Appendix A

Study area plan

Study Area

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Appendix B

Quantitative need assessment tables

TABLE 1: POPULATION, BY ZONE

YEAR	ZONE																				TOTAL
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
2013	31847	48319	10580	25277	44820	44483	8426	8358	7846	17461	25219	20574	26858	32259	22583	18767	20435	22232	72906	115399	624649
2016	32183	48655	10943	26951	45532	44933	10834	8694	7905	17830	26111	20694	27384	32862	23014	19073	21030	22459	74005	116590	637682
2021	33703	49251	11584	33724	46920	45684	14847	9290	8003	18445	27598	20894	28341	33929	23774	19676	22064	22946	76168	119044	665885
2026	35681	49843	11751	39477	48314	46435	18860	9412	8101	19060	29085	21094	29230	34926	24482	20272	23037	23452	78366	121648	692526
2031	36036	50198	12151	41011	49499	47186	22873	9767	8199	19675	30572	21294	29985	35727	25047	20771	23877	23872	80271	124146	712157
2033	36177	50339	12310	41624	49913	47486	24478	9908	8238	19921	31167	21374	30248	36001	25244	20947	24173	24018	80940	125098	719604

Notes: base population data for each zone at 2013 provided by Experian (September 2015). For zones 2 & 8-15, future projections provided by Experian. For all other zones projections between 2013-2033 provided by ECC and EDDC.

TABLE 2a: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2016

GOODS CATEGORY	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Convenience Goods	1937	2113	1875	1991	2300	2085	2488	2514	2360	2308	2357	2215	2181	2081	2226	2368	2201	2209	2149	2036
Clothes, footwear and fashion	726	786	679	768	896	797	1044	1044	930	890	842	814	833	781	847	864	830	826	829	747
Clothing materials and garments per Person	613	642	573	650	757	680	875	887	788	762	712	688	698	660	713	732	704	695	704	636
Shoes and other footwear per Person	113	143	106	117	139	117	169	157	142	127	130	126	135	121	135	133	126	131	126	111
Furniture, floorcoverings and textiles	356	347	310	348	475	397	543	555	503	471	461	446	437	396	461	475	430	430	408	352
Furniture and furnishings; carpets and other floor coverings per Person	249	248	211	240	326	278	364	389	348	328	313	315	301	277	319	342	309	299	285	249
Household textiles per Person	107	99	100	108	149	119	179	166	155	143	148	131	135	119	142	134	121	132	123	102
Domestic appliances	101	88	99	100	117	112	104	127	109	126	130	120	103	109	118	141	121	109	111	108
Small electrical household appliances per Person	21	23	19	20	20	22	20	24	18	22	20	19	18	17	18	18	17	19	21	21
Major household appliances (electric or not) per Person	81	65	80	81	98	91	84	103	91	105	110	101	85	92	100	123	104	90	91	87
TV, hi fi, photographic and computer goods	167	184	139	163	202	187	233	258	216	210	194	179	182	161	180	160	159	189	193	162
Audio-visual, photographic and information processing equipment pe	167	184	139	163	202	187	233	258	216	210	194	179	182	161	180	160	159	189	193	162
DIY & hardware	131	130	122	127	186	157	201	222	204	191	182	167	164	144	171	169	154	169	157	129
Gardens, plants and flowers per Person	59	57	56	60	92	75	100	115	104	98	93	82	82	72	87	89	79	84	76	59
10% of Non-Durable household goods per Person	5	5	5	5	7	6	8	9	8	7	7	6	6	6	7	7	6	7	6	5
Small tools and miscellaneous accessories	45	37	41	41	57	52	63	65	63	59	54	53	50	44	50	44	43	50	51	44
Major tools and equipment per Person	2	2	2	2	4	3	4	4	4	4	4	4	4	3	4	4	4	4	3	2
Materials for maintenance and repair of the dwelling per Person	20	29	17	19	24	21	25	30	25	23	23	22	22	20	22	24	22	23	21	19
Health and beauty goods	452	497	414	463	560	518	638	669	603	597	535	498	501	454	496	468	469	523	518	479
Appliances for personal care per Person	279	315	256	286	314	297	374	378	334	326	299	285	288	273	284	286	282	295	302	282
Medical goods and other pharmaceutical products per Person	114	125	105	116	166	148	182	199	181	184	161	140	143	119	139	111	117	153	144	134
Therapeutic appliances and equipment per Person	59	57	53	61	80	74	82	92	87	88	76	73	70	62	73	71	70	74	72	63
Books, CDs and DVDs	156	192	135	153	193	169	225	236	211	195	187	181	179	166	188	197	179	183	170	151
Books and stationery per Person	104	133	90	100	133	117	147	164	148	140	132	125	119	112	129	142	126	126	115	101
Recording media per Person	52	59	45	53	60	53	78	72	63	56	55	56	60	54	59	56	54	57	56	49
Glassware, tableware, jewellery, watches and clocks	174	198	144	176	198	174	263	250	201	187	182	167	179	161	176	169	168	189	175	157
Glassware, tableware and household utensils per Person	64	73	56	66	89	73	100	104	89	83	87	82	82	76	89	105	91	82	74	64
Jewellery, clocks and watches per Person	110	126	88	109	109	101	162	146	112	104	95	84	98	84	87	64	76	107	101	93
Recreational and luxury goods	486	521	449	508	565	516	674	673	578	553	532	508	523	487	518	508	504	525	536	479
Games, toys and hobbies; sport and camping; musical instruments pe	334	364	314	354	359	349	425	433	359	362	332	317	326	308	314	290	305	335	360	331
Other personal effects per Person	60	78	51	60	65	63	80	84	67	66	56	55	57	51	53	45	48	59	62	56
Bicycles per Person	20	25	20	23	29	25	34	35	30	30	28	29	26	27	30	37	34	25	25	21
Pets and related products per Person	73	54	65	70	113	79	135	121	123	95	117	109	113	100	122	137	117	106	90	71

Notes: base 2015 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 14 (2016)

TABLE 2b: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2021

GOODS CATEGORY	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Convenience Goods	1903	2075	1842	1955	2259	2047	2443	2469	2318	2267	2315	2176	2142	2043	2186	2325	2161	2169	2111	2000
Clothes, footwear and fashion	785	849	733	829	968	861	1128	1128	1005	961	910	880	900	844	915	934	897	892	896	807
Clothing materials and garments per Person	663	694	619	702	818	734	945	958	851	823	769	743	754	713	770	790	760	751	760	687
Shoes and other footwear per Person	122	155	114	127	150	127	182	170	153	138	140	137	146	131	145	143	137	141	136	120
Furniture, floorcoverings and textiles	385	375	335	376	513	429	587	600	543	509	498	481	472	428	498	513	465	465	441	380
Furniture and furnishings; carpets and other floor coverings per Person	269	268	228	260	353	300	393	420	376	355	338	340	325	299	345	369	334	323	308	269
Household textiles per Person	115	107	108	116	161	129	194	179	168	154	160	141	146	129	153	144	131	142	133	110
Domestic appliances	109	95	107	108	127	121	112	138	118	137	140	130	111	118	128	152	131	117	120	116
Small electrical household appliances per Person	22	25	20	21	21	23	21	26	19	23	21	20	19	18	19	19	18	20	22	22
Major household appliances (electric or not) per Person	87	70	86	87	106	98	91	111	99	113	119	109	92	100	108	133	112	97	98	94
TV, hi fi, photographic and computer goods	180	199	150	176	218	202	252	279	233	227	209	194	197	174	195	172	171	204	208	175
Audio-visual, photographic and information processing equipment pe	180	199	150	176	218	202	252	279	233	227	209	194	197	174	195	172	171	204	208	175
DIY & hardware	141	140	132	138	201	170	217	240	221	206	197	180	177	156	185	182	167	182	170	139
Gardens, plants and flowers per Person	64	62	61	65	100	81	108	124	112	106	101	89	88	77	94	96	85	91	82	64
10% of Non-Durable household goods per Person	6	6	6	6	8	7	9	10	9	8	8	7	7	7	8	8	7	8	7	6
Small tools and miscellaneous accessories	48	40	45	45	62	56	68	70	68	64	58	57	54	47	54	47	46	54	55	47
Major tools and equipment per Person	2	2	2	2	5	3	5	5	5	4	5	4	5	3	5	5	4	4	3	2
Materials for maintenance and repair of the dwelling per Person	21	31	18	20	26	22	27	32	27	25	25	23	23	21	24	26	24	25	22	20
Health and beauty goods	488	537	448	500	604	560	689	723	651	645	578	538	541	490	536	506	507	565	560	517
Appliances for personal care per Person	301	340	277	309	339	321	404	408	361	352	323	308	311	294	307	309	304	319	326	305
Medical goods and other pharmaceutical products per Person	123	135	113	125	179	160	197	215	196	199	173	151	155	129	150	120	127	166	156	144
Therapeutic appliances and equipment per Person	64	62	57	66	86	79	88	100	94	95	82	78	76	67	78	77	76	80	77	68
Books, CDs and DVDs	169	207	145	166	208	183	243	255	228	211	201	196	194	179	203	213	194	198	184	163
Books and stationery per Person	112	143	97	108	143	126	159	177	160	151	142	135	129	121	139	153	136	136	124	109
Recording media per Person	56	64	48	57	65	57	84	77	68	60	59	61	65	58	64	60	58	62	60	53
Glassware, tableware, jewellery, watches and clocks	188	214	156	190	214	188	284	270	217	202	197	180	194	173	190	182	181	204	189	170
Glassware, tableware and household utensils per Person	69	78	61	72	96	78	108	112	96	90	94	89	88	82	96	113	99	89	79	69
Jewellery, clocks and watches per Person	119	136	95	118	118	109	175	158	121	112	103	91	106	91	94	69	82	115	109	101
Recreational and luxury goods	525	563	485	548	610	557	728	727	625	598	574	549	565	526	560	549	544	568	579	517
Games, toys and hobbies; sport and camping; musical instruments pe	360	393	339	383	387	377	459	468	387	391	358	342	353	333	339	313	329	362	388	357
Other personal effects per Person	65	84	55	65	70	68	86	91	73	72	60	59	62	55	57	48	51	64	67	61
Bicycles per Person	21	27	21	25	31	27	37	38	32	32	30	31	28	29	32	40	37	27	27	22
Pets and related products per Person	78	58	70	76	122	85	146	131	133	103	126	117	122	108	132	148	127	114	97	77

Notes: base 2015 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 14 (2016)

TABLE 2c: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2026

GOODS CATEGORY	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Convenience Goods	1885	2056	1825	1937	2238	2029	2421	2447	2297	2247	2294	2156	2123	2025	2167	2304	2142	2150	2092	1982
Clothes, footwear and fashion	916	990	856	968	1129	1005	1316	1316	1172	1122	1062	1027	1050	985	1068	1090	1047	1041	1046	942
Clothing materials and garments per Person	773	810	722	820	954	857	1103	1118	994	961	898	867	880	832	899	923	888	876	888	802
Shoes and other footwear per Person	142	181	133	148	175	148	213	198	179	161	164	159	171	153	170	167	159	165	158	140
Furniture, floorcoverings and textiles	449	438	391	439	599	501	685	700	634	594	581	562	551	500	581	599	543	543	514	443
Furniture and furnishings; carpets and other floor coverings per Person	314	313	266	303	412	350	459	491	439	414	395	397	380	349	402	431	390	376	360	314
Household textiles per Person	135	124	125	136	188	150	226	209	196	180	187	165	171	150	179	168	153	166	155	129
Domestic appliances	128	111	124	127	148	141	131	161	138	159	164	151	130	138	149	178	153	137	140	136
Small electrical household appliances per Person	26	29	24	25	25	27	25	31	23	27	25	24	23	21	23	23	21	24	26	26
Major household appliances (electric or not) per Person	102	81	101	102	123	114	106	130	115	132	139	128	107	116	127	155	131	113	114	110
TV, hi fi, photographic and computer goods	210	232	175	206	254	236	294	326	272	265	244	226	230	204	227	201	200	239	243	205
Audio-visual, photographic and information processing equipment pe	210	232	175	206	254	236	294	326	272	265	244	226	230	204	227	201	200	239	243	205
DIY & hardware	165	164	154	161	234	198	253	280	258	241	230	210	207	182	216	213	194	213	198	163
Gardens, plants and flowers per Person	75	72	71	76	116	95	127	145	131	123	118	104	103	90	110	112	99	106	96	75
10% of Non-Durable household goods per Person	7	7	7	7	9	8	10	11	10	9	9	8	8	8	9	9	8	9	8	7
Small tools and miscellaneous accessories	57	46	52	52	72	66	79	81	79	75	68	67	63	55	63	55	54	63	64	55
Major tools and equipment per Person	2	2	2	2	6	3	6	6	6	5	6	5	6	3	6	6	5	5	3	2
Materials for maintenance and repair of the dwelling per Person	25	36	21	24	31	26	32	37	32	29	29	27	27	25	28	31	28	29	26	24
Health and beauty goods	570	626	522	583	705	653	804	843	760	753	675	627	632	572	625	590	591	659	653	604
Appliances for personal care per Person	352	397	323	361	396	374	471	476	422	410	376	360	363	344	358	361	355	372	381	356
Medical goods and other pharmaceutical products per Person	144	157	132	146	209	187	230	251	228	232	202	176	181	150	175	140	148	193	182	168
Therapeutic appliances and equipment per Person	75	72	67	77	101	93	103	116	110	111	96	92	88	78	92	89	88	94	90	79
Books, CDs and DVDs	197	242	170	193	243	214	284	297	266	246	235	228	226	209	237	249	226	231	215	190
Books and stationery per Person	131	167	113	127	167	147	185	207	187	176	166	157	150	141	163	179	158	158	145	128
Recording media per Person	66	75	57	67	76	67	98	90	79	70	69	71	76	68	75	70	68	72	70	62
Glassware, tableware, jewellery, watches and clocks	219	250	182	222	250	219	331	315	253	236	230	210	226	202	222	213	211	239	220	198
Glassware, tableware and household utensils per Person	80	92	71	84	112	92	127	131	112	105	110	104	103	96	112	132	115	104	93	80
Jewellery, clocks and watches per Person	139	158	111	138	138	128	205	184	141	131	120	106	123	106	110	80	96	135	128	118
Recreational and luxury goods	613	657	566	640	712	650	850	849	729	698	670	641	659	614	653	641	635	663	676	604
Games, toys and hobbies; sport and camping; musical instruments pe	421	459	396	447	452	440	536	546	452	457	418	399	412	389	396	365	384	423	453	417
Other personal effects per Person	76	98	64	76	81	79	101	106	85	84	70	69	72	64	67	57	60	75	78	71
Bicycles per Person	25	32	25	29	36	32	43	44	37	37	35	36	33	34	37	46	43	32	32	26
Pets and related products per Person	92	68	81	88	142	99	171	153	155	120	147	137	142	127	154	173	148	133	113	89

Notes: base 2015 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 14 (2016)

TABLE 2d: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2031

GOODS CATEGORY	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Convenience Goods	1887	2058	1827	1939	2240	2031	2424	2449	2299	2249	2296	2158	2125	2027	2169	2307	2144	2152	2094	1984
Clothes, footwear and fashion	1068	1155	998	1128	1317	1172	1535	1535	1367	1308	1238	1197	1225	1148	1246	1271	1221	1214	1219	1098
Clothing materials and garments per Person	902	944	842	956	1113	999	1287	1304	1159	1121	1047	1011	1026	970	1048	1076	1035	1022	1035	935
Shoes and other footwear per Person	166	211	156	173	204	173	248	231	208	187	191	186	199	178	198	195	186	192	185	163
Furniture, floorcoverings and textiles	523	510	456	512	699	584	799	816	740	692	678	655	642	583	678	699	633	633	600	517
Furniture and furnishings; carpets and other floor coverings per Person	366	365	310	353	480	409	535	572	512	483	460	463	443	407	469	502	455	439	419	366
Household textiles per Person	157	145	146	158	219	175	264	244	228	210	218	192	199	175	208	196	178	194	181	150
Domestic appliances	149	129	145	148	173	165	153	187	161	186	191	177	152	161	174	207	178	160	163	158
Small electrical household appliances per Person	30	34	28	29	29	32	29	36	26	32	29	28	26	25	26	26	25	28	30	30
Major household appliances (electric or not) per Person	119	95	117	119	144	133	124	152	134	154	162	149	125	136	148	181	153	132	133	128
TV, hi fi, photographic and computer goods	245	270	204	240	297	276	343	380	318	308	285	264	268	237	265	235	233	278	283	239
Audio-visual, photographic and information processing equipment pe	245	270	204	240	297	276	343	380	318	308	285	264	268	237	265	235	233	278	283	239
DIY & hardware	192	191	179	187	273	231	295	327	301	281	268	245	241	212	252	248	227	248	231	190
Gardens, plants and flowers per Person	87	84	83	88	136	111	148	169	153	144	137	121	120	105	128	131	116	124	112	87
10% of Non-Durable household goods per Person	8	8	8	8	11	9	12	13	12	11	11	9	9	9	11	11	9	11	9	8
Small tools and miscellaneous accessories	66	54	61	61	84	76	92	95	92	87	79	78	74	65	74	65	63	74	75	65
Major tools and equipment per Person	3	3	3	3	7	4	7	7	7	5	7	5	7	4	7	7	5	5	4	3
Materials for maintenance and repair of the dwelling per Person	29	42	25	28	36	30	37	44	37	34	34	32	32	29	33	36	33	34	30	28
Health and beauty goods	664	730	609	680	823	762	937	983	886	878	787	732	737	667	729	688	689	769	762	704
Appliances for personal care per Person	410	463	377	421	461	436	550	555	492	479	439	419	423	401	418	421	414	434	444	415
Medical goods and other pharmaceutical products per Person	167	183	154	170	244	218	268	293	266	270	236	206	211	175	204	163	173	225	212	196
Therapeutic appliances and equipment per Person	87	84	78	90	117	108	120	136	128	129	112	107	103	91	107	104	103	109	105	92
Books, CDs and DVDs	229	282	198	225	283	249	331	347	310	287	274	266	264	244	277	290	264	269	250	221
Books and stationery per Person	153	195	132	148	195	171	216	241	218	206	194	183	175	165	190	208	185	185	169	149
Recording media per Person	76	87	66	78	88	78	115	105	92	82	80	83	88	79	87	82	79	84	82	73
Glassware, tableware, jewellery, watches and clocks	256	291	212	258	291	256	386	368	295	276	268	245	264	236	258	248	247	278	257	231
Glassware, tableware and household utensils per Person	94	107	83	98	131	107	148	153	131	123	128	121	120	112	131	154	134	121	108	94
Jewellery, clocks and watches per Person	162	185	129	161	161	149	239	215	165	153	140	124	144	124	128	94	112	157	149	137
Recreational and luxury goods	715	766	660	746	831	758	991	990	850	813	782	747	769	716	762	747	741	773	788	704
Games, toys and hobbies; sport and camping; musical instruments pe	490	535	461	521	527	513	625	637	527	533	488	465	480	454	461	426	448	493	529	486
Other personal effects per Person	88	115	75	88	95	92	117	124	99	98	82	80	84	75	78	66	70	87	91	83
Bicycles per Person	29	37	29	34	42	37	50	51	44	44	41	42	38	40	44	54	50	37	37	30
Pets and related products per Person	107	79	95	103	166	116	199	178	181	140	171	160	166	148	179	202	173	156	132	104

Notes: base 2015 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 14 (2016)

TABLE 2e: PER CAPITA RETAIL EXPENDITURE BY ZONE, 2033

GOODS CATEGORY	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Convenience Goods	1889	2060	1829	1941	2243	2033	2426	2452	2301	2251	2298	2161	2127	2029	2171	2309	2146	2154	2096	1986
Clothes, footwear and fashion	1138	1231	1064	1203	1404	1249	1636	1636	1457	1394	1320	1276	1306	1224	1328	1355	1301	1294	1300	1171
Clothing materials and garments per Person	961	1006	898	1019	1186	1065	1372	1390	1235	1195	1116	1078	1093	1034	1117	1147	1103	1089	1103	996
Shoes and other footwear per Person	177	225	166	184	218	184	264	246	222	200	204	198	212	190	211	208	198	205	197	174
Furniture, floorcoverings and textiles	558	544	486	545	745	623	852	870	788	738	722	698	684	621	722	745	675	675	639	551
Furniture and furnishings; carpets and other floor coverings per Person	391	389	330	377	512	436	571	610	545	514	490	493	472	434	500	535	485	468	447	391
Household textiles per Person	167	155	156	169	233	187	281	260	243	223	232	205	212	187	222	209	190	207	193	160
Domestic appliances	159	138	155	157	184	176	163	200	171	198	204	188	162	171	186	221	190	170	174	169
Small electrical household appliances per Person	32	37	30	31	31	34	31	38	28	34	31	30	28	27	28	28	27	30	32	32
Major household appliances (electric or not) per Person	126	101	125	126	153	142	132	162	143	164	173	159	134	145	157	193	163	141	142	136
TV, hi fi, photographic and computer goods	261	288	218	256	316	294	365	405	339	329	304	281	285	253	282	250	249	297	302	254
Audio-visual, photographic and information processing equipment pe	261	288	218	256	316	294	365	405	339	329	304	281	285	253	282	250	249	297	302	254
DIY & hardware	205	204	191	200	291	246	315	349	320	299	285	261	257	226	268	264	242	264	246	202
Gardens, plants and flowers per Person	93	90	89	94	145	118	157	180	163	153	146	129	128	112	136	139	124	132	119	93
10% of Non-Durable household goods per Person	8	8	8	8	11	10	13	14	13	11	11	10	10	10	11	11	10	11	10	8
Small tools and miscellaneous accessories	70	58	65	65	90	82	98	101	98	93	84	83	79	69	79	69	67	79	80	69
Major tools and equipment per Person	3	3	3	3	7	4	7	7	7	6	7	6	7	4	7	7	6	6	4	3
Materials for maintenance and repair of the dwelling per Person	31	45	27	30	38	32	39	46	39	37	37	34	34	31	35	38	35	37	32	30
Health and beauty goods	708	779	649	725	877	812	999	1048	944	936	839	780	786	711	777	734	735	819	812	750
Appliances for personal care per Person	437	493	402	448	492	465	586	592	524	510	468	447	451	427	446	448	441	462	474	443
Medical goods and other pharmaceutical products per Person	178	195	164	181	260	232	285	312	284	288	252	219	225	187	218	174	184	240	226	209
Therapeutic appliances and equipment per Person	93	90	83	96	125	115	128	145	136	138	119	114	110	97	114	111	110	117	112	98
Books, CDs and DVDs	245	301	211	240	302	266	353	370	330	306	292	284	281	260	295	309	281	287	267	236
Books and stationery per Person	163	208	141	157	208	183	230	257	232	219	207	195	187	176	202	222	197	197	180	159
Recording media per Person	82	93	70	83	94	83	122	112	98	87	86	89	94	84	93	87	84	90	87	77
Glassware, tableware, jewellery, watches and clocks	273	311	226	275	311	273	412	392	315	294	285	261	281	252	275	264	263	297	274	246
Glassware, tableware and household utensils per Person	100	114	89	104	139	114	157	163	139	131	136	129	128	119	139	164	143	129	115	100
Jewellery, clocks and watches per Person	173	197	138	171	171	159	254	229	176	163	149	132	153	132	136	100	119	167	159	146
Recreational and luxury goods	762	817	704	795	885	808	1057	1055	906	867	833	797	819	763	812	797	790	824	840	750
Games, toys and hobbies; sport and camping; musical instruments pe	523	571	492	555	562	547	666	679	562	568	520	496	512	483	492	454	478	526	564	519
Other personal effects per Person	94	122	80	94	101	98	125	132	105	104	87	86	90	80	83	70	74	93	97	89
Bicycles per Person	31	39	31	37	45	39	53	55	46	46	44	45	41	42	46	58	53	39	39	32
Pets and related products per Person	114	84	101	110	177	124	212	190	193	149	183	170	177	157	191	215	184	166	141	111

Notes: base 2015 per capita retail expenditure obtained from Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 14 (2016)

TABLE 3a: TOTAL RETAIL EXPENDITURE BY ZONE, 2016

GOODS CATEGORY	ZONE																				TOTAL
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Convenience Goods	£62.3	£102.8	£20.5	£53.6	£104.7	£93.7	£27.0	£21.9	£18.7	£41.2	£61.5	£45.8	£59.7	£68.4	£51.2	£45.2	£46.3	£49.6	£159.1	£237.4	£1,370.5
Clothes, footwear and fashion	£23.4	£38.2	£7.4	£20.7	£40.8	£35.8	£11.3	£9.1	£7.4	£15.9	£22.0	£16.8	£22.8	£25.7	£19.5	£16.5	£17.5	£18.5	£61.4	£87.1	£517.7
Clothing materials and garments per Person	£19.7	£31.2	£6.3	£17.5	£34.5	£30.5	£9.5	£7.7	£6.2	£13.6	£18.6	£14.2	£19.1	£21.7	£16.4	£14.0	£14.8	£15.6	£52.1	£74.1	£437.4
Shoes and other footwear per Person	£3.6	£7.0	£1.2	£3.2	£6.3	£5.3	£1.8	£1.4	£1.1	£2.3	£3.4	£2.6	£3.7	£4.0	£3.1	£2.5	£2.7	£2.9	£9.3	£13.0	£80.3
Furniture, floorcoverings and textiles	£11.5	£16.9	£3.4	£9.4	£21.6	£17.8	£5.9	£4.8	£4.0	£8.4	£12.0	£9.2	£12.0	£13.0	£10.6	£9.1	£9.1	£9.7	£30.2	£41.0	£259.5
Furniture and furnishings; carpets and other floor coverings per Person	£8.0	£12.1	£2.3	£6.5	£14.9	£12.5	£3.9	£3.4	£2.8	£5.9	£8.2	£6.5	£8.3	£9.1	£7.3	£6.5	£6.5	£6.7	£21.1	£29.1	£181.5
Household textiles per Person	£3.4	£4.8	£1.1	£2.9	£6.8	£5.4	£1.9	£1.4	£1.2	£2.5	£3.9	£2.7	£3.7	£3.9	£3.3	£2.5	£2.5	£3.0	£9.1	£11.9	£78.0
Domestic appliances	£3.3	£4.3	£1.1	£2.7	£5.3	£5.0	£1.1	£1.1	£0.9	£2.3	£3.4	£2.5	£2.8	£3.6	£2.7	£2.7	£2.5	£2.4	£8.2	£12.5	£70.5
Small electrical household appliances per Person	£0.7	£1.1	£0.2	£0.5	£0.9	£1.0	£0.2	£0.2	£0.1	£0.4	£0.5	£0.4	£0.5	£0.6	£0.4	£0.3	£0.4	£0.4	£1.5	£2.4	£12.8
Major household appliances (electric or not) per Person	£2.6	£3.1	£0.9	£2.2	£4.5	£4.1	£0.9	£0.9	£0.7	£1.9	£2.9	£2.1	£2.3	£3.0	£2.3	£2.3	£2.2	£2.0	£6.7	£10.1	£57.8
TV, hi fi, photographic and computer goods	£5.4	£8.9	£1.5	£4.4	£9.2	£8.4	£2.5	£2.2	£1.7	£3.7	£5.1	£3.7	£5.0	£5.3	£4.1	£3.0	£3.3	£4.2	£14.3	£18.9	£115.1
Audio-visual, photographic and information processing equipment p	£5.4	£8.9	£1.5	£4.4	£9.2	£8.4	£2.5	£2.2	£1.7	£3.7	£5.1	£3.7	£5.0	£5.3	£4.1	£3.0	£3.3	£4.2	£14.3	£18.9	£115.1
DIY & hardware	£4.2	£6.3	£1.3	£3.4	£8.5	£7.1	£2.2	£1.9	£1.6	£3.4	£4.8	£3.5	£4.5	£4.7	£3.9	£3.2	£3.2	£3.8	£11.6	£15.1	£98.2
Gardens, plants and flowers per Person	£1.9	£2.8	£0.6	£1.6	£4.2	£3.4	£1.1	£1.0	£0.8	£1.7	£2.4	£1.7	£2.2	£2.4	£2.0	£1.7	£1.7	£1.9	£5.6	£6.9	£47.7
10% of Non-Durable household goods per Person	£0.2	£0.3	£0.1	£0.1	£0.3	£0.3	£0.1	£0.1	£0.1	£0.1	£0.2	£0.1	£0.2	£0.2	£0.2	£0.1	£0.1	£0.2	£0.5	£0.6	£4.0
Small tools and miscellaneous accessories	£1.4	£1.8	£0.5	£1.1	£2.6	£2.3	£0.7	£0.6	£0.5	£1.1	£1.4	£1.1	£1.4	£1.4	£1.2	£0.8	£0.9	£1.1	£3.8	£5.1	£30.8
Major tools and equipment per Person	£0.1	£0.1	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.2	£0.2	£1.9
Materials for maintenance and repair of the dwelling per Person	£0.6	£1.4	£0.2	£0.5	£1.1	£0.9	£0.3	£0.3	£0.2	£0.4	£0.6	£0.4	£0.6	£0.6	£0.5	£0.5	£0.5	£0.5	£1.5	£2.2	£13.9
Health and beauty goods	£14.5	£24.2	£4.5	£12.5	£25.5	£23.3	£6.9	£5.8	£4.8	£10.6	£14.0	£10.3	£13.7	£14.9	£11.4	£8.9	£9.9	£11.7	£38.4	£55.8	£321.7
Appliances for personal care per Person	£9.0	£15.3	£2.8	£7.7	£14.3	£13.3	£4.1	£3.3	£2.6	£5.8	£7.8	£5.9	£7.9	£9.0	£6.5	£5.5	£5.9	£6.6	£22.4	£32.9	£188.6
Medical goods and other pharmaceutical products per Person	£3.7	£6.1	£1.1	£3.1	£7.6	£6.6	£2.0	£1.7	£1.4	£3.3	£4.2	£2.9	£3.9	£3.9	£3.2	£2.1	£2.5	£3.4	£10.7	£15.6	£89.0
Therapeutic appliances and equipment per Person	£1.9	£2.8	£0.6	£1.6	£3.6	£3.3	£0.9	£0.8	£0.7	£1.6	£2.0	£1.5	£1.9	£2.0	£1.7	£1.4	£1.5	£1.7	£5.3	£7.3	£44.0
Books, CDs and DVDs	£5.0	£9.3	£1.5	£4.1	£8.8	£7.6	£2.4	£2.1	£1.7	£3.5	£4.9	£3.7	£4.9	£5.5	£4.3	£3.8	£3.8	£4.1	£12.6	£17.6	£111.1
Books and stationery per Person	£3.3	£6.5	£1.0	£2.7	£6.0	£5.2	£1.6	£1.4	£1.2	£2.5	£3.4	£2.6	£3.3	£3.7	£3.0	£2.7	£2.6	£2.8	£8.5	£11.8	£75.9
Recording media per Person	£1.7	£2.9	£0.5	£1.4	£2.7	£2.4	£0.8	£0.6	£0.5	£1.0	£1.4	£1.2	£1.6	£1.8	£1.4	£1.1	£1.1	£1.3	£4.1	£5.8	£35.3
Glassware, tableware, jewellery, watches and clocks	£5.6	£9.6	£1.6	£4.7	£9.0	£7.8	£2.8	£2.2	£1.6	£3.3	£4.8	£3.5	£4.9	£5.3	£4.0	£3.2	£3.5	£4.2	£12.9	£18.3	£113.0
Glassware, tableware and household utensils per Person	£2.0	£3.5	£0.6	£1.8	£4.0	£3.3	£1.1	£0.9	£0.7	£1.5	£2.3	£1.7	£2.2	£2.5	£2.0	£2.0	£1.9	£1.9	£5.4	£7.4	£48.9
Jewellery, clocks and watches per Person	£3.5	£6.1	£1.0	£2.9	£5.0	£4.6	£1.8	£1.3	£0.9	£1.9	£2.5	£1.7	£2.7	£2.8	£2.0	£1.2	£1.6	£2.4	£7.5	£10.9	£64.1
Recreational and luxury goods	£15.6	£25.3	£4.9	£13.7	£25.7	£23.2	£7.3	£5.9	£4.6	£9.9	£13.9	£10.5	£14.3	£16.0	£11.9	£9.7	£10.6	£11.8	£39.7	£55.8	£330.3
Games, toys and hobbies; sport and camping; musical instruments p	£10.7	£17.7	£3.4	£9.5	£16.3	£15.7	£4.6	£3.8	£2.8	£6.5	£8.7	£6.6	£8.9	£10.1	£7.2	£5.5	£6.4	£7.5	£26.6	£38.6	£217.3
Other personal effects per Person	£1.9	£3.8	£0.6	£1.6	£2.9	£2.8	£0.9	£0.7	£0.5	£1.2	£1.5	£1.1	£1.6	£1.7	£1.2	£0.9	£1.0	£1.3	£4.6	£6.6	£38.4
Bicycles per Person	£0.6	£1.2	£0.2	£0.6	£1.3	£1.1	£0.4	£0.3	£0.2	£0.5	£0.7	£0.6	£0.7	£0.9	£0.7	£0.7	£0.7	£0.6	£1.9	£2.4	£16.4
Pets and related products per Person	£2.3	£2.6	£0.7	£1.9	£5.1	£3.5	£1.5	£1.1	£1.0	£1.7	£3.0	£2.2	£3.1	£3.3	£2.8	£2.6	£2.5	£2.4	£6.6	£8.3	£58.3

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 3b: TOTAL RETAIL EXPENDITURE BY ZONE, 2021

GOODS CATEGORY	ZONE																				TOTAL
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Convenience Goods	£64.1	£102.2	£21.3	£65.9	£106.0	£93.5	£36.3	£22.9	£18.5	£41.8	£63.9	£45.5	£60.7	£69.3	£52.0	£45.7	£47.7	£49.8	£160.8	£238.0	£1,406.0
Clothes, footwear and fashion	£26.4	£41.8	£8.5	£28.0	£45.4	£39.3	£16.7	£10.5	£8.0	£17.7	£25.1	£18.4	£25.5	£28.6	£21.8	£18.4	£19.8	£20.5	£68.2	£96.1	£584.7
Clothing materials and garments per Person	£22.3	£34.2	£7.2	£23.7	£38.4	£33.5	£14.0	£8.9	£6.8	£15.2	£21.2	£15.5	£21.4	£24.2	£18.3	£15.6	£16.8	£17.2	£57.9	£81.8	£494.0
Shoes and other footwear per Person	£4.1	£7.6	£1.3	£4.3	£7.0	£5.8	£2.7	£1.6	£1.2	£2.5	£3.9	£2.9	£4.1	£4.4	£3.5	£2.8	£3.0	£3.2	£10.3	£14.3	£90.7
Furniture, floorcoverings and textiles	£13.0	£18.5	£3.9	£12.7	£24.1	£19.6	£8.7	£5.6	£4.3	£9.4	£13.7	£10.1	£13.4	£14.5	£11.8	£10.1	£10.3	£10.7	£33.6	£45.2	£293.0
Furniture and furnishings; carpets and other floor coverings per Person	£9.1	£13.2	£2.6	£8.8	£16.5	£13.7	£5.8	£3.9	£3.0	£6.5	£9.3	£7.1	£9.2	£10.2	£8.2	£7.3	£7.4	£7.4	£23.5	£32.1	£204.8
Household textiles per Person	£3.9	£5.2	£1.2	£3.9	£7.5	£5.9	£2.9	£1.7	£1.3	£2.8	£4.4	£3.0	£4.1	£4.4	£3.6	£2.8	£2.9	£3.3	£10.1	£13.1	£88.2
Domestic appliances	£3.7	£4.7	£1.2	£3.7	£6.0	£5.5	£1.7	£1.3	£0.9	£2.5	£3.9	£2.7	£3.2	£4.0	£3.0	£3.0	£2.9	£2.7	£9.1	£13.8	£79.5
Small electrical household appliances per Person	£0.8	£1.2	£0.2	£0.7	£1.0	£1.1	£0.3	£0.2	£0.2	£0.4	£0.6	£0.4	£0.5	£0.6	£0.5	£0.4	£0.4	£0.5	£1.7	£2.7	£14.4
Major household appliances (electric or not) per Person	£2.9	£3.4	£1.0	£2.9	£5.0	£4.5	£1.4	£1.0	£0.8	£2.1	£3.3	£2.3	£2.6	£3.4	£2.6	£2.6	£2.5	£2.2	£7.5	£11.2	£65.1
TV, hi fi, photographic and computer goods	£6.1	£9.8	£1.7	£5.9	£10.2	£9.2	£3.7	£2.6	£1.9	£4.2	£5.8	£4.0	£5.6	£5.9	£4.6	£3.4	£3.8	£4.7	£15.9	£20.9	£129.9
Audio-visual, photographic and information processing equipment p	£6.1	£9.8	£1.7	£5.9	£10.2	£9.2	£3.7	£2.6	£1.9	£4.2	£5.8	£4.0	£5.6	£5.9	£4.6	£3.4	£3.8	£4.7	£15.9	£20.9	£129.9
DIY & hardware	£4.8	£6.9	£1.5	£4.6	£9.4	£7.7	£3.2	£2.2	£1.8	£3.8	£5.4	£3.8	£5.0	£5.3	£4.4	£3.6	£3.7	£4.2	£12.9	£16.6	£110.9
Gardens, plants and flowers per Person	£2.2	£3.1	£0.7	£2.2	£4.7	£3.7	£1.6	£1.2	£0.9	£1.9	£2.8	£1.9	£2.5	£2.6	£2.2	£1.9	£1.9	£2.1	£6.3	£7.6	£53.9
10% of Non-Durable household goods per Person	£0.2	£0.3	£0.1	£0.2	£0.4	£0.3	£0.1	£0.1	£0.1	£0.1	£0.2	£0.1	£0.2	£0.2	£0.2	£0.2	£0.1	£0.2	£0.5	£0.7	£4.5
Small tools and miscellaneous accessories	£1.6	£2.0	£0.5	£1.5	£2.9	£2.6	£1.0	£0.6	£0.5	£1.2	£1.6	£1.2	£1.5	£1.6	£1.3	£0.9	£1.0	£1.2	£4.2	£5.7	£34.8
Major tools and equipment per Person	£0.1	£0.1	£0.0	£0.1	£0.2	£0.1	£0.1	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.1	£0.2	£0.2	£2.1
Materials for maintenance and repair of the dwelling per Person	£0.7	£1.5	£0.2	£0.7	£1.2	£1.0	£0.4	£0.3	£0.2	£0.5	£0.7	£0.5	£0.7	£0.7	£0.6	£0.5	£0.5	£0.6	£1.7	£2.4	£15.7
Health and beauty goods	£16.5	£26.4	£5.2	£16.9	£28.4	£25.6	£10.2	£6.7	£5.2	£11.9	£16.0	£11.2	£15.3	£16.6	£12.7	£9.9	£11.2	£13.0	£42.6	£61.6	£363.1
Appliances for personal care per Person	£10.2	£16.7	£3.2	£10.4	£15.9	£14.6	£6.0	£3.8	£2.9	£6.5	£8.9	£6.4	£8.8	£10.0	£7.3	£6.1	£6.7	£7.3	£24.9	£36.3	£213.0
Medical goods and other pharmaceutical products per Person	£4.1	£6.6	£1.3	£4.2	£8.4	£7.3	£2.9	£2.0	£1.6	£3.7	£4.8	£3.2	£4.4	£4.4	£3.6	£2.4	£2.8	£3.8	£11.9	£17.2	£100.5
Therapeutic appliances and equipment per Person	£2.2	£3.1	£0.7	£2.2	£4.0	£3.6	£1.3	£0.9	£0.8	£1.8	£2.3	£1.6	£2.1	£2.3	£1.9	£1.5	£1.7	£1.8	£5.9	£8.1	£49.7
Books, CDs and DVDs	£5.7	£10.2	£1.7	£5.6	£9.8	£8.4	£3.6	£2.4	£1.8	£3.9	£5.6	£4.1	£5.5	£6.1	£4.8	£4.2	£4.3	£4.5	£14.0	£19.4	£125.4
Books and stationery per Person	£3.8	£7.1	£1.1	£3.7	£6.7	£5.8	£2.4	£1.6	£1.3	£2.8	£3.9	£2.8	£3.7	£4.1	£3.3	£3.0	£3.0	£3.1	£9.4	£13.0	£85.6
Recording media per Person	£1.9	£3.1	£0.6	£1.9	£3.0	£2.6	£1.3	£0.7	£0.5	£1.1	£1.6	£1.3	£1.8	£2.0	£1.5	£1.2	£1.3	£1.4	£4.6	£6.3	£39.8
Glassware, tableware, jewellery, watches and clocks	£6.3	£10.5	£1.8	£6.4	£10.0	£8.6	£4.2	£2.5	£1.7	£3.7	£5.4	£3.8	£5.5	£5.9	£4.5	£3.6	£4.0	£4.7	£14.4	£20.2	£127.8
Glassware, tableware and household utensils per Person	£2.3	£3.9	£0.7	£2.4	£4.5	£3.6	£1.6	£1.0	£0.8	£1.7	£2.6	£1.9	£2.5	£2.8	£2.3	£2.2	£2.2	£2.0	£6.1	£8.2	£55.2
Jewellery, clocks and watches per Person	£4.0	£6.7	£1.1	£4.0	£5.5	£5.0	£2.6	£1.5	£1.0	£2.1	£2.8	£1.9	£3.0	£3.1	£2.2	£1.4	£1.8	£2.6	£8.3	£12.0	£72.6
Recreational and luxury goods	£17.7	£27.7	£5.6	£18.5	£28.6	£25.4	£10.8	£6.8	£5.0	£11.0	£15.9	£11.5	£16.0	£17.8	£13.3	£10.8	£12.0	£13.0	£44.1	£61.6	£373.2
Games, toys and hobbies; sport and camping; musical instruments p	£12.1	£19.4	£3.9	£12.9	£18.2	£17.2	£6.8	£4.3	£3.1	£7.2	£9.9	£7.1	£10.0	£11.3	£8.1	£6.2	£7.3	£8.3	£29.6	£42.6	£245.5
Other personal effects per Person	£2.2	£4.2	£0.6	£2.2	£3.3	£3.1	£1.3	£0.8	£0.6	£1.3	£1.7	£1.2	£1.8	£1.9	£1.4	£1.0	£1.1	£1.5	£5.1	£7.3	£43.4
Bicycles per Person	£0.7	£1.3	£0.2	£0.8	£1.5	£1.2	£0.5	£0.4	£0.3	£0.6	£0.8	£0.6	£0.8	£1.0	£0.8	£0.8	£0.8	£0.6	£2.1	£2.7	£18.5
Pets and related products per Person	£2.6	£2.9	£0.8	£2.5	£5.7	£3.9	£2.2	£1.2	£1.1	£1.9	£3.5	£2.4	£3.5	£3.7	£3.1	£2.9	£2.8	£2.6	£7.4	£9.1	£65.8

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 3c: TOTAL RETAIL EXPENDITURE BY ZONE, 2026

GOODS CATEGORY	ZONE																				TOTAL
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Convenience Goods	£67.3	£102.5	£21.4	£76.5	£108.1	£94.2	£45.7	£23.0	£18.6	£42.8	£66.7	£45.5	£62.1	£70.7	£53.0	£46.7	£49.3	£50.4	£163.9	£241.1	£1,449.7
Clothes, footwear and fashion	£32.7	£49.4	£10.1	£38.2	£54.6	£46.7	£24.8	£12.4	£9.5	£21.4	£30.9	£21.7	£30.7	£34.4	£26.2	£22.1	£24.1	£24.4	£82.0	£114.6	£710.6
Clothing materials and garments per Person	£27.6	£40.3	£8.5	£32.4	£46.1	£39.8	£20.8	£10.5	£8.1	£18.3	£26.1	£18.3	£25.7	£29.1	£22.0	£18.7	£20.4	£20.5	£69.6	£97.5	£600.3
Shoes and other footwear per Person	£5.1	£9.0	£1.6	£5.8	£8.5	£6.9	£4.0	£1.9	£1.4	£3.1	£4.8	£3.4	£5.0	£5.3	£4.2	£3.4	£3.7	£3.9	£12.4	£17.1	£110.2
Furniture, floorcoverings and textiles	£16.0	£21.8	£4.6	£17.3	£29.0	£23.3	£12.9	£6.6	£5.1	£11.3	£16.9	£11.9	£16.1	£17.5	£14.2	£12.1	£12.5	£12.7	£40.3	£53.9	£356.0
Furniture and furnishings; carpets and other floor coverings per Person	£11.2	£15.6	£3.1	£12.0	£19.9	£16.3	£8.7	£4.6	£3.6	£7.9	£11.5	£8.4	£11.1	£12.2	£9.9	£8.7	£9.0	£8.8	£28.2	£38.2	£248.7
Household textiles per Person	£4.8	£6.2	£1.5	£5.4	£9.1	£7.0	£4.3	£2.0	£1.6	£3.4	£5.4	£3.5	£5.0	£5.3	£4.4	£3.4	£3.5	£3.9	£12.1	£15.7	£107.3
Domestic appliances	£4.6	£5.5	£1.5	£5.0	£7.2	£6.6	£2.5	£1.5	£1.1	£3.0	£4.8	£3.2	£3.8	£4.8	£3.7	£3.6	£3.5	£3.2	£11.0	£16.5	£96.4
Small electrical household appliances per Person	£0.9	£1.5	£0.3	£1.0	£1.2	£1.3	£0.5	£0.3	£0.2	£0.5	£0.7	£0.5	£0.7	£0.8	£0.6	£0.5	£0.5	£0.6	£2.0	£3.2	£17.5
Major household appliances (electric or not) per Person	£3.6	£4.1	£1.2	£4.0	£6.0	£5.3	£2.0	£1.2	£0.9	£2.5	£4.0	£2.7	£3.1	£4.1	£3.1	£3.1	£3.0	£2.7	£8.9	£13.3	£79.0
TV, hi fi, photographic and computer goods	£7.5	£11.6	£2.1	£8.1	£12.3	£11.0	£5.5	£3.1	£2.2	£5.0	£7.1	£4.8	£6.7	£7.1	£5.6	£4.1	£4.6	£5.6	£19.0	£24.9	£157.8
Audio-visual, photographic and information processing equipment p	£7.5	£11.6	£2.1	£8.1	£12.3	£11.0	£5.5	£3.1	£2.2	£5.0	£7.1	£4.8	£6.7	£7.1	£5.6	£4.1	£4.6	£5.6	£19.0	£24.9	£157.8
DIY & hardware	£5.9	£8.2	£1.8	£6.3	£11.3	£9.2	£4.8	£2.6	£2.1	£4.6	£6.7	£4.4	£6.0	£6.4	£5.3	£4.3	£4.5	£5.0	£15.5	£19.8	£134.7
Gardens, plants and flowers per Person	£2.7	£3.6	£0.8	£3.0	£5.6	£4.4	£2.4	£1.4	£1.1	£2.3	£3.4	£2.2	£3.0	£3.2	£2.7	£2.3	£2.3	£2.5	£7.5	£9.1	£65.4
10% of Non-Durable household goods per Person	£0.2	£0.3	£0.1	£0.3	£0.4	£0.4	£0.2	£0.1	£0.1	£0.2	£0.3	£0.2	£0.2	£0.3	£0.2	£0.2	£0.2	£0.2	£0.6	£0.8	£5.5
Small tools and miscellaneous accessories	£2.0	£2.3	£0.6	£2.1	£3.5	£3.0	£1.5	£0.8	£0.6	£1.4	£2.0	£1.4	£1.9	£1.9	£1.6	£1.1	£1.3	£1.5	£5.1	£6.7	£42.2
Major tools and equipment per Person	£0.1	£0.1	£0.0	£0.1	£0.3	£0.2	£0.1	£0.1	£0.0	£0.1	£0.2	£0.1	£0.2	£0.1	£0.1	£0.1	£0.1	£0.1	£0.3	£0.3	£2.6
Materials for maintenance and repair of the dwelling per Person	£0.9	£1.8	£0.3	£0.9	£1.5	£1.2	£0.6	£0.4	£0.3	£0.6	£0.9	£0.6	£0.8	£0.9	£0.7	£0.6	£0.7	£0.7	£2.0	£2.9	£19.0
Health and beauty goods	£20.3	£31.2	£6.1	£23.0	£34.1	£30.3	£15.2	£7.9	£6.2	£14.4	£19.6	£13.2	£18.5	£20.0	£15.3	£12.0	£13.6	£15.5	£51.2	£73.4	£441.1
Appliances for personal care per Person	£12.5	£19.8	£3.8	£14.2	£19.1	£17.4	£8.9	£4.5	£3.4	£7.8	£11.0	£7.6	£10.6	£12.0	£8.8	£7.3	£8.2	£8.7	£29.9	£43.3	£258.8
Medical goods and other pharmaceutical products per Person	£5.1	£7.8	£1.6	£5.8	£10.1	£8.7	£4.3	£2.4	£1.9	£4.4	£5.9	£3.7	£5.3	£5.3	£4.3	£2.8	£3.4	£4.5	£14.3	£20.5	£122.0
Therapeutic appliances and equipment per Person	£2.7	£3.6	£0.8	£3.0	£4.9	£4.3	£1.9	£1.1	£0.9	£2.1	£2.8	£1.9	£2.6	£2.7	£2.2	£1.8	£2.0	£2.2	£7.1	£9.6	£60.3
Books, CDs and DVDs	£7.0	£12.1	£2.0	£7.6	£11.7	£9.9	£5.4	£2.8	£2.2	£4.7	£6.8	£4.8	£6.6	£7.3	£5.8	£5.0	£5.2	£5.4	£16.8	£23.1	£152.4
Books and stationery per Person	£4.7	£8.3	£1.3	£5.0	£8.1	£6.8	£3.5	£1.9	£1.5	£3.4	£4.8	£3.3	£4.4	£4.9	£4.0	£3.6	£3.6	£3.7	£11.3	£15.5	£103.9
Recording media per Person	£2.3	£3.7	£0.7	£2.6	£3.7	£3.1	£1.9	£0.9	£0.6	£1.3	£2.0	£1.5	£2.2	£2.4	£1.8	£1.4	£1.6	£1.7	£5.5	£7.6	£48.5
Glassware, tableware, jewellery, watches and clocks	£7.8	£12.5	£2.1	£8.7	£12.1	£10.2	£6.2	£3.0	£2.1	£4.5	£6.7	£4.4	£6.6	£7.1	£5.4	£4.3	£4.9	£5.6	£17.3	£24.1	£155.5
Glassware, tableware and household utensils per Person	£2.9	£4.6	£0.8	£3.3	£5.4	£4.3	£2.4	£1.2	£0.9	£2.0	£3.2	£2.2	£3.0	£3.4	£2.7	£2.7	£2.7	£2.4	£7.3	£9.8	£67.1
Jewellery, clocks and watches per Person	£5.0	£7.9	£1.3	£5.4	£6.7	£5.9	£3.9	£1.7	£1.1	£2.5	£3.5	£2.2	£3.6	£3.7	£2.7	£1.6	£2.2	£3.2	£10.0	£14.3	£88.5
Recreational and luxury goods	£21.9	£32.7	£6.7	£25.3	£34.4	£30.2	£16.0	£8.0	£5.9	£13.3	£19.5	£13.5	£19.3	£21.4	£16.0	£13.0	£14.6	£15.5	£53.0	£73.4	£453.7
Games, toys and hobbies; sport and camping; musical instruments p	£15.0	£22.9	£4.6	£17.6	£21.8	£20.4	£10.1	£5.1	£3.7	£8.7	£12.2	£8.4	£12.0	£13.6	£9.7	£7.4	£8.9	£9.9	£35.5	£50.8	£298.4
Other personal effects per Person	£2.7	£4.9	£0.8	£3.0	£3.9	£3.7	£1.9	£1.0	£0.7	£1.6	£2.0	£1.5	£2.1	£2.3	£1.6	£1.1	£1.4	£1.7	£6.1	£8.7	£52.7
Bicycles per Person	£0.9	£1.6	£0.3	£1.2	£1.7	£1.5	£0.8	£0.4	£0.3	£0.7	£1.0	£0.8	£1.0	£1.2	£0.9	£0.9	£1.0	£0.7	£2.5	£3.2	£22.5
Pets and related products per Person	£3.3	£3.4	£1.0	£3.5	£6.9	£4.6	£3.2	£1.4	£1.3	£2.3	£4.3	£2.9	£4.2	£4.4	£3.8	£3.5	£3.4	£3.1	£8.9	£10.9	£80.1

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 3d: TOTAL RETAIL EXPENDITURE BY ZONE, 2031

GOODS CATEGORY	ZONE																				TOTAL
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Convenience Goods	£68.0	£103.3	£22.2	£79.5	£110.9	£95.8	£55.4	£23.9	£18.8	£44.2	£70.2	£46.0	£63.7	£72.4	£54.3	£47.9	£51.2	£51.4	£168.1	£246.3	£1,493.7
Clothes, footwear and fashion	£38.5	£58.0	£12.1	£46.3	£65.2	£55.3	£35.1	£15.0	£11.2	£25.7	£37.8	£25.5	£36.7	£41.0	£31.2	£26.4	£29.1	£29.0	£97.9	£136.3	£853.4
Clothing materials and garments per Person	£32.5	£47.4	£10.2	£39.2	£55.1	£47.2	£29.4	£12.7	£9.5	£22.0	£32.0	£21.5	£30.8	£34.7	£26.3	£22.3	£24.7	£24.4	£83.1	£116.0	£721.0
Shoes and other footwear per Person	£6.0	£10.6	£1.9	£7.1	£10.1	£8.1	£5.7	£2.3	£1.7	£3.7	£5.8	£4.0	£6.0	£6.4	£5.0	£4.1	£4.4	£4.6	£14.8	£20.3	£132.4
Furniture, floorcoverings and textiles	£18.9	£25.6	£5.5	£21.0	£34.6	£27.6	£18.3	£8.0	£6.1	£13.6	£20.7	£14.0	£19.3	£20.8	£17.0	£14.5	£15.1	£15.1	£48.1	£64.2	£427.8
Furniture and furnishings; carpets and other floor coverings per Person	£13.2	£18.3	£3.8	£14.5	£23.8	£19.3	£12.2	£5.6	£4.2	£9.5	£14.1	£9.9	£13.3	£14.6	£11.8	£10.4	£10.9	£10.5	£33.7	£45.5	£298.8
Household textiles per Person	£5.7	£7.3	£1.8	£6.5	£10.8	£8.3	£6.0	£2.4	£1.9	£4.1	£6.7	£4.1	£6.0	£6.3	£5.2	£4.1	£4.2	£4.6	£14.5	£18.7	£129.0
Domestic appliances	£5.4	£6.5	£1.8	£6.1	£8.5	£7.8	£3.5	£1.8	£1.3	£3.7	£5.8	£3.8	£4.5	£5.7	£4.4	£4.3	£4.2	£3.8	£13.1	£19.6	£115.7
Small electrical household appliances per Person	£1.1	£1.7	£0.3	£1.2	£1.4	£1.5	£0.7	£0.3	£0.2	£0.6	£0.9	£0.6	£0.8	£0.9	£0.7	£0.5	£0.6	£0.7	£2.4	£3.8	£20.9
Major household appliances (electric or not) per Person	£4.3	£4.8	£1.4	£4.9	£7.1	£6.3	£2.8	£1.5	£1.1	£3.0	£5.0	£3.2	£3.8	£4.9	£3.7	£3.8	£3.7	£3.1	£10.7	£15.9	£94.7
TV, hi fi, photographic and computer goods	£8.8	£13.6	£2.5	£9.8	£14.7	£13.0	£7.8	£3.7	£2.6	£6.1	£8.7	£5.6	£8.0	£8.5	£6.6	£4.9	£5.6	£6.6	£22.8	£29.6	£189.6
Audio-visual, photographic and information processing equipment p	£8.8	£13.6	£2.5	£9.8	£14.7	£13.0	£7.8	£3.7	£2.6	£6.1	£8.7	£5.6	£8.0	£8.5	£6.6	£4.9	£5.6	£6.6	£22.8	£29.6	£189.6
DIY & hardware	£6.9	£9.6	£2.2	£7.7	£13.5	£10.9	£6.8	£3.2	£2.5	£5.5	£8.2	£5.2	£7.2	£7.6	£6.3	£5.1	£5.4	£5.9	£18.5	£23.6	£161.8
Gardens, plants and flowers per Person	£3.1	£4.2	£1.0	£3.6	£6.7	£5.2	£3.4	£1.6	£1.3	£2.8	£4.2	£2.6	£3.6	£3.8	£3.2	£2.7	£2.8	£3.0	£9.0	£10.8	£78.6
10% of Non-Durable household goods per Person	£0.3	£0.4	£0.1	£0.3	£0.5	£0.4	£0.3	£0.1	£0.1	£0.2	£0.3	£0.2	£0.3	£0.3	£0.3	£0.2	£0.2	£0.3	£0.7	£1.0	£6.6
Small tools and miscellaneous accessories	£2.4	£2.7	£0.7	£2.5	£4.2	£3.6	£2.1	£0.9	£0.8	£1.7	£2.4	£1.7	£2.2	£2.3	£1.8	£1.3	£1.5	£1.8	£6.0	£8.0	£50.7
Major tools and equipment per Person	£0.1	£0.1	£0.0	£0.1	£0.3	£0.2	£0.2	£0.1	£0.1	£0.1	£0.2	£0.1	£0.2	£0.1	£0.2	£0.1	£0.1	£0.1	£0.3	£0.3	£3.1
Materials for maintenance and repair of the dwelling per Person	£1.0	£2.1	£0.3	£1.1	£1.8	£1.4	£0.8	£0.4	£0.3	£0.7	£1.0	£0.7	£0.9	£1.0	£0.8	£0.7	£0.8	£0.8	£2.4	£3.4	£22.8
Health and beauty goods	£23.9	£36.7	£7.4	£27.9	£40.7	£36.0	£21.4	£9.6	£7.3	£17.3	£24.1	£15.6	£22.1	£23.8	£18.3	£14.3	£16.5	£18.3	£61.2	£87.4	£529.7
Appliances for personal care per Person	£14.8	£23.2	£4.6	£17.2	£22.8	£20.6	£12.6	£5.4	£4.0	£9.4	£13.4	£8.9	£12.7	£14.3	£10.5	£8.7	£9.9	£10.4	£35.7	£51.6	£310.7
Medical goods and other pharmaceutical products per Person	£6.0	£9.2	£1.9	£7.0	£12.1	£10.3	£6.1	£2.9	£2.2	£5.3	£7.2	£4.4	£6.3	£6.3	£5.1	£3.4	£4.1	£5.4	£17.0	£24.4	£146.5
Therapeutic appliances and equipment per Person	£3.1	£4.2	£0.9	£3.7	£5.8	£5.1	£2.7	£1.3	£1.0	£2.5	£3.4	£2.3	£3.1	£3.2	£2.7	£2.2	£2.5	£2.6	£8.5	£11.5	£72.4
Books, CDs and DVDs	£8.3	£14.2	£2.4	£9.2	£14.0	£11.8	£7.6	£3.4	£2.5	£5.7	£8.4	£5.7	£7.9	£8.7	£6.9	£6.0	£6.3	£6.4	£20.1	£27.5	£183.0
Books and stationery per Person	£5.5	£9.8	£1.6	£6.1	£9.7	£8.1	£4.9	£2.4	£1.8	£4.0	£5.9	£3.9	£5.3	£5.9	£4.8	£4.3	£4.4	£4.4	£13.5	£18.5	£124.7
Recording media per Person	£2.8	£4.4	£0.8	£3.2	£4.4	£3.7	£2.6	£1.0	£0.8	£1.6	£2.5	£1.8	£2.6	£2.8	£2.2	£1.7	£1.9	£2.0	£6.6	£9.0	£58.2
Glassware, tableware, jewellery, watches and clocks	£9.2	£14.6	£2.6	£10.6	£14.4	£12.1	£8.8	£3.6	£2.4	£5.4	£8.2	£5.2	£7.9	£8.4	£6.5	£5.1	£5.9	£6.6	£20.6	£28.6	£186.9
Glassware, tableware and household utensils per Person	£3.4	£5.4	£1.0	£4.0	£6.5	£5.0	£3.4	£1.5	£1.1	£2.4	£3.9	£2.6	£3.6	£4.0	£3.3	£3.2	£3.2	£2.9	£8.7	£11.6	£80.6
Jewellery, clocks and watches per Person	£5.8	£9.3	£1.6	£6.6	£8.0	£7.0	£5.5	£2.1	£1.4	£3.0	£4.3	£2.6	£4.3	£4.4	£3.2	£1.9	£2.7	£3.7	£12.0	£17.0	£106.4
Recreational and luxury goods	£25.7	£38.4	£8.0	£30.6	£41.1	£35.8	£22.7	£9.7	£7.0	£16.0	£23.9	£15.9	£23.0	£25.6	£19.1	£15.5	£17.7	£18.4	£63.3	£87.4	£544.9
Games, toys and hobbies; sport and camping; musical instruments p	£17.7	£26.9	£5.6	£21.4	£26.1	£24.2	£14.3	£6.2	£4.3	£10.5	£14.9	£9.9	£14.4	£16.2	£11.6	£8.8	£10.7	£11.8	£42.4	£60.4	£358.2
Other personal effects per Person	£3.2	£5.8	£0.9	£3.6	£4.7	£4.4	£2.7	£1.2	£0.8	£1.9	£2.5	£1.7	£2.5	£2.7	£1.9	£1.4	£1.7	£2.1	£7.3	£10.3	£63.3
Bicycles per Person	£1.0	£1.9	£0.4	£1.4	£2.1	£1.7	£1.1	£0.5	£0.4	£0.9	£1.2	£0.9	£1.1	£1.4	£1.1	£1.1	£1.2	£0.9	£3.0	£3.8	£27.1
Pets and related products per Person	£3.8	£4.0	£1.2	£4.2	£8.2	£5.5	£4.6	£1.7	£1.5	£2.7	£5.2	£3.4	£5.0	£5.3	£4.5	£4.2	£4.1	£3.7	£10.6	£12.9	£96.3

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 3e: TOTAL RETAIL EXPENDITURE BY ZONE, 2033

GOODS CATEGORY	ZONE																				TOTAL
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Convenience Goods	£68.3	£103.7	£22.5	£80.8	£111.9	£96.5	£59.4	£24.3	£19.0	£44.8	£71.6	£46.2	£64.4	£73.1	£54.8	£48.4	£51.9	£51.7	£169.7	£248.4	£1,511.4
Clothes, footwear and fashion	£41.2	£62.0	£13.1	£50.1	£70.1	£59.3	£40.0	£16.2	£12.0	£27.8	£41.1	£27.3	£39.5	£44.1	£33.5	£28.4	£31.5	£31.1	£105.2	£146.5	£919.9
Clothing materials and garments per Person	£34.8	£50.7	£11.1	£42.4	£59.2	£50.6	£33.6	£13.8	£10.2	£23.8	£34.8	£23.0	£33.1	£37.2	£28.2	£24.0	£26.7	£26.2	£89.3	£124.7	£777.1
Shoes and other footwear per Person	£6.4	£11.3	£2.0	£7.7	£10.9	£8.7	£6.5	£2.4	£1.8	£4.0	£6.4	£4.2	£6.4	£6.8	£5.3	£4.4	£4.8	£4.9	£15.9	£21.8	£142.7
Furniture, floorcoverings and textiles	£20.2	£27.4	£6.0	£22.7	£37.2	£29.6	£20.8	£8.6	£6.5	£14.7	£22.5	£14.9	£20.7	£22.4	£18.2	£15.6	£16.3	£16.2	£51.8	£68.9	£461.2
Furniture and furnishings; carpets and other floor coverings per Person	£14.1	£19.6	£4.1	£15.7	£25.5	£20.7	£14.0	£6.0	£4.5	£10.2	£15.3	£10.5	£14.3	£15.6	£12.6	£11.2	£11.7	£11.2	£36.2	£48.9	£322.1
Household textiles per Person	£6.1	£7.8	£1.9	£7.0	£11.6	£8.9	£6.9	£2.6	£2.0	£4.5	£7.2	£4.4	£6.4	£6.7	£5.6	£4.4	£4.6	£5.0	£15.6	£20.0	£139.1
Domestic appliances	£5.7	£6.9	£1.9	£6.6	£9.2	£8.3	£4.0	£2.0	£1.4	£3.9	£6.4	£4.0	£4.9	£6.2	£4.7	£4.6	£4.6	£4.1	£14.1	£21.1	£124.6
Small electrical household appliances per Person	£1.2	£1.8	£0.4	£1.3	£1.5	£1.6	£0.8	£0.4	£0.2	£0.7	£1.0	£0.6	£0.9	£1.0	£0.7	£0.6	£0.6	£0.7	£2.6	£4.0	£22.6
Major household appliances (electric or not) per Person	£4.6	£5.1	£1.5	£5.3	£7.6	£6.7	£3.2	£1.6	£1.2	£3.3	£5.4	£3.4	£4.0	£5.2	£4.0	£4.0	£3.9	£3.4	£11.5	£17.1	£102.1
TV, hi fi, photographic and computer goods	£9.5	£14.5	£2.7	£10.6	£15.8	£13.9	£8.9	£4.0	£2.8	£6.6	£9.5	£6.0	£8.6	£9.1	£7.1	£5.2	£6.0	£7.1	£24.5	£31.8	£204.3
Audio-visual, photographic and information processing equipment p	£9.5	£14.5	£2.7	£10.6	£15.8	£13.9	£8.9	£4.0	£2.8	£6.6	£9.5	£6.0	£8.6	£9.1	£7.1	£5.2	£6.0	£7.1	£24.5	£31.8	£204.3
DIY & hardware	£7.4	£10.3	£2.4	£8.3	£14.5	£11.7	£7.7	£3.5	£2.6	£6.0	£8.9	£5.6	£7.8	£8.1	£6.8	£5.5	£5.8	£6.3	£19.9	£25.3	£174.4
Gardens, plants and flowers per Person	£3.4	£4.5	£1.1	£3.9	£7.2	£5.6	£3.9	£1.8	£1.3	£3.1	£4.6	£2.8	£3.9	£4.0	£3.4	£2.9	£3.0	£3.2	£9.7	£11.6	£84.8
10% of Non-Durable household goods per Person	£0.3	£0.4	£0.1	£0.4	£0.6	£0.5	£0.3	£0.1	£0.1	£0.2	£0.4	£0.2	£0.3	£0.4	£0.3	£0.2	£0.2	£0.3	£0.8	£1.1	£7.1
Small tools and miscellaneous accessories	£2.5	£2.9	£0.8	£2.7	£4.5	£3.9	£2.4	£1.0	£0.8	£1.8	£2.6	£1.8	£2.4	£2.5	£2.0	£1.4	£1.6	£1.9	£6.5	£8.6	£54.7
Major tools and equipment per Person	£0.1	£0.1	£0.0	£0.1	£0.4	£0.2	£0.2	£0.1	£0.1	£0.1	£0.2	£0.1	£0.2	£0.2	£0.2	£0.1	£0.1	£0.1	£0.3	£0.4	£3.3
Materials for maintenance and repair of the dwelling per Person	£1.1	£2.3	£0.3	£1.2	£1.9	£1.5	£1.0	£0.5	£0.3	£0.7	£1.1	£0.7	£1.0	£1.1	£0.9	£0.8	£0.8	£0.9	£2.6	£3.7	£24.6
Health and beauty goods	£25.6	£39.2	£8.0	£30.2	£43.8	£38.6	£24.5	£10.4	£7.8	£18.6	£26.1	£16.7	£23.8	£25.6	£19.6	£15.4	£17.8	£19.7	£65.7	£93.9	£570.9
Appliances for personal care per Person	£15.8	£24.8	£4.9	£18.7	£24.6	£22.1	£14.3	£5.9	£4.3	£10.2	£14.6	£9.6	£13.6	£15.4	£11.2	£9.4	£10.7	£11.1	£38.3	£55.4	£334.9
Medical goods and other pharmaceutical products per Person	£6.5	£9.8	£2.0	£7.5	£13.0	£11.0	£7.0	£3.1	£2.3	£5.7	£7.8	£4.7	£6.8	£6.7	£5.5	£3.7	£4.5	£5.8	£18.3	£26.2	£157.9
Therapeutic appliances and equipment per Person	£3.4	£4.5	£1.0	£4.0	£6.2	£5.5	£3.1	£1.4	£1.1	£2.7	£3.7	£2.4	£3.3	£3.5	£2.9	£2.3	£2.6	£2.8	£9.1	£12.3	£78.1
Books, CDs and DVDs	£8.8	£15.1	£2.6	£10.0	£15.1	£12.6	£8.6	£3.7	£2.7	£6.1	£9.1	£6.1	£8.5	£9.4	£7.5	£6.5	£6.8	£6.9	£21.6	£29.5	£197.2
Books and stationery per Person	£5.9	£10.5	£1.7	£6.6	£10.4	£8.7	£5.6	£2.5	£1.9	£4.4	£6.4	£4.2	£5.7	£6.3	£5.1	£4.7	£4.8	£4.7	£14.6	£19.9	£134.4
Recording media per Person	£2.9	£4.7	£0.9	£3.5	£4.7	£3.9	£3.0	£1.1	£0.8	£1.7	£2.7	£1.9	£2.8	£3.0	£2.3	£1.8	£2.0	£2.2	£7.1	£9.7	£62.8
Glassware, tableware, jewellery, watches and clocks	£9.9	£15.6	£2.8	£11.5	£15.5	£12.9	£10.1	£3.9	£2.6	£5.9	£8.9	£5.6	£8.5	£9.1	£7.0	£5.5	£6.4	£7.1	£22.2	£30.8	£201.6
Glassware, tableware and household utensils per Person	£3.6	£5.7	£1.1	£4.3	£6.9	£5.4	£3.9	£1.6	£1.1	£2.6	£4.2	£2.8	£3.9	£4.3	£3.5	£3.4	£3.5	£3.1	£9.3	£12.5	£86.8
Jewellery, clocks and watches per Person	£6.3	£9.9	£1.7	£7.1	£8.6	£7.5	£6.2	£2.3	£1.4	£3.2	£4.6	£2.8	£4.6	£4.8	£3.4	£2.1	£2.9	£4.0	£12.9	£18.3	£114.7
Recreational and luxury goods	£27.6	£41.1	£8.7	£33.1	£44.2	£38.4	£25.9	£10.5	£7.5	£17.3	£26.0	£17.0	£24.8	£27.5	£20.5	£16.7	£19.1	£19.8	£68.0	£93.9	£587.3
Games, toys and hobbies; sport and camping; musical instruments p	£18.9	£28.7	£6.1	£23.1	£28.1	£26.0	£16.3	£6.7	£4.6	£11.3	£16.2	£10.6	£15.5	£17.4	£12.4	£9.5	£11.6	£12.6	£45.6	£64.9	£386.1
Other personal effects per Person	£3.4	£6.2	£1.0	£3.9	£5.1	£4.7	£3.1	£1.3	£0.9	£2.1	£2.7	£1.8	£2.7	£2.9	£2.1	£1.5	£1.8	£2.2	£7.8	£11.1	£68.2
Bicycles per Person	£1.1	£2.0	£0.4	£1.5	£2.2	£1.9	£1.3	£0.5	£0.4	£0.9	£1.4	£1.0	£1.2	£1.5	£1.2	£1.2	£1.3	£0.9	£3.2	£4.0	£29.2
Pets and related products per Person	£4.1	£4.2	£1.2	£4.6	£8.8	£5.9	£5.2	£1.9	£1.6	£3.0	£5.7	£3.6	£5.4	£5.7	£4.8	£4.5	£4.5	£4.0	£11.4	£13.9	£103.9

Notes: total expenditure calculated by multiplying population (Table 1) with per capita expenditure (Table 2) for each year.

TABLE 4: CONVENIENCE GOODS MARKET SHARES, 2015

STORE / CENTRE	FIRST CHOICE MAIN FOOD ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	0.8%	1.8%	1.0%	1.0%	0.0%	0.0%	0.0%	1.1%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Guildhall Shopping Center, Exeter	2.5%	12.7%	4.1%	4.4%	0.0%	0.0%	0.0%	4.0%	0.9%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%
Other - Exeter City Centre	1.7%	7.9%	2.0%	5.7%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%
Sub-total	5.0%	22.5%	7.0%	11.0%	3.5%	0.0%	0.0%	5.1%	1.7%	0.0%	0.0%	2.9%	0.0%	0.0%	0.8%	0.6%	1.8%	0.9%	0.0%	0.0%
Heavitree district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre																				
Co-op, Cowick Street, Exeter	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%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S Simply Food, Albany Road, Exete	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cowick Street, Exeter	0.0%	0.9%	0.0%	1.2%	0.8%	0.0%	0.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
St Thomas District Centre	1.5%	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%	0.0%	0.0%	0.0%	0.0%
Sub-total	7.3%	0.9%	0.0%	1.2%	0.8%	0.0%	0.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Topsham district centre																				
Co-op, Fore Street, Topsham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Topsham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Glass House Lane)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whipton	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	25.2%	1.0%	2.0%	2.0%	0.9%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	3.6%	0.0%	2.8%	0.0%	0.0%	0.0%
Aldi, Exhibition Way, Pinhoe	0.0%	14.0%	7.5%	7.4%	0.0%	0.0%	9.1%	1.1%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burnthouse Lane, Exeter	4.1%	1.1%	2.1%	3.9%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Powlesland Road, Exeter	5.0%	1.0%	1.1%	2.0%	0.8%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.9%	0.0%	0.0%	0.0%
Morrisons, Prince Charles Road, Exeter	3.2%	24.1%	30.2%	1.0%	0.0%	0.0%	4.5%	2.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Alphington Road, Exeter	41.6%	3.9%	0.0%	0.9%	16.2%	0.0%	0.9%	2.8%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	3.7%	0.0%	0.0%	0.0%
Sainsbury's, Pinhoe	0.0%	8.7%	45.0%	28.8%	0.0%	0.0%	37.5%	7.1%	0.8%	0.0%	0.0%	1.4%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exete	4.4%	5.0%	1.1%	35.4%	2.5%	14.0%	5.7%	32.0%	0.9%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.9%	0.8%	0.0%
Waitrose, Gladstone Road, Exeter	0.0%	11.9%	1.0%	3.7%	0.0%	0.9%	1.7%	6.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.0%	0.0%	0.0%
Iceland, Alphington Road, Exeter	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	96.0%	94.0%	97.0%	99.1%	24.6%	14.9%	60.3%	76.5%	4.4%	3.4%	0.0%	4.3%	16.6%	0.0%	10.1%	0.6%	12.9%	2.8%	0.8%	0.0%
Other	4.0%	6.0%	3.0%	0.9%	75.4%	85.1%	39.7%	23.5%	95.6%	96.6%	100.0%	95.7%	83.4%	100.0%	89.9%	99.4%	87.1%	97.2%	99.2%	100.0%

STORE / CENTRE	SECOND CHOICE MAIN FOOD ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	1.1%	5.3%	3.6%	6.3%	0.0%	0.0%	1.2%	4.8%	1.0%	1.3%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Sainsbury's, Guildhall Shopping Center, Exeter	1.3%	9.8%	1.8%	1.5%	1.2%	0.0%	1.2%	3.3%	0.0%	1.5%	0.0%	1.0%	1.6%	1.2%	3.1%	0.0%	1.3%	0.0%	0.0%	0.0%
Other - Exeter City Centre	7.7%	8.5%	7.6%	6.3%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	6.1%	0.0%	2.4%	0.0%	0.0%	1.4%	0.0%	1.0%	0.0%
Sub-total	10.1%	23.5%	12.9%	14.1%	1.2%	0.0%	2.4%	9.6%	1.0%	2.8%	0.0%	8.2%	2.9%	3.6%	3.1%	0.0%	4.0%	0.0%	1.0%	0.0%
Heavitree district centre	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre																				
Co-op, Cowick Street, Exeter	1.1%	1.0%	0.0%	0.0%	0.0%	0.0%	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%	1.4%
M&S Simply Food, Albany Road, Exete	2.4%	3.0%	0.0%	0.0%	0.0%	0.0%	3.7%	1.5%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Tesco Express, Cowick Street, Exeter	3.7%	2.2%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas District Centre	1.3%	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%	0.0%	0.0%	0.0%	0.0%
Sub-total	8.5%	6.2%	0.0%	0.0%	2.4%	0.0%	5.1%	1.5%	1.0%	5.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.4%
Topsham district centre																				
Co-op, Fore Street, Topsham	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
Topsham District Centre	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	3.1%	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	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Glass House Lane)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	0.0%	1.8%	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%	0.0%	0.0%	0.0%
Whipton	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	22.0%	5.6%	3.6%	2.9%	7.9%	10.6%	1.7%	3.3%	1.1%	0.0%	0.0%	0.0%	3.1%	0.0%	16.4%	0.0%	4.1%	0.0%	0.0%	0.0%
Aldi, Exhibition Way, Pinhoe	0.0%	4.4%	24.9%	6.4%	0.0%	0.0%	14.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burnthouse Lane, Exeter	5.0%	4.3%	3.7%	14.7%	0.0%	1.6%	0.0%	4.6%	1.2%	0.0%	0.0%	0.0%	1.4%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Powlesland Road, Exeter	10.9%	1.1%	2.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	1.4%	0.0%	0.0%	0.0%
Morrisons, Prince Charles Road, Exeter	1.1%	11.8%	15.3%	9.6%	0.0%	0.0%	0.0%	1.5%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Alphington Road, Exeter	18.8%	5.2%	2.0%	6.3%	2.2%	3.2%	0.0%	8.7%	0.0%	1.5%	1.7%	0.0%	4.5%	2.4%	11.8%	1.3%	6.9%	0.0%	0.0%	0.0%
Sainsbury's, Pinhoe	0.0%	17.5%	26.1%	15.7%	0.0%	4.4%	10.4%	4.8%	1.0%	1.3%	0.0%	0.0%	6.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exete	5.0%	3.4%	2.0%	14.6%	0.0%	0.0%	11.7%	17.9%	1.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Waitrose, Gladstone Road, Exeter	6.1%	11.9%	5.8%	7.6%	4.8%	2.8%	10.3%	11.7%	1.2%	1.5%	1.6%	2.2%	3.1%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Alphington Road, Exeter	11.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	2.0%	0.0%	0.0%	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%	0.0%	0.0%
Exeter sub-total	98.7%	96.9%	100.0%	96.6%	22.0%	24.0%	57.0%	73.1%	14.4%	14.3%	3.3%	10.4%	22.5%	6.0%	47.3%	1.3%	19.1%	0.0%	1.0%	1.4%
Other	1.3%	3.1%	0.0%	3.4%	78.0%	76.0%	43.0%	26.9%	85.6%	85.7%	96.7%	89.6%	77.5%	94.0%	52.7%	98.7%	80.9%	100.0%	99.0%	98.6%

STORE / CENTRE	TOP-UP SHOPPING DESTINATION ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	2.3%	2.3%	1.5%	2.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Guildhall Shopping Center, Exeter	3.4%	14.4%	0.0%	5.6%	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%	0.9%	0.0%	0.0%
Other - Exeter City Centre	21.8%	25.7%	8.0%	20.1%	4.3%	0.0%	0.0%	5.1%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	2.8%	1.1%
Sub-total	27.4%	42.4%	9.5%	27.9%	4.3%	0.0%	0.0%	6.3%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.9%	2.8%	1.1%
Heavitree district centre	0.0%	1.3%	0.0%	7.5%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre																				
Co-op, Cowick Street, Exeter	13.9%	1.1%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S Simply Food, Albany Road, Exete	3.4%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Cowick Street, Exeter	11.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas District Centre	3.3%	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%	0.0%	0.0%	0.0%	0.0%
Sub-total	32.1%	2.5%	1.7%	2.4%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Topsham district centre																				
Co-op, Fore Street, Topsham	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	25.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Topsham District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.1%	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	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	45.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	2.6%	1.5%	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%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	1.1%	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%	0.0%	0.0%	0.0%
Countess Wear (Glass House Lane)	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	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%
Beacon Lane	1.1%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	1.3%	1.5%	3.3%	0.0%	0.0%	2.3%	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%
Whipton	0.0%	0.0%	23.7%	0.0%	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%	0.0%	0.0%
Exwick Road / Winchester Avenue	1.2%	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%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	6.6%	0.0%	0.0%	2.3%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Aldi, Exhibition Way, Pinhoe	0.0%	2.6%	14.1%	3.5%	0.0%	0.0%	2.3%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Burnthouse Lane, Exeter	4.6%	1.3%	0.0%	8.0%	1.1%	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%	0.0%	0.0%
Lidl, Powlesland Road, Exeter	1.1%	0.0%	1.6%	0.0%	2.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Prince Charles Road, Exeter	0.0%	15.5%	19.1%	9.1%	0.0%	1.1%	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%	0.0%
Sainsbury's, Alphington Road, Exeter	11.2%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%
Sainsbury's, Pinhoe	0.0%	2.4%	22.8%	8.9%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exete	1.2%	1.3%	1.5%	6.8%	0.0%	0.0%	3.5%	10.4%	0.0%	1.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Gladstone Road, Exeter	1.2%	6.3%	0.0%	4.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%
Iceland, Alphington Road, Exeter	0.0%	0.0%	0.0%	1.1%	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%	0.0%	0.0%	0.0%
Other	6.9%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.9%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	94.5%	88.6%	100.0%	89.7%	16.5%	2.3%	28.2%	73.5%	1.0%	10.4%	0.0%	4.9%	11.2%	0.0%	8.8%	2.6%	2.7%	0.9%	2.8%	1.1%
Other	5.5%	11.4%	0.0%	10.3%	83.5%	97.7%	71.8%	26.5%	99.0%	89.6%	100.0%	95.1%	88.8%	100.0%	91.2%	97.4%	97.3%	99.1%	97.2%	98.9%

Notes: market shares for main and top-up food shopping taken from 2015 Greater Exeter household survey

TABLE 5a: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2016

FIRST CHOICE MAIN FOOD – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.3	£1.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.8	£6.9	£0.4	£1.2	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0
Other - Exeter City Centre	£0.6	£4.3	£0.2	£1.6	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	£1.6	£12.1	£0.8	£3.1	£1.9	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.1	£0.4	£0.2	£0.0	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
M&S Simply Food, Albany Road, Exete	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.0	£0.5	£0.0	£0.3	£0.4	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.4	£0.5	£0.0	£0.3	£0.4	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Topsham district centre																				
Co-op, Fore Street, Topsham	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Topsham District Centre	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£8.3	£0.5	£0.2	£0.6	£0.5	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£1.0	£0.0	£0.7	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£7.6	£0.8	£2.1	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Burnthouse Lane, Exeter	£1.4	£0.6	£0.2	£1.1	£0.0	£0.0	£0.0	£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
Lidl, Powlesland Road, Exeter	£1.6	£0.5	£0.1	£0.6	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£1.0	£13.0	£3.3	£0.3	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£13.6	£2.1	£0.0	£0.2	£8.9	£0.0	£0.1	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.9	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.7	£4.9	£8.1	£0.0	£0.0	£5.3	£0.8	£0.1	£0.0	£0.0	£0.3	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Wa	£1.4	£2.7	£0.1	£10.0	£1.4	£6.9	£0.8	£3.7	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.7	£0.0
Waitrose, Gladstone Road, Exeter	£0.0	£6.4	£0.1	£1.0	£0.0	£0.5	£0.2	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.2	£0.0	£0.0
Iceland, Alphington Road, Exeter	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£31.4	£50.7	£10.5	£27.9	£13.5	£7.3	£8.5	£8.8	£0.4	£0.7	£0.0	£1.0	£5.2	£0.0	£2.7	£0.1	£3.1	£0.7	£0.7	£0.0
Other	£1.3	£3.2	£0.3	£0.2	£41.4	£41.8	£5.6	£2.7	£9.4	£20.9	£32.3	£23.0	£26.2	£35.9	£24.2	£23.6	£21.2	£25.3	£82.9	£124.6

SECOND CHOICE MAIN FOOD – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.2	£1.2	£0.2	£0.8	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.2	£2.3	£0.1	£0.2	£0.3	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
Other - Exeter City Centre	£1.1	£2.0	£0.3	£0.8	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£0.4	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0
Sub-total	£1.4	£5.4	£0.6	£1.7	£0.3	£0.0	£0.1	£0.5	£0.0	£0.3	£0.0	£0.8	£0.4	£0.6	£0.4	£0.0	£0.4	£0.0	£0.4	£0.0
Heavitree district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£0.2	£0.2	£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	£0.0	£0.0	£0.0	£0.8
M&S Simply Food, Albany Road, Exete	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.5	£0.5	£0.0	£0.0	£0.6	£0.0	£0.0	£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
St Thomas District Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£1.2	£1.4	£0.0	£0.0	£0.6	£0.0	£0.3	£0.1	£0.0	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8
Topsham district centre																				
Co-op, Fore Street, Topsham	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Topsham District Centre	£0.0	£0.0	£0.0	£0.2	£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	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.2	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£3.1	£1.3	£0.2	£0.4	£1.9	£2.2	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£1.9	£0.0	£0.4	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£1.0	£1.2	£0.8	£0.0	£0.0	£0.9	£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
Lidl, Burnthouse Lane, Exeter	£0.7	£1.0	£0.2	£1.8	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Powlesland Road, Exeter	£1.5	£0.3	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£0.2	£2.7	£0.7	£1.2	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£2.6	£1.2	£0.1	£0.8	£0.5	£0.7	£0.0	£0.4	£0.0	£0.1	£0.2	£0.0	£0.6	£0.4	£1.4	£0.1	£0.7	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.0	£1.2	£1.9	£0.0	£0.9	£0.6	£0.2	£0.0	£0.1	£0.0	£0.0	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Wa	£0.7	£0.8	£0.1	£1.8	£0.0	£0.0	£0.7	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Waitrose, Gladstone Road, Exeter	£0.9	£2.7	£0.3	£0.9	£1.1	£0.6	£0.6	£0.6	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Alphington Road, Exeter	£1.5	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.5	£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	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£13.9	£22.4	£4.6	£11.7	£5.2	£5.1	£3.5	£3.6	£0.6	£1.3	£0.5	£1.1	£3.0	£0.9	£5.4	£0.1	£2.0	£0.0	£0.4	£0.8
Other	£0.2	£0.7	£0.0	£0.4	£18.4	£16.0	£2.6	£1.3	£3.6	£7.9	£13.4	£9.2	£10.4	£14.5	£6.1	£10.0	£8.4	£11.2	£35.4	£52.7

TOP-UP SHOPPING DESTINATION – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	TOTAL (£m)
Exeter City Centre																					
Marks & Spencer, High Street, Exeter	£0.4	£0.6	£0.1	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9
Sainsbury's, Guildhall Shopping Center, Exeter	£0.5	£3.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£20.0
Other - Exeter City Centre	£3.4	£6.6	£0.4	£2.7	£1.1	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£1.1	£0.6	£32.4
Sub-total	£4.3	£10.9	£0.5	£3.7	£1.1	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.1	£1.1	£0.6	£59.3
Heavitree district centre	£0.0	£0.3	£0.0	£1.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
St Thomas district centre																					
Co-op, Cowick Street, Exeter	£2.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4
M&S Simply Food, Albany Road, Exete	£0.5	£0.0	£0.0	£0.3	£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	£0.0	£0.0	£2.9
Tesco Express, Cowick Street, Exeter	£1.8	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£6.3
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Sub-total	£5.0	£0.6	£0.1	£0.3	£0.0	£0.0	£0.0	£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	£15.8
Topsham district centre																					
Co-op, Fore Street, Topsham	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£2.6
Topsham District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5
Sidwell Street / Blackboy Road	£0.0	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.5	£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	£0.0	£0.0	£0.5
Beacon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Polsloe Bridge	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Pinhoe	£0.0	£0.3	£0.1	£0.4	£0.0	£0.0	£0.2	£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	£1.2
Whipton	£0.0	£0.0	£1.2	£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	£0.0	£0.0	£0.0	£1.8
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																					
Aldi, Alphington Road, Exeter	£1.0	£0.0	£0.0	£0.3	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£29.2
Aldi, Exhibition Way, Pinhoe	£0.0	£0.7	£0.7	£0.5	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£19.2
Lidl, Burnthouse Lane, Exeter	£0.7	£0.3	£0.0	£1.1	£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	£0.0	£0.0	£0.0	£10.6
Lidl, Powlesland Road, Exeter	£0.2	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£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	£8.2
Morrisons, Prince Charles Road, Exeter	£0.0	£4.0	£1.0	£1.2	£0.0	£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	£0.0	£0.0	£30.8
Sainsbury's, Alphington Road, Exeter	£1.7	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£39.4
Sainsbury's, Pinhoe	£0.0	£0.6	£1.2	£1.2	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£42.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Wa	£0.2	£0.3	£0.1	£0.9	£0.0	£0.0	£0.2	£0.6	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£37.0
Waitrose, Gladstone Road, Exeter	£0.2	£1.6	£0.0	£0.6	£0.0	£0.3	£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	£0.0	£22.1
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Other	£1.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
Exeter sub-total	£14.7	£22.8	£5.1	£12.0	£4.3	£0.5	£1.9	£4.0	£0.0	£1.1	£0.0	£0.6	£1.7	£0.0	£1.1	£0.3	£0.3	£0.1	£1.1	£0.6	£331.8
Other	£0.9	£2.9	£0.0	£1.4	£21.9	£22.9	£4.8	£1.4	£4.6	£9.2	£15.4	£10.9	£13.3	£17.1	£11.7	£11.0	£11.3	£12.3	£38.6	£58.7	£1,038.7

Notes: study area derived turnover calculated by applying the market share of each store/centre to available convenience goods expenditure for each zone

TABLE 5b: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2021

FIRST CHOICE MAIN FOOD – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.3	£1.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.9	£6.8	£0.5	£1.5	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0
Other - Exeter City Centre	£0.6	£4.2	£0.2	£2.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	£1.7	£12.1	£0.8	£3.8	£2.0	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.2	£0.4	£0.2	£0.0	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
M&S Simply Food, Albany Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.0	£0.5	£0.0	£0.4	£0.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.5	£0.5	£0.0	£0.4	£0.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Topsham district centre																				
Co-op, Fore Street, Topsham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0
Topsham District Centre	£0.0	£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	£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	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£8.5	£0.5	£0.2	£0.7	£0.5	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£1.0	£0.0	£0.7	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£7.5	£0.8	£2.6	£0.0	£0.0	£1.7	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Burnthouse Lane, Exeter	£1.4	£0.6	£0.2	£1.4	£0.0	£0.0	£0.0	£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
Lidl, Powlesland Road, Exeter	£1.7	£0.5	£0.1	£0.7	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£1.1	£12.9	£3.4	£0.3	£0.0	£0.0	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£14.0	£2.1	£0.0	£0.3	£9.0	£0.0	£0.2	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.9	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.7	£5.0	£10.0	£0.0	£0.0	£7.1	£0.9	£0.1	£0.0	£0.0	£0.3	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£1.5	£2.7	£0.1	£12.2	£1.4	£6.9	£1.1	£3.9	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.7	£0.0
Waitrose, Gladstone Road, Exeter	£0.0	£6.4	£0.1	£1.3	£0.0	£0.5	£0.3	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.3	£0.0	£0.0
Iceland, Alphington Road, Exeter	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£32.3	£50.4	£10.9	£34.3	£13.7	£7.3	£11.5	£9.2	£0.4	£0.7	£0.0	£1.0	£5.3	£0.0	£2.8	£0.2	£3.2	£0.7	£0.7	£0.0
Other	£1.4	£3.2	£0.3	£0.3	£41.9	£41.8	£7.6	£2.8	£9.3	£21.2	£33.5	£22.8	£26.6	£36.4	£24.5	£23.9	£21.8	£25.4	£83.8	£125.0

SECOND CHOICE MAIN FOOD – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.2	£1.2	£0.2	£0.9	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.2	£2.2	£0.1	£0.2	£0.3	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
Other - Exeter City Centre	£1.1	£2.0	£0.4	£0.9	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£0.4	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0
Sub-total	£1.5	£5.4	£0.6	£2.1	£0.3	£0.0	£0.2	£0.5	£0.0	£0.3	£0.0	£0.8	£0.4	£0.6	£0.4	£0.0	£0.4	£0.0	£0.4	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£0.2	£0.2	£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	£0.0	£0.0	£0.0	£0.8
M&S Simply Food, Albany Road, Exeter	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.5	£0.5	£0.0	£0.0	£0.6	£0.0	£0.0	£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
St Thomas District Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£1.2	£1.4	£0.0	£0.0	£0.6	£0.0	£0.4	£0.1	£0.0	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8
Topsham district centre																				
Co-op, Fore Street, Topsham	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Topsham District Centre	£0.0	£0.0	£0.0	£0.2	£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	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.2	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£3.2	£1.3	£0.2	£0.4	£1.9	£2.2	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£1.9	£0.0	£0.4	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£1.0	£1.2	£1.0	£0.0	£0.0	£1.2	£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
Lidl, Burnthouse Lane, Exeter	£0.7	£1.0	£0.2	£2.2	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Powlesland Road, Exeter	£1.6	£0.3	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£0.2	£2.7	£0.7	£1.4	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£2.7	£1.2	£0.1	£0.9	£0.5	£0.7	£0.0	£0.4	£0.0	£0.1	£0.3	£0.0	£0.6	£0.4	£1.4	£0.1	£0.7	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.0	£1.3	£2.3	£0.0	£0.9	£0.8	£0.2	£0.0	£0.1	£0.0	£0.0	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.7	£0.8	£0.1	£2.2	£0.0	£0.0	£1.0	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Waitrose, Gladstone Road, Exeter	£0.9	£2.7	£0.3	£1.1	£1.1	£0.6	£0.8	£0.6	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Alphington Road, Exeter	£1.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.5	£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	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£14.2	£22.3	£4.8	£14.3	£5.2	£5.1	£4.7	£3.8	£0.6	£1.3	£0.5	£1.1	£3.1	£0.9	£5.5	£0.1	£2.0	£0.0	£0.4	£0.8
Other	£0.2	£0.7	£0.0	£0.5	£18.6	£16.0	£3.5	£1.4	£3.6	£8.1	£13.9	£9.2	£10.6	£14.7	£6.2	£10.2	£8.7	£11.2	£35.8	£52.8

TOP-UP SHOPPING DESTINATION – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	TOTAL (£m)
Exeter City Centre																					
Marks & Spencer, High Street, Exeter	£0.4	£0.6	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3
Sainsbury's, Guildhall Shopping Center, Exeter	£0.5	£3.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£20.5
Other - Exeter City Centre	£3.5	£6.6	£0.4	£3.3	£1.1	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£1.1	£0.6	£33.8
Sub-total	£4.4	£10.8	£0.5	£4.6	£1.1	£0.0	£0.0	£0.4	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£1.1	£0.6	£61.6
Heavitree district centre	£0.0	£0.3	£0.0	£1.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
St Thomas district centre																					
Co-op, Cowick Street, Exeter	£2.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6
M&S Simply Food, Albany Road, Exeter	£0.5	£0.0	£0.0	£0.4	£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	£0.0	£0.0	£3.1
Tesco Express, Cowick Street, Exeter	£1.8	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£6.5
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Sub-total	£5.1	£0.6	£0.1	£0.4	£0.0	£0.0	£0.0	£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	£16.4
Topsham district centre																					
Co-op, Fore Street, Topsham	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£2.7
Topsham District Centre	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£2.0
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£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	£0.0	£4.7
Sidwell Street / Blackboy Road	£0.0	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.6	£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	£0.0	£0.0	£0.6
Beacon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Polsloe Bridge	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Pinhoe	£0.0	£0.3	£0.1	£0.6	£0.0	£0.0	£0.2	£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	£1.4
Whipton	£0.0	£0.0	£1.3	£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	£0.0	£0.0	£0.0	£1.9
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																					
Aldi, Alphington Road, Exeter	£1.1	£0.0	£0.0	£0.4	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£30.0
Aldi, Exhibition Way, Pinhoe	£0.0	£0.7	£0.7	£0.6	£0.0	£0.0	£0.2	£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	£20.9
Lidl, Burnthouse Lane, Exeter	£0.7	£0.3	£0.0	£1.3	£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	£0.0	£0.0	£0.0	£11.6
Lidl, Powlesland Road, Exeter	£0.2	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£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	£8.5
Morrisons, Prince Charles Road, Exeter	£0.0	£4.0	£1.0	£1.5	£0.0	£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	£0.0	£0.0	£31.8
Sainsbury's, Alphington Road, Exeter	£1.8	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£40.5
Sainsbury's, Pinhoe	£0.0	£0.6	£1.2	£1.5	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£47.3
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.2	£0.3	£0.1	£1.1	£0.0	£0.0	£0.3	£0.6	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£40.9
Waitrose, Gladstone Road, Exeter	£0.2	£1.6	£0.0	£0.7	£0.0	£0.3	£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	£0.0	£23.1
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Other	£1.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Exeter sub-total	£15.1	£22.6	£5.3	£14.8	£4.4	£0.5	£2.6	£4.2	£0.0	£1.1	£0.0	£0.6	£1.7	£0.0	£1.1	£0.3	£0.3	£0.1	£1.1	£0.6	£352.0
Other	£0.9	£2.9	£0.0	£1.7	£22.1	£22.8	£6.5	£1.5	£4.6	£9.4	£16.0	£10.8	£13.5	£17.3	£11.8	£11.1	£11.6	£12.3	£39.1	£58.9	£1,054.0

Notes: study area derived turnover calculated by applying the market share of each store/centre to available convenience goods expenditure for each zone.

TABLE 5c: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2026

STORE / CENTRE	FIRST CHOICE MAIN FOOD ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.3	£1.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.9	£6.8	£0.5	£1.7	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0
Other - Exeter City Centre	£0.6	£4.3	£0.2	£2.3	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	£1.8	£12.1	£0.8	£4.4	£2.0	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.2	£0.5	£0.2	£0.0	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£1.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0
M&S Simply Food, Albany Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.0	£0.5	£0.0	£0.5	£0.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.6	£0.5	£0.0	£0.5	£0.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Topsham district centre																				
Co-op, Fore Street, Topsham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0
Topsham District Centre	£0.0	£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	£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	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£8.9	£0.5	£0.2	£0.8	£0.5	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£1.0	£0.0	£0.7	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£7.5	£0.8	£3.0	£0.0	£0.0	£2.2	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Burnthouse Lane, Exeter	£1.5	£0.6	£0.2	£1.6	£0.0	£0.0	£0.0	£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
Lidl, Powlesland Road, Exeter	£1.8	£0.5	£0.1	£0.8	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£1.1	£13.0	£3.4	£0.4	£0.0	£0.0	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£14.7	£2.1	£0.0	£0.3	£9.2	£0.0	£0.2	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.9	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.7	£5.1	£11.6	£0.0	£0.0	£9.0	£0.9	£0.1	£0.0	£0.0	£0.3	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£1.5	£2.7	£0.1	£14.2	£1.4	£6.9	£1.4	£3.9	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.2	£0.7	£0.0
Waitrose, Gladstone Road, Exeter	£0.0	£6.4	£0.1	£1.5	£0.0	£0.5	£0.4	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.3	£0.0	£0.0
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£33.9	£50.6	£10.9	£39.8	£14.0	£7.4	£14.5	£9.2	£0.4	£0.8	£0.0	£1.0	£5.4	£0.0	£2.8	£0.2	£3.3	£0.7	£0.7	£0.0
Other	£1.4	£3.2	£0.3	£0.3	£42.8	£42.1	£9.5	£2.8	£9.3	£21.7	£35.0	£22.9	£27.2	£37.1	£25.0	£24.4	£22.6	£25.7	£85.4	£126.6

STORE / CENTRE	SECOND CHOICE MAIN FOOD ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.2	£1.2	£0.2	£1.1	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.2	£2.3	£0.1	£0.3	£0.3	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
Other - Exeter City Centre	£1.2	£2.0	£0.4	£1.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£0.4	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0
Sub-total	£1.5	£5.4	£0.6	£2.4	£0.3	£0.0	£0.2	£0.5	£0.0	£0.3	£0.0	£0.8	£0.4	£0.6	£0.4	£0.0	£0.4	£0.0	£0.4	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£0.2	£0.2	£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	£0.0	£0.0	£0.0	£0.8
M&S Simply Food, Albany Road, Exeter	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.6	£0.5	£0.0	£0.0	£0.6	£0.0	£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
St Thomas District Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£1.3	£1.4	£0.0	£0.0	£0.6	£0.0	£0.5	£0.1	£0.0	£0.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8
Topsham district centre																				
Co-op, Fore Street, Topsham	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham District Centre	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£3.3	£1.3	£0.2	£0.5	£1.9	£2.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.0	£0.0	£0.5	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£1.0	£1.2	£1.1	£0.0	£0.0	£1.5	£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
Lidl, Burnthouse Lane, Exeter	£0.8	£1.0	£0.2	£2.5	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Powlesland Road, Exeter	£1.7	£0.3	£0.1	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£0.2	£2.7	£0.7	£1.7	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£2.8	£1.2	£0.1	£1.1	£0.5	£0.7	£0.0	£0.4	£0.0	£0.1	£0.3	£0.0	£0.6	£0.4	£1.4	£0.1	£0.8	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.0	£1.3	£2.7	£0.0	£0.9	£1.1	£0.3	£0.0	£0.1	£0.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.8	£0.8	£0.1	£2.5	£0.0	£0.0	£1.2	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Waitrose, Gladstone Road, Exeter	£0.9	£2.7	£0.3	£1.3	£1.2	£0.6	£1.1	£0.6	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Alphington Road, Exeter	£1.7	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.5	£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	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£14.9	£22.3	£4.8	£16.6	£5.4	£5.1	£5.9	£3.8	£0.6	£1.4	£0.5	£1.1	£3.1	£1.0	£5.6	£0.1	£2.1	£0.0	£0.4	£0.8
Other	£0.2	£0.7	£0.0	£0.6	£19.0	£16.1	£4.4	£1.4	£3.6	£8.3	£14.5	£9.2	£10.8	£15.0	£6.3	£10.4	£9.0	£11.3	£36.5	£53.5

STORE / CENTRE	TOP-UP SHOPPING DESTINATION ZONE																				TOTAL (£m)
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Exeter City Centre																					
Marks & Spencer, High Street, Exeter	£0.4	£0.6	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7
Sainsbury's, Guildhall Shopping Center, Exeter	£0.6	£3.7	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£21.2
Other - Exeter City Centre	£3.7	£6.6	£0.4	£3.9	£1.2	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£1.2	£0.7	£35.2
Sub-total	£4.6	£10.9	£0.5	£5.3	£1.2	£0.0	£0.0	£0.4	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£1.2	£0.7	£64.0
Heavitree district centre	£0.0	£0.3	£0.0	£1.4	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
St Thomas district centre																					
Co-op, Cowick Street, Exeter	£2.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
M&S Simply Food, Albany Road, Exeter	£0.6	£0.0	£0.0	£0.5	£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	£0.0	£0.0	£3.3
Tesco Express, Cowick Street, Exeter	£1.9	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£6.8
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Sub-total	£5.4	£0.6	£0.1	£0.5	£0.0	£0.0	£0.0	£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	£17.1
Topsham district centre																					
Co-op, Fore Street, Topsham	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£2.7
Topsham District Centre	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£2.0
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£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	£0.0	£4.7
Sidwell Street / Blackboy Road	£0.0	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.7	£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	£0.0	£0.0	£0.7
Beacon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Polsloe Bridge	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Pinhoe	£0.0	£0.3	£0.1	£0.6	£0.0	£0.0	£0.3	£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	£1.6
Whipton	£0.0	£0.0	£1.3	£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	£0.0	£0.0	£0.0	£2.0
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																					
Aldi, Alphington Road, Exeter	£1.1	£0.0	£0.0	£0.4	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£31.2
Aldi, Exhibition Way, Pinhoe	£0.0	£0.7	£0.8	£0.7	£0.0	£0.0	£0.3	£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	£22.4
Lidl, Burnthouse Lane, Exeter	£0.8	£0.3	£0.0	£1.5	£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	£0.0	£0.0	£0.0	£12.6
Lidl, Powlesland Road, Exeter	£0.2	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£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	£8.9
Morrisons, Prince Charles Road, Exeter	£0.0	£4.0	£1.0	£1.7	£0.0	£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	£0.0	£0.0	£32.7
Sainsbury's, Alphington Road, Exeter	£1.9	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£42.0
Sainsbury's, Pinhoe	£0.0	£0.6	£1.2	£1.7	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£52.2
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.2	£0.3	£0.1	£1.3	£0.0	£0.0	£0.4	£0.6	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£44.3
Waitrose, Gladstone Road, Exeter	£0.2	£1.6	£0.0	£0.8	£0.0	£0.3	£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	£0.0	£24.1
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Other	£1.2	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7
Exeter sub-total	£15.9	£22.7	£5.4	£17.2	£4.5	£0.6	£3.2	£4.2	£0.0	£1.1	£0.0	£0.6	£1.7	£0.0	£1.2	£0.3	£0.3	£0.1	£1.2	£0.7	£371.9
Other	£0.9	£2.9	£0.0	£2.0	£22.6	£23.0	£8.2	£1.5	£4.6	£9.6	£16.7	£10.8	£13.8	£17.7	£12.1	£11.4	£12.0	£12.5	£39.8	£59.6	£1,077.8

Notes: study area derived turnover calculated by applying the market share of each store/centre to available convenience goods expenditure for each zone.

TABLE 5d: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2031

STORE / CENTRE	FIRST CHOICE MAIN FOOD ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.3	£1.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.9	£6.9	£0.5	£1.8	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0
Other - Exeter City Centre	£0.6	£4.3	£0.2	£2.4	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0
Sub-total	£1.8	£12.2	£0.8	£4.6	£2.1	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.2	£0.5	£0.2	£0.0	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£1.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0
M&S Simply Food, Albany Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.0	£0.5	£0.0	£0.5	£0.4	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.6	£0.5	£0.0	£0.5	£0.4	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Topsham district centre																				
Co-op, Fore Street, Topsham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0
Topsham District Centre	£0.0	£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	£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	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£9.0	£0.6	£0.2	£0.8	£0.5	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£1.0	£0.0	£0.8	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£7.6	£0.9	£3.1	£0.0	£0.0	£2.7	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Burnthouse Lane, Exeter	£1.5	£0.6	£0.2	£1.6	£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	£0.0	£0.0
Lidl, Powlesland Road, Exeter	£1.8	£0.6	£0.1	£0.8	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£1.1	£13.1	£3.5	£0.4	£0.0	£0.0	£1.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£14.9	£2.1	£0.0	£0.4	£9.4	£0.0	£0.3	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.0	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.7	£5.2	£12.0	£0.0	£0.0	£10.9	£0.9	£0.1	£0.0	£0.0	£0.3	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£1.6	£2.7	£0.1	£14.8	£1.5	£7.0	£1.7	£4.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.2	£0.7	£0.0
Waitrose, Gladstone Road, Exeter	£0.0	£6.5	£0.1	£1.5	£0.0	£0.5	£0.5	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.3	£0.0	£0.0
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£34.3	£51.0	£11.3	£41.4	£14.3	£7.5	£17.6	£9.6	£0.4	£0.8	£0.0	£1.0	£5.5	£0.0	£2.9	£0.2	£3.5	£0.8	£0.7	£0.0
Other	£1.4	£3.2	£0.3	£0.4	£43.9	£42.8	£11.5	£3.0	£9.5	£22.5	£36.9	£23.1	£27.9	£38.0	£25.6	£25.0	£23.4	£26.2	£87.6	£129.3

STORE / CENTRE	SECOND CHOICE MAIN FOOD ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.2	£1.2	£0.2	£1.1	£0.0	£0.0	£0.1	£0.3	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.2	£2.3	£0.1	£0.3	£0.3	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
Other - Exeter City Centre	£1.2	£2.0	£0.4	£1.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£0.4	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0
Sub-total	£1.5	£5.5	£0.6	£2.5	£0.3	£0.0	£0.3	£0.5	£0.0	£0.3	£0.0	£0.9	£0.4	£0.6	£0.4	£0.0	£0.5	£0.0	£0.4	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£0.2	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.8
M&S Simply Food, Albany Road, Exeter	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.6	£0.5	£0.0	£0.0	£0.6	£0.0	£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
St Thomas District Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£1.3	£1.4	£0.0	£0.0	£0.6	£0.0	£0.6	£0.1	£0.0	£0.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8
Topsham district centre																				
Co-op, Fore Street, Topsham	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham District Centre	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£3.4	£1.3	£0.2	£0.5	£2.0	£2.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.0	£0.0	£0.5	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£1.0	£1.2	£1.1	£0.0	£0.0	£1.8	£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
Lidl, Burnthouse Lane, Exeter	£0.8	£1.0	£0.2	£2.6	£0.0	£0.3	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Powlesland Road, Exeter	£1.7	£0.3	£0.1	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£0.2	£2.7	£0.8	£1.7	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£2.9	£1.2	£0.1	£1.1	£0.6	£0.7	£0.0	£0.5	£0.0	£0.1	£0.3	£0.0	£0.6	£0.4	£1.4	£0.1	£0.8	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.1	£1.3	£2.8	£0.0	£1.0	£1.3	£0.3	£0.0	£0.1	£0.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.8	£0.8	£0.1	£2.6	£0.0	£0.0	£1.5	£1.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Waitrose, Gladstone Road, Exeter	£0.9	£2.8	£0.3	£1.4	£1.2	£0.6	£1.3	£0.6	£0.1	£0.1	£0.2	£0.2	£0.4	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Alphington Road, Exeter	£1.7	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.5	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£15.1	£22.5	£5.0	£17.3	£5.5	£5.2	£7.1	£3.9	£0.6	£1.4	£0.5	£1.1	£3.2	£1.0	£5.8	£0.1	£2.2	£0.0	£0.4	£0.8
Other	£0.2	£0.7	£0.0	£0.6	£19.5	£16.4	£5.4	£1.4	£3.6	£8.5	£15.3	£9.3	£11.1	£15.3	£6.4	£10.6	£9.3	£11.6	£37.4	£54.6

STORE / CENTRE	TOP-UP SHOPPING DESTINATION ZONE																				TOTAL (£m)
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Exeter City Centre																					
Marks & Spencer, High Street, Exeter	£0.4	£0.6	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£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
Sainsbury's, Guildhall Shopping Center, Exeter	£0.6	£3.7	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£21.5
Other - Exeter City Centre	£3.7	£6.6	£0.4	£4.0	£1.2	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£1.2	£0.7	£35.9
Sub-total	£4.7	£11.0	£0.5	£5.5	£1.2	£0.0	£0.0	£0.4	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£1.2	£0.7	£65.3
Heavitree district centre	£0.0	£0.3	£0.0	£1.5	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
St Thomas district centre																					
Co-op, Cowick Street, Exeter	£2.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9
M&S Simply Food, Albany Road, Exeter	£0.6	£0.0	£0.0	£0.5	£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	£0.0	£0.0	£3.4
Tesco Express, Cowick Street, Exeter	£2.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£6.9
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Sub-total	£5.5	£0.6	£0.1	£0.5	£0.0	£0.0	£0.0	£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	£17.6
Topsham district centre																					
Co-op, Fore Street, Topsham	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Topsham District Centre	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£2.1
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9
Sidwell Street / Blackboy Road	£0.0	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.7	£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	£0.0	£0.0	£0.8
Beacon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Polsloe Bridge	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Pinhoe	£0.0	£0.3	£0.1	£0.7	£0.0	£0.0	£0.3	£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	£1.6
Whipton	£0.0	£0.0	£1.3	£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	£0.0	£0.0	£0.0	£2.1
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																					
Aldi, Alphington Road, Exeter	£1.1	£0.0	£0.0	£0.5	£1.9	£0.0	£0.0	£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	£31.8
Aldi, Exhibition Way, Pinhoe	£0.0	£0.7	£0.8	£0.7	£0.0	£0.0	£0.3	£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	£23.7
Lidl, Burnthouse Lane, Exeter	£0.8	£0.3	£0.0	£1.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.9
Lidl, Powlesland Road, Exeter	£0.2	£0.0	£0.1	£0.0	£0.5	£0.0	£0.1	£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	£9.1
Morrisons, Prince Charles Road, Exeter	£0.0	£4.0	£1.1	£1.8	£0.0	£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	£0.0	£0.0	£33.5
Sainsbury's, Alphington Road, Exeter	£1.9	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£42.9
Sainsbury's, Pinhoe	£0.0	£0.6	£1.3	£1.8	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£55.9
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.2	£0.3	£0.1	£1.4	£0.0	£0.0	£0.5	£0.6	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£46.1
Waitrose, Gladstone Road, Exeter	£0.2	£1.6	£0.0	£0.9	£0.0	£0.3	£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	£0.0	£24.9
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Other	£1.2	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7
Exeter sub-total	£16.1	£22.9	£5.5	£17.8	£4.6	£0.6	£3.9	£4.4	£0.0	£1.2	£0.0	£0.6	£1.8	£0.0	£1.2	£0.3	£0.3	£0.1	£1.2	£0.7	£384.6
Other	£0.9	£2.9	£0.0	£2.0	£23.2	£23.4	£10.0	£1.6	£4.7	£9.9	£17.5	£10.9	£14.1	£18.1	£12.4	£11.7	£12.5	£12.7	£40.8	£60.9	£1,109.1

Notes: study area derived turnover calculated by applying the market share of each store/centre to available convenience goods expenditure for each zone.

TABLE 5e: CONVENIENCE GOODS STUDY AREA DERIVED TURNOVER, 2033

FIRST CHOICE MAIN FOOD – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.3	£1.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.9	£6.9	£0.5	£1.8	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0
Other - Exeter City Centre	£0.6	£4.3	£0.2	£2.4	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0
Sub-total	£1.8	£12.2	£0.8	£4.7	£2.1	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.2	£0.5	£0.3	£0.0	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£1.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0
M&S Simply Food, Albany Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.0	£0.5	£0.0	£0.5	£0.5	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£2.6	£0.5	£0.0	£0.5	£0.5	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Topsham district centre																				
Co-op, Fore Street, Topsham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0
Topsham District Centre	£0.0	£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	£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	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£9.1	£0.6	£0.2	£0.8	£0.5	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£1.0	£0.0	£0.8	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£7.6	£0.9	£3.2	£0.0	£0.0	£2.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Burnthouse Lane, Exeter	£1.5	£0.6	£0.3	£1.7	£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	£0.0	£0.0
Lidl, Powlesland Road, Exeter	£1.8	£0.6	£0.1	£0.8	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.3	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£1.1	£13.1	£3.6	£0.4	£0.0	£0.0	£1.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£14.9	£2.1	£0.0	£0.4	£9.5	£0.0	£0.3	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.0	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.7	£5.3	£12.2	£0.0	£0.0	£11.7	£0.9	£0.1	£0.0	£0.0	£0.3	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£1.6	£2.7	£0.1	£15.0	£1.5	£7.1	£1.8	£4.1	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.3	£0.7	£0.0
Waitrose, Gladstone Road, Exeter	£0.0	£6.5	£0.1	£1.6	£0.0	£0.5	£0.5	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.3	£0.0	£0.0
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£34.4	£51.2	£11.5	£42.1	£14.5	£7.6	£18.8	£9.8	£0.4	£0.8	£0.0	£1.0	£5.6	£0.0	£2.9	£0.2	£3.5	£0.8	£0.7	£0.0
Other	£1.5	£3.2	£0.4	£0.4	£44.3	£43.1	£12.4	£3.0	£9.5	£22.8	£37.6	£23.2	£28.2	£38.4	£25.9	£25.2	£23.7	£26.4	£88.4	£130.4

SECOND CHOICE MAIN FOOD – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre																				
Marks & Spencer, High Street, Exeter	£0.2	£1.2	£0.2	£1.2	£0.0	£0.0	£0.2	£0.3	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£0.2	£2.3	£0.1	£0.3	£0.3	£0.0	£0.2	£0.2	£0.0	£0.1	£0.0	£0.1	£0.2	£0.2	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
Other - Exeter City Centre	£1.2	£2.0	£0.4	£1.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£0.0	£0.4	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0
Sub-total	£1.6	£5.5	£0.7	£2.6	£0.3	£0.0	£0.3	£0.5	£0.0	£0.3	£0.0	£0.9	£0.4	£0.6	£0.4	£0.0	£0.5	£0.0	£0.4	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																				
Co-op, Cowick Street, Exeter	£0.2	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.8
M&S Simply Food, Albany Road, Exeter	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Tesco Express, Cowick Street, Exeter	£0.6	£0.5	£0.0	£0.0	£0.6	£0.0	£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
St Thomas District Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total	£1.3	£1.5	£0.0	£0.0	£0.6	£0.0	£0.7	£0.1	£0.0	£0.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8
Topsham district centre																				
Co-op, Fore Street, Topsham	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham District Centre	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0
Sub-total	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Aldi, Alphington Road, Exeter	£3.4	£1.3	£0.2	£0.5	£2.0	£2.3	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£2.0	£0.0	£0.5	£0.0	£0.0	£0.0
Aldi, Exhibition Way, Pinhoe	£0.0	£1.0	£1.3	£1.2	£0.0	£0.0	£1.9	£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
Lidl, Burnthouse Lane, Exeter	£0.8	£1.0	£0.2	£2.7	£0.0	£0.3	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Powlesland Road, Exeter	£1.7	£0.3	£0.1	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0
Morrisons, Prince Charles Road, Exeter	£0.2	£2.8	£0.8	£1.8	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Alphington Road, Exeter	£2.9	£1.2	£0.1	£1.1	£0.6	£0.7	£0.0	£0.5	£0.0	£0.1	£0.3	£0.0	£0.7	£0.4	£1.5	£0.1	£0.8	£0.0	£0.0	£0.0
Sainsbury's, Pinhoe	£0.0	£4.1	£1.3	£2.9	£0.0	£1.0	£1.4	£0.3	£0.0	£0.1	£0.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.8	£0.8	£0.1	£2.7	£0.0	£0.0	£1.6	£1.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Waitrose, Gladstone Road, Exeter	£0.9	£2.8	£0.3	£1.4	£1.2	£0.6	£1.4	£0.6	£0.1	£0.2	£0.3	£0.2	£0.5	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Alphington Road, Exeter	£1.7	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.5	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£15.2	£22.6	£5.1	£17.6	£5.5	£5.2	£7.6	£4.0	£0.6	£1.4	£0.5	£1.1	£3.3	£1.0	£5.8	£0.1	£2.2	£0.0	£0.4	£0.8
Other	£0.2	£0.7	£0.0	£0.6	£19.6	£16.5	£5.7	£1.5	£3.7	£8.6	£15.6	£9.3	£11.2	£15.5	£6.5	£10.7	£9.4	£11.6	£37.8	£55.1

TOP-UP SHOPPING DESTINATION – ZONE

STORE / CENTRE	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	TOTAL (£m)
Exeter City Centre																					
Marks & Spencer, High Street, Exeter	£0.4	£0.6	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£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
Sainsbury's, Guildhall Shopping Center, Exeter	£0.6	£3.7	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£21.7
Other - Exeter City Centre	£3.7	£6.7	£0.5	£4.1	£1.2	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£1.2	£0.7	£36.2
Sub-total	£4.7	£11.0	£0.5	£5.6	£1.2	£0.0	£0.0	£0.4	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£1.2	£0.7	£65.8
Heavitree district centre	£0.0	£0.3	£0.0	£1.5	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
St Thomas district centre																					
Co-op, Cowick Street, Exeter	£2.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9
M&S Simply Food, Albany Road, Exeter	£0.6	£0.0	£0.0	£0.5	£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	£0.0	£0.0	£3.5
Tesco Express, Cowick Street, Exeter	£2.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£7.0
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Sub-total	£5.5	£0.6	£0.1	£0.5	£0.0	£0.0	£0.0	£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	£17.7
Topsham district centre																					
Co-op, Fore Street, Topsham	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Topsham District Centre	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£2.2
Sub-total	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0
Sidwell Street / Blackboy Road	£0.0	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Topsham Road)	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Countess Wear (Glass House Lane)	£0.0	£0.0	£0.0	£0.7	£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	£0.0	£0.0	£0.8
Beacon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Polsloe Bridge	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Pinhoe	£0.0	£0.3	£0.1	£0.7	£0.0	£0.0	£0.3	£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	£1.7
Whipton	£0.0	£0.0	£1.3	£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	£0.0	£0.0	£0.0	£2.1
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																					
Aldi, Alphington Road, Exeter	£1.1	£0.0	£0.0	£0.5	£2.0	£0.0	£0.0	£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	£32.1
Aldi, Exhibition Way, Pinhoe	£0.0	£0.7	£0.8	£0.7	£0.0	£0.0	£0.3	£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	£24.2
Lidl, Burnthouse Lane, Exeter	£0.8	£0.3	£0.0	£1.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.1
Lidl, Powlesland Road, Exeter	£0.2	£0.0	£0.1	£0.0	£0.6	£0.0	£0.2	£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	£9.1
Morrisons, Prince Charles Road, Exeter	£0.0	£4.0	£1.1	£1.8	£0.0	£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	£0.0	£0.0	£33.8
Sainsbury's, Alphington Road, Exeter	£1.9	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£43.2
Sainsbury's, Pinhoe	£0.0	£0.6	£1.3	£1.8	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£57.4
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	£0.2	£0.3	£0.1	£1.4	£0.0	£0.0	£0.5	£0.6	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£46.9
Waitrose, Gladstone Road, Exeter	£0.2	£1.6	£0.0	£0.9	£0.0	£0.3	£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	£0.0	£25.2
Iceland, Alphington Road, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Other	£1.2	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
Exeter sub-total	£16.1	£23.0	£5.6	£18.1	£4.6	£0.6	£4.2	£4.5	£0.0	£1.2	£0.0	£0.6	£1.8	£0.0	£1.2	£0.3	£0.3	£0.1	£1.2	£0.7	£389.9
Other	£0.9	£3.0	£0.0	£2.1	£23.4	£23.6	£10.7	£1.6	£4.7	£10.0	£17.9	£11.0	£14.3	£18.3	£12.5	£11.8	£12.6	£12.8	£41.2	£61.4	£1,121.5

Notes: study area derived turnover calculated by applying the market share of each store/centre to available convenience goods expenditure for each zone.

Table 6: Market Share of Comparison Goods Facilities

STORE / CENTRE	CLOTHES, FOOTWEAR, FASHION																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	87.3%	95.7%	90.6%	91.8%	58.3%	75.5%	90.3%	92.2%	84.4%	63.6%	61.6%	72.4%	69.7%	60.6%	80.7%	16.7%	77.1%	13.7%	53.9%	15.4%
Heavitree district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre	2.9%	0.0%	1.4%	0.0%	0.0%	2.2%	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%
Topsham district centre	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	0.0%	1.2%	2.3%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whipton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alphington	4.0%	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%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Marsh Barton	0.0%	0.0%	1.4%	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%	1.1%	1.7%	0.0%	0.0%
Sowton	2.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	96.2%	97.8%	97.2%	94.1%	59.2%	77.7%	92.3%	93.3%	85.5%	64.5%	61.6%	72.4%	71.4%	60.6%	81.6%	16.7%	78.2%	14.8%	55.5%	15.4%
Other	3.8%	2.2%	2.8%	5.9%	40.8%	22.3%	7.7%	6.7%	14.5%	35.5%	38.4%	27.6%	28.6%	39.4%	18.4%	83.3%	21.8%	85.2%	44.5%	84.6%

STORE / CENTRE	FURNITURE, FLOORCOVERINGS, TEXTILES																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	53.9%	55.2%	52.0%	49.0%	41.5%	41.3%	49.8%	72.3%	47.4%	36.4%	45.3%	55.8%	62.5%	43.4%	66.1%	27.8%	43.4%	10.7%	32.0%	4.2%
Heavitree district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre	0.0%	1.6%	2.2%	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%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	1.5%	0.0%	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%	0.0%	0.0%	0.0%	0.0%
Whipton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	2.9%	1.4%	2.5%	10.1%	0.0%	2.9%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	3.0%	8.4%	2.1%
Alphington	2.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marsh Barton	15.3%	20.1%	11.5%	12.9%	5.1%	0.0%	3.6%	4.0%	4.9%	15.7%	0.0%	0.0%	1.1%	4.0%	4.6%	0.0%	15.9%	3.1%	2.8%	4.2%
Sowton	11.2%	5.9%	24.7%	12.8%	11.3%	28.1%	20.2%	7.4%	9.6%	11.0%	3.6%	5.7%	2.4%	0.9%	8.2%	0.0%	10.6%	3.1%	1.3%	0.0%
Other	8.5%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	95.8%	89.1%	92.9%	84.8%	57.9%	72.3%	75.2%	89.4%	61.9%	64.1%	48.9%	61.6%	67.1%	49.2%	80.9%	27.8%	73.0%	19.9%	44.5%	10.5%
Other	4.2%	10.9%	7.1%	15.2%	42.1%	27.7%	24.9%	10.6%	38.1%	35.9%	51.1%	38.4%	32.9%	50.8%	19.1%	72.2%	27.0%	80.1%	55.5%	89.5%

Notes: Market shares for comparison goods taken from 2015 Greater Exeter household survey.

Table 6: Market Share of Comparison Goods Facilities

STORE / CENTRE	DOMESTIC APPLIANCES ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	47.0%	65.8%	64.4%	42.7%	40.8%	38.8%	42.2%	59.5%	50.4%	24.7%	32.9%	48.6%	52.0%	32.5%	45.0%	19.5%	34.6%	0.0%	8.7%	1.4%
Heavitree district centre	0.0%	1.5%	6.9%	1.3%	0.0%	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%	1.2%	0.0%
St Thomas district centre	1.5%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	1.6%	3.5%	1.7%	0.0%	0.0%	0.0%	0.0%	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%
Whipton	0.0%	1.5%	3.5%	1.3%	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%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	0.0%	11.3%	9.4%	30.5%	0.0%	13.8%	40.5%	7.6%	11.4%	12.4%	0.0%	2.1%	0.0%	2.2%	2.6%	0.0%	0.0%	0.0%	1.2%	0.0%
Alphington	3.1%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marsh Barton	39.1%	9.9%	10.7%	8.0%	15.6%	13.8%	4.5%	10.8%	4.5%	15.2%	7.4%	5.9%	17.7%	3.0%	9.0%	0.0%	17.5%	1.1%	11.8%	1.3%
Sowton	1.5%	3.1%	0.0%	13.5%	0.0%	3.0%	1.2%	2.9%	1.5%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
Other	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	93.7%	96.7%	96.5%	####	59.6%	69.5%	89.6%	92.4%	69.3%	57.0%	40.3%	57.7%	69.7%	43.7%	56.6%	19.5%	54.0%	1.1%	23.0%	2.7%
Other	6.3%	3.3%	3.5%	0.0%	40.4%	30.5%	10.4%	7.6%	30.7%	43.0%	59.7%	42.3%	30.3%	56.3%	43.4%	80.5%	46.0%	98.9%	77.0%	97.3%

STORE / CENTRE	TV, Hi Fi, COMPUTER & PHOTOGRAPHIC GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	60.5%	63.0%	52.8%	46.9%	52.5%	43.8%	38.6%	65.7%	51.3%	35.1%	64.7%	51.4%	66.6%	42.7%	62.8%	16.9%	42.9%	11.2%	15.6%	6.2%
Heavitree district centre	0.0%	5.0%	6.5%	1.3%	0.0%	0.0%	2.3%	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%
St Thomas district centre	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	0.0%	1.3%	0.0%	2.9%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	1.8%	1.6%	2.6%	0.0%	0.0%	0.0%	0.0%	1.4%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	0.0%	8.4%	0.0%	0.0%	0.0%	1.1%	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%
Whipton	0.0%	1.6%	3.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	6.1%	15.1%	22.6%	34.0%	0.0%	7.5%	20.1%	11.9%	6.8%	9.6%	0.0%	0.0%	0.0%	1.2%	6.5%	0.0%	11.1%	0.0%	1.4%	0.0%
Alphington	4.4%	1.8%	0.0%	0.0%	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%	0.0%	0.0%	0.0%
Marsh Barton	24.3%	8.6%	4.9%	8.4%	18.2%	25.8%	21.2%	4.5%	3.9%	17.7%	2.4%	12.6%	10.3%	2.1%	12.5%	0.0%	17.5%	1.1%	1.4%	0.0%
Sowton	0.0%	1.6%	0.0%	1.5%	0.0%	1.4%	1.3%	3.1%	1.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	96.7%	98.4%	####	98.7%	72.1%	81.4%	86.0%	96.9%	64.6%	71.8%	67.1%	64.0%	76.9%	45.9%	81.8%	18.0%	74.9%	12.4%	18.4%	6.2%
Other	3.3%	1.6%	0.0%	1.3%	27.9%	18.6%	14.0%	3.1%	35.4%	28.2%	32.9%	36.0%	23.1%	54.1%	18.2%	82.0%	25.2%	87.6%	81.6%	93.8%

STORE / CENTRE	DIY & HARDWARE ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	21.3%	10.0%	15.5%	11.1%	7.3%	3.1%	3.6%	31.1%	8.4%	6.8%	8.1%	13.3%	10.3%	6.2%	13.5%	2.1%	6.7%	1.0%	2.0%	0.0%
Heavitree district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre	1.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whipton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alphington	59.6%	14.5%	0.0%	7.3%	17.3%	0.0%	1.9%	10.6%	7.2%	4.0%	1.2%	1.5%	4.1%	0.0%	13.4%	0.7%	17.7%	0.0%	0.0%	0.0%
Marsh Barton	3.1%	4.5%	0.0%	1.2%	0.0%	0.0%	0.0%	2.2%	0.0%	2.1%	0.0%	0.0%	5.8%	0.0%	2.6%	0.0%	0.9%	0.0%	0.0%	0.0%
Sowton	4.2%	58.1%	83.1%	73.7%	20.9%	14.3%	79.0%	38.4%	21.6%	21.8%	11.8%	20.5%	27.9%	10.3%	19.1%	6.5%	25.9%	4.9%	0.9%	1.2%
Other	3.3%	6.4%	0.0%	0.0%	0.0%	6.4%	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%
Exeter sub-total	92.4%	95.5%	98.6%	94.5%	45.4%	23.9%	84.5%	87.6%	38.2%	34.7%	21.0%	35.3%	48.2%	16.5%	48.7%	9.3%	51.2%	5.9%	2.9%	1.2%
Other	7.6%	4.5%	1.4%	5.5%	54.6%	76.2%	15.5%	12.4%	61.8%	65.3%	79.0%	64.7%	51.8%	83.5%	51.3%	90.7%	48.8%	94.1%	97.1%	98.8%

Notes:

Table 6: Market Share of Comparison Goods Facilities

STORE / CENTRE	HEALTH AND BEAUTY GOODS ZONE																		
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	76.5%	70.5%	47.9%	58.3%	14.7%	7.3%	37.8%	25.9%	17.0%	19.5%	5.3%	13.0%	30.7%	0.0%	14.1%	1.6%	5.5%	2.7%	3.2%	0.0%
Heavitree district centre	0.0%	3.9%	1.2%	15.5%	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%	0.0%	0.0%
St Thomas district centre	15.5%	1.8%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	54.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	12.4%	2.5%	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%	0.0%	0.0%
Magdalen Road	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	4.1%	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%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	3.2%	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%	0.0%	0.0%
Polsloe Bridge	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	7.8%	24.8%	12.9%	0.0%	0.0%	12.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whipton	0.0%	0.9%	18.1%	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%	0.0%	0.0%
Exwick Road / Winchester Avenue	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	1.0%	0.0%	1.2%	3.3%	0.0%	1.9%	2.8%	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%
Alphington	3.5%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Marsh Barton	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sowton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	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%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	97.4%	99.1%	98.9%	98.0%	16.4%	9.2%	59.4%	85.6%	17.0%	19.5%	6.2%	13.7%	30.7%	0.0%	14.1%	1.6%	7.2%	2.7%	3.2%	0.0%
Other	2.6%	0.9%	1.1%	2.0%	83.6%	90.8%	40.6%	14.4%	83.0%	80.5%	93.8%	86.3%	69.3%	####	85.9%	98.4%	92.8%	97.3%	96.8%	####

STORE / CENTRE	BOOKS, CDs, DVDs ZONE																		
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	93.8%	88.2%	69.4%	83.7%	33.9%	19.0%	81.7%	74.9%	38.4%	52.7%	21.6%	26.8%	34.7%	13.0%	42.4%	7.4%	47.9%	9.0%	7.5%	4.6%
Heavitree district centre	0.0%	2.0%	0.0%	2.2%	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%	0.0%
St Thomas district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	1.8%	21.5%	8.0%	0.0%	0.0%	1.7%	2.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whipton	0.0%	0.0%	9.1%	1.9%	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%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	2.2%	4.1%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Alphington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marsh Barton	1.9%	0.0%	0.0%	0.0%	1.9%	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%
Sowton	0.0%	0.0%	0.0%	2.2%	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%	0.0%
Other	0.0%	0.0%	0.0%	2.1%	0.0%	14.1%	4.5%	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%
Exeter sub-total	97.9%	95.9%	####	####	37.4%	33.1%	87.9%	85.7%	38.4%	52.7%	21.6%	26.8%	36.2%	13.0%	42.4%	7.4%	47.9%	9.0%	7.5%	4.6%
Other	2.1%	4.1%	0.0%	0.0%	62.6%	66.9%	12.1%	14.3%	61.6%	47.3%	78.4%	73.2%	63.8%	87.0%	57.6%	92.6%	52.1%	91.0%	92.5%	95.4%

Notes:

Table 6: Market Share of Comparison Goods Facilities

STORE / CENTRE	GLASSWARE, TABLEWARE, JEWELLERY ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	88.4%	71.6%	67.6%	94.6%	35.4%	51.1%	52.1%	73.4%	46.3%	51.1%	33.6%	48.4%	43.6%	37.2%	51.3%	16.1%	71.4%	4.3%	35.3%	5.8%
Heavitree district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidwell Street / Blackboy Road	0.0%	0.0%	2.3%	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%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	3.5%	12.6%	0.0%	0.0%	0.0%	16.1%	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%
Whipton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Alphington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marsh Barton	4.7%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	1.6%	0.0%	6.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sowton	6.9%	8.1%	5.0%	5.4%	0.0%	9.2%	16.7%	5.1%	4.5%	6.6%	0.0%	1.1%	2.4%	0.0%	1.4%	0.0%	1.9%	0.0%	0.0%	0.0%
Other	0.0%	3.5%	0.0%	0.0%	0.0%	3.2%	1.8%	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%
Exeter sub-total	####	88.3%	89.9%	####	35.4%	65.0%	86.6%	88.1%	50.8%	59.3%	33.6%	56.2%	46.0%	38.2%	52.7%	16.1%	73.3%	4.3%	35.3%	5.8%
Other	0.0%	11.7%	10.1%	0.0%	64.6%	35.0%	13.4%	11.9%	49.2%	40.7%	66.4%	43.8%	54.0%	61.8%	47.3%	83.9%	26.7%	95.7%	64.7%	94.2%

STORE / CENTRE	RECREATION AND LUXURY GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	73.0%	65.1%	58.1%	64.6%	58.7%	41.5%	59.3%	75.7%	54.9%	57.7%	30.2%	55.9%	40.5%	34.1%	66.7%	25.4%	52.9%	4.4%	35.1%	0.0%
Heavitree district centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Thomas district centre	6.8%	2.9%	0.0%	4.1%	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%	0.0%	0.0%	0.0%
Topsham district centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	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%
Sidwell Street / Blackboy Road	0.0%	3.2%	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%	0.0%	0.0%	0.0%
Mount Pleasant	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magdalen Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Countess Wear (Topsham Road)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beacon Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polsloe Bridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pinhoe	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	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%	0.0%
Whipton	0.0%	3.3%	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%	0.0%	0.0%	0.0%
Exwick Road / Winchester Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isleworth Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter out-of-centre stores																				
Rydon Lane	0.0%	6.7%	0.0%	7.9%	0.0%	3.8%	4.8%	0.0%	0.0%	5.2%	2.2%	0.0%	3.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Alphington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marsh Barton	11.0%	6.7%	3.6%	0.0%	0.0%	3.6%	2.3%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	1.5%	0.0%	2.4%
Sowton	6.8%	3.3%	32.0%	19.5%	2.0%	21.5%	22.7%	10.2%	0.0%	8.6%	0.0%	2.5%	12.8%	4.3%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	2.1%	2.3%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter sub-total	97.6%	91.3%	####	96.1%	60.7%	75.8%	93.4%	92.1%	54.9%	71.5%	38.9%	58.4%	56.4%	38.3%	73.5%	25.4%	52.9%	10.5%	35.1%	2.4%
Other	2.4%	8.7%	0.0%	3.9%	39.3%	24.2%	6.6%	7.9%	45.1%	28.5%	61.1%	41.6%	43.6%	61.7%	26.5%	74.6%	47.1%	89.5%	64.9%	97.6%

Notes:

Table 7a: Study Area Turnover of Comparison Goods Facilities, 2016

STORE / CENTRE	CLOTHES, FOOTWEAR, FASHION																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£20.4	£36.6	£6.7	£19.0	£23.8	£27.1	£10.2	£8.4	£6.2	£10.1	£13.6	£12.2	£15.9	£15.6	£15.7	£2.8	£13.5	£2.5	£33.1	£13.4
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.7	£0.0	£0.1	£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	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.9	£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	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.0	£0.0	£0.1	£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	£0.2	£1.0	£0.0	£0.0
Sowton	£0.5	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£22.5	£37.4	£7.2	£19.5	£24.1	£27.8	£10.4	£8.5	£6.3	£10.2	£13.6	£12.2	£16.3	£15.6	£15.9	£2.8	£13.6	£2.7	£34.1	£13.4
Other	£0.9	£0.8	£0.2	£1.2	£16.7	£8.0	£0.9	£0.6	£1.1	£5.6	£8.4	£4.7	£6.5	£10.1	£3.6	£13.7	£3.8	£15.8	£27.3	£73.7

STORE / CENTRE	FURNITURE, FLOORCOVERINGS, TEXTILES																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£6.2	£9.3	£1.8	£4.6	£9.0	£7.4	£2.9	£3.5	£1.9	£3.1	£5.5	£5.1	£7.5	£5.7	£7.0	£2.5	£3.9	£1.0	£9.7	£1.7
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.3	£0.2	£0.1	£0.9	£0.0	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£2.5	£0.9
Alphington	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£1.7	£3.4	£0.4	£1.2	£1.1	£0.0	£0.2	£0.2	£0.2	£1.3	£0.0	£0.0	£0.1	£0.5	£0.5	£0.0	£1.4	£0.3	£0.8	£1.7
Sowton	£1.3	£1.0	£0.8	£1.2	£2.4	£5.0	£1.2	£0.4	£0.4	£0.9	£0.4	£0.5	£0.3	£0.1	£0.9	£0.0	£1.0	£0.3	£0.4	£0.0
Other	£1.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£11.0	£15.0	£3.2	£8.0	£12.5	£12.9	£4.4	£4.3	£2.5	£5.4	£5.9	£5.7	£8.0	£6.4	£8.6	£2.5	£6.6	£1.9	£13.4	£4.3
Other	£0.5	£1.8	£0.2	£1.4	£9.1	£4.9	£1.5	£0.5	£1.5	£3.0	£6.1	£3.5	£3.9	£6.6	£2.0	£6.5	£2.4	£7.7	£16.7	£36.7

Notes: Market shares for comparison goods taken from 2015 Greater Exeter household survey.

Table 7a: Study Area Turnover of Comparison Goods Facilities, 2016

STORE / CENTRE	DOMESTIC APPLIANCES ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£1.5	£2.8	£0.7	£1.2	£2.2	£2.0	£0.5	£0.7	£0.4	£0.6	£1.1	£1.2	£1.5	£1.2	£1.2	£0.5	£0.9	£0.0	£0.7	£0.2
Heavitree district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
St Thomas district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.5	£0.1	£0.8	£0.0	£0.7	£0.5	£0.1	£0.1	£0.3	£0.0	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0
Alphington	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£1.3	£0.4	£0.1	£0.2	£0.8	£0.7	£0.1	£0.1	£0.0	£0.3	£0.2	£0.1	£0.5	£0.1	£0.2	£0.0	£0.4	£0.0	£1.0	£0.2
Sowton	£0.0	£0.1	£0.0	£0.4	£0.0	£0.2	£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
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£3.1	£4.1	£1.0	£2.7	£3.2	£3.5	£1.0	£1.0	£0.6	£1.3	£1.4	£1.4	£2.0	£1.6	£1.5	£0.5	£1.4	£0.0	£1.9	£0.3
Other	£0.2	£0.1	£0.0	£0.0	£2.2	£1.5	£0.1	£0.1	£0.3	£1.0	£2.0	£1.1	£0.9	£2.0	£1.2	£2.2	£1.2	£2.4	£6.3	£12.2

STORE / CENTRE	TV, Hi Fi, COMPUTER & PHOTOGRAPHIC GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£3.2	£5.6	£0.8	£2.1	£4.8	£3.7	£1.0	£1.5	£0.9	£1.3	£3.3	£1.9	£3.3	£2.3	£2.6	£0.5	£1.4	£0.5	£2.2	£1.2
Heavitree district centre	£0.0	£0.4	£0.1	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£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	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.3	£1.4	£0.3	£1.5	£0.0	£0.6	£0.5	£0.3	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.4	£0.0	£0.2	£0.0
Alphington	£0.2	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£1.3	£0.8	£0.1	£0.4	£1.7	£2.2	£0.5	£0.1	£0.1	£0.7	£0.1	£0.5	£0.5	£0.1	£0.5	£0.0	£0.6	£0.0	£0.2	£0.0
Sowton	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£5.2	£8.8	£1.5	£4.3	£6.6	£6.9	£2.2	£2.2	£1.1	£2.7	£3.4	£2.4	£3.8	£2.4	£3.4	£0.5	£2.5	£0.5	£2.6	£1.2
Other	£0.2	£0.1	£0.0	£0.1	£2.6	£1.6	£0.4	£0.1	£0.6	£1.1	£1.7	£1.3	£1.2	£2.9	£0.8	£2.5	£0.8	£3.7	£11.6	£17.8

STORE / CENTRE	DIY & HARDWARE ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£0.9	£0.6	£0.2	£0.4	£0.6	£0.2	£0.1	£0.6	£0.1	£0.2	£0.4	£0.5	£0.5	£0.3	£0.5	£0.1	£0.2	£0.0	£0.2	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£2.5	£0.9	£0.0	£0.3	£1.5	£0.0	£0.0	£0.2	£0.1	£0.1	£0.1	£0.1	£0.2	£0.0	£0.5	£0.0	£0.6	£0.0	£0.0	£0.0
Marsh Barton	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.2	£3.7	£1.1	£2.5	£1.8	£1.0	£1.7	£0.7	£0.3	£0.7	£0.6	£0.7	£1.3	£0.5	£0.8	£0.2	£0.8	£0.2	£0.1	£0.2
Other	£0.1	£0.4	£0.0	£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	£0.0	£0.0	£0.0
Exeter sub-total	£3.9	£6.0	£1.3	£3.2	£3.8	£1.7	£1.8	£1.7	£0.6	£1.2	£1.0	£1.2	£2.2	£0.8	£1.9	£0.3	£1.7	£0.2	£0.3	£0.2
Other	£0.3	£0.3	£0.0	£0.2	£4.6	£5.4	£0.3	£0.2	£1.0	£2.2	£3.8	£2.2	£2.3	£4.0	£2.0	£2.9	£1.6	£3.6	£11.3	£14.9

Notes:

Table 7a: Study Area Turnover of Comparison Goods Facilities, 2016

STORE / CENTRE	HEALTH AND BEAUTY GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£11.1	£17.0	£2.2	£7.3	£3.7	£1.7	£2.6	£1.5	£0.8	£2.1	£0.7	£1.3	£4.2	£0.0	£1.6	£0.1	£0.5	£0.3	£1.2	£0.0
Heavitree district centre	£0.0	£1.0	£0.1	£1.9	£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	£0.0	£0.0
St Thomas district centre	£2.2	£0.4	£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	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£3.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.5	£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	£0.0	£0.0
Beacon Lane	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£1.9	£1.1	£1.6	£0.0	£0.0	£0.9	£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
Whipton	£0.0	£0.2	£0.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.1	£0.0	£0.1	£0.4	£0.0	£0.4	£0.2	£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
Alphington	£0.5	£0.0	£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	£0.2	£0.0	£0.0	£0.0
Marsh Barton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£14.2	£24.0	£4.5	£12.2	£4.2	£2.2	£4.1	£5.0	£0.8	£2.1	£0.9	£1.4	£4.2	£0.0	£1.6	£0.1	£0.7	£0.3	£1.2	£0.0
Other	£0.4	£0.2	£0.0	£0.2	£21.3	£21.1	£2.8	£0.8	£4.0	£8.6	£13.1	£8.9	£9.5	£14.9	£9.8	£8.8	£9.2	£11.4	£37.1	£55.8

STORE / CENTRE	BOOKS, CDs, DVDs ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£4.7	£8.2	£1.0	£3.5	£3.0	£1.4	£2.0	£1.5	£0.6	£1.8	£1.0	£1.0	£1.7	£0.7	£1.8	£0.3	£1.8	£0.4	£0.9	£0.8
Heavitree district centre	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.1	£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	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.2	£0.3	£0.3	£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	£0.0	£0.0
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.1	£0.0	£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	£0.0
Exeter sub-total	£4.9	£9.0	£1.5	£4.1	£3.3	£2.5	£2.1	£1.8	£0.6	£1.8	£1.0	£1.0	£1.8	£0.7	£1.8	£0.3	£1.8	£0.4	£0.9	£0.8
Other	£0.1	£0.4	£0.0	£0.0	£5.5	£5.1	£0.3	£0.3	£1.0	£1.6	£3.8	£2.7	£3.1	£4.7	£2.5	£3.5	£2.0	£3.7	£11.7	£16.8

Notes:

Table 7a: Study Area Turnover of Comparison Goods Facilities, 2016

STORE / CENTRE	GLASSWARE, TABLEWARE, JEWELLERY ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£5.0	£6.9	£1.1	£4.5	£3.2	£4.0	£1.5	£1.6	£0.7	£1.7	£1.6	£1.7	£2.1	£2.0	£2.1	£0.5	£2.5	£0.2	£4.6	£1.1
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.3	£0.2	£0.0	£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	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.4	£0.8	£0.1	£0.3	£0.0	£0.7	£0.5	£0.1	£0.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£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	£0.0
Exeter sub-total	£5.6	£8.5	£1.4	£4.7	£3.2	£5.1	£2.5	£1.9	£0.8	£2.0	£1.6	£1.9	£2.3	£2.0	£2.1	£0.5	£2.6	£0.2	£4.6	£1.1
Other	£0.0	£1.1	£0.2	£0.0	£5.8	£2.7	£0.4	£0.3	£0.8	£1.4	£3.2	£1.5	£2.7	£3.3	£1.9	£2.7	£0.9	£4.1	£8.4	£17.2

STORE / CENTRE	RECREATION AND LUXURY GOODS ZONE																				TOTAL (£m)
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Exeter City Centre	£11.4	£16.5	£2.9	£8.8	£15.1	£9.6	£4.3	£4.4	£2.5	£5.7	£4.2	£5.9	£5.8	£5.4	£8.0	£2.5	£5.6	£0.5	£13.9	£0.0	**£757.6**
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£4.3**
St Thomas district centre	£1.1	£0.7	£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	£0.0	£0.0	£0.0	£0.0	**£7.6**
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	£0.0	**£5.8**
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.1**
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£3.1**
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.6**
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Pinhoe	£0.0	£0.0	£0.3	£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	£0.0	£0.0	£0.0	**£9.7**
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£3.0**
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Exeter out-of-centre stores																					
Rydon Lane	£0.0	£1.7	£0.0	£1.1	£0.0	£0.9	£0.4	£0.0	£0.0	£0.5	£0.3	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	**£23.1**
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£11.3**
Marsh Barton	£1.7	£1.7	£0.2	£0.0	£0.0	£0.8	£0.2	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.2	£0.0	£1.4	**£43.7**
Sowton	£1.1	£0.8	£1.6	£2.7	£0.5	£5.0	£1.7	£0.6	£0.0	£0.8	£0.0	£0.3	£1.8	£0.7	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	**£61.9**
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£6.3**
Exeter sub-total	£15.3	£23.1	£4.9	£13.1	£15.6	£17.6	£6.8	£5.4	£2.5	£7.1	£5.4	£6.1	£8.1	£6.1	£8.8	£2.5	£5.6	£1.2	£13.9	£1.4	**£940.6**
Other	£0.4	£2.2	£0.0	£0.5	£10.1	£5.6	£0.5	£0.5	£2.1	£2.8	£8.5	£4.4	£6.2	£9.9	£3.2	£7.2	£5.0	£10.6	£25.7	£54.5	**£996.6**

Notes:

Table 7b: Study Area Turnover of Comparison Goods Facilities, 2021

STORE / CENTRE	CLOTHES, FOOTWEAR, FASHION																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£23.1	£40.0	£7.7	£25.7	£26.5	£29.7	£15.1	£9.7	£6.8	£11.3	£15.5	£13.3	£17.8	£17.4	£17.6	£3.1	£15.3	£2.8	£36.8	£14.8
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.8	£0.0	£0.1	£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	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£1.0	£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	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
Marsh Barton	£0.0	£0.0	£0.1	£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	£0.2	£1.1	£0.0
Sowton	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£25.4	£40.9	£8.3	£26.3	£26.9	£30.6	£15.5	£9.8	£6.9	£11.4	£15.5	£13.3	£18.2	£17.4	£17.8	£3.1	£15.5	£3.0	£37.9	£14.8
Other	£1.0	£0.9	£0.2	£1.7	£18.5	£8.8	£1.3	£0.7	£1.2	£6.3	£9.6	£5.1	£7.3	£11.3	£4.0	£15.3	£4.3	£17.4	£30.4	£81.3

STORE / CENTRE	FURNITURE, FLOORCOVERINGS, TEXTILES																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£7.0	£10.2	£2.0	£6.2	£10.0	£8.1	£4.3	£4.0	£2.1	£3.4	£6.2	£5.6	£8.4	£6.3	£7.8	£2.8	£4.5	£1.1	£10.8	£1.9
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.4	£0.3	£0.1	£1.3	£0.0	£0.6	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£2.8	£1.0
Alphington	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£2.0	£3.7	£0.4	£1.6	£1.2	£0.0	£0.3	£0.2	£0.2	£1.5	£0.0	£0.0	£0.1	£0.6	£0.5	£0.0	£1.6	£0.3	£0.9	£1.9
Sowton	£1.5	£1.1	£1.0	£1.6	£2.7	£5.5	£1.8	£0.4	£0.4	£1.0	£0.5	£0.6	£0.3	£0.1	£1.0	£0.0	£1.1	£0.3	£0.4	£0.0
Other	£1.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£12.4	£16.4	£3.6	£10.7	£13.9	£14.2	£6.6	£5.0	£2.7	£6.0	£6.7	£6.2	£9.0	£7.1	£9.6	£2.8	£7.5	£2.1	£15.0	£4.7
Other	£0.5	£2.0	£0.3	£1.9	£10.1	£5.4	£2.2	£0.6	£1.7	£3.4	£7.0	£3.9	£4.4	£7.4	£2.3	£7.3	£2.8	£8.5	£18.6	£40.5

Notes: Market shares for comparison goods taken from 2015 Greater Exeter household survey.

Table 7b: Study Area Turnover of Comparison Goods Facilities, 2021

STORE / CENTRE	DOMESTIC APPLIANCES ZONE																				
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£1.7	£3.1	£0.8	£1.6	£2.4	£2.1	£0.7	£0.8	£0.5	£0.6	£1.3	£1.3	£1.6	£1.3	£1.4	£0.6	£1.0	£0.0	£0.8	£0.2
Heavitree district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.5	£0.1	£1.1	£0.0	£0.8	£0.7	£0.1	£0.1	£0.3	£0.0	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0
Alphington	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£1.4	£0.5	£0.1	£0.3	£0.9	£0.8	£0.1	£0.1	£0.0	£0.4	£0.3	£0.2	£0.6	£0.1	£0.3	£0.0	£0.5	£0.0	£1.1	£0.2
Sowton	£0.1	£0.1	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£3.5	£4.5	£1.2	£3.7	£3.5	£3.8	£1.5	£1.2	£0.7	£1.4	£1.6	£1.6	£2.2	£1.8	£1.7	£0.6	£1.6	£0.0	£2.1	£0.4
Other	£0.2	£0.2	£0.0	£0.0	£2.4	£1.7	£0.2	£0.1	£0.3	£1.1	£2.3	£1.1	£1.0	£2.3	£1.3	£2.4	£1.3	£2.7	£7.0	£13.5

STORE / CENTRE	TV, Hi Fi, COMPUTER & PHOTOGRAPHIC GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£3.7	£6.2	£0.9	£2.8	£5.4	£4.0	£1.4	£1.7	£1.0	£1.5	£3.7	£2.1	£3.7	£2.5	£2.9	£0.6	£1.6	£0.5	£2.5	£1.3
Heavitree district centre	£0.0	£0.5	£0.1	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£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
Sidwell Street / Blackboy Road	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.4	£1.5	£0.4	£2.0	£0.0	£0.7	£0.8	£0.3	£0.1	£0.4	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.4	£0.0	£0.2	£0.0
Alphington	£0.3	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£1.5	£0.8	£0.1	£0.5	£1.9	£2.4	£0.8	£0.1	£0.1	£0.7	£0.1	£0.5	£0.6	£0.1	£0.6	£0.0	£0.7	£0.1	£0.2	£0.0
Sowton	£0.0	£0.2	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£5.9	£9.6	£1.7	£5.9	£7.4	£7.5	£3.2	£2.5	£1.2	£3.0	£3.9	£2.6	£4.3	£2.7	£3.8	£0.6	£2.8	£0.6	£2.9	£1.3
Other	£0.2	£0.2	£0.0	£0.1	£2.9	£1.7	£0.5	£0.1	£0.7	£1.2	£1.9	£1.5	£1.3	£3.2	£0.8	£2.8	£1.0	£4.1	£12.9	£19.6

STORE / CENTRE	DIY & HARDWARE ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£1.0	£0.7	£0.2	£0.5	£0.7	£0.2	£0.1	£0.7	£0.1	£0.3	£0.4	£0.5	£0.5	£0.3	£0.6	£0.1	£0.2	£0.0	£0.3	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£2.8	£1.0	£0.0	£0.3	£1.6	£0.0	£0.1	£0.2	£0.1	£0.2	£0.1	£0.1	£0.2	£0.0	£0.6	£0.0	£0.7	£0.0	£0.0	£0.0
Marsh Barton	£0.1	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.2	£4.0	£1.3	£3.4	£2.0	£1.1	£2.5	£0.9	£0.4	£0.8	£0.6	£0.8	£1.4	£0.5	£0.8	£0.2	£1.0	£0.2	£0.1	£0.2
Other	£0.2	£0.4	£0.0	£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	£0.0	£0.0	£0.0
Exeter sub-total	£4.4	£6.6	£1.5	£4.4	£4.3	£1.8	£2.7	£2.0	£0.7	£1.3	£1.1	£1.3	£2.4	£0.9	£2.1	£0.3	£1.9	£0.2	£0.4	£0.2
Other	£0.4	£0.3	£0.0	£0.3	£5.1	£5.9	£0.5	£0.3	£1.1	£2.5	£4.3	£2.4	£2.6	£4.4	£2.3	£3.3	£1.8	£3.9	£12.5	£16.4

Notes:

Table 7b: Study Area Turnover of Comparison Goods Facilities, 2021

STORE / CENTRE	HEALTH AND BEAUTY GOODS																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£12.6	£18.6	£2.5	£9.8	£4.2	£1.9	£3.9	£1.7	£0.9	£2.3	£0.8	£1.5	£4.7	£0.0	£1.8	£0.2	£0.6	£0.3	£1.4	£0.0
Heavitree district centre	£0.0	£1.0	£0.1	£2.6	£0.0	£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	£0.0
St Thomas district centre	£2.5	£0.5	£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	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£3.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.7	£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	£0.0	£0.0
Beacon Lane	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£2.1	£1.3	£2.2	£0.0	£0.0	£1.3	£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
Whipton	£0.0	£0.2	£0.9	£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	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.2	£0.0	£0.1	£0.6	£0.0	£0.5	£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
Alphington	£0.6	£0.0	£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	£0.2	£0.0	£0.0	£0.0
Marsh Barton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£16.0	£26.2	£5.1	£16.5	£4.7	£2.4	£6.1	£5.7	£0.9	£2.3	£1.0	£1.5	£4.7	£0.0	£1.8	£0.2	£0.8	£0.3	£1.4	£0.0
Other	£0.4	£0.2	£0.1	£0.3	£23.7	£23.2	£4.2	£1.0	£4.3	£9.6	£15.0	£9.7	£10.6	£16.6	£10.9	£9.8	£10.4	£12.6	£41.3	£61.6

STORE / CENTRE	BOOKS, CDs, DVDs																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£5.3	£9.0	£1.2	£4.7	£3.3	£1.6	£3.0	£1.8	£0.7	£2.1	£1.2	£1.1	£1.9	£0.8	£2.0	£0.3	£2.0	£0.4	£1.0	£0.9
Heavitree district centre	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.2	£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	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.2	£0.4	£0.4	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£5.6	£9.8	£1.7	£5.6	£3.7	£2.8	£3.2	£2.0	£0.7	£2.1	£1.2	£1.1	£2.0	£0.8	£2.0	£0.3	£2.0	£0.4	£1.0	£0.9
Other	£0.1	£0.4	£0.0	£0.0	£6.1	£5.6	£0.4	£0.3	£1.1	£1.8	£4.4	£3.0	£3.5	£5.3	£2.8	£3.9	£2.2	£4.1	£13.0	£18.5

Notes:

Table 7b: Study Area Turnover of Comparison Goods Facilities, 2021

STORE / CENTRE	GLASSWARE, TABLEWARE, JEWELLERY ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£5.6	£7.5	£1.2	£6.1	£3.6	£4.4	£2.2	£1.8	£0.8	£1.9	£1.8	£1.8	£2.4	£2.2	£2.3	£0.6	£2.9	£0.2	£5.1	£1.2
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.4	£0.2	£0.0	£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	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.4	£0.9	£0.1	£0.3	£0.0	£0.8	£0.7	£0.1	£0.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.4	£0.0	£0.0	£0.0	£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	£0.0
Exeter sub-total	£6.3	£9.3	£1.6	£6.4	£3.6	£5.6	£3.6	£2.2	£0.9	£2.2	£1.8	£2.1	£2.5	£2.2	£2.4	£0.6	£2.9	£0.2	£5.1	£1.2
Other	£0.0	£1.2	£0.2	£0.0	£6.5	£3.0	£0.6	£0.3	£0.9	£1.5	£3.6	£1.6	£3.0	£3.6	£2.1	£3.0	£1.1	£4.5	£9.3	£19.0

STORE / CENTRE	RECREATION AND LUXURY GOODS ZONE																				TOTAL (£m)
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Exeter City Centre	£12.9	£18.1	£3.3	£11.9	£16.8	£10.6	£6.4	£5.1	£2.7	£6.4	£4.8	£6.4	£6.5	£6.1	£8.9	£2.7	£6.4	£0.6	£15.5	£0.0	**£865.2**
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£5.3**
St Thomas district centre	£1.2	£0.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0	**£8.7**
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£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	**£6.8**
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.4**
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£3.4**
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.8**
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Pinhoe	£0.0	£0.0	£0.4	£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	£0.0	£0.0	£0.0	**£12.0**
Whipton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£3.4**
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Exeter out-of-centre stores																					
Rydon Lane	£0.0	£1.8	£0.0	£1.5	£0.0	£1.0	£0.5	£0.0	£0.0	£0.6	£0.3	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	**£27.3**
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£12.7**
Marsh Barton	£2.0	£1.8	£0.2	£0.0	£0.0	£0.9	£0.3	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.0	£1.5	**£49.4**
Sowton	£1.2	£0.9	£1.8	£3.6	£0.6	£5.5	£2.5	£0.7	£0.0	£0.9	£0.0	£0.3	£2.0	£0.8	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	**£72.6**
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£7.1**
Exeter sub-total	£17.3	£25.3	£5.6	£17.8	£17.4	£19.3	£10.1	£6.2	£2.7	£7.9	£6.2	£6.7	£9.0	£6.8	£9.8	£2.7	£6.4	£1.4	£15.5	£1.5	**£1,077.8**
Other	£0.4	£2.4	£0.0	£0.7	£11.3	£6.2	£0.7	£0.5	£2.3	£3.1	£9.7	£4.8	£7.0	£11.0	£3.5	£8.1	£5.7	£11.7	£28.6	£60.1	**£1,109.9**

Notes:

Table 7c: Study Area Turnover of Comparison Goods Facilities, 2026

STORE / CENTRE	CLOTHES, FOOTWEAR, FASHION																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£28.5	£47.2	£9.1	£35.1	£31.8	£35.3	£22.4	£11.4	£8.0	£13.6	£19.0	£15.7	£21.4	£20.9	£21.1	£3.7	£18.6	£3.4	£44.1	£17.6
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£1.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.1	£0.9	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£1.3	£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	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.0	£0.0	£0.1	£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	£0.3	£1.4	£0.0	£0.0
Sowton	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£31.4	£48.3	£9.8	£35.9	£32.3	£36.3	£22.9	£11.6	£8.1	£13.8	£19.0	£15.7	£21.9	£20.9	£21.3	£3.7	£18.9	£3.6	£45.5	£17.6
Other	£1.3	£1.1	£0.3	£2.3	£22.3	£10.4	£1.9	£0.8	£1.4	£7.6	£11.8	£6.0	£8.8	£13.5	£4.8	£18.4	£5.3	£20.8	£36.5	£96.9

STORE / CENTRE	FURNITURE, FLOORCOVERINGS, TEXTILES																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£8.6	£12.0	£2.4	£8.5	£12.0	£9.6	£6.4	£4.8	£2.4	£4.1	£7.7	£6.6	£10.1	£7.6	£9.4	£3.4	£5.4	£1.4	£12.9	£2.2
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.5	£0.3	£0.1	£1.7	£0.0	£0.7	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£3.4	£1.1
Alphington	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£2.4	£4.4	£0.5	£2.2	£1.5	£0.0	£0.5	£0.3	£0.3	£1.8	£0.0	£0.0	£0.2	£0.7	£0.6	£0.0	£2.0	£0.4	£1.1	£2.3
Sowton	£1.8	£1.3	£1.1	£2.2	£3.3	£6.5	£2.6	£0.5	£0.5	£1.2	£0.6	£0.7	£0.4	£0.2	£1.2	£0.0	£1.3	£0.4	£0.5	£0.0
Other	£1.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£15.3	£19.4	£4.3	£14.7	£16.8	£16.8	£9.7	£5.9	£3.2	£7.3	£8.3	£7.3	£10.8	£8.6	£11.5	£3.4	£9.1	£2.5	£18.0	£5.6
Other	£0.7	£2.4	£0.3	£2.6	£12.2	£6.4	£3.2	£0.7	£2.0	£4.1	£8.6	£4.6	£5.3	£8.9	£2.7	£8.8	£3.4	£10.2	£22.4	£48.3

Notes: Market shares for comparison goods taken from 2015 Greater Exeter household survey.

Table 7c: Study Area Turnover of Comparison Goods Facilities, 2026

STORE / CENTRE	DOMESTIC APPLIANCES ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£2.1	£3.6	£0.9	£2.1	£2.9	£2.5	£1.0	£0.9	£0.6	£0.8	£1.6	£1.6	£2.0	£1.6	£1.6	£0.7	£1.2	£0.0	£1.0	£0.2
Heavitree district centre	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.6	£0.1	£1.5	£0.0	£0.9	£1.0	£0.1	£0.1	£0.4	£0.0	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0
Alphington	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£1.8	£0.5	£0.2	£0.4	£1.1	£0.9	£0.1	£0.2	£0.0	£0.5	£0.4	£0.2	£0.7	£0.1	£0.3	£0.0	£0.6	£0.0	£1.3	£0.2
Sowton	£0.1	£0.2	£0.0	£0.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£4.3	£5.3	£1.4	£5.0	£4.3	£4.6	£2.2	£1.4	£0.8	£1.7	£1.9	£1.8	£2.6	£2.1	£2.1	£0.7	£1.9	£0.0	£2.5	£0.4
Other	£0.3	£0.2	£0.1	£0.0	£2.9	£2.0	£0.3	£0.1	£0.3	£1.3	£2.8	£1.4	£1.2	£2.7	£1.6	£2.9	£1.6	£3.2	£8.5	£16.1

STORE / CENTRE	TV, Hi Fi, COMPUTER & PHOTOGRAPHIC GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£4.5	£7.3	£1.1	£3.8	£6.5	£4.8	£2.1	£2.0	£1.1	£1.8	£4.6	£2.5	£4.5	£3.0	£3.5	£0.7	£2.0	£0.6	£3.0	£1.5
Heavitree district centre	£0.0	£0.6	£0.1	£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	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£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
Sidwell Street / Blackboy Road	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£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
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.2	£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	£0.0	£0.0	£0.0
Whipton	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.5	£1.7	£0.5	£2.8	£0.0	£0.8	£1.1	£0.4	£0.1	£0.5	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.5	£0.0	£0.3	£0.0
Alphington	£0.3	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£1.8	£1.0	£0.1	£0.7	£2.2	£2.8	£1.2	£0.1	£0.1	£0.9	£0.2	£0.6	£0.7	£0.1	£0.7	£0.0	£0.8	£0.1	£0.3	£0.0
Sowton	£0.0	£0.2	£0.0	£0.1	£0.0	£0.2	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£7.3	£11.4	£2.1	£8.0	£8.9	£8.9	£4.8	£3.0	£1.4	£3.6	£4.8	£3.1	£5.2	£3.3	£4.6	£0.7	£3.5	£0.7	£3.5	£1.5
Other	£0.2	£0.2	£0.0	£0.1	£3.4	£2.0	£0.8	£0.1	£0.8	£1.4	£2.3	£1.7	£1.5	£3.8	£1.0	£3.3	£1.2	£4.9	£15.5	£23.4

STORE / CENTRE	DIY & HARDWARE ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£1.3	£0.8	£0.3	£0.7	£0.8	£0.3	£0.2	£0.8	£0.2	£0.3	£0.5	£0.6	£0.6	£0.4	£0.7	£0.1	£0.3	£0.0	£0.3	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£3.5	£1.2	£0.0	£0.5	£2.0	£0.0	£0.1	£0.3	£0.2	£0.2	£0.1	£0.1	£0.2	£0.0	£0.7	£0.0	£0.8	£0.0	£0.0	£0.0
Marsh Barton	£0.2	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.2	£4.7	£1.5	£4.7	£2.4	£1.3	£3.8	£1.0	£0.5	£1.0	£0.8	£0.9	£1.7	£0.7	£1.0	£0.3	£1.2	£0.2	£0.1	£0.2
Other	£0.2	£0.5	£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	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£5.4	£7.8	£1.8	£6.0	£5.1	£2.2	£4.0	£2.3	£0.8	£1.6	£1.4	£1.6	£2.9	£1.1	£2.6	£0.4	£2.3	£0.3	£0.5	£0.2
Other	£0.4	£0.4	£0.0	£0.3	£6.2	£7.0	£0.7	£0.3	£1.3	£3.0	£5.3	£2.9	£3.1	£5.3	£2.7	£3.9	£2.2	£4.7	£15.1	£19.6

Notes:

Table 7c: Study Area Turnover of Comparison Goods Facilities, 2026

STORE / CENTRE	HEALTH AND BEAUTY GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£15.6	£22.0	£2.9	£13.4	£5.0	£2.2	£5.7	£2.1	£1.0	£2.8	£1.0	£1.7	£5.7	£0.0	£2.2	£0.2	£0.7	£0.4	£1.6	£0.0
Heavitree district centre	£0.0	£1.2	£0.1	£3.6	£0.0	£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	£0.0
St Thomas district centre	£3.1	£0.6	£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	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£3.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£1.0	£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	£0.0	£0.0	£0.0
Beacon Lane	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£2.4	£1.5	£3.0	£0.0	£0.0	£1.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.3	£1.1	£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	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.2	£0.0	£0.1	£0.8	£0.0	£0.6	£0.4	£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
Alphington	£0.7	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0
Marsh Barton	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
Sowton	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£19.8	£30.9	£6.1	£22.6	£5.6	£2.8	£9.0	£6.8	£1.0	£2.8	£1.2	£1.8	£5.7	£0.0	£2.2	£0.2	£1.0	£0.4	£1.6	£0.0
Other	£0.5	£0.3	£0.1	£0.5	£28.5	£27.5	£6.2	£1.1	£5.1	£11.6	£18.4	£11.4	£12.8	£20.0	£13.2	£11.8	£12.6	£15.0	£49.6	£73.4

STORE / CENTRE	BOOKS, CDs, DVDs ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£6.6	£10.6	£1.4	£6.4	£4.0	£1.9	£4.4	£2.1	£0.8	£2.5	£1.5	£1.3	£2.3	£1.0	£2.5	£0.4	£2.5	£0.5	£1.3	£1.1
Heavitree district centre	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.2	£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	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.2	£0.4	£0.6	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£1.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£6.9	£11.6	£2.0	£7.6	£4.4	£3.3	£4.7	£2.4	£0.8	£2.5	£1.5	£1.3	£2.4	£1.0	£2.5	£0.4	£2.5	£0.5	£1.3	£1.1
Other	£0.1	£0.5	£0.0	£0.0	£7.4	£6.6	£0.6	£0.4	£1.3	£2.2	£5.4	£3.5	£4.2	£6.4	£3.4	£4.7	£2.7	£4.9	£15.6	£22.0

Notes:

Table 7c: Study Area Turnover of Comparison Goods Facilities, 2026

STORE / CENTRE	GLASSWARE, TABLEWARE, JEWELLERY ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£6.9	£8.9	£1.4	£8.3	£4.3	£5.2	£3.3	£2.2	£0.9	£2.3	£2.2	£2.1	£2.9	£2.6	£2.8	£0.7	£3.5	£0.2	£6.1	£1.4
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£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
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.4	£0.3	£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	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.5	£1.0	£0.1	£0.5	£0.0	£0.9	£1.0	£0.2	£0.1	£0.3	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.4	£0.0	£0.0	£0.0	£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	£0.0
Exeter sub-total	£7.8	£11.0	£1.9	£8.7	£4.3	£6.6	£5.4	£2.6	£1.0	£2.7	£2.2	£2.5	£3.0	£2.7	£2.9	£0.7	£3.6	£0.2	£6.1	£1.4
Other	£0.0	£1.5	£0.2	£0.0	£7.8	£3.6	£0.8	£0.4	£1.0	£1.8	£4.4	£1.9	£3.6	£4.4	£2.6	£3.6	£1.3	£5.4	£11.2	£22.7

STORE / CENTRE	RECREATION AND LUXURY GOODS ZONE																				TOTAL (£m)
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Exeter City Centre	£16.0	£21.3	£3.9	£16.3	£20.2	£12.5	£9.5	£6.0	£3.2	£7.7	£5.9	£7.6	£7.8	£7.3	£10.7	£3.3	£7.7	£0.7	£18.6	£0.0	**£1,060.3**
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£6.8**
St Thomas district centre	£1.5	£1.0	£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	£0.0	£0.0	£0.0	£0.0	**£10.7**
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£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	**£8.2**
Sidwell Street / Blackboy Road	£0.0	£1.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	**£2.9**
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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**
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.4**
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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**
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Pinhoe	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£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	£0.0	**£15.6**
Whipton	£0.0	£1.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	**£4.1**
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.4**
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Exeter out-of-centre stores																					
Rydon Lane	£0.0	£2.2	£0.0	£2.0	£0.0	£1.1	£0.8	£0.0	£0.0	£0.7	£0.4	£0.0	£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	**£34.4**
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£15.5**
Marsh Barton	£2.4	£2.2	£0.2	£0.0	£0.0	£1.1	£0.4	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.2	£0.0	£1.8	**£60.2**
Sowton	£1.5	£1.1	£2.1	£4.9	£0.7	£6.5	£3.6	£0.8	£0.0	£1.1	£0.0	£0.3	£2.5	£0.9	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	**£90.8**
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£0.2	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£8.6**
Exeter sub-total	£21.3	£29.9	£6.7	£24.3	£20.9	£22.9	£15.0	£7.4	£3.2	£9.5	£7.6	£7.9	£10.9	£8.2	£11.8	£3.3	£7.7	£1.6	£18.6	£1.8	**£1,324.2**
Other	£0.5	£2.9	£0.0	£1.0	£13.5	£7.3	£1.1	£0.6	£2.7	£3.8	£11.9	£5.6	£8.4	£13.2	£4.2	£9.7	£6.9	£13.9	£34.4	£71.6	**£1,334.1**

Notes:

EXETER CITY COUNCIL & EAST DEVON DISTRICT COUNCIL
EXETER AND WEST END OF EAST DEVON RETAIL STUDY 2016

Table 7d: Study Area Turnover of Comparison Goods Facilities, 2031

STORE / CENTRE	CLOTHES, FOOTWEAR, FASHION																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
	38.48	57.97	12.13	46.28	65.19	55.3	35.1	14.99	11.21	25.73	37.85	25.49	36.72	41.02	31.2	26.4	29.15	28.98	97.89	136.3
Exeter City Centre	£33.6	£55.5	£11.0	£42.5	£38.0	£41.8	£31.7	£13.8	£9.5	£16.4	£23.3	£18.5	£25.6	£24.9	£25.2	£4.4	£22.5	£4.0	£52.7	£21.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£1.1	£0.0	£0.2	£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	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.1	£1.1	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£1.5	£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	£0.0	£0.3	£0.0	£0.0	£0.0
Marsh Barton	£0.0	£0.0	£0.2	£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	£0.3	£1.6	£0.0
Sowton	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£37.0	£56.7	£11.8	£43.5	£38.6	£43.0	£32.4	£14.0	£9.6	£16.6	£23.3	£18.5	£26.2	£24.9	£25.5	£4.4	£22.8	£4.3	£54.3	£21.0
Other	£1.5	£1.3	£0.3	£2.7	£26.6	£12.3	£2.7	£1.0	£1.6	£9.1	£14.5	£7.0	£10.5	£16.1	£5.7	£22.0	£6.4	£24.7	£43.6	###

STORE / CENTRE	FURNITURE, FLOORCOVERINGS, TEXTILES																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
	18.86	25.61	5.543	20.98	34.59	27.56	18.27	7.97	6.064	13.62	20.72	13.95	19.25	20.82	16.97	14.51	15.11	15.11	48.15	64.16
Exeter City Centre	£10.2	£14.1	£2.9	£10.3	£14.3	£11.4	£9.1	£5.8	£2.9	£5.0	£9.4	£7.8	£12.0	£9.0	£11.2	£4.0	£6.6	£1.6	£15.4	£2.7
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£0.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£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
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.3	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.6	£0.4	£0.1	£2.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£4.1	£1.4
Alphington	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£2.9	£5.2	£0.6	£2.7	£1.8	£0.0	£0.7	£0.3	£0.3	£2.1	£0.0	£0.0	£0.2	£0.8	£0.8	£0.0	£2.4	£0.5	£1.3	£2.7
Sowton	£2.1	£1.5	£1.4	£2.7	£3.9	£7.8	£3.7	£0.6	£0.6	£1.5	£0.7	£0.8	£0.5	£0.2	£1.4	£0.0	£1.6	£0.5	£0.6	£0.0
Other	£1.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£18.1	£22.8	£5.2	£17.8	£20.0	£19.9	£13.7	£7.1	£3.8	£8.7	£10.1	£8.6	£12.9	£10.2	£13.7	£4.0	£11.0	£3.0	£21.4	£6.7
Other	£0.8	£2.8	£0.4	£3.2	£14.6	£7.6	£4.5	£0.8	£2.3	£4.9	£10.6	£5.4	£6.3	£10.6	£3.2	£10.5	£4.1	£12.1	£26.7	£57.4

Notes: Market shares for comparison goods taken from 2015 Greater Exeter household survey.

EXETER CITY COUNCIL & EAST DEVON DISTRICT COUNCIL
EXETER AND WEST END OF EAST DEVON RETAIL STUDY 2016

Table 7d: Study Area Turnover of Comparison Goods Facilities, 2031

STORE / CENTRE	DOMESTIC APPLIANCES ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
	5.368	6.485	1.762	6.055	8.548	7.776	3.498	1.828	1.319	3.657	5.844	3.762	4.546	5.746	4.359	4.299	4.249	3.808	13.12	19.64
Exeter City Centre	£2.5	£4.3	£1.1	£2.6	£3.5	£3.0	£1.5	£1.1	£0.7	£0.9	£1.9	£1.8	£2.4	£1.9	£2.0	£0.8	£1.5	£0.0	£1.1	£0.3
Heavitree district centre	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.7	£0.2	£1.8	£0.0	£1.1	£1.4	£0.1	£0.2	£0.5	£0.0	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0
Alphington	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£2.1	£0.6	£0.2	£0.5	£1.3	£1.1	£0.2	£0.2	£0.1	£0.6	£0.4	£0.2	£0.8	£0.2	£0.4	£0.0	£0.7	£0.0	£1.6	£0.3
Sowton	£0.1	£0.2	£0.0	£0.8	£0.0	£0.2	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£5.0	£6.3	£1.7	£6.1	£5.1	£5.4	£3.1	£1.7	£0.9	£2.1	£2.4	£2.2	£3.2	£2.5	£2.5	£0.8	£2.3	£0.0	£3.0	£0.5
Other	£0.3	£0.2	£0.1	£0.0	£3.5	£2.4	£0.4	£0.1	£0.4	£1.6	£3.5	£1.6	£1.4	£3.2	£1.9	£3.5	£2.0	£3.8	£10.1	£19.1

STORE / CENTRE	TV, Hi Fi, COMPUTER & PHOTOGRAPHIC GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
	8.836	13.57	2.483	9.84	14.68	13	7.84	3.708	2.605	6.069	8.706	5.614	8.025	8.478	6.637	4.874	5.572	6.64	22.75	29.62
Exeter City Centre	£5.3	£8.5	£1.3	£4.6	£7.7	£5.7	£3.0	£2.4	£1.3	£2.1	£5.6	£2.9	£5.3	£3.6	£4.2	£0.8	£2.4	£0.7	£3.6	£1.8
Heavitree district centre	£0.0	£0.7	£0.2	£0.1	£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	£0.0	£0.0
St Thomas district centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£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
Sidwell Street / Blackboy Road	£0.0	£0.2	£0.0	£0.3	£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	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.5	£2.0	£0.6	£3.3	£0.0	£1.0	£1.6	£0.4	£0.2	£0.6	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.6	£0.0	£0.3	£0.0
Alphington	£0.4	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£2.2	£1.2	£0.1	£0.8	£2.7	£3.4	£1.7	£0.2	£0.1	£1.1	£0.2	£0.7	£0.8	£0.2	£0.8	£0.0	£1.0	£0.1	£0.3	£0.0
Sowton	£0.0	£0.2	£0.0	£0.1	£0.0	£0.2	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£8.5	£13.4	£2.5	£9.7	£10.6	£10.6	£6.7	£3.6	£1.7	£4.4	£5.8	£3.6	£6.2	£3.9	£5.4	£0.9	£4.2	£0.8	£4.2	£1.8
Other	£0.3	£0.2	£0.0	£0.1	£4.1	£2.4	£1.1	£0.1	£0.9	£1.7	£2.9	£2.0	£1.9	£4.6	£1.2	£4.0	£1.4	£5.8	£18.6	£27.8

STORE / CENTRE	DIY & HARDWARE ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
	6.936	9.596	2.179	7.677	13.51	10.89	6.754	3.193	2.464	5.525	8.182	5.221	7.234	7.583	6.307	5.148	5.414	5.917	18.52	23.57
Exeter City Centre	£1.5	£1.0	£0.3	£0.9	£1.0	£0.3	£0.2	£1.0	£0.2	£0.4	£0.7	£0.7	£0.7	£0.5	£0.9	£0.1	£0.4	£0.1	£0.4	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£4.1	£1.4	£0.0	£0.6	£2.3	£0.0	£0.1	£0.3	£0.2	£0.2	£0.1	£0.1	£0.3	£0.0	£0.8	£0.0	£1.0	£0.0	£0.0	£0.0
Marsh Barton	£0.2	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.3	£5.6	£1.8	£5.7	£2.8	£1.6	£5.3	£1.2	£0.5	£1.2	£1.0	£1.1	£2.0	£0.8	£1.2	£0.3	£1.4	£0.3	£0.2	£0.3
Other	£0.2	£0.6	£0.0	£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	£0.0	£0.0	£0.0
Exeter sub-total	£6.4	£9.2	£2.1	£7.3	£6.1	£2.6	£5.7	£2.8	£0.9	£1.9	£1.7	£1.8	£3.5	£1.3	£3.1	£0.5	£2.8	£0.3	£0.5	£0.3
Other	£0.5	£0.4	£0.0	£0.4	£7.4	£8.3	£1.0	£0.4	£1.5	£3.6	£6.5	£3.4	£3.7	£6.3	£3.2	£4.7	£2.6	£5.6	£18.0	£23.3

Notes:

Table 7d: Study Area Turnover of Comparison Goods Facilities, 2031

STORE / CENTRE	HEALTH AND BEAUTY GOODS																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
	23.94	36.66	7.401	27.9	40.72	35.96	21.44	9.606	7.264	17.27	24.06	15.58	22.1	23.83	18.26	14.29	16.46	18.35	61.17	87.4
Exeter City Centre	£18.3	£25.8	£3.5	£16.3	£6.0	£2.6	£8.1	£2.5	£1.2	£3.4	£1.3	£2.0	£6.8	£0.0	£2.6	£0.2	£0.9	£0.5	£2.0	£0.0
Heavitree district centre	£0.0	£1.4	£0.1	£4.3	£0.0	£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	£0.0
St Thomas district centre	£3.7	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£5.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£4.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£1.2	£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	£0.0	£0.0
Beacon Lane	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£2.8	£1.8	£3.6	£0.0	£0.0	£2.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.3	£1.3	£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	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.2	£0.0	£0.1	£0.9	£0.0	£0.7	£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
Alphington	£0.8	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0
Marsh Barton	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£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
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£23.3	£36.3	£7.3	£27.3	£6.7	£3.3	£12.7	£8.2	£1.2	£3.4	£1.5	£2.1	£6.8	£0.0	£2.6	£0.2	£1.2	£0.5	£2.0	£0.0
Other	£0.6	£0.3	£0.1	£0.6	£34.0	£32.6	£8.7	£1.4	£6.0	£13.9	£22.6	£13.4	£15.3	£23.8	£15.7	£14.1	£15.3	£17.9	£59.2	£87.4

STORE / CENTRE	BOOKS, CDs, DVDs																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
	8.266	14.16	2.403	9.245	14.03	11.76	7.569	3.386	2.54	5.654	8.383	5.671	7.906	8.713	6.934	6.024	6.296	6.42	20.11	27.5
Exeter City Centre	£7.8	£12.5	£1.7	£7.7	£4.7	£2.2	£6.2	£2.5	£1.0	£3.0	£1.8	£1.5	£2.7	£1.1	£2.9	£0.4	£3.0	£0.6	£1.5	£1.3
Heavitree district centre	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£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
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.3	£0.5	£0.7	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.2	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
Sowton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£1.7	£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	£0.0
Exeter sub-total	£8.1	£13.6	£2.4	£9.2	£5.2	£3.9	£6.6	£2.9	£1.0	£3.0	£1.8	£1.5	£2.9	£1.1	£2.9	£0.4	£3.0	£0.6	£1.5	£1.3
Other	£0.2	£0.6	£0.0	£0.0	£8.8	£7.9	£0.9	£0.5	£1.6	£2.7	£6.6	£4.2	£5.0	£7.6	£4.0	£5.6	£3.3	£5.8	£18.6	£26.2

Notes:

Table 7d: Study Area Turnover of Comparison Goods Facilities, 2031

STORE / CENTRE	GLASSWARE, TABLEWARE, JEWELLERY ZONE																				RECREATION AND LUXURY GOODS ZONE																				TOTAL (£m)
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
	9.216	14.63	2.579	10.6	14.42	12.07	8.835	3.592	2.421	5.421	8.182	5.221	7.906	8.431	6.472	5.148	5.886	6.64	20.64	28.64	25.75	38.45	8.025	30.6	41.11	35.77	22.68	9.67	6.972	16	23.9	15.92	23.05	25.58	19.09	15.53	17.69	18.44	63.28	87.4	
Exeter City Centre	£8.2	£10.5	£1.7	£10.0	£5.1	£6.2	£4.6	£2.6	£1.1	£2.8	£2.7	£2.5	£3.4	£3.1	£3.3	£0.8	£4.2	£0.3	£7.3	£1.7	£18.8	£25.0	£4.7	£19.8	£24.1	£14.8	£13.4	£7.3	£3.8	£9.2	£7.2	£8.9	£9.3	£8.7	£12.7	£3.9	£9.4	£0.8	£22.2	£0.0	**£1,277.2**
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£8.2**
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£1.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	**£12.7**
Topsham district centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£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	**£9.9**
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£3.4**
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£4.7**
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.5**
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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**
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.2**
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Pinhoe	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.5	£0.0	£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	£0.0	£0.0	**£19.5**
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£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	£0.0	£0.0	£0.0	**£5.0**
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.6**
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Exeter out-of-centre stores																																									
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£2.4	£0.0	£1.4	£1.1	£0.0	£0.0	£0.8	£0.5	£0.0	£0.7	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	**£41.8**
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£18.4**
Marsh Barton	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.6	£0.3	£0.0	£0.0	£1.3	£0.5	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.3	£0.0	£2.1	**£72.2**
Sowton	£0.6	£1.2	£0.1	£0.6	£0.0	£1.1	£1.5	£0.2	£0.1	£0.4	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£1.7	£1.3	£2.6	£6.0	£0.8	£7.7	£5.2	£1.0	£0.0	£1.4	£0.0	£0.4	£2.9	£1.1	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	**£111.0**
Other	£0.0	£0.5	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.5	£0.2	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£10.4**
Exeter sub-total	£9.2	£12.9	£2.3	£10.6	£5.1	£7.8	£7.7	£3.2	£1.2	£3.2	£2.7	£2.9	£3.6	£3.2	£3.4	£0.8	£4.3	£0.3	£7.3	£1.7	£25.1	£35.1	£8.0	£29.4	£24.9	£27.1	£21.2	£8.9	£3.8	£11.4	£9.3	£9.3	£13.0	£9.8	£14.0	£3.9	£9.4	£1.9	£22.2	£2.1	**£1,596.8**
Other	£0.0	£1.7	£0.3	£0.0	£9.3	£4.2	£1.2	£0.4	£1.2	£2.2	£5.4	£2.3	£4.3	£5.2	£3.1	£4.3	£1.6	£6.4	£13.3	£27.0	£0.6	£3.4	£0.0	£1.2	£16.2	£8.7	£1.5	£0.8	£3.1	£4.6	£14.6	£6.6	£10.1	£15.8	£5.1	£11.6	£8.3	£16.5	£41.0	£85.3	**£1,595.9**

Notes:

Table 7e: Study Area Turnover of Comparison Goods Facilities, 2033

STORE / CENTRE	CLOTHES, FOOTWEAR, FASHION																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£35.9	£59.3	£11.9	£46.0	£40.8	£44.8	£36.2	£15.0	£10.1	£17.7	£25.3	£19.7	£27.5	£26.7	£27.0	£4.7	£24.3	£4.3	£56.7	£22.6
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£1.2	£0.0	£0.2	£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	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.2	£1.1	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£1.6	£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	£0.3	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.0	£0.0	£0.2	£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	£0.3	£1.7	£0.0
Sowton	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£39.6	£60.6	£12.7	£47.1	£41.5	£46.1	£37.0	£15.1	£10.3	£17.9	£25.3	£19.7	£28.2	£26.7	£27.4	£4.7	£24.6	£4.6	£58.4	£22.6
Other	£1.6	£1.4	£0.4	£3.0	£28.6	£13.2	£3.1	£1.1	£1.7	£9.8	£15.8	£7.5	£11.3	£17.3	£6.2	£23.6	£6.9	£26.5	£46.8	###

STORE / CENTRE	FURNITURE, FLOORCOVERINGS, TEXTILES																			
	ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£10.9	£15.1	£3.1	£11.1	£15.4	£12.2	£10.4	£6.2	£3.1	£5.3	£10.2	£8.3	£12.9	£9.7	£12.0	£4.3	£7.1	£1.7	£16.6	£2.9
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£0.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£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
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.3	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.6	£0.4	£0.1	£2.3	£0.0	£0.9	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£4.4	£1.5
Alphington	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£3.1	£5.5	£0.7	£2.9	£1.9	£0.0	£0.8	£0.3	£0.3	£2.3	£0.0	£0.0	£0.2	£0.9	£0.8	£0.0	£2.6	£0.5	£1.4	£2.9
Sowton	£2.3	£1.6	£1.5	£2.9	£4.2	£8.3	£4.2	£0.6	£0.6	£1.6	£0.8	£0.9	£0.5	£0.2	£1.5	£0.0	£1.7	£0.5	£0.7	£0.0
Other	£1.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£19.3	£24.4	£5.6	£19.2	£21.5	£21.4	£15.7	£7.7	£4.0	£9.4	£11.0	£9.2	£13.9	£11.0	£14.8	£4.3	£11.9	£3.2	£23.1	£7.2
Other	£0.8	£3.0	£0.4	£3.5	£15.7	£8.2	£5.2	£0.9	£2.5	£5.3	£11.5	£5.7	£6.8	£11.4	£3.5	£11.3	£4.4	£13.0	£28.7	£61.7

Notes: Market shares for comparison goods taken from 2015 Greater Exeter household survey.

Table 7e: Study Area Turnover of Comparison Goods Facilities, 2033

STORE / CENTRE	DOMESTIC APPLIANCES ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£2.7	£4.6	£1.2	£2.8	£3.7	£3.2	£1.7	£1.2	£0.7	£1.0	£2.1	£2.0	£2.5	£2.0	£2.1	£0.9	£1.6	£0.0	£1.2	£0.3
Heavitree district centre	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
St Thomas district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.8	£0.2	£2.0	£0.0	£1.2	£1.6	£0.1	£0.2	£0.5	£0.0	£0.1	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0
Alphington	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£2.2	£0.7	£0.2	£0.5	£1.4	£1.2	£0.2	£0.2	£0.1	£0.6	£0.5	£0.2	£0.9	£0.2	£0.4	£0.0	£0.8	£0.0	£1.7	£0.3
Sowton	£0.1	£0.2	£0.0	£0.9	£0.0	£0.3	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£5.4	£6.7	£1.8	£6.6	£5.5	£5.8	£3.6	£1.8	£1.0	£2.2	£2.6	£2.3	£3.4	£2.7	£2.7	£0.9	£2.5	£0.0	£3.2	£0.6
Other	£0.4	£0.2	£0.1	£0.0	£3.7	£2.5	£0.4	£0.1	£0.4	£1.7	£3.8	£1.7	£1.5	£3.5	£2.0	£3.7	£2.1	£4.0	£10.9	£20.5

STORE / CENTRE	TV, Hi Fi, COMPUTER & PHOTOGRAPHIC GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£5.7	£9.1	£1.4	£5.0	£8.3	£6.1	£3.4	£2.6	£1.4	£2.3	£6.1	£3.1	£5.8	£3.9	£4.5	£0.9	£2.6	£0.8	£3.8	£2.0
Heavitree district centre	£0.0	£0.7	£0.2	£0.1	£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	£0.0	£0.0
St Thomas district centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£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
Sidwell Street / Blackboy Road	£0.0	£0.3	£0.0	£0.3	£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	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.6	£2.2	£0.6	£3.6	£0.0	£1.0	£1.8	£0.5	£0.2	£0.6	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.7	£0.0	£0.3	£0.0
Alphington	£0.4	£0.3	£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	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£2.3	£1.2	£0.1	£0.9	£2.9	£3.6	£1.9	£0.2	£0.1	£1.2	£0.2	£0.8	£0.9	£0.2	£0.9	£0.0	£1.0	£0.1	£0.3	£0.0
Sowton	£0.0	£0.2	£0.0	£0.2	£0.0	£0.2	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£9.1	£14.3	£2.7	£10.5	£11.4	£11.3	£7.7	£3.9	£1.8	£4.7	£6.4	£3.8	£6.6	£4.2	£5.8	£0.9	£4.5	£0.9	£4.5	£2.0
Other	£0.3	£0.2	£0.0	£0.1	£4.4	£2.6	£1.3	£0.1	£1.0	£1.8	£3.1	£2.2	£2.0	£4.9	£1.3	£4.3	£1.5	£6.2	£20.0	£29.9

STORE / CENTRE	DIY & HARDWARE ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£1.6	£1.0	£0.4	£0.9	£1.1	£0.4	£0.3	£1.1	£0.2	£0.4	£0.7	£0.7	£0.8	£0.5	£0.9	£0.1	£0.4	£0.1	£0.4	£0.0
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£4.4	£1.5	£0.0	£0.6	£2.5	£0.0	£0.1	£0.4	£0.2	£0.2	£0.1	£0.1	£0.3	£0.0	£0.9	£0.0	£1.0	£0.0	£0.0	£0.0
Marsh Barton	£0.2	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0
Sowton	£0.3	£6.0	£2.0	£6.1	£3.0	£1.7	£6.1	£1.3	£0.6	£1.3	£1.0	£1.1	£2.2	£0.8	£1.3	£0.4	£1.5	£0.3	£0.2	£0.3
Other	£0.2	£0.7	£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	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£6.9	£9.8	£2.3	£7.9	£6.6	£2.8	£6.5	£3.0	£1.0	£2.1	£1.9	£2.0	£3.7	£1.3	£3.3	£0.5	£3.0	£0.4	£0.6	£0.3
Other	£0.6	£0.5	£0.0	£0.5	£7.9	£8.9	£1.2	£0.4	£1.6	£3.9	£7.0	£3.6	£4.0	£6.8	£3.5	£5.0	£2.9	£6.0	£19.3	£25.0

Notes:

Table 7e: Study Area Turnover of Comparison Goods Facilities, 2033

STORE / CENTRE	HEALTH AND BEAUTY GOODS ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£19.6	£27.6	£3.8	£17.6	£6.4	£2.8	£9.2	£2.7	£1.3	£3.6	£1.4	£2.2	£7.3	£0.0	£2.8	£0.3	£1.0	£0.5	£2.1	£0.0
Heavitree district centre	£0.0	£1.5	£0.1	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£4.0	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£5.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£4.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£1.2	£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	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£3.0	£2.0	£3.9	£0.0	£0.0	£3.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.3	£1.4	£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	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.3	£0.0	£0.1	£1.0	£0.0	£0.7	£0.7	£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
Alphington	£0.9	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0
Marsh Barton	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£25.0	£38.8	£7.9	£29.6	£7.2	£3.6	£14.5	£8.9	£1.3	£3.6	£1.6	£2.3	£7.3	£0.0	£2.8	£0.3	£1.3	£0.5	£2.1	£0.0
Other	£0.7	£0.3	£0.1	£0.6	£36.6	£35.0	£9.9	£1.5	£6.5	£15.0	£24.5	£14.4	£16.5	£25.6	£16.9	£15.1	£16.5	£19.2	£63.7	£93.9

STORE / CENTRE	BOOKS, CDs, DVDs ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£8.3	£13.3	£1.8	£8.4	£5.1	£2.4	£7.1	£2.7	£1.0	£3.2	£2.0	£1.6	£2.9	£1.2	£3.2	£0.5	£3.3	£0.6	£1.6	£1.4
Heavitree district centre	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£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
Sidwell Street / Blackboy Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.3	£0.6	£0.8	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.2	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
Sowton	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£0.0	£0.2	£0.0	£1.8	£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	£0.0
Exeter sub-total	£8.7	£14.5	£2.6	£10.0	£5.6	£4.2	£7.6	£3.1	£1.0	£3.2	£2.0	£1.6	£3.1	£1.2	£3.2	£0.5	£3.3	£0.6	£1.6	£1.4
Other	£0.2	£0.6	£0.0	£0.0	£9.4	£8.4	£1.0	£0.5	£1.7	£2.9	£7.1	£4.4	£5.4	£8.1	£4.3	£6.0	£3.5	£6.3	£20.0	£28.2

Notes:

Table 7e: Study Area Turnover of Comparison Goods Facilities, 2033

STORE / CENTRE	GLASSWARE, TABLEWARE, JEWELLERY ZONE																			
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15
Exeter City Centre	£8.7	£11.2	£1.9	£10.8	£5.5	£6.6	£5.2	£2.9	£1.2	£3.0	£3.0	£2.7	£3.7	£3.4	£3.6	£0.9	£4.5	£0.3	£7.8	£1.8
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe	£0.0	£0.5	£0.4	£0.0	£0.0	£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	£0.0
Whipton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter out-of-centre stores																				
Rydon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marsh Barton	£0.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sowton	£0.7	£1.3	£0.1	£0.6	£0.0	£1.2	£1.7	£0.2	£0.1	£0.4	£0.0	£0.1	£0.2	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0
Other	£0.0	£0.5	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter sub-total	£9.9	£13.8	£2.5	£11.5	£5.5	£8.4	£8.7	£3.4	£1.3	£3.5	£3.0	£3.1	£3.9	£3.5	£3.7	£0.9	£4.7	£0.3	£7.8	£1.8
Other	£0.0	£1.8	£0.3	£0.0	£10.0	£4.5	£1.4	£0.5	£1.3	£2.4	£5.9	£2.4	£4.6	£5.6	£3.3	£4.6	£1.7	£6.8	£14.3	£29.0

STORE / CENTRE	RECREATION AND LUXURY GOODS ZONE																				TOTAL (£m)
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
Exeter City Centre	£20.1	£26.8	£5.0	£21.4	£25.9	£15.9	£15.3	£7.9	£4.1	£10.0	£7.8	£9.5	£10.0	£9.4	£13.7	£4.2	£10.1	£0.9	£23.9	£0.0	**£1,378.3**
Heavitree district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£8.8**
St Thomas district centre	£1.9	£1.2	£0.0	£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	£0.0	£0.0	£0.0	£0.0	**£13.6**
Topsham district centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£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	**£10.7**
Sidwell Street / Blackboy Road	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£3.7**
Mount Pleasant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£5.1**
Magdalen Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.5**
Countess Wear (Topsham Road)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£1.3**
Beacon Lane	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.3**
Polsloe Bridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.1**
Pinhoe	£0.0	£0.0	£0.6	£0.0	£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	£0.0	£0.0	**£21.3**
Whipton	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£5.3**
Exwick Road / Winchester Avenue	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.6**
Isleworth Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£0.0**
Exeter out-of-centre stores																					
Rydon Lane	£0.0	£2.7	£0.0	£2.6	£0.0	£1.5	£1.2	£0.0	£0.0	£0.9	£0.6	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	**£45.3**
Alphington	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£19.7**
Marsh Barton	£3.0	£2.7	£0.3	£0.0	£0.0	£1.4	£0.6	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.3	£0.0	£2.3	**£77.7**
Sowton	£1.9	£1.4	£2.8	£6.5	£0.9	£8.3	£5.9	£1.1	£0.0	£1.5	£0.0	£0.4	£3.2	£1.2	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	**£120.5**
Other	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.5	£0.2	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	**£11.2**
Exeter sub-total	£26.9	£37.5	£8.7	£31.8	£26.8	£29.1	£24.2	£9.6	£4.1	£12.3	£10.1	£9.9	£14.0	£10.5	£15.1	£4.2	£10.1	£2.1	£23.9	£2.3	**£1,724.1**
Other	£0.7	£3.6	£0.0	£1.3	£17.4	£9.3	£1.7	£0.8	£3.4	£4.9	£15.9	£7.1	£10.8	£16.9	£5.4	£12.4	£9.0	£17.7	£44.1	£91.6	**£1,717.3**

Notes:

TABLE 8: CONVENIENCE GOODS FLOORSPACE BENCHMARK TURNOVER

STORE / CENTRE	FLOORSPACE (sq m net) Total Net Sales	Convenience	SALES DENSITY (£/sq m)	TOTAL TURNOVER (£m)
Exeter City Centre				
Marks & Spencer, High Street, Exeter	1293	1190	11218	£13.3
Sainsbury's, Guildhall Shopping Center, Exeter	1486	1263	12692	£16.0
Iceland, Sidwell Street, Exeter	604	574	7111	£4.1
Sainsbury's Local, Sidwell Street, Exeter	246	221	12692	£2.8
Co-op, Fore Street, Exeter	270	243	8525	£2.1
Co-op, Queen Street, Exeter	257	231	8525	£2.0
Co-op, Sidwell Street, Exeter	762	686	8525	£5.8
Tesco Metro, High Street, Exeter	788	710	13466	£9.6
Co-op, High Street, Exeter*	200	180	8525	£1.5
Tesco Express, Sidwell Street, Exeter*	900	810	13466	£10.9
Other - Exeter City Centre	2530	2530	5000	£12.7
Sub-total				£80.8
Heavitree district centre				
Tesco Express, Fore Street, Heavitree	223	201	13466	£2.7
Co-op, Fore Street, Heavitree	496	446	8525	£3.8
Heavitree District Centre		33	4500	£0.1
Sub-total				£6.7
St Thomas district centre				
Co-op, Cowick Street, Exeter	522	470	8525	£4.0
M&S Simply Food, Albany Road, Exeter*	1000	900	11218	£10.1
Tesco Express, Cowick Street, Exeter	271	244	13466	£3.3
St Thomas District Centre			4500	£0.0
Sub-total				£17.4
Topsham district centre				
Co-op, Fore Street, Topsham	186	167	8525	£1.4
Topsham District Centre		326	4500	£1.5
Sub-total				£2.9
Sidwell Street / Blackboy Road		241	4500	£1.1
Mount Pleasant		115	4500	£0.5
Magdalen Road		441	4500	£2.0
Countess Wear (Topsham Road)		0	4500	£0.0
Countess Wear (Glass House Lane)		77	4500	£0.3
Beacon Lane				
Co-op, Beacon Lane, Exeter		150	8525	£1.3
Polsloe Bridge		218	4500	£1.0
Pinhoe		292	4500	£1.3
Whipton		298	4500	£1.3
Exwick Road / Winchester Avenue				
Tesco Express		198	13466	£2.7
Isleworth Road				
Co-op		259	8525	£2.2
Other stores, Isleworth Road		60	4500	£0.3
Exeter out-of-centre stores				
Aldi, Alphington Road, Exeter	1035	828	7436	£6.2
Aldi, Exhibition Way, Pinhoe	977	782	7436	£5.8
Lidl, Burnthouse Lane, Exeter	1259	1007	3900	£3.9
Lidl, Powlesland Road, Exeter	1000	800	3900	£3.1
Morrisons, Prince Charles Road, Exeter	2945	2209	12112	£26.8
Sainsbury's, Alphington Road, Exeter	4645	3252	12691	£41.3
Sainsbury's, Pinhoe	4353	3047	12691	£38.7
Tesco Extra, Exeter Vale Shopping Centre	4785	3350	13466	£45.1
Waitrose, Gladstone Road, Exeter	2231	1896	13876	£26.3
Iceland, Alphington Road, Exeter*	400	380	7111	£2.7
Other				£3.5
East Devon West End				
Co-op, Broadclyst				£2.5
Londis, Clyst St Mary				£0.3
Broadclyst Village				£0.8
Clyst Honiton Village				£0.1
Clyst St Mary Village				£0.1
Darts Farm				£0.7
TOTAL				**£329.5**

TABLE 9: RETAIL COMMITMENTS

COMMITMENT	FLOORSPACE			SALES DENSITY (£/sq m)		TOTAL TURNOVER (£m)	
	Total	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison
Ikea						£0.0	£48.0
ALDI, Topsham	1140	912	228	7436	4138	£6.8	£0.9
Morrisons, Middlemoor	3886	2720	1166	12112	6416	£32.9	£7.5
Replacement Lidl, Burnthouse Lane	277	221.6	55.4	3900	3900	£0.9	£0.2
Bus and Coach Station Site	4950	0	4950	0	7000	£0.0	£34.7
The Range, Alphington Road							£1.8
Bus Depot	2331	583	583	8525	5000	£5.0	£2.9
Newcourt	600	600	600	8525	5000	£5.1	£3.0
Cranbrook							
Town centre foodstore	2275	1706	569	12000	7000	£20.5	£4.0
Neighbourhood centre convenience store	100	100	0	8525	0	£0.9	£0.0
TOTAL						**£72.0**	**£103.0**

Notes:
Floorspace information taken from planning application forms and decision notes.
Turnover information for IKEA taken from supporting retail assessment.
Turnover of The Range (Alphington Road) based upon relocation of existing standard format store and existing store becoming a discount/outlet store format. Data taken from the applicant's supporting information.
Sales density information taken from Verdict data and supporting retail assessments.
Due to the lack of goods restrictions within the Honiton Road and Newcourt permissions, we have retail floorspace could be either convenience or comparison goods floorspace.

Table 10a: Convenience Goods Floorspace Capacity - Exeter (including Middlemoor supermarket permission)

	2016	2021	2026	2031	2033
Available convenience goods expenditure (£m)	£1,370.5	£1,406.0	£1,449.7	£1,493.7	£1,511.4
Turnover derived from study area (£m)	£336.3	£357.2	£377.8	£391.4	£396.9
Market share (%)	24.5%	25.4%	26.1%	26.2%	26.3%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£336.3	£357.2	£377.8	£391.4	£396.9
Benchmark turnover of existing stores (£m)	£329.5	£326.9	£327.2	£328.8	£329.5
Commitments (£m)	£72.0	£71.4	£71.5	£71.9	£72.0
Residual expenditure (£m)	**-£65.2**	**-£41.1**	**-£20.9**	**-£9.3**	**-£4.6**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904	£11,916	£11,976	£12,000
Indicative convenience goods floorspace capacity (sq m net)	**-5,436**	**-3,453**	**-1,753**	**-780**	**-380**

Notes:

Available convenience goods expenditure taken from Tables 3a-3e.
Study area derived turnover taken from Tables 5a-5e.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 0%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 10b: Convenience Goods Floorspace Capacity - Exeter (excluding Middlemoor supermarket permission)

	2016	2021	2026	2031	2033
Available convenience goods expenditure (£m)	£1,370.5	£1,406.0	£1,449.7	£1,493.7	£1,511.4
Turnover derived from study area (£m)	£336.3	£357.2	£377.8	£391.4	£396.9
Market share (%)	24.5%	25.4%	26.1%	26.2%	26.3%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£336.3	£357.2	£377.8	£391.4	£396.9
Benchmark turnover of existing stores (£m)	£329.5	£326.9	£327.2	£328.8	£329.5
Commitments (£m)	£39.1	£38.7	£38.8	£39.0	£39.1
Residual expenditure (£m)	**-£32.3**	**-£8.4**	**£11.8**	**£23.5**	**£28.4**
Indicative sales density for convenience goods floorspace (£/sq m)	£12,000	£11,904	£11,916	£11,976	£12,000
Indicative convenience goods floorspace capacity (sq m net)	**-2,691**	**-707**	**993**	**1,966**	**2,365**

Notes:

Available convenience goods expenditure taken from Tables 3a-3e.
Study area derived turnover taken from Tables 5a-5e.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 0%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new convenience goods floorspace is indicative only.

Table 11a: Comparison Goods Floorspace Capacity - Exeter (Existing Market Share)

	2016	2021	2026	2031	2033
Available comparison goods expenditure (£m)	£1,937.2	£2,187.7	£2,658.2	£3,192.7	£3,441.3
Turnover derived from study area (£m)	£940.6	£1,077.8	£1,324.2	£1,596.8	£1,724.1
Market share (%)	48.6%	49.3%	49.8%	50.0%	50.1%
Expenditure inflow (£m)	£47.0	£53.9	£66.2	£79.8	£86.2
Total turnover potential (£m)	£987.6	£1,131.7	£1,390.4	£1,676.7	£1,810.3
Benchmark turnover of existing stores (£m)	£987.6	£1,083.9	£1,210.9	£1,350.1	£1,410.2
Commitments (£m)	£103.0	£113.0	£126.3	£140.8	£147.0
Residual expenditure (£m)	**-£103.0**	**-£65.3**	**£53.2**	**£185.8**	**£253.1**
Indicative sales density for comparison goods floorspace (£/sq m)	£7,000	£7,683	£8,583	£9,569	£9,995
Indicative convenience goods floorspace capacity (sq m net)	**-14,713**	**-8,494**	**6,196**	**19,416**	**25,321**

Notes:

Available comparison goods expenditure taken from Tables 3a-3e.
Study area derived turnover taken from Tables 7a-7e.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 5%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

Table 11b: Comparison Goods Floorspace Capacity - Exeter (Revised Market Share)

	2016	2021	2026	2031	2033
Available comparison goods expenditure (£m)	£1,937.2	£2,187.7	£2,658.2	£3,192.7	£3,441.3
Turnover derived from study area (£m)	£970.4	£1,111.4	£1,365.0	£1,645.9	£1,776.9
Market share (%)	50.1%	50.8%	51.3%	51.6%	51.6%
Expenditure inflow (£m)	£47.0	£53.9	£66.2	£79.8	£86.2
Total turnover potential (£m)	£1,017.4	£1,165.3	£1,431.2	£1,725.7	£1,863.2
Benchmark turnover of existing stores (£m)	£987.6	£1,083.9	£1,210.9	£1,350.1	£1,410.2
Commitments (£m)	£103.0	£113.0	£126.3	£140.8	£147.0
Residual expenditure (£m)	**-£73.2**	**-£31.6**	**£94.0**	**£234.8**	**£305.9**
Indicative sales density for comparison goods floorspace (£/sq m)	£7,000	£7,683	£8,583	£9,569	£9,995
Indicative convenience goods floorspace capacity (sq m net)	**-10,461**	**-4,119**	**10,955**	**24,541**	**30,611**

Notes:

Available comparison goods expenditure taken from Tables 3a-3e.
Study area derived turnover taken from Tables 7a-7e.
Market share is study area derived turnover expressed as a proportion of total available expenditure.
Assumed that expenditure inflow into the study area for the Greater Exeter area is 5%.
Benchmark turnover taken from Table 8.
Commitments taken from Table 9.
Residual expenditure is the total turnover potential minus benchmark and commitments turnover.
Sales density for new comparison goods floorspace is indicative only.

TABLE 12: CINEMA SCREEN CAPACITY ASSESSMENT, 2016-2033

YEAR	ZONE																				TOTAL
	1a	1b	1c	1d	2	3	4a	4b	4c	5	6	7	8	9	10	11	12	13	14	15	
POPULATION																					
2013	31847	48319	10580	25277	44820	44483	8426	8358	7846	17461	25219	20574	26858	32259	22583	18767	20435	22232	72906	115399	624649
2016	32183	48655	10943	26951	45532	44933	10834	8694	7905	17830	26111	20694	27384	32862	23014	19073	21030	22459	74005	116590	637682
2021	33703	49251	11584	33724	46920	45684	14847	9290	8003	18445	27598	20894	28341	33929	23774	19676	22064	22946	76168	119044	665885
2026	35681	49843	11751	39477	48314	46435	18860	9412	8101	19060	29085	21094	29230	34926	24482	20272	23037	23452	78366	121648	692526
2031	36036	50198	12151	41011	49499	47186	22873	9767	8199	19675	30572	21294	29985	35727	25047	20771	23877	23872	80271	124146	712157
2033	36177	50339	12310	41624	49913	47486	24478	9908	8238	19921	31167	21374	30248	36001	25244	20947	24173	24018	80940	125098	719604
ATTENDANCE PER PERSON PER ANNUM																					
2013	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58	2.58
2016	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64
2021	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64
2026	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64
2031	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64
2033	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64	2.64
TOTAL ATTENDANCE																					
2013	82165	124663	27296	65215	115636	114766	21739	21564	20243	45049	65065	53081	69294	83228	58264	48419	52722	57359	188097	297729	1611594
2016	84963	128449	28890	71151	120204	118623	28602	22952	20869	47071	68933	54632	72294	86756	60757	50353	55519	59292	195373	307798	1683480
2021	88976	130023	30582	89031	123869	120606	39196	24526	21128	48695	72859	55160	74820	89573	62763	51945	58249	60577	201084	314276	1757936
2026	94198	131586	31023	104219	127549	122588	49790	24848	21387	50318	76784	55688	77167	92205	64632	53518	60818	61913	206886	321151	1828269
2031	95135	132523	32079	108269	130677	124571	60385	25785	21645	51942	80710	56216	79160	94319	66124	54835	63035	63022	211915	327745	1880094
2033	95507	132895	32498	109887	131770	125363	64622	26157	21748	52591	82281	56427	79855	95043	66644	55300	63817	63408	213682	330259	1899755
MARKET SHARE OF EXETER CINEMAS																					
	100.0%	100.0%	100.0%	96.4%	69.9%	29.9%	95.6%	79.8%	75.3%	31.6%	37.6%	59.2%	60.5%	34.3%	92.0%	11.0%	22.6%	12.3%	39.8%	3.4%	
EXETER ATTENDANCE																					
2013	82166	124664	27297	62857	80775	34275	20778	17209	15237	14220	24438	31398	41947	28579	53595	5336	11910	7037	74814	10263	768793
2016	84964	128450	28890	68579	83966	35427	27337	18317	15708	14858	25891	32315	43763	29790	55888	5549	12542	7274	77708	10610	807826
2021	88977	130024	30583	85813	86526	36019	37463	19573	15903	15371	27365	32628	45292	30757	57734	5724	13158	7432	79979	10833	857153
2026	94199	131587	31024	100452	89097	36611	47589	19830	16098	15883	28839	32940	46713	31661	59453	5898	13739	7596	82287	11070	902564
2031	95136	132524	32080	104355	91282	37203	57715	20578	16292	16395	30314	33252	47920	32387	60825	6043	14240	7732	84287	11297	931857
2033	95508	132896	32499	105915	92046	37440	61764	20875	16370	16600	30904	33377	48340	32636	61303	6094	14416	7779	84990	11384	943137
ATTENDANCE RATE PER SCREEN																					
	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	42000	
SCREEN REQUIREMENT																					
2013	2.0	3.0	0.6	1.5	1.9	0.8	0.5	0.4	0.4	0.3	0.6	0.7	1.0	0.7	1.3	0.1	0.3	0.2	1.8	0.2	18
2016	2.0	3.1	0.7	1.6	2.0	0.8	0.7	0.4	0.4	0.4	0.6	0.8	1.0	0.7	1.3	0.1	0.3	0.2	1.9	0.3	19
2021	2.1	3.1	0.7	2.0	2.1	0.9	0.9	0.5	0.4	0.4	0.7	0.8	1.1	0.7	1.4	0.1	0.3	0.2	1.9	0.3	20
2026	2.2	3.1	0.7	2.4	2.1	0.9	1.1	0.5	0.4	0.4	0.7	0.8	1.1	0.8	1.4	0.1	0.3	0.2	2.0	0.3	21
2031	2.3	3.2	0.8	2.5	2.2	0.9	1.4	0.5	0.4	0.4	0.7	0.8	1.1	0.8	1.4	0.1	0.3	0.2	2.0	0.3	22
2033	2.3	3.2	0.8	2.5	2.2	0.9	1.5	0.5	0.4	0.4	0.7	0.8	1.2	0.8	1.5	0.1	0.3	0.2	2.0	0.3	22
EXISTING SCREENS																					
Exeter Picturehouse																					2
Odeon																					4
Phoenix Arts Centre																					1
Vue Summerland Gate																					7
Total																					**14**
CINEMA SCREEN CAPACITY IN GREATER EXETER																					
2013																					**4**
2016																					**5**
2021																					**6**
2026																					**7**
2031																					**8**
2033																					**8**

Appendix C

City Centre GOAD plan

Experian

Exeter

50 metres

Experian Goad Plan Created: 29/04/2015
Created By: GVA

Mapping sourced from Ordnance Survey

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Ordnance Survey 100017316

For more information on our products and services:
www.experian.co.uk/goad | goad.sales@uk.experian.com | 0845 601 6011

Exeter

50 metres

Experian Goad Plan Created: 29/04/2015
Created By: GVA

Mapping sourced from Ordnance Survey

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Exeter

50 metres

Experian Goad Plan Created: 29/04/2015
Created By: GVA

Mapping sourced from Ordnance Survey

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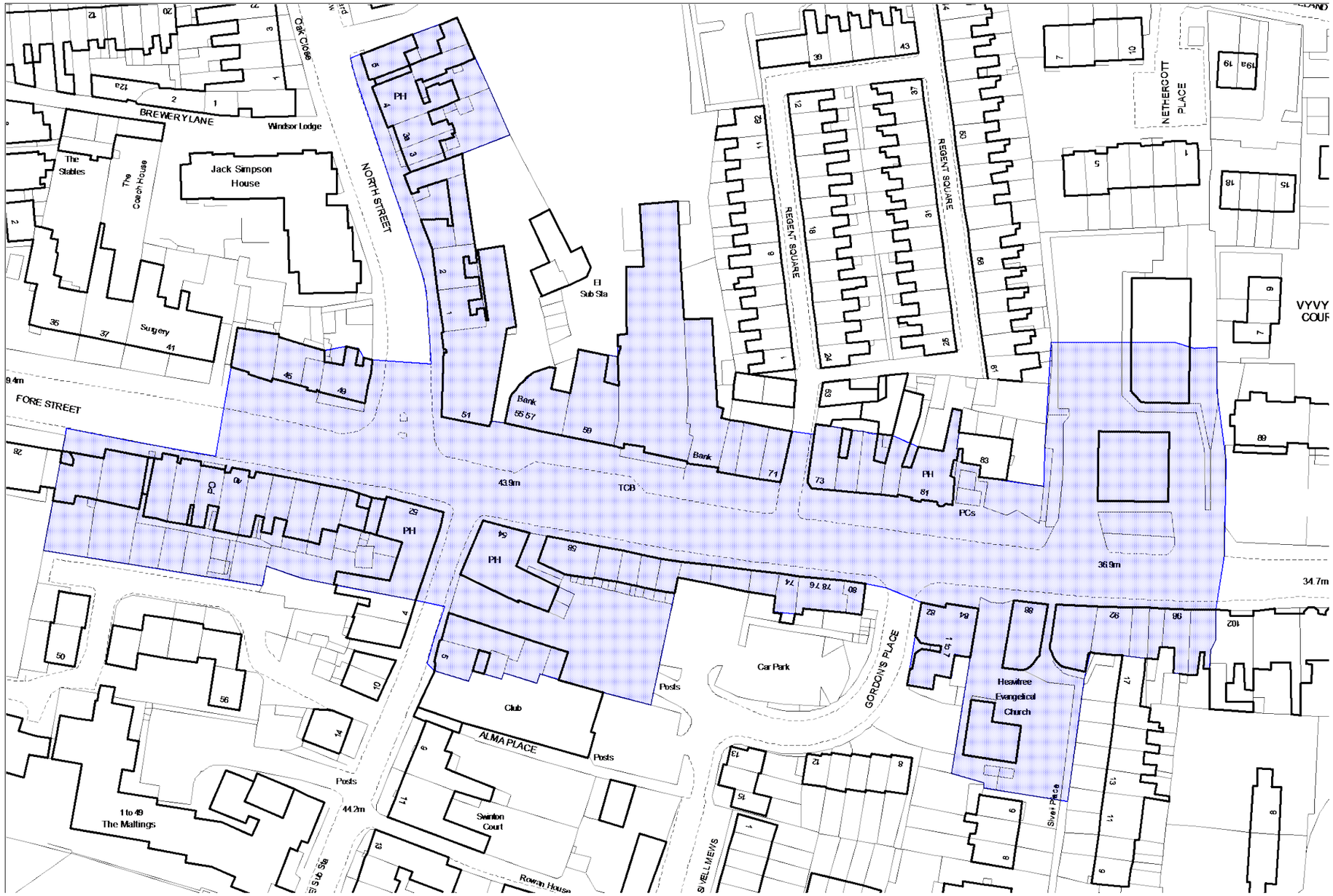
Appendix D

Heavitree district centre plan

Heavitree



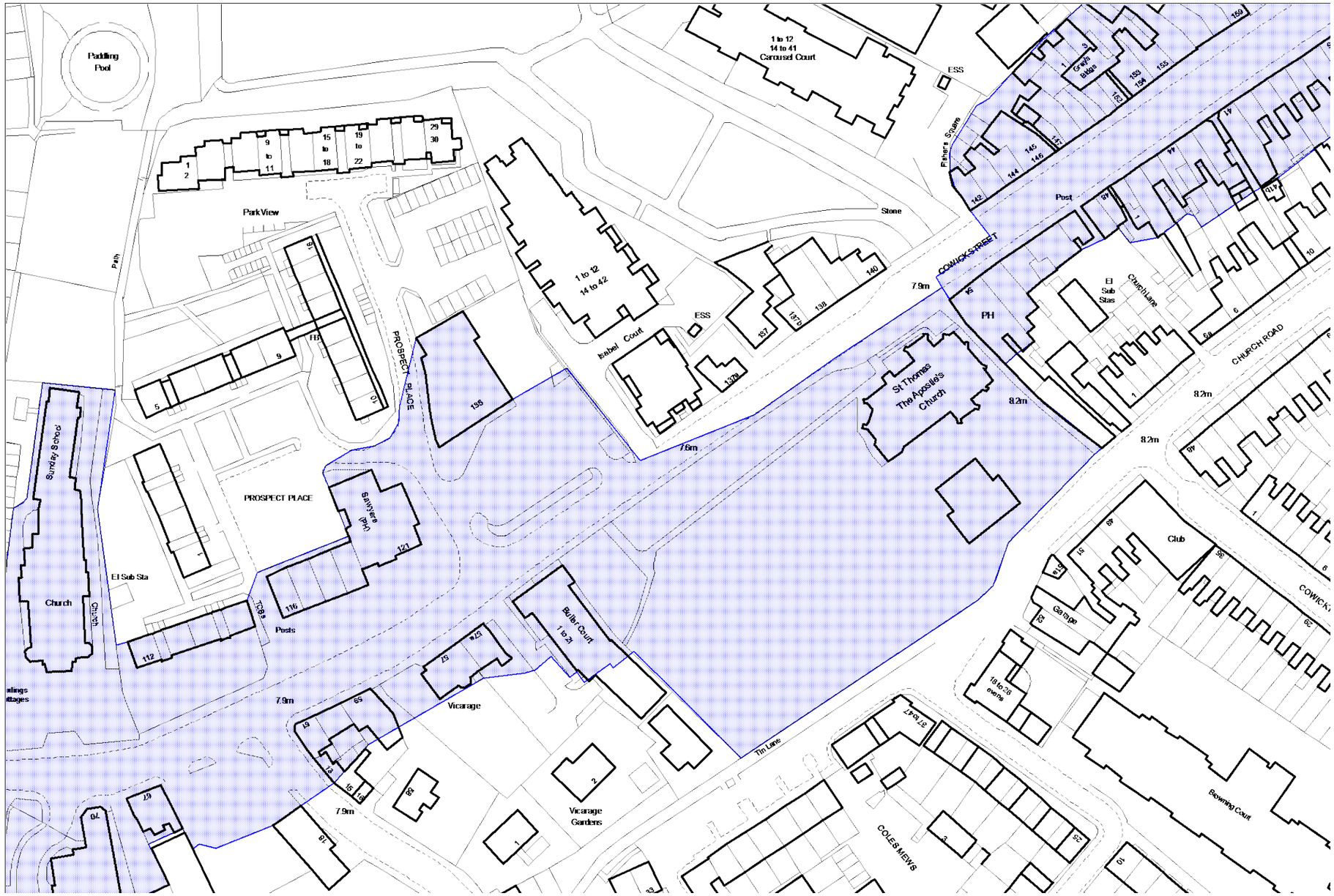
BREWERY LANE
Windsor Lodge
Oak Close
The Stables
The Coach House
Jack Simpson House
NORTH STREET
Surgery
FORE STREET
PH
El Sub Sta
Bank
TCB
43.9m
REGENT SQUARE
NETHERCOTT PLACE
VYVY COUR
PCs
36.9m
34.7m
Car Park
GORDON'S PLACE
Heavitree Evangelical Church
Posts
Club
ALMA PLACE
Swinton Court
Rowan House
1 to 49 The Maltings
44.2m
SIVELL MEWS
Sivell Place

Appendix E

St Thomas district centre plan

St Thomas (Part 1)

St Thomas (Part 2)

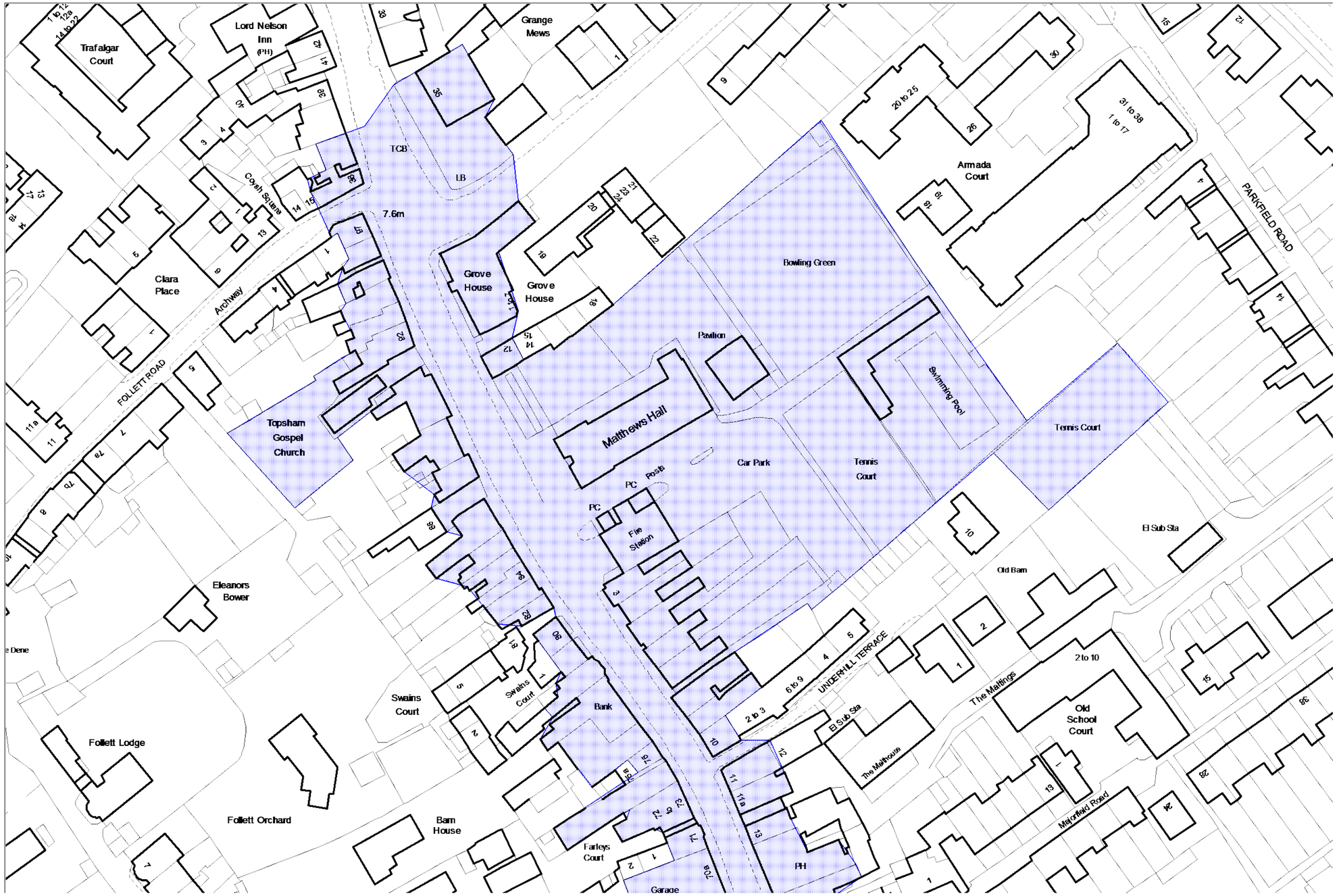


St Thomas (Part 3)

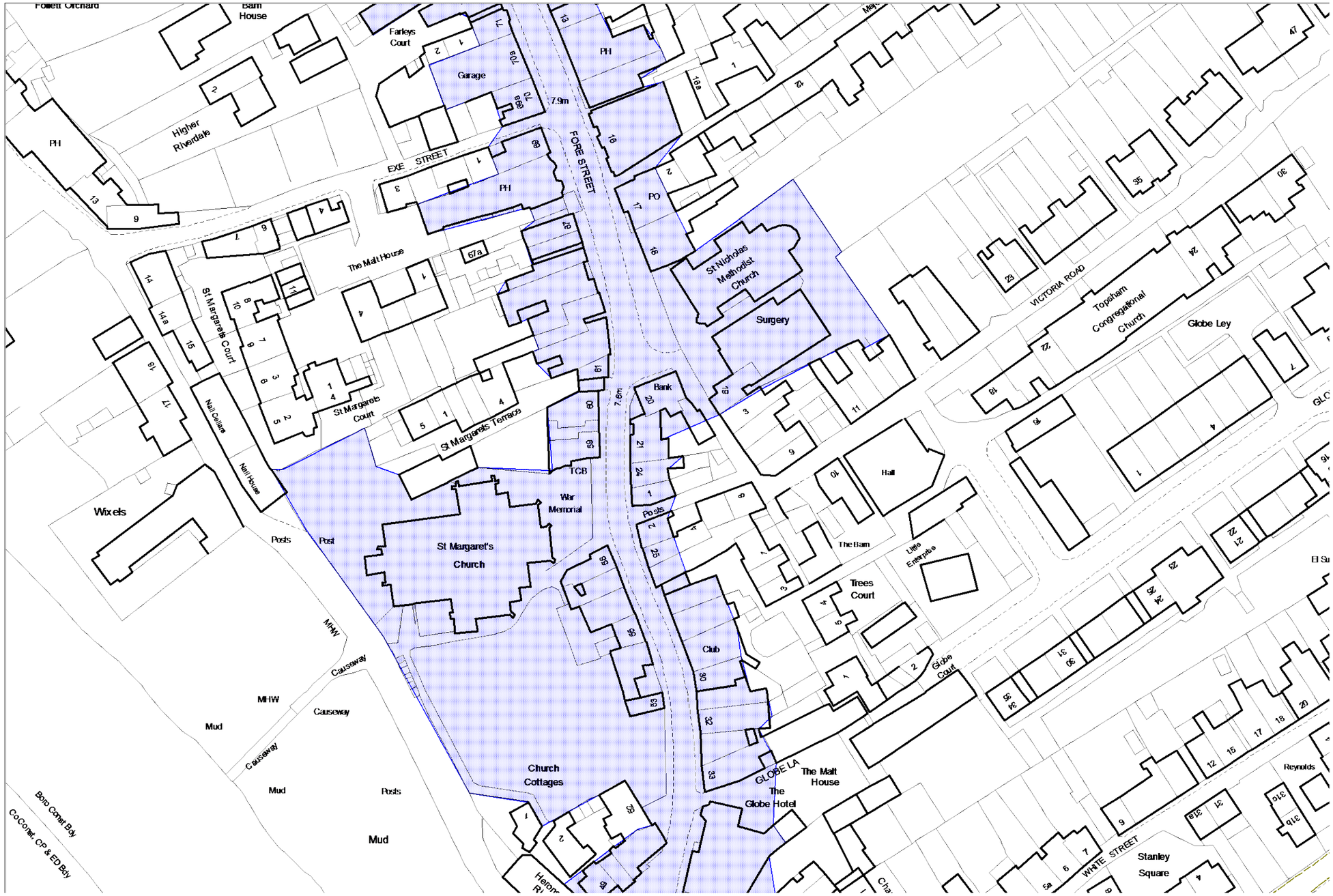
Appendix F

Topsham district centre plan

Topsham (Part 1)



Topsham (Part 2)



Topsham (Part 3)

Appendix G

Sidwell Street local centre plan

Sidwell Street

Appendix H

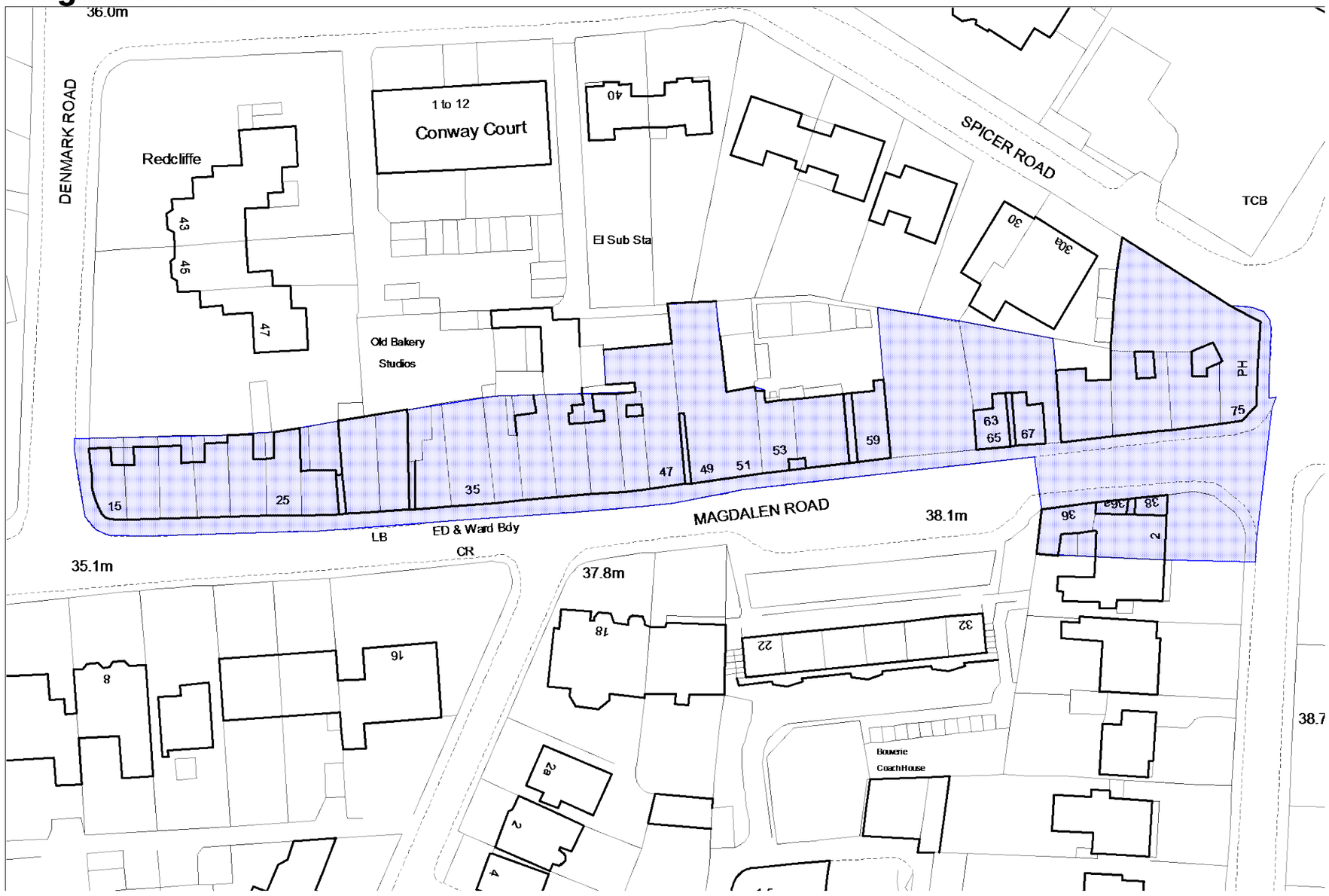
Mount Pleasant local centre plan

Mount Pleasant

Appendix I

Magdalen Road local centre plan

Magdalen Road



Appendix J

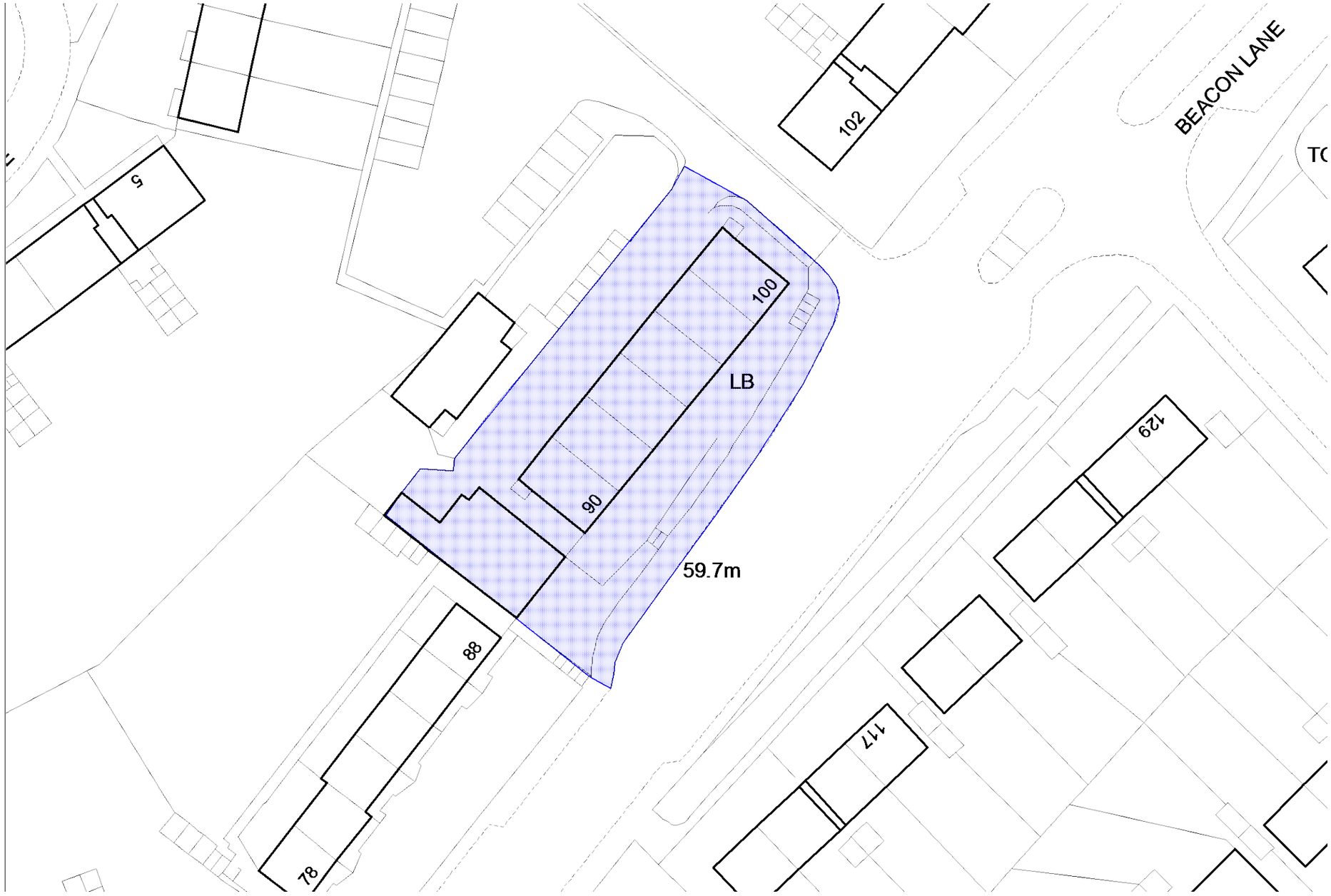
Countess Wear local centre plan

Countess Wear (Topsham Road)

Appendix K

Beacon Lane local centre plan

Beacon Lane



Appendix L

Polsloe Bridge local centre plan

Polsloe Bridge

Appendix M

Pinhoe local centre plan

Pinhoe

PINHOE
DANESWAY
MAIN ROAD
HONEY LANE
Telephone Exchange
46.0m
41.8m
Garage
Poltimore Arms (PH)
Bank
Springfield
TCB

Appendix N

Whipton Village local centre plan

Whipton

WESTBROOK CLOSE
Westbrook Court
SUMMER CLOSE
Sinks
32.6m
32.3m
38.7m
El Sub Sta
The Barn
Club
Payne Court
Whipton Inn (PH)
Half Moon (PH)
WHIPTON VILLAGE ROAD
Lych Gate
Chapters
Iona
Pebbles
Whipton Chapel
Hall
Whipton Community Hall
High Bank
PINHOE ROAD
ED & Ward Bdy
The Whipton Washtub
CR
PO
LB
PC
El Sub Sta
Whipton Barton House

Appendix O

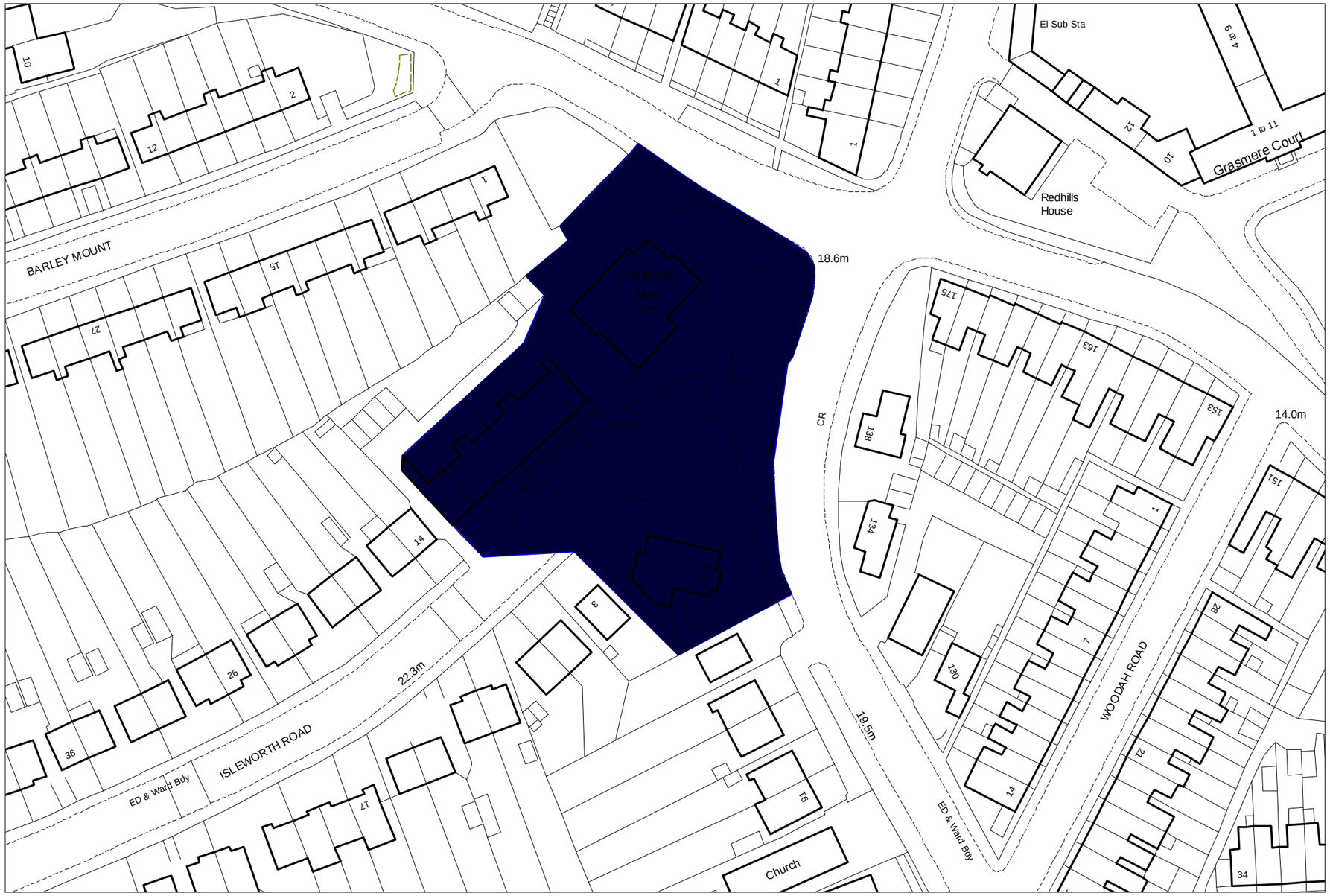
Winchester Avenue local centre plan

Exwick Road & Winchester Avenue

Appendix P

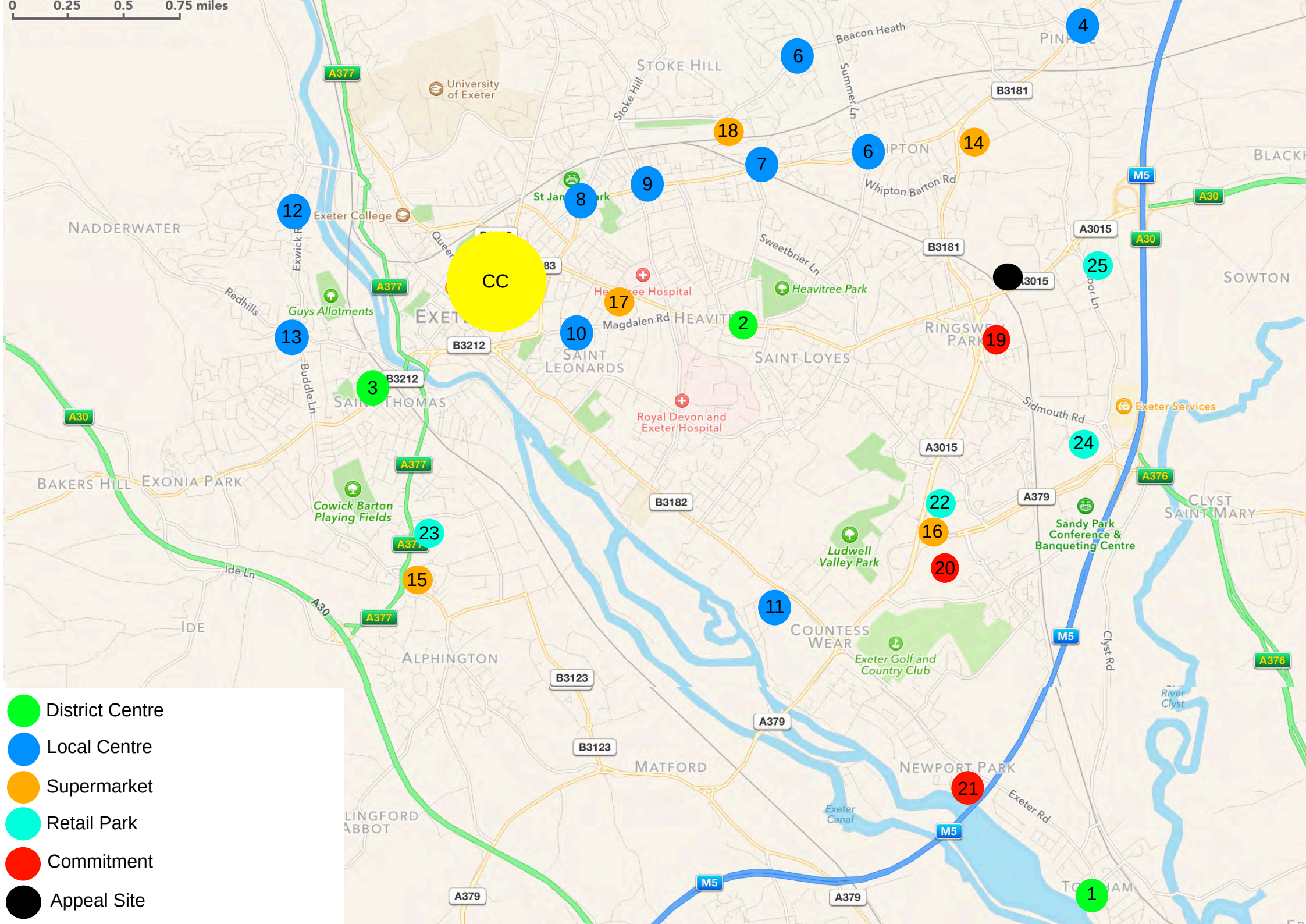
Isleworth Road local centre plan

Isleworth Road



Appendix Q

Out of centre retail provision plan


0 0.25 0.5 0.75 miles
CC
1
2
3
4
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
District Centre
Local Centre
Supermarket
Retail Park
Commitment
Appeal Site
University of Exeter
Exeter College
Guys Allotments
Cowick Barton Playing Fields
Heavitree Hospital
Royal Devon and Exeter Hospital
Heavitree Park
Ludwell Valley Park
Exeter Golf and Country Club
Sandy Park Conference & Banqueting Centre
Exeter Services
Exeter Canal
River Clyst
NADDERWATER
STOKE HILL
SAINT LEONARDS
SAINT LOYES
RINGSWELL PARK
SOWTON
BAKERS HILL
EXONIA PARK
IDE
ALPHINGTON
COUNTESS WEAR
MATFORD
NEWPORT PARK
CLYST SAINT MARY
A377
A30
A3015
B3181
B3212
B3182
B3123
A379
A376
M5
Beacon Heath
Whipton Barton Rd
Sweetbrier Ln
Magdalen Rd
Sidmouth Rd
Exeter Rd
Clyst Rd
Redhills
Buddle Ln
Ide Ln
Stoke Hill
Summer Ln

Centres and Stores

District Centres

1. Topsham
2. Heavitree
3. St Thomas

Local Centres

4. Pinhoe
5. Whipton
6. Beacon Lane
7. Polsloe Bridge
8. Sidwell Street / Blackboy Road
9. Mount Pleasant
10. Magdalen Road
11. Countess Wear
12. Exwick Road
13. Isleworth

Out-of-Centre Supermarkets

14. Sainsburys, Pinhoe Road
15. Sainsburys, Alpington
16. Tesco, Digby
17. Waitrose, Heavitree
18. Morrisons, Prince Charles Road

Commitments

19. Middlemoor
20. IKEA
21. ALDI, Exeter Road Topsham

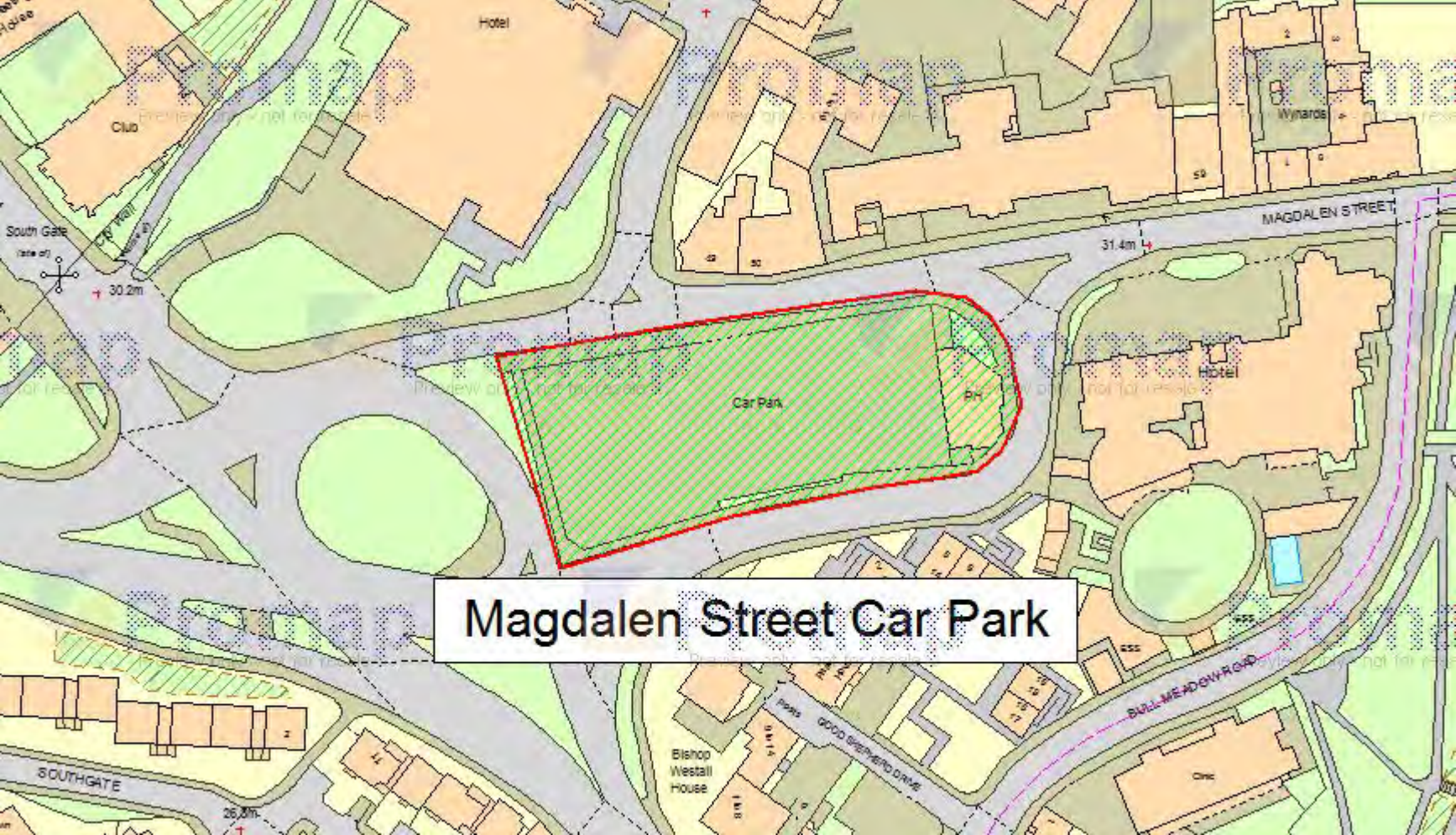
Out-of-Centre Retail Parks/Units

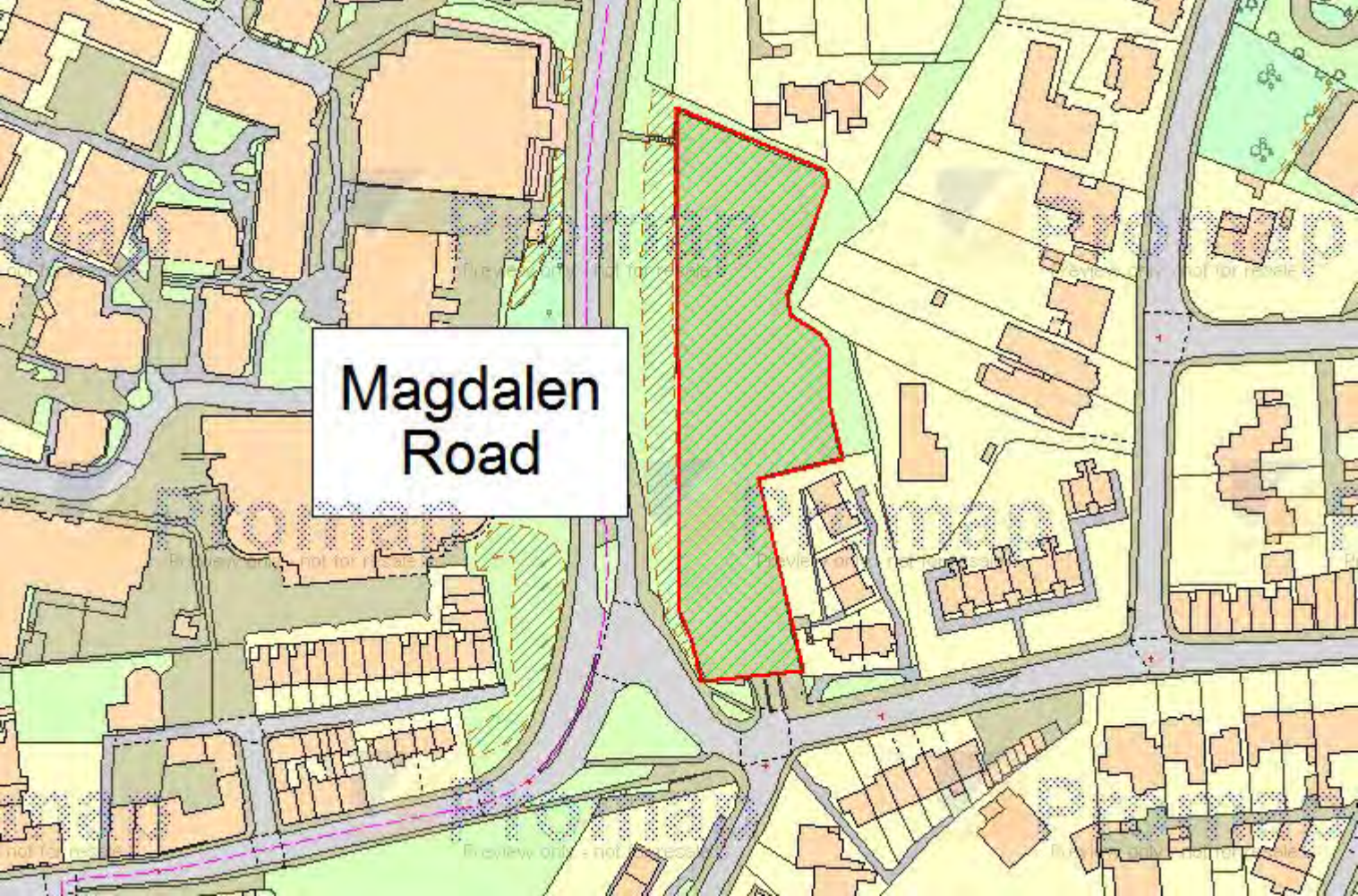
22. Rydon Lane
23. Marsh Barton
24. Bishops Court
25. Sowton

Appendix R

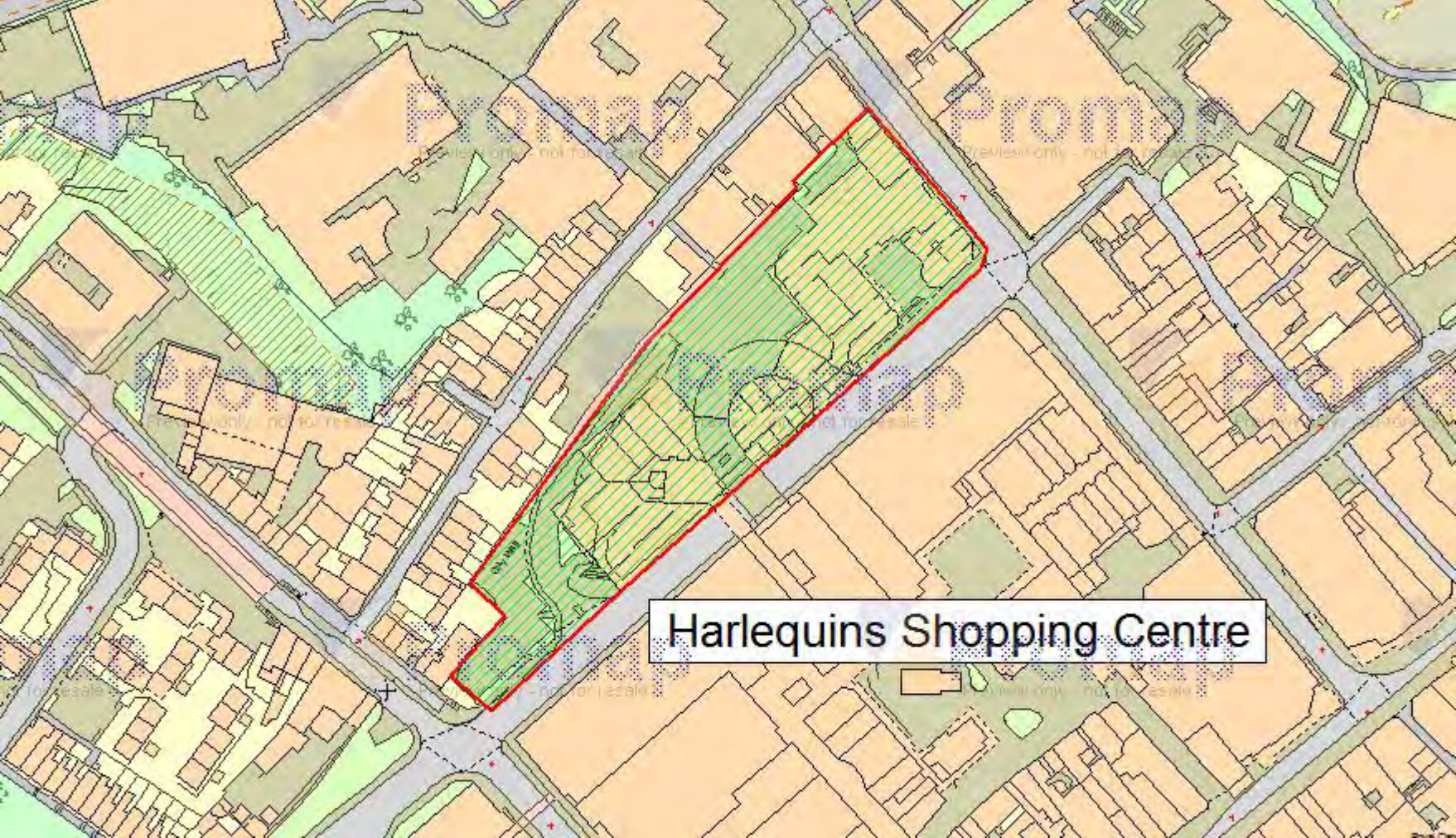
Site assessment plans

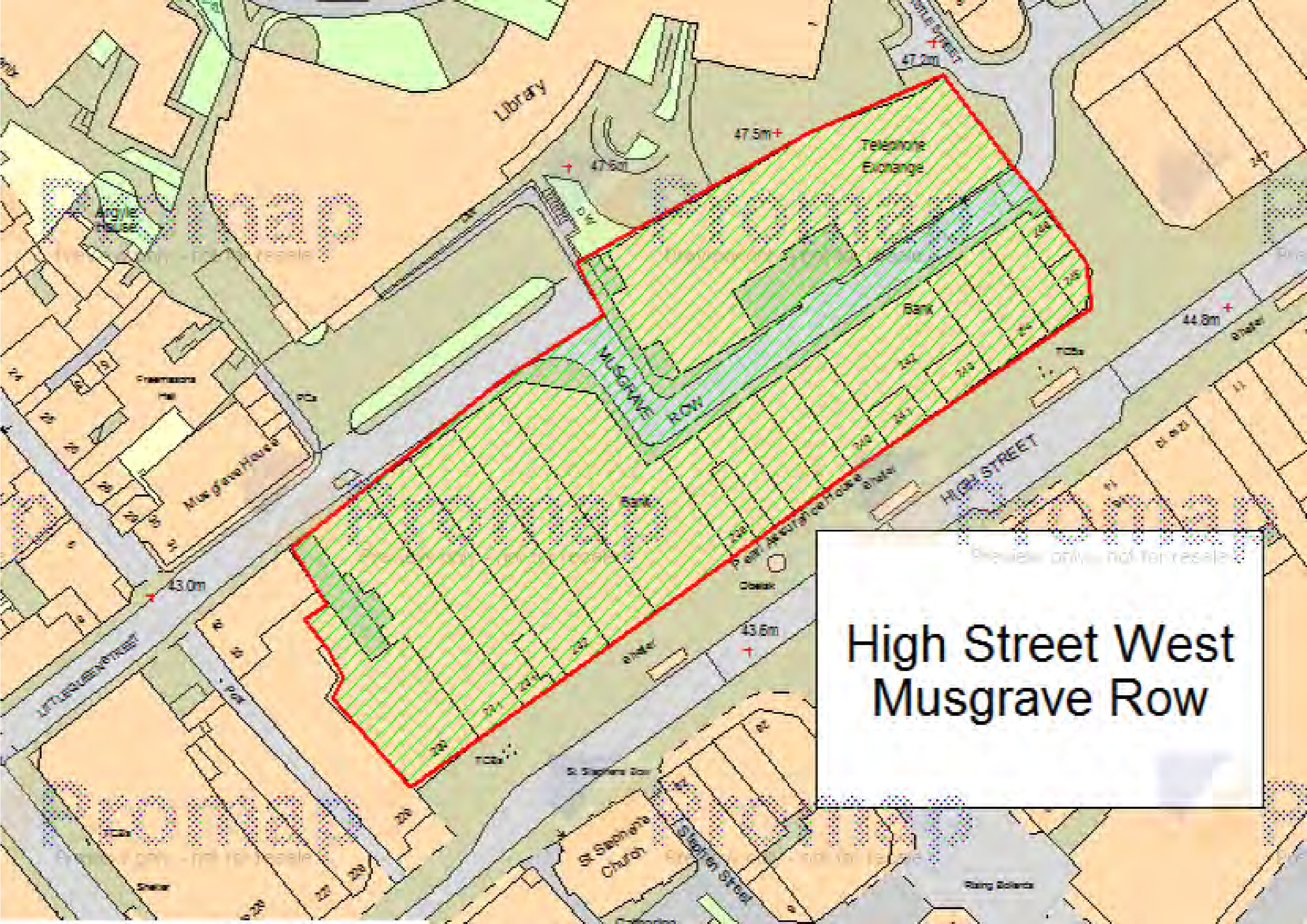
Mary Arches
Street Car Park
Napier Terrace
EXE STREET
BARTHOLOMEW STREET EAST
Multistorey
Car Park
NORTH STREET
MARY ARCHES STREET
Car Park
ISCA
ROMAN TOWN
Club
Synagogue
St Mary
Arches
Church
Shelters
PH
33.5m
33.8m
39.3m
34.4m
14.6m

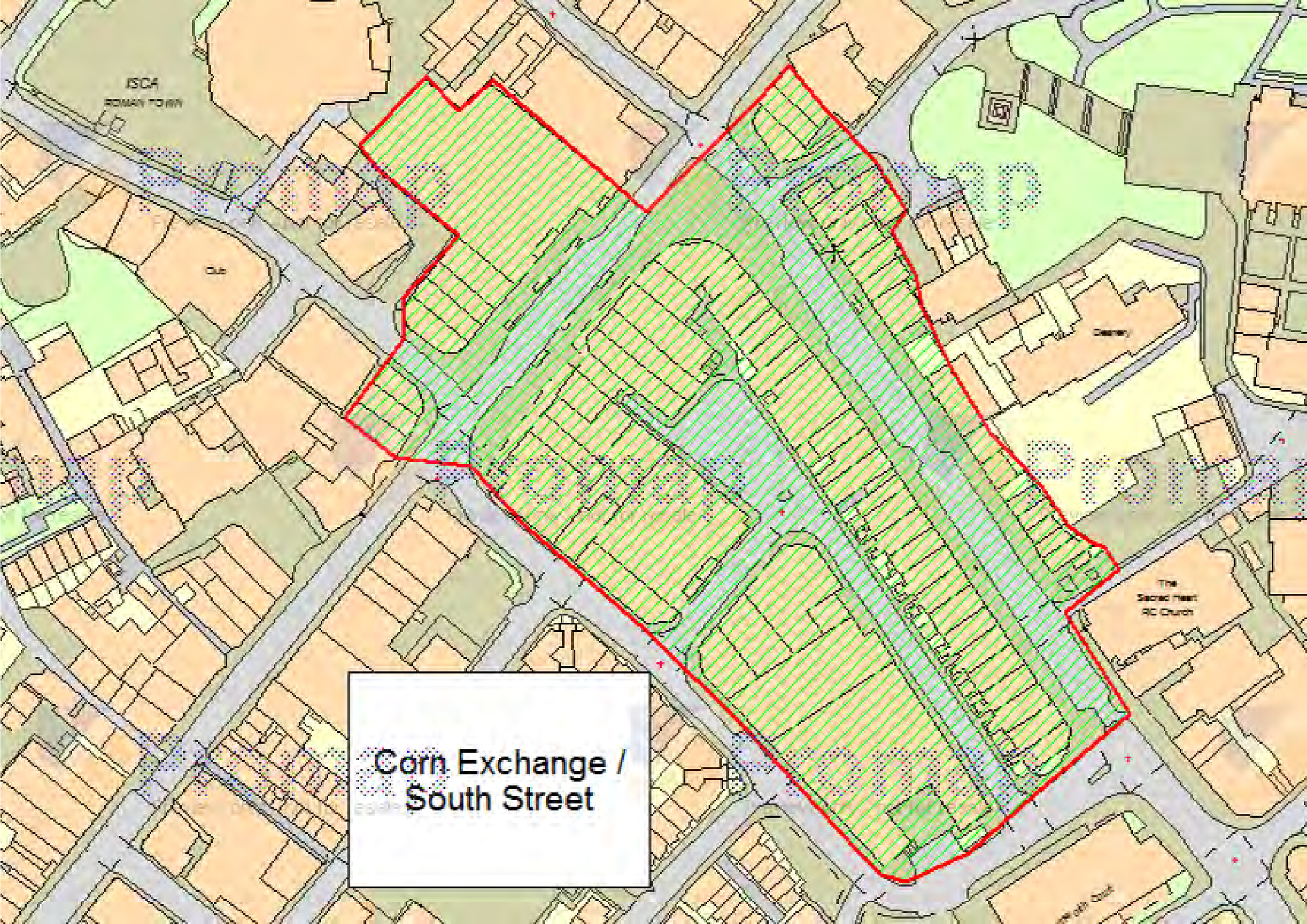

Magdalen Street Car Park
Hotel
Club
Wynards
MAGDALEN STREET
31.4m
South Gate
30.2m
Car Park
PH
Hotel
BULL MEADOW ROAD
GOOD SHEPHERD DRIVE
Bishop
Westall
House
SOUTHGATE
26.0m

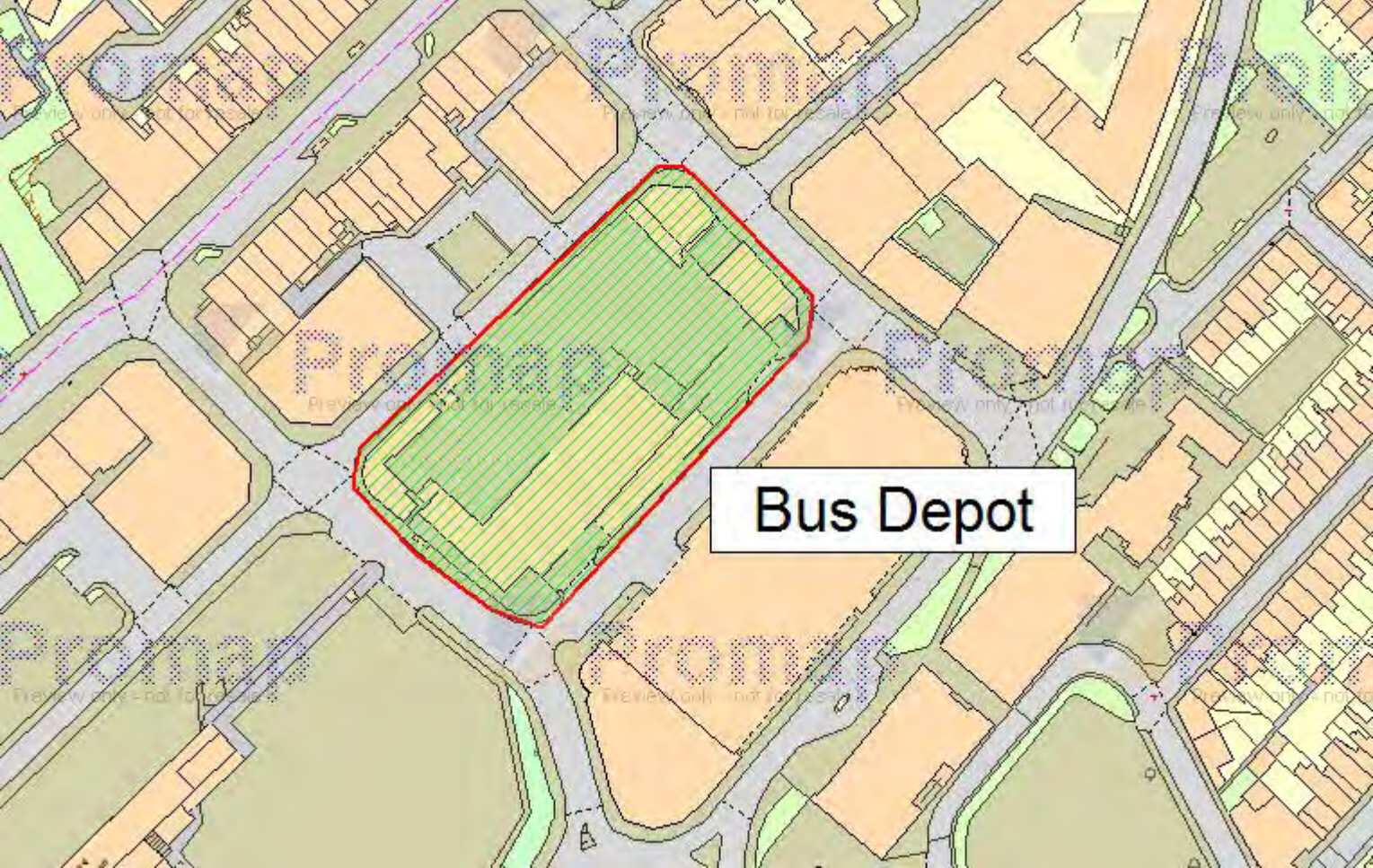

Magdalen
Road

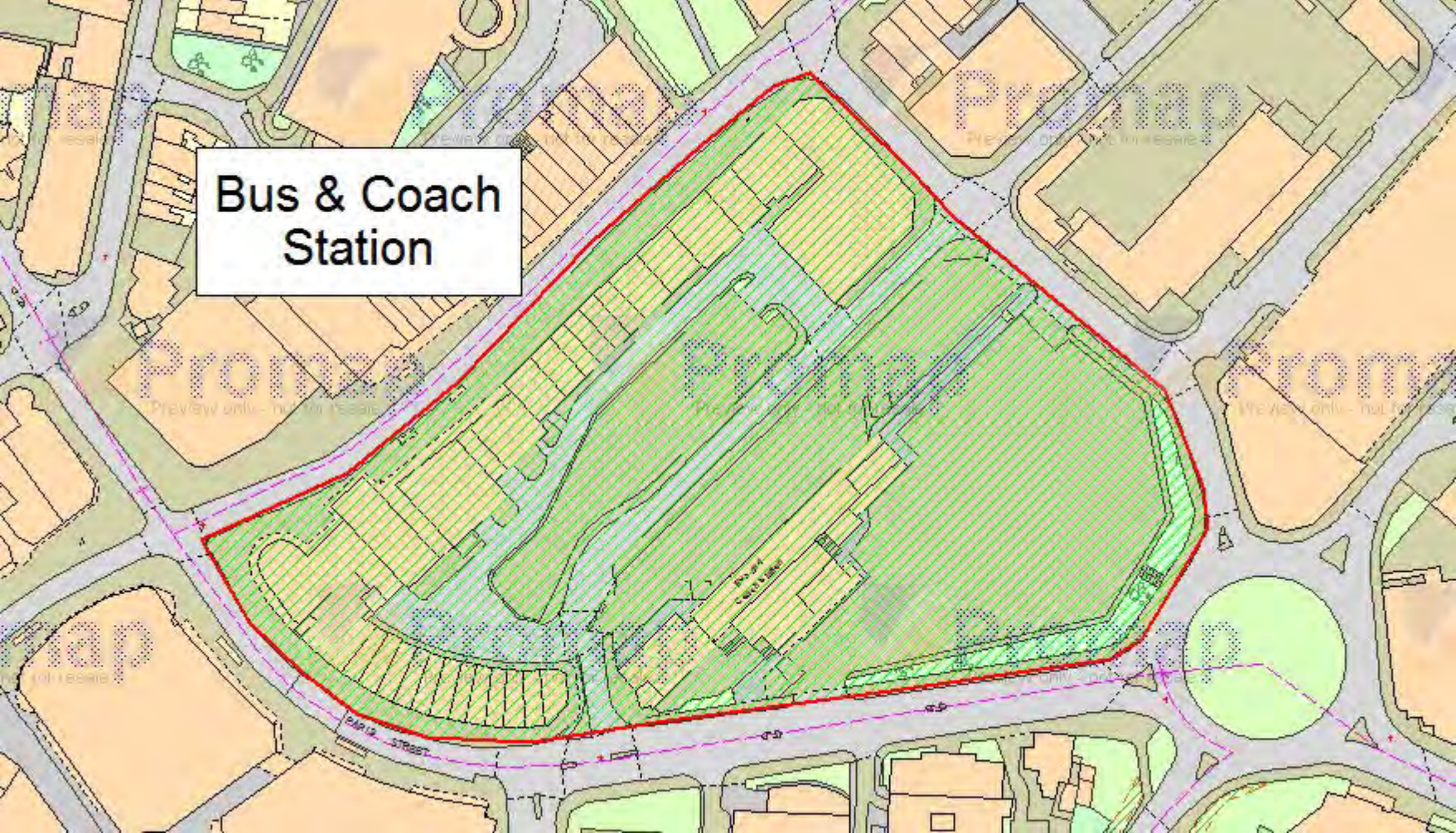
Howell Road Car Park


Harlequins Shopping Centre


High Street West
Musgrave Row
Library
Telephone Exchange
Bank
MUSGRAVE ROW
HIGH STREET
Musgrave House
Freemasons Hall
Argyle House
St Stephens Row
St Stephens Church
Stephen Street
Rising Bollards
47.2m
47.5m
47.6m
44.8m
43.0m
43.6m


ISCA
ROMAN TOWN
Corn Exchange /
South Street


Bus Depot


Bus & Coach
Station

Appendix S

Retailer Demand Assessment

Exeter City Centre
Multiple Retailers not represented but are in similar cities

Retailer	Requirement City Centre (Y/N)	Requirement Out of Town (Y/N)	Size (sq ft)	Comments
Fashion/Footwear				
Aldo	N	N	N/A	No current requirement
American Apparel	N	N	N/A	City not big enough.
Armani Exchange	N	N	N/A	Unlikely as mainly exiting stores. Limited expansion mainly in London.
Banana Republic	N	N	N/A	City too small.
Bench	N	N	N/A	Concentrating on factory outlet centres in UK
Bershka	N	N	N/A	No requirement
Billabong				
Bon Marche	Y	N	1,800 – 5,000 + 500	Prime/good secondary
Brantano	Y	Y	1,500	Would consider in town on pop up/trial basis.
Charles Clinkard	Y	N	2,000 sales plus 750.	Possible requirement for Exeter in the future.
Crocs	N	N	N/A	No current requirements, closing a number of stores.
Deichmann	Y	N	4,000 + 1,500	Definite requirement – High Street or shopping centre.
Dorothy Perkins	Y	Y	2/3,000	Recently exited city centre due to cost but may consider returning. More likely in Outlet unit out of town.
Dr Martins	Y	N	1,000 + 700	Prefer High Streets to Shopping Centre.
Dune				
Echo Shoes	Y	N	1,000 – 1,500	Definite requirement.
Flannels	Y	N	10,000	Possible requirement.

Retailer	Requirement City Centre (Y/N)	Requirement Out of Town (Y/N)	Size (sq ft)	Comments
Foot Asylum	Y	N	2,500 + 1,500	Possible requirement within next two years. High street or shopping centre.
Foot Locker	Y	N	2,000 – 3,000	Definite requirement. High street or shopping centre.
Forever 21	N	N	N/A	No current requirements as rationalising store portfolio nationwide.
Fred Perry	N	N	N/A	London focused not acquisitive at present.
French Connection	N	N	N/A	Not acquisitive at present.
Gant	N	N	N/A	Limited expansion outside London.
Gerry Weber	N	N	N/A	No requirement at present.
Gieves and Hawkes	N	N	N/A	London focused.
G-Star Raw				
Guess	Y	N	3,000 – 5,000	Definite requirement for city centre – High street or city centre.
Harvey Nicholls	N	N	N/A	No requirement for Exeter.
Hugo Boss				Unlikely to be of interest.
Jack and Jones	Y	N	2,000 – 2,500	May consider returning to Exeter.
Jigsaw	Y	N	750 – 1,500	Currently have a shop under offer in Exeter.
Joy	Y	N	1,500 – 2,000	Possible requirement.
Kurt Geiger				
Levi				
M&Co	Y	N	3,000 – 5,000	Possible requirement subject to rent, adjacencies etc.
Mango	Y	N	3,000 – 5,000	Possible requirement.
Matalan	N	Y	30,000 – 35,000	Possible additional requirement out of town.
Maze				

Retailer	Requirement City Centre (Y/N)	Requirement Out of Town (Y/N)	Size (sq ft)	Comments
Michael Kors	N	N	N/A	Unlikely as city is too small.
Mint Velvet	Y	N	1,200 – 2,000	Not in next 12 months but would consider in future.
Pep & Co	N	N	N/A	City probably too large and too much competition in value sector.
Pull and Bear	N	N	N/A	No requirement.
Quiz				
Radley	Y	N	800 – 1,000	Not priority but would look at in the future.
Roman Originals	Y	Y	2/2,500 + 1,000	Possible requirement depending on cost.
Route One	Y	N	1,500 – 2,000	Possible requirement in future.
Select	Y	N	2,000 – 4,000	Definite requirement for city centre.
Size				
Skechers	Y	N	2,000	Definite requirement.
Slater Menswear	Y	N	6,000 – 8,000	Definite requirement, preference for high street.
Sole Trader	Y	N	1,200 – 1,500	Definite requirement.
Ted Baker	N	N	N/A	London/International focused.
The Kooples	N	N	N/A	London/International focused.
Timberland	Y	N	1,500 + 500	Possible requirement 2017 onwards.
TK Maxx	Y	Y	25,000	Would consider city centre store and relocation of out of town store further away from city centre.
TM Lewin	Y	N	1,500	Possible requirement.
Tommy Hilfiger				
USC	N	N	N/A	No current requirement.
Vans	N	N	N/A	No requirement.
Wallis	N	N	N/A	Limited expansion at present.

Retailer	Requirement City Centre (Y/N)	Requirement Out of Town (Y/N)	Size (sq ft)	Comments
Warehouse				Unlikely to be of interest as had exited previous store.
Whistles	Y	N	750 – 1,500	Possible requirement.
Yours	Y	N	2,500	Possible requirement but rent maybe too high and city too high end market.
Sports/Outdoor				
Adidas	N	N	N/A	City too small.
Berghaus	N	N	N/A	No expansion plans out of London.
Blacks	N	N	N/A	Recently vacated high street store. Possible requirement in the future.
Cotswold Outdoor	Y	N	3,000-10,000	Possible requirement
Ellis Brigham				
DW Sports	Y	Y	8,000 – 10,000	Definite requirement.
Puma	N	N	N/A	Limited expansion in provinces.
Reebok	Y	N	2,000	Possible requirement
Sweaty Betty				
The North Face	Y	N	1,500 + 500	Possible requirement 2017 onwards.
Trespass	Y	N	1,500 – 2,000	Would return to city centre.
Lingerie				
Boux Avenue	Y	N	2,500	Would be preference for Shopping Centre.
Bravissimo	Y	N	1,500 + 2,500	Definite requirement subject to cost. High street or shopping centre.
Gilly Hicks	N	N	N/A	No current expansion in UK

Retailer	Requirement City Centre (Y/N)	Requirement Out of Town (Y/N)	Size (sq ft)	Comments
Intimissimi	N	N	N/A	City not big enough
Calvin Klein	Y	N	1,000	Possible requirement.
Victoria Secrets	Y	N	10,000	No requirement at present but possibly in the future.
Electrical				
Bose	N	N	N/A	No requirement, city not big enough.
Currys	N	N	N/A	Possible joint store with Carphone Warehouse
Maplin	N	N	N/A	Currently trade out of town. No additional requirements.
Panasonic				
Health and Beauty				
Aveda	Y	N	800 – 900	Preference for shopping centres.
Bobby Brown	Y	N	800 – 900	Preference for shopping centres.
Crabtree and Evelyn				
Jo Malone	N	N	N/A	Premium brand in JLP no requirement for standalone store.
Kiehl's	Y	N	800 – 1,200	Possible requirement.
Kiko Milano	Y	N	600 – 1,200	Possible requirement.
Origins	Y	N	500	Possible requirement.
Rituals				
SpaceNK	Y	N	750 – 1,200	Possible requirement.
Jewellers				
Folli Follie	N	N	N/A	No requirement.

Retailer	Requirement City Centre (Y/N)	Requirement Out of Town (Y/N)	Size (sq ft)	Comments
Fossil				
Links of London	Y	N	800 – 1,200	Possible requirement for Princesshay.
Mappin and Webb				
Pravins	Y	N	1,500 – 1,700 + half cover	Possible requirement for prime pitch or shopping centre.
Swatch	N	N	N/A	City is too small.
Thomas Sabo				
Cards, Books and Gifts				
Foyles				
Menkind	Y	N	1,500 + 500	Temporary requirement, may consider conversion to permanent.
Oliver Bonas	Y	N	2,000 – 2,500	May consider if rent affordable and right adjacencies.
Scribbler	Y	N	500 – 800	Possible requirement.
Yankee Candle	Y	N	500 – 1,000	Possible requirement.
Toys/Games				
Hamleys	N	N	N/A	City not big enough.
Hawkins Bazaar	Y	Y	1,500	Definite requirement.
Lego	N	N	N/A	City too small.
The Entertainer	Y	N	3,500 + 1,500	Definite requirement if rent affordable.
Miscellaneous				
Kuoni	Y	N	800-1,200	Possible requirement. Preference for Princesshay.
Nespresso	Y	N	2,000 – 2,500	Possible future requirement for shopping centre.

Retailer	Requirement City Centre (Y/N)	Requirement Out of Town (Y/N)	Size (sq ft)	Comments
Pound World	Y	Y	10,000 – 20,000	Definite requirement both city centre and out of town.
Robert Dyas	Y	N	2/2,500 + 1,500	Tentative requirement depending on cost.
Rush Hair	Y	N	800 – 1,500	Definite requirement.
Steamer Trading	Y	N	2,000 – 2,500 + 1,000	Possible requirement.
Sunglass Hut				
Virgin Holidays	N	N	N/A	No requirement