



**IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES**

Table 1: Population Growth, by Zone

Zone	2019	2026	2029	2031	2036	Change 2019-2026		Change 2019-2029		Change 2019-2031		Change 2019-2036	
						No.	%	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]
1	38,954	40,857	41,567	41,955	42,968	1,903	4.9	2,614	6.7	3,001	7.7	4,014	10.3
2	34,991	36,701	37,339	37,687	38,597	1,709	4.9	2,348	6.7	2,696	7.7	3,606	10.3
3	54,297	56,558	57,433	57,981	59,462	2,260	4.2	3,136	5.8	3,683	6.8	5,164	9.5
4	39,810	41,755	42,481	42,877	43,912	1,945	4.9	2,671	6.7	3,067	7.7	4,102	10.3
5	90,432	95,179	97,217	98,578	102,307	4,746	5.2	6,785	7.5	8,145	9.0	11,875	13.1
6	60,014	63,318	64,808	65,788	68,417	3,304	5.5	4,794	8.0	5,774	9.6	8,403	14.0
7	27,782	29,359	30,073	30,552	31,813	1,578	5.7	2,292	8.2	2,770	10.0	4,031	14.5
8	22,258	23,172	23,568	23,852	24,628	914	4.1	1,310	5.9	1,594	7.2	2,370	10.6
9	10,586	10,927	11,068	11,177	11,483	341	3.2	482	4.6	591	5.6	897	8.5
10	29,711	30,667	31,065	31,370	32,229	956	3.2	1,354	4.6	1,658	5.6	2,518	8.5
11	11,214	11,575	11,725	11,840	12,165	361	3.2	511	4.6	626	5.6	950	8.5
12	7,613	7,895	8,015	8,104	8,349	282	3.7	402	5.3	491	6.4	736	9.7
13	6,597	6,837	6,940	7,015	7,225	241	3.6	343	5.2	419	6.3	628	9.5
14	11,956	12,340	12,500	12,623	12,969	385	3.2	545	4.6	667	5.6	1,013	8.5
15	9,932	10,252	10,384	10,486	10,774	320	3.2	452	4.6	554	5.6	842	8.5
16	15,496	16,086	16,314	16,474	16,870	590	3.8	818	5.3	978	6.3	1,375	8.9
Total	471,642	493,477	502,498	508,357	524,167	21,835	4.6	30,856	6.5	36,715	7.8	52,525	11.1

Notes:

[1], [2], [3], [4], [5] Population projection figures derived from 'Suffolk District OAN Population Profiles' provided by Ipswich Borough Council for Ipswich, Suffolk Coastal, Babergh, Mid Suffolk, and Waveney administrative areas. Where a zone extends across administrative areas relevant district/borough population projections have been applied to each part of the zone.

[6] = [2] - [1]

[7] = [6] / [1]

[8] = [3] - [1]

[9] = [8] / [1]

[10] = [4] - [1]

[11] = [10] / [1]

[12] = [5] - [1]

[13] = [12] / [1]



**IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES**

Table 2: Per Capita Convenience Goods Expenditure, by Zone (£)

Zone	2017	2019	2026	2029	2031	2036
1	1,982	1,947	1,946	1,949	1,900	1,959
2	2,077	2,040	2,039	2,042	1,990	2,052
3	2,112	2,075	2,073	2,077	2,024	2,087
4	2,014	1,978	1,977	1,981	1,981	1,990
5	2,321	2,280	2,278	2,283	2,282	2,293
6	2,293	2,252	2,251	2,255	2,255	2,266
7	2,257	2,217	2,215	2,219	2,219	2,230
8	2,421	2,378	2,377	2,381	2,381	2,393
9	2,409	2,367	2,365	2,370	2,369	2,381
10	2,135	2,097	2,096	2,100	2,099	2,110
11	2,365	2,323	2,322	2,326	2,326	2,337
12	2,450	2,407	2,405	2,410	2,410	2,421
13	2,408	2,365	2,364	2,368	2,368	2,379
14	2,532	2,487	2,486	2,490	2,490	2,502
15	2,469	2,426	2,424	2,429	2,428	2,440
16	2,579	2,534	2,532	2,537	2,537	2,549

Notes

Per capita expenditure derived from Experian MMG3 data (March 2019)

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 16 (December 2018)

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 16 (December 2018)

2015 Prices



**IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES**

Table 3: Total Available Convenience Expenditure, by Zone (£m)

Zone	2019	2026	2029	2031	2036	Change 2019-26		Change 2019-29		Change 2019-31		Change 2019-36	
						No.	%	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]
1	75.8	79.5	81.0	79.7	84.2	3.7	4.8	5.2	6.8	3.9	5.1	8.3	11.0
2	71.4	74.8	76.3	75.0	79.2	3.4	4.8	4.9	6.8	3.6	5.1	7.8	11.0
3	112.6	117.3	119.3	117.4	124.1	4.6	4.1	6.7	5.9	4.7	4.2	11.5	10.2
4	78.8	82.6	84.2	84.9	87.4	3.8	4.8	5.4	6.8	6.2	7.8	8.6	11.0
5	206.2	216.8	221.9	225.0	234.6	10.7	5.2	15.8	7.6	18.8	9.1	28.5	13.8
6	135.1	142.5	146.1	148.3	155.0	7.4	5.4	11.0	8.1	13.2	9.7	19.9	14.7
7	61.6	65.0	66.7	67.8	70.9	3.5	5.6	5.2	8.4	6.2	10.1	9.4	15.2
8	52.9	55.1	56.1	56.8	58.9	2.1	4.0	3.2	6.0	3.9	7.3	6.0	11.3
9	25.1	25.8	26.2	26.5	27.3	0.8	3.2	1.2	4.7	1.4	5.7	2.3	9.1
10	62.3	64.3	65.2	65.9	68.0	2.0	3.2	2.9	4.7	3.6	5.7	5.7	9.1
11	26.0	26.9	27.3	27.5	28.4	0.8	3.2	1.2	4.7	1.5	5.7	2.4	9.1
12	18.3	19.0	19.3	19.5	20.2	0.7	3.6	1.0	5.4	1.2	6.6	1.9	10.3
13	15.6	16.2	16.4	16.6	17.2	0.6	3.6	0.8	5.3	1.0	6.5	1.6	10.2
14	29.7	30.7	31.1	31.4	32.5	0.9	3.2	1.4	4.7	1.7	5.7	2.7	9.1
15	24.1	24.9	25.2	25.5	26.3	0.8	3.2	1.1	4.7	1.4	5.7	2.2	9.1
16	39.3	40.7	41.4	41.8	43.0	1.5	3.7	2.1	5.4	2.5	6.4	3.7	9.5
Total	1,035	1,082	1,104	1,110	1,157	47.1	4.6	69.0	6.7	74.7	7.2	122.5	11.8

Notes

[1] to [5] Calculated by multiplying population (Table 1) by per capita convenience goods expenditure (Table 2)

[6] = [2] - [1]

[7] = [2] / [1]

[8] = [3] - [1]

[9] = [3] / [1]

[10] = [4] - [1]

[11] = [4] / [1]

[12] = [5] - [1]

[13] = [5] / [1]

2015 Prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 4a - Per Capita Comparison Goods Expenditure, by Category, 2017 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	654	112	100	188	174	287	47	321	95	158	112	201	2,449
2	722	130	117	224	237	304	56	356	104	196	139	243	2,830
3	833	157	136	271	278	362	68	424	118	235	175	294	3,350
4	715	123	108	224	229	311	53	345	99	191	128	230	2,757
5	867	172	145	267	299	378	84	437	148	239	196	302	3,556
6	816	163	136	266	267	381	85	408	140	219	191	281	3,354
7	852	165	136	269	288	416	94	401	145	236	195	275	3,471
8	909	186	158	299	312	399	90	459	151	246	216	325	3,751
9	890	179	156	298	308	359	81	470	147	235	215	325	3,664
10	754	141	125	240	215	320	62	391	121	195	166	262	2,993
11	843	162	135	267	288	421	93	407	145	234	190	278	3,462
12	811	178	144	265	254	439	108	413	147	209	221	291	3,482
13	790	172	143	260	263	402	100	405	142	209	205	285	3,375
14	823	166	153	265	289	382	96	409	147	206	213	283	3,431
15	742	150	131	238	251	381	85	394	130	185	176	272	3,137
16	832	172	151	274	270	390	98	427	145	208	218	299	3,483

Table 4b - Per Capita Comparison Goods Expenditure, by Category, 2019 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	688	118	105	198	183	302	49	338	100	166	118	212	2,578
2	760	136	123	235	250	320	59	375	110	206	147	256	2,979
3	877	165	143	285	292	381	71	446	124	248	185	309	3,527
4	753	130	114	236	241	327	56	363	104	201	135	242	2,902
5	913	181	152	302	315	398	89	460	156	251	206	318	3,743
6	859	172	144	280	281	401	90	429	147	230	201	296	3,530
7	897	174	143	283	303	438	99	422	152	248	206	289	3,654
8	957	196	166	315	329	420	95	483	159	259	228	343	3,949
9	937	189	165	314	324	378	85	495	155	248	226	342	3,857
10	794	148	132	253	226	337	66	412	127	205	174	276	3,151
11	887	171	142	281	303	443	98	428	153	247	200	292	3,645
12	853	188	152	279	268	462	113	435	155	220	233	307	3,665
13	831	181	150	274	277	423	105	426	149	220	216	300	3,553
14	866	174	161	279	305	402	101	430	154	217	224	298	3,612
15	781	157	138	251	264	402	89	415	137	195	186	286	3,302
16	876	181	159	289	284	410	103	449	152	219	230	315	3,667

Table 4c: Per Capita Comparison Goods Expenditure, by Category, 2026 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	822	141	125	237	219	361	59	404	120	198	141	253	3,079
2	908	163	147	281	298	383	71	448	131	246	175	306	3,557
3	1,047	197	171	341	349	455	85	533	148	296	220	369	4,211
4	899	155	136	282	288	391	66	434	125	240	161	289	3,466
5	1,090	217	182	361	376	476	106	550	187	300	246	380	4,470
6	1,026	205	171	334	336	479	107	513	176	275	240	353	4,216
7	1,071	208	171	338	361	523	119	504	182	296	245	345	4,364
8	1,142	234	198	376	392	502	113	577	190	310	272	409	4,716
9	1,118	225	196	375	387	451	102	591	185	296	270	409	4,606
10	948	177	158	302	270	403	78	492	152	245	208	330	3,763
11	1,059	204	170	336	362	529	117	512	182	295	239	349	4,352
12	1,019	224	181	333	320	552	135	519	185	263	278	366	4,377
13	993	217	179	327	330	505	125	509	178	263	258	359	4,242
14	1,034	208	193	333	364	480	121	514	184	259	268	356	4,313
15	832	188	165	299	316	480	107	496	164	233	222	342	3,943
16	1,046	216	190	345	340	490	123	536	182	261	274	376	4,378



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 4d: Per Capita Comparison Goods Expenditure, by Category, 2029 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	897	154	137	259	239	394	64	441	131	217	154	276	3,363
2	992	178	161	307	326	418	77	489	143	269	191	334	3,885
3	1,144	215	187	372	381	497	93	582	162	323	241	403	4,600
4	982	169	148	308	314	427	73	474	136	263	176	316	3,785
5	1,190	237	199	394	411	520	116	600	204	328	269	415	4,882
6	1,121	224	187	365	367	523	117	560	192	301	262	386	4,604
7	1,169	227	187	369	395	571	130	551	199	324	268	377	4,766
8	1,248	256	216	411	429	548	124	630	208	338	297	447	5,151
9	1,222	246	215	409	422	493	111	646	202	323	295	446	5,031
10	1,036	193	172	330	295	440	85	537	166	268	228	360	4,110
11	1,157	223	186	366	395	578	127	559	199	322	261	381	4,754
12	1,113	245	198	364	349	602	148	567	202	287	304	400	4,780
13	1,084	237	196	357	361	552	137	555	195	287	281	392	4,633
14	1,129	227	210	364	397	524	132	561	201	283	293	389	4,711
15	1,018	205	180	327	345	524	117	541	179	255	242	373	4,307
16	1,142	235	208	376	371	535	134	586	199	285	300	411	4,782

Table 4e: Per Capita Comparison Goods Expenditure, by Category, 2031 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	954	164	145	275	254	419	68	469	139	230	164	294	3,577
2	1,055	189	171	327	346	444	82	520	152	286	203	356	4,132
3	1,216	229	199	396	405	529	99	619	172	344	256	429	4,892
4	1,045	180	158	328	334	454	77	504	145	279	187	336	4,026
5	1,265	252	211	419	437	553	123	639	217	349	286	441	5,192
6	1,192	238	199	388	390	557	125	596	204	320	278	411	4,898
7	1,244	241	199	393	420	607	138	586	211	344	285	401	5,069
8	1,327	272	230	437	456	583	131	671	221	360	316	475	5,478
9	1,299	262	228	435	449	524	118	687	215	344	314	475	5,351
10	1,102	205	183	351	314	468	91	571	177	285	242	383	4,371
11	1,231	237	197	390	420	615	136	594	212	342	278	405	5,056
12	1,184	261	211	387	371	641	157	603	215	306	323	426	5,084
13	1,153	252	208	380	384	587	145	591	207	305	299	417	4,928
14	1,201	242	224	387	423	557	140	597	214	301	311	413	5,011
15	1,083	218	192	348	367	557	124	576	190	271	257	397	4,581
16	1,215	250	221	400	394	569	143	623	211	304	319	437	5,086

Table 4f: Per Capita Comparison Goods Expenditure, by Category, 2036 (£)

Zone	Expenditure Category												Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	1,117	192	170	322	297	490	80	549	162	269	192	343	4,194
2	1,234	221	200	382	405	520	96	609	178	335	238	416	4,834
3	1,423	268	232	463	474	619	116	724	201	402	299	502	5,723
4	1,222	211	185	383	391	531	90	589	169	327	219	393	4,710
5	1,481	294	247	491	511	647	144	747	254	408	335	516	6,074
6	1,395	278	233	454	456	651	146	697	239	374	326	480	5,729
7	1,455	282	233	460	491	710	161	685	247	403	334	469	5,930
8	1,552	318	269	511	533	682	154	785	258	421	370	556	6,409
9	1,520	306	267	509	526	613	139	803	251	402	367	555	6,260
10	1,289	240	214	411	367	547	106	668	207	333	283	448	5,114
11	1,440	277	231	456	491	719	159	695	248	400	325	474	5,915
12	1,385	305	247	453	434	750	184	706	252	358	378	498	5,948
13	1,349	294	244	444	449	687	170	691	242	357	350	488	5,765
14	1,405	283	262	453	494	652	164	698	250	352	364	484	5,862
15	1,267	255	224	407	429	652	145	674	223	317	301	465	5,359
16	1,422	293	258	468	461	666	167	729	247	355	373	511	5,950

Notes
 2017 base expenditure taken from Experian MMG3 data (March 2017).
 Comparison goods expenditure growth projected forward from 2017 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 16 (December 2018).
 Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 16 (December 2018).

2015 prices



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 5a: Total Comparison Goods Expenditure, by Category, 2019 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	26.8	4.6	4.1	7.7	7.1	11.8	1.9	13.2	3.9	6.5	4.6	8.2
2	26.6	4.8	4.3	8.2	8.7	11.2	2.1	13.1	3.8	7.2	5.1	9.0
3	47.6	9.0	7.8	15.5	15.9	20.7	3.9	24.2	6.7	13.5	10.0	16.8
4	30.0	5.2	4.5	9.4	9.6	13.0	2.2	14.5	4.2	8.0	5.4	9.6
5	82.5	16.4	13.8	27.3	28.5	36.0	8.0	41.6	14.1	22.7	18.7	28.8
6	51.6	10.3	8.6	16.8	16.9	24.1	5.4	25.8	8.8	13.8	12.0	17.8
7	24.9	4.8	4.0	7.9	8.4	12.2	2.8	11.7	4.2	6.8	5.7	8.0
8	21.3	4.4	3.7	7.0	7.3	9.4	2.1	10.8	3.5	5.8	5.1	7.6
9	9.9	2.0	1.7	3.3	3.4	4.0	0.9	5.2	1.6	2.6	2.4	3.6
10	23.6	4.4	3.9	7.5	6.7	10.0	1.9	12.2	3.8	6.1	5.2	8.2
11	9.9	1.9	1.6	3.2	3.4	5.0	1.1	4.8	1.7	2.8	2.2	3.3
12	6.5	1.4	1.2	2.1	2.0	3.5	0.9	3.3	1.2	1.7	1.8	2.3
13	5.5	1.2	1.0	1.8	1.8	2.8	0.7	2.8	1.0	1.5	1.4	2.0
14	10.4	2.1	1.9	3.3	3.6	4.8	1.2	5.1	1.8	2.6	2.7	3.6
15	7.8	1.6	1.4	2.5	2.6	4.0	0.9	4.1	1.4	1.9	1.8	2.8
16	13.6	2.8	2.5	4.5	4.4	6.4	1.6	7.0	2.4	3.4	3.6	4.9
Total	398.4	76.8	65.9	128.1	130.5	178.8	37.5	199.5	64.3	106.9	87.7	136.5

Table 5b: Total Comparison Goods Expenditure, by Category, 2026 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	33.6	5.8	5.1	9.7	8.9	14.7	2.4	16.5	4.9	8.1	5.8	10.3
2	33.3	6.0	5.4	10.3	10.9	14.0	2.6	16.4	4.8	9.0	6.4	11.2
3	59.2	11.1	9.7	19.3	19.7	25.8	4.8	30.1	8.4	16.7	12.5	20.9
4	37.5	6.5	5.7	11.8	12.0	16.3	2.8	18.1	5.2	10.0	6.7	12.1
5	103.7	20.6	17.3	34.4	35.8	45.3	10.1	52.3	17.8	28.6	23.4	36.2
6	65.0	13.0	10.9	21.2	21.3	30.3	6.8	32.5	11.1	17.4	15.2	22.4
7	31.4	6.1	5.0	9.9	10.6	15.3	3.5	14.8	5.3	8.7	7.2	10.1
8	26.5	5.4	4.6	8.7	9.1	11.6	2.6	13.4	4.4	7.2	6.3	9.5
9	12.2	2.5	2.1	4.1	4.2	4.9	1.1	6.5	2.0	3.2	3.0	4.5
10	29.1	5.4	4.8	9.3	8.3	12.3	2.4	15.1	4.7	7.5	6.4	10.1
11	12.3	2.4	2.0	3.9	4.2	6.1	1.4	5.9	2.1	3.4	2.8	4.0
12	8.0	1.8	1.4	2.6	2.5	4.4	1.1	4.1	1.5	2.1	2.2	2.9
13	6.8	1.5	1.2	2.2	2.3	3.5	0.9	3.5	1.2	1.8	1.8	2.5
14	12.8	2.6	2.4	4.1	4.5	5.9	1.5	6.3	2.3	3.2	3.3	4.4
15	9.6	1.9	1.7	3.1	3.2	4.9	1.1	5.1	1.7	2.4	2.3	3.5
16	16.8	3.5	3.1	5.5	5.5	7.9	2.0	8.6	2.9	4.2	4.4	6.0
Total	497.8	95.9	82.4	160.0	163.1	223.4	46.9	249.2	80.3	133.6	109.6	170.6

Table 5c: Total Comparison Goods Expenditure, by Category, 2029 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	37.3	6.4	5.7	10.8	9.9	16.4	2.7	18.3	5.4	9.0	6.4	11.5
2	37.0	6.6	6.0	11.5	12.2	15.6	2.9	18.3	5.3	10.0	7.1	12.5
3	65.7	12.4	10.7	21.4	21.9	28.6	5.3	33.4	9.3	18.6	13.8	23.2
4	41.7	7.2	6.1	13.4	13.4	18.1	3.1	20.1	5.8	11.2	7.5	13.4
5	115.7	23.0	19.3	38.3	40.0	50.5	11.2	58.4	19.8	31.9	26.1	40.3
6	72.6	14.5	12.1	23.7	23.8	33.9	7.6	36.3	12.5	19.5	17.0	25.0
7	35.2	6.8	5.6	11.1	11.9	17.2	3.9	16.6	6.0	9.7	8.1	11.3
8	29.4	6.0	5.1	9.7	10.1	12.9	2.9	14.9	4.9	8.0	7.0	10.5
9	13.5	2.7	2.4	4.5	4.7	5.5	1.2	7.1	2.2	3.6	3.3	4.9
10	32.2	6.0	5.3	10.3	9.2	13.7	2.7	16.7	5.2	8.3	7.1	11.2
11	13.6	2.6	2.2	4.3	4.6	6.8	1.5	6.6	2.3	3.8	3.1	4.5
12	8.9	2.0	1.6	2.9	2.8	4.8	1.2	4.5	1.6	2.3	2.4	3.2
13	7.5	1.6	1.4	2.5	2.5	3.8	0.9	3.9	1.4	2.0	2.0	2.7
14	14.1	2.8	2.6	4.5	5.0	6.6	1.6	7.0	2.5	3.5	3.7	4.9
15	10.6	2.1	1.9	3.4	3.6	5.4	1.2	5.6	1.9	2.6	2.5	3.9
16	18.6	3.8	3.4	6.1	6.0	8.7	2.2	9.6	3.2	4.7	4.9	6.7
Total	553.7	106.7	91.6	178.0	181.4	248.5	52.2	277.2	89.3	148.6	121.9	189.7



IPSWICH BOROUGH COUNCIL
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES

Table 5d: Total Comparison Goods Expenditure, by Category, 2031 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	40.0	6.9	6.1	11.5	10.7	17.6	2.9	19.7	5.8	9.7	6.9	12.3
2	39.7	7.1	6.4	12.3	13.1	16.8	3.1	19.6	5.7	10.8	7.7	13.4
3	70.5	13.3	11.5	23.0	23.5	30.7	5.7	35.9	10.0	19.9	14.8	24.9
4	44.8	7.7	6.8	14.0	14.3	19.5	3.3	21.6	6.2	12.0	8.0	14.4
5	124.8	24.8	20.8	41.3	43.1	54.5	12.1	63.0	21.4	34.4	28.2	43.5
6	78.4	15.7	13.1	25.5	25.7	36.6	8.2	39.2	13.5	21.0	18.3	27.0
7	38.0	7.4	6.1	12.0	12.8	18.5	4.2	17.9	6.5	10.5	8.7	12.3
8	31.7	6.5	5.5	10.4	10.9	13.9	3.1	16.0	5.3	8.6	7.5	11.3
9	14.5	2.9	2.6	4.9	5.0	5.9	1.3	7.7	2.4	3.8	3.5	5.3
10	34.6	6.4	5.7	11.0	9.8	14.7	2.9	17.9	5.5	8.9	7.6	12.0
11	14.6	2.8	2.3	4.6	5.0	7.3	1.6	7.0	2.5	4.1	3.3	4.8
12	9.6	2.1	1.7	3.1	3.0	5.2	1.3	4.9	1.7	2.5	2.6	3.4
13	8.1	1.8	1.5	2.7	2.7	4.1	1.0	4.1	1.5	2.1	2.1	2.9
14	15.2	3.1	2.8	4.9	5.3	7.0	1.8	7.5	2.7	3.8	3.9	5.2
15	11.4	2.3	2.0	3.6	3.8	5.8	1.3	6.0	2.0	2.8	2.7	4.2
16	20.0	4.1	3.6	6.6	6.5	9.4	2.3	10.3	3.5	5.0	5.3	7.2
Total	595.8	114.9	98.6	191.6	195.2	267.4	56.2	298.3	96.1	159.9	131.2	204.2

Table 5e: Total Comparison Goods Expenditure, by Category, 2036 (£m)

Zone	Expenditure Category											
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'ery & Watches	Recreational Goods	Pets & Pet Products	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	48.0	8.2	7.3	13.8	12.8	21.1	3.4	23.6	7.0	11.6	8.2	14.8
2	47.6	8.5	7.7	14.7	15.6	20.1	3.7	23.5	6.9	12.9	9.2	16.1
3	84.6	15.9	13.8	27.5	28.2	36.8	6.9	43.1	12.0	23.9	17.8	29.8
4	53.7	9.2	8.1	16.8	17.2	23.3	4.0	25.9	7.4	14.3	9.6	17.2
5	151.5	30.1	25.3	50.2	52.3	66.1	14.7	76.4	26.0	41.7	34.2	52.8
6	95.4	19.1	15.9	31.1	31.2	44.6	10.0	47.7	16.4	25.6	22.3	32.9
7	46.3	9.0	7.4	14.6	15.6	22.6	5.1	21.8	7.9	12.8	10.6	14.9
8	38.2	7.8	6.6	12.6	13.1	16.8	3.8	19.3	6.4	10.4	9.1	13.7
9	17.5	3.5	3.1	5.9	6.0	7.0	1.6	9.2	2.9	4.6	4.2	6.4
10	41.5	7.7	6.9	13.2	11.8	17.6	3.4	21.5	6.7	10.7	9.1	14.4
11	17.5	3.4	2.8	5.5	6.0	8.7	1.9	8.5	3.0	4.9	4.0	5.8
12	11.6	2.5	2.1	3.8	3.6	6.3	1.5	5.9	2.1	3.0	3.2	4.2
13	9.7	2.1	1.8	3.2	3.2	5.0	1.2	5.0	1.7	2.6	2.5	3.5
14	18.2	3.7	3.4	5.9	6.4	8.5	2.1	9.1	3.2	4.6	4.7	6.3
15	13.7	2.8	2.4	4.4	4.6	7.0	1.6	7.3	2.4	3.4	3.2	5.0
16	24.0	4.9	4.4	7.9	7.8	11.2	2.8	12.3	4.2	6.0	6.3	8.6
Total	719.0	138.6	119.0	231.2	235.6	322.7	67.8	359.9	116.0	193.0	158.3	246.4

Notes:
 Total Expenditure = Population for each zone (Table 1) multiplied by per capita expenditure for each zone (Table 4a-4e)

2015 Prices