

APPENDIX B

Comparison Goods Expenditure, Market Shares and Capacity Estimates - Base Scenario Population

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 1 - Population Projections

	2014	2019	2024	2029	2031	Numeric Change 2014-31	Percentage Change 2014-31
Zone 1: Swanage	11,574	11,915	12,278	12,531	12,611	1,037	9.0%
Zone 2: Wareham	20,495	21,139	21,826	22,274	22,415	1,920	9.4%
Zone 3: Puddleston and Rural West	26,023	26,789	27,636	28,120	28,264	2,241	8.6%
Zone 4: Upton and Hamworthy	20,968	21,856	22,708	23,326	23,529	2,561	12.2%
Zone 5: Poole Town Centre	13,294	13,956	14,556	15,017	15,182	1,888	14.2%
Zone 6: Parkstone and Canford Cliffs	25,378	26,605	27,720	28,580	28,887	3,509	13.8%
Zone 7: Oakdale	18,365	19,268	20,117	20,761	20,993	2,628	14.3%
Zone 8: Creekmoor	16,711	17,536	18,314	18,916	19,122	2,411	14.4%
Zone 9: Lytchett Matravers	7,573	7,823	8,089	8,262	8,317	744	9.8%
Zone 10: Broadstone	18,605	19,533	20,396	21,075	21,307	2,702	14.5%
Zone 11: Branksome	18,359	19,248	20,070	20,712	20,940	2,581	14.1%
Zone 12: Alderney and Newtown	17,544	18,395	19,174	19,795	20,015	2,471	14.1%
Zone 13: Bearwood	20,555	21,425	22,131	22,757	23,005	2,450	11.9%
Zone 14: Merley and Corfe Mullen	21,433	22,281	23,154	23,802	24,002	2,569	12.0%
Total Catchment	256,877	267,769	278,169	285,928	288,589	31,712	12.3%

NOTES:

ONS Based Population Projections sourced from Experian MMG3 (2014)

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 2 - Comparison Goods Expenditure (per capita)

	2012	2014	2019	2024	2029	2031	Numeric Change 2014-31	Percentage Change 2014-31
Zone 1: Swanage	£2,765	£3,013	£3,575	£4,205	£4,947	£5,278	£2,265	75.2%
Zone 2: Wareham	£3,156	£3,439	£4,081	£4,800	£5,646	£6,025	£2,585	75.2%
Zone 3: Puddletown and Rural West	£3,494	£3,808	£4,518	£5,315	£6,251	£6,671	£2,863	75.2%
Zone 4: Upton and Hamworthy	£2,901	£3,161	£3,750	£4,411	£5,189	£5,537	£2,376	75.2%
Zone 5: Poole Town Centre	£2,625	£2,860	£3,394	£3,992	£4,696	£5,011	£2,150	75.2%
Zone 6: Parkstone and Canford Cliffs	£3,709	£4,042	£4,796	£5,641	£6,635	£7,081	£3,039	75.2%
Zone 7: Oakdale	£3,097	£3,375	£4,004	£4,710	£5,540	£5,912	£2,537	75.2%
Zone 8: Creekmoor	£2,912	£3,174	£3,766	£4,430	£5,210	£5,560	£2,386	75.2%
Zone 9: Lytchett Matravers	£3,985	£4,343	£5,153	£6,061	£7,129	£7,607	£3,265	75.2%
Zone 10: Broadstone	£3,835	£4,179	£4,958	£5,832	£6,860	£7,321	£3,141	75.2%
Zone 11: Branksome	£3,009	£3,279	£3,891	£4,577	£5,383	£5,744	£2,465	75.2%
Zone 12: Alderney and Newtown	£2,676	£2,916	£3,460	£4,070	£4,788	£5,109	£2,192	75.2%
Zone 13: Bearwood	£2,697	£2,939	£3,487	£4,102	£4,825	£5,148	£2,209	75.2%
Zone 14: Merley and Corfe Mullen	£3,527	£3,843	£4,560	£5,364	£6,309	£6,732	£2,889	75.2%

NOTES:

- (1) Expenditure data is derived from Experian MMG3 per capita annual comparison goods expenditure estimates (released in 2014), which are obtained through MapInfo's Anysite GIS system.
- (2) The 2012 MapInfo expenditure data has been projected forward to the base year of the study (2014). Source: Experian Retail Planner Briefing Note 12 - Figure 1a and 1b
- (3) For forecast years, the per annum growth rates are derived from the forecast growth rates given by the Experian Retail Planner Briefing Note 12 - Figure 1a. 2014: 5.6%, 2015: 4.4%, 2016 3.1% and 3.3% onwards.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 3 - Total Comparison Goods Expenditure & Expenditure Growth

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total 2014 (including SFT)	£34.9	£70.5	£99.1	£66.3	£38.0	£102.6	£62.0	£53.0	£32.9	£77.8	£60.2	£51.2	£60.4	£82.4	£891.2
2014 SFT (11.7% market share)*	£4.1	£8.2	£11.6	£7.8	£4.4	£12.0	£7.3	£6.2	£3.8	£9.1	£7.0	£6.0	£7.1	£9.6	£104.3
Total 2014 (excluding SFT)	£30.80	£62.24	£87.50	£58.52	£33.58	£90.58	£54.73	£46.83	£29.04	£68.65	£53.16	£45.18	£53.34	£72.73	£786.9
Total 2019 (including SFT)	£42.6	£86.3	£121.0	£82.0	£47.4	£127.6	£77.2	£66.0	£40.3	£96.9	£74.9	£63.7	£74.7	£101.6	£1,102.0
2019 SFT (15.3% market share)*	£6.5	£13.2	£18.5	£12.5	£7.2	£19.5	£11.8	£10.1	£6.2	£14.8	£11.5	£9.7	£11.4	£15.5	£168.6
Total 2019 (excluding SFT)	£36.1	£73.1	£102.5	£69.4	£40.1	£108.1	£65.3	£55.9	£34.1	£82.0	£63.4	£53.9	£63.3	£86.1	£933.4
Total 2024 (including SFT)	£51.6	£104.8	£146.9	£100.2	£58.1	£156.4	£94.7	£81.1	£49.0	£119.0	£91.9	£78.0	£90.8	£124.2	£1,346.6
2024 SFT (16% market share)*	£8.3	£16.8	£23.5	£16.0	£9.3	£25.0	£15.2	£13.0	£7.8	£19.0	£14.7	£12.5	£14.5	£19.9	£215.5
Total 2024 (excluding SFT)	£43.4	£88.0	£123.4	£84.1	£48.8	£131.4	£79.6	£68.1	£41.2	£99.9	£77.2	£65.6	£76.2	£104.3	£1,131.2
Total 2029 (including SFT)	£62.0	£125.8	£175.8	£121.0	£70.5	£189.6	£115.0	£98.6	£58.9	£144.6	£111.5	£94.8	£109.8	£150.2	£1,628.0
2029 SFT (15.7% market share)*	£9.7	£19.7	£27.6	£19.0	£11.1	£29.8	£18.1	£15.5	£9.2	£22.7	£17.5	£14.9	£17.2	£23.6	£255.6
Total 2029 (excluding SFT)	£52.3	£106.0	£148.2	£102.0	£59.4	£159.9	£97.0	£83.1	£49.7	£121.9	£94.0	£79.9	£92.6	£126.6	£1,372.4
Total 2031 (including SFT)	£66.6	£135.0	£188.5	£130.3	£76.1	£204.5	£124.1	£106.3	£63.3	£156.0	£120.3	£102.3	£118.4	£161.6	£1,753.3
2031 SFT (15.5% market share)*	£10.3	£20.9	£29.2	£20.2	£11.8	£31.7	£19.2	£16.5	£9.8	£24.2	£18.6	£15.8	£18.4	£25.0	£271.8
Total 2031 (excluding SFT)	£56.2	£114.1	£159.3	£110.1	£64.3	£172.8	£104.9	£89.8	£53.5	£131.8	£101.6	£86.4	£100.1	£136.5	£1,481.5
Growth 2014 - 2031 (including SFT)	£31.7	£64.6	£89.4	£64.0	£38.0	£102.0	£62.1	£53.3	£30.4	£78.2	£60.1	£51.1	£58.0	£79.2	£862.1

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Table 1 (population) by Table 2 (per capita comparison goods expenditure), and are in millions of pounds (£m).

* Growth in SFT expenditure is sourced from Experian Retail Planner Note 12 (October 2014) for the forecast years as a proportion of comparison goods sales taken by SFT trading.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014
Table 4 - Comparison Goods Spending Patterns by Zone in 2014 as a Percentage

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Locations within Study area														
Zone 1 Stores and Centres														
Swanage	23.64	0.85	0.00	0.00	0.00	0.01	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00
Sub-total	23.64	0.85	0.00	0.00	0.00	0.01	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00
Zone 2 Stores and Centres														
Wareham	1.72	5.21	0.20	0.00	0.00	0.66	0.00	0.00	1.69	0.15	0.00	0.00	0.14	0.00
Other zone 2	0.00	0.15	0.03	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00
Sub-total	1.72	5.36	0.23	0.00	0.00	0.66	0.00	0.00	1.72	0.15	0.00	0.00	0.14	0.00
Zone 3 Stores and Centres														
Other zone 3	0.00	0.00	0.11	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.00	0.00	0.11	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 4 Stores and Centres														
Local centres Zone 4	0.00	0.01	0.06	0.63	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Sub-total	0.00	0.01	0.06	0.63	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Zone 5 Stores and Centres														
Poole - Quay	0.00	0.24	0.08	2.83	3.60	0.28	0.00	1.62	0.23	0.00	0.51	0.22	0.00	0.48
Poole - Town Centre	33.67	35.36	18.94	42.45	59.71	33.43	43.67	47.08	43.63	29.81	40.75	32.43	15.90	28.74
Pitwines Retail Park, Poole	0.14	1.34	0.00	0.61	1.55	0.00	0.34	0.01	0.00	0.00	0.00	0.00	0.00	0.00
Poole - West Quay Road	0.43	0.95	0.00	1.21	0.00	0.00	0.22	0.00	0.39	0.00	0.00	0.19	0.00	0.20
Sub-total	34.25	37.88	19.02	47.09	64.86	33.71	44.23	48.71	44.25	29.81	41.26	32.85	15.90	29.42
Zone 6 Stores and Centres														
Branksome	1.94	1.40	0.15	0.27	1.31	8.91	3.36	0.64	1.48	0.97	3.81	5.41	1.48	0.59
Poole - Parkstone	0.43	0.13	1.47	2.04	1.08	2.57	1.80	0.70	1.36	0.96	2.47	6.19	0.56	1.63
Other local centres, Zone 6	0.00	0.00	0.00	0.02	0.00	0.59	0.30	0.02	0.00	0.04	0.03	0.00	0.00	0.47
Sub-total	2.38	1.53	1.61	2.32	2.39	12.06	5.47	1.36	2.84	1.96	6.31	11.60	2.05	2.69
Zone 7 Stores and Centres														
Wessex Gate Retail Park, Broadstone Way, Poole	4.58	11.38	3.77	15.29	7.82	3.06	12.96	6.47	4.81	18.12	5.76	9.63	11.25	6.51
Poole - Ashley Road	0.00	0.00	0.00	0.40	0.31	1.02	2.51	0.38	0.00	0.32	0.43	1.00	0.34	0.14
Other local centres, Zone 7	0.00	0.00	0.00	0.00	0.01	0.00	0.20	0.00	0.00	0.00	0.00	0.39	0.00	0.17
Sub-total	4.58	11.38	3.77	15.69	8.14	4.08	15.66	6.85	4.81	18.44	6.18	11.02	11.58	6.82
Zone 8 Stores and Centres														
Fleetsbridge Industrial Park, Upton	3.77	8.84	4.49	10.31	7.60	6.20	7.40	13.88	7.21	6.90	4.85	5.14	1.80	5.38
Fleetsbridge	0.50	1.05	1.63	3.74	1.54	2.50	1.51	6.16	2.49	3.46	1.18	1.77	2.53	4.52
Poole - Creekmoor	0.42	0.00	0.75	0.00	0.40	0.00	0.04	1.01	0.47	0.00	0.00	0.00	0.00	0.45
Other local centres, zone 8	0.03	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.11	0.00	0.12	0.00	0.00
Sub-total	4.72	9.89	6.86	14.05	9.54	8.84	8.95	21.05	10.17	10.47	6.04	7.03	4.32	10.34
Zone 9 Stores and Centres														
local centres, Zone 9	0.00	0.00	0.01	0.17	0.00	0.00	0.00	0.00	1.38	0.00	0.00	0.00	0.00	0.00
Sub-total	0.00	0.00	0.01	0.17	0.00	0.00	0.00	0.00	1.38	0.00	0.00	0.00	0.00	0.00
Zone 10 Stores and Centres														
Poole - Broadstone	0.00	0.00	0.00	2.38	0.00	0.12	0.59	1.20	1.05	8.89	0.43	0.66	0.00	1.98
Poole - Canford Heath	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.99	0.00	2.10	0.00	0.89	0.31	0.02
Sub-total	0.00	0.00	0.00	2.38	0.01	0.12	0.59	2.20	1.05	10.99	0.43	1.55	0.31	2.00
Zone 11 Stores and Centres														
Redlands Retail Park, Poole	0.13	2.02	0.05	1.04	0.74	6.95	4.99	0.50	0.19	0.18	4.08	3.59	2.95	0.24
Sherborne	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.13	2.02	1.45	1.04	0.74	6.95	4.99	0.50	0.19	0.18	4.08	3.59	2.95	0.24
Zone 12 Stores and Centres														
Tower Park, Poole	0.59	1.20	0.70	2.50	0.00	0.02	1.14	2.27	0.45	2.97	1.72	4.85	4.01	0.35
Mannings Heath, Poole	0.85	1.53	0.06	0.20	0.68	0.00	1.06	0.00	0.20	0.29	0.00	0.32	1.37	0.43
Poole - Alder Road	0.00	0.00	0.00	0.00	0.00	0.56	0.17	0.00	0.00	0.00	1.32	1.41	0.28	0.00
Other local centres, zone 12	0.00	0.09	0.00	0.00	0.15	0.00	0.06	0.00	0.00	0.00	0.00	0.33	0.00	0.00
Sub-total	1.43	2.82	0.76	2.70	0.83	0.58	2.42	2.27	0.64	3.26	3.05	6.91	5.66	0.78
Zone 13 Stores and Centres														
Turbary Retail Park, Ringwood Road, Bournemouth	0.33	1.25	1.17	2.69	2.73	1.34	1.59	1.65	2.03	2.65	3.41	5.32	9.61	1.87
Other local centres, zone 13	0.34	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.36	0.00
Sub-total	0.66	1.25	1.17	2.69	2.73	1.34	1.72	1.65	2.03	2.65	3.41	5.32	9.97	1.87
Zone 14 Stores and Centres														
Local centres, zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.03	0.04	0.00	0.00	0.00	0.83
Sub-total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.03	0.04	0.00	0.00	0.00	0.83
Total for whole study area	73.50	72.99	35.04	88.98	89.24	68.36	84.02	84.61	69.65	77.94	70.76	79.87	52.89	54.99
3. Locations outside the study area														
Bournemouth	10.74	5.42	2.46	4.31	4.98	17.92	7.79	6.62	8.24	8.56	15.44	10.74	19.19	8.86
Castlepoint Shopping Park, Castle Lane West, Bournemouth,	1.84	2.05	1.56	1.53	1.73	4.68	1.71	2.91	3.44	3.72	6.45	3.96	12.06	5.93
Wimborne	1.42	1.18	0.99	0.57	0.94	1.20	0.80	1.68	9.25	4.52	0.23	0.19	0.42	22.57
Dorchester	2.43	8.75	32.55	0.20	0.00	0.00	0.13	0.00	1.42	0.10	0.00	0.00	0.00	0.10
Other, outside area	5.62	5.22	2.43	2.22	2.30	3.56	2.01	1.64	2.17	2.77	1.45	1.94	3.43	1.57
Blandford (Forum and St Mary)	0.00	0.92	15.02	0.06	0.00	0.32	0.26	0.02	1.96	0.00	0.00	0.00	0.00	0.37
Southampton	2.40	0.82	1.81	0.38	0.63	1.24	1.07	2.06	0.92	1.21	0.52	2.20	0.87	1.05
Winton	0.03	0.00	0.00	0.37	0.00	0.08	0.32	0.00	0.25	0.00	0.79	0.53	3.20	0.35
Boscombe	0.16	0.16	0.00	0.75	0.00	0.19	0.49	0.07	0.00	0.29	0.19	0.35	3.19	0.00
Ferndown	0.39	0.57	0.14	0.06	0.16	0.64	0.20	0.23	1.09	0.33	0.00	0.07	0.85	1.10
Westbourne	0.41	0.14	0.06	0.25	0.00	1.63	0.16	0.14	0.12	0.13	2.20	0.02	0.25	0.00
Weymouth	0.79	1.54	2.63	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.27
Wallisdown	0.08	0.23	0.00	0.23	0.02	0.18	0.92	0.00	0.83	0.00	1.52	0.00	0.82	0.10
Yeovil	0.00	0.00	4.28	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.23	0.00	0.00	0.00
Winterbourne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	2.61
Ringwood	0.19	0.00	0.00	0.00	0.00	0.02	0.00	0.02	0.49	0.31	0.21	0.02	1.07	0.13
Kinson, Bournemouth	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.12	1.63	0.00
Sturminster Newton	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00
Sub-total for stores and centres outside the study area	26.50	27.01	64.96	11.02	10.76	31.64	15.98	15.39	30.35	22.06	29.24	20.13	47.11	45.01
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Source: NEMS Survey of Households, September 2014

Notes

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 5 - Comparison Goods Spending Patterns by Zone in 2014 in £m Base Scenario Population

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	£30.8	£62.2	£87.5	£58.5	£33.6	£90.6	£54.7	£46.8	£29.0	£68.7	£53.2	£45.2	£53.3	£72.7	£786.9
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within Study area															
Zone 1 Stores and Centres															
Swanage	7.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.9
Sub-total	7.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.9
Zone 2 Stores and Centres															
Wareham	0.5	3.2	0.2	0.0	0.0	0.6	0.0	0.0	0.5	0.1	0.0	0.0	0.1	0.0	5.2
Other zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.5	3.3	0.2	0.0	0.0	0.6	0.0	0.0	0.5	0.1	0.0	0.0	0.1	0.0	5.3
Zone 3 Stores and Centres															
Other zone 3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Zone 4 Stores and Centres															
Local centres Zone 4	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Sub-total	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Zone 5 Stores and Centres															
Poole - Quay	0.0	0.1	0.1	1.7	1.2	0.3	0.0	0.8	0.1	0.0	0.3	0.1	0.0	0.3	4.9
Poole - Town Centre	10.4	22.0	16.6	24.8	20.0	30.3	23.9	22.0	12.7	20.5	21.7	14.7	8.5	20.9	268.9
Pitwinies Retail Park, Poole	0.0	0.8	0.0	0.4	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Poole - West Quay Road	0.1	0.6	0.0	0.7	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.1	1.9
Sub-total	10.5	23.6	16.6	27.6	21.8	30.5	24.2	22.8	12.9	20.5	21.9	14.8	8.5	21.4	277.6
Zone 6 Stores and Centres															
Branksome	0.6	0.9	0.1	0.2	0.4	8.1	1.8	0.3	0.4	0.7	2.0	2.4	0.8	0.4	19.2
Poole - Parkstone	0.1	0.1	1.3	1.2	0.4	2.3	1.0	0.3	0.4	0.7	1.3	2.8	0.3	1.2	13.3
Other local centres, Zone 6	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1
Sub-total	0.7	1.0	1.4	1.4	0.8	10.9	3.0	0.6	0.8	1.3	3.4	5.2	1.1	2.0	33.6
Zone 7 Stores and Centres															
Wessex Gate Retail Park, Broadstone Way, Poole	1.4	7.1	3.3	8.9	2.6	2.8	7.1	3.0	1.4	12.4	3.1	4.4	6.0	4.7	68.2
Poole - Ashley Road	0.0	0.0	0.0	0.2	0.1	0.9	1.4	0.2	0.0	0.2	0.2	0.5	0.2	0.1	4.0
Other local centres, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.4
Sub-total	1.4	7.1	3.3	9.2	2.7	3.7	8.6	3.2	1.4	12.7	3.3	5.0	6.2	5.0	72.6
Zone 8 Stores and Centres															
Fleetsbridge Industrial Park, Upton	1.2	5.5	3.9	6.0	2.6	5.6	4.0	6.5	2.1	4.7	2.6	2.3	1.0	3.9	51.9
Fleetsbridge	0.2	0.7	1.4	2.2	0.5	2.3	0.8	2.9	0.7	2.4	0.6	0.8	1.3	3.3	20.1
Poole - Creekmoor	0.1	0.0	0.7	0.0	0.1	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.3	1.9
Other local centres, zone 8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.3
Sub-total	1.5	6.2	6.0	8.2	3.2	8.0	4.9	9.9	3.0	7.2	3.2	3.2	2.3	7.5	74.2
Zone 9 Stores and Centres															
local centres, Zone 9	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.5
Sub-total	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.5
Zone 10 Stores and Centres															
Poole - Broadstone	0.0	0.0	0.0	1.4	0.0	0.1	0.3	0.6	0.3	6.1	0.2	0.3	0.0	1.4	10.8
Poole - Canford Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.4	0.0	0.4	0.2	0.0	2.5
Sub-total	0.0	0.0	0.0	1.4	0.0	0.1	0.3	1.0	0.3	7.5	0.2	0.7	0.2	1.5	13.3
Zone 11 Stores and Centres															
Redlands Retail Park, Poole	0.0	1.3	0.0	0.6	0.2	6.3	2.7	0.2	0.1	0.1	2.2	1.6	1.6	0.2	17.2
Sherborne	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sub-total	0.0	1.3	1.3	0.6	0.2	6.3	2.7	0.2	0.1	0.1	2.2	1.6	1.6	0.2	18.4
Zone 12 Stores and Centres															
Tower Park, Poole	0.2	0.7	0.6	1.5	0.0	0.0	0.6	1.1	0.1	2.0	0.9	2.2	2.1	0.3	12.4
Mannings Heath, Poole	0.3	1.0	0.1	0.1	0.2	0.0	0.6	0.0	0.1	0.2	0.0	0.1	0.7	0.3	3.6
Poole - Alder Road	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.7	0.6	0.1	0.0	2.1
Other local centres, zone 12	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3
Sub-total	0.4	1.8	0.7	1.6	0.3	0.5	1.3	1.1	0.2	2.2	1.6	3.1	3.0	0.6	18.4
Zone 13 Stores and Centres															
Turbary Retail Park, Ringwood Road, Bournemouth	0.1	0.8	1.0	1.6	0.9	1.2	0.9	0.8	0.6	1.8	1.8	2.4	5.1	1.4	20.4
Other local centres, zone 13	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4
Sub-total	0.2	0.8	1.0	1.6	0.9	1.2	0.9	0.8	0.6	1.8	1.8	2.4	5.3	1.4	20.7
Zone 14 Stores and Centres															
Local centres, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Total for whole study area	22.6	45.4	30.7	52.1	30.0	61.9	46.0	39.6	20.2	53.5	37.6	36.1	28.2	40.0	543.9
2. Locations outside the study area															
Bournemouth	3.3	3.4	2.2	2.5	1.7	16.2	4.3	3.1	2.4	5.9	8.2	4.9	10.2	6.4	74.6
Castlepoint Shopping Park, Castle Lane West, Bourn	0.6	1.3	1.4	0.9	0.6	4.2	0.9	1.4	1.0	2.6	3.4	1.8	6.4	4.3	30.7
Wimborne	0.4	0.7	0.9	0.3	0.3	1.1	0.4	0.8	2.7	3.1	0.1	0.1	0.2	16.4	27.6
Dorchester	0.7	5.4	28.5	0.1	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.0	0.0	0.1	35.4
Other, outside area	1.7	3.2	2.1	1.3	0.8	3.2	1.1	0.8	0.6	1.9	0.8	0.9	1.8	1.1	21.4
Blandford (Forum and St Mary)	0.0	0.6	13.1	0.0	0.0	0.3	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.3	15.0
Southampton	0.7	0.5	1.6	0.2	0.2	1.1	0.6	1.0	0.3	0.8	0.3	1.0	0.5	0.8	9.5
Winton	0.0	0.0	0.0	0.2	0.0	0.1	0.2	0.0	0.1	0.0	0.4	0.2	1.7	0.3	3.2
Boscombe	0.0	0.1	0.0	0.4	0.0	0.2	0.3	0.0	0.0	0.2	0.1	0.2	1.7	0.0	3.2
Ferndown	0.1	0.4	0.1	0.0	0.1	0.6	0.1	0.1	0.3	0.2	0.0	0.0	0.5	0.8	3.3
Westbourne	0.1	0.1	0.0	0.1	0.0	1.5	0.1	0.1	0.0	0.1	1.2	0.0	0.1	0.0	3.5
Weymouth	0.2	1.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.7
Wallisdown	0.0	0.1	0.0	0.1	0.0	0.2	0.5	0.0	0.2	0.0	0.8	0.0	0.4	0.1	2.5
Yeovil	0.0	0.0	3.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.9
Winterbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.9	2.0
Ringwood	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.6	0.1	1.2
Kinson, Bournemouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.9	0.0	1.0
Sturminster Newton	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Sub-total for stores and centres outside the study	8.2	16.8	56.8	6.4	3.6	28.7	8.7	7.2	8.8	15.1	15.5	9.1	25.1	32.7	243.0
Total	£30.8	£62.2	£87.5	£58.5	£33.6	£90.6	£54.7	£46.8	£29.0	£68.7	£53.2	£45.2	£53.3	£72.7	786.9

Source: NEMS Survey of Households, September 2014.

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Table 6 - Total Expenditure on Different Categories of Comparison Goods **Base Scenario Population**

Table A - Per Capita Expenditure on Different Categories of Comparison Goods in 2012 and 2014

Expenditure Category	Expenditure per capita (£)													
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
2012														
MapInfo Clothing & Footwear	£667	£784	£807	£761	£667	£937	£768	£750	£937	£951	£757	£691	£689	£858
Furniture Carpets and soft furnishings	£343	£390	£455	£335	£278	£423	£365	£350	£449	£465	£350	£308	£316	£416
DIY & decorating goods	£147	£163	£195	£128	£113	£176	£144	£123	£213	£186	£131	£118	£119	£174
Electrical Items & Domestic Appliances	£705	£766	£819	£712	£670	£989	£786	£737	£984	£963	£771	£664	£689	£902
Health, beauty or chemist Items	£93	£79	£78	£71	£78	£108	£84	£71	£101	£106	£73	£68	£69	£100
Recreation, Sport and Leisure Goods	£322	£415	£494	£410	£386	£450	£424	£414	£565	£499	£427	£380	£373	£457
Specialist Items (books, CDs, Jewellery, Gifts, China, Glass)	£489	£558	£647	£485	£432	£627	£526	£469	£736	£665	£500	£448	£441	£620
Total Comparison Goods Expenditure	£2,765	£3,156	£3,494	£2,900	£2,625	£3,709	£3,097	£2,912	£3,985	£3,835	£3,009	£2,676	£2,697	£3,527
2014														
MapInfo Clothing & Footwear	£727	£854	£879	£829	£727	£1,021	£837	£817	£1,021	£1,037	£825	£753	£751	£935
Furniture Carpets and soft furnishings	£374	£425	£496	£365	£303	£461	£397	£381	£490	£506	£381	£336	£344	£453
DIY & decorating goods	£160	£178	£213	£139	£123	£192	£157	£134	£232	£202	£142	£129	£130	£189
Electrical Items & Domestic Appliances	£768	£835	£893	£776	£730	£1,078	£857	£803	£1,073	£1,050	£841	£723	£751	£983
Health, beauty or chemist Items	£101	£86	£85	£77	£85	£118	£92	£77	£110	£115	£80	£74	£76	£109
Recreation, Sport and Leisure Goods	£350	£452	£538	£447	£421	£490	£462	£452	£616	£544	£465	£414	£406	£498
Specialist Items (books, CDs, Jewellery, Gifts, China, Glass)	£532	£608	£705	£528	£471	£683	£573	£511	£802	£725	£545	£488	£481	£676
Total Comparison Goods Expenditure	£3,013	£3,439	£3,808	£3,161	£2,860	£4,042	£3,375	£3,174	£4,343	£4,179	£3,279	£2,916	£2,939	£3,843

Table B - Population in 2014

Zones	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Population 2014	11,574	20,495	26,023	20,968	13,294	25,378	18,365	16,711	7,573	18,605	18,359	17,544	20,555	21,433

Table C - Total Expenditure on Different Categories of Comparison Goods, 2014: Excluding SFT at 11.7%

Expenditure Category	Total Expenditure (in £m)													
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Clothing & Footwear	£7.4	£15.5	£20.2	£15.3	£8.5	£22.9	£13.6	£12.1	£6.8	£17.0	£13.4	£11.7	£13.6	£17.7
Furniture Carpets and soft furnishings	£3.8	£7.7	£11.4	£6.8	£3.6	£10.3	£6.4	£5.6	£3.3	£8.3	£6.2	£5.2	£6.2	£8.6
DIY & decorating goods	£1.6	£3.2	£4.9	£2.6	£1.4	£4.3	£2.5	£2.0	£1.5	£3.3	£2.3	£2.0	£2.4	£3.6
Electrical Items & Domestic Appliances	£7.9	£15.1	£20.5	£14.4	£8.6	£24.2	£13.9	£11.8	£7.2	£17.2	£13.6	£11.2	£13.6	£18.6
Health, beauty or chemist Items	£1.0	£1.6	£1.9	£1.4	£1.0	£2.6	£1.5	£1.1	£0.7	£1.9	£1.3	£1.1	£1.4	£2.1
Recreation, Sport and Leisure Goods	£3.6	£8.2	£12.4	£8.3	£4.9	£11.0	£7.5	£6.7	£4.1	£8.9	£7.5	£6.4	£7.4	£9.4
Specialist Items (books, CDs, Jewellery, Gifts, China, Glass)	£5.4	£11.0	£16.2	£9.8	£5.5	£15.3	£9.3	£7.5	£5.4	£11.9	£8.8	£7.6	£8.7	£12.8
Total Comparison Goods Expenditure	£30.8	£62.2	£87.5	£58.5	£33.6	£90.6	£54.7	£46.8	£29.0	£68.7	£53.2	£45.2	£53.3	£72.7

NOTES:

- (1) Expenditure data (Table A) is derived from MapInfo per capita annual comparison goods expenditure estimates (released in 2014), which are obtained through MapInfo's Anysite GIS system.
- (2) The MapInfo expenditure data has been projected forward to the base year of the study (2014) in line with the Experian retail Planner Briefing Note 12 (October 2014)
- (3) The figures in Table C are the products of multiplying the data presented in Table A by Table B.

All monetary values are held constant at 2012 prices.

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Table 7a - Clothing and Footwear Spending Patterns by zone as a Percentage

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Locations within Study area														
Zone 1 Stores and Centres														
Swanage	6.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	6.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2 Stores and Centres														
Wareham	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 Stores and Centres														
Other, zone 4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres														
Other, zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres														
Poole - Town Centre	49.1	44.5	34.4	64.1	74.6	36.6	66.2	58.9	50.3	43.3	41.7	50.9	21.2	38.0
Other, zone 5	0.6	1.4	0.0	2.5	1.3	0.4	0.0	1.1	0.9	0.0	0.4	1.7	0.0	2.6
Sub-total	49.7	45.9	34.4	66.7	76.0	37.0	66.2	60.0	51.2	43.3	42.1	52.5	21.2	40.5
Zone 6 Stores and Centres														
Other, zone 6	0.0	0.0	2.3	0.0	0.0	0.5	0.0	0.0	1.1	0.0	2.3	1.4	0.9	0.0
Sub-total	0.0	0.0	2.3	0.0	0.0	0.5	0.0	0.0	1.1	0.0	2.3	1.4	0.9	0.0
Zone 7 Stores and Centres														
Wessex Gate Retail Park, Broadstone Way, Poole	0.0	0.5	1.2	3.7	0.5	0.0	1.1	2.3	0.0	5.0	0.6	0.0	0.9	1.2
Other, zone 8	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Sub-total	0.0	0.5	1.2	3.7	0.5	1.0	1.1	2.3	0.0	5.0	0.6	1.3	0.9	1.2
Zone 8 Stores and Centres														
Fleetsbridge Industrial Park, Upton	1.7	2.4	0.4	2.4	0.4	0.4	1.1	5.2	1.5	2.0	0.0	0.0	0.0	0.0
Other, zone 9	0.5	0.0	0.0	0.0	1.0	0.0	0.5	0.6	1.1	0.8	0.0	0.5	0.0	2.1
Sub-total	2.2	2.4	0.4	2.4	1.5	0.4	1.6	5.7	2.6	2.8	0.0	0.5	0.0	2.1
Zone 9 Stores and Centres														
Other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 Stores and Centres														
Poole - Broadstone	0.0	0.0	0.0	3.5	0.0	0.4	0.5	0.3	0.5	3.8	0.0	0.0	0.0	0.7
Poole - Canford Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	3.8	0.0	0.9	0.0	0.0
Sub-total	0.0	0.0	0.0	3.5	0.0	0.4	0.5	0.9	0.5	7.7	0.0	0.9	0.0	0.7
Zone 11 Stores and Centres														
Redlands Retail Park, Poole	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Other, zone 11	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.7	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Zone 12 Stores and Centres														
Tower Park, Poole	0.0	0.4	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.5	0.0	2.4	3.6	0.0
Poole - Alder Road	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	1.2	3.7	0.0	0.0
Other, zone 13	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Sub-total	0.0	0.4	0.0	0.8	0.0	0.5	0.7	0.0	0.0	0.9	1.2	6.1	3.6	0.0
Zone 13 Stores and Centres														
Turbary Retail Park, Ringwood Road, Bournemouth	0.0	0.0	0.0	2.3	0.0	2.0	1.4	3.2	0.5	1.8	4.4	2.0	9.0	0.0
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	2.3	0.0	2.0	1.4	3.2	0.5	1.8	4.4	2.0	9.0	0.0
Zone 14 Stores and Centres														
Other, zone 15	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total for stores and centres within study area	58.8	53.2	39.0	83.3	77.9	41.7	71.5	72.2	55.8	61.4	50.5	66.7	35.7	44.6
3. Locations outside the study area														
Bournemouth	22.4	15.1	7.1	8.4	8.4	36.3	18.8	14.3	18.5	13.5	27.1	19.3	25.1	19.8
Castlepoint Shopping Park, Castle Lane West, Bou	3.7	6.8	5.0	3.0	6.8	10.6	3.9	5.8	9.4	12.4	16.0	8.7	22.2	11.7
Dorchester	1.9	13.1	29.4	0.3	0.0	0.0	0.5	0.0	3.6	0.4	0.0	0.0	0.0	0.4
Other, outside area	7.1	6.3	2.0	2.7	3.6	4.3	1.9	2.9	1.9	4.4	3.2	3.0	3.0	2.1
Wimborne	0.0	0.8	1.2	0.5	0.7	1.8	0.0	1.3	9.1	5.2	0.0	0.0	0.4	14.1
Southampton	4.8	2.0	2.3	1.1	1.3	1.1	1.8	2.3	0.6	1.6	0.4	0.9	0.0	1.8
Yeovil	0.0	0.0	6.8	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Weymouth	0.0	1.1	3.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	1.1
Winton	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	5.7	0.0
Boscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.4	0.0	4.2	0.0
Other outside study area	1.5	1.6	3.8	0.5	1.3	4.2	0.5	0.9	0.7	1.1	1.6	1.4	3.8	4.5
Sub-total for locations outside the study area	41.2	46.8	61.0	16.7	22.1	58.3	28.5	27.8	44.2	38.6	49.5	33.3	64.3	55.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone. Locations are listed in descending order of market share.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7b - Clothing and Footwear Spending Patterns by Zone (in £m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	7.4	15.5	20.2	15.3	8.5	22.9	13.6	12.1	6.8	17.0	13.4	11.7	13.6	17.7	195.7
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within Study Area															
Zone 1 Stores and Centres															
Swanage	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-total	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Zone 2 Stores and Centres															
Wareham	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Zone 3 Stores and Centres															
Other, zone 4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 4 Stores and Centres															
Other, zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres															
Poole - Town Centre	3.6	6.9	6.9	9.8	6.4	8.4	9.0	7.1	3.4	7.4	5.6	5.9	2.9	6.7	90.1
Other, zone 5	0.0	0.2	0.0	0.4	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.5	1.8
Sub-total	3.7	7.1	6.9	10.2	6.5	8.5	9.0	7.2	3.5	7.4	5.6	6.1	2.9	7.2	91.8
Zone 6 Stores and Centres															
Other, zone 6	0.0	0.0	0.5	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.3	0.2	0.1	0.0	1.2
Sub-total	0.0	0.0	0.5	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.3	0.2	0.1	0.0	1.2
Zone 7 Stores and Centres															
Wessex Gate Retail Park, Broadstone Way, Poole	0.0	0.1	0.2	0.6	0.0	0.0	0.1	0.3	0.0	0.8	0.1	0.0	0.1	0.2	2.6
Other, zone 8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4
Sub-total	0.0	0.1	0.2	0.6	0.0	0.2	0.1	0.3	0.0	0.8	0.1	0.1	0.1	0.2	3.0
Zone 8 Stores and Centres															
Fleetsbridge Industrial Park, Upton	0.1	0.4	0.1	0.4	0.0	0.1	0.1	0.6	0.1	0.3	0.0	0.0	0.0	0.0	2.3
Other, zone 9	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.4	0.9
Sub-total	0.2	0.4	0.1	0.4	0.1	0.1	0.2	0.7	0.2	0.5	0.0	0.1	0.0	0.4	3.2
Zone 9 Stores and Centres															
Other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 Stores and Centres															
Poole - Broadstone	0.0	0.0	0.0	0.5	0.0	0.1	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.1	1.6
Poole - Canford Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.6	0.0	0.1	0.0	0.0	0.8
Sub-total	0.0	0.0	0.0	0.5	0.0	0.1	0.1	0.1	0.0	1.3	0.0	0.1	0.0	0.1	2.4
Zone 11 Stores and Centres															
Redlands Retail Park, Poole	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.7
Other, zone 11	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.8
Zone 12 Stores and Centres															
Tower Park, Poole	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.3	0.5	0.0	1.0
Poole - Alder Road	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.7
Other, zone 13	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Sub-total	0.0	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.2	0.7	0.5	0.0	1.9
Zone 13 Stores and Centres															
Turbary Retail Park, Ringwood Road, Bournemouth	0.0	0.0	0.0	0.4	0.0	0.5	0.2	0.4	0.0	0.3	0.6	0.2	1.2	0.0	3.8
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.4	0.0	0.5	0.2	0.4	0.0	0.3	0.6	0.2	1.2	0.0	3.8
Zone 14 Stores and Centres															
Other, zone 15	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total for stores and centres within study area	4.4	8.2	7.9	12.8	6.7	9.5	9.7	8.7	3.8	10.5	6.8	7.8	4.9	7.9	109.4
3. Locations outside the study area															
Bournemouth	1.7	2.3	1.4	1.3	0.7	8.3	2.6	1.7	1.3	2.3	3.6	2.3	3.4	3.5	36.4
Castlepoint Shopping Park, Castle Lane West, Bourn	0.3	1.0	1.0	0.5	0.6	2.4	0.5	0.7	0.6	2.1	2.1	1.0	3.0	2.1	18.0
Dorchester	0.1	2.0	5.9	0.1	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.1	8.6
Other, outside area	0.5	1.0	0.4	0.4	0.3	1.0	0.3	0.4	0.1	0.7	0.4	0.3	0.4	0.4	6.6
Wimborne	0.0	0.1	0.2	0.1	0.1	0.4	0.0	0.2	0.6	0.9	0.0	0.0	0.1	2.5	5.1
Southampton	0.4	0.3	0.5	0.2	0.1	0.2	0.2	0.3	0.0	0.3	0.1	0.1	0.0	0.3	3.0
Yeovil	0.0	0.0	1.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.6
Weymouth	0.0	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.1
Winton	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8
Boscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.0	0.7
Other outside study area	0.1	0.3	0.8	0.1	0.1	1.0	0.1	0.1	0.0	0.2	0.2	0.2	0.5	0.8	4.4
Sub-total for locations outside the study area	3.1	7.2	12.3	2.6	1.9	13.3	3.9	3.4	3.0	6.6	6.6	3.9	8.8	9.8	86.3
Total	7.4	15.5	20.2	15.3	8.5	22.9	13.6	12.1	6.8	17.0	13.4	11.7	13.6	17.7	195.7

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7c - Furniture, Carpets and Soft Furnishings Spending Patterns by Zone in 2014 as a Percentage

	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	Zone 12 %	Zone 13 %	Zone 14 %
1. Locations within Study Area														
Zone 1 Stores and Centres														
Swanage	16.51	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	16.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2 Stores and Centres														
Wareham	7.32	7.62	1.61	0.00	0.00	0.00	0.00	0.00	5.46	0.00	0.00	0.00	1.19	0.00
Other, zone 2	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
Sub-total	7.3	7.6	1.6	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0	0.0	1.2	0.0
Zone 3 Stores and Centres														
Other, zone 3	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres														
Other zone, 4	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres														
Poole - Town Centre	32.91	32.36	20.67	19.01	36.81	19.17	14.76	43.78	29.91	10.54	37.41	11.66	16.71	17.59
Pitwines Retail Park, Poole	0.00	1.41	0.00	0.00	3.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, zone 5	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	32.9	33.8	21.2	19.0	40.0	19.2	14.8	44.6	29.9	10.5	37.4	11.7	16.7	17.6
Zone 6 Stores and Centres														
Branksome	2.08	2.62	0.00	1.39	1.62	15.62	1.95	1.81	2.89	4.63	9.79	9.05	3.32	2.62
Poole - Parkstone	1.27	1.11	0.65	4.25	2.27	0.70	3.01	0.00	2.07	2.31	2.45	8.35	0.00	3.76
Other, zone 6	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
Sub-total	3.4	3.7	0.6	5.6	3.9	16.3	5.0	1.8	5.0	6.9	12.2	17.4	3.3	6.4
Zone 7 Stores and Centres														
Wessex Gate Retail Park, Broadstone Way, Poole	4.06	17.03	6.84	45.19	22.08	7.18	29.21	9.65	5.07	23.27	4.06	22.46	11.63	10.85
Other, zone 7	0.00	0.00	0.00	1.31	0.00	1.52	3.49	0.00	0.00	0.00	1.66	1.14	1.79	1.24
Sub-total	4.1	17.0	6.8	46.5	22.1	8.7	32.7	9.7	5.1	23.3	5.7	23.6	13.4	12.1
Zone 8 Stores and Centres														
Fleetsbridge Industrial Park, Upton	4.36	12.46	4.13	7.24	15.79	8.55	6.94	8.20	10.57	11.44	5.34	6.40	4.89	8.27
Fleetsbridge	0.00	0.00	2.08	0.00	2.27	0.82	2.16	2.48	1.90	0.93	3.24	1.14	2.94	8.64
Other, zone 8	0.00	0.00	2.08	0.00	0.77	0.00	0.00	0.00	1.21	0.93	0.00	0.00	0.00	0.00
Sub-total	4.4	12.5	8.3	7.2	18.8	9.4	9.1	10.7	13.7	13.3	8.6	7.5	7.8	16.9
Zone 9 Stores and Centres														
Other, zone 9	0.00	0.00	0.00	1.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 Stores and Centres														
Other, zone 10	0.00	0.00	0.00	1.31	0.00	0.00	1.83	0.00	0.00	0.00	1.65	0.00	0.62	1.84
Sub-total	0.0	0.0	0.0	1.3	0.0	0.0	1.8	0.0	0.0	0.0	1.7	0.0	0.6	1.8
Zone 11 Stores and Centres														
Redlands Retail Park, Poole	0.84	1.80	0.43	1.16	4.74	13.00	8.72	4.25	1.59	1.39	6.34	11.46	13.64	0.97
Other, zone 11	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
Sub-total	0.8	1.8	0.4	1.2	4.7	13.0	8.7	4.3	1.6	1.4	6.3	11.5	13.6	1.0
Zone 12 Stores and Centres														
Tower Park, Poole	1.24	0.00	2.01	5.07	0.00	0.00	0.75	5.76	0.00	12.53	2.31	0.00	12.79	0.00
Mannings Heath, Poole	0.00	3.74	0.49	0.00	0.00	0.00	0.00	0.00	1.31	1.61	0.00	0.55	1.71	1.88
Other, zone 12	0.00	0.58	0.00	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00
Sub-total	1.2	4.3	2.5	5.1	0.8	0.0	0.8	5.8	1.3	14.1	2.3	1.1	14.5	1.9
Zone 13 Stores and Centres														
Turbary Retail Park, Bournemouth	0.00	1.16	2.22	0.00	0.84	0.61	3.84	0.56	1.00	2.53	3.62	1.14	3.82	4.75
Other, zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.0	1.2	2.2	0.0	0.8	0.6	4.8	0.6	1.0	2.5	3.6	1.1	3.8	4.7
Zone 14 Stores and Centres														
Other, zone 14	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
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total for stores and centres in study area	70.6	82.6	44.9	87.2	91.2	67.2	77.6	77.3	63.0	72.1	77.9	73.9	75.1	62.4
2. Locations outside the study area														
Bournemouth	7.64	1.79	3.44	2.63	4.60	5.69	4.98	6.31	9.15	17.75	13.31	5.20	7.27	10.35
Southampton	6.17	1.29	7.29	0.62	1.50	8.22	3.90	12.51	5.00	5.14	1.22	11.83	4.49	3.37
Dorchester	1.81	4.61	20.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wimborne	0.00	1.37	0.92	2.32	0.77	2.02	0.93	0.97	2.35	2.45	0.00	0.48	0.56	9.77
Ferndown	0.84	1.08	0.00	0.54	1.17	5.36	0.00	0.84	8.87	0.71	0.00	0.55	1.38	4.41
Blandford (Forum and St Mary)	0.00	0.00	11.92	0.54	0.00	0.00	0.00	0.00	4.37	0.00	0.00	0.00	0.00	0.00
Castlepoint Shopping Park, Castle Lane West, Bournemouth	3.16	0.00	0.00	0.00	0.00	0.00	3.37	0.00	3.21	0.00	0.80	1.53	2.14	5.43
Winton	0.00	0.00	0.00	1.24	0.00	0.70	1.68	0.00	0.00	0.00	3.03	1.28	3.60	1.44
West Quay Retail Park, Harbour Parade, Southampton, SO	0.00	2.45	0.00	4.25	0.77	0.00	4.45	0.00	0.00	0.00	0.83	0.76	0.00	0.00
Yeovil	0.00	0.00	5.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, outside area	9.80	4.77	5.81	0.69	0.00	10.83	3.10	2.04	4.08	1.85	2.94	4.50	5.51	2.84
Sub-total for outside study area	29.4	17.4	55.1	12.8	8.8	32.8	22.4	22.7	37.0	27.9	22.1	26.1	24.9	37.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7d - Furniture, Carpets and Soft Furnishings Spending Patterns Zone in 2014 (in £m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	3.8	7.7	11.4	6.8	3.6	10.3	6.4	5.6	3.3	8.3	6.2	5.2	6.2	8.6	93.4
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within Study Area															
Zone 1 Stores and Centres															
Swanage	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Sub-total	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Zone 2 Stores and Centres															
Wareham	0.3	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	1.3
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.3	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	1.3
Zone 3 Stores and Centres															
Other, zone 3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 4 Stores and Centres															
Other zone, 4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 5 Stores and Centres															
Poole - Town Centre	1.3	2.5	2.4	1.3	1.3	2.0	1.0	2.5	1.0	0.9	2.3	0.6	1.0	1.5	21.4
Pitwines Retail Park, Poole	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Other, zone 5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	1.3	2.6	2.4	1.3	1.4	2.0	1.0	2.5	1.0	0.9	2.3	0.6	1.0	1.5	21.7
Zone 6 Stores and Centres															
Branksome	0.1	0.2	0.0	0.1	0.1	1.6	0.1	0.1	0.1	0.4	0.6	0.5	0.2	0.2	4.3
Poole - Parkstone	0.0	0.1	0.1	0.3	0.1	0.1	0.2	0.0	0.1	0.2	0.2	0.4	0.0	0.3	2.0
Other, zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.3	0.1	0.4	0.1	1.7	0.3	0.1	0.2	0.6	0.8	0.9	0.2	0.5	6.3
Zone 7 Stores and Centres															
Wessex Gate Retail Park, Broadstone Way, Poole	0.2	1.3	0.8	3.1	0.8	0.7	1.9	0.5	0.2	1.9	0.3	1.2	0.7	0.9	14.4
Other, zone 7	0.0	0.0	0.0	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.9
Sub-total	0.2	1.3	0.8	3.1	0.8	0.9	2.1	0.5	0.2	1.9	0.4	1.2	0.8	1.0	15.3
Zone 8 Stores and Centres															
Fleetsbridge Industrial Park, Upton	0.2	1.0	0.5	0.5	0.6	0.9	0.4	0.5	0.3	1.0	0.3	0.3	0.3	0.7	7.4
Fleetsbridge	0.0	0.0	0.2	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.7	2.0
Other, zone 8	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4
Sub-total	0.2	1.0	0.9	0.5	0.7	1.0	0.6	0.6	0.4	1.1	0.5	0.4	0.5	1.4	9.8
Zone 9 Stores and Centres															
Other, zone 9	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 10 Stores and Centres															
Other, zone 10	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.5
Sub-total	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.5
Zone 11 Stores and Centres															
Redlands Retail Park, Poole	0.0	0.1	0.0	0.1	0.2	1.3	0.6	0.2	0.1	0.1	0.4	0.6	0.9	0.1	4.7
Other, zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.1	0.0	0.1	0.2	1.3	0.6	0.2	0.1	0.1	0.4	0.6	0.9	0.1	4.7
Zone 12 Stores and Centres															
Tower Park, Poole	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.3	0.0	1.0	0.1	0.0	0.8	0.0	3.0
Mannings Heath, Poole	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.8
Other, zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.3	0.3	0.3	0.0	0.0	0.0	0.3	0.0	1.2	0.1	0.1	0.9	0.2	3.9
Zone 13 Stores and Centres															
Turbary Retail Park, Bournemouth	0.0	0.1	0.3	0.0	0.0	0.1	0.2	0.0	0.0	0.2	0.2	0.1	0.2	0.4	1.9
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.1	0.3	0.0	0.0	0.1	0.3	0.0	0.0	0.2	0.2	0.1	0.2	0.4	1.9
Zone 14 Stores and Centres															
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total for stores and centres in study area	2.7	6.4	5.1	5.9	3.2	6.9	5.0	4.3	2.1	6.0	4.8	3.8	4.7	5.3	66.3
2. Locations outside the study area															
Bournemouth	0.3	0.1	0.4	0.2	0.2	0.6	0.3	0.4	0.3	1.5	0.8	0.3	0.5	0.9	6.6
Southampton	0.2	0.1	0.8	0.0	0.1	0.8	0.3	0.7	0.2	0.4	0.1	0.6	0.3	0.3	4.9
Dorchester	0.1	0.4	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Wimborne	0.0	0.1	0.1	0.2	0.0	0.2	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.8	1.9
Ferndown	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.3	0.1	0.0	0.0	0.1	0.4	1.6
Blandford (Forum and St Mary)	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.5
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.1	0.1	0.5	1.2
Winton	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.1	0.2	0.1	0.9
West Quay Retail Park, Harbour Parade, Southampton, SO	0.0	0.2	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.9
Yeovil	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Other, outside area	0.4	0.4	0.7	0.0	0.0	1.1	0.2	0.1	0.1	0.2	0.2	0.2	0.3	0.2	4.2
Sub-total for outside study area	1.1	1.3	6.3	0.9	0.3	3.4	1.4	1.3	1.2	2.3	1.4	1.4	1.6	3.2	27.1
Total	3.8	7.7	11.4	6.8	3.6	10.3	6.4	5.6	3.3	8.3	6.2	5.2	6.2	8.6	93.4

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7e - DIY and Decorating Goods Spending Patterns by Zone in 2014 as a Percentage

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Locations within Study Area														
Zone 1 Stores and Centres														
Swanage	21.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	21.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2 Stores and Centres														
Wareham	0.8	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.8	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Zone 3 Stores and Centres														
Other, zone 3	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres														
Other, zone 4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres														
Poole - Town Centre	18.5	14.5	11.2	18.7	30.5	24.0	12.3	29.7	43.2	7.4	21.8	6.1	3.1	29.1
Poole - Quay	0.0	0.0	0.0	0.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other, zone 5	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	18.5	16.1	11.2	18.7	39.5	24.0	12.3	29.7	43.2	7.4	21.8	6.1	3.1	29.9
Zone 6 Stores and Centres														
Branksome	0.53	1.43	0.00	0.00	0.71	22.48	4.21	0.87	0.00	1.77	4.84	2.77	0.51	0.00
Poole - Parkstone	0.8	0.0	0.7	0.8	0.5	4.0	4.2	0.0	0.0	0.0	3.6	6.0	0.0	0.0
Other, zone 6	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-total	1.3	1.4	0.7	0.8	1.2	27.3	8.4	0.9	0.0	1.8	8.5	8.7	0.5	0.6
Zone 7 Stores and Centres														
Wessex Gate Retail Park, Broadstone Way, Poole	27.5	24.8	9.1	28.8	19.2	6.3	19.5	18.0	7.9	45.1	18.9	29.9	10.3	17.8
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	1.9	3.3	1.2	0.0	0.6	0.0	0.0	0.0	0.0
Other, zone 7	0.0	0.0	0.0	0.0	0.0	1.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	27.5	24.8	9.1	28.8	19.2	10.0	23.8	19.2	7.9	45.7	18.9	29.9	10.3	17.8
Zone 8 Stores and Centres														
Fleetsbridge Industrial Park, Upton	12.9	27.8	10.6	22.8	25.8	8.0	33.0	31.7	23.6	26.7	24.2	25.5	7.9	29.9
Fleetsbridge	3.8	10.0	4.2	13.4	7.2	9.3	7.2	8.8	5.9	8.9	0.7	2.8	12.6	12.5
Other, zone 8	1.6	0.0	0.0	0.0	0.0	0.0	0.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	18.3	37.8	14.7	36.1	33.0	17.3	40.9	42.2	29.5	35.6	24.9	28.2	20.5	42.3
Zone 9 Stores and Centres														
Heath	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lychett Matravers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 Stores and Centres														
Poole - Broadstone	0.0	0.0	0.0	7.2	0.0	0.0	0.5	0.0	0.0	1.0	0.0	0.0	0.0	0.0
other, zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.6	0.0	0.0
Sub-total	0.0	0.0	0.0	7.2	0.0	0.0	0.5	0.3	0.0	1.0	0.0	0.6	0.0	0.0
Zone 11 Stores and Centres														
Redlands Retail Park, Poole	0.6	1.4	0.0	0.4	0.7	12.2	3.6	0.0	0.0	0.4	10.4	5.2	8.8	0.0
Other, zone 11	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.6	1.4	0.7	0.4	0.7	12.2	3.6	0.0	0.0	0.4	10.4	5.2	8.8	0.0
Zone 12 Stores and Centres														
Tower Park, Poole	2.2	2.8	1.4	1.8	0.0	0.0	5.2	1.6	5.2	2.8	0.7	6.1	2.6	0.0
Mannings Heath, Poole	0.8	3.6	0.0	0.0	1.1	0.0	1.1	0.0	0.8	0.0	0.0	1.9	2.6	0.6
Other, zone 12	0.0	0.4	0.0	0.0	0.9	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Sub-total	3.0	6.9	1.4	1.8	2.0	0.0	7.5	1.6	6.0	2.8	0.7	8.0	5.8	0.6
Zone 13 Stores and Centres														
Turbary Retail Park, Bournemouth	0.8	0.0	1.3	1.5	0.6	1.1	0.6	1.4	0.6	2.4	3.7	5.5	22.8	0.8
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.8	0.0	1.3	1.5	0.6	1.1	0.6	1.4	0.6	2.4	3.7	5.5	22.8	0.8
Zone 14 Stores and Centres														
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total for whole study area	91.9	93.3	39.7	96.3	96.1	92.0	97.5	95.2	90.3	97.0	88.9	92.3	71.8	92.1
2. Locations outside the study area														
Blandford (Forum and St Mary)	0.0	1.3	29.6	0.0	0.0	0.0	0.0	0.3	5.0	0.0	0.0	0.0	0.0	2.7
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0	0.0	0.0	0.3	0.0	1.3	0.0	1.9	0.0	0.0	4.7	3.9	13.9	1.5
Bournemouth	2.6	0.0	0.4	0.0	1.2	4.6	0.0	0.7	0.8	1.0	3.8	1.8	7.8	1.2
Dorchester	0.8	2.2	14.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weymouth	0.0	0.5	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Yeovil	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westover Retail Park, Westover	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ringwood	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0	0.6	0.5	0.0	3.7	0.0
Other - outside catchment area	4.8	2.7	1.8	0.0	2.7	1.7	2.5	1.3	3.9	1.4	2.1	1.9	2.9	2.5
Sub-total for locations outside the study area	8.1	6.7	60.3	3.7	3.9	8.0	2.5	4.8	9.7	3.0	11.1	7.7	28.2	7.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone. Locations are listed in descending order of market share.

Table 7f - DIY and Decorating Goods Spending Patterns by Zone in 2014 (in £m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	£1.6	£3.2	£4.9	£2.6	£1.4	£4.3	£2.5	£2.0	£1.5	£3.3	£2.3	£2.0	£2.4	£3.6	£37.7
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within study area															
Zone 1 Stores and Centres															
Swanage	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Sub-total	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Zone 2 Stores and Centres															
Wareham	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 3 Stores and Centres															
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres															
Other, zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 5 Stores and Centres															
Poole - Town Centre	0.3	0.5	0.5	0.5	0.4	1.0	0.3	0.6	0.7	0.2	0.5	0.1	0.1	1.0	6.8
Poole - Quay	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Other, zone 5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.3	0.5	0.5	0.5	0.6	1.0	0.3	0.6	0.7	0.2	0.5	0.1	0.1	1.1	7.0
Zone 6 Stores and Centres															
Branksome	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	1.4
Poole - Parkstone	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.6
Other, zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.0	0.0	1.2	0.2	0.0	0.0	0.1	0.2	0.2	0.0	0.0	2.0
Zone 7 Stores and Centres															
Wessex Gate Retail Park, Broadstone Way, Poole	0.5	0.8	0.4	0.7	0.3	0.3	0.5	0.4	0.1	1.5	0.4	0.6	0.2	0.6	7.4
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Other, zone 7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.5	0.8	0.4	0.7	0.3	0.4	0.6	0.4	0.1	1.5	0.4	0.6	0.2	0.6	7.7
Zone 8 Stores and Centres															
Fleetsbridge Industrial Park, Upton	0.2	0.9	0.5	0.6	0.4	0.3	0.8	0.6	0.4	0.9	0.6	0.5	0.2	1.1	8.0
Fleetsbridge	0.1	0.3	0.2	0.3	0.1	0.4	0.2	0.2	0.1	0.3	0.0	0.1	0.3	0.4	3.0
Other, zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.3	1.2	0.7	0.9	0.5	0.7	1.0	0.8	0.5	1.2	0.6	0.6	0.5	1.5	11.0
Zone 9 Stores and Centres															
Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lychett Matravers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 10 Stores and Centres															
Poole - Broadstone	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
other, zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Zone 11 Stores and Centres															
Redlands Retail Park, Poole	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.2	0.1	0.2	0.0	1.3
Other, zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.2	0.1	0.2	0.0	1.3
Zone 12 Stores and Centres															
Tower Park, Poole	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0	0.8
Mannings Heath, Poole	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3
Other, zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.2	0.1	0.0	1.2
Zone 13 Stores and Centres															
Turbary Retail Park, Bournemouth	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.5	0.0	1.1
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.5	0.0	1.1
Zone 14 Stores and Centres															
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total for whole study area	1.5	3.0	1.9	2.5	1.4	4.0	2.5	1.9	1.4	3.2	2.1	1.8	1.7	3.3	32.1
2. Locations outside the study area															
Blandford (Forum and St Mary)	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	1.7
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.1	0.7
Bournemouth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.7
Dorchester	0.0	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Weymouth	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Yeovil	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Westover Retail Park, Westover	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Ringwood	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Other - outside catchment area	0.1	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.8
Sub-total for locations outside the study area	0.1	0.2	2.9	0.1	0.1	0.3	0.1	0.1	0.2	0.1	0.3	0.2	0.7	0.3	5.6
Total	1.6	3.2	4.9	2.6	1.4	4.3	2.5	2.0	1.5	3.3	2.3	2.0	2.4	3.6	37.7

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7g - Electrical Items & Domestic Appliances Spending Patterns by Zone in 2014 as a Percentage

	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	Zone 12 %	Zone 13 %	Zone 14 %
1. Locations within study area														
Zone 1 Stores and Centres														
Swanage	14.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	14.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2 Stores and Centres														
other, zone 2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 Stores and Centres														
other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres														
Other, zone 4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres														
Poole - Town Centre	30.7	22.5	12.5	25.1	52.2	30.0	23.3	31.4	40.5	12.7	34.9	12.9	6.5	20.4
Poole - Quay	0.0	0.0	0.0	5.3	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, zone 5	1.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	32.4	24.6	12.5	30.3	57.4	30.0	23.3	31.4	40.5	12.7	34.9	12.9	6.5	20.4
Zone 6 Stores and Centres														
Branksome	6.7	1.8	0.5	0.4	3.5	15.2	9.1	0.6	4.5	1.2	6.7	11.2	3.6	0.0
Poole - Parkstone	1.0	0.0	1.1	0.4	0.0	3.6	0.0	2.8	1.5	2.7	1.4	2.1	0.0	2.5
other, zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sub-total	7.6	1.8	1.6	0.8	3.5	18.8	9.1	3.4	6.0	3.8	8.1	13.3	3.6	3.3
Zone 7 Stores and Centres														
Wessex Gate Retail Park, Broadstone Way, Poole	11.0	31.8	8.9	28.8	16.5	6.7	33.0	9.2	15.2	39.2	16.7	20.7	26.6	16.2
Other, zone 7	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.6	0.0	0.0	0.0	3.2	0.5	0.6
Sub-total	11.0	31.8	8.9	28.8	16.5	7.4	33.6	9.8	15.2	39.2	16.7	23.9	27.1	16.7
Zone 8 Stores and Centres														
Fleetsbridge Industrial Park, Upton	8.8	14.2	12.3	21.7	15.5	12.4	15.8	33.1	15.3	13.1	12.2	10.9	3.3	11.5
Other, zone 8	1.5	0.0	2.0	0.6	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5	0.0	0.6
Sub-total	10.3	14.2	14.3	22.3	15.5	12.4	15.8	33.5	15.3	13.1	12.2	11.4	3.3	12.1
Zone 9 Stores and Centres														
Ringwood Road Retail Park, Ringwood	0.0	0.6	0.0	0.0	0.6	1.1	0.0	0.0	0.0	1.8	0.8	11.5	8.0	0.0
other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.6	0.0	0.0	0.6	1.1	0.0	0.0	0.0	1.8	0.8	11.5	8.0	0.0
Zone 10 Stores and Centres														
Poole - Broadstone	0.0	0.0	0.0	2.5	0.0	0.0	0.0	1.5	1.3	8.5	0.0	1.0	0.0	0.0
Other, zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	2.4	0.0	0.0
Sub-total	0.0	0.0	0.0	2.5	0.0	0.0	0.0	1.5	1.3	9.8	0.0	3.4	0.0	0.0
Zone 11 Stores and Centres														
Redlands Retail Park, Poole, BH12 1DN	0.0	6.2	0.0	0.4	0.6	15.2	9.8	0.0	0.0	0.0	8.8	2.8	2.4	0.5
other, zone 11	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	6.2	2.6	0.4	0.6	15.2	9.8	0.0	0.0	0.0	8.8	2.8	2.4	0.5
Zone 12 Stores and Centres														
Tower Park, Poole, BH12 4NY	1.3	2.2	0.0	1.3	0.0	0.0	1.2	1.5	0.8	4.0	4.7	7.3	2.6	0.0
Mannings Heath, Poole, BH12 4QY	3.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.7
Other, zone 12	0.0	0.0	0.0	0.0	0.0	0.6	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Sub-total	4.5	3.3	0.0	1.3	0.0	0.6	1.9	1.5	0.8	4.0	5.4	7.3	6.8	0.7
Zone 13 Stores and Centres														
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Zone 14 Stores and Centres														
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total for study area	79.9	83.8	39.9	86.9	94.0	85.4	93.5	81.0	79.2	85.3	86.8	86.5	57.8	53.8
2. Locations outside the study area														
Wimborne	4.5	1.6	1.3	0.6	1.5	0.7	0.0	3.2	11.5	4.0	0.9	0.0	0.5	36.0
Fleetsbridge	0.0	1.6	4.7	6.5	1.8	6.6	1.5	12.7	2.2	5.7	2.3	3.5	5.1	4.3
Bournemouth	7.8	1.2	0.0	1.7	2.7	5.3	0.0	2.6	2.6	1.9	4.6	6.6	11.1	0.5
Dorchester	0.0	2.5	27.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Blandford (Forum and St Mary)	0.0	0.6	16.1	0.0	0.0	1.3	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	1.2	0.8	2.4	11.2	1.2
Weymouth	0.7	2.4	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winton	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0
Winterbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Other, outside area	7.0	6.4	7.5	4.0	0.0	0.7	3.8	0.4	0.7	1.8	4.6	1.0	10.7	1.2
Sub-total for locations outside the study area	20.1	16.2	60.1	13.7	6.0	14.6	6.5	19.0	20.8	14.7	13.2	13.5	42.2	46.2
Total	100.0	100.0	100.0	100.6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone. Locations are listed in descending order of market share.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7h - Electrical Items & Domestic Appliances Spending Patterns by Zone in 2014 (in £m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	£7.9	£15.1	£20.5	£14.4	£8.6	£24.2	£13.9	£11.8	£7.2	£17.2	£13.6	£11.2	£13.6	£18.6	£197.8
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within study area															
Zone 1 Stores and Centres															
Swanage	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sub-total	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Zone 2 Stores and Centres															
other, zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 3 Stores and Centres															
other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres															
Other, zone 4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 5 Stores and Centres															
Poole - Town Centre	2.4	3.4	2.6	3.6	4.5	7.2	3.2	3.7	2.9	2.2	4.8	1.4	0.9	3.8	46.6
Poole - Quay	0.0	0.0	0.0	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other, zone 5	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Sub-total	2.5	3.7	2.6	4.4	4.9	7.2	3.2	3.7	2.9	2.2	4.8	1.4	0.9	3.8	48.3
Zone 6 Stores and Centres															
Branksome	0.5	0.3	0.1	0.1	0.3	3.7	1.3	0.1	0.3	0.2	0.9	1.3	0.5	0.0	9.5
Poole - Parkstone	0.1	0.0	0.2	0.1	0.0	0.9	0.0	0.3	0.1	0.5	0.2	0.2	0.0	0.5	3.0
other, zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Sub-total	0.6	0.3	0.3	0.1	0.3	4.5	1.3	0.4	0.4	0.7	1.1	1.5	0.5	0.6	12.6
Zone 7 Stores and Centres															
Wessex Gate Retail Park, Broadstone Way, Poole	0.9	4.8	1.8	4.1	1.4	1.6	4.6	1.1	1.1	6.8	2.3	2.3	3.6	3.0	39.4
Other, zone 7	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.4	0.1	0.1	0.9
Sub-total	0.9	4.8	1.8	4.1	1.4	1.8	4.7	1.2	1.1	6.8	2.3	2.7	3.7	3.1	40.3
Zone 8 Stores and Centres															
Fleetsbridge Industrial Park, Upton	0.7	2.2	2.5	3.1	1.3	3.0	2.2	3.9	1.1	2.3	1.7	1.2	0.5	2.1	27.7
Other, zone 8	0.1	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.8
Sub-total	0.8	2.2	2.9	3.2	1.3	3.0	2.2	4.0	1.1	2.3	1.7	1.3	0.5	2.2	28.6
Zone 9 Stores and Centres															
Ringwood Road Retail Park, Ringwood	0.0	0.1	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.3	0.1	1.3	1.1	0.0	3.2
other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.1	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.3	0.1	1.3	1.1	0.0	3.2
Zone 10 Stores and Centres															
Poole - Broadstone	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.1	1.5	0.0	0.1	0.0	0.0	2.2
Other, zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.5
Sub-total	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.1	1.7	0.0	0.4	0.0	0.0	2.7
Zone 11 Stores and Centres															
Redlands Retail Park, Poole, BH12 1DN	0.0	0.9	0.0	0.1	0.0	3.7	1.4	0.0	0.0	0.0	1.2	0.3	0.3	0.1	8.0
other, zone 11	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Sub-total	0.0	0.9	0.5	0.1	0.0	3.7	1.4	0.0	0.0	0.0	1.2	0.3	0.3	0.1	8.6
Zone 12 Stores and Centres															
Tower Park, Poole, BH12 4NY	0.1	0.3	0.0	0.2	0.0	0.0	0.2	0.2	0.1	0.7	0.6	0.8	0.4	0.0	3.5
Mannings Heath, Poole, BH12 4QY	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	1.1
Other, zone 12	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3
Sub-total	0.4	0.5	0.0	0.2	0.0	0.1	0.3	0.2	0.1	0.7	0.7	0.8	0.9	0.1	5.0
Zone 13 Stores and Centres															
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Zone 14 Stores and Centres															
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total for study area	6.3	12.7	8.2	12.5	8.1	20.6	13.0	9.6	5.7	14.7	11.8	9.7	7.9	10.0	150.6
2. Locations outside study area															
Wimborne	0.4	0.2	0.3	0.1	0.1	0.2	0.0	0.4	0.8	0.7	0.1	0.0	0.1	6.7	10.0
Fleetsbridge	0.0	0.2	1.0	0.9	0.2	1.6	0.2	1.5	0.2	1.0	0.3	0.4	0.7	0.8	9.0
Bournemouth	0.6	0.2	0.0	0.2	0.2	1.3	0.0	0.3	0.2	0.3	0.6	0.7	1.5	0.1	6.4
Dorchester	0.0	0.4	5.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	6.0
Blandford (Forum and St Mary)	0.0	0.1	3.3	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	3.9
Castlepoint Shopping Park, Castle Lane West, Bourn	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.1	0.3	1.5	0.2	2.5
Weymouth	0.1	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Winton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.6
Winterbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6
Other, outside area	0.5	1.0	1.5	0.6	0.0	0.2	0.5	0.0	0.1	0.3	0.6	0.1	1.5	0.2	7.1
Sub-total for locations outside the study area	1.6	2.4	12.3	2.0	0.5	3.5	0.9	2.2	1.5	2.5	1.8	1.5	5.8	8.6	47.2
Total	7.9	15.1	20.5	14.4	8.6	24.2	13.9	11.8	7.2	17.2	13.6	11.2	13.6	18.6	197.9

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7i - Health, Beauty and Chemist Items Spending Patterns by Zone in 2014 as a Percentage

	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	Zone 12 %	Zone 13 %	Zone 14 %
1. Locations within study area														
Zone 1 Stores and Centres														
Swanage	85.5	2.9	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	85.5	2.9	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2 Stores and Centres														
Wareham	0.0	26.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wool	0.0	4.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, zone 2	0.0	0.9	0.6	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	32.2	1.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Zone 3 Stores and Centres														
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres														
Poole - Hamworthy	0.0	0.4	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upton	0.0	0.0	0.0	5.2	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Other, zone 4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.4	0.0	9.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres														
Poole - Town Centre	6.9	42.6	7.7	69.8	87.2	34.7	61.6	62.2	46.2	35.4	42.0	39.6	10.1	24.9
Poole - Quay	0.0	0.0	0.7	4.7	4.4	0.0	0.0	0.6	0.0	0.0	0.9	0.0	0.0	0.0
other, zone 5	0.0	0.0	0.0	2.5	0.0	1.4	2.4	1.4	0.0	1.5	0.0	0.0	0.0	1.2
Sub-total	6.9	42.6	8.3	77.0	91.5	36.2	63.9	64.3	46.2	36.9	42.9	39.6	10.1	26.1
Zone 6 Stores and Centres														
Poole - Parkstone	0.0	0.0	0.0	0.3	0.0	8.2	6.6	0.0	0.0	0.3	10.5	16.0	5.8	0.0
Branksome	0.0	0.0	0.7	0.3	0.0	11.8	1.0	0.0	0.0	1.5	5.5	1.8	0.4	0.0
Other, zone 6	0.0	0.0	0.0	0.7	0.0	2.5	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Sub-total	0.0	0.0	0.7	1.3	0.0	22.5	7.6	0.0	0.0	1.9	17.2	17.8	6.2	0.0
Zone 7 Stores and Centres														
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	2.9	2.8	0.9	0.0	0.0	3.4	0.5	0.0	0.0
Poole - Oakdale	0.0	0.0	0.0	0.0	0.4	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other, zone 7	0.0	2.0	0.0	0.8	0.9	2.4	2.0	0.0	0.0	0.4	1.2	0.0	0.0	0.0
Sub-total	0.0	2.0	0.0	0.8	1.3	5.2	10.6	0.9	0.0	0.4	4.6	0.5	0.0	0.9
Zone 8 Stores and Centres														
Other, zone 8	0.0	0.9	0.3	0.7	1.2	0.8	0.0	1.0	0.0	0.0	0.0	0.8	0.0	2.6
Sub-total	0.0	0.9	0.3	0.7	1.2	0.8	0.0	1.0	0.0	0.0	0.0	0.8	0.0	2.6
Zone 9 Stores and Centres														
Lychett Matravers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.1	0.0	0.0	0.0	0.0	0.0
other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.1	0.0	0.0	0.0	0.0	0.0
Zone 10 Stores and Centres														
Poole - Broadstone	0.0	0.0	0.0	2.6	0.0	0.5	0.5	2.6	0.9	40.0	0.0	0.0	0.0	10.2
Poole - Canford Heath	0.0	0.0	0.0	0.0	0.4	0.0	0.0	9.6	0.0	10.3	0.0	0.9	1.1	0.9
Sub-total	0.0	0.0	0.0	2.6	0.4	0.5	0.5	12.2	0.9	50.3	0.0	0.9	1.1	11.1
Zone 11 Stores and Centres														
Redlands Retail Park, Poole	0.0	0.0	0.0	0.0	0.0	7.4	3.9	0.0	0.0	0.0	2.9	4.9	2.7	0.0
other, zone 11	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	1.3	0.0	0.0	7.4	3.9	0.0	0.0	0.0	2.9	4.9	2.7	0.0
Zone 12 Stores and Centres														
Tower Park, Poole	0.6	0.0	0.7	0.7	0.0	0.8	4.6	3.6	0.0	0.0	0.0	11.3	3.0	2.6
Poole - Alder Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6	5.9	9.4	0.0
other, zone 12	0.0	1.3	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.6	1.3	0.7	0.7	0.0	0.8	5.5	3.6	0.0	0.0	9.6	17.2	12.5	2.6
Zone 13 Stores and Centres														
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 14 Stores and Centres														
Corfe Mullen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.1	1.4	0.0	0.0	0.0	9.9
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.1	1.4	0.0	0.0	0.0	10.3
Total for whole study area	93.0	82.2	12.7	92.1	94.4	73.9	92.5	82.7	67.5	90.9	77.2	81.7	32.6	53.6
3. Locations outside the study area														
Dorchester	0.8	9.4	47.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bournemouth	1.9	1.4	0.0	4.1	1.8	7.1	3.2	1.9	0.0	1.5	11.8	12.7	23.0	3.2
Castlepoint Shopping Park, Castle Lane West, Bc	0.6	1.3	1.8	0.4	0.9	6.2	1.6	2.1	5.5	1.3	3.3	1.0	13.5	4.5
Wimborne	0.0	0.0	0.3	0.5	0.0	0.0	0.5	3.3	14.5	1.2	0.0	0.0	0.0	31.0
Blandford (Forum and St Mary)	0.0	0.5	28.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Fleetsbridge	0.0	1.1	0.0	1.5	2.1	0.4	1.1	7.3	3.3	3.4	0.0	1.3	0.4	2.2
Westbourne	0.0	0.0	0.0	0.3	0.0	9.1	1.1	0.0	0.0	0.8	2.7	0.8	0.4	0.0
Winton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.7	6.6	0.0
Boscombe	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0
Weymouth	0.0	1.5	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kinson, Bournemouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0
Sturminster Marshall	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0
Other, outside area	3.7	2.5	4.6	0.8	0.8	2.5	0.0	2.7	2.3	1.0	2.3	1.8	12.6	5.5
Sub-total for locations outside the study area	7.0	17.8	87.3	7.9	5.6	26.1	7.5	17.3	32.5	9.1	22.8	18.3	67.4	46.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone. Locations are listed in descending order of market share.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7j - Health, Beauty and Chemist Items Spending Patterns by Zone in 2014 (in £m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	£1.0	£1.6	£1.9	£1.4	£1.0	£2.6	£1.5	£1.1	£0.7	£1.9	£1.3	£1.1	£1.4	£2.1	£20.7
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within study area															
Zone 1 Stores and Centres															
Swanage	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Sub-total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Zone 2 Stores and Centres															
Wareham	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wool	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Zone 3 Stores and Centres															
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres															
Poole - Hamworthy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Upton	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other, zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Zone 5 Stores and Centres															
Poole - Town Centre	0.1	0.7	0.1	1.0	0.9	0.9	0.9	0.7	0.3	0.7	0.5	0.5	0.1	0.5	7.9
Poole - Quay	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
other, zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	0.1	0.7	0.2	1.1	0.9	1.0	1.0	0.7	0.3	0.7	0.6	0.5	0.1	0.5	8.3
Zone 6 Stores and Centres															
Poole - Parkstone	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.7
Branksome	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5
Other, zone 6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.2	0.2	0.1	0.0	1.3
Zone 7 Stores and Centres															
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Poole - Oakdale	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other, zone 7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
Zone 8 Stores and Centres															
Other, zone 8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Zone 9 Stores and Centres															
Lychett Matravers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Zone 10 Stores and Centres															
Poole - Broadstone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.2	1.1
Poole - Canford Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.4
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.0	0.0	0.0	0.0	0.2	1.4
Zone 11 Stores and Centres															
Redlands Retail Park, Poole	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4
other, zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.4
Zone 12 Stores and Centres															
Tower Park, Poole	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4
Poole - Alder Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.3
other, zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.2	0.2	0.1	0.7
Zone 13 Stores and Centres															
Other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 14 Stores and Centres															
Corfe Mullen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Total for whole study area	0.96	1.28	0.25	1.32	0.94	1.95	1.38	0.94	0.50	1.72	1.00	0.93	0.45	1.11	14.7
2. Locations outside study area															
Dorchester	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bournemouth	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.1	0.3	0.1	1.1
Castlepoint Shopping Park, Castle Lane West, Bournemouth, BH8 9U	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.7
Wimborne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.8
Blandford (Forum and St Mary)	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Fleetsbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.3
Westbourne	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Winton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Boscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Weymouth	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Kinson, Bournemouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Sturminster Marshall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.7
Sub-total for locations outside the study area	0.07	0.28	1.70	0.11	0.06	0.69	0.11	0.20	0.24	0.17	0.29	0.21	0.93	0.96	6.0
Total	1.03	1.56	1.95	1.43	0.99	2.64	1.49	1.14	0.74	1.89	1.29	1.14	1.37	2.06	20.7

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7k - Recreation, Sport and Leisure Goods Spending Patterns by Zone in 2014 as a Percentage

	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	Zone 12 %	Zone 13 %	Zone 14 %
1. Locations within study area														
Zone 1 Stores and Centres														
Swanage	18.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	18.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2 Stores and Centres														
Wareham	2.1	2.1	0.0	0.0	0.0	4.9	0.0	0.0	7.5	1.1	0.0	0.0	0.0	0.0
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	2.1	2.1	0.0	0.0	0.0	4.9	0.0	0.0	7.5	1.1	0.0	0.0	0.0	0.0
Zone 3 Stores and Centres														
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres														
Other, zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres														
Poole - Town Centre	43.3	41.3	14.2	35.3	42.2	32.5	45.7	48.5	40.0	45.2	43.8	41.4	17.7	37.4
Pitwinies Retail Park, Poole	0.0	4.1	0.0	4.5	8.7	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole - Quay	0.0	0.0	0.0	0.0	9.4	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
other, zone 5	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	43.3	45.4	14.2	39.8	60.4	32.5	49.3	50.0	40.0	45.2	43.8	41.4	17.7	37.4
Zone 6 Stores and Centres														
Poole - Parkstone	0.0	0.0	3.8	9.2	4.7	5.3	3.9	0.0	3.3	0.0	0.9	11.1	1.3	2.0
Branksome	0.0	4.1	0.0	0.0	1.5	7.3	4.5	0.0	0.0	0.0	4.4	7.1	0.0	0.0
Other, zone 6	0.0	0.0	0.0	0.0	0.0	2.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	4.1	3.8	9.2	6.1	15.1	10.7	0.0	3.3	0.0	5.3	18.2	1.3	2.0
Zone 7 Stores and Centres														
Wessex Gate Retail Park, Broadstone Way, Poole	0.0	0.0	0.0	2.7	0.0	0.0	0.0	11.7	0.0	15.5	0.0	2.5	18.1	0.0
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Other, zone 7	0.0	0.0	0.0	1.8	0.0	0.0	2.2	1.0	0.0	2.1	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	4.6	0.0	0.0	6.7	12.7	0.0	17.6	1.0	2.5	18.1	0.0
Zone 8 Stores and Centres														
Fleetsbridge Industrial Park, Upton	0.0	10.0	2.1	6.5	3.4	11.6	2.9	13.0	4.6	2.1	0.0	1.3	0.0	0.0
Other, zone 8	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	10.0	2.1	6.5	3.4	12.6	2.9	14.5	4.6	2.1	0.0	1.3	0.0	0.0
Zone 9 Stores and Centres														
Ringwood Road Retail Park, Ringwood	0.0	7.0	6.2	15.1	18.2	3.2	3.4	5.3	13.0	5.9	11.1	7.4	26.6	9.4
other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	7.0	6.2	15.1	18.2	3.2	3.4	5.3	16.1	5.9	11.1	7.4	26.6	9.4
Zone 10 Stores and Centres														
other, zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.4	1.8	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.4	1.8	0.0	0.0	0.0
Zone 11 Stores and Centres														
Redlands Retail Park, Poole	0.0	1.3	0.0	0.0	0.0	5.9	5.6	0.0	0.0	0.0	3.9	4.9	1.8	0.0
other, zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	1.3	0.0	0.0	0.0	5.9	5.6	0.0	0.0	0.0	3.9	4.9	1.8	0.0
Zone 12 Stores and Centres														
Mannings Heath, Poole	0.0	1.1	0.0	0.0	4.7	0.0	4.5	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Tower Park, Poole	0.0	3.0	1.9	8.1	0.0	0.0	0.0	3.8	0.0	0.0	1.8	5.0	0.0	0.0
Other, zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0
Sub-total	0.0	4.0	1.9	8.1	4.7	0.0	4.5	3.8	0.0	0.0	1.8	8.7	0.0	0.0
Zone 13 Stores and Centres														
Other, zone 13	4.6	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	2.5	0.0	2.1	2.7	0.0
Sub-total	4.6	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	2.5	0.0	2.1	2.7	0.0
Zone 14 Stores and Centres														
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Total for study area	68.2	74.0	28.2	83.3	92.8	74.1	85.4	86.9	71.5	75.8	68.6	86.5	68.2	50.9
2. Locations outside the study area														
Bournemouth	14.5	5.2	0.0	3.6	3.7	15.2	7.9	4.6	8.4	6.0	15.9	5.0	17.6	12.8
Dorchester	9.7	5.9	34.9	0.8	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0
Fleetsbridge	0.0	1.0	0.0	3.6	0.0	2.1	0.0	5.0	0.0	5.7	1.3	3.6	2.1	8.2
Blandford (Forum and St Mary)	0.0	2.9	19.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Castlepoint Shopping Park, Castle Lane West, Bourn	0.0	0.0	1.1	3.6	0.0	2.6	0.0	0.0	0.0	0.0	4.1	5.0	0.0	7.4
Wimborne	2.1	2.0	0.8	0.0	0.0	2.4	0.0	0.0	3.3	4.9	0.0	0.0	0.0	9.5
Ferndown	2.1	3.1	1.1	0.0	0.0	0.0	1.1	0.0	0.0	1.8	0.0	0.0	4.1	1.8
Wallisdown	0.0	1.4	0.0	0.8	0.0	1.2	5.6	0.0	5.9	0.0	2.0	0.0	0.0	0.0
Yeovil	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westbourne	0.0	0.0	0.0	0.9	0.0	2.4	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0
Winterbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
other, outside study area	3.2	4.5	7.7	3.4	3.6	0.0	0.0	3.5	8.4	5.7	4.3	0.0	8.1	4.5
Sub-total for locations outside the study area	31.8	26.0	71.8	16.7	7.2	25.9	14.6	13.1	28.5	24.2	31.4	13.5	31.8	49.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone. Locations are listed in descending order of market share.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7k - Recreation, Sport and Leisure Goods Spending Patterns by Zone in 2014 (in £m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	£3.6	£8.2	£12.4	£8.3	£4.9	£11.0	£7.5	£6.7	£4.1	£8.9	£7.5	£6.4	£7.4	£9.4	£106.3
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within study area															
Zone 1 Stores and Centres															
Swanage	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Sub-total	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Zone 2 Stores and Centres															
Wareham	0.1	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	1.2
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	1.2
Zone 3 Stores and Centres															
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres															
Other, zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres															
Poole - Town Centre	1.6	3.4	1.8	2.9	2.1	3.6	3.4	3.2	1.6	4.0	3.3	2.7	1.3	3.5	38.4
Pitwines Retail Park, Poole	0.0	0.3	0.0	0.4	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Poole - Quay	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Other, zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	1.6	3.7	1.8	3.3	3.0	3.6	3.7	3.3	1.6	4.0	3.3	2.7	1.3	3.5	40.4
Zone 6 Stores and Centres															
Poole - Parkstone	0.0	0.0	0.5	0.8	0.2	0.6	0.3	0.0	0.1	0.0	0.1	0.7	0.1	0.2	3.5
Branksome	0.0	0.3	0.0	0.0	0.1	0.8	0.3	0.0	0.0	0.3	0.5	0.0	0.0	0.0	2.3
Other, zone 6	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Sub-total	0.0	0.3	0.5	0.8	0.3	1.7	0.8	0.0	0.1	0.0	0.4	1.2	0.1	0.2	6.3
Zone 7 Stores and Centres															
Wessex Gate Retail Park, Broadstone Way, Poole	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	1.4	0.0	0.2	1.3	0.0	3.9
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
Other, zone 7	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.6
Sub-total	0.0	0.0	0.0	0.4	0.0	0.0	0.5	0.8	0.0	1.6	0.1	0.2	1.3	0.0	4.9
Zone 8 Stores and Centres															
Fleetsbridge Industrial Park, Upton	0.0	0.8	0.3	0.5	0.2	1.3	0.2	0.9	0.2	0.2	0.0	0.1	0.0	0.0	4.6
Other, zone 8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	0.0	0.8	0.3	0.5	0.2	1.4	0.2	1.0	0.2	0.2	0.0	0.1	0.0	0.0	4.8
Zone 9 Stores and Centres															
Ringwood Road Retail Park, Ringwood	0.0	0.6	0.8	1.3	0.9	0.4	0.3	0.4	0.5	0.5	0.8	0.5	2.0	0.9	9.7
Other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Sub-total	0.0	0.6	0.8	1.3	0.9	0.4	0.3	0.4	0.7	0.5	0.8	0.5	2.0	0.9	9.8
Zone 10 Stores and Centres															
Other, zone 10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.3
Zone 11 Stores and Centres															
Redlands Retail Park, Poole	0.0	0.1	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.3	0.3	0.1	0.0	1.9
Other, zone 11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.1	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.3	0.3	0.1	0.0	1.9
Zone 12 Stores and Centres															
Mannings Heath, Poole	0.0	0.1	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.7
Tower Park, Poole	0.0	0.2	0.2	0.7	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.3	0.0	0.0	1.8
Other, zone 12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Sub-total	0.0	0.3	0.2	0.7	0.2	0.0	0.3	0.3	0.0	0.0	0.1	0.6	0.0	0.0	2.7
Zone 13 Stores and Centres															
Other, zone 13	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.1	0.2	0.0	0.9
Sub-total	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.1	0.2	0.0	0.9
Zone 14 Stores and Centres															
Other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Total for study area	2.4	6.1	3.5	6.9	4.6	8.1	6.4	5.8	2.9	6.8	5.2	5.5	5.0	4.8	74.0
2. Locations outside the study area															
Bournemouth	0.5	0.4	0.0	0.3	0.2	1.7	0.6	0.3	0.3	0.5	1.2	0.3	1.3	1.2	8.9
Dorchester	0.3	0.5	4.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	5.3
Fleetsbridge	0.0	0.1	0.0	0.3	0.0	0.2	0.0	0.3	0.0	0.5	0.1	0.2	0.2	0.8	2.7
Blandford (Forum and St Mary)	0.0	0.2	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9
Castlepoint Shopping Park, Castle Lane West, Bournemouth, BH8 9	0.0	0.0	0.1	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.7	2.0
Wimborne	0.1	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.9	2.1
Ferndown	0.1	0.3	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.3	0.2	1.2
Wallisdown	0.0	0.1	0.0	0.1	0.0	0.1	0.4	0.0	0.2	0.0	0.2	0.0	0.0	0.0	1.1
Yeovil	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Westbourne	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.6
Winterbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Other, outside study area	0.1	0.4	1.0	0.3	0.2	0.0	0.0	0.2	0.3	0.5	0.3	0.0	0.6	0.4	4.3
Sub-total for locations outside the study area	1.1	2.1	8.9	1.4	0.4	2.8	1.1	0.9	1.2	2.2	2.4	0.9	2.3	4.6	32.2
Total	3.6	8.2	12.4	8.3	4.9	11.0	7.5	6.7	4.1	8.9	7.5	6.4	7.4	9.4	106.3

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 7I - Specialist Items (books, CDs, Jewellery, Gifts, China, Glass) Spending Patterns by Zone in 2014 as a Percentage

	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %	Zone 9 %	Zone 10 %	Zone 11 %	Zone 12 %	Zone 13 %	Zone 14 %
1. Locations within study area														
Zone 1 Stores and Centres														
Swanage	62.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Sub-total	62.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Zone 2 Stores and Centres														
Wareham	3.1	12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	3.1	12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 Stores and Centres														
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres														
Other, zone 4	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 Stores and Centres														
Poole - Town Centre	17.0	43.1	12.5	60.8	82.6	47.0	65.2	56.7	50.7	41.8	53.0	47.9	24.5	28.9
Poole - Quay	0.0	0.0	0.0	5.3	0.9	1.0	0.0	5.9	0.0	0.0	2.3	0.0	0.0	0.0
Poole - West Quay Road	0.0	4.8	0.0	5.6	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
other, zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	17.0	47.9	12.5	71.8	83.5	48.0	65.2	62.6	53.0	41.8	55.3	47.9	24.5	28.9
Zone 6 Stores and Centres														
Poole - Parkstone	0.0	0.0	0.0	0.9	0.9	2.7	3.2	0.0	0.0	0.0	4.0	13.0	0.0	1.6
Branksome	0.0	0.0	0.0	0.0	0.0	4.9	0.0	1.4	0.0	0.0	0.0	1.5	0.9	1.6
Other, zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sub-total	0.0	0.0	0.0	0.9	0.9	7.6	3.2	1.4	0.0	0.0	4.0	14.5	0.9	4.4
Zone 7 Stores and Centres														
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	1.0	4.3	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Other, zone 7	0.0	0.0	0.0	0.0	1.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	1.8	2.0	4.3	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Zone 8 Stores and Centres														
Poole - Creekmoor	0.0	0.0	0.0	0.0	1.8	0.0	0.0	3.6	1.2	0.0	0.0	0.0	0.0	0.0
Other, zone 8	0.0	2.7	0.0	8.2	0.0	0.0	2.2	0.0	0.0	1.1	0.0	1.3	0.0	0.0
Sub-total	0.0	2.7	0.0	8.2	1.8	0.0	2.2	3.6	1.2	1.1	0.0	1.3	0.0	0.0
Zone 9 Stores and Centres														
other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Zone 10 Stores and Centres														
Poole - Broadstone	0.0	0.0	0.0	1.8	0.0	0.0	1.2	4.1	3.4	26.3	0.0	2.3	0.0	7.6
Poole - Canford Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	3.2	0.0	0.0	1.2	0.0
Sub-total	0.0	0.0	0.0	1.8	0.0	0.0	1.2	6.9	3.4	29.5	0.0	2.3	1.2	7.6
Zone 11 Stores and Centres														
other, zone 11	0.0	0.0	3.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	3.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 12 Stores and Centres														
Tower Park, Poole	0.0	0.0	0.7	2.2	0.0	0.0	1.1	3.1	0.0	1.3	0.0	6.8	4.2	1.6
Poole - Alder Road	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	3.5	1.5	0.0	0.0
Other, zone 12	0.0	2.7	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	2.7	0.7	2.2	0.0	1.7	3.3	3.1	0.0	1.3	3.5	8.2	4.2	1.6
Zone 13 Stores and Centres														
other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Zone 14 Stores and Centres														
other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Total for study area	82.3	67.9	16.1	86.4	88.0	59.4	82.0	77.5	59.7	73.7	62.8	76.4	32.1	44.3
3. Locations outside the study area														
Bournemouth	1.0	2.4	1.5	5.0	6.2	25.7	8.0	5.5	4.2	10.0	19.4	15.0	34.5	4.1
Dorchester	2.1	18.5	54.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wimborne	0.0	0.8	0.8	0.0	1.8	0.0	4.0	2.1	16.8	6.9	0.0	0.8	0.8	38.7
Castlepoint Shopping Park, Castle Lane West, Bourn	3.2	2.0	0.7	1.5	0.0	8.6	0.0	7.7	3.4	1.7	7.7	0.7	14.3	5.2
Blandford (Forum and St Mary)	0.0	1.8	23.8	0.0	0.0	0.0	1.5	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Fleetsbridge	1.1	0.0	0.0	5.3	0.9	0.0	2.3	7.2	7.0	2.6	0.0	0.0	0.0	2.5
Westbourne	1.0	0.0	0.0	0.7	0.0	3.5	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.0
Boscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.0
Kinson, Bournemouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	5.4	0.0
Southampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.3	1.2
Winterbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Other, outside area	9.3	6.5	2.6	1.0	3.1	2.9	2.4	0.0	7.6	5.2	4.2	3.4	3.8	0.0
Sub-total for locations outside the study area	17.7	32.1	83.9	13.6	12.0	40.6	18.0	22.5	40.3	26.3	37.2	23.6	67.9	55.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone. Locations are listed in descending order of market share.

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Table 7m - Specialist Items (books, CDs, Jewellery, Gifts, China, Glass) Spending Patterns by Zone in 2014 (in £m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
	5.4	11.0	16.2	9.8	5.5	15.3	9.3	7.5	5.4	11.9	8.8	7.6	8.7	12.8	135.3
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
1. Locations within study area															
Zone 1 Stores and Centres															
Swanage	3.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.7
Sub-total	3.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.7
Zone 2 Stores and Centres															
Wareham	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Other, zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Zone 3 Stores and Centres															
Other, zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4 Stores and Centres															
Other, zone 4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Zone 5 Stores and Centres															
Poole - Town Centre	0.9	4.7	2.0	5.9	4.6	7.2	6.1	4.3	2.7	5.0	4.7	3.6	2.1	3.7	57.6
Poole - Quay	0.0	0.0	0.0	0.5	0.1	0.2	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	1.4
Poole - West Quay Road	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.2
other, zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.9	5.3	2.0	7.0	4.6	7.4	6.1	4.7	2.8	5.0	4.9	3.6	2.1	3.7	60.1
Zone 6 Stores and Centres															
Poole - Parkstone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Poole - Parkstone	0.0	0.0	0.0	0.1	0.1	0.4	0.3	0.0	0.0	0.0	0.4	1.0	0.0	0.2	2.4
Branksome	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.2	1.3
Other, zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Sub-total	0.0	0.0	0.0	0.1	0.1	1.2	0.3	0.1	0.0	0.0	0.4	1.1	0.1	0.6	3.8
Zone 7 Stores and Centres															
Poole - Ashley Road	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.6
Other, zone 7	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	0.0	0.0	0.0	0.0	0.1	0.3	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.9
Zone 8 Stores and Centres															
Poole - Creekmoor	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.4
Other, zone 8	0.0	0.3	0.0	0.8	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.5
Sub-total	0.0	0.3	0.0	0.8	0.1	0.0	0.2	0.3	0.1	0.1	0.0	0.1	0.0	0.0	2.0
Zone 9 Stores and Centres															
other, zone 9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Zone 10 Stores and Centres															
Poole - Broadstone	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3	0.2	3.1	0.0	0.2	0.0	1.0	5.1
Poole - Canford Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.1	0.0	0.7
Sub-total	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.5	0.2	3.5	0.0	0.2	0.1	1.0	5.7
Zone 11 Stores and Centres															
other, zone 11	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Sub-total	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Zone 12 Stores and Centres															
Tower Park, Poole	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.2	0.0	0.2	0.0	0.5	0.4	0.2	1.9
Poole - Alder Road	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.7
Other, zone 12	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Sub-total	0.0	0.3	0.1	0.2	0.0	0.3	0.3	0.2	0.0	0.2	0.3	0.6	0.4	0.2	3.1
Zone 13 Stores and Centres															
other, zone 13	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Zone 14 Stores and Centres															
other, zone 14	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Total for study area	4.5	7.5	2.6	8.4	4.9	9.1	7.6	5.8	3.2	8.8	5.6	5.8	2.8	5.7	82.2
2. Locations outside study area															
Bournemouth	0.1	0.3	0.2	0.5	0.3	3.9	0.7	0.4	0.2	1.2	1.7	1.1	3.0	0.5	14.3
Dorchester	0.1	2.0	8.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.0
Wimborne	0.0	0.1	0.1	0.0	0.1	0.0	0.4	0.2	0.9	0.8	0.0	0.1	0.1	5.0	7.6
Castlepoint Shopping Park, Castle Lane West, Bournemouth	0.2	0.2	0.1	0.2	0.0	1.3	0.0	0.6	0.2	0.2	0.7	0.1	1.2	0.7	5.6
Blandford (Forum and St Mary)	0.0	0.2	3.9	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.3
Fleetsbridge	0.1	0.0	0.0	0.5	0.1	0.0	0.2	0.5	0.4	0.3	0.0	0.0	0.0	0.3	2.4
Westbourne	0.1	0.0	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.2
Boscombe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7
Kinson, Bournemouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.5
Southampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.5
Winterbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5
Other, outside area	0.5	0.7	0.4	0.1	0.2	0.4	0.2	0.0	0.4	0.6	0.4	0.3	0.3	0.0	4.6
Sub-total for locations outside the study area	1.0	3.5	13.6	1.3	0.7	6.2	1.7	1.7	2.2	3.1	3.3	1.8	5.9	7.1	53.1
Total	5.4	11.0	16.2	9.8	5.5	15.3	9.3	7.5	5.4	11.9	8.8	7.6	8.7	12.8	135.3

Source: NEMS Survey of Households, September 2014

Notes: Retail centres and individual stores are listed where the total market share is 1% or greater or greater than 3% in any one zone.

Locations are listed in descending order of market share.

All monetary values are held constant at 2012 prices.

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Table 8 - Poole and Purbeck Comparison Goods Capacity Summary (Static Retention Rate) *Base Scenario*
Population

	2014	2019	2024	2029	2031	Change 2014-2019	Change 2019-2024	Change 2024-2029	Change 2029-2031	Change 2014-2031
A) Total Population	256,877	267,769	278,169	285,928	288,589	10,892	10,400	7,759	2,661	31,712
B) Total Expenditure £m (excluding SFT)	786.9	933.4	1,131.2	1,372.4	1,481.5	146.5	197.8	241.2	109.1	694.6
C) Retained Expenditure within study area (£m) ¹ (row B*D)	543.9	645.2	781.9	948.7	1024.1	101.3	136.7	166.8	75.4	480.2
D) Retained Expenditure within study area (% - excluding SFT)	69.1	69.1	69.1	69.1	69.1					
E) Allowance for tourist visitor expenditure £m	45.8	53.9	63.4	74.6	79.6	8.1	9.5	11.2	5.0	33.8
F) Retained Expenditure including tourist visitor expenditure £m (row C+E)	589.8	699.1	845.3	1023.3	1103.7	109.4	146.2	177.9	80.4	513.9
Claims on Expenditure										
G) Existing Traders including turnover growth £m ²	589.8	641.6	698.1	759.5	785.5	51.9	56.4	61.4	26.0	195.7
H) Commitments ³	0.0	15.5	16.9	18.4	19.0	15.5	1.4	1.5	0.6	19.0
Impact on capacity £m (row G+H)	589.8	657.2	715.0	777.8	804.5	67.4	57.8	62.9	26.7	214.7
SUMMARY						2014-19	2019-24	2024-29	2029-31	2014-31
Initial surplus £m						109.4	146.2	177.9	80.4	513.9
Claims on capacity £m						67.4	57.8	62.9	26.7	214.7
I) RESIDUAL £m ⁴						42.0	88.4	115.1	53.8	299.2
Turnover per sq m (assumed)	£6,000					6,528	7,102	7,726	7,991	
J) Floorspace Requirement sq m (net) ⁵						6,430	12,449	14,892	6,727	40,498
K) Floorspace Requirement sq m (gross)						8,573	16,599	19,856	8,969	53,997

NOTES:

- (1) Study area expenditure retention - this is the product of the current market share of study area zones (as a percentage) for comparison shopping and the total study area expenditure. The market share remains constant for each of the forecast years.
(2) Existing Traders - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase in line with a PBA estimation of sales density growth
(3) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase at the same rates in note 2 above to account for growth in sales density.
(4) Residual - the product of the total available expenditure minus the deductions for the existing centres' turnover and commitments.
(5) Floorspace Requirement: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £6,000/sq. m in 2014, which is forecast to increase as per the rates in note 2 until 2031. A 75% net to gross ratio applied (Sourced from Experian Retail Planner Briefing Note 12.1, October 2014). The figures show the floorspace requirement for each period and are not cumulative.

All monetary values are held constant at 2012 prices.

APPENDIX B

Convenience Goods Expenditure, Market Shares and Capacity Estimates - Base Scenario Population

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 9 - Convenience Goods Expenditure (per capita)

	2012	2014	2019	2024	2029	2031	Numeric Change 2014-31	Percentage Change 2014-31
Zone 1: Swanage	£2,074	£2,051	£2,107	£2,171	£2,237	£2,264	£213	10.4%
Zone 2: Wareham	£2,098	£2,075	£2,132	£2,196	£2,263	£2,290	£215	10.4%
Zone 3: Puddleston and Rural West	£2,246	£2,221	£2,282	£2,351	£2,423	£2,452	£230	10.4%
Zone 4: Upton and Hamworthy	£1,945	£1,924	£1,976	£2,036	£2,098	£2,123	£200	10.4%
Zone 5: Poole Town Centre	£1,766	£1,746	£1,794	£1,848	£1,904	£1,927	£181	10.4%
Zone 6: Parkstone and Canford Cliffs	£2,217	£2,193	£2,253	£2,321	£2,391	£2,420	£227	10.4%
Zone 7: Oakdale	£2,018	£1,995	£2,050	£2,112	£2,176	£2,203	£207	10.4%
Zone 8: Creekmoor	£1,928	£1,907	£1,959	£2,018	£2,079	£2,104	£198	10.4%
Zone 9: Lytchett Matravers	£2,369	£2,343	£2,406	£2,480	£2,555	£2,586	£243	10.4%
Zone 10: Broadstone	£2,261	£2,236	£2,297	£2,366	£2,438	£2,468	£232	10.4%
Zone 11: Branksome	£1,944	£1,923	£1,975	£2,035	£2,097	£2,122	£199	10.4%
Zone 12: Alderney and Newtown	£1,874	£1,853	£1,904	£1,962	£2,021	£2,046	£192	10.4%
Zone 13: Bearwood	£1,921	£1,900	£1,951	£2,011	£2,072	£2,097	£197	10.4%
Zone 14: Merley and Corfe Mullen	£2,124	£2,101	£2,158	£2,224	£2,291	£2,319	£218	10.4%

NOTES:

(1) Expenditure data is derived from Experian MMG3 per capita annual comparison goods expenditure estimates (released in 2014), which are obtained through MapInfo's Anysite GIS system.

(2) The 2012 MapInfo expenditure data has been projected forward to the base year of the study (2014). Source: Experian Retail Planner Briefing Note 12 - Figure 1a and 1b

(3) For forecast years the per annum growth rates are 2014: -0.5%, 2015: 0.5%, 2016: 0.4% and 0.6% onwards. These are derived from Experian Retail Planner Note 12 (October 2014) - Figure 1a

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 10 - Total Convenience Goods Expenditure & Expenditure Growth **Base Scenario Population**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total Poole And Purbeck
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total 2014 (including SFT)	£23.7	£42.5	£57.8	£40.3	£23.2	£55.6	£36.6	£31.9	£17.7	£41.6	£35.3	£32.5	£39.0	£45.0	£523.0
2014 SFT (2.6% market share)*	£0.6	£1.1	£1.5	£1.0	£0.6	£1.4	£1.0	£0.8	£0.5	£1.1	£0.9	£0.8	£1.0	£1.2	£13.6
Total 2014 (excluding SFT)	£23.1	£41.4	£56.3	£39.3	£22.6	£54.2	£35.7	£31.0	£17.3	£40.5	£34.4	£31.7	£38.0	£43.9	£509.4
Total 2019 (including SFT)	£25.1	£45.1	£45.1	£43.2	£25.0	£59.9	£39.5	£34.3	£18.8	£44.9	£38.0	£35.0	£41.8	£48.1	£543.9
2019 SFT (3.8% market share)*	£1.0	£1.7	£1.7	£1.6	£1.0	£2.3	£1.5	£1.3	£0.7	£1.7	£1.4	£1.3	£1.6	£1.8	£20.7
Total 2019 (excluding SFT)	£24.2	£43.3	£43.3	£41.6	£24.1	£57.7	£38.0	£33.0	£18.1	£43.2	£36.6	£33.7	£40.2	£46.3	£523.2
Total 2024 (including SFT)	£26.7	£47.9	£65.0	£46.2	£26.9	£64.3	£42.5	£37.0	£20.1	£48.3	£40.8	£37.6	£44.5	£51.5	£599.3
2024 SFT (4.8% market share)*	£1.3	£2.3	£3.1	£2.2	£1.3	£3.1	£2.0	£1.8	£1.0	£2.3	£2.0	£1.8	£2.1	£2.5	£28.8
Total 2024 (excluding SFT)	£25.4	£45.6	£61.9	£44.0	£25.6	£61.2	£40.5	£35.2	£19.1	£45.9	£38.9	£35.8	£42.4	£49.0	£570.5
Total 2029 (including SFT)	£28.0	£50.4	£68.1	£48.9	£28.6	£68.3	£45.2	£39.3	£21.1	£51.4	£43.4	£40.0	£47.1	£54.5	£634.6
2029 SFT (5.3% market share)*	£1.5	£2.7	£3.6	£2.6	£1.5	£3.6	£2.4	£2.1	£1.1	£2.7	£2.3	£2.1	£2.5	£2.9	£33.6
Total 2026 (excluding SFT)	£26.5	£47.7	£64.5	£46.3	£27.1	£64.7	£42.8	£37.3	£20.0	£48.7	£41.1	£37.9	£44.6	£51.7	£601.0
Total 2031 (including SFT)	£28.6	£51.3	£69.3	£50.0	£29.3	£69.9	£46.2	£40.2	£21.5	£52.6	£44.4	£40.9	£48.2	£55.7	£648.2
2031 SFT (5.6% market share)*	£1.6	£2.9	£3.9	£2.8	£1.6	£3.9	£2.6	£2.3	£1.2	£2.9	£2.5	£2.3	£2.7	£3.1	£36.3
Total 2031 (excluding SFT)	£27.0	£48.5	£65.4	£47.2	£27.6	£66.0	£43.6	£38.0	£20.3	£49.6	£41.9	£38.7	£45.5	£52.5	£611.9
Growth 2014 - 2031 (including SFT)	£4.8	£8.8	£11.5	£9.6	£6.0	£14.3	£9.6	£8.4	£3.8	£11.0	£9.1	£8.4	£9.2	£10.6	£125.1

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Table 1 (population) by Table 9 (per capita convenience goods expenditure), and are in millions of pounds (£m).

* Growth in SFT expenditure is sourced from Experian Retail Planner Note 12 Appendix 3 'Adjusted for SFT from stores' for the forecast years as a proportion of convenience goods sales taken by SFT trading.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 11a - Convenience Goods Spending Patterns by Zone in 2014 as a Percentage

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Locations within study area														
Zone 1 Stores and Centres														
Co-op, Kings Road West, Swanage	38.50	0.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Swanage	15.53	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Budgens, 36 Station Road, Swanage, Dorset	10.20	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
Costcutler, 208 High Street, Swanage	1.22	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
Other Stores in Zone 1	1.39	0.09	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	66.83	1.14	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 2 Stores and Centres														
Sainsbury's, South Street, Wareham	7.75	16.64	0.10	0.00	0.31	0.00	0.00	0.00	1.58	0.09	0.00	0.00	0.00	0.00
Wareham	0.08	5.03	0.17	0.00	0.00	0.00	0.18	0.00	0.15	0.00	0.00	0.26	0.00	0.00
Co-op, North Street, Wareham	0.00	3.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Bere Regis	0.00	2.12	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wool	0.00	1.47	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandford	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00	0.00	0.00
Other, zone 2	0.00	1.56	0.10	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	7.83	30.37	0.77	0.14	0.31	0.00	0.18	0.00	2.75	0.09	0.00	0.26	0.00	0.00
Zone 3 Stores and Centres														
Tesco, Stour Park, Blandford St Mary, Blandford Forum	0.00	0.36	16.47	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00
Waitrose, Tudor Arcade, South Street, Dorchester	0.00	3.01	12.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, The Grove, Dorchester	0.00	0.77	4.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, zone 3	0.00	0.06	2.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.00	4.21	35.74	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00
Zone 4 Stores and Centres														
Lidl, Poole, Blandford Road, Hamworthy	0.00	0.65	0.70	13.81	0.76	0.17	0.00	0.00	5.35	1.09	0.00	0.28	0.00	0.32
Co-op, 4 Poole Road, Upton, Poole	0.00	0.00	0.00	1.65	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.00	0.00
Upton	0.00	0.00	0.00	1.91	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Co-op, 200-204 Blandford Road, Hamworthy, Poole	0.00	0.00	0.00	1.53	0.14	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00
Spar, The Triangle, Upton, Poole, Dorset	0.00	0.00	0.00	1.38	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00
Other, zone 4	0.00	0.00	0.14	0.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	0.00	0.65	1.20	23.18	0.91	0.17	0.00	0.00	6.11	1.25	0.00	0.28	0.00	0.32
Zone 5 Stores and Centres														
Asda, West Quay Road, Poole	2.20	15.21	4.35	14.12	14.04	7.38	8.78	7.51	9.30	1.92	6.11	5.24	4.40	5.32
Aldi, Poole, Pitwines West	2.17	1.42	1.98	4.54	15.07	3.31	7.25	3.01	1.30	6.45	1.05	3.87	1.04	1.59
Sainsbury's, 11 Pitwines Close, Poole	0.63	0.61	2.42	4.13	13.68	4.21	9.94	1.94	3.87	1.58	0.00	2.07	0.68	1.89
Sainsbury's, Orchard Plaza, 39 High Street, Poole	0.00	0.65	0.33	1.22	14.26	2.00	0.71	2.18	1.25	1.08	0.85	0.75	0.35	2.34
Co-op, 1 / 1A & 2 Bank Chambers, Penn Hill, Parkstone, Poole	0.47	0.00	0.39	0.93	5.00	2.18	1.27	1.60	3.83	1.42	0.72	1.15	0.74	0.07
Marks & Spencer, 45 Dolphin Centre, Poole	0.00	0.00	0.00	0.24	4.45	1.16	1.74	0.11	0.17	0.76	0.28	1.09	0.00	0.00
Tesco, Poole Fernside Road Express, 131-139 Fernside Road, Poole	0.00	0.00	0.00	1.25	2.72	0.17	2.38	0.89	0.00	0.00	0.28	0.13	0.00	0.17
Isleland, 120 High Street, Poole	0.00	0.08	0.00	0.98	1.15	0.06	0.00	0.42	0.08	0.00	0.06	4.97	0.00	0.00
Other, zone 5	0.00	0.00	0.00	0.24	1.22	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.32
Sub-total	5.48	17.98	9.47	27.65	71.59	20.48	32.05	17.66	19.80	13.20	9.36	19.27	7.21	11.72
Zone 6 Stores and Centres														
Tesco, Bournemouth Road Express, 131 Bournemouth Road, Parkstone	0.00	0.00	0.00	0.00	6.31	1.49	0.37	0.49	0.00	0.00	0.14	0.27	0.45	0.35
Co-op, 4 Poole Road, Upton, Poole	0.00	0.00	0.00	0.22	0.17	1.62	0.90	0.00	0.00	0.00	2.74	2.28	0.00	0.00
Upton	0.00	0.00	0.00	0.12	0.00	0.18	0.00	0.00	0.00	0.00	3.59	1.55	0.00	0.00
Co-op, 1 / 1A & 2 Bank Chambers, Penn Hill, Parkstone, Poole	0.00	0.00	0.00	0.09	0.00	3.23	0.00	0.00	0.13	0.25	0.00	0.00	0.45	0.00
Co-op, 291 Sandbanks Road, Lilliput, Poole	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	1.09	0.27	0.00	0.00
Co-op, 291 Sandbanks Road, Lilliput, Poole	0.00	0.00	0.00	0.00	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, 291 Sandbanks Road, Lilliput, Poole	0.00	0.00	0.00	0.00	0.00	1.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, zone 6	0.31	0.00	0.68	0.00	0.37	3.52	0.58	0.21	0.17	0.00	0.94	1.10	0.52	0.00
Sub-total	0.31	0.00	0.68	0.44	6.86	12.43	1.85	0.70	0.29	0.25	8.49	5.48	1.42	0.35
Zone 7 Stores and Centres														
Waitrose, Parkstone, 311-313 Ashley Road, Poole	0.63	0.00	0.00	0.43	0.98	17.61	8.45	0.32	0.08	0.08	3.37	2.16	0.00	0.07
Co-op, 74 Oakdale Road, Oakdale, Poole	0.00	0.15	0.00	0.00	0.22	0.00	1.94	0.26	0.00	0.00	0.00	0.00	0.00	0.15
Co-op, 74 Oakdale Road, Oakdale, Poole	0.00	0.00	0.00	0.10	0.42	0.00	1.18	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Other, zone 7	0.00	0.00	0.00	0.00	0.26	1.03	1.24	0.84	0.00	0.05	0.87	0.56	0.00	0.00
Sub-total	0.63	0.15	0.00	0.53	1.88	18.63	12.81	1.43	0.08	0.14	4.24	2.72	0.00	0.32
Zone 8 Stores and Centres														
Tesco Extra, Poole Fleets Corner Extra, Waterloo Road, Poole, Dorset	2.39	16.07	0.80	30.95	6.43	2.31	19.05	10.32	16.70	23.39	5.19	0.64	0.69	13.61
Fleetsbridge	1.39	0.78	0.00	0.37	3.36	0.76	1.47	15.87	6.27	7.44	0.00	0.00	0.17	1.05
Lidl, Poole, Hatch Pond Road	0.33	0.55	0.00	2.71	1.18	1.64	5.75	4.15	0.57	6.66	1.29	1.87	0.00	3.93
Isleland, Canford Heath, 2 Adastral Square, Poole	0.00	0.00	0.00	0.00	0.77	0.00	0.48	1.98	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, 69 Creekmoor Lane, Poole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.55	0.00	0.06	0.00	0.00	0.00	0.00
Other, zone 8	0.00	0.00	0.68	0.33	0.00	0.00	0.00	0.52	0.00	0.18	0.00	0.00	0.00	0.00
Sub-total	4.11	17.40	1.47	35.45	11.74	4.71	26.76	35.74	23.54	37.73	6.48	2.51	0.87	18.59
Zone 9 Stores and Centres														
Lychett Matravers	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.18	0.00	0.00	0.00	0.00	0.17
Local shops, Sturminster Marshall	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Purbeck Parade, Lychett Matravers, Poole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.33	0.00	0.00	0.00	0.00	0.00
Other, zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00
Sub-total	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.15	0.00	0.00	0.00	0.00	0.17
Zone 10 Stores and Centres														
Asda, Cullford Crescent, Canford Heath, Poole	5.94	0.00	0.32	3.06	0.61	0.27	3.10	21.61	0.36	11.60	1.45	5.34	0.95	3.65
Co-op, Broadstone	0.00	0.18	0.00	0.00	0.26	0.15	0.80	1.23	0.86	8.68	0.57	0.26	0.00	2.18
Budgens, 182 Lower Blandford Road, Broadstone, Dorset	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	3.37	0.00	0.00	0.00	0.55
Tesco Express, Lower Blandford Road, Broadstone, Poole	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.08	0.60	0.00	0.22	0.07
Other, zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.64	0.00	0.50	0.00	0.00	0.00	0.00
Sub-total	5.94	0.18	0.32	3.15	0.87	0.42	4.01	23.47	1.21	26.22	2.62	5.60		

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 12 - Poole and Purbeck Convenience Goods Capacity Summary (Static Retention Rate) **Base Scenario Population**

	2014	2019	2024	2029	2031	Change 2014-19	Change 2019-24	Change 2024-29	Change 2029-31	Change 2014-31
A) Total Population	256,877	267,769	278,169	285,928	288,589	10,892	10,400	7,759	2,661	31,712
B) Total Expenditure £m (excluding SFT)	509.4	523.2	570.5	601.0	611.9	13.8	47.3	30.4	10.9	102.5
C) Retained Expenditure within Study area (£m) ¹ (row B*D)	428.6	440.2	480.0	505.6	514.8	11.6	39.8	25.6	9.2	86.2
D) Retained Expenditure within Study area (% - excluding SFT)	84.1	84.1	84.1	84.1	84.1					
E) Allowance for tourist visitor expenditure £m	27.0	27.8	28.6	29.5	29.9	0.8	0.8	0.9	0.4	2.9
F) Retained Expenditure including tourist visitor expenditure £m (row C+E)	455.6	468.0	508.7	535.1	544.7	12.4	40.7	26.5	9.5	89.1
Claims on Expenditure										
G) Existing Traders including turnover growth £m ³	455.6	459.7	466.6	473.7	476.5	4.1	6.9	7.0	2.8	20.9
H) Commitments ⁴	0.0	26.0	26.4	26.8	26.9	26.0	0.4	0.4	0.2	26.9
Impact on capacity £m (row G+H)	455.6	485.7	493.0	500.4	503.4	30.1	7.3	7.4	3.0	47.9
SUMMARY						2014-19	2019-24	2024-29	2029-31	2014-31
Initial surplus £m						12.4	40.7	26.5	9.5	89.1
Claims on capacity £m						30.1	7.3	7.4	3.0	47.9
I) RESIDUAL £m ⁵						-17.7	33.3	19.0	6.5	41.2
Turnover per sq m (assumed)	£12,500					12,613	12,803	12,996	13,074	
J) Floorspace Requirement sq m (net) ⁶						-	1,401	2,603	1,465	499
K) Floorspace Requirement sq m (gross)						-	2,155	4,005	2,255	4,872

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of Poole and Purbeck zones (as a percentage) for convenience shopping and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Tourism expenditure - tourism inflow spend figures are derived from 'The Economic Value of Dorset's Visitor Economy 2012' issued in 2014 by the South West Research Company Ltd. (3) Existing Traders - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase as follows: 2013-2016 at 0.0% per annum, and 2016-31 at 0.3% per annum.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase at the same rates in note 2 above to account for growth in sales density.

(5) Residual - the product of the total available expenditure minus the deductions for the existing centres' turnover and commitments.

(6) Floorspace Requirement: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £12,500/sq. m in 2014, which is forecast to increase as per the rates in note 2 until 2031. A 65% net to gross ratio applied. The figures show the floorspace requirement for each period and are not cumulative.

All monetary values are held constant at 2012 prices.

APPENDIX C

Comparison Goods Expenditure, Market Shares and Capacity Estimates - Base Scenario Population

Floorspace requirements using Local SFT rates

Poole & Purbeck Retail & Leisure Capacity Study

Table 13 - Total Comparison Goods Expenditure & Expenditure Growth

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total 2014 (including SFT)	£34.9	£70.5	£99.1	£66.3	£38.0	£102.6	£62.0	£53.0	£32.9	£77.8	£60.2	£51.2	£60.4	£82.4	£891.2
2014 SFT (21.5% market share)*	£5.62	£11.37	£15.98	£10.69	£6.13	£16.54	£9.99	£8.55	£5.30	£12.54	£9.71	£8.25	£9.74	£13.28	£143.7
Total 2014 (excluding SFT)	£29.25	£59.12	£83.12	£55.59	£31.89	£86.04	£51.98	£44.49	£27.59	£65.21	£50.50	£42.92	£50.67	£69.09	£747.5
Total 2019 (including SFT)	£42.6	£86.3	£121.0	£82.0	£47.4	£127.6	£77.2	£66.0	£40.3	£96.9	£74.9	£63.7	£74.7	£101.6	£1,102.0
2019 SFT (28.1% market share)*	£8.98	£18.19	£25.52	£17.28	£9.99	£26.91	£16.27	£13.92	£8.50	£20.42	£15.79	£13.42	£15.75	£21.42	£232.4
Total 2019 (excluding SFT)	£33.6	£68.1	£95.5	£64.7	£37.4	£100.7	£60.9	£52.1	£31.8	£76.4	£59.1	£50.2	£59.0	£80.2	£869.6
Total 2024 (including SFT)	£51.6	£104.8	£146.9	£100.2	£58.1	£156.4	£94.7	£81.1	£49.0	£119.0	£91.9	£78.0	£90.8	£124.2	£1,346.6
2024 SFT (29.4% market share)*	£11.40	£23.14	£32.44	£22.12	£12.83	£34.54	£20.93	£17.92	£10.83	£26.27	£20.29	£17.24	£20.05	£27.43	£297.4
Total 2024 (excluding SFT)	£40.2	£81.6	£114.4	£78.1	£45.3	£121.8	£73.8	£63.2	£38.2	£92.7	£71.6	£60.8	£70.7	£96.8	£1,049.2
Total 2029 (including SFT)	£62.0	£125.8	£175.8	£121.0	£70.5	£189.6	£115.0	£98.6	£58.9	£144.6	£111.5	£94.8	£109.8	£150.2	£1,628.0
2029 SFT (28.9% market share)*	£13.43	£27.25	£38.10	£26.23	£15.28	£41.10	£24.93	£21.36	£12.77	£31.33	£24.16	£20.54	£23.79	£32.54	£352.8
Total 2029 (excluding SFT)	£48.6	£98.5	£137.7	£94.8	£55.2	£148.5	£90.1	£77.2	£46.1	£113.2	£87.3	£74.2	£86.0	£117.6	£1,275.2
Total 2031 (including SFT)	£66.6	£135.0	£188.5	£130.3	£76.1	£204.5	£124.1	£106.3	£63.3	£156.0	£120.3	£102.3	£118.4	£161.6	£1,753.3
2031 SFT (28.5% market share)*	£14.20	£28.80	£40.21	£27.79	£16.22	£43.62	£26.47	£22.67	£13.49	£33.27	£25.66	£21.81	£25.26	£34.46	£373.9
Total 2031 (excluding SFT)	£52.4	£106.2	£148.3	£102.5	£59.8	£160.9	£97.6	£83.6	£49.8	£122.7	£94.6	£80.4	£93.2	£127.1	£1,379.3
Growth 2014 - 2031 (including SFT)	£31.7	£64.6	£89.4	£64.0	£38.0	£102.0	£62.1	£53.3	£30.4	£78.2	£60.1	£51.1	£58.0	£79.2	£862.1

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Table 1 (population) by Table 2 (per capita comparison goods expenditure), and are in millions of pounds (£m).

* SFT is derived from the household survey for the propensity for Special forms of trading-based expenditure. the percentage change is grown in line with Experian forecasts of growth in SFT sourced from Experian Retail Planner Note 12 (October 2014) for the forecast years as a proportion of comparison goods sales taken by SFT trading.

All monetary values are held constant at 2012 prices.

Poole & Purbeck Retail & Leisure Capacity Study

Table 14 - Comparison Goods Capacity Summary (Static Retention Rate) **Base Scenario Population**

	2014	2019	2024	2029	2031	Change 2014-2019	Change 2019-2024	Change 2024-2029	Change 2029-2031	Change 2014-2031
A) Total Population	256,877	267,769	278,169	285,928	288,589	10,892	10,400	7,759	2,661	31,712
B) Total Expenditure £m (excluding SFT)	747.5	869.6	1,049.2	1,275.2	1,379.3	122.2	179.6	226.0	104.2	631.9
C) Retained Expenditure within study area (£m) ¹ (row B*D)	516.7	601.1	725.3	881.5	953.5	84.5	124.1	156.2	72.0	436.8
D) Retained Expenditure within study area (% - excluding SFT)	69.1	69.1	69.1	69.1	69.1					
E) Allowance for tourist visitor expenditure £m	45.8	53.9	63.4	74.6	79.6	8.1	9.5	11.2	5.0	33.8
F) Retained Expenditure including tourist visitor expenditure £m (row C+E)	562.5	655.1	788.7	956.1	1033.1	92.5	133.6	167.4	77.0	470.6
Claims on Expenditure										
G) Existing Traders including turnover growth £m ²	562.5	612.0	665.8	724.4	749.2	49.5	53.8	58.6	24.8	186.7
H) Commitments ³	0.0	15.5	16.9	18.4	19.0	15.5	1.4	1.5	0.6	19.0
Impact on capacity £m (row G+H)	562.5	627.5	682.7	742.7	768.2	65.0	55.2	60.0	25.5	205.7
SUMMARY						2014-19	2019-24	2024-29	2029-31	2014-31
Initial surplus £m						92.5	133.6	167.4	77.0	470.6
Claims on capacity £m						65.0	55.2	60.0	25.5	205.7
I) RESIDUAL £m ⁴						27.5	78.4	107.3	51.5	264.9
Turnover per sq m (assumed)	£6,000					6,528	7,102	7,726	7,991	
J) Floorspace Requirement sq m (net) ⁵						4,220	11,047	13,892	6,449	35,608
K) Floorspace Requirement sq m (gross)						5,626	14,729	18,523	8,599	47,478

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of study area zones (as a percentage) for comparison shopping and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Existing Traders - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase in line with a PBA estimation of sales density growth

(3) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase at the same rates in note 2 above to account for growth in sales density.

(4) Residual - the product of the total available expenditure minus the deductions for the existing centres' turnover and commitments.

(5) Floorspace Requirement: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £6,000/sq. m in 2014, which is forecast to increase as per the rates in note 2 until 2031. A 75% net to gross ratio applied (Sourced from Experian Retail Planner Briefing Note 12.1, October 2014). The figures show the floorspace requirement for each period and are not cumulative.

All monetary values are held constant at 2012 prices.

APPENDIX D

Convenience Goods Expenditure, Market Shares and Capacity Estimates - Base Scenario Population

Floorspace requirements using Local SFT rates

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 15 - Total Convenience Goods Expenditure & Expenditure Growth **Base Scenario Population**

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total Poole And Purbeck
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total 2014 (including SFT)	£23.7	£42.5	£57.8	£40.3	£23.2	£55.6	£36.6	£31.9	£17.7	£41.6	£35.3	£32.5	£39.0	£45.0	£523.0
2014 SFT (3.9% market share)*	£0.28	£0.51	£0.69	£0.48	£0.28	£0.66	£0.44	£0.38	£0.21	£0.50	£0.42	£0.39	£0.47	£0.54	£6.2
Total 2014 (excluding SFT)	£23.5	£42.0	£57.1	£39.9	£22.9	£55.0	£36.2	£31.5	£17.5	£41.1	£34.9	£32.1	£38.6	£44.5	£516.8
Total 2019 (including SFT)	£25.1	£45.1	£45.1	£43.2	£25.0	£59.9	£39.5	£34.3	£18.8	£44.9	£38.0	£35.0	£41.8	£48.1	£543.9
2019 SFT (5.7% market share)*	£0.42	£0.76	£0.76	£0.73	£0.42	£1.01	£0.67	£0.58	£0.32	£0.76	£0.64	£0.59	£0.71	£0.81	£9.2
Total 2019 (excluding SFT)	£24.7	£44.3	£44.3	£42.5	£24.6	£58.9	£38.8	£33.8	£18.5	£44.1	£37.4	£34.4	£41.1	£47.3	£534.7
Total 2024 (including SFT)	£26.7	£47.9	£65.0	£46.2	£26.9	£64.3	£42.5	£37.0	£20.1	£48.3	£40.8	£37.6	£44.5	£51.5	£599.3
2024 SFT (7.2% market share)*	£0.58	£1.04	£1.41	£1.01	£0.58	£1.40	£0.92	£0.80	£0.44	£1.05	£0.89	£0.82	£0.97	£1.12	£13.0
Total 2024 (excluding SFT)	£26.1	£46.9	£63.6	£45.2	£26.3	£62.9	£41.6	£36.2	£19.6	£47.2	£40.0	£36.8	£43.5	£50.4	£586.3
Total 2029 (including SFT)	£28.0	£50.4	£68.1	£48.9	£28.6	£68.3	£45.2	£39.3	£21.1	£51.4	£43.4	£40.0	£47.1	£54.5	£634.6
2029 SFT (8.0% market share)*	£0.67	£1.20	£1.62	£1.17	£0.68	£1.63	£1.08	£0.94	£0.50	£1.22	£1.03	£0.95	£1.12	£1.30	£15.1
Total 2026 (excluding SFT)	£27.4	£49.2	£66.5	£47.8	£27.9	£66.7	£44.1	£38.4	£20.6	£50.2	£42.4	£39.1	£46.0	£53.2	£619.5
Total 2031 (including SFT)	£28.6	£51.3	£69.3	£50.0	£29.3	£69.9	£46.2	£40.2	£21.5	£52.6	£44.4	£40.9	£48.2	£55.7	£648.2
2031 SFT (8.4% market share)*	£0.73	£1.31	£1.76	£1.27	£0.74	£1.78	£1.18	£1.02	£0.55	£1.34	£1.13	£1.04	£1.23	£1.42	£16.5
Total 2031 (excluding SFT)	£27.8	£50.0	£67.5	£48.7	£28.5	£68.1	£45.1	£39.2	£21.0	£51.2	£43.3	£39.9	£47.0	£54.2	£631.7
Growth 2014 - 2031 (including SFT)	£4.8	£8.8	£11.5	£9.6	£6.0	£14.3	£9.6	£8.4	£3.8	£11.0	£9.1	£8.4	£9.2	£10.6	£125.1

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Table 1 (population) by Table 9 (per capita convenience goods expenditure), and are in millions of pounds (£m).

* SFT is derived from the household survey for the propensity for Special forms of trading-based expenditure. the percentage change is grown in line with Experian forecasts of growth in SFT sourced from Experian Retail Planner Note 12 (October 2014) for the forecast years as a proportion of convenience goods sales taken by SFT trading.

All monetary values are held constant at 2012 prices.

Poole and Purbeck Centre's Retail and Leisure Study 2014

Table 16 - Convenience Goods Capacity Summary (Static Retention Rate) **Base Scenario Population**

	2014	2019	2024	2029	2031	Change 2014-19	Change 2019-24	Change 2024-29	Change 2029-31	Change 2014-31
A) Total Population	256,877	267,769	278,169	285,928	288,589	10,892	10,400	7,759	2,661	31,712
B) Total Expenditure £m (excluding SFT)	516.8	534.7	586.3	619.5	631.7	17.9	51.6	33.2	12.2	114.9
C) Retained Expenditure within Study area (£m) ¹ (row B*D)	434.8	449.8	493.3	521.2	531.5	15.1	43.4	28.0	10.3	96.7
D) Retained Expenditure within Study area (% - excluding SFT)	84.1	84.1	84.1	84.1	84.1					
E) Allowance for tourist visitor expenditure £m	27.0	27.8	28.6	29.5	29.9	0.8	0.8	0.9	0.4	2.9
F) Retained Expenditure including tourist visitor expenditure £m (row C+E)	461.8	477.6	521.9	550.7	561.3	15.9	44.3	28.8	10.6	99.6
Claims on Expenditure										
G) Existing Traders including turnover growth £m ³	461.8	465.9	473.0	480.1	483.0	4.2	7.0	7.1	2.9	21.2
H) Commitments ⁴	0.0	26.0	26.4	26.8	26.9	26.0	0.4	0.4	0.2	26.9
Impact on capacity £m (row G+H)	461.8	491.9	499.3	506.9	509.9	30.1	7.4	7.5	3.0	48.1
SUMMARY						2014-19	2019-24	2024-29	2029-31	2014-31
Initial surplus £m						15.9	44.3	28.8	10.6	99.6
Claims on capacity £m						30.1	7.4	7.5	3.0	48.1
I) RESIDUAL £m ⁵						-14.3	36.8	21.3	7.6	51.4
Turnover per sq m (assumed)	£12,500					12,613	12,803	12,996	13,074	
J) Floorspace Requirement sq m (net) ⁶						-	1,131	2,877	1,639	579
K) Floorspace Requirement sq m (gross)						-	1,740	4,426	2,521	890

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of Poole and Purbeck zones (as a percentage) for convenience shopping and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Tourism expenditure - tourism inflow spend figures are derived from 'The Economic Value of Dorset's Visitor Economy 2012' issued in 2014 by the South West Research Company Ltd. (3) Existing Traders - this is the turnover of stores that is derived from study area expenditure only. We have forecast this turnover to increase as follows: 2013-2016 at 0.0% per annum, and 2016-31 at 0.3% per annum.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase at the same rates in note 2 above to account for growth in sales density.

(5) Residual - the product of the total available expenditure minus the deductions for the existing centres' turnover and commitments.

(6) Floorspace Requirement: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £12,500/sq. m in 2014, which is forecast to increase as per the rates in note 2 until 2031. A 65% net to gross ratio applied. The figures show the floorspace requirement for each period and are not cumulative.

All monetary values are held constant at 2012 prices.