

Table 1: Population estimates and forecasts

	2011	2019	2020	2021	2022	2023	2024	2025	2026
Zone 4	40,857	46594	46834	47573	48262	49033	49930	50670	51417

Table 2: Convenience goods expenditure per capita, exc non store SFT

Per capita (£)		2183	2316	2194	2198	2191	2187	2185	2181
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Table 3: Total in-store convenience goods spend

Total (£M)		101.73	108.49	104.36	106.08	107.45	109.20	110.71	112.12
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Sources:

Population data 2011 from NOMIS KW101EW

Population growth from Manchester MCCFM forecasts

Expenditure per capita data from Experian Business Strategies, growth excludes non-store SFT per Briefing Note 18, October 2018 Table 5

All prices 2019

Table 4 Shopping and spending patterns													
	Main trip expenditure	Top up expenditure	All expenditure	Total Zone 4 spend 2021	Total Zone 4 spend 2023	Total Zone 4 spend 2026	Inflow	Turnover 2021	Turnover 2023	Turnover 2026	Diversion	Resultant turnover 2023	Change on 2021
	(%)	(%)	(%)	(£M)	(£M)	(£M)	(%)	(£M)	(£M)	(£M)	(£M)	(£M)	(%)
Iceland	2.50%	8.00%	3.80%	3.97	4.08	4.26	5%	4.17	4.30	4.48	0.00	4.30	2.97
Netto	2.60%	3.10%	2.70%	2.82	2.90	3.03	5%	2.97	3.05	3.19	0.00	3.05	2.97
Lidl	1.40%	3.70%	2.00%	2.09	2.15	2.24	30%	2.98	3.07	3.20	-0.10	2.97	-0.39
	0.40%	5.60%	1.70%	1.77	1.83	1.91							
Other Newton Heath							5%	1.87	1.92	2.01	-0.06	1.86	-0.25
Other Moston	0.40%	5.90%	1.80%	1.88	1.93	2.02	5%	1.98	2.04	2.12	0.00	2.04	2.97
Other	0.00%	1.80%	0.50%	0.52	0.54	0.56	5%	0.55	0.57	0.59	0.00	0.57	2.97
Elsewhere, Manchester City	37.90%	28.20%	35.50%	37.05	38.15	39.80							
Beyond Manchester City	54.80%	43.70%	52.00%	54.27	55.88	58.30							
Total	100%	100%	100%	104.36	107.45	112.12							