

China, glass, hardware

Zone	Exp. per person	Population	Total expenditure
1	£465.20	26728	£108,330,235.42
2	£399.91	15710	£6,262,305.06
3	£413.15	20653	£8,522,723.39
4	£413.15	10134	£4,195,630.91
5	£413.15	11611	£4,797,048.91
6	£413.15	9874	£4,079,412.71
7	£413.15	35380	£14,617,138.11
8	£413.15	17322	£7,195,630.99
TOTAL		147412	£60,482,428.52

DIY & decorating supplies

Zone	Exp. per person	Population	Total expenditure
1	£322.84	26728	£8,628,778.72
2	£322.84	15710	£5,101,764.21
3	£331.04	20653	£6,877,059.79
4	£331.04	10134	£3,364,803.85
5	£331.04	11611	£3,843,756.41
6	£331.04	9874	£3,288,732.31
7	£331.04	35380	£11,712,950.52
8	£331.04	17322	£5,734,350.92
TOTAL		147412	£48,451,696.72

Books, jewellery, watches, recreational/luxury goods

Zone	Exp. per person	Population	Total expenditure
1	£1,704.85	26728	£4,657,214.38
2	£1,667.61	15710	£2,618,215.72
3	£1,747.40	20653	£3,609,137.47
4	£1,747.40	10134	£1,768,193.44
5	£1,747.40	11611	£2,029,109.34
6	£1,747.40	9874	£1,723,668.37
7	£1,747.40	35380	£61,823,158.07
8	£1,747.40	17322	£30,268,654.32
TOTAL		147412	£255,197,431.09

ALL GOODS

Zone	Exp. per person	Population	Total expenditure
1	£5,751.12	26728	£153,715,902.57
2	£5,625.06	15710	£86,369,665.16
3	£5,892.89	20653	£121,705,891.94
4	£5,892.89	10134	£59,718,564.32
5	£5,892.89	11611	£68,422,365.34
6	£5,892.89	9874	£58,186,412.48
7	£5,892.89	35380	£208,490,507.76
8	£5,892.89	17322	£102,076,669.74
TOTAL		147412	£860,685,979.30

Expenditure flows		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	Mkt Share	Expenditure	Mkt Share	Expenditure	Mkt Share	Expenditure
51.20%	£5,545,079.31	0.00%	£0.00	1.60%	£696,933.07	6.40%	£694,134.94	6.40%	£694,134.94	6.40%	£694,134.94	6.40%	£694,134.94	3.20%	£346,867.47
43.20%	£2,714,043.49	0.00%	£0.00	2.40%	£1,930,780.19	4.00%	£2,714,043.49	4.00%	£2,714,043.49	4.00%	£2,714,043.49	4.00%	£2,714,043.49	3.20%	£201,040.26
2.40%	£262,262.06	0.00%	£0.00	0.00%	£0.00	1.60%	£136,563.57	1.60%	£136,563.57	1.60%	£136,563.57	1.60%	£136,563.57	0.00%	£0.00
14.40%	£602,903.69	0.00%	£0.00	0.00%	£0.00	5.60%	£234,462.53	5.60%	£234,462.53	5.60%	£234,462.53	5.60%	£234,462.53	4.00%	£167,473.24
0.80%	£36,976.98	0.00%	£0.00	0.80%	£38,376.39	28.00%	£1,343,173.70	3.20%	£1,343,173.70	3.20%	£1,343,173.70	3.20%	£1,343,173.70	0.00%	£0.00
19.20%	£4,079,412.71	3.20%	£130,541.21	11.20%	£4,585,894.22	5.60%	£2,284,447.11	7.20%	£2,284,447.11	7.20%	£2,284,447.11	7.20%	£2,284,447.11	0.00%	£0.00
0.00%	£0.00	0.00%	£0.00	24.80%	£3,625,050.25	4.80%	£701,622.63	37.60%	£5,496,043.63	0.00%	£0.00	0.00%	£0.00	2.40%	£97,905.91
13.60%	£973,288.21	12.00%	£888,783.72	15.20%	£1,087,792.71	1.60%	£714,504.50	7.20%	£5,496,043.63	0.80%	£57,252.25	0.80%	£57,252.25	2.40%	£171,756.74
TOTAL			£10,961,723.86		£5,965,386.84		£3,703,169.30		£7,218,661.67		£5,586,872.96		£3,984,743.61		

Expenditure flows		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	Mkt Share	Expenditure	Mkt Share	Expenditure		
37.60%	£3,244,420.80	0.00%	£0.00	0.80%	£69,030.23	3.20%	£276,120.92	0.00%	£0.00	4.00%	£345,151.15	32.00%	£2,761,209.19		
33.60%	£1,704,112.77	0.00%	£0.00	3.20%	£1,622,696.45	1.60%	£81,148.23	0.00%	£0.00	4.80%	£243,444.68	32.00%	£1,622,984.55		
2.40%	£164,089.43	0.00%	£0.00	0.80%	£54,696.48	0.80%	£54,696.48	0.00%	£0.00	7.60%	£50,320,076.00	7.20%	£492,288.30		
11.20%	£375,738.03	0.00%	£0.00	2.40%	£80,250.15	7.20%	£241,545.88	0.80%	£26,838.43	38.80%	£1,234,567.82	8.00%	£295,222.74		
0.00%	£0.00	0.00%	£0.00	2.40%	£92,250.15	38.40%	£1,476,002.46	3.20%	£123,000.21	10.40%	£399,750.67	8.00%	£30,750.05		
18.40%	£601,446.74	1.60%	£52,299.72	12.80%	£4,178,339.01	4.80%	£156,899.15	6.40%	£209,198.87	5.60%	£183,049.01	15.20%	£496,847.31		
0.00%	£0.00	0.00%	£0.00	40.80%	£4,778,639.01	3.20%	£374,795.22	44.80%	£5,247,133.03	0.00%	£0.00	0.80%	£93,688.80		
9.60%	£550,497.69	25.60%	£1,467,993.84	24.80%	£1,422,119.03	1.60%	£91,749.61	4.80%	£275,248.84	0.00%	£0.00	4.80%	£275,248.84		
TOTAL			£6,640,305.47		£7,077,944.38		£2,752,957.95		£5,881,419.38		£7,438,039.33		£6,068,209.79		

Expenditure flows		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	Mkt Share	Expenditure	Mkt Share	Expenditure		
57.60%	£26,246,715.48	0.00%	£0.00	1.60%	£729,075.43	6.40%	£2,916,301.72	0.00%	£0.00	4.80%	£2,187,228.29	0.00%	£0.00		
45.60%	£11,946,396.37	0.00%	£0.00	1.60%	£419,171.45	4.80%	£1,257,514.35	0.00%	£0.00	7.20%	£1,886,271.53	0.00%	£0.00		
3.20%	£1,164,852.40	0.00%	£0.00	0.00%	£0.00	2.40%	£866,139.30	0.00%	£0.00	54.40%	£19,632,490.78	0.00%	£0.00		
16.00%	£10,199,919.42	0.00%	£0.00	0.00%	£0.00	12.80%	£2,268,648.76	1.60%	£283,331.10	24.00%	£4,249,968.43	0.00%	£0.00		
0.80%	£162,312.87	0.00%	£0.00	0.80%	£162,312.87	35.20%	£7,141,766.49	1.60%	£324,625.75	5.60%	£1,136,190.12	0.00%	£0.00		
24.80%	£4,278,959.35	0.80%	£138,030.95	8.00%	£1,360,309.47	10.40%	£1,794,402.31	7.20%	£1,242,278.52	7.20%	£1,242,278.52	0.80%	£138,030.95		
0.80%	£64,585.26	0.00%	£0.00	26.40%	£16,321,313.73	4.80%	£2,967,511.69	40.00%	£24,729,263.23	0.80%	£494,685.26	0.00%	£0.00		
20.00%	£6,053,706.86	9.60%	£2,905,779.29	16.80%	£5,085,113.76	1.60%	£484,296.55	6.40%	£1,937,186.20	0.00%	£0.00	0.00%	£0.00		
TOTAL			£60,537,438.03		£24,097,296.72		£19,694,581.07		£28,516,684.79		£30,829,008.94		£138,030.95		

Expenditure flows		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	Mkt Share	Expenditure	Mkt Share	Expenditure		
£73,956,336.91	£0.00	£1,732,285.02	£12,089,581.42	£1,732,285.02	£12,089,581.42	£13,146,815.78	£893,134.94	£13,146,815.78	£893,134.94	£13,146,815.78	£893,134.94	£13,146,815.78	£14,017,862.55		
£37,862,345.46	£408,566.44	£2,734,142.83	£5,171,449.02	£2,734,142.83	£5,171,449.02	£3,835,499.51	£349,362.77	£3,835,499.51	£349,362.77	£3,835,499.51	£349,362.77	£3,835,499.51	£7,257,998.60		
£4,165,905.17	£0.00	£90,780.13	£3,835,499.51	£90,780.13	£3,835,499.51	£7,059,497.06	£1,000,729.50	£7,059,497.06	£1,000,729.50	£7,059,497.06	£1,000,729.50	£7,059,497.06	£902,811.21		
£16,959,413.83	£19,406.24	£649,802.06	£7,726,897.09	£649,802.06	£7,726,897.09	£735,923.32	£1,340,724.69	£735,923.32	£1,340,724.69	£735,923.32	£1,340,724.69	£735,923.32	£1,525,349.41		
£59,957,97.39	£0.00	£6,880,652.26	£5,020,524.81	£6,880,652.26	£5,020,524.81	£4,474,917.03	£4,827,339.61	£4,474,917.03	£4,827,339.61	£4,474,917.03	£4,827,339.61	£4,474,917.03	£972,331.92		
£13,528,594.55	£1,206,486.03	£494,585.26	£69,561,769.54	£494,585.26	£69,561,769.54	£11,132,266.40	£1,132,266.40	£11,132,266.40	£1,132,266.40	£11,132,266.40	£1,132,266.40	£11,132,266.40	£93,688.80		
£4,944,585.26	£11,057,684.50	£11,057,684.50	£11,057,684.50	£11,057,684.50	£11,057,684.50	£6,073,023.35	£6,073,023.35	£6,073,023.35	£6,073,023.35	£6,073,023.35	£6,073,023.35	£6,073,023.35	£2,161,113.51		
TOTAL			£164,565,325.01		£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