

China, glass, hardware

Zone	Exp. per person	Population	Total expenditure	Stegness Town Centre	Mablethorpe town centre	Grimsby	Lincoln	Louth	Boston	Stegness out of town*
Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Expenditure
1	£465.20	26728	£10,830,233.42	55,945,079.31	£0.00	£606,933.07	6.40%	£893,134.94	6.60%	£536,867.47
2	£396.91	15710	£6,262,366.06	£2,714,043.49	0.00%	£190,760.19	0.00%	£231,900.52	7.20%	£201,040.26
3	£413.15	20653	£8,562,723.39	£204,903.96	0.00%	£0.00	1.60%	£136,563.57	6.00%	£0.00
4	£413.15	10134	£4,196,630.91	£602,903.65	0.00%	£0.00	5.60%	£234,462.53	7.20%	£1,138,616.01
5	£413.15	11611	£4,797,048.91	£36,376.39	0.00%	£38,376.39	3.20%	£153,505.57	5.60%	£167,473.24
6	£413.15	9874	£4,079,412.71	£785,247.24	3.20%	£38,376.39	7.20%	£193,717.72	6.40%	£97,905.91
7	£413.15	35380	£14,517,138.11	£130,541.21	11.20%	£488,894.22	4.80%	£5,496,043.63	0.00%	£0.00
8	£413.15	17322	£7,196,530.99	£973,288.21	12.00%	£1,087,792.71	4.80%	£5,275,248.84	0.80%	£171,756.74
TOTAL		147412	£60,482,426.52	£10,961,723.86	£989,324.93	£5,965,386.84	£3,703,169.30	£7,218,661.67	£5,586,872.96	£984,743.61

DIY & decorating supplies

Zone	Exp. per person	Population	Total expenditure	Stegness Town Centre	Mablethorpe town centre	Grimsby	Lincoln	Louth	Boston	Stegness out of town*
Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Expenditure
1	£322.84	26728	£8,628,778.72	£3,244,420.80	0.00%	£69,030.23	3.20%	£276,120.92	4.00%	£345,151.15
2	£322.84	15710	£5,071,764.21	£1,704,112.77	0.00%	£162,296.45	1.60%	£81,148.23	4.80%	£1,622,984.55
3	£331.04	20653	£6,877,059.79	£1,64,089.43	0.00%	£54,696.48	0.80%	£0.00	7.80%	£9,295,288.30
4	£331.04	10134	£3,364,803.85	£375,738.03	0.00%	£80,251.29	7.20%	£24,545.88	38.80%	£295,222.74
5	£331.04	11611	£3,843,756.41	£0.00	0.00%	£92,250.15	38.40%	£1,476,002.46	10.40%	£30,750.05
6	£331.04	9874	£3,288,732.31	£601,446.74	1.60%	£418,397.74	4.80%	£156,899.15	5.60%	£496,847.31
7	£331.04	35380	£11,712,950.52	£2,299.72	12.80%	£4,778,639.01	3.20%	£5,247,133.03	0.00%	£93,688.80
8	£331.04	17322	£5,734,350.92	£550,497.69	25.60%	£1,422,119.03	1.60%	£374,795.22	0.00%	£275,248.84
TOTAL		147412	£48,451,596.72	£6,640,305.47	£1,520,293.55	£7,077,944.38	£2,752,957.95	£5,881,419.38	£7,438,039.33	£6,068,209.79

Books, jewellery, watches, recreational/luxury goods

Zone	Exp. per person	Population	Total expenditure	Stegness Town Centre	Mablethorpe town centre	Grimsby	Lincoln	Louth	Boston	Stegness out of town*
Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Expenditure
1	£1,704.85	26728	£4,856,721.38	£26,246,715.48	0.00%	£729,075.43	6.40%	£2,916,301.72	4.80%	£2,187,228.29
2	£1,667.61	15710	£26,198,215.72	£11,946,396.37	0.00%	£419,171.45	4.80%	£1,257,514.35	7.20%	£1,886,271.53
3	£1,747.40	20653	£36,099,137.47	£10,164,852.40	0.00%	£666,139.30	2.40%	£283,331.10	54.40%	£19,632,490.78
4	£1,747.40	10134	£17,708,193.44	£10,199,919.42	0.00%	£0.00	1.60%	£268,648.76	24.00%	£4,249,966.43
5	£1,747.40	11611	£20,289,109.34	£162,312.87	0.00%	£0.00	1.60%	£324,625.75	5.60%	£1,136,190.12
6	£1,747.40	9874	£17,253,668.37	£4,278,959.35	0.80%	£1,794,402.31	7.20%	£1,242,278.52	7.20%	£138,030.95
7	£1,747.40	35380	£61,823,158.07	£694,585.26	26.40%	£16,321,313.73	4.80%	£2,967,511.69	0.80%	£494,686.26
8	£1,747.40	17322	£30,268,554.32	£6,053,706.86	16.80%	£5,085,113.76	1.60%	£484,296.55	0.00%	£0.00
TOTAL		147412	£255,197,431.09	£80,537,438.03	£3,043,810.24	£24,097,296.72	£19,694,581.07	£28,516,684.79	£30,829,008.94	£138,030.95

ALL GOODS

Zone	Exp. per person	Population	Total expenditure	Stegness Town Centre	Mablethorpe town centre	Grimsby	Lincoln	Louth	Boston	Stegness out of town*
Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure	Expenditure
1	£5,751.12	26728	£153,715,902.57	£73,956,336.91	£0.00	£1,732,265.02	6.40%	£12,089,581.42	4.80%	£13,146,815.78
2	£5,625.06	15710	£86,389,665.16	£37,862,345.46	£408,566.44	£2,734,142.83	4.80%	£5,171,449.02	7.20%	£8,250,562.18
3	£5,892.89	20653	£121,705,891.94	£4,185,905.17	£0.00	£90,780.13	2.40%	£3,835,499.51	54.40%	£74,461,867.95
4	£5,892.89	10134	£59,718,564.32	£16,959,413.63	£19,406.24	£649,802.06	1.60%	£7,058,497.06	24.00%	£16,910,478.89
5	£5,892.89	11611	£68,422,365.34	£959,957.39	£0.00	£735,923.32	1.60%	£27,726,897.09	5.60%	£5,527,575.30
6	£5,892.89	9874	£58,186,412.48	£13,528,594.55	£1,206,486.03	£6,880,652.26	7.20%	£4,474,917.03	7.20%	£4,827,339.61
7	£5,892.89	35380	£208,490,507.76	£494,585.26	£3,251,916.75	£69,561,769.54	4.80%	£70,002,930.12	0.80%	£1,132,266.40
8	£5,892.89	17322	£102,076,669.74	£16,618,186.44	£11,057,684.50	£21,088,203.58	1.60%	£3,189,978.60	0.00%	£1,118,036.30
TOTAL		147412	£860,685,979.30	£164,565,325.01	£13,017,472.96	£103,473,538.76	£74,096,357.64	£93,114,688.33	£125,374,962.40	£28,023,860.43

* Includes Tesco and retail parks