290	-962	553	2,112	3,771	5,480	7,298	9,112	11,042	12,907	14,892	16,868	18,973
Retail Warehouse Illustration Net Floorspace equivalent (sq m) - Using £3,000/sq m	-2,108	-1,140	-8,163	-7,325	-6,369	-5,237	-4,020	-2,596	-1,116	657	2,570	4,699	6,992	9,536	12,192	15,129	18,109	21,394	24,816	28,581
Retail Warehouse Illustration Gross Floorspace equivalent (sq m) 80% net:gross ratio	-2,635	-1,424	-10,204	-9,156	-7,961	-6,547	-5,024	-3,244	-1,395	821	3,212	5,874	8,740	11,919	15,240	18,912	22,636	26,743	31,020	35,727

Comparison Table 11c: Capacity for New Comparison Floorspace in PCA - Increase in Market Share to 40%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Surplus Expenditure	£8.27	£11.95	-£8.46	-£5.28	-£1.69	£2.51	£7.01	£12.21	£17.61	£24.02	£30.91	£38.54	£46.74	£55.80	£65.25	£75.67	£86.23	£97.84	£109.92	£123.18
Selby Town Centre Turnover per sq m (From Study Area)	£4,114	£4,213	£4,314	£4,418	£4,524	£4,632	£4,743	£4,857	£4,974	£5,093	£5,215	£5,340	£5,469	£5,600	£5,734	£5,872	£6,013	£6,157	£6,305	£6,456
Selby Town Centre Illustration Net Floorspace equivalent (sq m)	2,011	2,836	-1,962	-1,195	-373	542	1,477	2,514	3,541	4,716	5,927	7,217	8,547	9,965	11,379	12,886	14,340	15,890	17,434	19,079
Selby Town Centre Illustration Gross Floorspace equivalent (sq m) 70% net:gross ratio	2,873	4,052	-2,802	-1,707	-532	774	2,110	3,592	5,058	6,737	8,466	10,310	12,211	14,235	16,256	18,408	20,486	22,700	24,906	27,256
Retail Warehouse Illustration Net Floorspace equivalent (sq m) - Using £3,000/sq m	2,758	3,983	-2,821	-1,759	-562	837	2,335	4,071	5,870	8,006	10,303	12,848	15,581	18,601	21,751	25,222	28,742	32,613	36,640	41,060
Retail Warehouse Illustration Gross Floorspace equivalent (sq m) 80% net:gross ratio	3,448	4,979	-3,526	-2,199	-702	1,046	2,919	5,088	7,338	10,008	12,879	16,060	19,476	23,251	27,188	31,527	35,927	40,766	45,800	51,325

Comparison Table 10d: Capacity for New Comparison Floorspace in PCA - Increase in Market Share to 40% and Inflow from Fringe Zones Increased by 50%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Surplus Expenditure	£10.94	£14.74	-£5.54	-£2.21	£1.52	£5.87	£10.52	£15.89	£21.46	£28.05	£35.13	£42.97	£51.37	£60.65	£70.33	£80.98	£91.79	£103.66	£116.02	£129.57
Selby Town Centre Turnover per sq m (From Study Area)	£4,114	£4,213	£4,314	£4,418	£4,524	£4,632	£4,743	£4,857	£4,974	£5,093	£5,215	£5,340	£5,469	£5,600	£5,734	£5,872	£6,013	£6,157	£6,305	£6,456
Selby Town Centre Illustration Net Floorspace equivalent (sq m)	2,660	3,499	-1,284	-501	336	1,267	2,218	3,272	4,316	5,508	6,736	8,045	9,394	10,830	12,264	13,791	15,265	16,836	18,401	20,068
Selby Town Centre Illustration Gross Floorspace equivalent (sq m)	3,800	4,999	-1,834	-716	480	1,810	3,169	4,674	6,165	7,869	9,623	11,493	13,420	15,472	17,520	19,701	21,808	24,052	26,287	28,669
70% net:gross ratio																				
Retail Warehouse Illustration Net Floorspace equivalent (sq m) - Using £3,000/sq m	3,647	4,914	-1,846	-738	507	1,956	3,507	5,297	7,155	9,351	11,711	14,322	17,124	20,216	23,442	26,993	30,596	34,555	38,673	43,189
Retail Warehouse Illustration Gross Floorspace equivalent (sq m) 80% net:gross ratio	4,559	6,143	-2,307	-923	634	2,445	4,384	6,622	8,943	11,689	14,638	17,902	21,405	25,271	29,303	33,741	38,246	43,194	48,341	53,986

Notes

- (1) £3,830 Per sq m floorspace equivalent for Selby Town Centre based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) £3,000 Retail Warehouse Illustration Drivers Jonas estimate
- (3) Surplus Expenditure Figures from Comparison Table 9
- (4) Values expressed in £m
- (5) 2007 prices
- (6) Surplus expenditure is calculated by adding the 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities.
- (7) Floorspace efficiency assumed to be 2.4% per annum for all centres / locations as advised by page 12 of Experian Retail Planner Briefing Note 7.1 (August 2009)

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Comparison Goods Analysis



Comparison Table 12a: Comparison Goods Capacity Within Zone 1 - Selby - Current Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£146.32	£154.03	£161.99	£170.12	£178.87	£188.46	£198.54	£209.60	£221.01	£233.79	£247.29	£261.83	£277.19	£293.74	£310.90	£329.39	£348.18	£368.42	£389.37	£411.93
Zone 1 Market Share	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%	41.1%
Market Share Expenditure (£m)	£60.16	£63.33	£66.60	£69.94	£73.54	£77.48	£81.63	£86.17	£90.87	£96.12	£101.67	£107.65	£113.96	£120.77	£127.82	£135.42	£143.15	£151.47	£160.08	£169.36
Turnover of Existing Provision (£m)	£119.14	£122.00	£124.93	£127.93	£131.00	£134.14	£137.36	£140.66	£144.04	£147.49	£151.03	£154.66	£158.37	£162.17	£166.06	£170.05	£174.13	£178.31	£182.59	£186.97
Turnover of Commitments (£m)			£21.10	£21.61	£22.12	£22.65	£23.20	£23.76	£24.33	£24.91	£25.51	£26.12	£26.75	£27.39	£28.05	£28.72	£29.41	£30.11	£30.84	£31.58
Total Facilities Turnover	£119.14	£122.00	£146.03	£149.53	£153.12	£156.80	£160.56	£164.41	£168.36	£172.40	£176.54	£180.78	£185.11	£189.56	£194.11	£198.77	£203.54	£208.42	£213.42	£218.54
Facilities Turnover From Outside the Study Area	£17.76	£18.19	£18.62	£19.07	£19.53	£20.00	£20.48	£20.97	£21.47	£21.99	£22.51	£23.05	£23.61	£24.17	£24.75	£25.35	£25.96	£26.58	£27.22	£27.87
Inflow from Fringe Zones and Other Zones Within the PCA	£25.08	£26.26	£27.50	£28.79	£30.14	£31.56	£33.04	£34.59	£36.22	£37.92	£39.70	£41.57	£43.52	£45.57	£47.71	£49.95	£52.30	£54.76	£57.33	£60.03
Surplus Expenditure	-£16.14	-£14.23	-£33.31	-£31.73	-£29.92	-£27.76	-£25.42	-£22.68	-£19.80	-£16.37	-£12.65	-£8.50	-£4.02	£0.95	£6.18	£11.96	£17.87	£24.39	£31.21	£38.71

Comparison Table 12b: Comparison Goods Capacity Within Zone 1 - Selby - Increase in Market Share to 45%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£146.32	£154.03	£161.99	£170.12	£178.87	£188.46	£198.54	£209.60	£221.01	£233.79	£247.29	£261.83	£277.19	£293.74	£310.90	£329.39	£348.18	£368.42	£389.37	£411.93
Zone 1 Market Share	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%	45.0%
Market Share Expenditure (£m)	£65.84	£69.31	£72.89	£76.56	£80.49	£84.81	£89.34	£94.32	£99.46	£105.21	£111.28	£117.82	£124.73	£132.18	£139.90	£148.22	£156.68	£165.79	£175.22	£185.37
Turnover of Existing Provision (£m)	£119.14	£122.00	£124.93	£127.93	£131.00	£134.14	£137.36	£140.66	£144.04	£147.49	£151.03	£154.66	£158.37	£162.17	£166.06	£170.05	£174.13	£178.31	£182.59	£186.97
Turnover of Commitments (£m)			£21.10	£21.61	£22.12	£22.65	£23.20	£23.76	£24.33	£24.91	£25.51	£26.12	£26.75	£27.39	£28.05	£28.72	£29.41	£30.11	£30.84	£31.58
Total Facilities Turnover	£119.14	£122.00	£146.03	£149.53	£153.12	£156.80	£160.56	£164.41	£168.36	£172.40	£176.54	£180.78	£185.11	£189.56	£194.11	£198.77	£203.54	£208.42	£213.42	£218.54
Facilities Turnover From Outside the Study Area	£17.76	£18.19	£18.62	£19.07	£19.53	£20.00	£20.48	£20.97	£21.47	£21.99	£22.51	£23.05	£23.61	£24.17	£24.75	£25.35	£25.96	£26.58	£27.22	£27.87
Inflow from Fringe Zones and Other Zones Within the PCA	£25.08	£26.26	£27.50	£28.79	£30.14	£31.56	£33.04	£34.59	£36.22	£37.92	£39.70	£41.57	£43.52	£45.57	£47.71	£49.95	£52.30	£54.76	£57.33	£60.03
Surplus Expenditure	-£10.46	-£8.24	-£27.02	-£25.12	-£22.96	-£20.44	-£17.70	-£14.53	-£11.21	-£7.29	-£3.04	£1.67	£6.75	£12.37	£18.26	£24.76	£31.40	£38.71	£46.35	£54.72

Comparison Table 12c: Comparison Goods Capacity Within Zone 1 - Selby - Increase in Market Share to 50%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£146.32	£154.03	£161.99	£170.12	£178.87	£188.46	£198.54	£209.60	£221.01	£233.79	£247.29	£261.83	£277.19	£293.74	£310.90	£329.39	£348.18	£368.42	£389.37	£411.93
Zone 1 Market Share	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%
Market Share Expenditure (£m)	£73.16	£77.02	£80.99	£85.06	£89.43	£94.23	£99.27	£104.80	£110.51	£116.90	£123.64	£130.91	£138.59	£146.87	£155.45	£164.69	£174.09	£184.21	£194.68	£205.96
Turnover of Existing Provision (£m)	£119.14	£122.00	£124.93	£127.93	£131.00	£134.14	£137.36	£140.66	£144.04	£147.49	£151.03	£154.66	£158.37	£162.17	£166.06	£170.05	£174.13	£178.31	£182.59	£186.97
Turnover of Commitments (£m)			£21.10	£21.61	£22.12	£22.65	£23.20	£23.76	£24.33	£24.91	£25.51	£26.12	£26.75	£27.39	£28.05	£28.72	£29.41	£30.11	£30.84	£31.58
Total Facilities Turnover	£119.14	£122.00	£146.03	£149.53	£153.12	£156.80	£160.56	£164.41	£168.36	£172.40	£176.54	£180.78	£185.11	£189.56	£194.11	£198.77	£203.54	£208.42	£213.42	£218.54
Facilities Turnover From Outside the Study Area	£17.76	£18.19	£18.62	£19.07	£19.53	£20.00	£20.48	£20.97	£21.47	£21.99	£22.51	£23.05	£23.61	£24.17	£24.75	£25.35	£25.96	£26.58	£27.22	£27.87
Inflow from Fringe Zones and Other Zones Within the PCA	£25.08	£26.26	£27.50	£28.79	£30.14	£31.56	£33.04	£34.59	£36.22	£37.92	£39.70	£41.57	£43.52	£45.57	£47.71	£49.95	£52.30	£54.76	£57.33	£60.03
Surplus Expenditure	-£3.14	-£0.54	-£18.92	-£16.61	-£14.02	-£11.01	-£7.78	-£4.05	-£0.16	£4.40	£9.32	£14.76	£20.61	£27.06	£33.81	£41.23	£48.81	£57.13	£65.81	£75.32

Notes

- (1) 2007 Prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Market Shares from Comparison Tables 6a-c
- (4) Floorspace data from Comparison Table 7a
- (5) Floorspace efficiency assumed to be 2.4% per annum for all centres / locations as advised by page 12 of Experian Retail Planner Briefing Note 7.1 (August 2009)
- (6) Inflow from Outside Study Area based on Selby Town Centre Street Survey Results
- (7) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (8) Figures not exact due to rounding

Comparison Table 13a: Comparison Goods Capacity Within Zone 2 - Sherburn In Elmet - Current Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£48.29	£50.83	£53.46	£56.14	£59.03	£62.19	£65.52	£69.17	£72.93	£77.15	£81.61	£86.40	£91.47	£96.93	£102.60	£108.70	£114.90	£121.58	£128.49	£135.94
Zone 2 Market Share	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%
Market Share Expenditure (£m)	£2.19	£2.31	£2.43	£2.55	£2.68	£2.82	£2.97	£3.14	£3.31	£3.50	£3.70	£3.92	£4.15	£4.40	£4.66	£4.93	£5.21	£5.52	£5.83	£6.17
Turnover of Existing Provision (£m)	£4.09	£4.19	£4.29	£4.39	£4.50	£4.60	£4.71	£4.83	£4.94	£5.06	£5.18	£5.31	£5.44	£5.57	£5.70	£5.84	£5.98	£6.12	£6.27	£6.42
Turnover of Commitments (£m)			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Facilities Turnover	£4.09	£4.19	£4.29	£4.39	£4.50	£4.60	£4.71	£4.83	£4.94	£5.06	£5.18	£5.31	£5.44	£5.57	£5.70	£5.84	£5.98	£6.12	£6.27	£6.42
Inflow from Fringe Zones and Other Zones Within the PCA	£0.57	£0.60	£0.63	£0.66	£0.69	£0.72	£0.75	£0.79	£0.82	£0.86	£0.90	£0.95	£0.99	£1.04	£1.09	£1.14	£1.19	£1.25	£1.30	£1.37
Surplus Expenditure	-£1.33	-£1.28	-£1.24	-£1.19	-£1.13	-£1.06	-£0.99	-£0.90	-£0.81	-£0.70	-£0.58	-£0.44	-£0.29	-£0.13	£0.04	£0.23	£0.43	£0.64	£0.87	£1.12

Comparison Table 13b: Comparison Goods Capacity Within Zone 2 - Sherburn In Elmet - Increase in Market Share to 7.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£48.29	£50.83	£53.46	£56.14	£59.03	£62.19	£65.52	£69.17	£72.93	£77.15	£81.61	£86.40	£91.47	£96.93	£102.60	£108.70	£114.90	£121.58	£128.49	£135.94
Zone 2 Market Share	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%
Market Share Expenditure (£m)	£3.62	£3.81	£4.01	£4.21	£4.43	£4.66	£4.91	£5.19	£5.47	£5.79	£6.12	£6.48	£6.86	£7.27	£7.69	£8.15	£8.62	£9.12	£9.64	£10.20
Turnover of Existing Provision (£m)	£4.09	£4.19	£4.29	£4.39	£4.50	£4.60	£4.71	£4.83	£4.94	£5.06	£5.18	£5.31	£5.44	£5.57	£5.70	£5.84	£5.98	£6.12	£6.27	£6.42
Turnover of Commitments (£m)			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Facilities Turnover	£4.09	£4.19	£4.29	£4.39	£4.50	£4.60	£4.71	£4.83	£4.94	£5.06	£5.18	£5.31	£5.44	£5.57	£5.70	£5.84	£5.98	£6.12	£6.27	£6.42
Inflow from Fringe Zones and Other Zones Within the PCA	£0.57	£0.60	£0.63	£0.66	£0.69	£0.72	£0.75	£0.79	£0.82	£0.86	£0.90	£0.95	£0.99	£1.04	£1.09	£1.14	£1.19	£1.25	£1.30	£1.37
Surplus Expenditure	£0.10	£0.22	£0.35	£0.48	£0.62	£0.78	£0.95	£1.15	£1.35	£1.59	£1.84	£2.12	£2.42	£2.74	£3.08	£3.45	£3.83	£4.24	£4.68	£5.14

Comparison Table 13c: Comparison Goods Capacity Within Zone 2 - Sherburn In Elmet - Increase in Market Share to 10%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£48.29	£50.83	£53.46	£56.14	£59.03	£62.19	£65.52	£69.17	£72.93	£77.15	£81.61	£86.40	£91.47	£96.93	£102.60	£108.70	£114.90	£121.58	£128.49	£135.94
Zone 2 Market Share	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Market Share Expenditure (£m)	£4.83	£5.08	£5.35	£5.61	£5.90	£6.22	£6.55	£6.92	£7.29	£7.72	£8.16	£8.64	£9.15	£9.69	£10.26	£10.87	£11.49	£12.16	£12.85	£13.59
Turnover of Existing Provision (£m)	£4.09	£4.19	£4.29	£4.39	£4.50	£4.60	£4.71	£4.83	£4.94	£5.06	£5.18	£5.31	£5.44	£5.57	£5.70	£5.84	£5.98	£6.12	£6.27	£6.42
Turnover of Commitments (£m)			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Facilities Turnover	£4.09	£4.19	£4.29	£4.39	£4.50	£4.60	£4.71	£4.83	£4.94	£5.06	£5.18	£5.31	£5.44	£5.57	£5.70	£5.84	£5.98	£6.12	£6.27	£6.42
Inflow from Fringe Zones and Other Zones Within the PCA	£0.57	£0.60	£0.63	£0.66	£0.69	£0.72	£0.75	£0.79	£0.82	£0.86	£0.90	£0.95	£0.99	£1.04	£1.09	£1.14	£1.19	£1.25	£1.30	£1.37
Surplus Expenditure	£1.31	£1.49	£1.68	£1.88	£2.09	£2.33	£2.59	£2.88	£3.17	£3.52	£3.88	£4.28	£4.70	£5.16	£5.65	£6.17	£6.70	£7.28	£7.89	£8.54

Notes

- (1) 2007 Prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Market Shares from Comparison Tables 6a-c
- (4) Floorspace data from Comparison Table 7a
- (5) Floorspace efficiency assumed to be 2.4% per annum for all centres / locations as advised by page 12 of Experian Retail Planner Briefing Note 7.1 (August 2009)
- (6) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (7) Figures not exact due to rounding

Comparison Table 14a: Comparison Goods Capacity Within Zone 3 - Tadcaster - Current Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£40.75	£42.90	£45.12	£47.38	£49.82	£52.49	£55.30	£58.38	£61.56	£65.12	£68.88	£72.93	£77.20	£81.81	£86.59	£91.74	£96.98	£102.61	£108.45	£114.73
Zone 3 Market Share	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%	9.0%
Market Share Expenditure (£m)	£3.67	£3.86	£4.06	£4.26	£4.48	£4.72	£4.97	£5.25	£5.54	£5.86	£6.20	£6.56	£6.94	£7.36	£7.79	£8.25	£8.72	£9.23	£9.76	£10.32
Turnover of Existing Provision (£m)	£7.97	£8.16	£8.36	£8.56	£8.77	£8.98	£9.19	£9.41	£9.64	£9.87	£10.11	£10.35	£10.60	£10.85	£11.11	£11.38	£11.65	£11.93	£12.22	£12.51
Turnover of Commitments (£m)			£1.95	£2.00	£2.05	£2.10	£2.15	£2.20	£2.25	£2.31	£2.36	£2.42	£2.48	£2.54	£2.60	£2.66	£2.72	£2.79	£2.86	£2.92
Total Facilities Turnover	£7.97	£8.16	£10.31	£10.56	£10.81	£11.07	£11.34	£11.61	£11.89	£12.18	£12.47	£12.77	£13.07	£13.39	£13.71	£14.04	£14.38	£14.72	£15.07	£15.44
Inflow from Fringe Zones and Other Zones Within the PCA	£2.30	£2.41	£2.52	£2.64	£2.77	£2.90	£3.03	£3.18	£3.33	£3.48	£3.65	£3.82	£4.00	£4.18	£4.38	£4.59	£4.80	£5.03	£5.26	£5.51
Surplus Expenditure	-£2.00	-£1.89	-£3.73	-£3.66	-£3.57	-£3.45	-£3.33	-£3.18	-£3.03	-£2.84	-£2.63	-£2.39	-£2.13	-£1.84	-£1.54	-£1.20	-£0.85	-£0.46	-£0.05	£0.40

Comparison Table 14b: Comparison Goods Capacity Within Zone 3 - Tadcaster - Increase in Market Share to 12.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£40.75	£42.90	£45.12	£47.38	£49.82	£52.49	£55.30	£58.38	£61.56	£65.12	£68.88	£72.93	£77.20	£81.81	£86.59	£91.74	£96.98	£102.61	£108.45	£114.73
Zone 3 Market Share	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%	12.5%
Market Share Expenditure (£m)	£5.09	£5.36	£5.64	£5.92	£6.23	£6.56	£6.91	£7.30	£7.69	£8.14	£8.61	£9.12	£9.65	£10.23	£10.82	£11.47	£12.12	£12.83	£13.56	£14.34
Turnover of Existing Provision (£m)	£7.97	£8.16	£8.36	£8.56	£8.77	£8.98	£9.19	£9.41	£9.64	£9.87	£10.11	£10.35	£10.60	£10.85	£11.11	£11.38	£11.65	£11.93	£12.22	£12.51
Turnover of Commitments (£m)			£1.95	£2.00	£2.05	£2.10	£2.15	£2.20	£2.25	£2.31	£2.36	£2.42	£2.48	£2.54	£2.60	£2.66	£2.72	£2.79	£2.86	£2.92
Total Facilities Turnover	£7.97	£8.16	£10.31	£10.56	£10.81	£11.07	£11.34	£11.61	£11.89	£12.18	£12.47	£12.77	£13.07	£13.39	£13.71	£14.04	£14.38	£14.72	£15.07	£15.44
Inflow from Fringe Zones and Other Zones Within the PCA	£2.30	£2.41	£2.52	£2.64	£2.77	£2.90	£3.03	£3.18	£3.33	£3.48	£3.65	£3.82	£4.00	£4.18	£4.38	£4.59	£4.80	£5.03	£5.26	£5.51
Surplus Expenditure	-£0.58	-£0.39	-£2.15	-£2.00	-£1.82	-£1.62	-£1.39	-£1.14	-£0.87	-£0.55	-£0.21	£0.16	£0.57	£1.02	£1.50	£2.02	£2.55	£3.13	£3.75	£4.42

Comparison Table 14c: Comparison Goods Capacity Within Zone 3 - Tadcaster - Increase in Market Share to 15%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£40.75	£42.90	£45.12	£47.38	£49.82	£52.49	£55.30	£58.38	£61.56	£65.12	£68.88	£72.93	£77.20	£81.81	£86.59	£91.74	£96.98	£102.61	£108.45	£114.73
Zone 3 Market Share	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%	15.0%
Market Share Expenditure (£m)	£6.11	£6.44	£6.77	£7.11	£7.47	£7.87	£8.29	£8.76	£9.23	£9.77	£10.33	£10.94	£11.58	£12.27	£12.99	£13.76	£14.55	£15.39	£16.27	£17.21
Turnover of Existing Provision (£m)	£7.97	£8.16	£8.36	£8.56	£8.77	£8.98	£9.19	£9.41	£9.64	£9.87	£10.11	£10.35	£10.60	£10.85	£11.11	£11.38	£11.65	£11.93	£12.22	£12.51
Turnover of Commitments (£m)			£1.95	£2.00	£2.05	£2.10	£2.15	£2.20	£2.25	£2.31	£2.36	£2.42	£2.48	£2.54	£2.60	£2.66	£2.72	£2.79	£2.86	£2.92
Total Facilities Turnover	£7.97	£8.16	£10.31	£10.56	£10.81	£11.07	£11.34	£11.61	£11.89	£12.18	£12.47	£12.77	£13.07	£13.39	£13.71	£14.04	£14.38	£14.72	£15.07	£15.44
Inflow from Fringe Zones and Other Zones Within the PCA	£2.30	£2.41	£2.52	£2.64	£2.77	£2.90	£3.03	£3.18	£3.33	£3.48	£3.65	£3.82	£4.00	£4.18	£4.38	£4.59	£4.80	£5.03	£5.26	£5.51
Surplus Expenditure	£0.44	£0.68	-£1.02	-£0.81	-£0.57	-£0.30	-£0.01	£0.32	£0.67	£1.07	£1.51	£1.99	£2.50	£3.07	£3.66	£4.31	£4.97	£5.70	£6.46	£7.29

Notes

- (1) 2007 Prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Market Shares from Comparison Tables 6a-c
- (4) Floorspace data from Comparison Table 7a
- (5) Floorspace efficiency assumed to be 2.4% per annum for all centres / locations as advised by page 12 of Experian Retail Planner Briefing Note 7.1 (August 2009)
- (6) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (7) Figures not exact due to rounding

Comparison Table 15a: Comparison Goods Capacity Within Zone 4 - Eggborough / South Selby - Current Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£56.60	£59.58	£62.66	£65.81	£69.19	£72.90	£76.80	£81.08	£85.49	£90.44	£95.66	£101.28	£107.22	£113.62	£120.26	£127.41	£134.68	£142.51	£150.62	£159.34
Zone 4 Market Share	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%	4.6%
Market Share Expenditure (£m)	£2.61	£2.75	£2.89	£3.04	£3.19	£3.36	£3.54	£3.74	£3.94	£4.17	£4.41	£4.67	£4.95	£5.24	£5.55	£5.88	£6.21	£6.58	£6.95	£7.35
Turnover of Existing Provision (£m)	£0.40	£0.41	£0.42	£0.43	£0.44	£0.45	£0.46	£0.47	£0.48	£0.50	£0.51	£0.52	£0.53	£0.55	£0.56	£0.57	£0.59	£0.60	£0.61	£0.63
Turnover of Commitments (£m)			£1.04	£1.06	£1.09	£1.11	£1.14	£1.17	£1.19	£1.22	£1.25	£1.28	£1.31	£1.34	£1.38	£1.41	£1.44	£1.48	£1.51	£1.55
Total Facilities Turnover	£0.40	£0.41	£1.46	£1.49	£1.53	£1.56	£1.60	£1.64	£1.68	£1.72	£1.76	£1.80	£1.85	£1.89	£1.94	£1.98	£2.03	£2.08	£2.13	£2.18
Inflow from Fringe Zones and Other Zones Within the PCA	£0.08	£0.08	£0.09	£0.09	£0.09	£0.10	£0.10	£0.11	£0.11	£0.12	£0.12	£0.13	£0.14	£0.14	£0.15	£0.16	£0.16	£0.17	£0.18	£0.19
Surplus Expenditure	£2.29	£2.42	£1.52	£1.64	£1.76	£1.90	£2.05	£2.21	£2.38	£2.57	£2.78	£3.00	£3.24	£3.50	£3.76	£4.05	£4.35	£4.67	£5.00	£5.36

Comparison Table 15b: Comparison Goods Capacity Within Zone 4 - Eggborough / South Selby - Increase in Market Share to 7.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£56.60	£59.58	£62.66	£65.81	£69.19	£72.90	£76.80	£81.08	£85.49	£90.44	£95.66	£101.28	£107.22	£113.62	£120.26	£127.41	£134.68	£142.51	£150.62	£159.34
Zone 4 Market Share	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%	7.5%
Market Share Expenditure (£m)	£4.24	£4.47	£4.70	£4.94	£5.19	£5.47	£5.76	£6.08	£6.41	£6.78	£7.17	£7.60	£8.04	£8.52	£9.02	£9.56	£10.10	£10.69	£11.30	£11.95
Turnover of Existing Provision (£m)	£0.40	£0.41	£0.42	£0.43	£0.44	£0.45	£0.46	£0.47	£0.48	£0.50	£0.51	£0.52	£0.53	£0.55	£0.56	£0.57	£0.59	£0.60	£0.61	£0.63
Turnover of Commitments (£m)			£1.04	£1.06	£1.09	£1.11	£1.14	£1.17	£1.19	£1.22	£1.25	£1.28	£1.31	£1.34	£1.38	£1.41	£1.44	£1.48	£1.51	£1.55
Total Facilities Turnover	£0.40	£0.41	£1.46	£1.49	£1.53	£1.56	£1.60	£1.64	£1.68	£1.72	£1.76	£1.80	£1.85	£1.89	£1.94	£1.98	£2.03	£2.08	£2.13	£2.18
Inflow from Fringe Zones and Other Zones Within the PCA	£0.08	£0.08	£0.09	£0.09	£0.09	£0.10	£0.10	£0.11	£0.11	£0.12	£0.12	£0.13	£0.14	£0.14	£0.15	£0.16	£0.16	£0.17	£0.18	£0.19
Surplus Expenditure	£3.92	£4.14	£3.33	£3.53	£3.76	£4.00	£4.26	£4.55	£4.85	£5.18	£5.54	£5.92	£6.33	£6.77	£7.23	£7.73	£8.24	£8.78	£9.35	£9.96

Comparison Table 15c: Comparison Goods Capacity Within Zone 4 - Eggborough / South Selby - Increase in Market Share to 10%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£56.60	£59.58	£62.66	£65.81	£69.19	£72.90	£76.80	£81.08	£85.49	£90.44	£95.66	£101.28	£107.22	£113.62	£120.26	£127.41	£134.68	£142.51	£150.62	£159.34
Zone 4 Market Share	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Market Share Expenditure (£m)	£5.66	£5.96	£6.27	£6.58	£6.92	£7.29	£7.68	£8.11	£8.55	£9.04	£9.57	£10.13	£10.72	£11.36	£12.03	£12.74	£13.47	£14.25	£15.06	£15.93
Turnover of Existing Provision (£m)	£0.40	£0.41	£0.42	£0.43	£0.44	£0.45	£0.46	£0.47	£0.48	£0.50	£0.51	£0.52	£0.53	£0.55	£0.56	£0.57	£0.59	£0.60	£0.61	£0.63
Turnover of Commitments (£m)			£1.04	£1.06	£1.09	£1.11	£1.14	£1.17	£1.19	£1.22	£1.25	£1.28	£1.31	£1.34	£1.38	£1.41	£1.44	£1.48	£1.51	£1.55
Total Facilities Turnover	£0.40	£0.41	£1.46	£1.49	£1.53	£1.56	£1.60	£1.64	£1.68	£1.72	£1.76	£1.80	£1.85	£1.89	£1.94	£1.98	£2.03	£2.08	£2.13	£2.18
Inflow from Fringe Zones and Other Zones Within the PCA	£0.08	£0.08	£0.09	£0.09	£0.09	£0.10	£0.10	£0.11	£0.11	£0.12	£0.12	£0.13	£0.14	£0.14	£0.15	£0.16	£0.16	£0.17	£0.18	£0.19
Surplus Expenditure	£5.34	£5.63	£4.90	£5.18	£5.49	£5.83	£6.18	£6.58	£6.98	£7.44	£7.93	£8.46	£9.01	£9.61	£10.24	£10.92	£11.60	£12.34	£13.11	£13.94

Notes

- (1) 2007 Prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Market Shares from Comparison Tables 6a-c
- (4) Floorspace data from Comparison Table 7a
- (5) Floorspace efficiency assumed to be 2.4% per annum for all centres / locations as advised by page 12 of Experian Retail Planner Briefing Note 7.1 (August 2009)
- (6) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (7) Figures not exact due to rounding