

Wiltshire Retail and Town Centres Study 2020

Volume 2: Appendices

November 2020

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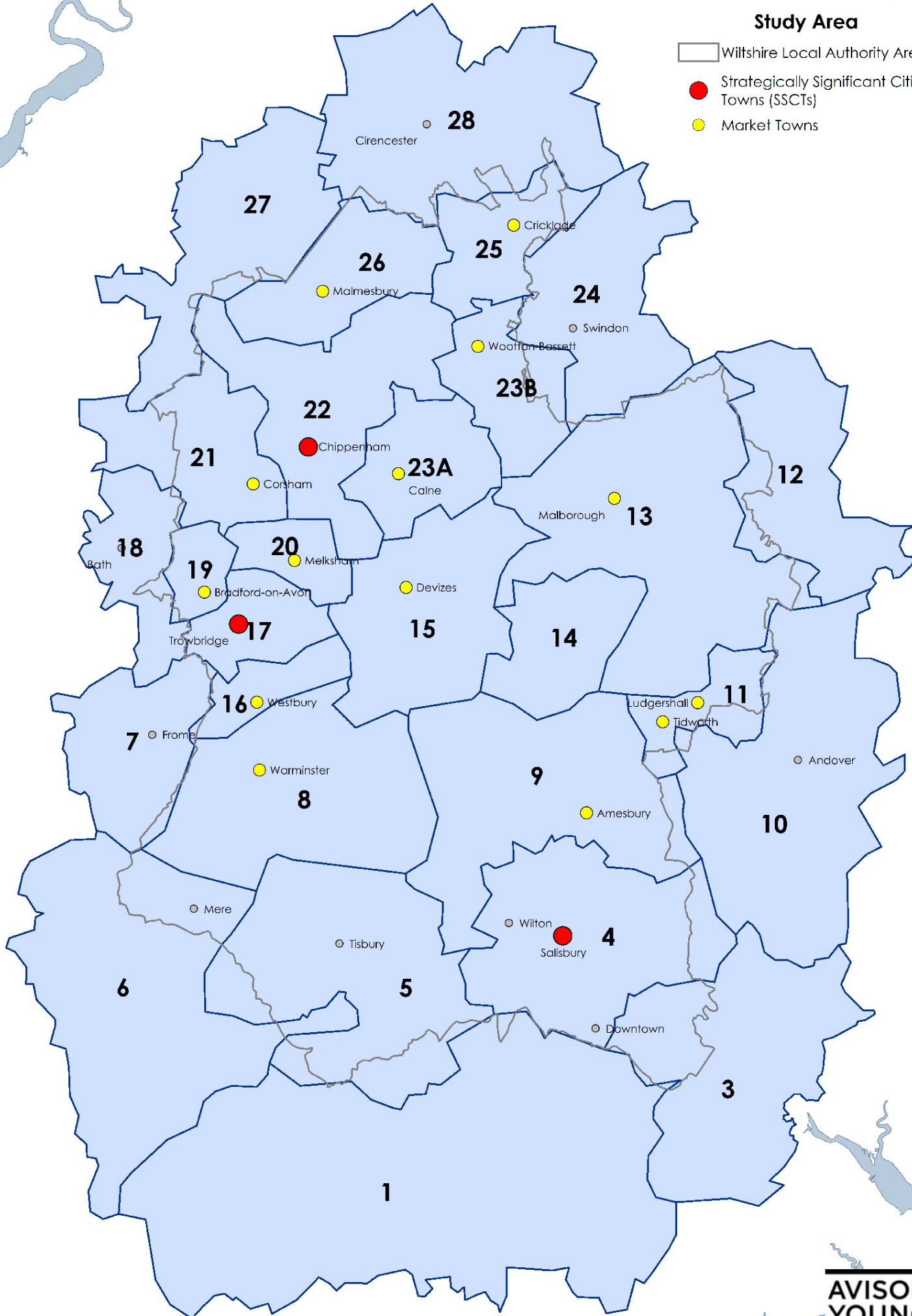
Appendix I

Study Area

WILTSHIRE RETAIL STUDY (2020)

Study Area

- Wiltshire Local Authority Area
- Strategically Significant Cities & Towns (SSCTs)
- Market Towns



Appendix II

Quantitative Assessment

TABLE 1: POPULATION, BY ZONE

YEAR	ZONE																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
2020	149711	65696	75392	24020	52253	35037	25838	34937	73293	20759	17853	25855	8545	33900	22244	54727	110918	14150	28805	26375	58332	24798	23536	218389	12774	15280	28561	41517
2025	152893	67537	76956	24451	53460	36279	26381	35984	75898	21355	18200	26535	8741	34613	22701	56117	114282	14494	29530	27036	59787	25376	24057	224371	13059	15746	29593	42610
2030	155672	69016	78044	24744	54378	37240	26714	36651	78027	21877	18432	27058	8865	35139	23133	57177	118153	14733	30084	27538	61013	25908	24515	229024	13340	16052	30534	43618
2036	158578	70376	79157	25138	55148	38266	26974	37381	80097	22476	18595	27485	8938	35757	23539	58259	121106	14868	30578	28051	62438	26464	24950	233739	13583	16410	31457	44649
Change, 2020-2025	3182	1841	1564	431	1207	1242	543	1047	2605	596	347	680	196	713	457	1390	3364	344	725	661	1455	578	521	5982	285	466	1032	1093
%	2.1%	2.8%	2.1%	1.8%	2.3%	3.5%	2.1%	3.0%	3.6%	2.9%	1.9%	2.6%	2.3%	2.1%	2.1%	2.5%	3.0%	2.4%	2.5%	2.5%	2.5%	2.3%	2.2%	2.7%	2.2%	3.0%	3.6%	2.6%
Change, 2020-2030	5961	3320	2652	724	2125	2203	876	1714	4734	1118	579	1203	320	1239	889	2450	7235	583	1279	1163	2681	1110	979	10635	566	772	1973	2101
%	4.0%	5.1%	3.5%	3.0%	4.1%	6.3%	3.4%	4.9%	6.5%	5.4%	3.2%	4.7%	3.7%	3.7%	4.0%	4.5%	6.5%	4.1%	4.4%	4.4%	4.6%	4.5%	4.2%	4.9%	4.4%	5.1%	6.9%	5.1%
Change, 2020-2036	8867	4680	3765	1118	2895	3229	1136	2444	6804	1717	742	1630	393	1857	1295	3532	10188	718	1773	1676	4106	1666	1414	15350	809	1130	2896	3132
%	5.9%	7.1%	5.0%	4.7%	5.5%	9.2%	4.4%	7.0%	9.3%	8.3%	4.2%	6.3%	4.6%	5.5%	5.8%	6.5%	9.2%	5.1%	6.2%	6.4%	7.0%	6.7%	6.0%	7.0%	6.3%	7.4%	10.1%	7.5%

Notes: population data provided by Experian

TABLE 2a: PER CAPITA RETAIL EXPENDITURE, 2020

YEAR	ZONE																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
Convenience goods	£2,604	£2,732	£2,490	£2,656	£2,579	£2,473	£2,502	£2,220	£2,588	£1,886	£2,806	£2,620	£2,732	£2,429	£2,398	£2,367	£2,461	£2,706	£2,387	£2,547	£2,405	£2,410	£2,535	£2,373	£2,535	£2,695	£2,679	£2,627
Clothing and footwear	£902	£1,024	£828	£849	£769	£775	£805	£787	£994	£692	£990	£841	£861	£777	£792	£784	£867	£929	£786	£861	£817	£834	£848	£783	£849	£887	£869	£859
Clothing materials and garments per Person	£779	£894	£709	£733	£660	£658	£690	£675	£868	£590	£873	£728	£748	£663	£673	£664	£737	£790	£666	£739	£698	£709	£722	£658	£725	£767	£749	£740
Shoes and other footwear per Person	£123	£130	£119	£116	£109	£116	£115	£113	£126	£102	£116	£113	£113	£114	£119	£120	£130	£138	£120	£122	£119	£125	£126	£124	£124	£119	£120	£119
Furniture, floorcoverings and household textiles	£476	£616	£403	£411	£387	£369	£374	£315	£542	£240	£632	£448	£442	£366	£365	£363	£391	£470	£360	£408	£380	£360	£405	£347	£418	£455	£461	£442
Furniture and furnishings; carpets and other floor coverings per Person	£333	£439	£276	£282	£261	£253	£258	£214	£384	£169	£282	£304	£248	£244	£243	£265	£308	£240	£280	£263	£245	£280	£235	£285	£316	£313	£307	£307
Household textiles per Person	£143	£177	£127	£130	£126	£116	£116	£101	£158	£72	£176	£138	£137	£118	£120	£119	£126	£162	£119	£128	£116	£115	£125	£113	£133	£139	£148	£135
DIY goods	£173	£157	£145	£177	£167	£144	£156	£133	£132	£97	£159	£175	£178	£147	£141	£136	£121	£172	£142	£166	£148	£149	£162	£124	£173	£182	£181	£165
10% of Non-Durable household goods per Person	£6	£7	£6	£7	£6	£6	£6	£5	£6	£5	£7	£7	£7	£6	£6	£5	£5	£7	£6	£6	£6	£6	£6	£5	£6	£7	£7	£7
Major tools and equipment per Person	£14	£12	£11	£14	£13	£11	£12	£10	£10	£7	£12	£14	£13	£11	£10	£10	£10	£13	£11	£13	£11	£13	£10	£13	£14	£14	£13	£13
Materials for maintenance and repair of the dwelling per Person	£20	£22	£19	£24	£23	£18	£20	£18	£19	£15	£25	£23	£26	£19	£18	£17	£16	£20	£18	£22	£19	£19	£19	£16	£21	£25	£23	£22
Small tools and miscellaneous accessories per Person	£133	£116	£109	£132	£125	£109	£117	£100	£96	£71	£115	£130	£132	£111	£107	£103	£91	£132	£107	£125	£112	£113	£124	£94	£133	£136	£137	£123
Domestic appliances	£158	£135	£133	£162	£137	£126	£149	£143	£127	£121	£137	£153	£159	£136	£132	£120	£133	£148	£131	£153	£133	£136	£150	£112	£153	£168	£145	£150
Major household appliances (electric or not) per Person	£158	£135	£133	£162	£137	£126	£149	£143	£127	£121	£137	£153	£159	£136	£132	£120	£133	£148	£131	£153	£133	£136	£150	£112	£153	£168	£145	£150
TV, Hi-Fi, Radio, photographic and computer equipment	£327	£414	£323	£292	£249	£296	£303	£334	£439	£332	£433	£284	£315	£288	£311	£296	£377	£367	£295	£319	£300	£310	£301	£304	£325	£313	£332	£306
Audio-visual, photographic and information processing equipment per Person	£303	£392	£299	£270	£229	£270	£278	£314	£419	£315	£413	£263	£294	£265	£286	£271	£351	£341	£269	£295	£277	£284	£274	£281	£303	£291	£307	£282
Small electrical household appliances per Person	£25	£22	£24	£22	£20	£26	£26	£20	£20	£17	£20	£21	£21	£23	£25	£25	£26	£27	£26	£24	£23	£26	£27	£24	£23	£22	£25	£24
Glassware, tableware, jewellery an watches	£283	£325	£274	£286	£253	£259	£258	£247	£309	£223	£331	£294	£298	£250	£254	£261	£285	£290	£245	£285	£274	£275	£272	£268	£284	£304	£298	£287
Glassware, tableware and household utensils per Person	£151	£181	£139	£157	£140	£123	£134	£128	£169	£109	£199	£165	£169	£130	£122	£116	£150	£147	£118	£147	£133	£130	£130	£115	£147	£168	£157	£151
Jewellery, clocks and watches per Person	£133	£144	£135	£130	£113	£136	£124	£119	£140	£115	£132	£129	£129	£120	£112	£144	£136	£143	£127	£138	£141	£145	£142	£153	£137	£136	£140	£136
Books, CDs, DVDs	£282	£303	£259	£269	£245	£232	£246	£221	£268	£178	£299	£282	£280	£238	£232	£230	£273	£302	£230	£262	£244	£244	£253	£227	£266	£282	£292	£267
Books and stationery per Person	£163	£186	£147	£157	£141	£133	£140	£129	£162	£98	£186	£164	£167	£137	£136	£129	£144	£167	£134	£153	£139	£139	£145	£126	£155	£171	£169	£156
Recording media per Person	£118	£117	£112	£112	£104	£99	£106	£93	£106	£80	£113	£118	£113	£100	£96	£101	£129	£135	£96	£110	£105	£105	£108	£101	£112	£112	£123	£112
Health and beauty goods	£643	£634	£603	£617	£562	£569	£577	£510	£563	£413	£614	£633	£642	£561	£558	£556	£608	£697	£545	£624	£580	£568	£608	£544	£626	£662	£668	£638
Appliances for personal care per Person	£319	£337	£313	£315	£286	£297	£301	£281	£319	£241	£333	£286	£324	£291	£304	£330	£354	£294	£318	£306	£314	£312	£304	£316	£336	£333	£325	£325
Therapeutic appliances and equipment per Person	£83	£85	£62	£71	£69	£65	£67	£53	£68	£37	£80	£71	£72	£63	£59	£58	£55	£73	£61	£70	£63	£59	£71	£54	£73	£73	£75	£70
Medical goods and other pharmaceutical products per Person	£241	£212	£228	£232	£207	£207	£210	£176	£177	£135	£200	£244	£246	£207	£195	£194	£222	£269	£190	£237	£211	£195	£225	£185	£237	£254	£260	£243
Recreational goods	£735	£790	£683	£762	£727	£688	£689	£667	£782	£620	£894	£747	£810	£671	£690	£661	£609	£734	£651	£752	£703	£714	£699	£653	£760	£817	£785	£745
Bicycles per Person	£31	£44	£26	£31	£32	£23	£25	£26	£41	£23	£57	£31	£35	£25	£23	£20	£20	£25	£22	£28	£24	£23	£23	£19	£29	£32	£31	£28
Games, toys and hobbies; sport and camping; musical instruments per Person	£471	£505	£441	£470	£451	£452	£442	£437	£511	£409	£552	£457	£503	£440	£464	£444	£397	£476	£439	£480	£458	£470	£455	£437	£488	£507	£502	£471
Other personal effects per Person	£93	£96	£93	£95	£76	£86	£90	£87	£94	£84	£96	£94	£93	£81	£83	£86	£96	£78	£94	£93	£94	£95	£93	£93	£93	£102	£91	£96
Pets and related products per Person	£139	£145	£124	£166	£167	£127	£133	£117	£136	£104	£189	£166	£179	£125	£120	£112	£95	£133	£112	£150	£129	£127	£125	£104	£151	£176	£161	£150
Gardening goods	£146	£159	£110	£135	£119	£102	£114	£97	£132	£73	£172	£142	£140	£109	£102	£98	£93	£140	£103	£130	£112	£110	£121	£88	£131	£148	£142	£131
Gardens, plants and flowers per Person	£146	£159	£110	£135	£119	£102	£114	£97	£132	£73	£172	£142	£140	£109	£102	£98	£93	£140	£103	£130	£112	£110	£121	£88	£131	£148	£142	£131

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 18 (October 2020)

TABLE 2b: PER CAPITA RETAIL EXPENDITURE, 2025

YEAR	ZONE																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
Convenience goods	£2,452	£2,573	£2,345	£2,501	£2,429	£2,329	£2,356	£2,091	£2,437	£1,777	£2,642	£2,467	£2,573	£2,287	£2,258	£2,229	£2,318	£2,548	£2,248	£2,399	£2,265	£2,269	£2,388	£2,235	£2,388	£2,538	£2,523	£2,474	
Clothing and footwear	£1,093	£1,241	£1,004	£1,029	£932	£939	£975	£954	£1,205	£838	£1,199	£1,019	£1,043	£941	£960	£950	£1,050	£1,125	£953	£1,043	£990	£1,010	£1,028	£948	£1,029	£1,074	£1,053	£1,041	
Clothing materials and garments per Person	£943	£1,083	£859	£888	£800	£798	£836	£817	£1,052	£715	£1,058	£882	£906	£804	£815	£805	£893	£957	£807	£895	£845	£859	£875	£798	£879	£930	£908	£896	
Shoes and other footwear per Person	£149	£157	£145	£141	£132	£141	£139	£136	£153	£124	£141	£136	£136	£138	£145	£146	£157	£168	£146	£148	£145	£151	£153	£150	£150	£145	£146	£145	
Furniture, floorcoverings and household textiles	£577	£746	£488	£498	£469	£447	£453	£382	£657	£291	£765	£542	£535	£444	£442	£439	£474	£570	£436	£494	£460	£436	£490	£421	£506	£551	£558	£535	
Furniture and furnishings; carpets and other floor coverings per Person	£404	£532	£334	£341	£317	£306	£312	£259	£465	£205	£553	£375	£369	£301	£296	£295	£321	£373	£291	£339	£319	£297	£339	£284	£346	£383	£379	£372	
Household textiles per Person	£173	£214	£154	£157	£153	£141	£141	£123	£192	£87	£213	£168	£166	£143	£146	£145	£153	£197	£145	£155	£141	£139	£151	£136	£161	£169	£179	£163	
DIY goods	£209	£191	£176	£214	£202	£175	£188	£161	£160	£118	£193	£212	£215	£178	£171	£164	£147	£208	£172	£201	£179	£180	£197	£150	£209	£221	£220	£200	
10% of Non-Durable household goods per Person	£7	£8	£7	£8	£7	£7	£7	£6	£7	£6	£8	£8	£8	£7	£7	£6	£6	£8	£7	£7	£7	£7	£7	£6	£7	£8	£8	£8	
Major tools and equipment per Person	£17	£15	£14	£17	£16	£14	£15	£12	£13	£8	£15	£17	£16	£14	£13	£12	£12	£16	£14	£16	£14	£14	£16	£12	£16	£17	£17	£16	
Materials for maintenance and repair of the dwelling per Person	£24	£27	£23	£29	£28	£22	£24	£22	£23	£18	£30	£29	£31	£23	£22	£21	£20	£24	£22	£27	£23	£23	£23	£20	£25	£30	£28	£27	
Small tools and miscellaneous accessories per Person	£161	£141	£132	£160	£151	£132	£142	£121	£117	£86	£140	£157	£160	£134	£129	£125	£110	£160	£129	£151	£135	£136	£150	£113	£161	£165	£166	£149	
Domestic appliances	£192	£163	£161	£197	£166	£153	£180	£173	£154	£147	£166	£185	£193	£164	£160	£146	£161	£179	£158	£185	£161	£164	£182	£135	£185	£203	£176	£182	
Major household appliances (electric or not) per Person	£192	£163	£161	£197	£166	£153	£180	£173	£154	£147	£166	£185	£193	£164	£160	£146	£161	£179	£158	£185	£161	£164	£182	£135	£185	£203	£176	£182	
TV, Hi-Fi, Radio, photographic and computer equipment	£397	£502	£391	£354	£302	£358	£368	£405	£532	£402	£525	£345	£382	£349	£377	£358	£457	£445	£357	£386	£363	£376	£364	£369	£394	£379	£402	£371	
Audio-visual, photographic and information processing equipment per Person	£367	£475	£362	£327	£277	£327	£336	£380	£508	£382	£501	£319	£356	£321	£347	£328	£425	£413	£326	£357	£335	£345	£332	£340	£367	£353	£372	£342	
Small electrical household appliances per Person	£30	£27	£29	£27	£24	£31	£31	£24	£24	£21	£24	£25	£25	£28	£30	£30	£31	£32	£31	£29	£28	£31	£32	£29	£28	£27	£30	£29	
Glassware, tableware, jewellery and watches	£343	£394	£332	£347	£306	£313	£312	£299	£375	£271	£401	£356	£361	£303	£308	£316	£346	£351	£297	£346	£332	£333	£330	£325	£345	£369	£361	£348	
Glassware, tableware and household utensils per Person	£183	£220	£169	£190	£170	£149	£162	£155	£205	£132	£242	£200	£205	£157	£148	£141	£182	£178	£143	£178	£161	£157	£157	£140	£178	£203	£191	£183	
Jewellery, clocks and watches per Person	£161	£175	£163	£157	£136	£164	£150	£145	£170	£139	£160	£156	£156	£146	£160	£175	£164	£173	£154	£168	£171	£176	£172	£185	£166	£165	£170	£165	
Books, CDs, DVDs	£341	£368	£313	£326	£297	£281	£298	£268	£325	£216	£362	£342	£339	£288	£281	£279	£331	£365	£279	£318	£296	£296	£306	£275	£323	£342	£354	£324	
Books and stationery per Person	£198	£225	£178	£191	£171	£161	£170	£156	£197	£119	£225	£199	£202	£166	£164	£156	£175	£202	£162	£185	£169	£169	£176	£153	£187	£207	£205	£188	
Recording media per Person	£143	£142	£135	£135	£126	£120	£128	£112	£128	£97	£136	£143	£136	£121	£117	£123	£156	£163	£117	£133	£127	£127	£131	£123	£135	£135	£149	£135	
Health and beauty goods	£779	£768	£731	£748	£681	£689	£699	£617	£682	£501	£743	£767	£778	£680	£676	£674	£736	£844	£660	£756	£703	£688	£736	£659	£758	£802	£809	£773	
Appliances for personal care per Person	£386	£408	£379	£382	£347	£360	£364	£340	£386	£293	£382	£404	£385	£393	£353	£369	£369	£400	£429	£356	£385	£371	£380	£369	£383	£407	£404	£394	
Therapeutic appliances and equipment per Person	£101	£103	£75	£86	£83	£79	£81	£65	£82	£45	£97	£86	£87	£76	£72	£71	£67	£89	£74	£84	£76	£72	£86	£66	£89	£88	£91	£84	
Medical goods and other pharmaceutical products per Person	£293	£257	£276	£281	£251	£251	£254	£213	£214	£163	£243	£296	£298	£251	£236	£235	£269	£326	£230	£287	£256	£236	£273	£224	£287	£308	£314	£295	
Recreational goods	£890	£957	£828	£923	£881	£834	£835	£808	£947	£752	£1,083	£905	£982	£813	£836	£801	£738	£889	£789	£911	£852	£865	£846	£791	£920	£990	£952	£903	
Bicycles per Person	£38	£53	£31	£37	£39	£28	£30	£31	£50	£28	£69	£37	£43	£30	£28	£24	£24	£30	£27	£34	£29	£28	£28	£23	£35	£39	£38	£34	
Games, toys and hobbies; sport and camping; musical instruments per Person	£571	£612	£534	£569	£547	£548	£535	£530	£619	£496	£668	£554	£609	£533	£562	£538	£481	£577	£532	£582	£555	£570	£551	£530	£591	£614	£608	£571	
Other personal effects per Person	£112	£117	£112	£116	£92	£104	£109	£105	£113	£102	£117	£113	£112	£98	£101	£104	£117	£121	£95	£114	£112	£113	£116	£112	£112	£124	£110	£117	
Pets and related products per Person	£169	£176	£150	£201	£202	£154	£161	£142	£165	£126	£229	£201	£217	£151	£146	£135	£116	£135	£116	£135	£182	£156	£154	£151	£126	£183	£213	£195	£182
Gardening goods	£177	£193	£133	£163	£145	£124	£138	£118	£160	£89	£208	£172	£170	£132	£124	£119	£112	£170	£125	£157	£135	£133	£147	£106	£158	£179	£172	£158	
Gardens, plants and flowers per Person	£177	£193	£133	£163	£145	£124	£138	£118	£160	£89	£208	£172	£170	£132	£124	£119	£112	£170	£125	£157	£135	£133	£147	£106	£158	£179	£172	£158	

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 18 (October 2020)

TABLE 2c: PER CAPITA RETAIL EXPENDITURE, 2030

YEAR	ZONE																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
Convenience goods	£2,447	£2,568	£2,340	£2,496	£2,424	£2,324	£2,351	£2,087	£2,432	£1,773	£2,637	£2,463	£2,568	£2,283	£2,254	£2,224	£2,313	£2,543	£2,243	£2,394	£2,261	£2,265	£2,383	£2,230	£2,383	£2,533	£2,518	£2,469
Clothing and footwear	£1,259	£1,430	£1,157	£1,186	£1,074	£1,082	£1,123	£1,099	£1,388	£966	£1,382	£1,174	£1,202	£1,085	£1,106	£1,095	£1,210	£1,297	£1,098	£1,202	£1,141	£1,165	£1,185	£1,093	£1,186	£1,238	£1,214	£1,199
Clothing materials and garments per Person	£1,087	£1,249	£990	£1,023	£922	£919	£963	£942	£1,213	£824	£1,219	£1,017	£1,045	£926	£939	£927	£1,029	£1,103	£930	£1,031	£974	£990	£1,009	£919	£1,013	£1,071	£1,046	£1,033
Shoes and other footwear per Person	£172	£181	£167	£163	£152	£163	£160	£157	£176	£143	£163	£157	£157	£159	£167	£168	£181	£193	£168	£171	£167	£175	£176	£173	£173	£167	£168	£167
Furniture, floorcoverings and household textiles	£665	£859	£562	£574	£541	£516	£522	£440	£757	£336	£882	£625	£617	£512	£509	£506	£546	£657	£502	£569	£530	£502	£565	£485	£584	£636	£644	£617
Furniture and furnishings; carpets and other floor coverings per Person	£465	£613	£385	£393	£365	£353	£360	£298	£536	£236	£637	£432	£425	£346	£341	£340	£370	£430	£336	£390	£368	£342	£390	£328	£398	£441	£437	£429
Household textiles per Person	£200	£247	£177	£181	£176	£163	£163	£141	£221	£100	£245	£193	£192	£165	£168	£167	£176	£227	£167	£179	£163	£160	£175	£157	£185	£195	£207	£188
DIY goods	£241	£220	£203	£247	£233	£201	£217	£185	£184	£136	£223	£244	£248	£205	£197	£189	£169	£240	£199	£232	£207	£208	£227	£173	£241	£255	£253	£231
10% of Non-Durable household goods per Person	£8	£9	£8	£9	£8	£8	£8	£7	£8	£7	£9	£9	£9	£8	£8	£7	£7	£9	£8	£8	£8	£8	£8	£7	£8	£9	£9	£9
Major tools and equipment per Person	£20	£17	£16	£20	£19	£16	£17	£13	£15	£9	£17	£20	£19	£16	£15	£13	£19	£16	£19	£16	£16	£19	£13	£19	£20	£20	£19	£19
Materials for maintenance and repair of the dwelling per Person	£28	£31	£27	£33	£32	£25	£28	£25	£27	£21	£35	£33	£36	£27	£25	£24	£23	£28	£25	£31	£27	£27	£27	£23	£29	£35	£32	£31
Small tools and miscellaneous accessories per Person	£185	£163	£152	£184	£175	£152	£164	£140	£135	£99	£161	£181	£184	£155	£149	£144	£127	£184	£149	£175	£156	£157	£173	£131	£185	£191	£192	£172
Domestic appliances	£221	£188	£185	£227	£192	£176	£208	£200	£177	£169	£192	£213	£223	£189	£184	£168	£185	£207	£183	£213	£185	£189	£209	£156	£213	£235	£203	£209
Major household appliances (electric or not) per Person	£221	£188	£185	£227	£192	£176	£208	£200	£177	£169	£192	£213	£223	£189	£184	£168	£185	£207	£183	£213	£185	£189	£209	£156	£213	£235	£203	£209
TV, Hi-Fi, Radio, photographic and computer equipment	£457	£578	£450	£408	£348	£413	£424	£466	£613	£464	£605	£397	£440	£402	£434	£413	£526	£513	£412	£445	£418	£433	£420	£425	£454	£437	£464	£428
Audio-visual, photographic and information processing equipment per Person	£422	£548	£417	£377	£320	£377	£388	£438	£585	£440	£577	£368	£410	£370	£400	£378	£490	£476	£376	£412	£386	£397	£382	£392	£422	£406	£429	£394
Small electrical household appliances per Person	£35	£31	£33	£31	£28	£36	£36	£28	£28	£24	£28	£29	£29	£32	£35	£35	£36	£37	£36	£33	£32	£36	£37	£33	£32	£31	£35	£33
Glassware, tableware, jewellery and watches	£396	£454	£382	£400	£353	£361	£360	£345	£432	£312	£462	£410	£416	£349	£354	£364	£398	£405	£342	£398	£382	£384	£380	£374	£397	£425	£416	£401
Glassware, tableware and household utensils per Person	£211	£253	£195	£219	£196	£172	£187	£179	£236	£152	£278	£231	£236	£181	£171	£163	£209	£205	£165	£205	£185	£181	£181	£161	£205	£235	£220	£211
Jewellery, clocks and watches per Person	£185	£201	£188	£181	£157	£189	£173	£167	£196	£160	£184	£180	£180	£168	£184	£201	£189	£200	£177	£193	£197	£203	£199	£213	£192	£191	£196	£191
Books, CDs, DVDs	£393	£424	£361	£376	£342	£324	£344	£309	£374	£249	£417	£394	£390	£332	£324	£321	£381	£421	£321	£366	£341	£341	£353	£317	£372	£394	£408	£373
Books and stationery per Person	£228	£260	£205	£220	£197	£185	£196	£180	£227	£137	£260	£229	£233	£192	£189	£180	£201	£233	£187	£213	£195	£195	£203	£176	£216	£239	£236	£217
Recording media per Person	£165	£164	£156	£156	£145	£139	£148	£129	£148	£112	£157	£165	£157	£140	£135	£141	£180	£188	£135	£153	£147	£147	£151	£141	£156	£156	£172	£156
Health and beauty goods	£898	£885	£842	£862	£785	£794	£806	£712	£786	£577	£857	£883	£897	£784	£780	£777	£849	£973	£761	£871	£810	£793	£849	£760	£874	£925	£933	£891
Appliances for personal care per Person	£445	£470	£437	£440	£400	£414	£420	£392	£445	£337	£465	£444	£453	£406	£425	£425	£461	£494	£410	£444	£428	£438	£436	£425	£441	£469	£465	£454
Therapeutic appliances and equipment per Person	£116	£119	£87	£99	£96	£91	£93	£75	£95	£52	£112	£99	£100	£88	£83	£81	£77	£103	£85	£97	£88	£83	£99	£76	£103	£101	£105	£97
Medical goods and other pharmaceutical products per Person	£337	£296	£318	£324	£289	£289	£293	£245	£247	£188	£280	£341	£344	£289	£272	£271	£310	£376	£265	£330	£294	£272	£314	£259	£330	£354	£362	£340
Recreational goods	£1,026	£1,103	£954	£1,063	£1,015	£961	£962	£931	£1,091	£866	£1,249	£1,043	£1,131	£937	£963	£923	£850	£1,025	£909	£1,050	£982	£997	£975	£911	£1,061	£1,141	£1,097	£1,041
Bicycles per Person	£44	£61	£36	£43	£45	£32	£35	£36	£57	£32	£80	£43	£49	£35	£32	£28	£28	£35	£31	£39	£33	£32	£32	£27	£40	£45	£44	£39
Games, toys and hobbies; sport and camping; musical instruments per Person	£658	£705	£616	£656	£630	£632	£617	£610	£713	£572	£770	£638	£702	£614	£648	£620	£554	£665	£613	£670	£640	£657	£636	£610	£681	£708	£701	£658
Other personal effects per Person	£129	£135	£129	£133	£107	£120	£125	£121	£131	£117	£135	£131	£129	£113	£116	£120	£135	£140	£109	£132	£129	£131	£133	£129	£129	£143	£127	£135
Pets and related products per Person	£195	£203	£173	£232	£233	£177	£185	£164	£191	£145	£264	£232	£251	£175	£168	£156	£133	£185	£156	£209	£180	£177	£175	£145	£211	£245	£225	£209
Gardening goods	£204	£223	£153	£188	£167	£143	£159	£136	£184	£103	£240	£199	£196	£152	£143	£137	£129	£196	£144	£181	£156	£153	£169	£123	£183	£207	£199	£183
Gardens, plants and flowers per Person	£204	£223	£153	£188	£167	£143	£159	£136	£184	£103	£240	£199	£196	£152	£143	£137	£129	£196	£144	£181	£156	£153	£169	£123	£183	£207	£199	£183

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 18 (October 2020)

TABLE 2d: PER CAPITA RETAIL EXPENDITURE, 2036

YEAR	ZONE																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
Convenience goods	£2,457	£2,578	£2,350	£2,506	£2,434	£2,334	£2,361	£2,095	£2,442	£1,780	£2,648	£2,472	£2,578	£2,292	£2,263	£2,233	£2,322	£2,554	£2,252	£2,403	£2,270	£2,274	£2,392	£2,239	£2,392	£2,543	£2,528	£2,478	
Clothing and footwear	£1,495	£1,497	£1,373	£1,408	£1,275	£1,284	£1,334	£1,305	£1,448	£1,147	£1,640	£1,394	£1,427	£1,288	£1,313	£1,300	£1,436	£1,539	£1,303	£1,427	£1,354	£1,383	£1,406	£1,297	£1,408	£1,470	£1,441	£1,424	
Clothing materials and garments per Person	£1,291	£1,482	£1,175	£1,215	£1,095	£1,091	£1,144	£1,118	£1,439	£978	£1,447	£1,207	£1,240	£1,099	£1,115	£1,101	£1,221	£1,310	£1,104	£1,224	£1,156	£1,175	£1,197	£1,091	£1,202	£1,272	£1,242	£1,226	
Shoes and other footwear per Person	£204	£215	£198	£193	£180	£193	£190	£187	£209	£169	£193	£187	£187	£188	£198	£199	£215	£229	£199	£202	£198	£207	£209	£206	£206	£198	£199	£198	
Furniture, floorcoverings and household textiles	£789	£1,020	£668	£682	£642	£612	£620	£522	£898	£399	£1,047	£742	£732	£607	£604	£601	£649	£780	£596	£675	£630	£596	£671	£576	£693	£755	£764	£732	
Furniture and furnishings; carpets and other floor coverings per Person	£552	£728	£457	£467	£433	£419	£427	£354	£636	£280	£756	£513	£505	£411	£405	£403	£440	£511	£399	£463	£437	£407	£463	£389	£473	£524	£519	£509	
Household textiles per Person	£237	£293	£210	£215	£209	£193	£193	£168	£263	£119	£291	£229	£228	£196	£199	£198	£209	£269	£198	£212	£193	£190	£207	£187	£220	£231	£245	£223	
DIY goods	£286	£261	£240	£293	£277	£239	£258	£220	£218	£161	£264	£289	£294	£244	£234	£225	£201	£285	£236	£275	£245	£247	£269	£206	£286	£302	£301	£274	
10% of Non-Durable household goods per Person	£9	£11	£9	£11	£9	£9	£8	£9	£8	£8	£11	£11	£11	£9	£8	£8	£8	£11	£9	£9	£9	£9	£8	£8	£8	£9	£11	£11	£11
Major tools and equipment per Person	£24	£21	£19	£24	£22	£19	£21	£16	£17	£11	£21	£24	£22	£19	£17	£17	£16	£22	£19	£22	£19	£22	£16	£22	£22	£24	£24	£22	
Materials for maintenance and repair of the dwelling per Person	£33	£36	£32	£40	£38	£30	£33	£30	£32	£25	£41	£40	£43	£32	£30	£28	£27	£33	£30	£36	£32	£32	£32	£27	£35	£41	£38	£36	
Small tools and miscellaneous accessories per Person	£220	£193	£180	£218	£207	£180	£195	£166	£160	£117	£191	£215	£218	£183	£177	£171	£150	£218	£177	£207	£185	£187	£206	£155	£220	£226	£228	£204	
Domestic appliances	£263	£223	£220	£269	£228	£209	£247	£237	£210	£201	£228	£253	£264	£225	£218	£199	£220	£245	£217	£253	£220	£225	£248	£185	£253	£278	£240	£248	
Major household appliances (electric or not) per Person	£263	£223	£220	£269	£228	£209	£247	£237	£210	£201	£228	£253	£264	£225	£218	£199	£220	£245	£217	£253	£220	£225	£248	£185	£253	£278	£240	£248	
TV, Hi-Fi, Radio, photographic and computer equipment	£543	£687	£535	£484	£413	£490	£503	£554	£728	£550	£718	£471	£522	£478	£516	£490	£625	£609	£489	£528	£497	£514	£498	£505	£539	£519	£550	£508	
Audio-visual, photographic and information processing equipment per Person	£501	£650	£495	£448	£380	£448	£460	£520	£694	£522	£685	£437	£487	£440	£475	£449	£582	£565	£446	£489	£459	£471	£454	£465	£501	£482	£509	£468	
Small electrical household appliances per Person	£41	£36	£40	£36	£33	£43	£43	£33	£33	£28	£33	£35	£35	£38	£41	£41	£43	£44	£43	£40	£38	£43	£44	£40	£38	£36	£41	£40	
Glassware, tableware, jewellery and watches	£470	£539	£454	£475	£419	£429	£427	£410	£513	£370	£549	£487	£494	£414	£421	£432	£473	£481	£407	£473	£454	£456	£451	£445	£471	£505	£494	£476	
Glassware, tableware and household utensils per Person	£250	£301	£231	£259	£233	£204	£221	£212	£280	£180	£331	£274	£280	£215	£202	£193	£248	£244	£196	£244	£220	£215	£215	£191	£244	£278	£261	£250	
Jewellery, clocks and watches per Person	£220	£239	£223	£215	£187	£225	£206	£198	£233	£190	£218	£214	£214	£199	£218	£239	£225	£237	£210	£229	£234	£240	£236	£253	£228	£226	£233	£226	
Books, CDs, DVDs	£467	£503	£429	£446	£407	£384	£408	£367	£445	£296	£495	£468	£463	£394	£384	£381	£452	£500	£381	£435	£405	£405	£419	£376	£441	£468	£484	£443	
Books and stationery per Person	£270	£308	£244	£261	£234	£220	£233	£214	£269	£163	£308	£272	£277	£228	£225	£214	£239	£277	£221	£253	£231	£231	£240	£209	£256	£283	£280	£258	
Recording media per Person	£196	£195	£185	£185	£172	£165	£176	£153	£176	£133	£187	£196	£187	£166	£160	£168	£214	£223	£160	£182	£174	£174	£179	£168	£185	£185	£204	£185	
Health and beauty goods	£1,066	£1,050	£1,000	£1,023	£932	£943	£957	£845	£933	£685	£1,017	£1,049	£1,065	£930	£925	£922	£1,008	£1,155	£903	£1,035	£962	£941	£1,008	£902	£1,038	£1,098	£1,107	£1,058	
Appliances for personal care per Person	£528	£558	£519	£522	£475	£492	£498	£465	£528	£400	£552	£527	£538	£482	£505	£505	£547	£557	£487	£527	£508	£520	£517	£505	£524	£557	£552	£539	
Therapeutic appliances and equipment per Person	£138	£141	£103	£117	£114	£108	£111	£89	£112	£62	£133	£117	£119	£104	£98	£96	£92	£122	£101	£115	£104	£98	£117	£90	£122	£120	£125	£115	
Medical goods and other pharmaceutical products per Person	£400	£351	£378	£384	£343	£343	£348	£291	£293	£223	£332	£405	£408	£343	£323	£321	£369	£446	£315	£392	£350	£323	£373	£307	£392	£421	£430	£403	
Recreational goods	£1,218	£1,310	£1,133	£1,262	£1,205	£1,141	£1,142	£1,106	£1,296	£1,028	£1,482	£1,239	£1,343	£1,112	£1,144	£1,096	£1,009	£1,216	£1,079	£1,247	£1,166	£1,183	£1,158	£1,082	£1,259	£1,354	£1,302	£1,235	
Bicycles per Person	£52	£73	£43	£51	£54	£38	£41	£43	£68	£38	£95	£51	£59	£41	£38	£33	£33	£41	£36	£46	£40	£38	£32	£47	£54	£52	£46		
Games, toys and hobbies; sport and camping; musical instruments per Person	£781	£837	£731	£778	£748	£750	£732	£724	£846	£679	£914	£758	£834	£729	£769	£736	£658	£789	£728	£796	£759	£780	£755	£724	£808	£840	£832	£781	
Other personal effects per Person	£153	£160	£153	£158	£127	£142	£149	£144	£155	£139	£160	£155	£153	£134	£138	£142	£160	£166	£130	£157	£153	£155	£158	£153	£153	£169	£150	£160	
Pets and related products per Person	£231	£240	£206	£275	£277	£210	£220	£195	£226	£172	£313	£275	£297	£207	£199	£185	£158	£220	£185	£248	£214	£210	£207	£172	£250	£291	£267	£248	
Gardening goods	£242	£264	£182	£223	£198	£169	£188	£161	£218	£122	£285	£236	£233	£180	£169	£163	£153	£233	£171	£215	£185	£182	£201	£146	£217	£245	£236	£217	
Gardens, plants and flowers per Person	£242	£264	£182	£223	£198	£169	£188	£161	£218	£122	£285	£236	£233	£180	£169	£163	£153	£233	£171	£215	£185	£182	£201	£146	£217	£245	£236	£217	

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 18 (October 2020)

TABLE 3a: TOTAL RETAIL EXPENDITURE, 2020

YEAR	ZONE																												TOTAL	
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
Convenience goods	£389.8	£179.5	£187.7	£63.8	£134.8	£86.6	£64.6	£77.6	£189.7	£39.2	£50.1	£67.7	£23.3	£82.3	£53.3	£129.5	£273.0	£38.3	£68.8	£67.2	£140.3	£59.8	£59.7	£518.2	£32.4	£41.2	£76.5	£109.0	£3,304.0	
Clothing and footwear	£135.0	£67.3	£62.5	£20.4	£40.2	£27.2	£20.8	£27.5	£72.9	£14.4	£17.7	£21.7	£7.4	£26.3	£17.6	£42.9	£96.1	£13.1	£22.7	£22.7	£47.7	£20.7	£20.0	£170.9	£10.8	£13.5	£24.8	£35.7	£1,120.4	
Clothing materials and garments per Person	£116.6	£58.7	£53.5	£17.6	£34.5	£23.1	£17.8	£23.6	£63.7	£12.2	£15.6	£18.8	£6.4	£22.5	£15.0	£36.4	£81.7	£11.2	£19.2	£19.5	£40.7	£17.6	£17.0	£143.8	£9.3	£11.7	£21.4	£30.7	£959.6	
Shoes and other footwear per Person	£18.4	£8.5	£9.0	£2.8	£5.7	£4.1	£3.0	£3.9	£9.2	£2.1	£2.1	£2.9	£1.0	£3.8	£2.7	£6.6	£14.4	£2.0	£3.5	£3.2	£7.0	£3.1	£3.0	£27.1	£1.6	£1.8	£3.4	£5.0	£160.7	
Furniture, floorcoverings and household textiles	£71.3	£40.4	£30.4	£9.9	£20.2	£12.9	£9.7	£11.0	£39.7	£5.0	£11.3	£11.6	£3.8	£12.4	£8.1	£19.8	£43.4	£6.7	£10.4	£10.7	£22.2	£8.9	£9.5	£75.9	£5.3	£7.0	£13.2	£18.3	£549.0	
Furniture and furnishings; carpets and other floor coverings per Person	£49.9	£28.8	£20.8	£6.8	£13.7	£8.9	£6.7	£7.5	£28.1	£3.5	£8.1	£8.0	£2.6	£8.4	£5.4	£13.3	£29.4	£4.4	£6.9	£7.4	£15.4	£6.1	£6.6	£51.3	£3.6	£4.8	£8.9	£12.8	£378.0	
Household textiles per Person	£21.4	£11.6	£9.6	£3.1	£6.6	£4.1	£3.0	£3.5	£11.6	£1.5	£3.1	£3.6	£1.2	£4.0	£2.7	£6.5	£14.0	£2.3	£3.4	£3.4	£6.8	£2.8	£2.9	£24.6	£1.7	£2.1	£4.2	£5.6	£171.0	
DIY goods	£25.9	£10.3	£10.9	£4.2	£8.7	£5.0	£4.0	£4.6	£9.7	£2.0	£2.8	£4.5	£1.5	£5.0	£3.1	£7.4	£13.4	£2.4	£4.1	£4.4	£8.6	£3.7	£3.8	£27.1	£2.2	£2.8	£5.2	£6.9	£194.5	
10% of Non-Durable household goods per Person	£0.9	£0.4	£0.4	£0.2	£0.3	£0.2	£0.1	£0.2	£0.4	£0.1	£0.1	£0.2	£0.1	£0.2	£0.1	£0.3	£0.5	£0.1	£0.2	£0.2	£0.3	£0.1	£0.1	£1.0	£0.1	£0.1	£0.2	£0.3	£7.4	£19.5
Major tools and equipment per Person	£2.1	£0.8	£0.9	£0.3	£0.7	£0.4	£0.3	£0.3	£0.8	£0.1	£0.2	£0.4	£0.1	£0.4	£0.2	£0.6	£1.1	£0.2	£0.3	£0.4	£0.7	£0.3	£2.1	£0.2	£0.2	£0.4	£0.6	£15.4	£19.5	
Materials for maintenance and repair of the dwelling per Person	£3.0	£1.4	£1.4	£0.6	£1.2	£0.6	£0.5	£0.6	£1.4	£0.3	£0.4	£0.6	£0.2	£0.6	£0.4	£0.9	£1.8	£0.3	£0.5	£0.6	£1.1	£0.5	£0.4	£3.5	£0.3	£0.4	£0.7	£0.9	£25.4	£19.5
Small tools and miscellaneous accessories per Person	£19.9	£7.6	£8.2	£3.2	£6.5	£3.8	£3.0	£3.5	£7.1	£1.5	£2.1	£3.4	£1.1	£3.8	£2.4	£5.6	£10.1	£1.9	£3.1	£3.3	£6.5	£2.8	£2.9	£20.4	£1.7	£2.1	£3.9	£5.1	£146.4	
Domestic appliances	£23.7	£8.8	£10.0	£3.9	£7.2	£4.4	£3.8	£5.0	£9.3	£2.5	£2.5	£3.9	£1.4	£4.6	£2.9	£6.6	£14.7	£2.1	£3.8	£4.0	£7.7	£3.4	£3.5	£24.4	£2.0	£2.6	£4.1	£6.2	£179.1	
Major household appliances (electric or not) per Person	£23.7	£8.8	£10.0	£3.9	£7.2	£4.4	£3.8	£5.0	£9.3	£2.5	£2.5	£3.9	£1.4	£4.6	£2.9	£6.6	£14.7	£2.1	£3.8	£4.0	£7.7	£3.4	£3.5	£24.4	£2.0	£2.6	£4.1	£6.2	£179.1	
TV, Hi-Fi, Radio, photographic and computer equipment	£49.0	£27.2	£24.3	£7.0	£13.0	£10.4	£7.8	£11.7	£32.2	£6.9	£7.7	£7.4	£2.7	£9.8	£6.9	£16.2	£41.8	£5.2	£8.5	£8.4	£17.5	£7.7	£7.1	£66.5	£4.2	£4.8	£9.5	£12.7	£434.0	
Audio-visual, photographic and information processing equipment per Person	£45.3	£25.8	£22.5	£6.5	£12.0	£9.5	£7.2	£11.0	£30.7	£6.5	£7.4	£6.8	£2.5	£9.0	£6.4	£14.8	£39.0	£4.8	£7.8	£7.8	£16.1	£7.1	£6.4	£61.3	£3.9	£4.4	£8.8	£11.7	£402.8	
Small electrical household appliances per Person	£3.7	£1.4	£1.8	£0.5	£1.0	£0.9	£0.7	£0.7	£1.5	£0.4	£0.4	£0.5	£0.2	£0.8	£0.6	£1.4	£2.9	£0.4	£0.7	£0.6	£1.3	£0.6	£0.6	£5.2	£0.3	£0.3	£0.7	£1.0	£31.1	
Glassware, tableware, jewellery and watches	£42.4	£21.4	£20.6	£6.9	£13.2	£9.1	£6.7	£8.6	£22.7	£4.6	£5.9	£7.6	£2.5	£8.5	£5.6	£14.3	£31.7	£4.1	£7.1	£7.5	£16.0	£6.8	£6.4	£58.6	£3.6	£4.7	£8.5	£11.9	£367.5	
Glassware, tableware and household utensils per Person	£22.6	£11.9	£10.5	£3.8	£7.3	£4.3	£3.5	£4.5	£12.4	£2.3	£3.6	£4.3	£1.4	£4.4	£2.7	£6.4	£16.6	£2.1	£3.4	£3.9	£7.7	£3.2	£3.1	£25.2	£1.9	£2.6	£4.5	£6.3	£186.1	
Jewellery, clocks and watches per Person	£19.9	£9.5	£10.1	£3.1	£5.9	£4.7	£3.2	£4.2	£10.3	£2.4	£2.4	£3.3	£1.1	£4.1	£2.9	£7.9	£15.0	£2.0	£3.7	£3.6	£8.2	£3.6	£3.3	£33.3	£1.8	£2.1	£4.0	£5.7	£181.3	
Books, CDs, DVDs	£42.1	£19.9	£19.5	£6.5	£12.8	£8.1	£6.4	£7.7	£19.7	£3.7	£5.3	£7.3	£2.4	£8.1	£5.2	£12.6	£30.3	£4.3	£6.6	£6.9	£14.3	£6.1	£6.0	£49.6	£3.4	£4.3	£8.3	£11.1	£338.4	
Books and stationery per Person	£24.4	£12.2	£11.1	£3.8	£7.4	£4.6	£3.6	£4.5	£11.9	£2.0	£3.3	£4.2	£1.4	£4.7	£3.0	£7.1	£16.0	£2.4	£3.8	£4.0	£8.1	£3.5	£3.4	£27.5	£2.0	£2.6	£4.8	£6.5	£193.9	
Recording media per Person	£17.7	£7.7	£8.4	£2.7	£5.4	£3.5	£2.7	£3.2	£7.8	£1.7	£2.0	£3.1	£1.0	£3.4	£2.1	£5.5	£14.3	£1.9	£2.8	£2.9	£6.1	£2.6	£2.5	£22.1	£1.4	£1.7	£3.5	£4.6	£144.5	
Health and beauty goods	£96.3	£41.6	£45.5	£14.8	£29.4	£19.9	£14.9	£17.8	£41.3	£8.6	£11.0	£16.4	£5.5	£19.0	£12.4	£30.4	£67.4	£9.9	£15.7	£16.5	£33.8	£14.1	£14.3	£118.8	£8.0	£10.1	£19.1	£26.5	£779.0	
Appliances for personal care per Person	£47.7	£22.1	£23.6	£7.6	£15.0	£10.4	£7.8	£9.8	£23.4	£5.0	£5.9	£8.2	£2.8	£9.9	£6.8	£16.7	£36.6	£5.0	£8.5	£8.4	£17.9	£7.8	£7.3	£66.5	£4.0	£5.1	£9.5	£13.5	£412.7	
Therapeutic appliances and equipment per Person	£12.4	£5.6	£4.7	£1.7	£3.6	£2.3	£1.7	£1.9	£5.0	£0.8	£1.4	£1.8	£0.6	£2.1	£1.3	£3.2	£6.1	£1.0	£1.8	£1.8	£3.7	£1.5	£1.7	£11.9	£0.9	£1.1	£2.2	£2.9	£86.6	
Medical goods and other pharmaceutical products per Person	£36.1	£13.9	£17.2	£5.6	£10.8	£7.3	£5.4	£6.1	£12.9	£2.8	£3.6	£6.3	£2.1	£7.0	£4.3	£10.6	£24.7	£3.8	£5.5	£6.2	£12.3	£4.8	£5.3	£40.4	£3.0	£3.9	£7.4	£10.1	£279.6	
Recreational goods	£110.0	£51.9	£51.5	£18.3	£38.0	£24.1	£17.8	£23.3	£57.3	£12.9	£16.0	£19.3	£6.9	£22.7	£15.3	£36.2	£67.5	£10.4	£18.7	£19.8	£41.0	£17.7	£16.4	£142.6	£9.7	£12.5	£22.4	£30.9	£931.4	
Bicycles per Person	£4.7	£2.9	£1.9	£0.7	£1.7	£0.8	£0.6	£0.9	£3.0	£0.5	£1.0	£0.8	£0.3	£0.8	£0.5	£1.1	£2.2	£0.4	£0.6	£0.7	£1.4	£0.6	£0.5	£4.2	£0.4	£0.5	£0.9	£1.1	£35.9	
Games, toys and hobbies; sport and camping; musical instruments per Person	£70.6	£33.2	£33.2	£11.3	£23.6	£15.8	£11.4	£15.3	£37.4	£8.5	£9.8	£11.8	£4.3	£14.9	£10.3	£24.3	£44.0	£6.7	£12.6	£12.7	£26.7	£11.7	£10.7	£95.5	£6.2	£7.7	£14.3	£19.6	£604.3	
Other personal effects per Person	£13.9	£6.3	£7.0	£2.3	£4.0	£3.0	£2.3	£3.0	£6.9	£1.7	£1.7	£2.4	£0.8	£2.7	£1.8	£4.7	£10.7	£1.4	£2.3	£2.5	£5.4	£2.3	£2.2	£20.2	£1.2	£1.6	£2.6	£4.0	£121.0	
Pets and related products per Person	£20.9	£9.5	£9.4	£4.0	£8.7	£4.4	£3.4	£4.1	£10.0	£2.2	£3.4	£4.3	£1.5	£4.2	£2.7	£6.1	£10.6	£1.9	£3.2	£4.0	£7.5	£3.1	£2.9	£22.7	£1.9	£2.7	£4.6	£6.2	£170.2	
Gardening goods	£21.9	£10.5	£8.3	£3.2	£6.2	£3.6	£2.9	£3.4	£9.7	£1.5	£3.1	£3.7	£1.2	£3.7	£2.3	£5.4	£10.3	£2.0	£3.0	£3.4	£6.5	£2.7	£2.9	£19.2	£1.7	£2.3	£4.1	£5.4	£153.8	
Gardens, plants and flowers per Person	£21.9	£10.5	£8.3	£3.2	£6.2	£3.6	£2.9	£3.4	£9.7	£1.5	£3.1	£3.7	£1.2	£3.7	£2.3	£5.4	£10.3	£2.0	£3.0	£3.4	£6.5	£2.7	£2.9	£19.2	£1.7	£2.3	£4.1	£5.4	£153.8	

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 17 (February 2020)

TABLE 3b: TOTAL RETAIL EXPENDITURE, 2025

YEAR	ZONE																												TOTAL
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
Convenience goods	£374.9	£173.8	£180.5	£61.1	£129.9	£84.5	£62.2	£75.2	£185.0	£37.9	£48.1	£65.5	£22.5	£79.2	£51.3	£125.1	£264.9	£36.9	£66.4	£64.9	£135.4	£57.6	£57.4	£501.4	£31.2	£40.0	£74.7	£105.4	£3,192.7
Clothing and footwear	£167.0	£83.8	£77.2	£25.2	£49.8	£34.1	£25.7	£34.3	£91.4	£17.9	£21.8	£27.0	£9.1	£32.6	£21.8	£53.3	£120.0	£16.3	£28.1	£28.2	£59.2	£25.6	£24.7	£212.7	£13.4	£16.9	£31.2	£44.3	£1,392.8
Clothing materials and garments per Person	£144.2	£73.2	£66.1	£21.7	£42.8	£28.9	£22.1	£29.4	£79.9	£15.3	£19.3	£23.4	£7.9	£27.8	£18.5	£45.2	£102.0	£13.9	£23.8	£24.2	£50.5	£21.8	£21.1	£179.0	£11.5	£14.6	£26.9	£38.2	£1,193.0
Shoes and other footwear per Person	£22.8	£10.6	£11.1	£3.4	£7.0	£5.1	£3.7	£4.9	£11.6	£2.6	£2.6	£3.6	£1.2	£4.8	£3.3	£8.2	£18.0	£2.4	£4.3	£4.0	£8.6	£3.8	£3.7	£33.7	£2.0	£2.3	£4.3	£6.2	£199.8
Furniture, floorcoverings and household textiles	£88.2	£50.4	£37.5	£12.2	£25.1	£16.2	£12.0	£13.7	£49.8	£6.2	£13.9	£14.4	£4.7	£15.4	£10.0	£24.7	£54.2	£8.3	£12.9	£13.3	£27.5	£11.1	£11.8	£94.4	£6.6	£8.7	£16.5	£22.8	£682.5
Furniture and furnishings; carpets and other floor coverings per Person	£61.7	£35.9	£25.7	£8.3	£16.9	£11.1	£8.2	£9.3	£35.3	£4.4	£10.1	£9.9	£3.2	£10.4	£6.7	£16.5	£36.7	£5.4	£8.6	£9.2	£19.1	£7.5	£8.1	£63.8	£4.5	£6.0	£11.2	£15.9	£469.9
Household textiles per Person	£26.5	£14.4	£11.8	£3.8	£8.2	£5.1	£3.7	£4.4	£14.6	£1.9	£3.9	£4.4	£1.5	£5.0	£3.3	£8.1	£17.4	£2.8	£4.3	£4.2	£8.4	£3.5	£3.6	£30.6	£2.1	£2.7	£5.3	£6.9	£212.6
DIY goods	£32.0	£12.9	£13.5	£5.2	£10.8	£6.3	£5.0	£5.8	£12.1	£2.5	£3.5	£5.6	£1.9	£6.2	£3.9	£9.2	£16.8	£3.0	£5.1	£5.4	£10.7	£4.6	£4.7	£33.7	£2.7	£3.5	£6.5	£8.5	£241.7
10% of Non-Durable household goods per Person	£1.1	£0.5	£0.5	£0.2	£0.4	£0.3	£0.2	£0.2	£0.5	£0.1	£0.1	£0.2	£0.1	£0.2	£0.2	£0.3	£0.7	£0.1	£0.2	£0.2	£0.4	£0.2	£0.2	£1.3	£0.1	£0.1	£0.2	£0.3	£9.2
Major tools and equipment per Person	£2.7	£1.0	£1.1	£0.4	£0.9	£0.5	£0.4	£0.4	£1.0	£0.2	£0.3	£0.5	£0.1	£0.5	£0.3	£0.7	£1.3	£0.2	£0.4	£0.4	£0.8	£0.4	£2.6	£0.2	£0.3	£0.5	£0.7	£19.1	
Materials for maintenance and repair of the dwelling per Person	£3.7	£1.8	£1.8	£0.7	£1.5	£0.8	£0.6	£0.8	£1.8	£0.4	£0.5	£0.8	£0.3	£0.8	£0.5	£1.2	£2.2	£0.4	£0.6	£0.7	£1.4	£0.6	£0.6	£4.4	£0.3	£0.5	£0.8	£1.1	£31.6
Small tools and miscellaneous accessories per Person	£24.6	£9.5	£10.1	£3.9	£8.1	£4.8	£3.8	£4.4	£8.9	£1.8	£2.5	£4.2	£1.4	£4.6	£2.9	£7.0	£12.6	£2.3	£3.8	£4.1	£8.1	£3.5	£3.6	£25.4	£2.1	£2.6	£4.9	£6.4	£181.9
Domestic appliances	£29.3	£11.0	£12.4	£4.8	£8.9	£5.5	£4.8	£6.2	£11.7	£3.1	£3.0	£4.9	£1.7	£5.7	£3.6	£8.2	£18.4	£2.6	£4.7	£5.0	£9.6	£4.2	£4.4	£30.4	£2.4	£3.2	£5.2	£7.7	£222.6
Major household appliances (electric or not) per Person	£29.3	£11.0	£12.4	£4.8	£8.9	£5.5	£4.8	£6.2	£11.7	£3.1	£3.0	£4.9	£1.7	£5.7	£3.6	£8.2	£18.4	£2.6	£4.7	£5.0	£9.6	£4.2	£4.4	£30.4	£2.4	£3.2	£5.2	£7.7	£222.6
TV, Hi-Fi, Radio, photographic and computer equipment	£60.6	£33.9	£30.1	£8.7	£16.1	£13.0	£9.7	£14.6	£40.4	£8.6	£9.6	£9.1	£3.3	£12.1	£8.6	£20.1	£52.2	£6.5	£10.5	£10.4	£21.7	£9.5	£8.8	£82.8	£5.1	£6.0	£11.9	£15.8	£539.6
Audio-visual, photographic and information processing equipment per Person	£56.0	£32.1	£27.8	£8.0	£14.8	£11.9	£8.9	£13.7	£38.5	£8.1	£9.1	£8.5	£3.1	£11.1	£7.9	£18.4	£48.6	£6.0	£9.6	£9.7	£20.0	£8.7	£8.0	£76.3	£4.8	£5.6	£11.0	£14.6	£500.9
Small electrical household appliances per Person	£4.6	£1.8	£2.2	£0.7	£1.3	£1.1	£0.8	£0.9	£1.8	£0.4	£0.4	£0.7	£0.2	£1.0	£0.7	£1.7	£3.6	£0.5	£0.9	£0.8	£1.7	£0.8	£0.8	£6.5	£0.4	£0.4	£0.9	£1.2	£38.7
Glassware, tableware, jewellery and watches	£52.5	£26.6	£25.5	£8.5	£16.4	£11.4	£8.2	£10.8	£28.4	£5.8	£7.3	£9.4	£3.2	£10.5	£7.0	£17.7	£39.5	£5.1	£8.8	£9.3	£19.8	£8.4	£7.9	£72.9	£4.5	£5.8	£10.7	£14.8	£456.8
Glassware, tableware and household utensils per Person	£27.9	£14.8	£13.0	£4.6	£9.1	£5.4	£4.3	£5.6	£15.5	£2.8	£4.4	£5.3	£1.8	£5.4	£3.4	£7.9	£20.7	£2.6	£4.2	£4.8	£9.6	£4.0	£3.8	£31.4	£2.3	£3.2	£5.6	£7.8	£231.4
Jewellery, clocks and watches per Person	£24.6	£11.8	£12.5	£3.8	£7.3	£6.0	£4.0	£5.2	£12.9	£3.0	£2.9	£4.1	£1.4	£5.0	£3.6	£9.8	£18.8	£2.5	£4.5	£4.5	£10.2	£4.5	£4.1	£41.5	£2.2	£2.6	£5.0	£7.0	£225.4
Books, CDs, DVDs	£52.1	£24.8	£24.1	£8.0	£15.9	£10.2	£7.9	£9.7	£24.7	£4.6	£6.6	£9.1	£3.0	£10.0	£6.4	£15.6	£37.8	£5.3	£8.2	£8.6	£17.7	£7.5	£7.4	£61.7	£4.2	£5.4	£10.5	£13.8	£420.6
Books and stationery per Person	£30.2	£15.2	£13.7	£4.7	£9.1	£5.8	£4.5	£5.6	£14.9	£2.5	£4.1	£5.3	£1.8	£5.8	£3.7	£8.8	£20.0	£2.9	£4.8	£5.0	£10.1	£4.3	£4.2	£34.2	£2.4	£3.3	£6.1	£8.0	£241.1
Recording media per Person	£21.9	£9.6	£10.4	£3.3	£6.7	£4.4	£3.4	£4.0	£9.7	£2.1	£2.5	£3.8	£1.2	£4.2	£2.7	£6.9	£17.8	£2.4	£3.4	£3.6	£7.6	£3.2	£3.1	£27.5	£1.8	£2.1	£4.4	£5.8	£179.6
Health and beauty goods	£119.1	£51.8	£56.2	£18.3	£36.4	£25.0	£18.5	£22.2	£51.8	£10.7	£13.5	£20.3	£6.8	£23.5	£15.4	£37.8	£84.2	£12.2	£19.5	£20.4	£42.0	£17.5	£17.7	£147.9	£9.9	£12.6	£24.0	£33.0	£968.3
Appliances for personal care per Person	£59.0	£27.6	£29.2	£9.3	£18.5	£13.0	£9.6	£12.2	£29.3	£6.2	£7.3	£10.2	£3.4	£12.2	£8.4	£20.7	£45.7	£6.2	£10.5	£10.4	£22.2	£9.7	£9.1	£82.8	£5.0	£6.4	£11.9	£16.8	£513.1
Therapeutic appliances and equipment per Person	£15.4	£6.9	£5.8	£2.1	£4.5	£2.9	£2.1	£2.3	£6.2	£1.0	£1.8	£2.3	£0.8	£2.6	£1.6	£4.0	£7.7	£1.3	£2.2	£2.3	£4.6	£1.8	£2.1	£14.8	£1.2	£1.4	£2.7	£3.6	£107.7
Medical goods and other pharmaceutical products per Person	£44.7	£17.3	£21.3	£6.9	£13.4	£9.1	£6.7	£7.7	£16.2	£3.5	£4.4	£7.9	£2.6	£8.7	£5.4	£13.2	£30.8	£4.7	£6.8	£7.8	£15.3	£6.0	£6.6	£50.3	£3.7	£4.8	£9.3	£12.6	£347.5
Recreational goods	£136.1	£64.7	£63.7	£22.6	£47.1	£30.2	£22.0	£29.1	£71.9	£16.0	£19.7	£24.0	£8.6	£28.1	£19.0	£45.0	£84.3	£12.9	£23.3	£24.6	£50.9	£21.9	£20.4	£177.4	£12.0	£15.6	£28.2	£38.5	£1,157.8
Bicycles per Person	£5.8	£3.6	£2.4	£0.9	£2.1	£1.0	£0.8	£1.1	£3.8	£0.6	£1.3	£1.0	£0.4	£1.0	£0.6	£1.4	£2.8	£0.4	£0.8	£0.9	£1.7	£0.7	£0.7	£5.2	£0.5	£0.6	£1.1	£1.4	£44.6
Games, toys and hobbies; sport and camping; musical instruments per Person	£87.3	£41.3	£41.1	£13.9	£29.2	£19.9	£14.1	£19.1	£46.9	£10.6	£12.2	£14.7	£5.3	£18.4	£12.8	£30.2	£55.0	£8.4	£15.7	£15.7	£33.2	£14.5	£13.3	£118.8	£7.7	£9.7	£18.0	£24.3	£751.2
Other personal effects per Person	£17.1	£7.9	£8.6	£2.8	£4.9	£3.8	£2.9	£3.8	£8.6	£2.2	£2.1	£3.0	£1.0	£3.4	£2.3	£5.8	£13.3	£1.8	£2.8	£3.1	£6.7	£2.9	£2.8	£25.2	£1.5	£1.9	£3.3	£5.0	£150.4
Pets and related products per Person	£25.8	£11.9	£11.6	£4.9	£10.8	£5.6	£4.2	£5.1	£12.5	£2.7	£4.2	£5.3	£1.9	£5.2	£3.3	£7.6	£13.2	£2.3	£4.0	£4.9	£9.3	£3.9	£3.6	£28.3	£2.4	£3.3	£5.8	£7.7	£211.5
Gardening goods	£27.0	£13.0	£10.2	£4.0	£7.7	£4.5	£3.6	£4.2	£12.1	£1.9	£3.8	£4.6	£1.5	£4.6	£2.8	£6.7	£12.8	£2.5	£3.7	£4.3	£8.1	£3.4	£3.5	£23.9	£2.1	£2.8	£5.1	£6.7	£191.1
Gardens, plants and flowers per Person	£27.0	£13.0	£10.2	£4.0	£7.7	£4.5	£3.6	£4.2	£12.1	£1.9	£3.8	£4.6	£1.5	£4.6	£2.8	£6.7	£12.8	£2.5	£3.7	£4.3	£8.1	£3.4	£3.5	£23.9	£2.1	£2.8	£5.1	£6.7	£191.1

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 17 (February 2020)

TABLE 3c: TOTAL RETAIL EXPENDITURE, 2030

YEAR	ZONE																												TOTAL
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
Convenience goods	£381.0	£177.2	£182.7	£61.8	£131.8	£86.6	£62.8	£76.5	£189.8	£38.8	£48.6	£66.6	£22.8	£80.2	£52.1	£127.2	£273.3	£37.5	£67.5	£65.9	£137.9	£58.7	£58.4	£510.8	£31.8	£40.7	£76.9	£107.7	£3,253.4
Clothing and footwear	£196.0	£98.7	£90.3	£29.3	£58.4	£40.3	£30.0	£40.3	£108.3	£21.1	£25.5	£31.8	£10.7	£38.1	£25.6	£62.6	£143.0	£19.1	£33.0	£33.1	£69.6	£30.2	£29.0	£250.2	£15.8	£19.9	£37.1	£52.3	£1,639.3
Clothing materials and garments per Person	£169.3	£86.2	£77.3	£25.3	£50.1	£34.2	£25.7	£34.5	£94.6	£18.0	£22.5	£27.5	£9.3	£32.5	£21.7	£53.0	£121.5	£16.3	£28.0	£28.4	£59.4	£25.7	£24.7	£210.6	£13.5	£17.2	£31.9	£45.0	£1,404.1
Shoes and other footwear per Person	£26.8	£12.5	£13.0	£4.0	£8.3	£6.1	£4.3	£5.8	£13.7	£3.1	£3.0	£4.3	£1.4	£5.6	£3.9	£9.6	£21.4	£2.8	£5.1	£4.7	£10.2	£4.5	£4.3	£39.7	£2.3	£2.7	£5.1	£7.3	£235.2
Furniture, floorcoverings and household textiles	£103.5	£59.3	£43.9	£14.2	£29.4	£19.2	£14.0	£16.1	£59.1	£7.3	£16.3	£16.9	£5.5	£18.0	£11.8	£29.0	£44.6	£9.7	£15.1	£15.7	£32.4	£13.0	£13.9	£111.1	£7.8	£10.2	£19.7	£26.9	£803.2
Furniture and furnishings; carpets and other floor coverings per Person	£72.4	£42.3	£30.1	£9.7	£19.9	£13.2	£9.6	£10.9	£41.8	£5.2	£11.7	£11.7	£3.8	£12.2	£7.9	£19.4	£43.8	£6.3	£10.1	£10.8	£22.4	£8.9	£9.6	£75.1	£5.3	£7.1	£13.3	£18.7	£553.1
Household textiles per Person	£31.1	£17.0	£13.8	£4.5	£9.6	£6.1	£4.3	£5.2	£17.3	£2.2	£4.5	£5.2	£1.7	£5.8	£3.9	£9.5	£20.8	£3.3	£5.0	£4.9	£9.9	£4.1	£4.3	£36.0	£2.5	£3.1	£6.3	£8.2	£250.2
DIY goods	£37.5	£15.2	£15.8	£6.1	£12.7	£7.5	£5.8	£6.8	£14.3	£3.0	£4.1	£6.6	£2.2	£7.2	£4.6	£10.8	£20.0	£3.5	£6.0	£6.4	£12.6	£5.4	£5.6	£39.7	£3.2	£4.1	£7.7	£10.1	£284.4
10% of Non-Durable household goods per Person	£1.2	£0.6	£0.6	£0.2	£0.4	£0.3	£0.2	£0.2	£0.6	£0.1	£0.2	£0.3	£0.1	£0.3	£0.2	£0.4	£0.8	£0.1	£0.2	£0.2	£0.5	£0.2	£0.2	£1.5	£0.1	£0.1	£0.3	£0.4	£10.8
Major tools and equipment per Person	£3.1	£1.2	£1.2	£0.5	£1.0	£0.6	£0.5	£0.5	£1.1	£0.2	£0.3	£0.5	£0.2	£0.6	£0.3	£0.8	£1.6	£0.3	£0.5	£0.5	£1.0	£0.4	£0.5	£3.1	£0.2	£0.3	£0.6	£0.8	£22.5
Materials for maintenance and repair of the dwelling per Person	£4.4	£2.1	£2.1	£0.8	£1.7	£0.9	£0.7	£0.9	£2.1	£0.5	£0.6	£0.9	£0.3	£0.9	£0.6	£1.4	£2.7	£0.4	£0.8	£0.8	£1.6	£0.7	£0.7	£5.2	£0.4	£0.6	£1.0	£1.3	£37.1
Small tools and miscellaneous accessories per Person	£28.8	£11.2	£11.9	£4.6	£9.5	£5.7	£4.4	£5.1	£10.5	£2.2	£3.0	£4.9	£1.6	£5.4	£3.5	£8.2	£15.0	£2.7	£4.5	£4.8	£9.5	£4.1	£4.2	£29.9	£2.5	£3.1	£5.9	£7.5	£214.0
Domestic appliances	£34.4	£13.0	£14.5	£5.6	£10.4	£6.6	£5.6	£7.3	£13.8	£3.7	£3.5	£5.8	£2.0	£6.6	£4.3	£9.6	£21.9	£3.0	£5.5	£5.9	£11.3	£4.9	£5.1	£35.7	£2.8	£3.8	£6.2	£9.1	£261.9
Major household appliances (electric or not) per Person	£34.4	£13.0	£14.5	£5.6	£10.4	£6.6	£5.6	£7.3	£13.8	£3.7	£3.5	£5.8	£2.0	£6.6	£4.3	£9.6	£21.9	£3.0	£5.5	£5.9	£11.3	£4.9	£5.1	£35.7	£2.8	£3.8	£6.2	£9.1	£261.9
TV, Hi-Fi, Radio, photographic and computer equipment	£71.2	£39.9	£35.2	£10.1	£18.9	£15.4	£11.3	£17.1	£47.8	£10.1	£11.2	£10.7	£3.9	£14.1	£10.0	£23.6	£62.2	£7.6	£12.4	£12.3	£25.5	£11.2	£10.3	£97.4	£6.1	£7.0	£14.2	£18.7	£635.3
Audio-visual, photographic and information processing equipment per Person	£65.8	£37.8	£32.6	£9.3	£17.4	£14.0	£10.4	£16.1	£45.6	£9.6	£10.6	£10.0	£3.6	£13.0	£9.2	£21.6	£57.9	£7.0	£11.3	£11.3	£23.6	£10.3	£9.4	£89.7	£5.6	£6.5	£13.1	£17.2	£589.7
Small electrical household appliances per Person	£5.4	£2.1	£2.6	£0.8	£1.5	£1.3	£1.0	£2.2	£0.5	£0.5	£0.8	£0.3	£0.3	£1.1	£0.8	£2.0	£4.3	£0.5	£1.1	£0.9	£2.0	£0.9	£0.9	£7.6	£0.4	£0.5	£1.1	£1.5	£45.6
Glassware, tableware, jewellery and watches	£61.6	£31.4	£29.8	£9.9	£19.2	£13.4	£9.6	£12.6	£33.7	£6.8	£8.5	£11.1	£3.7	£12.3	£8.2	£20.8	£47.1	£6.0	£10.3	£11.0	£23.3	£9.9	£9.3	£85.8	£5.3	£6.8	£12.7	£17.5	£537.7
Glassware, tableware and household utensils per Person	£32.8	£17.5	£15.2	£5.4	£10.7	£6.4	£5.0	£6.5	£18.4	£3.3	£5.1	£6.2	£2.1	£6.4	£3.9	£9.3	£24.7	£3.0	£5.0	£5.7	£11.3	£4.7	£4.4	£36.9	£2.7	£3.8	£6.7	£9.2	£272.3
Jewellery, clocks and watches per Person	£28.8	£13.9	£14.7	£4.5	£8.6	£7.0	£4.6	£6.1	£15.3	£3.5	£3.4	£4.9	£1.6	£5.9	£4.3	£11.5	£22.4	£2.9	£5.3	£5.3	£12.0	£5.2	£4.9	£48.8	£2.6	£3.1	£6.0	£8.3	£265.3
Books, CDs, DVDs	£61.2	£29.2	£28.2	£9.3	£18.6	£12.1	£9.2	£11.3	£29.2	£5.5	£7.7	£10.7	£3.5	£11.7	£7.5	£18.4	£45.0	£6.2	£9.7	£10.1	£20.8	£8.8	£8.7	£72.6	£5.0	£6.3	£12.5	£16.3	£495.1
Books and stationery per Person	£35.5	£17.9	£16.0	£5.4	£10.7	£6.9	£5.2	£6.6	£17.7	£3.0	£4.8	£6.2	£2.1	£6.7	£4.4	£10.3	£23.8	£3.4	£5.6	£5.9	£11.9	£5.0	£5.0	£40.3	£2.9	£3.8	£7.2	£9.5	£283.7
Recording media per Person	£25.7	£11.3	£12.2	£3.9	£7.9	£5.2	£4.0	£4.7	£11.5	£2.4	£2.9	£4.5	£1.4	£4.9	£3.1	£8.1	£21.3	£2.8	£4.0	£4.2	£8.9	£3.8	£3.7	£32.3	£2.1	£2.5	£5.2	£6.8	£211.4
Health and beauty goods	£139.8	£61.1	£65.7	£21.3	£42.7	£29.6	£21.5	£26.1	£61.3	£12.6	£15.8	£23.9	£8.0	£27.5	£18.0	£44.4	£100.3	£14.3	£22.9	£24.0	£49.4	£20.5	£20.8	£174.0	£11.7	£14.8	£28.5	£38.9	£1,139.5
Appliances for personal care per Person	£69.3	£32.5	£34.1	£10.9	£21.7	£15.4	£11.2	£14.4	£34.7	£7.4	£8.6	£12.0	£4.0	£14.3	£9.8	£24.3	£54.5	£7.3	£12.3	£12.2	£26.1	£11.4	£10.7	£97.4	£5.9	£7.5	£14.2	£19.8	£603.8
Therapeutic appliances and equipment per Person	£18.0	£8.2	£6.8	£2.4	£5.2	£3.4	£2.5	£2.7	£7.4	£1.1	£2.1	£2.7	£0.9	£3.1	£1.9	£4.6	£9.1	£1.5	£2.6	£2.7	£5.4	£2.1	£2.4	£17.4	£1.4	£1.6	£3.2	£4.2	£126.7
Medical goods and other pharmaceutical products per Person	£52.5	£20.4	£24.9	£8.0	£15.7	£10.8	£7.8	£9.0	£19.2	£4.1	£5.2	£9.2	£3.0	£10.2	£6.3	£15.5	£36.7	£5.5	£8.0	£9.1	£18.0	£7.0	£7.7	£59.2	£4.4	£5.7	£11.1	£14.8	£409.0
Recreational goods	£159.7	£76.1	£74.5	£26.3	£55.2	£35.8	£25.7	£34.1	£85.2	£18.9	£23.0	£28.2	£10.0	£32.9	£22.3	£52.8	£100.4	£15.1	£27.3	£28.9	£59.9	£25.8	£23.9	£208.7	£14.1	£18.3	£33.5	£45.4	£1,362.4
Bicycles per Person	£6.8	£4.2	£2.8	£1.1	£2.5	£1.2	£0.9	£1.3	£4.5	£0.7	£1.5	£1.2	£0.4	£1.2	£0.7	£1.6	£3.3	£0.5	£0.9	£1.1	£2.0	£0.8	£0.8	£6.1	£0.5	£0.7	£1.3	£1.7	£52.5
Games, toys and hobbies; sport and camping; musical instruments per Person	£102.5	£48.6	£48.0	£16.2	£34.3	£23.5	£16.5	£22.4	£55.6	£12.5	£14.2	£17.3	£6.2	£21.6	£15.0	£35.4	£65.5	£9.8	£18.4	£18.5	£39.0	£17.0	£15.6	£139.8	£9.1	£11.4	£21.4	£28.7	£884.0
Other personal effects per Person	£20.1	£9.3	£10.1	£3.3	£5.8	£4.5	£3.3	£4.4	£10.2	£2.6	£2.5	£3.5	£1.1	£4.0	£2.7	£6.9	£15.9	£2.1	£3.3	£3.6	£7.9	£3.4	£3.3	£29.6	£1.7	£2.3	£3.9	£5.9	£177.1
Pets and related products per Person	£30.3	£14.0	£13.5	£5.7	£12.7	£6.6	£4.9	£6.0	£14.9	£3.2	£4.9	£6.3	£2.2	£6.1	£3.9	£8.9	£15.7	£2.7	£4.7	£5.8	£11.0	£4.6	£4.3	£33.3	£2.8	£3.9	£6.9	£9.1	£248.9
Gardening goods	£31.7	£15.4	£12.0	£4.6	£9.1	£5.3	£4.2	£5.0	£14.3	£2.2	£4.4	£5.4	£1.7	£5.3	£3.3	£7.8	£15.3	£2.9	£4.3	£5.0	£9.5	£4.0	£4.1	£28.1	£2.4	£3.3	£6.1	£8.0	£224.9
Gardens, plants and flowers per Person	£31.7	£15.4	£12.0	£4.6	£9.1	£5.3	£4.2	£5.0	£14.3	£2.2	£4.4	£5.4	£1.7	£5.3	£3.3	£7.8	£15.3	£2.9	£4.3	£5.0	£9.5	£4.0	£4.1	£28.1	£2.4	£3.3	£6.1	£8.0	£224.9

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 17 (February 2020)

TABLE 3d: TOTAL RETAIL EXPENDITURE, 2036

YEAR	ZONE																												TOTAL
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
Convenience goods	£389.7	£181.4	£186.0	£63.0	£134.2	£89.3	£63.7	£78.3	£195.6	£40.0	£49.2	£68.0	£23.0	£82.0	£53.3	£130.1	£281.3	£38.0	£68.9	£67.4	£141.7	£60.2	£59.7	£523.4	£32.5	£41.7	£79.5	£110.7	£3,331.7
Clothing and footwear	£237.1	£119.5	£108.7	£35.4	£70.3	£49.2	£36.0	£48.8	£132.0	£25.8	£30.5	£38.3	£12.8	£46.0	£30.9	£75.8	£173.9	£22.9	£39.9	£40.0	£84.5	£36.6	£35.1	£303.2	£19.1	£24.1	£45.3	£63.6	£1,985.1
Clothing materials and garments per Person	£204.7	£104.3	£93.0	£30.5	£60.4	£41.8	£30.8	£41.8	£115.3	£22.0	£26.9	£33.2	£11.1	£39.3	£26.3	£64.1	£147.9	£19.5	£33.8	£34.3	£72.2	£31.1	£29.9	£255.1	£16.3	£20.9	£39.1	£54.7	£1,700.3
Shoes and other footwear per Person	£32.4	£15.1	£15.7	£4.9	£9.9	£7.4	£5.1	£7.0	£16.7	£3.8	£3.6	£5.1	£1.7	£6.7	£4.7	£11.6	£26.1	£3.4	£6.1	£5.7	£12.3	£5.5	£5.2	£48.1	£2.8	£3.2	£6.3	£8.8	£284.8
Furniture, floorcoverings and household textiles	£125.2	£71.8	£52.8	£17.1	£35.4	£23.4	£16.7	£19.5	£72.0	£9.0	£19.5	£20.4	£6.5	£21.7	£14.2	£35.0	£78.5	£11.6	£18.2	£18.9	£39.3	£15.8	£16.7	£134.6	£9.4	£12.4	£24.0	£32.7	£972.6
Furniture and furnishings; carpets and other floor coverings per Person	£87.5	£51.2	£36.2	£11.7	£23.9	£16.0	£11.5	£13.2	£50.9	£6.3	£14.1	£14.1	£4.5	£14.7	£9.5	£23.5	£53.3	£7.6	£12.2	£13.0	£27.3	£10.8	£11.6	£91.0	£6.4	£8.6	£16.3	£22.7	£669.7
Household textiles per Person	£37.6	£20.6	£16.7	£5.4	£11.5	£7.4	£5.2	£6.3	£21.0	£2.7	£5.4	£6.3	£2.0	£7.0	£4.7	£11.5	£25.3	£4.0	£6.0	£5.9	£12.0	£5.0	£5.2	£43.6	£3.0	£3.8	£7.7	£10.0	£302.9
DIY goods	£45.4	£18.4	£19.0	£7.4	£15.3	£9.1	£7.0	£8.2	£17.5	£3.6	£4.9	£8.0	£2.6	£8.7	£5.5	£13.1	£24.3	£4.2	£7.2	£7.7	£15.3	£6.5	£6.7	£48.1	£3.9	£5.0	£9.5	£12.2	£344.3
10% of Non-Durable household goods per Person	£1.5	£0.8	£0.8	£0.3	£0.5	£0.4	£0.3	£0.3	£0.8	£0.2	£0.2	£0.3	£0.1	£0.3	£0.2	£0.5	£1.0	£0.2	£0.3	£0.3	£0.6	£0.3	£0.2	£1.8	£0.1	£0.2	£0.3	£0.5	£13.1
Major tools and equipment per Person	£3.8	£1.4	£1.5	£0.6	£1.2	£0.7	£0.6	£0.6	£1.4	£0.2	£0.4	£0.7	£0.2	£0.7	£0.4	£1.0	£1.9	£0.3	£0.6	£0.6	£1.2	£0.5	£0.6	£3.7	£0.3	£0.4	£0.7	£1.0	£27.2
Materials for maintenance and repair of the dwelling per Person	£5.3	£2.6	£2.5	£1.0	£2.1	£1.2	£0.9	£1.1	£2.5	£0.6	£0.8	£1.1	£0.4	£1.1	£0.7	£1.7	£3.3	£0.5	£0.9	£1.0	£2.0	£0.8	£0.8	£6.3	£0.5	£0.7	£1.2	£1.6	£45.0
Small tools and miscellaneous accessories per Person	£34.9	£13.6	£14.3	£5.5	£11.4	£6.9	£5.2	£6.2	£12.8	£2.6	£3.6	£5.9	£2.0	£6.6	£4.2	£10.0	£18.2	£3.2	£5.4	£5.8	£11.6	£4.9	£5.1	£36.2	£3.0	£3.7	£7.2	£9.1	£259.0
Domestic appliances	£41.6	£15.7	£17.4	£6.8	£12.6	£8.0	£6.7	£8.9	£16.9	£4.5	£4.2	£7.0	£2.4	£8.0	£5.1	£11.6	£26.6	£3.6	£6.6	£7.1	£13.7	£5.9	£6.2	£43.3	£3.4	£4.6	£7.6	£11.1	£317.1
Major household appliances (electric or not) per Person	£41.6	£15.7	£17.4	£6.8	£12.6	£8.0	£6.7	£8.9	£16.9	£4.5	£4.2	£7.0	£2.4	£8.0	£5.1	£11.6	£26.6	£3.6	£6.6	£7.1	£13.7	£5.9	£6.2	£43.3	£3.4	£4.6	£7.6	£11.1	£317.1
TV, Hi-Fi, Radio, photographic and computer equipment	£86.0	£48.3	£42.3	£12.2	£22.8	£18.8	£13.6	£20.7	£58.3	£12.4	£13.4	£13.0	£4.7	£17.1	£12.1	£28.6	£75.7	£9.1	£14.9	£14.8	£31.0	£13.6	£12.4	£117.9	£7.3	£8.5	£17.3	£22.7	£769.4
Audio-visual, photographic and information processing equipment per Person	£79.5	£45.8	£39.2	£11.3	£20.9	£17.1	£12.4	£19.5	£55.6	£11.7	£12.7	£12.0	£4.4	£15.7	£11.2	£26.2	£70.5	£8.4	£13.6	£13.7	£28.6	£12.5	£11.3	£108.7	£6.8	£7.9	£16.0	£20.9	£714.2
Small electrical household appliances per Person	£6.5	£2.6	£3.1	£0.9	£1.8	£1.6	£1.2	£1.2	£2.7	£0.6	£0.6	£1.0	£0.3	£1.4	£1.0	£2.4	£5.2	£0.7	£1.3	£1.1	£2.4	£1.1	£1.1	£9.2	£0.5	£0.6	£1.3	£1.8	£55.2
Glassware, tableware, jewellery and watches	£74.5	£38.0	£35.9	£11.9	£23.1	£16.4	£11.5	£15.3	£41.1	£8.3	£10.2	£13.4	£4.4	£14.8	£9.9	£25.2	£57.3	£7.1	£12.4	£13.3	£28.3	£12.1	£11.2	£103.9	£6.4	£8.3	£15.5	£21.3	£651.1
Glassware, tableware and household utensils per Person	£39.6	£21.2	£18.3	£6.5	£12.8	£7.8	£6.0	£7.9	£22.4	£4.1	£6.1	£7.5	£2.5	£7.7	£4.8	£11.2	£30.1	£3.6	£6.0	£6.8	£13.7	£5.7	£5.4	£44.7	£3.3	£4.6	£8.2	£11.2	£329.8
Jewellery, clocks and watches per Person	£34.9	£16.8	£17.7	£5.4	£10.3	£8.6	£5.5	£7.4	£18.6	£4.3	£4.1	£5.9	£1.9	£7.1	£5.1	£13.9	£27.2	£3.5	£6.4	£6.4	£14.6	£6.4	£5.9	£59.2	£3.1	£3.7	£7.3	£10.1	£321.3
Books, CDs, DVDs	£74.0	£35.4	£33.9	£11.2	£22.4	£14.7	£11.0	£13.7	£35.6	£6.6	£9.2	£12.9	£4.1	£14.1	£9.0	£22.2	£54.8	£7.4	£11.7	£12.2	£25.3	£10.7	£10.5	£88.0	£6.0	£7.7	£15.2	£19.8	£599.4
Books and stationery per Person	£42.9	£21.7	£19.3	£6.6	£12.9	£8.4	£6.3	£8.0	£21.5	£3.7	£5.7	£7.5	£2.5	£8.1	£5.3	£12.4	£28.9	£4.1	£6.8	£7.1	£14.4	£6.1	£6.0	£48.8	£3.5	£4.6	£8.8	£11.5	£343.5
Recording media per Person	£31.1	£13.7	£14.7	£4.7	£9.5	£6.3	£4.7	£5.7	£14.1	£3.0	£3.5	£5.4	£1.7	£5.9	£3.8	£9.8	£25.9	£3.3	£4.9	£5.1	£10.9	£4.6	£4.5	£39.2	£2.5	£3.0	£6.4	£8.3	£255.9
Health and beauty goods	£169.1	£73.9	£79.1	£25.7	£51.4	£36.1	£25.8	£31.6	£74.8	£15.4	£18.9	£28.8	£9.5	£33.3	£21.8	£53.7	£122.0	£17.2	£27.6	£29.0	£60.1	£24.9	£25.1	£210.8	£14.1	£18.0	£34.8	£47.3	£1,379.8
Appliances for personal care per Person	£83.8	£39.3	£41.1	£13.1	£26.2	£18.8	£13.4	£17.4	£42.3	£9.0	£10.3	£14.5	£4.8	£17.3	£11.9	£29.4	£66.3	£8.7	£14.9	£14.8	£31.7	£13.8	£12.9	£117.9	£7.1	£9.1	£17.4	£24.1	£731.2
Therapeutic appliances and equipment per Person	£21.8	£9.9	£8.1	£2.9	£6.3	£4.1	£3.0	£3.3	£9.0	£1.4	£2.5	£3.2	£1.1	£3.7	£2.3	£5.6	£11.1	£1.8	£3.1	£3.2	£6.5	£2.6	£2.9	£21.1	£1.7	£2.0	£3.9	£5.2	£153.4
Medical goods and other pharmaceutical products per Person	£63.5	£24.7	£29.9	£9.7	£18.9	£13.1	£9.4	£10.9	£23.4	£5.0	£6.2	£11.1	£3.6	£12.3	£7.6	£18.7	£44.6	£6.6	£9.6	£11.0	£21.8	£8.5	£9.3	£71.7	£5.3	£6.9	£13.5	£18.0	£495.2
Recreational goods	£193.2	£92.2	£89.7	£31.7	£66.5	£43.6	£30.8	£41.3	£103.8	£23.1	£27.6	£34.0	£12.0	£39.8	£26.9	£63.9	£122.2	£18.1	£33.0	£35.0	£72.8	£31.3	£28.9	£252.9	£17.1	£22.2	£41.0	£55.2	£1,649.6
Bicycles per Person	£8.3	£5.1	£3.4	£1.3	£3.0	£1.5	£1.1	£1.6	£5.4	£0.9	£1.8	£1.4	£0.5	£1.5	£0.9	£1.9	£4.0	£0.6	£1.1	£1.3	£2.5	£1.0	£0.9	£7.4	£0.6	£0.9	£1.6	£2.0	£63.5
Games, toys and hobbies; sport and camping; musical instruments per Person	£123.9	£58.9	£57.8	£19.6	£41.3	£28.7	£19.8	£27.1	£67.8	£15.3	£17.0	£20.8	£7.5	£26.1	£18.1	£42.9	£79.7	£11.7	£22.3	£22.3	£47.4	£20.6	£18.8	£169.3	£11.0	£13.8	£26.2	£34.9	£1,070.4
Other personal effects per Person	£24.3	£11.2	£12.1	£4.0	£7.0	£5.4	£4.0	£5.4	£12.4	£3.1	£3.0	£4.3	£1.4	£4.8	£3.2	£8.3	£19.3	£2.5	£4.0	£4.4	£9.6	£4.1	£3.9	£35.9	£2.1	£2.8	£4.7	£7.1	£214.4
Pets and related products per Person	£36.6	£16.9	£16.3	£6.9	£15.3	£8.1	£5.9	£7.3	£18.1	£3.9	£5.8	£7.6	£2.7	£7.4	£4.7	£10.8	£19.2	£3.3	£5.7	£7.0	£13.3	£5.6	£5.2	£40.3	£3.4	£4.8	£8.4	£11.1	£301.3
Gardening goods	£38.4	£18.6	£14.4	£5.6	£10.9	£6.5	£5.1	£6.0	£17.5	£2.7	£5.3	£6.5	£2.1	£6.4	£4.0	£9.5	£18.6	£3.5	£5.2	£6.0	£11.6	£4.8	£5.0	£34.0	£2.9	£4.0	£7.4	£9.7	£272.2
Gardens, plants and flowers per Person	£38.4	£18.6	£14.4	£5.6	£10.9	£6.5	£5.1	£6.0	£17.5	£2.7	£5.3	£6.5	£2.1	£6.4	£4.0	£9.5	£18.6	£3.5	£5.2	£6.0	£11.6	£4.8	£5.0	£34.0	£2.9	£4.0	£7.4	£9.7	£272.2

Notes: per capita retail expenditure data provided by Experian and projected forward using forecasts in Experian's Retail Planner Briefing Note 17 (February 2020)

TABLE 4: CONVENIENCE GOODS MARKET SHARES, 2020

YEAR	FIRST CHOICE MAIN FOOD																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	2.7%	24.5%	80.4%	5.6%	0.0%	0.0%	1.7%	13.9%	3.9%	2.7%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, London Road, Salisbury	0.0%	0.0%	13.5%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Castle Road, Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Kelsey Road, Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Wilton Road, Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, Hatches Lane, Salisbury	1.2%	3.5%	5.5%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, New Canal, Salisbury	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.7%	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%	0.0%	0.0%
Sainsbury's Superstore, The Mallings, Salisbury	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	1.7%	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%	0.0%	0.0%	0.0%
Local shops, Salisbury City 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%
Tesco Express, Wilton Road, Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Extra, Bourne Centre, Southampton Road, Salisbury	0.7%	8.8%	30.3%	1.9%	0.0%	0.0%	8.8%	3.0%	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%	0.0%	0.0%	0.0%
Tesco Metro, Castle Street, Salisbury	0.0%	3.5%	9.8%	0.0%	0.0%	0.0%	0.9%	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%	0.0%
Waitrose, Churchhill Way West, Salisbury	0.7%	8.8%	8.9%	3.6%	0.0%	0.0%	9.9%	7.0%	1.4%	2.1%	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%	0.0%
Iceland, Castle Street, Salisbury	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%	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%	0.7%	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%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	2.8%	1.6%	3.8%	55.8%	78.5%	15.6%	2.3%	6.2%	0.0%	17.7%	2.5%	0.0%
Aldi, Langley Park, Foundry Lane, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	7.3%	1.9%	0.0%	3.6%	0.0%	4.1%	0.0%	0.0%
Co-op, Conroy Road, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Greenway Lane, Broomfield, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Iceland, Market Street, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Hungerdown Lane, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	12.2%	5.5%	0.0%	0.0%	0.0%	2.3%	0.9%	0.0%
Marks & Spencer (Foodhall), Bath Road, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
Morrisons, Cepen Park North, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.8%	10.4%	19.5%	2.6%	2.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%
Sainsbury's Local, Station Hill, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Bath Road, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.8%	0.8%	0.0%	26.1%	24.8%	4.6%	0.0%	2.5%	0.0%	3.2%	1.6%	0.0%	0.0%
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Chippenham Town 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%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Lodge Road, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Metro, Emery Gate, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Little Waitrose, Borough Parade, Chippenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	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%	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%
ROYAL WOOLTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	1.9%	0.0%	19.7%	0.0%	2.1%	0.7%	0.0%	0.7%
Aldi, Coped Hall, Royal Woolton Bassett	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	1.9%	0.0%	4.1%	0.0%	0.7%	0.0%	0.0%	0.0%
Iceland, High Street, Royal Woolton Bassett	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.7%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Borough Fields Shopping Centre, Woolton Bassett	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.6%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%
Local shops, Royal Woolton Bassett Town 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%
Co-op, High Street, Royal Woolton Bassett SN4 7AB	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.6%	4.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	21.1%	79.1%	10.4%	32.2%	3.5%	2.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Bradley Road, Trowbridge	0.0%	0.0%	0.0%	0.0%	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%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, The Shires Centre, Trowbridge	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%	14.1%	2.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, The Shires, Trowbridge	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Canal Road, Trowbridge	0.0%	0.0%	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%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, British Row, Trowbridge	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.5%	12.8%	4.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Brook Road, Trowbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Eastbourne Road, Trowbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, Frome Road, Trowbridge	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Trowbridge Town Centre	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%	0.4%	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%
Tesco Extra, County Way, Trowbridge	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	17.0%	38.8%	8.8%	5.1%	3.5%	2.0%	0.0%	0.0%	0.							

TABLE 5a: CONVENIENCE GOODS TURNOVER, 2020

YEAR	SECOND CHOICE TOP-UP																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.0	£1.6	£10.6	£0.1	£0.0	£0.0	£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	£0.0	£0.0	£0.0
Aldi, London Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Castle Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Kelsey Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Wilton Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hatches Lane, Salisbury	£0.0	£0.5	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer, New Canal, Salisbury	£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	£0.0	£0.0	£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 Superstore, The Mallings, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Salisbury City Centre	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Wilton Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	£0.0	£0.3	£1.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, Castle Street, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, Churchill Way West, Salisbury	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Castle Street, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£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	£0.1	£1.3	£6.6	£0.4	£0.4	£3.4	£0.0	£0.2	£0.0	£0.0	£0.0	
Aldi, Langley Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Conway Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Greenway Lane, Broomfield, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Market Street, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hungerdown Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer (Foodhall), Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Cepen Park North, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.4	£0.1	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Local, Station Hill, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hathaway Retail Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Chippenham Town Centre	£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	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Lodge Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Metro, Emery Gate, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Waitrose, Borough Parade, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0
ROYAL WOOLTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Coped Hall, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, High Street, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Borough Fields Shopping Centre, Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Royal Woolton Bassett Town 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
Co-op, High Street, Royal Woolton Bassett SN4 7AB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TROWBRIDGE	£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	£0.2	£5.6	£2.2	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Bradley Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, The Shires Centre, Trowbridge	£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	£0.1	£1.1	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Shires, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Canal Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£0.0	£0.0	£0.0	£0.																									

TABLE 5a: CONVENIENCE GOODS TURNOVER, 2020

YEAR	TOTAL (£m)
SALISBURY	£222.3
Aldi, London Road, Salisbury	£24.6
Co-op, Castle Road, Salisbury	£3.2
Co-op, Kelsey Road, Salisbury	£0.0
Co-op, Wilton Road, Salisbury	£1.2
Lidl, Hatches Lane, Salisbury	£21.3
Marks & Spencer, New Canal, Salisbury	£7.2
Sainsbury's Superstore, The Mallings, Salisbury	£16.0
Local shops, Salisbury City Centre	£2.5
Tesco Express, Wilton Road, Salisbury	£1.4
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	£62.0
Tesco Metro, Castle Street, Salisbury	£24.2
Waitrose, Churchill Way West, Salisbury	£44.0
Iceland, Castle Street, Salisbury	£4.1
Other	£10.5
CHIPPENHAM	£199.4
Aldi, Langley Park, Foundry Lane, Chippenham	£27.9
Co-op, Conway Road, Chippenham	£3.3
Co-op, Greenway Lane, Broomfield, Chippenham	£3.2
Iceland, Market Street, Chippenham	£2.9
Lidl, Hungerdown Lane, Chippenham	£27.4
Marks & Spencer (Foodhall), Bath Road, Chippenham	£3.6
Morrisons, Cepen Park North, Chippenham	£38.2
Sainsbury's Local, Station Hill, Chippenham	£4.0
Sainsbury's Superstore, Bath Road, Chippenham	£53.4
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£1.6
Local shops, Chippenham Town Centre	£2.7
Tesco Express, Lodge Road, Chippenham	£5.5
Tesco Metro, Emery Gate, Chippenham	£13.5
Little Waitrose, Borough Parade, Chippenham	£1.9
Other	£10.2
ROYAL WOOLTON BASSETT	£17.8
Aldi, Coped Hall, Royal Woolton Bassett	£6.3
Iceland, High Street, Royal Woolton Bassett	£1.2
Sainsbury's Superstore, Borough Fields Shopping Centre, Woolton Bassett	£9.5
Local shops, Royal Woolton Bassett Town Centre	£0.5
Co-op, High Street, Royal Woolton Bassett SN4 7AB	£0.3
TROWBRIDGE	£161.7
Aldi, Bradley Road, Trowbridge	£19.7
Asda, The Shires Centre, Trowbridge	£21.8
Iceland, The Shires, Trowbridge	£1.2
Lidl, Canal Road, Trowbridge	£11.4
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£2.2
Sainsbury's Superstore, British Row, Trowbridge	£32.2
Tesco Express, Brook Road, Trowbridge	£6.8
Tesco Express, Eastbourne Road, Trowbridge	£1.1
Tesco Express, Frame Road, Trowbridge	£5.1
Local shops, Trowbridge Town Centre	£5.3
Tesco Extra, County Way, Trowbridge	£53.7
Other	£1.1
WARMINSTER	£59.4
Iceland, Horseshoes Mall, Warminster	£2.6
Lidl, Station Road, Warminster	£17.5
Morrisons, Weymouth Street, Warminster	£25.8
Waitrose, Station Road, Warminster	£8.7
Tesco Express, Thornhill Road, Warminster	£1.6
Local shops, Warminster Town Centre	£1.2
Other	£1.9
MELKSHAM	£99.8
Aldi, Beanacre Road, Melksham	£19.7
Asda, Bradford Road, Melksham	£21.4
Co-op, Blackmore Road, Melksham	£6.2
Co-op, Verbena Court, Cranesbill Road, Melksham	£0.3
Iceland, High Street, Melksham	£2.2
Lidl, Bath Road, Melksham	£10.4
Sainsbury's Superstore, Bath Road, Melksham	£23.5
Tesco Express, Blenheim Park, Melksham	£4.0
Local shops, Melksham Town Centre	£1.8
Waitrose, Bath Road, Melksham	£9.7
Other	£0.6
AMESBURY	£73.9
Aldi, Salisbury Road, Amesbury	£15.9
Co-op, Archers Way, Amesbury	£4.8
Co-op, Boscombe Road, Amesbury	£3.0
Co-op, Salisbury Street, Amesbury	£1.8
Lidl, London Road, Amesbury	£7.3
Local shops, Amesbury Town Centre	£9.1
Tesco Superstore, London Road, Amesbury	£31.0
Other	£1.1
BRADFORD-ON-AVON	£31.4
Co-op, Bridge Yard, Bradford-On-Avon	£2.4
Co-op, Winsley Road, Bradford-on-Avon	£4.3
Sainsbury's Superstore, Elm Cross Shopping Centre, Bradford-on-Avon	£22.9
Local shops, Bradford-on-Avon Town Centre	£1.8
CALNE	£54.9
Co-op, Mill Street, Calne	£3.9
Iceland, Phelps Parade, Calne	£5.5
Sainsbury's Superstore, The Pippin, Calne	£17.0
Tesco Express, Harrier Close, Calne	£5.0
Tesco Superstore, Beverbrook Road, Calne	£22.4
Local shops, Calne Town Centre	£0.7
Other	£0.4
CORSHAM	£12.0
Co-op, Macie Drive, Katherine Park, Corsham	£2.7
Co-op, Martingate, Corsham	£5.4
Local shops, Corsham Town Centre	£2.3
Other	£1.6
CRICKLADE	£0.9
Local shops, Cricklade Town Centre	£0.9
DEVIZES	£76.9
Iceland, The Bittox, Devizes	£1.8
Lidl, London Road, Devizes	£16.8
Marks & Spencer (Simply Food), Monday Market Street, Devizes	£2.6
Morrisons, Estcourt Street, Devizes	£34.3
Sainsbury's Superstore, Monday Market Street, Devizes	£16.0
Local shops, Devizes Town Centre	£3.3
Other	£2.1
LUDGERSHALL	£7.0
Co-op, Andover Road, Ludgershall	£2.6
Tesco Express, Andover Street, Ludgershall	£4.1
Local shops, Ludgershall Town Centre	£0.3
MALMESBURY	£29.7
Co-op, Gloucester Road, Malmesbury	£8.6
Co-op, High Street, Malmesbury	£2.7
Local shops, Malmesbury Town Centre	£0.6
Waitrose, Avon Mills, Malmesbury	£17.9
MARLBOROUGH	£39.9
Waitrose, High Street, Marlborough	£18.2
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough, SN8 4	£20.3
Other	£1.4
TIDWORTH	£21.7
Lidl, Pennings Road, Tidworth	£3.8
Tesco Superstore, Station Road, Tidworth	£16.9
Other	£1.0
WESTBURY	£46.9
Aldi, Warminster Road, Westbury	£16.7
Lidl, Kingfisher Drive, Westbury	£9.4
Morrisons, Edward Street, Westbury	£15.9
One Stop, Queens Road, Westbury	£0.2
Tesco Express, Fore Street, Westbury	£1.8
Tesco Express, Leigh Park, Westbury	£2.8
Internet / delivery	£229.9

TABLE 5b: CONVENIENCE GOODS TURNOVER, 2025

YEAR	SECOND CHOICE MAIN FOOD																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£1.6	£5.4	£20.9	£0.8	£1.3	£0.0	£0.2	£2.3	£0.6	£0.1	£0.1	£0.1	£0.0	£0.3	£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
Aldi, London Road, Salisbury	£0.0	£0.2	£3.2	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Co-op, Castle Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Kelsey Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Wilton Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Hatches Lane, Salisbury	£0.0	£1.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer, New Canal, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, The Mallings, Salisbury	£0.0	£0.0	£3.9	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Salisbury City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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
Tesco Express, Wilton Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Extra, Bourne Centre, Southampton Road, Salisbury	£1.2	£1.9	£4.9	£0.3	£0.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, Castle Street, Salisbury	£0.4	£0.2	£0.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, Churchill Way West, Salisbury	£0.0	£1.5	£3.8	£0.5	£0.0	£0.0	£0.1	£0.7	£0.6	£0.1	£0.0	£0.0	£0.0	£0.3	£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
Iceland, Castle Street, Salisbury	£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	£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	£0.2	£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	£0.0	£0.0
CHIPPENHAM	£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	£0.1	£0.0	£0.0	£1.4	£0.1	£0.7	£5.6	£12.8	£1.2	£0.0	£2.9	£0.1	£0.9	£0.2	£0.0	£0.0
Aldi, Langley Park, Foundry Lane, Chippenham	£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	£0.0	£0.9	£1.7	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0
Co-op, Conway Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Greenway Lane, Broomfield, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Market Street, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Hungerdown Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.2	£3.1	£0.1	£0.0	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0
Marks & Spencer (Foodhall), Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Cepen Park North, Chippenham	£0.0	£0.0	£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	£0.0	£0.5	£1.0	£4.2	£0.0	£0.0	£1.3	£0.1	£0.3	£0.0	£0.0	£0.0
Sainsbury's Local, Station Hill, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.2	£1.9	£1.6	£0.8	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Chippenham Town 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
Tesco Express, Lodge Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Metro, Emery Gate, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Waitrose, Borough Parade, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOLTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.1	£0.0	£0.0	£0.2	£0.0	£0.0
Aldi, Coped Hall, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.1	£0.0	£0.0	£0.1	£0.0	£0.0
Iceland, High Street, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Borough Fields Shopping Centre, Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0
Local shops, Royal Woolton Bassett Town 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
Co-op, High Street, Royal Woolton Bassett SN4 7AB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.8	£1.2	£14.2	£2.1	£2.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Bradley Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.0	£2.3	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, The Shires Centre, Trowbridge	£0.0	£0.0	£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	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Shires, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Canal Road, Trowbridge	£0.0	£0.0	£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	£0.3	£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
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£0.0	£0.0	£0																										

TABLE 5b: CONVENIENCE GOODS TURNOVER, 2025

YEAR	SECOND CHOICE TOP-UP																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.0	£1.6	£10.2	£0.1	£0.0	£0.0	£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	£0.0	£0.0	
Aldi, London Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Castle Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Kelsey Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Wilton Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hatches Lane, Salisbury	£0.0	£0.5	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Marks & Spencer, New Canal, Salisbury	£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	£0.0	£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 Superstore, The Mallings, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Local shops, Salisbury City Centre	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Express, Wilton Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	£0.0	£0.3	£1.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Metro, Castle Street, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Waitrose, Churchill Way West, Salisbury	£0.0	£0.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, Castle Street, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.3	£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	£0.0	£0.0	£0.0	
CHIPPENHAM	£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	£0.1	£1.3	£6.3	£0.4	£0.3	£3.3	£0.0	£0.2	£0.0	£0.0	£0.5	
Aldi, Langley Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
Co-op, Conway Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Greenway Lane, Broomfield, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, Market Street, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hungerdown Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Marks & Spencer (Foodhall), Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Morrisons, Cepen Park North, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.4	£0.1	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	
Sainsbury's Local, Station Hill, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Local shops, Chippenham Town Centre	£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	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Express, Lodge Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Metro, Emery Gate, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	
Little Waitrose, Borough Parade, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£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	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOLTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	
Aldi, Coped Hall, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
Iceland, High Street, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Borough Fields Shopping Centre, Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	
Local shops, Royal Woolton Bassett Town 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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, High Street, Royal Woolton Bassett SN4 7AB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	
TROWBRIDGE	£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	£0.2	£5.4	£2.2	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Bradley Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Asda, The Shires Centre, Trowbridge	£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	£0.1	£1.1	£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
Iceland, The Shires, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Canal Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, British Row, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£0.3	£0.0	£0.0	£0.0	£0.0								

TABLE 5b: CONVENIENCE GOODS TURNOVER, 2025

YEAR	TOTAL (£m)
SALISBURY	£214.1
Aldi, London Road, Salisbury	£23.7
Co-op, Castle Road, Salisbury	£3.1
Co-op, Kelsey Road, Salisbury	£0.0
Co-op, Wilton Road, Salisbury	£1.2
Lidl, Hatches Lane, Salisbury	£20.5
Marks & Spencer, New Canal, Salisbury	£6.9
Sainsbury's Superstore, The Mallings, Salisbury	£15.4
Local shops, Salisbury City Centre	£2.4
Tesco Express, Wilton Road, Salisbury	£1.3
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	£59.7
Tesco Metro, Castle Street, Salisbury	£23.4
Waitrose, Churchill Way West, Salisbury	£42.5
Iceland, Castle Street, Salisbury	£3.9
Other	£10.2
CHIPPENHAM	£192.6
Aldi, Langley Park, Foundry Lane, Chippenham	£27.0
Co-op, Conway Road, Chippenham	£3.2
Co-op, Greenway Lane, Broomfield, Chippenham	£3.1
Iceland, Market Street, Chippenham	£2.8
Lidl, Hungerdown Lane, Chippenham	£26.4
Marks & Spencer (Foodhall), Bath Road, Chippenham	£3.5
Morrisons, Cepen Park North, Chippenham	£36.9
Sainsbury's Local, Station Hill, Chippenham	£3.8
Sainsbury's Superstore, Bath Road, Chippenham	£51.6
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£1.6
Local shops, Chippenham Town Centre	£2.6
Tesco Express, Lodge Road, Chippenham	£5.3
Tesco Metro, Emery Gate, Chippenham	£13.0
Little Waitrose, Borough Parade, Chippenham	£1.9
Other	£9.9
ROYAL WOOLTON BASSETT	£17.1
Aldi, Coped Hall, Royal Woolton Bassett	£6.0
Iceland, High Street, Royal Woolton Bassett	£1.1
Sainsbury's Superstore, Borough Fields Shopping Centre, Woolton Bassett	£9.2
Local shops, Royal Woolton Bassett Town Centre	£0.5
Co-op, High Street, Royal Woolton Bassett SN4 7AB	£0.2
TROWBRIDGE	£156.2
Aldi, Bradley Road, Trowbridge	£19.1
Asda, The Shires Centre, Trowbridge	£21.0
Iceland, The Shires, Trowbridge	£1.1
Lidl, Canal Road, Trowbridge	£11.0
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£2.1
Sainsbury's Superstore, British Row, Trowbridge	£31.2
Tesco Express, Brook Road, Trowbridge	£6.6
Tesco Express, Eastbourne Road, Trowbridge	£1.1
Tesco Express, Frame Road, Trowbridge	£4.9
Local shops, Trowbridge Town Centre	£5.1
Tesco Extra, County Way, Trowbridge	£51.8
Other	£1.1
WARMINSTER	£57.2
Iceland, Horseshoes Mall, Warminster	£2.5
Lidl, Station Road, Warminster	£16.9
Morrisons, Weymouth Street, Warminster	£24.8
Waitrose, Station Road, Warminster	£8.4
Tesco Express, Thornhill Road, Warminster	£1.5
Local shops, Warminster Town Centre	£1.1
Other	£1.9
MELKSHAM	£96.4
Aldi, Beanacre Road, Melksham	£19.1
Asda, Bradford Road, Melksham	£20.7
Co-op, Blackmore Road, Melksham	£6.0
Co-op, Verbena Court, Cranesbill Road, Melksham	£0.3
Iceland, High Street, Melksham	£2.1
Lidl, Bath Road, Melksham	£10.1
Sainsbury's Superstore, Bath Road, Melksham	£22.7
Tesco Express, Blenheim Park, Melksham	£3.8
Local shops, Melksham Town Centre	£1.7
Waitrose, Bath Road, Melksham	£9.4
Other	£0.6
AMESBURY	£71.6
Aldi, Salisbury Road, Amesbury	£15.4
Co-op, Archers Way, Amesbury	£4.7
Co-op, Boscombe Road, Amesbury	£2.9
Co-op, Salisbury Street, Amesbury	£1.7
Lidl, London Road, Amesbury	£7.1
Local shops, Amesbury Town Centre	£8.8
Tesco Superstore, London Road, Amesbury	£30.1
Other	£1.0
BRADFORD-ON-AVON	£30.3
Co-op, Bridge Yard, Bradford-On-Avon	£2.3
Co-op, Winsley Road, Bradford-on-Avon	£4.2
Sainsbury's Superstore, Elm Cross Shopping Centre, Bradford-on-Avon	£22.1
Local shops, Bradford-on-Avon Town Centre	£1.8
CALNE	£52.9
Co-op, Mill Street, Calne	£3.7
Iceland, Phelps Parade, Calne	£5.3
Sainsbury's Superstore, The Pippin, Calne	£16.4
Tesco Express, Harrier Close, Calne	£4.8
Tesco Superstore, Beversbrook Road, Calne	£21.6
Local shops, Calne Town Centre	£0.6
Other	£0.4
CORSHAM	£11.5
Co-op, Macie Drive, Katherine Park, Corsham	£2.6
Co-op, Martingate, Corsham	£5.3
Local shops, Corsham Town Centre	£2.2
Other	£1.5
CRICKLADE	£0.8
Local shops, Cricklade Town Centre	£0.8
DEVIZES	£74.0
Iceland, The Biffox, Devizes	£1.7
Lidl, London Road, Devizes	£16.2
Marks & Spencer (Simply Food), Monday Market Street, Devizes	£2.5
Morrisons, Estcourt Street, Devizes	£33.0
Sainsbury's Superstore, Monday Market Street, Devizes	£15.4
Local shops, Devizes Town Centre	£3.2
Other	£2.0
LUDGERSHALL	£6.8
Co-op, Andover Road, Ludgershall	£2.5
Tesco Express, Andover Street, Ludgershall	£4.0
Local shops, Ludgershall Town Centre	£0.3
MALMESBURY	£28.8
Co-op, Gloucester Road, Malmesbury	£8.3
Co-op, High Street, Malmesbury	£2.6
Local shops, Malmesbury Town Centre	£0.6
Waitrose, Avon Mills, Malmesbury	£17.4
MARLBOROUGH	£38.5
Waitrose, High Street, Marlborough	£17.5
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough, SN8 4	£19.6
Other	£1.4
TIDWORTH	£21.0
Lidl, Pennings Road, Tidworth	£3.7
Tesco Superstore, Station Road, Tidworth	£16.4
Other	£0.9
WESTBURY	£45.2
Aldi, Warminster Road, Westbury	£16.1
Lidl, Kingfisher Drive, Westbury	£9.1
Morrisons, Edward Street, Westbury	£15.3
One Stop, Queens Road, Westbury	£0.2
Tesco Express, Fore Street, Westbury	£1.8
Tesco Express, Leigh Park, Westbury	£2.7
Internet / delivery	£222.1

TABLE 5c: CONVENIENCE GOODS TURNOVER, 2030

YEAR	SECOND CHOICE MAIN FOOD																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£1.6	£5.5	£21.2	£0.8	£1.3	£0.0	£0.2	£2.3	£0.6	£0.1	£0.1	£0.1	£0.0	£0.3	£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	
Aldi, London Road, Salisbury	£0.0	£0.2	£3.3	£0.0	£0.0	£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	£0.0	£0.0	£0.0	
Co-op, Castle Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Kelsey Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Wilton Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Lidl, Hatches Lane, Salisbury	£0.0	£1.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Marks & Spencer, New Canal, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Sainsbury's Superstore, The Mallings, Salisbury	£0.0	£0.0	£4.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Local shops, Salisbury City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	
Tesco Express, Wilton Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Extra, Bourne Centre, Southampton Road, Salisbury	£1.2	£1.9	£5.0	£0.3	£0.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Metro, Castle Street, Salisbury	£0.4	£0.2	£0.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Waitrose, Churchill Way West, Salisbury	£0.0	£1.5	£3.8	£0.5	£0.0	£0.0	£0.1	£0.7	£0.6	£0.1	£0.0	£0.0	£0.0	£0.3	£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	
Iceland, Castle Street, Salisbury	£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	£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	£0.2	£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	£0.0	
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£1.4	£0.1	£0.7	£5.7	£13.1	£1.2	£0.0	£2.9	£0.1	£0.9	£0.2	£0.0	£0.0	
Aldi, Langley Park, Foundry Lane, Chippenham	£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	£1.0	£1.7	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	
Co-op, Conway Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Greenway Lane, Broomfield, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, Market Street, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Lidl, Hungerdown Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.3	£3.1	£0.1	£0.0	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	
Marks & Spencer (Foodhall), Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Morrisons, Cepen Park North, Chippenham	£0.0	£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	£0.0	£0.5	£1.0	£4.3	£0.0	£0.0	£1.4	£0.1	£0.3	£0.0	£0.0	£0.0	
Sainsbury's Local, Station Hill, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.2	£1.9	£1.6	£0.8	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Local shops, Chippenham Town 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	
Tesco Express, Lodge Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Metro, Emery Gate, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	
Little Waitrose, Borough Parade, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOLTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.2	£0.0	£0.0	£0.2	£0.0	
Aldi, Coped Hall, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.1	£0.0	£0.0	£0.1	£0.0	£0.0	
Iceland, High Street, Royal Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Borough Fields Shopping Centre, Woolton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.1	£0.0	£0.0	
Local shops, Royal Woolton Bassett Town 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	
Co-op, High Street, Royal Woolton Bassett SN4 7AB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.8	£1.2	£14.4	£2.1	£2.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Bradley Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.0	£2.3	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, The Shires Centre, Trowbridge	£0.0	£0.0	£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	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, The Shires, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Canal Road, Trowbridge	£0.0	£0.0	£0.0	£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	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£0.0	£0.0	£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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Sainsbury's Superstore, British Row, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£4.6	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0								

TABLE 5c: CONVENIENCE GOODS TURNOVER, 2030

YEAR	TOTAL (£m)
SALISBURY	£217.1
Aldi, London Road, Salisbury	£24.0
Co-op, Castle Road, Salisbury	£3.1
Co-op, Kelsey Road, Salisbury	£0.0
Co-op, Wilton Road, Salisbury	£1.2
Lidl, Hatches Lane, Salisbury	£20.9
Marks & Spencer, New Canal, Salisbury	£7.0
Sainsbury's Superstore, The Mallings, Salisbury	£15.6
Local shops, Salisbury City Centre	£2.5
Tesco Express, Wilton Road, Salisbury	£1.3
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	£60.5
Tesco Metro, Castle Street, Salisbury	£23.7
Waitrose, Churchill Way West, Salisbury	£43.2
Iceland, Castle Street, Salisbury	£4.0
Other	£10.3
CHIPPENHAM	£196.2
Aldi, Langley Park, Foundry Lane, Chippenham	£27.5
Co-op, Conway Road, Chippenham	£3.2
Co-op, Greenway Lane, Broomfield, Chippenham	£3.2
Iceland, Market Street, Chippenham	£2.9
Lidl, Hungerdown Lane, Chippenham	£26.9
Marks & Spencer (Foodhall), Bath Road, Chippenham	£3.6
Morrisons, Cepen Park North, Chippenham	£37.6
Sainsbury's Local, Station Hill, Chippenham	£3.9
Sainsbury's Superstore, Bath Road, Chippenham	£52.5
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£1.6
Local shops, Chippenham Town Centre	£2.7
Tesco Express, Lodge Road, Chippenham	£5.4
Tesco Metro, Emery Gate, Chippenham	£13.3
Little Waitrose, Borough Parade, Chippenham	£1.9
Other	£10.1
ROYAL WOOLTON BASSETT	£17.4
Aldi, Coped Hall, Royal Woolton Bassett	£6.1
Iceland, High Street, Royal Woolton Bassett	£1.2
Sainsbury's Superstore, Borough Fields Shopping Centre, Woolton Bassett	£9.3
Local shops, Royal Woolton Bassett Town Centre	£0.5
Co-op, High Street, Royal Woolton Bassett SN4 7AB	£0.3
TROWBRIDGE	£159.2
Aldi, Bradley Road, Trowbridge	£19.5
Asda, The Shires Centre, Trowbridge	£21.5
Iceland, The Shires, Trowbridge	£1.2
Lidl, Canal Road, Trowbridge	£11.2
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£2.2
Sainsbury's Superstore, British Row, Trowbridge	£31.8
Tesco Express, Brook Road, Trowbridge	£6.7
Tesco Express, Eastbourne Road, Trowbridge	£1.1
Tesco Express, Frame Road, Trowbridge	£5.0
Local shops, Trowbridge Town Centre	£5.2
Tesco Extra, County Way, Trowbridge	£52.7
Other	£1.1
WARMINSTER	£58.0
Iceland, Horseshoes Mall, Warminster	£2.5
Lidl, Station Road, Warminster	£17.2
Morrisons, Weymouth Street, Warminster	£25.2
Waitrose, Station Road, Warminster	£8.5
Tesco Express, Thornhill Road, Warminster	£1.6
Local shops, Warminster Town Centre	£1.1
Other	£1.9
MELKSHAM	£98.0
Aldi, Beanacre Road, Melksham	£19.4
Asda, Bradford Road, Melksham	£21.0
Co-op, Blackmore Road, Melksham	£6.1
Co-op, Verbena Court, Cranesbill Road, Melksham	£0.3
Iceland, High Street, Melksham	£2.2
Lidl, Bath Road, Melksham	£10.2
Sainsbury's Superstore, Bath Road, Melksham	£23.0
Tesco Express, Blenheim Park, Melksham	£3.9
Local shops, Melksham Town Centre	£1.8
Waitrose, Bath Road, Melksham	£9.5
Other	£0.6
AMESBURY	£72.8
Aldi, Salisbury Road, Amesbury	£15.6
Co-op, Archers Way, Amesbury	£4.7
Co-op, Boscombe Road, Amesbury	£3.0
Co-op, Salisbury Street, Amesbury	£1.7
Lidl, London Road, Amesbury	£7.2
Local shops, Amesbury Town Centre	£8.9
Tesco Superstore, London Road, Amesbury	£30.6
Other	£1.1
BRADFORD-ON-AVON	£30.9
Co-op, Bridge Yard, Bradford-On-Avon	£2.3
Co-op, Winsley Road, Bradford-on-Avon	£4.2
Sainsbury's Superstore, Elm Cross Shopping Centre, Bradford-on-Avon	£22.5
Local shops, Bradford-on-Avon Town Centre	£1.8
CALNE	£53.9
Co-op, Mill Street, Calne	£3.8
Iceland, Phelps Parade, Calne	£5.4
Sainsbury's Superstore, The Pippin, Calne	£16.7
Tesco Express, Harrier Close, Calne	£4.9
Tesco Superstore, Beverbrook Road, Calne	£22.0
Local shops, Calne Town Centre	£0.6
Other	£0.4
CORSHAM	£11.7
Co-op, Macie Drive, Katherine Park, Corsham	£2.6
Co-op, Martingate, Corsham	£5.3
Local shops, Corsham Town Centre	£2.2
Other	£1.6
CRICKLADE	£0.9
Local shops, Cricklade Town Centre	£0.9
DEVIZES	£75.0
Iceland, The Biffox, Devizes	£1.7
Lidl, London Road, Devizes	£16.4
Marks & Spencer (Simply Food), Monday Market Street, Devizes	£2.6
Morrisons, Estcourt Street, Devizes	£33.5
Sainsbury's Superstore, Monday Market Street, Devizes	£15.6
Local shops, Devizes Town Centre	£3.2
Other	£2.0
LUDGERSHALL	£7.0
Co-op, Andover Road, Ludgershall	£2.6
Tesco Express, Andover Street, Ludgershall	£4.1
Local shops, Ludgershall Town Centre	£0.3
MALMESBURY	£29.3
Co-op, Gloucester Road, Malmesbury	£8.4
Co-op, High Street, Malmesbury	£2.6
Local shops, Malmesbury Town Centre	£0.6
Waitrose, Avon Mills, Malmesbury	£17.7
MARLBOROUGH	£39.2
Waitrose, High Street, Marlborough	£17.8
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough, SN8 4	£19.9
Other	£1.4
TIDWORTH	£21.4
Lidl, Pennings Road, Tidworth	£3.7
Tesco Superstore, Station Road, Tidworth	£16.8
Other	£1.0
WESTBURY	£46.0
Aldi, Warminster Road, Westbury	£16.4
Lidl, Kingfisher Drive, Westbury	£9.3
Morrisons, Edward Street, Westbury	£15.6
One Stop, Queens Road, Westbury	£0.2
Tesco Express, Fore Street, Westbury	£1.8
Tesco Express, Leigh Park, Westbury	£2.7
Internet / delivery	£226.4

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2036

YEAR	FIRST CHOICE MAIN FOOD																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£5.8	£24.9	£83.7	£2.0	£0.0	£0.0	£0.6	£6.1	£4.2	£0.6	£0.0	£0.0	£0.3	£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
Aldi, London Road, Salisbury	£0.0	£0.0	£14.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Castle Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Kelsey Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Wilton Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hatches Lane, Salisbury	£2.7	£3.6	£5.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer, New Canal, Salisbury	£0.0	£0.0	£2.6	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, The Maltings, Salisbury	£0.0	£0.0	£8.4	£0.0	£0.0	£0.0	£0.0	£0.7	£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
Local shops, Salisbury City 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
Tesco Express, Wilton Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Extra, Bourne Centre, Southampton Road, Salisbury	£1.5	£8.9	£31.5	£0.7	£0.0	£0.0	£0.3	£1.3	£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	£0.0	£0.0	£0.0	£0.0
Tesco Metro, Castle Street, Salisbury	£0.0	£3.6	£10.2	£0.0	£0.0	£0.0	£0.4	£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	£0.0
Waitrose, Churchill Way West, Salisbury	£1.6	£8.9	£9.2	£1.3	£0.0	£0.0	£0.3	£3.1	£1.6	£0.5	£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
Iceland, Castle Street, Salisbury	£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	£0.0	£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	£0.3	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£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	£4.4	£0.3	£1.5	£21.1	£62.3	£5.3	£0.8	£18.1	£0.0	£4.1	£1.1	£0.0
Aldi, Langley Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Conway Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Greenway Lane, Broomfield, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Market Street, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hungerdown Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer (Foodhall), Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Cepen Park North, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.5	£3.9	£15.5	£0.9	£0.8	£0.0	£0.0	£1.7	£0.0
Sainsbury's Local, Station Hill, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Sainsbury's Superstore, Bath Road, Chippenham	£0.0	£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	£1.3	£0.2	£0.0	£9.9	£19.7	£1.6	£0.0	£7.4	£0.0	£0.0	£0.8	£0.7	£0.0
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Chippenham Town 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
Tesco Express, Lodge Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, Emery Gate, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Waitrose, Borough Parade, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£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	£3.1	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.5	£0.0	£6.6	£0.0	£0.4	£0.2	£0.0	£0.4	£0.0
Aldi, Coped Hall, Royal Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, High Street, Royal Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0
Sainsbury's Superstore, Borough Fields Shopping Centre, Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0
Local shops, Royal Wootton Bassett Town 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
Co-op, High Street, Royal Wootton Bassett SN4 7AB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.5	£2.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£6.3	£57.7	£16.4	£6.9	£1.4	£0.8	£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Bradley Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£4.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, The Shires Centre, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£10.3	£3.2	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Shires, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Lidl, Canal Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£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
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, British Row, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7	£9.3	£6.3	£0.7	£0.0	£0.0	£0.0	£0.0							

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2036

YEAR	SECOND CHOICE MAIN FOOD																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£1.6	£5.7	£21.6	£0.8	£1.3	£0.0	£0.2	£2.3	£0.7	£0.1	£0.1	£0.1	£0.0	£0.3	£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	
Aldi, London Road, Salisbury	£0.0	£0.0	£3.3	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	
Co-op, Castle Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Kelsey Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Wilton Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Lidl, Hatches Lane, Salisbury	£0.0	£1.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Marks & Spencer, New Canal, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Sainsbury's Superstore, The Maltings, Salisbury	£0.0	£0.0	£4.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	
Local shops, Salisbury City Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	
Tesco Express, Wilton Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Extra, Bourne Centre, Southampton Road, Salisbury	£1.2	£2.0	£5.1	£0.3	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Metro, Castle Street, Salisbury	£0.4	£0.2	£0.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Waitrose, Churchill Way West, Salisbury	£0.0	£1.6	£3.9	£0.5	£0.0	£0.0	£0.1	£0.7	£0.7	£0.1	£0.0	£0.0	£0.3	£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	
Iceland, Castle Street, Salisbury	£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	£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	£0.3	£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	£0.0	£0.0	
CHIPPENHAM	£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	£0.1	£0.0	£0.0	£1.5	£0.1	£0.7	£5.8	£13.4	£1.2	£0.0	£3.0	£0.1	£0.9	£0.2	£0.0	£0.0	
Aldi, Langley Park, Foundry Lane, Chippenham	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Conway Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, Greenway Lane, Broomfield, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, Market Street, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Hungerdown Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.3	£3.2	£0.1	£0.0	£0.6	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	
Marks & Spencer (Foodhall), Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Morrisons, Cepen Park North, Chippenham	£0.0	£0.0	£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	£0.5	£1.1	£4.4	£0.0	£0.0	£1.4	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	
Sainsbury's Local, Station Hill, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Superstore, Bath Road, Chippenham	£0.0	£0.0	£0.0	£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	£0.2	£1.9	£1.7	£0.9	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Local shops, Chippenham Town 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	
Tesco Express, Lodge Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 Metro, Emery Gate, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Little Waitrose, Borough Parade, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	
Aldi, Coped Hall, Royal Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, High Street, Royal Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	
Sainsbury's Superstore, Borough Fields Shopping Centre, Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	
Local shops, Royal Wootton Bassett Town 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	
Co-op, High Street, Royal Wootton Bassett SN4 7AB	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.8	£1.2	£14.8	£2.2	£2.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Bradley Road, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.0	£2.4	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Asda, The Shires Centre, Trowbridge	£0.0	£0.0	£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	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, The Shires, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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, Canal Road, Trowbridge	£0.0	£0.0	£0.0	£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	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£0																													

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2036

YEAR	FIRST CHOICE TOP-UP																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£2.5	£34.8	£1.1	£0.8	£0.0	£0.1	£4.1	£1.0	£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	£0.0	£0.0	£0.0
Aldi, London Road, Salisbury	£0.0	£1.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Castle Road, Salisbury	£0.0	£0.0	£2.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Kelsey Road, Salisbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Wilton Road, Salisbury	£0.0	£0.0	£0.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Hatches Lane, Salisbury	£0.0	£0.0	£2.5	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer, New Canal, Salisbury	£0.0	£0.0	£3.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, The Maltings, Salisbury	£0.0	£0.0	£0.5	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Salisbury City Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Wilton Road, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	£0.0	£0.0	£5.6	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, Castle Street, Salisbury	£0.0	£0.0	£2.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Waitrose, Churchill Way West, Salisbury	£0.0	£1.3	£5.5	£0.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Castle Street, Salisbury	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£0.0	£0.0	£5.2	£0.0	£0.0	£0.0	£0.0	£1.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.2	£4.9	£24.8	£1.4	£0.9	£8.8	£0.1	£0.2	£0.0	£0.0	
Aldi, Langley Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Conway Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Greenway Lane, Broomfield, Chippenham	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Market Street, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Hungerdown Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.8	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer (Foodhall), Bath Road, Chippenham	£0.0	£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	£1.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Cepen Park North, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£1.2	£0.0	£0.4	£2.1	£0.1	£0.1	£0.0	£0.0	£0.0
Sainsbury's Local, Station Hill, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, Bath Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.5	£3.1	£0.3	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Chippenham Town 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	£0.3	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Lodge Road, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, Emery Gate, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£3.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Little Waitrose, Borough Parade, Chippenham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£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	£0.6	£1.9	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0	£0.1	£0.1	£0.0	£0.0	
Aldi, Coped Hall, Royal Wootton Bassett	£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	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Iceland, High Street, Royal Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	
Sainsbury's Superstore, Borough Fields Shopping Centre, Wootton Bassett	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	£0.0	
Local shops, Royal Wootton Bassett Town 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	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Co-op, High Street, Royal Wootton Bassett SN4 7AB	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.3	£23.1	£5.1	£1.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Bradley Road, Trowbridge	£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	£2.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Asda, The Shires Centre, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, The Shires, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£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
Lidl, Canal Road, Trowbridge	£0.0	£0.0	£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	£2.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Superstore, British Row, Trowbridge	£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	£5.0	£2.6	£0.0	£0.0	£0									

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2036

YEAR	TOTAL (£m)
SALISBURY	£221.5
Aldi, London Road, Salisbury	£24.4
Co-op, Castle Road, Salisbury	£3.2
Co-op, Kelsey Road, Salisbury	£0.0
Co-op, Wilton Road, Salisbury	£1.2
Lidl, Hatches Lane, Salisbury	£21.3
Marks & Spencer, New Canal, Salisbury	£7.1
Sainsbury's Superstore, The Maltings, Salisbury	£15.9
Local shops, Salisbury City Centre	£2.5
Tesco Express, Wilton Road, Salisbury	£1.4
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	£61.7
Tesco Metro, Castle Street, Salisbury	£24.2
Waitrose, Churchill Way West, Salisbury	£44.1
Iceland, Castle Street, Salisbury	£4.0
Other	£10.5
CHIPPENHAM	£201.3
Aldi, Langley Park, Foundry Lane, Chippenham	£28.2
Co-op, Carway Road, Chippenham	£3.3
Co-op, Greenway Lane, Broomfield, Chippenham	£3.3
Iceland, Market Street, Chippenham	£3.0
Lidl, Hungerdown Lane, Chippenham	£27.6
Marks & Spencer (Foodhall), Bath Road, Chippenham	£3.7
Morrisons, Cepen Park North, Chippenham	£38.6
Sainsbury's Local, Station Hill, Chippenham	£4.0
Sainsbury's Superstore, Bath Road, Chippenham	£53.9
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	£1.7
Local shops, Chippenham Town Centre	£2.7
Tesco Express, Lodge Road, Chippenham	£5.5
Tesco Metro, Emery Gate, Chippenham	£13.6
Little Waitrose, Borough Parade, Chippenham	£2.0
Other	£10.4
ROYAL WOOTTON BASSETT	£17.8
Aldi, Coped Hall, Royal Wootton Bassett	£6.3
Iceland, High Street, Royal Wootton Bassett	£1.2
Sainsbury's Superstore, Borough Fields Shopping Centre, Wootton Bassett	£9.5
Local shops, Royal Wootton Bassett Town Centre	£0.5
Co-op, High Street, Royal Wootton Bassett SN4 7AB	£0.3
TROWBRIDGE	£162.9
Aldi, Bradley Road, Trowbridge	£19.9
Asda, The Shires Centre, Trowbridge	£22.0
Iceland, The Shires, Trowbridge	£1.2
Lidl, Canal Road, Trowbridge	£11.5
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	£2.2
Sainsbury's Superstore, British Row, Trowbridge	£32.6
Tesco Express, Brook Road, Trowbridge	£6.9
Tesco Express, Eastbourne Road, Trowbridge	£1.1
Tesco Express, Frome Road, Trowbridge	£5.1
Local shops, Trowbridge Town Centre	£5.4
Tesco Extra, County Way, Trowbridge	£53.9
Other	£1.1
WARMINSTER	£59.0
Iceland, Horseshoes Mall, Warminster	£2.6
Lidl, Station Road, Warminster	£17.5
Morrisons, Weymouth Street, Warminster	£25.6
Waitrose, Station Road, Warminster	£8.6
Tesco Express, Thornhill Road, Warminster	£1.6
Local shops, Warminster Town Centre	£1.2
Other	£1.9
MELKSHAM	£100.2
Aldi, Beanacre Road, Melksham	£19.9
Asda, Bradford Road, Melksham	£21.5
Co-op, Blackmore Road, Melksham	£6.2
Co-op, Verberna Court, Cranesbill Road, Melksham	£0.3
Iceland, High Street, Melksham	£2.2
Lidl, Bath Road, Melksham	£10.5
Sainsbury's Superstore, Bath Road, Melksham	£23.5
Tesco Express, Blenheim Park, Melksham	£4.0
Local shops, Melksham Town Centre	£1.8
Waitrose, Bath Road, Melksham	£9.7
Other	£0.6
AMESBURY	£74.5
Aldi, Salisbury Road, Amesbury	£16.0
Co-op, Archers Way, Amesbury	£4.9
Co-op, Boscombe Road, Amesbury	£3.0
Co-op, Salisbury Street, Amesbury	£1.8
Lidl, London Road, Amesbury	£7.4
Local shops, Amesbury Town Centre	£9.1
Tesco Superstore, London Road, Amesbury	£31.3
Other	£1.1
BRADFORD-ON-AVON	£31.5
Co-op, Bridge Yard, Bradford-On-Avon	£2.4
Co-op, Winsley Road, Bradford-on-Avon	£4.3
Sainsbury's Superstore, Elm Cross Shopping Centre, Bradford-on-Avon	£23.0
Local shops, Bradford-on-Avon Town Centre	£1.9
CALNE	£55.3
Co-op, Mill Street, Calne	£3.9
Iceland, Phelps Parade, Calne	£5.5
Sainsbury's Superstore, The Pippin, Calne	£17.2
Tesco Express, Harrier Close, Calne	£5.0
Tesco Superstore, Beversbrook Road, Calne	£22.6
Local shops, Calne Town Centre	£0.7
Other	£0.4
CORSHAM	£12.0
Co-op, Macie Drive, Katherine Park, Corsham	£2.7
Co-op, Martingate, Corsham	£5.5
Local shops, Corsham Town Centre	£2.3
Other	£1.6
CRICKLADE	£0.9
Local shops, Cricklade Town Centre	£0.9
DEVIZES	£76.6
Iceland, The Brittox, Devizes	£1.8
Lidl, London Road, Devizes	£16.8
Marks & Spencer (Simply Food), Monday Market Street, Devizes	£2.6
Morrisons, Estcourt Street, Devizes	£34.2
Sainsbury's Superstore, Monday Market Street, Devizes	£15.9
Local shops, Devizes Town Centre	£3.3
Other	£2.1
LUDGERSHALL	£7.2
Co-op, Andover Road, Ludgershall	£2.6
Tesco Express, Andover Street, Ludgershall	£4.2
Local shops, Ludgershall Town Centre	£0.3
MALMESBURY	£30.1
Co-op, Gloucester Road, Malmesbury	£8.7
Co-op, High Street, Malmesbury	£2.7
Local shops, Malmesbury Town Centre	£0.6
Waitrose, Avon Mills, Malmesbury	£18.2
MARLBOROUGH	£39.9
Waitrose, High Street, Marlborough	£18.2
Tesco Superstore, Marlborough Business Park, Salisbury Road, Marlborough, SN8 4	£20.3
Other	£1.4
TIDWORTH	£22.1
Lidl, Pennings Road, Tidworth	£3.8
Tesco Superstore, Station Road, Tidworth	£17.2
Other	£1.0
WESTBURY	£47.0
Aldi, Warminster Road, Westbury	£16.8
Lidl, Kingfisher Drive, Westbury	£9.5
Morrisons, Edward Street, Westbury	£16.0
One Stop, Queens Road, Westbury	£0.2
Tesco Express, Fore Street, Westbury	£1.8
Tesco Express, Leigh Park, Westbury	£2.8
Internet / delivery	£231.8

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE CLOTHING / FOOTWEAR																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	7.5%	20.3%	54.1%	25.3%	14.5%	0.0%	20.5%	50.5%	8.0%	13.8%	0.0%	3.9%	14.8%	15.9%	2.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
CHIPPENHAM	0.0%	0.0%	0.0%	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%	2.1%	0.0%	5.5%	19.4%	21.6%	18.2%	1.1%	5.4%	0.0%	6.0%	0.0%	0.0%	
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.9%	10.7%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.1%	30.8%	32.9%	2.4%	16.9%	22.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.8%	0.0%	0.0%	0.7%	
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	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%	
MELKSHAM	0.0%	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%	0.8%	0.0%	0.0%	0.0%	15.6%	0.9%	0.0%	1.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	
WARMINSTER	0.6%	0.0%	0.9%	1.0%	0.0%	0.0%	11.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.9%	2.8%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	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%	1.3%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	3.7%	5.0%	18.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.2%	8.1%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	2.4%	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%	
WESTBURY	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Internet / delivery	23.9%	28.0%	34.5%	33.9%	37.5%	37.6%	37.0%	31.4%	43.8%	28.7%	15.3%	15.3%	34.1%	21.1%	25.2%	28.8%	18.5%	25.5%	29.7%	23.7%	26.3%	26.3%	23.5%	29.4%	23.3%	26.0%	34.0%	21.6%	

Notes:
Market shares taken from 2020 Wiltshire household survey.

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE CLOTHING / FOOTWEAR																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	9.8%	11.8%	31.3%	33.4%	4.8%	1.7%	18.5%	22.1%	8.9%	23.1%	1.4%	2.0%	17.5%	15.7%	8.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHIPPENHAM	0.0%	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%	1.6%	1.2%	8.0%	35.9%	29.2%	19.7%	5.1%	3.5%	0.0%	19.9%	0.0%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	1.7%	0.0%	26.8%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	31.4%	24.4%	7.9%	26.7%	18.5%	0.0%	0.0%	1.8%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	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%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	3.4%	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%	0.0%	0.0%	0.0%
MELKSHAM	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%	0.0%	0.0%	0.0%	1.2%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	4.5%	0.0%	0.0%	3.5%	1.1%	8.0%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	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%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	4.3%	7.3%	7.2%	1.5%	1.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.0%	8.7%	15.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	2.1%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	19.6%	32.5%	21.7%	10.6%	13.8%	15.8%	9.8%	5.9%	7.9%	11.8%	8.2%	14.1%	13.4%	14.1%	9.4%	16.8%	42.3%	14.0%	17.3%	11.1%	8.2%	11.3%	4.0%	11.9%	13.6%	10.9%	11.1%	16.0%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	7.3%	18.5%	46.2%	15.6%	10.7%	0.0%	8.0%	65.2%	7.9%	14.1%	0.0%	0.0%	8.1%	2.6%	4.7%	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%	
CHIPPENHAM	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%	4.5%	1.6%	4.1%	4.2%	3.0%	12.3%	34.6%	26.9%	30.3%	1.2%	4.6%	0.0%	15.6%	1.6%	0.0%	
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	12.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	12.0%	43.5%	1.8%	15.1%	11.1%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	1.2%	0.0%	0.0%	0.0%	0.0%	
CALNE	0.0%	0.0%	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%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
AMESBURY	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MELKSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.4%	6.9%	4.5%	5.3%	2.2%	4.5%	24.1%	4.7%	8.7%	10.5%	2.4%	0.0%	0.0%	2.3%	0.0%	0.0%	
WARMINSTER	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	18.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	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%	
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	4.6%	24.1%	0.0%	1.0%	0.0%	0.0%	1.5%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
LUDGERSHALL	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	5.4%	0.0%	0.0%	
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	14.8%	4.0%	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%	
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
WESTBURY	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%	9.1%	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%	
Internet / delivery	30.5%	23.9%	31.3%	15.8%	32.9%	16.3%	38.1%	15.0%	34.0%	25.1%	15.7%	6.8%	27.5%	23.1%	28.3%	25.7%	34.8%	24.5%	25.2%	20.3%	20.2%	16.5%	21.4%	27.0%	24.1%	23.7%	20.5%	23.2%	

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	3.4%	12.6%	67.1%	20.0%	20.7%	0.0%	15.4%	24.0%	5.4%	11.3%	0.0%	2.8%	8.2%	6.9%	11.6%	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%
CHIPPENHAM	0.0%	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%	0.0%	5.4%	0.0%	3.3%	14.1%	24.3%	29.2%	12.5%	0.0%	7.7%	0.0%	10.8%	0.0%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	12.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	16.5%	25.2%	8.7%	36.3%	16.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	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%
MELKSHAM	0.0%	0.0%	0.0%	4.0%	0.0%	3.1%	4.7%	4.3%	0.0%	0.0%	0.0%	0.0%	13.7%	2.0%	2.5%	4.7%	2.3%	3.3%	6.5%	23.5%	2.9%	6.9%	0.0%	2.4%	2.0%	6.5%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	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%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.7%	22.9%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	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%
Internet / delivery	14.4%	10.7%	14.0%	12.5%	8.0%	30.5%	14.0%	22.4%	28.4%	27.8%	19.0%	17.2%	24.6%	16.0%	11.9%	25.2%	23.6%	18.4%	16.7%	13.7%	2.7%	12.1%	8.6%	33.9%	12.0%	13.5%	13.6%	17.8%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	1	3	4	5	6	7	8	9	10	11	12	13	FIRST CHOICE DIY														14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	2.8%	31.2%	87.9%	26.8%	1.5%	3.0%	6.4%	67.0%	3.8%	6.7%	0.0%	5.3%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%									
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	4.5%	7.1%	3.0%	38.9%	85.2%	90.6%	75.0%	9.6%	13.8%	0.0%	58.6%	4.2%	0.0%														
TROWBRIDGE	0.0%	0.0%	0.0%	1.5%	2.0%	11.4%	33.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	7.1%	57.9%	89.8%	19.6%	73.4%	27.5%	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%										
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
AMESBURY	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	22.0%	1.2%	3.2%	0.0%	0.0%	4.7%	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%										
MELKSHAM	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%	2.2%	0.0%	1.4%	23.7%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
WARMINSTER	0.0%	0.0%	0.0%	1.4%	1.0%	0.0%	30.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.8%	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%										
BRADFORD-ON-AVON	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%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	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%										
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	22.3%	54.1%	86.3%	1.0%	0.0%	0.0%	0.0%	2.1%	0.0%	2.6%	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
MALMESBURY	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%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	1.0%	0.0%	0.0%										
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	12.3%	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%										
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%										
Internet / delivery	21.8%	1.1%	6.3%	7.8%	12.3%	6.5%	11.3%	4.9%	7.0%	6.8%	1.6%	7.0%	11.2%	1.3%	3.4%	1.9%	3.1%	3.8%	5.7%	0.8%	2.8%	2.2%	2.0%	10.9%	3.5%	4.2%	3.8%	0.0%														

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE DOMESTIC APPLIANCES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	2.7%	11.2%	59.3%	11.5%	1.2%	0.0%	3.6%	55.1%	1.8%	6.9%	0.0%	0.0%	8.1%	4.4%	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%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	2.3%	2.1%	2.3%	13.7%	49.5%	47.0%	40.7%	0.9%	6.5%	2.9%	14.4%	3.9%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	1.2%	3.9%	28.2%	16.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	29.0%	60.7%	55.7%	13.4%	60.7%	28.9%	2.5%	0.8%	0.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	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%	0.0%	0.0%
MELKSHAM	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%	2.1%	0.0%	0.0%	1.2%	0.0%	13.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	35.5%	0.0%	0.0%	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%	0.0%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	2.2%	4.2%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	1.0%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	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%
TIDWORTH	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	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%
Internet / delivery	40.2%	46.0%	37.0%	50.5%	45.5%	29.3%	39.9%	36.3%	36.3%	39.0%	24.8%	36.0%	24.2%	47.2%	30.1%	36.2%	35.0%	26.7%	37.2%	31.7%	42.4%	38.9%	36.7%	37.5%	28.9%	62.2%	43.3%	30.5%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE DOMESTIC APPLIANCES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	0.0%	14.6%	56.9%	36.2%	14.8%	0.0%	1.9%	55.2%	9.1%	24.0%	0.0%	0.0%	9.8%	8.9%	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%
CHIPPENHAM	0.0%	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%	0.0%	7.6%	8.2%	6.7%	19.5%	44.8%	35.5%	44.6%	0.0%	9.8%	0.0%	34.6%	9.7%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	37.1%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	39.1%	25.0%	36.3%	15.9%	39.7%	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MELKSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	5.2%	3.3%	0.0%	0.0%	21.6%	0.0%	0.0%	5.4%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	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%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	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%
Internet / delivery	33.9%	33.9%	38.7%	14.5%	15.9%	8.4%	19.0%	39.8%	20.3%	37.0%	7.3%	42.7%	29.1%	14.6%	45.8%	50.4%	47.5%	39.3%	11.9%	29.4%	30.2%	37.5%	27.5%	47.5%	51.3%	11.6%	30.6%	47.9%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE SMALL ELECTRICALS																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	3.5%	18.2%	64.2%	29.3%	4.0%	0.0%	5.1%	60.3%	3.3%	10.5%	0.0%	0.0%	13.0%	2.6%	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%
CHIPPENHAM	0.0%	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%	0.0%	4.6%	3.5%	2.4%	20.1%	52.5%	59.4%	56.4%	0.0%	8.8%	3.5%	22.7%	2.5%	0.0%	
TROWBRIDGE	0.0%	0.0%	0.0%	1.3%	1.3%	43.6%	21.4%	0.0%	0.0%	0.0%	0.0%	1.8%	1.3%	37.2%	63.0%	55.9%	13.0%	53.0%	29.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	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%	0.0%	0.0%	0.0%
MELKSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	20.6%	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%	0.0%	0.0%	0.0%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DEVIZES	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
MARLBOROUGH	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%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	41.2%	34.5%	28.6%	51.3%	52.6%	36.7%	40.0%	24.0%	32.3%	40.0%	16.8%	32.8%	24.4%	35.1%	24.3%	30.4%	31.0%	31.6%	36.6%	25.3%	30.0%	25.9%	20.2%	38.7%	36.5%	39.3%	36.4%	36.4%	

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE SMALL ELECTRICALS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	7.1%	16.5%	30.4%	46.1%	11.5%	0.0%	10.4%	36.0%	2.7%	18.1%	0.0%	0.0%	7.4%	2.9%	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%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.9%	0.0%	0.0%	4.9%	0.0%	36.6%	31.6%	32.4%	40.1%	0.0%	0.0%	0.0%	20.5%	5.5%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	21.3%	22.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%	46.8%	42.7%	0.0%	31.9%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MELKSHAM	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	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%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MARLBOROUGH	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	51.2%	46.0%	52.1%	29.8%	30.4%	31.2%	17.8%	48.2%	53.1%	28.9%	22.4%	66.1%	19.1%	43.6%	49.8%	42.1%	53.5%	50.5%	42.3%	41.7%	38.4%	39.9%	16.5%	45.3%	22.7%	34.6%	35.6%	27.4%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	6.8%	24.0%	59.3%	16.0%	9.8%	4.7%	7.8%	37.1%	3.7%	7.9%	0.0%	1.7%	21.7%	8.9%	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%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	1.7%	0.0%	5.8%	27.0%	47.1%	21.1%	0.0%	9.1%	0.0%	7.4%	0.0%	0.0%	
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.7%	30.0%	36.7%	2.4%	22.1%	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	1.5%	0.0%	0.0%	0.0%	
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.8%	1.6%	2.1%	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%	0.0%	0.0%	0.0%	
MELKSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	5.7%	1.7%	3.2%	42.5%	1.5%	2.3%	0.0%	0.0%	1.6%	0.0%	0.0%	2.8%	0.0%	
WARMINSTER	0.0%	0.0%	0.0%	2.0%	0.0%	4.5%	41.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	2.1%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
BRADFORD-ON-AVON	0.0%	0.0%	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%	2.1%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	5.6%	1.8%	11.8%	2.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	9.7%	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%	
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.3%	0.0%	0.0%	4.9%	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%	
WESTBURY	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Internet / delivery	26.0%	26.1%	20.8%	29.4%	30.4%	19.6%	23.4%	26.1%	33.2%	14.5%	31.1%	12.3%	30.7%	24.7%	20.2%	21.5%	10.4%	18.4%	24.9%	23.0%	13.8%	16.4%	8.7%	24.1%	18.0%	25.6%	24.7%	8.2%	

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	0.0%	21.2%	62.8%	34.7%	9.0%	0.0%	18.0%	55.3%	6.0%	10.3%	0.0%	13.8%	8.3%	15.9%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHIPPENHAM	0.0%	0.0%	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%	6.7%	7.3%	0.0%	14.2%	35.0%	33.8%	7.8%	0.0%	0.0%	0.0%	20.4%	0.0%	0.0%	
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	27.6%	8.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.9%	27.8%	21.2%	0.0%	25.8%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	3.9%	0.0%	0.0%	0.0%	
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	11.7%	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%
MELKSHAM	0.0%	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%	0.0%	0.0%	0.0%	0.0%	48.1%	3.5%	0.0%	3.2%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	
WARMINSTER	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	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%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	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%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	15.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.2%	14.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	6.9%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	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%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	27.1%	12.9%	37.2%	11.2%	0.0%	27.6%	37.8%	5.5%	12.0%	0.0%	13.2%	6.1%	13.6%	26.7%	18.6%	12.6%	67.6%	6.4%	11.9%	12.5%	20.4%	7.4%	4.8%	29.6%	19.3%	24.8%	0.0%	19.3%	

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE BOOKS, CDs, DVDS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	5.5%	15.4%	40.3%	14.3%	10.4%	0.0%	5.2%	34.3%	2.5%	2.2%	0.0%	1.5%	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%
CHIPPENHAM	0.0%	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%	0.0%	0.0%	0.0%	0.0%	2.9%	16.7%	30.5%	26.3%	0.0%	5.2%	0.0%	7.3%	1.4%	0.0%
TROWBRIDGE	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%	4.0%	21.8%	38.8%	5.2%	21.9%	7.4%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	2.5%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.8%	0.0%	1.3%	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%	0.0%	0.0%
MELKSHAM	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%	0.0%	1.5%	26.8%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	31.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	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%	16.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	5.1%	38.6%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	41.2%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	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%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	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%
Internet / delivery	51.1%	67.0%	59.7%	59.9%	55.9%	43.9%	61.8%	47.3%	49.0%	53.5%	41.2%	37.6%	59.3%	48.5%	44.6%	53.9%	59.8%	44.1%	55.3%	55.4%	60.3%	53.4%	41.9%	66.5%	55.9%	59.0%	63.4%	50.5%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE BOOKS, CDs, DVDs																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	0.0%	27.1%	44.2%	37.8%	11.7%	0.0%	18.3%	59.5%	0.0%	19.7%	0.0%	0.0%	13.3%	24.7%	2.1%	0.0%	0.0%	0.0%	3.1%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHIPPENHAM	0.0%	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%	0.0%	0.0%	2.8%	3.8%	5.5%	18.3%	71.7%	12.1%	0.0%	17.7%	0.0%	24.9%	0.0%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	19.2%	68.5%	4.9%	34.0%	19.5%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	11.0%	0.0%	4.3%	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%	0.0%	0.0%	0.0%
MELKSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.1%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	30.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	10.8%	28.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	12.4%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	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%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.6%	0.0%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	6.1%	25.7%	32.8%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.1%	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%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%	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%
Internet / delivery	22.9%	22.5%	41.2%	19.6%	24.5%	11.3%	31.2%	21.5%	48.8%	29.0%	28.8%	22.9%	13.8%	24.4%	32.0%	13.5%	27.2%	22.6%	19.9%	19.0%	3.7%	30.7%	25.6%	19.1%	12.2%	19.8%	21.6%	43.4%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE HEALTH AND BEAUTY																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	3.0%	23.8%	83.0%	8.9%	3.5%	0.0%	2.8%	37.5%	3.2%	4.8%	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%	2.6%	0.0%	0.0%	
CHIPPENHAM	0.0%	0.0%	0.0%	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%	2.0%	0.0%	2.0%	39.4%	74.0%	23.0%	2.6%	7.6%	0.0%	8.9%	1.2%	0.0%		
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.8%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	23.3%	77.0%	10.6%	39.8%	8.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	33.9%	0.0%	0.8%	3.3%	0.0%	0.0%		
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	65.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
AMESBURY	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	35.1%	0.0%	1.1%	0.0%	0.8%	12.3%	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%	
MELKSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	5.5%	0.0%	1.1%	76.2%	2.3%	1.1%	0.8%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	
WARMINSTER	0.0%	0.0%	0.0%	1.2%	2.4%	0.0%	83.7%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.9%	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%	
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	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%	1.7%	30.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.3%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.4%	1.1%	0.0%	0.0%		
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	4.4%	11.5%	85.9%	1.2%	0.0%	0.0%	0.0%	2.0%	0.0%	4.3%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	26.0%	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%	0.0%	0.0%	0.0%	
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	49.5%	0.9%	0.0%	0.0%	
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	68.0%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.9%	0.0%	4.6%	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%	
WESTBURY	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%	46.9%	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%	
Internet / delivery	9.2%	5.7%	11.0%	9.5%	10.7%	7.5%	2.8%	10.8%	3.9%	9.8%	3.1%	4.5%	6.6%	5.0%	5.7%	10.7%	6.2%	2.6%	8.7%	4.7%	5.9%	6.8%	5.2%	10.3%	1.0%	14.0%	8.0%	4.7%		

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE HEALTH AND BEAUTY																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	1.7%	22.6%	61.1%	29.2%	8.4%	0.0%	24.8%	33.4%	5.6%	6.9%	0.0%	4.3%	11.2%	4.2%	1.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	9.8%	30.4%	37.5%	36.2%	6.7%	1.6%	0.0%	23.5%	2.9%	0.0%	
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	17.2%	73.4%	10.1%	48.2%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	5.1%	3.6%	0.0%	0.0%	
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.6%	2.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MELKSHAM	0.0%	0.0%	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%	0.0%	0.0%	62.1%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.6%	0.0%	2.6%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.8%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	24.8%	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%	
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	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%	
MALMESBURY	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.2%	6.1%	0.0%	
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.2%	36.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	4.1%	1.7%	0.0%	0.0%	0.0%	0.0%	
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	16.1%	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%	0.0%	0.0%	0.0%	
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.4%	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%	
Internet / delivery	25.9%	2.8%	31.6%	8.4%	4.8%	10.2%	27.0%	11.6%	11.6%	17.4%	2.9%	7.3%	11.3%	40.7%	1.6%	13.8%	21.5%	5.1%	7.7%	14.8%	47.4%	12.6%	12.4%	29.4%	6.5%	11.3%	9.3%	6.0%	

Notes:

Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	5.9%	14.3%	59.7%	17.0%	9.3%	0.0%	8.6%	50.1%	4.5%	12.8%	0.0%	3.3%	9.4%	4.0%	1.4%	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%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	2.9%	0.0%	2.4%	1.5%	0.0%	1.6%	52.7%	56.1%	20.9%	0.0%	7.4%	0.0%	4.1%	0.0%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	27.6%	35.7%	6.1%	32.3%	21.2%	3.7%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	1.6%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.3%	1.1%	4.9%	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%	0.0%	0.0%
MELKSHAM	0.0%	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%	0.0%	3.0%	0.0%	1.5%	23.2%	6.3%	1.0%	3.5%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	3.8%	0.0%	1.7%	34.2%	1.6%	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%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	1.4%	0.0%	0.0%	1.6%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	4.4%	3.3%	41.8%	1.9%	0.0%	0.0%	0.0%	2.8%	0.0%	1.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	18.5%	1.6%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	27.1%	13.2%	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%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	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%
WESTBURY	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	30.4%	57.7%	37.4%	31.8%	39.7%	32.6%	30.2%	24.3%	40.5%	37.1%	49.5%	30.0%	57.0%	32.2%	43.4%	48.1%	35.1%	27.8%	41.5%	18.9%	35.6%	39.3%	38.5%	55.7%	32.6%	35.9%	38.6%	34.5%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	11.5%	14.1%	48.5%	44.9%	10.2%	3.1%	9.1%	46.9%	2.2%	10.7%	0.0%	0.0%	11.6%	13.4%	12.6%	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%
CHIPPENHAM	0.0%	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%	0.0%	0.0%	2.9%	0.0%	14.6%	37.7%	30.4%	28.3%	0.0%	7.9%	0.0%	19.8%	0.0%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.9%	40.7%	54.3%	2.9%	51.1%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	4.1%	3.2%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	3.1%	0.0%	0.0%	15.6%	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%
MELKSHAM	0.0%	0.0%	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%	0.0%	0.0%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	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%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	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%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	4.8%	15.5%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.9%	3.9%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	17.1%	27.9%	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%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	16.6%	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%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	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%
Internet / delivery	45.2%	20.5%	51.5%	14.0%	17.2%	36.7%	51.0%	24.5%	27.4%	30.8%	6.8%	29.4%	22.2%	15.8%	3.0%	26.4%	51.2%	23.4%	36.5%	27.3%	35.5%	25.1%	24.9%	18.2%	22.0%	20.9%	32.7%	10.6%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	FIRST CHOICE GARDENING GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	2.8%	17.0%	91.5%	20.7%	0.0%	2.8%	2.1%	46.5%	4.7%	1.0%	0.0%	0.0%	0.0%	4.7%	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%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.8%	11.4%	4.9%	2.4%	7.2%	5.9%	46.3%	77.6%	78.0%	70.8%	3.9%	19.6%	3.3%	16.2%	1.4%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	1.2%	6.2%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	52.9%	83.2%	14.7%	58.2%	18.6%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ROYAL WOOTTON BASSETT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	14.7%	1.6%	3.0%	0.0%	0.0%	0.0%
CALNE	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%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.6%	0.0%	4.2%	0.0%	0.0%	9.7%	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%
MELKSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.2%	4.0%	5.0%	2.7%	2.3%	21.8%	7.3%	2.4%	1.7%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	61.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.8%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	7.3%	20.9%	66.2%	1.3%	0.0%	0.0%	0.0%	3.7%	0.0%	3.0%	12.2%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	44.7%	8.0%	0.0%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%
TIDWORTH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	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%	12.3%	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%
Internet / delivery	9.1%	10.9%	1.2%	4.4%	8.5%	6.9%	7.0%	6.1%	13.9%	7.9%	2.9%	2.3%	15.7%	7.1%	5.4%	5.2%	5.9%	3.9%	9.6%	2.2%	6.6%	4.0%	4.9%	1.6%	3.8%	6.1%	6.7%	3.4%

Notes:
Market shares taken from 2020 Wiltshire house

**TABLE 6: COMPARISON GOODS
MARKET SHARES, 2020**

	SECOND CHOICE GARDENING GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	11.0%	25.1%	66.3%	15.2%	0.0%	0.0%	15.4%	60.3%	0.0%	2.7%	0.0%	2.9%	3.8%	10.9%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CHIPPENHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	2.2%	17.3%	14.6%	16.0%	4.5%	19.7%	36.2%	66.4%	51.9%	66.4%	11.6%	11.0%	2.9%	28.9%	2.1%	0.0%
TROWBRIDGE	0.0%	0.0%	0.0%	0.0%	0.0%	27.6%	17.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	27.2%	61.6%	3.3%	50.1%	28.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
ROYAL WOOTTON BASSETT	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	10.5%	0.0%	21.6%	1.7%	0.0%	0.0%
CALNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AMESBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	2.7%	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%	0.0%	0.0%
MELKSHAM	0.0%	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%	0.0%	9.0%	4.5%	0.0%	23.7%	13.1%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WARMINSTER	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	36.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	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%
BRADFORD-ON-AVON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CORSHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
CRICKLADE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DEVIZES	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	21.2%	46.7%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	5.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUDGERSHALL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MALMESBURY	0.0%	0.0%	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%	3.6%	0.0%	0.0%	0.0%	0.0%	33.2%	9.6%	3.7%
MARLBOROUGH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	3.8%	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%
TIDWORTH	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WESTBURY	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.2%	0.0%	3.3%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Internet / delivery	8.8%	8.4%	3.2%	0.0%	6.0%	3.1%	5.5%	0.0%	8.0%	8.7%	7.0%	4.8%	9.0%	17.1%	15.0%	7.8%	10.9%	7.1%	7.3%	9.0%	24.7%	9.9%	0.0%	22.8%	2.9%	3.3%	7.6%	3.7%

Notes:
Market shares taken from 2020 Wiltshire house

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE CLOTHING / FOOTWEAR																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£7.1	£9.6	###	£3.6	£4.1	£0.0	£3.0	£9.7	£4.1	£1.4	£0.0	£0.6	£0.8	£2.9	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£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	£1.4	£0.0	£0.9	£3.1	£7.2	£2.6	£0.1	£6.4	£0.0	£0.6	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.3	£2.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£3.8	£9.9	£1.6	£1.6	£3.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.2
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£2.5	£0.1	£0.0	£0.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.5	£0.0	£0.4	£0.1	£0.0	£0.0	£1.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.6	£0.3	£3.4	£0.1	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.4	£0.6	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£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
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£4.8	###	£7.2	£5.4	£6.1	###	£2.9	£1.9	£2.3	£1.8	£3.9	£3.1	£8.7	###	£2.3	£4.7	£3.8	£8.8	£3.8	£3.3	###	£1.8	£2.5	£5.9	£5.4

Notes:

Turnover level, by zone, calculated by applying market share to available expenditure.

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE CLOTHING / FOOTWEAR																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£4.0	£2.4	£5.9	£2.0	£0.6	£0.1	£1.2	£1.8	£1.9	£1.0	£0.1	£0.1	£0.4	£1.2	£0.5	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.5	£0.0	£0.5	£2.4	£4.2	£1.2	£0.3	£1.8	£0.0	£0.8	£0.0	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.0	£2.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.7	£3.1	£2.3	£1.1	£1.3	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CALNE	£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	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£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
MELKSHAM	£0.0	£0.0	£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	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£1.8	£0.0	£0.0	£0.2	£0.1	£0.6	£0.9	£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	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.2	£0.6	£0.1	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£7.9	£6.6	£4.1	£0.6	£1.7	£1.3	£0.6	£0.5	£1.7	£0.5	£0.4	£0.9	£0.3	£1.1	£0.5	£2.2	###	£0.6	£1.2	£0.8	£1.2	£0.7	£0.2	£6.1	£0.4	£0.4	£0.8	£1.7	

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£3.7	£5.2	£9.8	£1.1	£1.5	£0.0	£0.5	£5.0	£2.2	£0.5	£0.0	£0.0	£0.2	£0.2	£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	
CHIPPENHAM	£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	£0.4	£0.1	£0.6	£1.3	£0.1	£0.9	£2.6	£4.2	£1.9	£0.1	£2.5	£0.0	£0.8	£0.1	£0.0		
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.7	£6.0	£0.6	£0.7	£0.8	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	
CALNE	£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	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.3	£0.7	£0.7	£0.2	£1.7	£0.4	£1.3	£0.7	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£2.1	£0.0	£0.1	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.3	£0.0	£0.0	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£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	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.5	£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
Internet / delivery	###	£6.8	£6.7	£1.1	£4.7	£1.5	£2.6	£1.2	£9.4	£0.9	£1.2	£0.5	£0.7	£2.0	£1.6	£3.6	###	£1.1	£1.8	£1.5	£3.1	£1.0	£1.4	###	£0.9	£1.2	£1.9	£3.0		

Notes:
Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.7	£1.5	£6.1	£0.6	£1.3	£0.0	£0.4	£0.8	£0.6	£0.2	£0.0	£0.1	£0.1	£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	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.3	£0.0	£0.1	£0.4	£0.8	£1.9	£0.3	£0.0	£1.8	£0.0	£0.2	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£1.5	£1.1	£0.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.3	£0.3	£0.1	£0.2	£0.8	£0.2	£0.2	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0
WARMINSTER	£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	£0.3	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£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	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.2	£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
Internet / delivery	£3.1	£1.3	£1.3	£0.4	£0.5	£1.2	£0.4	£0.7	£3.4	£0.4	£0.6	£0.6	£0.3	£0.6	£0.3	£1.5	£3.1	£0.4	£0.5	£0.4	£0.2	£0.3	£0.2	£7.7	£0.2	£0.3	£0.5	£1.0

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE DIY																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.5	£2.3	£6.7	£0.8	£0.1	£0.1	£0.2	£2.2	£0.3	£0.1	£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
CHIPPENHAM	£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	£0.2	£0.7	£0.1	£1.1	£2.6	£5.5	£1.9	£0.3	£2.6	£0.0	£1.1	£0.2	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.3	£4.7	£1.8	£1.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£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	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£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	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£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
BRADFORD-ON-AVON	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£4.0	£0.1	£0.5	£0.2	£0.8	£0.2	£0.3	£0.2	£0.5	£0.1	£0.0	£0.2	£0.1	£0.0	£0.1	£0.1	£0.3	£0.1	£0.2	£0.0	£0.2	£0.1	£0.1	£2.1	£0.1	£0.1	£0.1	£0.0

Notes:
Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE DOMESTIC APPLIANCES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.5	£0.7	£4.1	£0.3	£0.1	£0.0	£0.1	£1.9	£0.1	£0.1	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.4	£1.4	£2.5	£1.0	£0.0	£1.1	£0.0	£0.3	£0.1	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.9	£1.2	£2.6	£1.4	£0.9	£0.8	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£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	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£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	£0.1	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£6.7	£2.8	£2.6	£1.4	£2.3	£0.9	£1.1	£1.3	£2.4	£0.7	£0.4	£1.0	£0.2	£1.5	£0.6	£1.7	£3.6	£0.4	£1.0	£0.9	£2.3	£0.9	£0.9	£6.4	£0.4	£1.1	£1.3	£1.3

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE DOMESTIC APPLIANCES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£0.4	£1.7	£0.4	£0.3	£0.0	£0.0	£0.8	£0.3	£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	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.2	£0.4	£0.0	£0.2	£0.5	£0.8	£0.4	£0.0	£0.7	£0.0	£0.3	£0.1	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£0.7	£0.7	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£2.4	£0.9	£1.2	£0.2	£0.3	£0.1	£0.2	£0.6	£0.6	£0.3	£0.1	£0.5	£0.1	£0.2	£0.4	£1.0	£2.1	£0.2	£0.1	£0.4	£0.7	£0.4	£0.3	£3.5	£0.3	£0.1	£0.4	£0.9

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE SMALL ELECTRICALS																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£1.2	£3.5	###	£1.4	£0.4	£0.0	£0.3	£4.9	£0.7	£0.5	£0.0	£0.0	£0.2	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.5	£1.0	£0.1	£1.2	£3.1	£7.3	£3.0	£0.0	£4.1	£0.1	£0.8	£0.2	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.1	£3.2	£1.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£2.5	£3.1	£6.3	£3.8	£1.9	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	£0.0
MELKSHAM	£0.0	£0.0	£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	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£6.6	£4.9	£2.5	£4.8	£2.7	£2.2	£2.0	£7.3	£1.9	£0.9	£1.7	£0.5	£2.4	£1.2	£3.5	£9.1	£1.1	£2.2	£1.5	£3.7	£1.4	£1.0	###	£1.1	£1.3	£2.4	£3.2	

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE SMALL ELECTRICALS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£1.1	£1.3	£2.2	£1.0	£0.4	£0.0	£0.2	£1.3	£0.3	£0.4	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.0	£0.6	£0.0	£0.9	£0.8	£1.7	£0.9	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.0	£2.1	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£7.5	£3.8	£3.8	£0.6	£1.2	£1.0	£0.4	£1.7	£5.1	£0.6	£0.5	£1.5	£0.2	£1.3	£1.0	£2.0	£6.7	£0.8	£1.1	£1.1	£2.0	£0.9	£0.4	£9.0	£0.3	£0.5	£1.0	£1.0

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£2.0	£3.6	£8.6	£0.8	£0.9	£0.3	£0.4	£2.2	£0.6	£0.3	£0.0	£0.1	£0.4	£0.5	£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	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.4	£0.0	£0.3	£1.4	£5.3	£1.0	£0.0	£3.7	£0.0	£0.2	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.2	£3.7	£0.5	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£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	
MELKSHAM	£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	£0.4	£0.0	£0.6	£0.4	£0.1	£2.1	£0.1	£0.3	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£7.7	£3.9	£3.0	£1.4	£2.8	£1.2	£1.1	£1.6	£5.3	£0.5	£1.3	£0.7	£0.5	£1.5	£0.8	£2.2	£2.3	£0.5	£1.2	£1.2	£1.5	£0.8	£0.4	£9.9	£0.5	£0.8	£1.5	£0.7

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£1.4	£3.9	£0.7	£0.4	£0.0	£0.4	£1.4	£0.4	£0.1	£0.0	£0.3	£0.1	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.7	£0.0	£0.3	£0.8	£1.6	£0.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.9	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£0.0	£1.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.2	£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
Internet / delivery	£3.5	£0.8	£2.3	£0.2	£0.0	£0.7	£0.8	£0.1	£0.8	£0.0	£0.2	£0.1	£0.1	£0.7	£0.3	£0.5	£6.4	£0.1	£0.3	£0.3	£1.0	£0.2	£0.1	£5.2	£0.2	£0.3	£0.0	£0.7

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE BOOKS, CDs, DVDs																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£1.6	£2.1	£5.5	£0.6	£0.9	£0.0	£0.2	£1.9	£0.3	£0.1	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.1	£0.8	£3.0	£1.1	£0.0	£1.8	£0.0	£0.2	£0.1	£0.0
TROWBRIDGE	£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	£0.2	£0.8	£3.4	£1.1	£0.7	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.9	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£2.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.1	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£9.3	£8.1	£2.7	£5.0	£2.5	£2.8	£2.6	£6.7	£1.4	£1.5	£1.9	£1.0	£2.7	£1.6	£4.8	###	£1.3	£2.6	£2.7	£6.0	£2.3	£1.7	###	£1.3	£1.8	£3.7	£3.9

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE BOOKS, CDs, DVDs																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£1.6	£2.6	£0.7	£0.4	£0.0	£0.4	£1.4	£0.0	£0.2	£0.0	£0.0	£0.1	£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
CHIPPENHAM	£0.0	£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	£0.3	£0.0	£0.1	£0.4	£3.1	£0.2	£0.0	£2.6	£0.0	£0.3	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£2.6	£0.4	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
AMESBURY	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£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	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.6	£0.2	£0.1	£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	
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	£2.9	£1.3	£2.4	£0.4	£0.9	£0.3	£0.6	£0.5	£2.9	£0.3	£0.5	£0.5	£0.1	£0.6	£0.5	£0.5	£2.5	£0.3	£0.4	£0.4	£0.2	£0.6	£0.5	£2.8	£0.1	£0.3	£0.5	£1.4

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	1	3	4	5	6	7	8	9	10	11	12	FIRST CHOICE HEALTH AND BEAUTY											27	28							
												13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26					
SALISBURY	£2.1	£6.9	###	£0.9	£0.7	£0.0	£0.3	£4.7	£0.9	£0.3	£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	£0.2	£0.0	£0.0		
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.2	£4.5	###	£2.3	£0.3	£6.4	£0.0	£0.6	£0.2	£0.0	£0.0		
TROWBRIDGE	£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	£0.3	£2.0	###	£5.0	£2.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0		
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£3.4	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0		
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£6.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.1	£0.0	£0.1	£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	£0.0	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£0.0	£0.1	£8.4	£0.3	£0.3	£0.1	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£8.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£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	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£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	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£0.4	###	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£1.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.6	£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	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£3.5	£0.1	£0.0	£0.0	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8	£0.7	£0.0	£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	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£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	£0.0
WESTBURY	£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	£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
Internet / delivery	£6.2	£1.7	£3.5	£1.0	£2.2	£1.0	£0.3	£1.3	£1.1	£0.6	£0.2	£0.5	£0.3	£0.7	£0.5	£2.3	£2.9	£0.2	£1.0	£0.5	£1.4	£0.7	£0.5	£8.6	£0.1	£1.0	£1.1	£0.9	£0.0	£0.0	

Notes:
Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE HEALTH AND BEAUTY																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.5	£2.8	£8.3	£1.3	£0.7	£0.0	£1.1	£1.8	£0.7	£0.2	£0.0	£0.2	£0.2	£0.2	£0.1	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£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	£0.5	£1.5	£3.8	£1.5	£0.3	£0.6	£0.0	£0.7	£0.2	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£6.7	£2.0	£1.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.1	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£0.3	£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
MELKSHAM	£0.0	£0.0	£0.0	£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	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0
DEVIZES	£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	£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
LUDGERSHALL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£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
Internet / delivery	£7.5	£0.4	£4.3	£0.4	£0.4	£0.6	£1.2	£0.6	£1.4	£0.4	£0.1	£0.4	£0.2	£2.3	£0.1	£1.3	£4.3	£0.2	£0.4	£0.7	£4.8	£0.5	£0.5	###	£0.2	£0.3	£0.5	£0.5

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£4.6	£5.2	###	£2.2	£2.5	£0.0	£1.1	£8.2	£1.8	£1.2	£0.0	£0.4	£0.5	£0.6	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5	£0.0	£0.6	£0.7	£0.0	£0.2	£7.3	###	£2.6	£0.0	£7.4	£0.0	£0.4	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£3.0	£9.1	£2.9	£2.4	£2.8	£0.5	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.5	£0.4	£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
MELKSHAM	£0.0	£0.0	£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	£0.8	£0.0	£0.1	£3.0	£0.9	£0.3	£0.4	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.5	£0.0	£0.3	£4.3	£0.3	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£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	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.6	£0.2	£6.7	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£1.6	£0.2	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.7	£0.6	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£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
WESTBURY	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£4.1	###	£5.5	£3.8	£4.0	###	£3.3	£5.5	£4.1	£2.8	£5.1	£4.7	###	###	£2.0	£5.4	£2.6	###	£4.9	£4.4	###	£2.2	£3.1	£6.1	£7.5

Notes:
Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£3.8	£2.2	£7.5	£2.5	£1.2	£0.2	£0.5	£3.3	£0.4	£0.4	£0.0	£0.0	£0.2	£0.9	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.6	£0.0	£0.8	£2.2	£3.7	£1.5	£0.0	£3.4	£0.0	£0.7	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£1.9	£5.9	£0.6	£1.6	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£1.4	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£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	£0.7	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£1.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.3	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£0.6	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£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
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£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
Internet / delivery	###	£3.2	£8.0	£0.8	£2.0	£2.7	£2.7	£1.7	£4.7	£1.2	£0.3	£1.7	£0.5	£1.1	£0.1	£2.9	###	£0.7	£2.1	£1.6	£4.4	£1.3	£1.2	£7.8	£0.6	£0.8	£2.2	£1.0

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	FIRST CHOICE GARDENING GOODS																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£0.4	£1.2	£5.3	£0.5	£0.0	£0.1	£0.0	£1.1	£0.3	£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	£0.0	£0.0	£0.0	
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.1	£0.5	£0.1	£1.0	£1.9	£3.6	£1.3	£0.1	£2.6	£0.0	£0.3	£0.0	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£3.1	£1.1	£0.8	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.1	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.2	£0.0	£0.5	£0.2	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£1.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.7	£0.2	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£1.4	£0.8	£0.1	£0.1	£0.4	£0.2	£0.1	£0.1	£0.9	£0.1	£0.1	£0.1	£0.1	£0.2	£0.1	£0.2	£0.4	£0.1	£0.2	£0.1	£0.3	£0.1	£0.1	£0.2	£0.0	£0.1	£0.2	£0.1	£0.1	

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	SECOND CHOICE GARDENING GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.7	£0.8	£1.6	£0.1	£0.0	£0.0	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.3	£0.1	£0.1	£0.3	£0.7	£1.0	£0.5	£0.1	£0.6	£0.0	£0.2	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.0	£0.1	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.2	£0.1	£0.1
MARLBOROUGH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.1	£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
Internet / delivery	£0.6	£0.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.1	£0.0	£0.2	£0.1	£0.1	£0.3	£0.0	£0.1	£0.1	£0.5	£0.1	£0.0	£1.3	£0.0	£0.0	£0.1	£0.1

Notes:

Turnover level, by zone, calculated by apj

TABLE 7a: COMPARISON
GOODS TURNOVER, 2020

	TOTAL (£m)
SALISBURY	£407.7
CHIPPENHAM	£256.1
TROWBRIDGE	£230.5
ROYAL WOOTTON BASSETT	£10.9
CALNE	£18.5
AMESBURY	£22.3
MELKSHAM	£57.2
WARMINSTER	£53.1
BRADFORD-ON-AVON	£13.7
CORSHAM	£12.0
CRICKLADE	£3.2
DEVIZES	£59.1
LUDGERSHALL	£8.3
MALMESBURY	£15.9
MARLBOROUGH	£34.7
TIDWORTH	£7.6
WESTBURY	£11.6
Internet / delivery	£1,336.6

Notes:

Turnover level, by zone, calculated by apj

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE CLOTHING / FOOTWEAR																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£8.8	###	###	£4.5	£5.1	£0.0	£3.7	###	£5.1	£1.7	£0.0	£0.7	£0.9	£3.6	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£1.8	£0.0	£1.1	£3.8	£9.0	£3.3	£0.2	£8.0	£0.0	£0.7	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.3	£2.6	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£4.7	###	£2.0	£1.9	£4.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.2	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£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	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£3.1	£0.2	£0.0	£0.2	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.7	£0.0	£0.5	£0.2	£0.0	£0.0	£2.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.3	£4.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0	£0.5	£0.8	£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	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.5	£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	£0.0	£0.0	
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	###	###	###	£6.0	###	£9.0	£6.7	£7.6	###	£3.6	£2.3	£2.9	£2.2	£4.8	£3.8	###	###	£2.9	£5.8	£4.7	###	£4.7	£4.1	###	£2.2	£3.1	£7.4	£6.7

Notes:

Turnover level, by zone, calculated by applying market share to available expenditure.

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE CLOTHING / FOOTWEAR																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£4.9	£3.0	£7.2	£2.5	£0.7	£0.2	£1.4	£2.3	£2.4	£1.2	£0.1	£0.2	£0.5	£1.5	£0.6	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.6	£0.1	£0.7	£3.0	£5.2	£1.5	£0.4	£2.3	£0.0	£1.0	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.0	£2.7	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£2.1	£3.9	£2.8	£1.3	£1.6	£0.0	£0.0	£0.1	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CALNE	£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	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.1	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£2.2	£0.0	£0.0	£0.3	£0.2	£0.8	£1.1	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.3	£0.2	£0.7	£0.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£9.8	£8.2	£5.0	£0.8	£2.1	£1.6	£0.8	£0.6	£2.2	£0.6	£0.5	£1.1	£0.4	£1.4	£0.6	£2.7	###	£0.7	£1.5	£0.9	£1.5	£0.9	£0.3	£7.6	£0.5	£0.6	£1.0	£2.1

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£4.5	£6.5	###	£1.3	£1.9	£0.0	£0.7	£6.3	£2.7	£0.6	£0.0	£0.0	£0.3	£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	£0.0
CHIPPENHAM	£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	£0.5	£0.1	£0.7	£1.6	£0.2	£1.1	£3.2	£5.2	£2.3	£0.1	£3.1	£0.0	£0.9	£0.2	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.8	£7.5	£0.7	£0.9	£1.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0
CALNE	£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	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.3	£0.9	£0.8	£0.3	£2.2	£0.4	£1.7	£0.8	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£1.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.2	£2.6	£0.0	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.3	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£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	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.6	£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
Internet / delivery	###	£8.4	£8.2	£1.3	£5.8	£1.9	£3.2	£1.4	###	£1.1	£1.5	£0.7	£0.9	£2.5	£2.0	£4.4	###	£1.4	£2.3	£1.9	£3.9	£1.3	£1.8	###	£1.1	£1.4	£2.4	£3.7

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.9	£1.9	£7.6	£0.7	£1.6	£0.0	£0.6	£1.0	£0.8	£0.2	£0.0	£0.1	£0.1	£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	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.4	£0.0	£0.1	£0.5	£1.0	£2.4	£0.4	£0.0	£2.2	£0.0	£0.3	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5	£1.9	£1.4	£0.9	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.3	£0.4	£0.1	£0.3	£0.9	£0.2	£0.2	£0.0	£0.7	£0.0	£0.2	£0.0	£0.0
WARMINSTER	£0.0	£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	£0.4	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£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	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£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	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.3	£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
Internet / delivery	£3.8	£1.6	£1.6	£0.5	£0.6	£1.5	£0.5	£0.9	£4.2	£0.5	£0.8	£0.7	£0.3	£0.7	£0.4	£1.9	£3.8	£0.5	£0.6	£0.5	£0.2	£0.4	£0.3	£9.6	£0.2	£0.4	£0.7	£1.2

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE DIY																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.6	£2.8	£8.3	£1.0	£0.1	£0.1	£0.2	£2.7	£0.3	£0.1	£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
CHIPPENHAM	£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	£0.3	£0.8	£0.1	£1.4	£3.2	£6.8	£2.4	£0.3	£3.2	£0.0	£1.4	£0.2	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.1	£0.5	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.6	£5.8	£2.3	£1.5	£1.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9	£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	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£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	£0.8	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£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
BRADFORD-ON-AVON	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.9	£0.7	£3.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.3	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£4.9	£0.1	£0.6	£0.3	£0.9	£0.3	£0.4	£0.2	£0.6	£0.1	£0.0	£0.3	£0.1	£0.1	£0.1	£0.1	£0.4	£0.1	£0.2	£0.0	£0.2	£0.1	£0.1	£2.6	£0.1	£0.1	£0.2	£0.0

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE DOMESTIC APPLIANCES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.6	£0.9	£5.1	£0.4	£0.1	£0.0	£0.1	£2.4	£0.2	£0.2	£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	£0.0	£0.0	£0.0
CHIPPENHAM	£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	£0.1	£0.0	£0.1	£0.3	£0.0	£0.4	£1.7	£3.2	£1.2	£0.0	£1.4	£0.0	£0.3	£0.1	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.2	£1.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£1.5	£3.2	£1.7	£1.1	£0.9	£0.1	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£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	£0.2	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£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	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
DEVIZES	£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	£0.2	£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	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	£8.3	£3.5	£3.2	£1.7	£2.8	£1.1	£1.3	£1.6	£3.0	£0.9	£0.5	£1.2	£0.3	£1.9	£0.8	£2.1	£4.5	£0.5	£1.2	£1.1	£2.9	£1.1	£1.1	£8.0	£0.5	£1.4	£1.6	£1.7	

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE DOMESTIC APPLIANCES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£0.5	£2.1	£0.5	£0.4	£0.0	£0.0	£1.0	£0.3	£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	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.2	£0.5	£0.1	£0.3	£0.7	£1.0	£0.6	£0.0	£0.9	£0.0	£0.3	£0.2	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.7	£0.3	£0.9	£0.9	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£3.0	£1.1	£1.4	£0.2	£0.4	£0.1	£0.3	£0.7	£0.7	£0.3	£0.1	£0.6	£0.1	£0.2	£0.5	£1.2	£2.6	£0.3	£0.2	£0.4	£0.9	£0.5	£0.4	£4.3	£0.4	£0.1	£0.5	£1.1

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	1	3	4	5	6	7	8	9	10	11	12	FIRST CHOICE SMALL ELECTRICALS																						
	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28																	
SALISBURY	£1.5	£4.3	###	£1.8	£0.5	£0.0	£0.3	£6.1	£0.9	£0.6	£0.0	£0.0	£0.3	£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	£0.0	£0.0	
CHIPPENHAM	£0.0	£0.0	£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	£0.6	£1.3	£0.1	£1.5	£3.8	£9.0	£3.8	£0.0	£5.1	£0.1	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0		
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.1	£4.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.2	£3.8	£7.9	£4.7	£2.4	£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	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£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	£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
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£8.2	£6.0	£3.1	£5.9	£3.3	£2.7	£2.4	£9.1	£2.4	£1.1	£2.1	£0.6	£3.0	£1.5	£4.3	###	£1.4	£2.7	£1.8	£4.6	£1.7	£1.2	###	£1.3	£1.6	£3.0	£4.0	£0.0	£0.0	£0.0	£0.0	£0.0	

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE SMALL ELECTRICALS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£1.3	£1.7	£2.7	£1.2	£0.6	£0.0	£0.3	£1.6	£0.3	£0.5	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.8	£0.0	£1.2	£1.0	£2.1	£1.1	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.2	£2.6	£0.0	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£9.3	£4.7	£4.7	£0.8	£1.5	£1.2	£0.5	£2.1	£6.4	£0.7	£0.6	£1.8	£0.2	£1.6	£1.3	£2.5	£8.4	£1.0	£1.3	£1.3	£2.5	£1.1	£0.4	###	£0.4	£0.6	£1.3	£1.3

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£2.5	£4.5	###	£1.0	£1.1	£0.4	£0.4	£2.8	£0.7	£0.3	£0.0	£0.1	£0.5	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.0	£0.5	£0.0	£0.4	£1.8	£6.5	£1.2	£0.0	£4.6	£0.0	£0.3	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.5	£4.6	£0.7	£0.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.3	£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
MELKSHAM	£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	£0.5	£0.0	£0.7	£0.5	£0.1	£2.6	£0.1	£0.3	£0.0	£0.0	£0.8	£0.0	£0.0	£0.2	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.4	£0.0	£0.9	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£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
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£9.6	£4.9	£3.7	£1.7	£3.5	£1.6	£1.4	£2.0	£6.6	£0.6	£1.6	£0.8	£0.7	£1.8	£1.0	£2.7	£2.9	£0.7	£1.5	£1.5	£1.9	£1.0	£0.5	###	£0.6	£1.0	£1.8	£0.9

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£1.7	£4.8	£0.9	£0.4	£0.0	£0.4	£1.8	£0.5	£0.2	£0.0	£0.4	£0.1	£0.5	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.9	£0.0	£0.4	£1.0	£2.0	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.6	£1.1	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
AMESBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£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	£0.0	£1.3	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£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	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£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	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WESTBURY	£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	£0.2	£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	
Internet / delivery	£4.3	£1.0	£2.8	£0.3	£0.0	£0.9	£0.9	£0.2	£1.0	£0.0	£0.3	£0.2	£0.1	£0.8	£0.4	£0.7	£8.0	£0.1	£0.3	£0.4	£1.2	£0.2	£0.1	£6.5	£0.3	£0.4	£0.0	£0.9

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	1	3	4	5	6	7	8	9	10	11	12	FIRST CHOICE BOOKS, CDs, DVDs																					
	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28																
SALISBURY	£2.0	£2.7	£6.8	£0.8	£1.2	£0.0	£0.3	£2.3	£0.4	£0.1	£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	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.2	£1.0	£3.8	£1.4	£0.0	£2.2	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	
TROWBRIDGE	£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	£0.3	£1.0	£4.2	£1.4	£0.8	£0.4	£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	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£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	
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£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	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£2.7	£0.0	£0.0	£0.0	£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	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.2	£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	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£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	£0.0	£0.0	
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£3.3	£6.2	£3.1	£3.4	£3.2	£8.5	£1.7	£1.9	£2.4	£1.2	£3.4	£2.0	£5.9	###	£1.6	£3.2	£3.3	£7.5	£2.8	£2.2	###	£1.6	£2.2	£4.6	£4.9					

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE BOOKS, CDs, DVDs																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£2.0	£3.2	£0.9	£0.6	£0.0	£0.4	£1.7	£0.0	£0.3	£0.0	£0.0	£0.1	£0.7	£0.0	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.3	£0.1	£0.1	£0.5	£3.8	£0.3	£0.0	£3.3	£0.0	£0.4	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£3.2	£0.6	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.2	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.7	£0.3	£0.1	£0.0	£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
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£3.6	£1.7	£3.0	£0.5	£1.2	£0.3	£0.7	£0.6	£3.6	£0.4	£0.6	£0.6	£0.1	£0.7	£0.6	£0.6	£3.1	£0.4	£0.5	£0.5	£0.2	£0.7	£0.6	£3.5	£0.2	£0.3	£0.7	£1.8

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE HEALTH AND BEAUTY																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£2.5	£8.6	###	£1.1	£0.9	£0.0	£0.4	£5.8	£1.2	£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	£0.0	£0.2	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.2	£0.0	£0.3	£5.6	###	£2.8	£0.3	£7.9	£0.0	£0.8	£0.2	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.5	###	£6.3	£3.4	£1.1	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£4.2	£0.0	£0.1	£0.3	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£8.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£0.1	£0.0	£0.1	£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	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.4	£0.0	£0.1	###	£0.3	£0.3	£0.1	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	###	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.6	£0.5	###	£0.1	£0.0	£0.0	£0.3	£0.0	£1.3	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.9	£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	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£4.4	£0.1	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£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	
WESTBURY	£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	£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	
Internet / delivery	£7.7	£2.1	£4.3	£1.2	£2.7	£1.3	£0.4	£1.7	£1.4	£0.7	£0.3	£0.6	£0.3	£0.8	£0.6	£2.8	£3.6	£0.2	£1.2	£0.7	£1.7	£0.8	£0.6	###	£0.1	£1.2	£1.3	£1.1

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE HEALTH AND BEAUTY																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.6	£3.5	###	£1.6	£0.9	£0.0	£1.4	£2.2	£0.9	£0.2	£0.0	£0.3	£0.2	£0.3	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.6	£1.9	£4.7	£1.9	£0.4	£0.7	£0.0	£0.9	£0.2	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.8	£8.3	£2.5	£1.8	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.1	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£0.0	£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	£3.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.6	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.8	£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	
LUDGERSHALL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	£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	
WESTBURY	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	£9.2	£0.4	£5.3	£0.5	£0.5	£0.8	£1.5	£0.8	£1.8	£0.6	£0.1	£0.4	£0.2	£2.9	£0.1	£1.6	£5.4	£0.2	£0.5	£0.9	£6.0	£0.7	£0.7	###	£0.2	£0.4	£0.7	£0.6

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£5.7	£6.5	###	£2.7	£3.1	£0.0	£1.3	###	£2.3	£1.4	£0.0	£0.6	£0.6	£0.8	£0.2	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£0.8	£0.9	£0.0	£0.3	£9.1	###	£3.2	£0.0	£9.1	£0.0	£0.4	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£3.7	###	£3.6	£2.9	£3.5	£0.6	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.6	£0.5	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£1.0	£0.0	£0.1	£3.8	£1.1	£0.4	£0.5	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.6	£0.0	£0.4	£5.3	£0.3	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£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	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.7	£0.2	£8.2	£0.3	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£2.0	£0.3	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£4.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£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
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£5.0	###	£6.9	£4.7	£5.0	###	£4.2	£6.8	£5.1	£3.4	£6.3	£5.8	###	###	£2.5	£6.8	£3.3	###	£6.0	£5.5	###	£2.7	£3.9	£7.6	£9.3

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£4.7	£2.7	£9.3	£3.0	£1.4	£0.3	£0.6	£4.1	£0.5	£0.5	£0.0	£0.0	£0.3	£1.1	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.7	£0.0	£1.0	£2.8	£4.6	£1.9	£0.0	£4.2	£0.0	£0.9	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.3	£7.3	£0.7	£2.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.3	£1.7	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£1.1	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.3	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.2	£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	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£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
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£4.0	£9.8	£0.9	£2.4	£3.3	£3.4	£2.1	£5.9	£1.5	£0.4	£2.1	£0.6	£1.3	£0.2	£3.6	###	£0.9	£2.5	£2.0	£5.4	£1.7	£1.5	£9.7	£0.8	£1.0	£2.8	£1.2

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	FIRST CHOICE GARDENING GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.5	£1.5	£6.6	£0.6	£0.0	£0.1	£0.1	£1.4	£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	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.1	£0.6	£0.1	£1.2	£2.3	£4.4	£1.7	£0.1	£3.3	£0.0	£0.3	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£3.9	£1.3	£1.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.2	£0.2	£0.0	£0.6	£0.2	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£2.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.9	£0.3	£0.0
MARLBOROUGH	£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	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£1.7	£1.0	£0.1	£0.1	£0.5	£0.2	£0.2	£0.2	£1.2	£0.1	£0.1	£0.1	£0.2	£0.2	£0.1	£0.2	£0.5	£0.1	£0.2	£0.1	£0.4	£0.1	£0.1	£0.3	£0.1	£0.1	£0.2	£0.2

Notes:
Turnover level, by zone, calculated by

TABLE 7b: COMPARISON
GOODS TURNOVER, 2025

	SECOND CHOICE GARDENING GOODS																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.9	£1.0	£2.0	£0.2	£0.0	£0.0	£0.2	£0.8	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.3	£0.2	£0.1	£0.4	£0.8	£1.3	£0.7	£0.1	£0.8	£0.0	£0.2	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£0.1	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.3	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£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	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.3	£0.1	£0.1	
MARLBOROUGH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WESTBURY	£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	£0.2	£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	
Internet / delivery	£0.7	£0.3	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.3	£0.0	£0.1	£0.1	£0.0	£0.2	£0.1	£0.2	£0.4	£0.1	£0.1	£0.1	£0.6	£0.1	£0.0	£1.6	£0.0	£0.0	£0.1	£0.1	

Notes:
Turnover level, by zone, calculated by

**TABLE 7b: COMPARISON
GOODS TURNOVER, 2025**

	TOTAL (£m)
SALISBURY	£505.7
CHIPPENHAM	£318.3
TROWBRIDGE	£286.4
ROYAL WOOTTON BASSETT	£13.5
CALNE	£22.9
AMESBURY	£27.8
MELKSHAM	£71.1
WARMINSTER	£65.9
BRADFORD-ON-AVON	£17.0
CORSHAM	£14.9
CRICKLADE	£4.0
DEVIZES	£73.2
LUDGERSHALL	£10.3
MALMESBURY	£19.8
MARLBOROUGH	£43.2
TIDWORTH	£9.4
WESTBURY	£14.4
Internet / delivery	£1,661.7

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	FIRST CHOICE CLOTHING / FOOTWEAR																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	###	###	###	£5.2	£5.9	£0.0	£4.3	###	£6.1	£2.0	£0.0	£0.9	£1.1	£4.2	£0.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£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	£2.1	£0.0	£1.3	£4.5	###	£3.9	£0.2	£9.4	£0.0	£0.8	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.4	£3.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£5.5	###	£2.4	£2.3	£5.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.3
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£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	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£3.6	£0.2	£0.0	£0.2	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.8	£0.0	£0.6	£0.2	£0.0	£0.0	£2.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.9	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.8	£0.4	£4.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£1.1	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.6	£0.9	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.5	£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	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£7.0	###	###	£7.8	£8.9	###	£4.2	£2.7	£3.4	£2.5	£5.6	£4.5	###	###	£3.4	£6.9	£5.5	###	£5.5	£4.8	###	£2.6	£3.6	£8.8	£7.9

Notes:

Turnover level, by zone, calculated by applying market share to available expenditure.

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE CLOTHING / FOOTWEAR																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£5.8	£3.5	£8.5	£2.9	£0.8	£0.2	£1.7	£2.7	£2.9	£1.5	£0.1	£0.2	£0.6	£1.8	£0.7	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.7	£0.1	£0.8	£3.6	£6.1	£1.8	£0.4	£2.7	£0.0	£1.2	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.2	£0.0	£3.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£2.4	£4.6	£3.4	£1.5	£1.8	£0.0	£0.0	£0.2	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CALNE	£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	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£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
MELKSHAM	£0.0	£0.0	£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	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£2.6	£0.0	£0.0	£0.3	£0.2	£1.0	£1.3	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.4	£0.2	£0.8	£0.1	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£9.6	£5.9	£0.9	£2.4	£1.9	£0.9	£0.7	£2.6	£0.8	£0.6	£1.3	£0.4	£1.6	£0.7	£3.2	###	£0.8	£1.7	£1.1	£1.7	£1.0	£0.3	£8.9	£0.6	£0.6	£1.2	£2.5

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	FIRST CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																														
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28			
SALISBURY	£5.3	£7.7	###	£1.6	£2.2	£0.0	£0.8	£7.4	£3.2	£0.7	£0.0	£0.0	£0.3	£0.3	£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		
CHIPPENHAM	£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	£0.6	£0.1	£0.8	£1.9	£0.2	£1.3	£3.8	£6.1	£2.8	£0.1	£3.6	£0.0	£1.1	£0.2	£0.0	£0.0		
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£1.0	£8.8	£0.8	£1.0	£1.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CALNE	£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	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.4	£1.1	£1.0	£0.3	£2.6	£0.5	£2.0	£1.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£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	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£3.0	£0.0	£0.2	£0.0	£0.0	£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
LUDGERSHALL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.7	£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
Internet / delivery	###	£9.9	£9.6	£1.6	£6.8	£2.2	£3.7	£1.7	###	£1.3	£1.8	£0.8	£1.1	£2.9	£2.3	£5.2	###	£1.7	£2.7	£2.2	£4.6	£1.5	£2.1	###	£1.3	£1.7	£2.8	£4.4	£0.0	£0.0	

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£1.1	£2.2	£8.8	£0.9	£1.8	£0.0	£0.6	£1.2	£0.9	£0.2	£0.0	£0.1	£0.1	£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	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.5	£0.0	£0.1	£0.6	£1.1	£2.8	£0.5	£0.0	£2.6	£0.0	£0.3	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.6	£2.2	£1.7	£1.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.4	£0.5	£0.1	£0.3	£1.1	£0.3	£0.3	£0.0	£0.8	£0.0	£0.2	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.2	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£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	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.3	£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
Internet / delivery	£4.5	£1.9	£1.8	£0.5	£0.7	£1.8	£0.6	£1.1	£5.0	£0.6	£0.9	£0.9	£0.4	£0.9	£0.4	£2.2	£4.6	£0.5	£0.8	£0.6	£0.3	£0.5	£0.4	###	£0.3	£0.4	£0.8	£1.4

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	FIRST CHOICE DOMESTIC APPLIANCES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.7	£1.0	£6.0	£0.5	£0.1	£0.0	£0.1	£2.8	£0.2	£0.2	£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	£0.0	£0.0	£0.0
CHIPPENHAM	£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	£0.1	£0.0	£0.2	£0.3	£0.0	£0.5	£2.0	£3.7	£1.4	£0.0	£1.6	£0.1	£0.4	£0.2	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.3	£1.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.3	£1.8	£3.7	£2.1	£1.3	£1.1	£0.1	£0.1	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.4	£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	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£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	£0.2	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£9.7	£4.2	£3.7	£2.0	£3.3	£1.3	£1.6	£1.9	£3.5	£1.0	£0.6	£1.5	£0.3	£2.2	£0.9	£2.4	£5.4	£0.6	£1.4	£1.3	£3.4	£1.3	£1.3	£9.4	£0.6	£1.6	£1.9	£1.9	

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE DOMESTIC APPLIANCES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.0	£0.6	£2.5	£0.6	£0.5	£0.0	£0.0	£1.2	£0.4	£0.3	£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	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.2	£0.5	£0.1	£0.3	£0.8	£1.2	£0.7	£0.0	£1.1	£0.0	£0.4	£0.2	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8	£0.3	£1.0	£1.0	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£0.2	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£3.5	£1.3	£1.7	£0.2	£0.5	£0.2	£0.3	£0.9	£0.8	£0.4	£0.1	£0.7	£0.2	£0.3	£0.6	£1.5	£3.1	£0.4	£0.2	£0.5	£1.0	£0.6	£0.4	£5.1	£0.4	£0.1	£0.6	£1.3	

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	FIRST CHOICE SMALL ELECTRICALS																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£1.7	£5.1	###	£2.1	£0.5	£0.0	£0.4	£7.2	£1.1	£0.7	£0.0	£0.0	£0.4	£0.3	£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
CHIPPENHAM	£0.0	£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	£0.8	£1.5	£0.1	£1.7	£4.5	###	£4.4	£0.0	£6.0	£0.1	£1.1	£0.2	£0.0		
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.2	£4.7	£1.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£3.7	£4.4	£9.2	£5.7	£2.8	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£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	£0.0
MELKSHAM	£0.0	£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	£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
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£9.6	£7.0	£3.6	£7.0	£4.0	£3.2	£2.9	###	£2.8	£1.3	£2.5	£0.7	£3.5	£1.7	£5.0	###	£1.7	£3.2	£2.2	£5.4	£2.0	£1.5	###	£1.6	£1.9	£3.6	£4.8	

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE SMALL ELECTRICALS																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£1.5	£2.0	£3.2	£1.4	£0.7	£0.0	£0.4	£1.8	£0.4	£0.6	£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	
CHIPPENHAM	£0.0	£0.0	£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	£0.9	£0.0	£1.4	£1.2	£2.5	£1.4	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.4	£3.0	£0.0	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£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
WARMINSTER	£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	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£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	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£5.5	£5.5	£0.9	£1.7	£1.4	£0.6	£2.5	£7.6	£0.9	£0.7	£2.1	£0.2	£1.9	£1.5	£3.0	###	£1.1	£1.6	£1.5	£2.9	£1.3	£0.5	###	£0.4	£0.7	£1.5	£1.5	£0.0	

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	FIRST CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£2.9	£5.3	###	£1.1	£1.3	£0.4	£0.5	£3.3	£0.9	£0.4	£0.0	£0.1	£0.6	£0.8	£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	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.6	£0.0	£0.4	£2.1	£7.7	£1.5	£0.0	£5.4	£0.0	£0.4	£0.0	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.7	£5.3	£0.8	£0.9	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.4	£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
MELKSHAM	£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	£0.6	£0.0	£0.8	£0.6	£0.1	£3.1	£0.1	£0.4	£0.0	£0.0	£1.0	£0.0	£0.0	£0.2	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£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
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£1.0	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.1	£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
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£5.7	£4.3	£2.0	£4.1	£1.8	£1.6	£2.3	£7.8	£0.7	£1.9	£1.0	£0.8	£2.1	£1.2	£3.1	£3.4	£0.8	£1.8	£1.8	£2.3	£1.1	£0.6	###	£0.7	£1.2	£2.2	£1.0	

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£2.0	£5.6	£1.0	£0.5	£0.0	£0.5	£2.1	£0.6	£0.2	£0.0	£0.5	£0.1	£0.6	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£1.0	£0.0	£0.4	£1.2	£2.4	£0.2	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.7	£1.3	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£0.0	£1.5	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£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
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.2	£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
Internet / delivery	£5.0	£1.2	£3.3	£0.3	£0.0	£1.1	£1.1	£0.2	£1.2	£0.0	£0.3	£0.2	£0.2	£1.0	£0.5	£0.8	£9.5	£0.1	£0.4	£0.4	£1.4	£0.2	£0.1	£7.6	£0.3	£0.5	£0.0	£1.0

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	1	3	4	5	6	7	8	9	10	11	12	FIRST CHOICE BOOKS, CDs, DVDs																13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£2.3	£3.2	£8.0	£0.9	£1.4	£0.0	£0.3	£2.7	£0.5	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0										
CHIPPENHAM	£0.0	£0.0	£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	£0.2	£1.2	£4.4	£1.6	£0.0	£2.6	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0											
TROWBRIDGE	£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	£0.3	£1.1	£5.0	£1.6	£1.0	£0.5	£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										
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0											
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0										
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£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									
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7	£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								
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2	£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								
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0								
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.1	£0.0	£0.0	£0.0	£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								
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0								
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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									
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0								
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0								
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0								
Internet / delivery	###	###	###	£3.9	£7.3	£3.7	£4.0	£3.8	###	£2.0	£2.2	£2.8	£1.4	£4.0	£2.3	£6.9	###	£1.9	£3.7	£3.9	£8.8	£3.3	£2.5	###	£1.9	£2.6	£5.5	£5.8																

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE BOOKS, CDs, DVDs																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£2.4	£3.7	£1.1	£0.7	£0.0	£0.5	£2.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.9	£0.0	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.4	£0.1	£0.2	£0.6	£4.5	£0.3	£0.0	£3.9	£0.0	£0.5	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£3.8	£0.7	£0.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.3	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£0.8	£0.3	£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	£0.0	£0.0
TIDWORTH	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£4.2	£2.0	£3.5	£0.5	£1.4	£0.4	£0.9	£0.7	£4.3	£0.5	£0.7	£0.7	£0.1	£0.9	£0.7	£0.7	£3.7	£0.4	£0.6	£0.6	£0.2	£0.8	£0.7	£4.2	£0.2	£0.4	£0.8	£2.1

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE HEALTH AND BEAUTY																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£0.7	£4.1	###	£1.9	£1.1	£0.0	£1.6	£2.6	£1.0	£0.3	£0.0	£0.3	£0.3	£0.3	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	
CHIPPENHAM	£0.0	£0.0	£0.0	£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	£0.7	£2.2	£5.6	£2.2	£0.4	£0.9	£0.0	£1.0	£0.3	£0.0		
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9	£9.8	£3.0	£2.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.2	£0.0	£0.0		
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.4	£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	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£4.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.0	£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	£0.0	£0.0
LUDGERSHALL	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.6	£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	
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	###	£0.5	£6.2	£0.5	£0.6	£0.9	£1.7	£0.9	£2.1	£0.7	£0.1	£0.5	£0.3	£3.4	£0.1	£1.8	£6.5	£0.2	£0.5	£1.1	£7.0	£0.8	£0.8	###	£0.2	£0.5	£0.8	£0.7		

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	FIRST CHOICE RECREATIONAL GOODS																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£6.6	£7.6	###	£3.1	£3.6	£0.0	£1.6	###	£2.7	£1.7	£0.0	£0.7	£0.7	£0.9	£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	
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.7	£0.0	£0.9	£1.1	£0.0	£0.3	###	###	£3.8	£0.0	###	£0.0	£0.5	£0.0	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£4.3	###	£4.3	£3.4	£4.1	£0.7	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.7	£0.6	£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
MELKSHAM	£0.0	£0.0	£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	£1.1	£0.0	£0.2	£4.4	£1.3	£0.4	£0.6	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.7	£0.0	£0.4	£6.1	£0.4	£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	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£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	£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
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.9	£0.2	£9.6	£0.3	£0.0	£0.0	£0.0	£0.5	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£2.4	£0.4	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£5.4	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£5.9	###	£8.2	£5.4	£5.8	###	£4.9	£8.0	£5.9	£4.0	£7.4	£6.8	###	###	£2.9	£7.9	£3.8	###	£7.1	£6.4	###	£3.2	£4.6	£9.1	###	###	

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£5.5	£3.2	###	£3.5	£1.7	£0.3	£0.7	£4.8	£0.6	£0.6	£0.0	£0.0	£0.3	£1.3	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.9	£0.0	£1.2	£3.3	£5.5	£2.2	£0.0	£4.9	£0.0	£1.1	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£2.7	£8.6	£0.9	£2.3	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.3	£2.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£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	£1.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.4	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.4	£0.8	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£4.7	###	£1.1	£2.9	£3.9	£3.9	£2.5	£7.0	£1.7	£0.5	£2.5	£0.7	£1.6	£0.2	£4.2	###	£1.1	£3.0	£2.4	£6.4	£1.9	£1.8	###	£0.9	£1.1	£3.3	£1.4

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	FIRST CHOICE GARDENING GOODS																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£0.6	£1.8	£7.7	£0.7	£0.0	£0.1	£0.1	£1.6	£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	£0.0	£0.0	
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.1	£0.8	£0.1	£1.4	£2.7	£5.2	£2.0	£0.1	£3.8	£0.1	£0.4	£0.1	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£4.6	£1.6	£1.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	
CALNE	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£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	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.3	£0.3	£0.0	£0.7	£0.3	£0.2	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£2.5	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.0	£0.3	£0.0	£0.0	£0.0
MARLBOROUGH	£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	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£2.0	£1.2	£0.1	£0.1	£0.5	£0.3	£0.2	£0.2	£1.4	£0.1	£0.1	£0.1	£0.2	£0.3	£0.1	£0.3	£0.6	£0.1	£0.3	£0.1	£0.4	£0.1	£0.1	£0.3	£0.1	£0.1	£0.3	£0.1	£0.3	£0.2

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	SECOND CHOICE GARDENING GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£1.0	£1.2	£2.4	£0.2	£0.0	£0.0	£0.2	£0.9	£0.0	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.4	£0.2	£0.2	£0.5	£1.0	£1.5	£0.8	£0.1	£0.9	£0.0	£0.3	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£1.5	£0.2	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.2	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.3	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.3	£0.2	£0.1
MARLBOROUGH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.2	£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
Internet / delivery	£0.8	£0.4	£0.1	£0.0	£0.2	£0.0	£0.1	£0.0	£0.3	£0.1	£0.1	£0.1	£0.0	£0.3	£0.1	£0.2	£0.5	£0.1	£0.1	£0.1	£0.7	£0.1	£0.0	£1.9	£0.0	£0.0	£0.1	£0.1

Notes:

Turnover level, by zone, calculated by

**TABLE 7c: COMPARISON
GOODS TURNOVER, 2030**

	TOTAL (£m)
SALISBURY	£592.9
CHIPPENHAM	£374.4
TROWBRIDGE	£336.9
ROYAL WOOTTON BASSETT	£15.9
CALNE	£27.0
AMESBURY	£32.6
MELKSHAM	£83.5
WARMINSTER	£77.2
BRADFORD-ON-AVON	£20.0
CORSHAM	£17.5
CRICKLADE	£4.7
DEVIZES	£85.8
LUDGERSHALL	£12.1
MALMESBURY	£23.3
MARLBOROUGH	£50.7
TIDWORTH	£11.1
WESTBURY	£16.9
Internet / delivery	£1,956.0

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	FIRST CHOICE CLOTHING / FOOTWEAR																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	###	###	###	£6.3	£7.1	£0.0	£5.2	###	£7.4	£2.5	£0.0	£1.1	£1.3	£5.1	£0.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£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	£2.6	£0.0	£1.5	£5.4	###	£4.7	£0.3	###	£0.0	£1.0	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.4	£3.7	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£6.7	###	£3.0	£2.7	£6.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.3
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£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	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.2	£0.0	£0.0	£0.0	£4.3	£0.3	£0.0	£0.3	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£1.0	£0.0	£0.7	£0.2	£0.0	£0.0	£2.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£1.1	£0.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.0	£0.4	£5.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£1.3	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7	£0.7	£1.1	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£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	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£8.4	###	###	£9.3	###	###	£5.2	£3.3	£4.1	£3.0	£6.8	£5.5	###	###	£4.1	£8.3	£6.6	###	£6.7	£5.8	###	£3.1	£4.4	###	£9.6

Notes:

Turnover level, by zone, calculated by applying market share to available expenditure.

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE CLOTHING / FOOTWEAR																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£7.0	£4.2	###	£3.5	£1.0	£0.3	£2.0	£3.2	£3.5	£1.8	£0.1	£0.2	£0.7	£2.2	£0.8	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.8	£0.1	£1.0	£4.3	£7.4	£2.2	£0.5	£3.2	£0.0	£1.4	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.2	£0.0	£4.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£2.9	£5.5	£4.1	£1.8	£2.2	£0.0	£0.0	£0.2	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	
CALNE	£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	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.3	£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	
MELKSHAM	£0.0	£0.0	£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	£0.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£3.2	£0.0	£0.0	£0.4	£0.2	£1.2	£1.6	£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	£0.0	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.5	£0.3	£1.0	£0.1	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£1.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	###	###	£7.1	£1.1	£2.9	£2.3	£1.1	£0.9	£3.1	£0.9	£0.8	£1.6	£0.5	£1.9	£0.9	£3.8	###	£1.0	£2.1	£1.3	£2.1	£1.2	£0.4	###	£0.8	£0.8	£1.5	£3.1	

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	FIRST CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																														
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28			
SALISBURY	£6.4	£9.3	###	£1.9	£2.6	£0.0	£0.9	£8.9	£4.0	£0.9	£0.0	£0.0	£0.4	£0.4	£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		
CHIPPENHAM	£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	£0.7	£0.2	£1.0	£2.3	£0.2	£1.6	£4.6	£7.4	£3.4	£0.1	£4.4	£0.0	£1.4	£0.3	£0.0	£0.0		
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£1.2	###	£1.0	£1.2	£1.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CALNE	£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	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£0.4	£1.3	£1.2	£0.4	£3.1	£0.6	£2.4	£1.2	£0.3	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£2.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.2	£3.7	£0.0	£0.2	£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
LUDGERSHALL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.1	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.9	£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
Internet / delivery	###	###	###	£1.9	£8.2	£2.7	£4.5	£2.0	###	£1.6	£2.1	£1.0	£1.3	£3.5	£2.8	£6.3	###	£2.0	£3.2	£2.7	£5.6	£1.8	£2.5	###	£1.6	£2.1	£3.5	£5.3	£0.0		

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE FURNITURE / FLOORCOVERINGS / HOUSEHOLD TEXTILES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£1.3	£2.7	###	£1.0	£2.2	£0.0	£0.8	£1.4	£1.2	£0.3	£0.0	£0.2	£0.2	£0.4	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.6	£0.0	£0.1	£0.8	£1.4	£3.4	£0.6	£0.0	£3.1	£0.0	£0.4	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7	£2.6	£2.1	£1.3	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.1	£0.5	£0.5	£0.1	£0.4	£1.3	£0.3	£0.3	£0.0	£1.0	£0.1	£0.2	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.5	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£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	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.4	£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
Internet / delivery	£5.4	£2.3	£2.2	£0.6	£0.8	£2.1	£0.7	£1.3	£6.1	£0.7	£1.1	£1.1	£0.5	£1.0	£0.5	£2.6	£5.6	£0.6	£0.9	£0.8	£0.3	£0.6	£0.4	###	£0.3	£0.5	£1.0	£1.7

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	FIRST CHOICE DOMESTIC APPLIANCES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.8	£1.2	£7.2	£0.5	£0.1	£0.0	£0.2	£3.4	£0.2	£0.2	£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	£0.0	£0.0	£0.0
CHIPPENHAM	£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	£0.2	£0.0	£0.2	£0.4	£0.1	£0.6	£2.5	£4.5	£1.7	£0.0	£2.0	£0.1	£0.5	£0.2	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.3	£1.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.6	£2.2	£4.5	£2.5	£1.5	£1.3	£0.1	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.2	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7	£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	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
DEVIZES	£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	£0.2	£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	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	
MARLBOROUGH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	###	£5.0	£4.5	£2.4	£4.0	£1.6	£1.9	£2.3	£4.3	£1.2	£0.7	£1.8	£0.4	£2.7	£1.1	£2.9	£6.5	£0.7	£1.7	£1.6	£4.1	£1.6	£1.6	###	£0.7	£2.0	£2.3	£2.4	

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE DOMESTIC APPLIANCES																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.0	£0.7	£3.0	£0.7	£0.6	£0.0	£0.0	£1.5	£0.5	£0.3	£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	£0.0	£0.0	£0.0
CHIPPENHAM	£0.0	£0.0	£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	£0.3	£0.7	£0.1	£0.4	£1.0	£1.5	£0.8	£0.0	£1.3	£0.0	£0.5	£0.2	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.9	£0.4	£1.3	£1.3	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£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	£0.2	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£4.2	£1.6	£2.0	£0.3	£0.6	£0.2	£0.4	£1.1	£1.0	£0.5	£0.1	£0.9	£0.2	£0.4	£0.7	£1.8	£3.8	£0.4	£0.2	£0.6	£1.2	£0.7	£0.5	£6.2	£0.5	£0.2	£0.7	£1.6	

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	1	3	4	5	6	7	8	9	10	11	12	FIRST CHOICE SMALL ELECTRICALS														13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£2.1	£6.1	###	£2.5	£0.6	£0.0	£0.5	£8.7	£1.4	£0.9	£0.0	£0.0	£0.4	£0.3	£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	£0.0							
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.9	£1.8	£0.2	£2.1	£5.4	###	£5.4	£0.0	£7.3	£0.2	£1.4	£0.3	£0.0														
TROWBRIDGE	£0.0	£0.0	£0.0	£0.1	£0.2	£5.7	£2.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£4.5	£5.4	###	£6.9	£3.4	£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	£0.0	£0.0	£0.0	£0.0							
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0							
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
MELKSHAM	£0.0	£0.0	£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	£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						
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
DEVIZES	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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						
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0					
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0					
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0					
Internet / delivery	###	###	£8.5	£4.4	£8.4	£4.8	£3.8	£3.5	###	£3.5	£1.6	£3.0	£0.8	£4.2	£2.1	£6.1	###	£2.0	£3.8	£2.6	£6.5	£2.5	£1.8	###	£1.9	£2.3	£4.4	£5.8														

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE SMALL ELECTRICALS																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£1.8	£2.4	£3.9	£1.7	£0.8	£0.0	£0.4	£2.2	£0.5	£0.7	£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	
CHIPPENHAM	£0.0	£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	£1.1	£0.0	£1.6	£1.4	£3.0	£1.6	£0.0	£0.0	£0.0	£0.5	£0.3	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.7	£3.7	£0.0	£0.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£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
WARMINSTER	£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	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£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	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MARLBOROUGH	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£6.7	£6.6	£1.1	£2.1	£1.8	£0.7	£3.0	£9.3	£1.1	£0.9	£2.6	£0.3	£2.2	£1.8	£3.6	###	£1.4	£1.9	£1.9	£3.6	£1.6	£0.6	###	£0.5	£0.9	£1.8	£1.9	£0.0	

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	FIRST CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£3.6	£6.4	###	£1.3	£1.6	£0.5	£0.6	£4.0	£1.1	£0.5	£0.0	£0.2	£0.7	£0.9	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.7	£0.0	£0.5	£2.5	£9.3	£1.8	£0.0	£6.6	£0.0	£0.4	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£2.1	£6.5	£1.0	£1.1	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.5	£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
MELKSHAM	£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	£0.7	£0.0	£1.0	£0.7	£0.2	£3.7	£0.1	£0.5	£0.0	£0.0	£1.2	£0.0	£0.0	£0.3	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.5	£0.1	£1.2	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.2	£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
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£6.9	£5.2	£2.5	£4.9	£2.2	£1.9	£2.8	£9.5	£0.8	£2.2	£1.2	£0.9	£2.6	£1.4	£3.8	£4.2	£0.9	£2.2	£2.1	£2.7	£1.4	£0.7	###	£0.8	£1.5	£2.7	£1.2

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE GLASSWARE, TABLEWARE, JEWELLERY, WATCHES																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£2.4	£6.8	£1.2	£0.6	£0.0	£0.6	£2.5	£0.7	£0.3	£0.0	£0.6	£0.1	£0.7	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£1.2	£0.0	£0.5	£1.4	£2.9	£0.3	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.8	£1.6	£0.0	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£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	£1.8	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.7	£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	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.2	£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
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.3	£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
Internet / delivery	£6.1	£1.5	£4.0	£0.4	£0.0	£1.4	£1.3	£0.3	£1.5	£0.0	£0.4	£0.2	£0.2	£1.2	£0.6	£1.0	###	£0.1	£0.4	£0.5	£1.7	£0.3	£0.2	£9.2	£0.4	£0.6	£0.0	£1.2

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	1	3	4	5	6	7	8	9	10	11	12	FIRST CHOICE BOOKS, CDs, DVDs																13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£2.8	£3.8	£9.6	£1.1	£1.6	£0.0	£0.4	£3.3	£0.6	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
CHIPPENHAM	£0.0	£0.0	£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	£0.2	£1.4	£5.4	£2.0	£0.0	£3.2	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0										
TROWBRIDGE	£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	£0.4	£1.4	£6.0	£2.0	£1.1	£0.6	£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									
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0										
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0										
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.2	£0.0	£0.0	£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									
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8	£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									
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.4	£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									
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£3.8	£0.0	£0.0	£0.0	£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									
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0										
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0									
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0									
Internet / delivery	###	###	###	£4.7	£8.8	£4.5	£4.8	£4.5	###	£2.5	£2.7	£3.4	£1.7	£4.8	£2.8	£8.4	###	£2.3	£4.5	£4.7	###	£4.0	£3.1	###	£2.3	£3.2	£6.8	£7.0																

Notes:
Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE BOOKS, CDs, DVDs																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.0	£2.9	£4.5	£1.3	£0.8	£0.0	£0.6	£2.4	£0.0	£0.4	£0.0	£0.0	£0.2	£1.0	£0.1	£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
CHIPPENHAM	£0.0	£0.0	£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	£0.5	£0.1	£0.2	£0.7	£5.4	£0.4	£0.0	£4.7	£0.0	£0.6	£0.0	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£4.6	£0.8	£0.8	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.3	£0.0	£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	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£1.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£5.1	£2.4	£4.2	£0.7	£1.7	£0.5	£1.0	£0.9	£5.2	£0.6	£0.8	£0.9	£0.2	£1.0	£0.9	£0.9	£4.5	£0.5	£0.7	£0.7	£0.3	£1.0	£0.8	£5.1	£0.2	£0.5	£1.0	£2.6

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE HEALTH AND BEAUTY																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£0.8	£5.0	###	£2.3	£1.3	£0.0	£1.9	£3.2	£1.3	£0.3	£0.0	£0.4	£0.3	£0.4	£0.1	£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	£0.0
CHIPPENHAM	£0.0	£0.0	£0.0	£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	£0.8	£2.6	£6.8	£2.7	£0.5	£1.0	£0.0	£1.3	£0.3	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.1	###	£3.7	£2.5	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.2	£0.2	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£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	£5.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.9	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£2.5	£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
LUDGERSHALL	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.6	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	£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
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	£0.6	£7.5	£0.7	£0.7	£1.1	£2.1	£1.1	£2.6	£0.8	£0.2	£0.6	£0.3	£4.1	£0.1	£2.2	£7.9	£0.3	£0.6	£1.3	£8.5	£0.9	£0.9	###	£0.3	£0.6	£1.0	£0.8	

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	FIRST CHOICE RECREATIONAL GOODS																												
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	
SALISBURY	£8.0	£9.2	###	£3.8	£4.3	£0.0	£1.9	###	£3.3	£2.1	£0.0	£0.8	£0.8	£1.1	£0.3	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.8	£0.0	£1.1	£1.3	£0.0	£0.4	###	###	£4.6	£0.0	###	£0.0	£0.6	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£5.2	###	£5.2	£4.1	£4.9	£0.9	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.2	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6	£0.8	£0.8	£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
MELKSHAM	£0.0	£0.0	£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	£1.3	£0.0	£0.2	£5.3	£1.5	£0.5	£0.8	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.8	£0.0	£0.5	£7.4	£0.4	£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	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£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	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£1.1	£0.3	###	£0.4	£0.0	£0.0	£0.0	£0.6	£0.0	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	###	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£2.9	£0.4	£0.0	£0.0
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£6.5	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£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
WESTBURY	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	###	###	###	£7.1	###	###	£6.5	£7.0	###	£6.0	£9.5	£7.2	£4.8	£9.0	£8.2	###	###	£3.5	£9.6	£4.6	###	£8.6	£7.8	###	£3.9	£5.6	###	###	###

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE RECREATIONAL GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£6.7	£3.9	###	£4.3	£2.0	£0.4	£0.8	£5.8	£0.7	£0.7	£0.0	£0.0	£0.4	£1.6	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.1	£0.0	£1.4	£4.0	£6.6	£2.7	£0.0	£6.0	£0.0	£1.3	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£3.3	###	£1.1	£2.8	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.4	£2.5	£0.0	£0.0	£0.0	
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	
MELKSHAM	£0.0	£0.0	£0.0	£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	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CORSHAM	£0.0	£0.0	£0.0	£0.0	£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	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.2	£1.8	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.5	£0.0	
MARLBOROUGH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£1.7	£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	
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£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	
WESTBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Internet / delivery	###	£5.7	###	£1.3	£3.4	£4.8	£4.7	£3.0	£8.5	£2.1	£0.6	£3.0	£0.8	£1.9	£0.2	£5.1	###	£1.3	£3.6	£2.9	£7.8	£2.4	£2.2	###	£1.1	£1.4	£4.0	£1.7

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	FIRST CHOICE GARDENING GOODS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
SALISBURY	£0.8	£2.2	£9.2	£0.8	£0.0	£0.1	£0.1	£2.0	£0.6	£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
CHIPPENHAM	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.2	£0.9	£0.1	£1.7	£3.3	£6.3	£2.4	£0.1	£4.7	£0.1	£0.5	£0.1	£0.0
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.5	£5.5	£1.9	£1.4	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.5	£0.4	£0.1	£0.0	£0.0	£0.0
CALNE	£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	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£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
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.3	£0.3	£0.1	£0.8	£0.3	£0.2	£0.1	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£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
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.3	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£3.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£1.3	£0.4	£0.0
MARLBOROUGH	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Internet / delivery	£2.5	£1.4	£0.1	£0.2	£0.7	£0.3	£0.2	£0.3	£1.7	£0.2	£0.1	£0.1	£0.2	£0.3	£0.1	£0.3	£0.8	£0.1	£0.4	£0.1	£0.5	£0.1	£0.2	£0.4	£0.1	£0.2	£0.3	£0.2

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	SECOND CHOICE GARDENING GOODS																													
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28		
SALISBURY	£1.3	£1.4	£2.9	£0.3	£0.0	£0.0	£0.2	£1.1	£0.0	£0.0	£0.0	£0.1	£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	
CHIPPENHAM	£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	£0.3	£0.2	£0.5	£0.2	£0.2	£0.6	£1.2	£1.8	£1.0	£0.2	£1.1	£0.0	£0.3	£0.0	£0.0	£0.0	
TROWBRIDGE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£1.8	£0.2	£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
ROYAL WOOTTON BASSETT	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	
CALNE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0
AMESBURY	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MELKSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.4	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WARMINSTER	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£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	£0.0	£0.0	£0.0
BRADFORD-ON-AVON	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CORSHAM	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
CRICKLADE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
DEVIZES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.9	£0.0	£0.0	£0.0	£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
LUDGERSHALL	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
MALMESBURY	£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	£0.1	£0.0	£0.0	£0.0	£0.0	£0.4	£0.2	£0.1		
MARLBOROUGH	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TIDWORTH	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
WESTBURY	£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	£0.3	£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
Internet / delivery	£1.0	£0.5	£0.1	£0.0	£0.2	£0.1	£0.1	£0.0	£0.4	£0.1	£0.1	£0.1	£0.1	£0.3	£0.2	£0.2	£0.6	£0.1	£0.1	£0.2	£0.9	£0.1	£0.0	£2.3	£0.0	£0.0	£0.2	£0.1		

Notes:

Turnover level, by zone, calculated by

**TABLE 7d: COMPARISON
GOODS TURNOVER, 2036**

	TOTAL (£m)
SALISBURY	£715.8
CHIPPENHAM	£454.0
TROWBRIDGE	£407.4
ROYAL WOOTTON BASSETT	£19.2
CALNE	£32.7
AMESBURY	£39.5
MELKSHAM	£100.9
WARMINSTER	£93.0
BRADFORD-ON-AVON	£24.2
CORSHAM	£21.2
CRICKLADE	£5.7
DEVIZES	£103.6
LUDGERSHALL	£14.7
MALMESBURY	£28.3
MARLBOROUGH	£61.1
TIDWORTH	£13.5
WESTBURY	£20.4
Internet / delivery	£2,368.7

Notes:

Turnover level, by zone, calculated by

TABLE 8: CONVENIENCE GOODS BENCHMARK TURNOVER

YEAR	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	BENCHMARK TURNOVER (£m)
SALISBURY			
Aldi, London Road, Salisbury	912	10827	£9.9
Co-op, Castle Road, Salisbury	163	10824	£1.8
Co-op, Kelsey Road, Salisbury	80	10824	£0.9
Co-op, Wilton Road, Salisbury	205	10824	£2.2
Lidl, Hatches Lane, Salisbury	1000	10103	£10.1
Marks & Spencer, New Canal, Salisbury	828	10476	£8.7
Sainsbury's Superstore, The Maltings, Salisbury	1800	11691	£21.0
Local shops, Salisbury City Centre	1607	5000	£8.0
Tesco Express, Wilton Road, Salisbury	257	13797	£3.5
Tesco Extra, Bourne Centre, Southampton Road, Salisbury	4453	13797	£61.4
Tesco Metro, Castle Street, Salisbury	2094	13797	£28.9
Waitrose, Churchill Way West, Salisbury	2666	12940	£34.5
Iceland, Castle Street, Salisbury	391	6859	£2.7
Other			£10.5
CHIPPENHAM			
Aldi, Langley Park, Foundry Lane, Chippenham	1003	10827	£10.9
Co-op, Conway Road, Chippenham	270	10824	£2.9
Co-op, Greenway Lane, Broomfield, Chippenham	129	10824	£1.4
Iceland, Market Street, Chippenham	679	6859	£4.7
Lidl, Hungerdown Lane, Chippenham	1060	10103	£10.7
Marks & Spencer (Foodhall), Bath Road, Chippenham	800	10476	£8.4
Morrisons, Cepen Park North, Chippenham	3486	12656	£44.1
Sainsbury's Local, Station Hill, Chippenham	358	11691	£4.2
Sainsbury's Superstore, Bath Road, Chippenham	3283	11691	£38.4
Tesco Express, Hathaway Retail Park, Foundry Lane, Chippenham	109	13797	£1.5
Local shops, Chippenham Town Centre	1710	5000	£8.5
Tesco Express, Lodge Road, Chippenham	250	13797	£3.4
Tesco Metro, Emery Gate, Chippenham	1515	13797	£20.9
Little Waitrose, Borough Parade, Chippenham	280	12940	£3.6
Other			£10.2
ROYAL WOOLTON BASSETT			
Aldi, Coped Hall, Royal Wootton Bassett	943	10827	£10.2
Iceland, High Street, Royal Wootton Bassett	605	6859	£4.1
Sainsbury's Superstore, Borough Fields Shopping Centre, Wootton Bassett	917	11691	£10.7
Local shops, Royal Wootton Bassett Town Centre	734	5000	£3.7
TROWBRIDGE			
Aldi, Bradley Road, Trowbridge	702	10827	£7.6
Asda, The Shires Centre, Trowbridge	2334	13659	£31.9
Iceland, The Shires, Trowbridge	650	6859	£4.5
Lidl, Canal Road, Trowbridge	932	10103	£9.4
Marks & Spencer (Foodhall), Cradle Bridge County Way, Trowbridge	913	10476	£9.6
Sainsbury's Superstore, British Row, Trowbridge	2175	11691	£25.4
Tesco Express, Brook Road, Trowbridge	121	13797	£1.7
Tesco Express, Eastbourne Road, Trowbridge	143	13797	£2.0
Tesco Express, Frome Road, Trowbridge	125	13797	£1.7
Local shops, Trowbridge Town Centre	2436	5000	£12.2
Tesco Extra, County Way, Trowbridge	4975	13797	£68.6
Other			£1.1
WARMINSTER			
Iceland, Horseshoes Mall, Warminster	456	6859	£3.1
Lidl, Station Road, Warminster	1026	10103	£10.4
Morrisons, Weymouth Street, Warminster	1933	12656	£24.5
Waitrose, Station Road, Warminster	1061	12940	£13.7
Tesco Express, Thornhill Road, Warminster	121	13797	£1.7
Local shops, Warminster Town Centre	1450	5000	£7.2
Other			£1.9
MELKSHAM			
Aldi, Beanacre Road, Melksham	917	10827	£9.9
Asda, Bradford Road, Melksham	2175	13659	£29.7
Co-op, Blackmore Road, Melksham	352	10824	£3.8
Co-op, Verbena Court, Craneshill Road, Melksham	300	10824	£3.2
Iceland, High Street, Melksham	446	6859	£3.1
Lidl, Bath Road, Melksham	908	10103	£9.2
Sainsbury's Superstore, Bath Road, Melksham	1890	11691	£22.1
Tesco Express, Blenheim Park, Melksham	125	13797	£1.7
Local shops, Melksham Town Centre	626	5000	£3.1
Waitrose, Bath Road, Melksham	904	12940	£11.7
Other			£0.6
AMESBURY			
Aldi, Salisbury Road, Amesbury	1171	10827	£12.7
Co-op, Archers Way, Amesbury	430	10824	£4.7
Co-op, Boscombe Road, Amesbury	163	10824	£1.8
Co-op, Salisbury Street, Amesbury	316	10824	£3.4
Lidl, London Road, Amesbury	925	10103	£9.3
Local shops, Amesbury Town Centre	625	5000	£3.1
Tesco Superstore, London Road, Amesbury	1950	13797	£26.9
Other			£1.1
BRADFORD-ON-AVON			
Co-op, Bridge Yard, Bradford-On-Avon	509	10824	£5.5
Co-op, Winsley Road, Bradford-on-Avon			£4.3
Sainsbury's Superstore, Elm Cross Shopping Centre, Bradford-on-Avon	1749	11691	£20.4
Local shops, Bradford-on-Avon Town Centre			£1.8
CALNE			
Co-op, Mill Street, Calne	971	10824	£10.5
Iceland, Phelps Parade, Calne	512	6859	£3.5
Sainsbury's Superstore, The Pippin, Calne	1344	11691	£15.7
Tesco Express, Harrier Close, Calne	124	13797	£1.7
Tesco Superstore, Beversbrook Road, Calne	1852	13797	£25.6
Local shops, Calne Town Centre			£0.7
Other			£0.4
CORSHAM			
Co-op, Macie Drive, Katherine Park, Corsham	200	10824	£2.2
Co-op, Martingale, Corsham	796	10824	£8.6
Local shops, Corsham Town Centre			£2.3
Other			£1.6
CRICKLADE			
Local shops, Cricklade Town Centre			£0.9
Tesco Express, High Street	139	13797	£1.9
DEVIZES			
Iceland, The Brittox, Devizes	352	6859	£2.4
Lidl, London Road, Devizes	901	10103	£9.1
Marks & Spencer (Simply Food), Monday Market Street, Devizes	391	10476	£4.1
Morrisons, Estcourt Street, Devizes	1906	12656	£24.1
Sainsbury's Superstore, Monday Market Street, Devizes	956	11691	£11.2
Local shops, Devizes Town Centre			£3.3
Other			£2.1
LUDBERSHALL			
Co-op, Andover Road, Ludgershall	377	10824	£4.1
Tesco Express, Andover Street, Ludgershall	143	13797	£2.0
Local shops, Ludgershall Town Centre			£0.3
MALMESBURY			
Co-op, Gloucester Road, Malmesbury	720	10824	£7.8
Co-op, High Street, Malmesbury	212	10824	£2.3
Local shops, Malmesbury Town Centre			£0.6
Waitrose, Avon Mills, Malmesbury	1421	12940	£18.4
MARLBOROUGH			
Waitrose, High Street, Marlborough	2017	12940	£26.1
Tesco Superstore, Marlborough Business Park, Salisbury Road,	1080	13797	£14.9
Other	677	5000	£3.4
TIDWORTH			
Lidl, Pennings Road, Tidworth	789	10103	£8.0
Tesco Superstore, Station Road, Tidworth	2220	13797	£30.6
Other			£1.0
WESTBURY			
Aldi, Warminster Road, Westbury	990	10827	£10.7
Lidl, Kingfisher Drive, Westbury	1075	10103	£10.9
Morrisons, Edward Street, Westbury	1247	12656	£15.8
One Stop, Queens Road, Westbury			£0.2
Tesco Express, Fore Street, Westbury			£1.8
Tesco Express, Leigh Park, Westbury			£2.8

Notes:
Sales density information for specific stores provided by GlobalData.
Floorspace information sourced from planning application data, IGD data, VOA data.

TABLE 9: RETAIL AND LEISURE FLOORSPACE COMMITMENTS

LOCATION	FLOORSPACE (sq m net)		SALES DENSITY		TURNOVER (£m)	
	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison
CALNE Land North of Low Lane	133		£10,000		£1.3	
CHIPPENHAM Rowden Park	280		£10,000		£2.8	
Land North of Chippenham	140		£10,000		£1.4	
MALMESBURY ALDI	1052	263	10827		£11.4	

Notes:

TABLE 10a: CONVENIENCE GOODS FLOORSPACE CAPACITY - SALISBURY

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£222.3	£214.1	£217.1	£221.5
Market share (%)	6.7%	6.7%	6.7%	6.6%
Amended market share (%)	6.6%	6.6%	6.5%	6.4%
Amended study area derived turnover (£m)	£217.0	£209.3	£210.9	£214.2
Expenditure inflow (£m)	£6.7	£6.4	£6.5	£6.6
Total turnover potential (£m)	£223.7	£215.7	£217.4	£220.8
Benchmark turnover of existing stores (£m)	£204.2	£205.2	£205.2	£205.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£19.5	£10.5	£12.2	£15.6
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	1,626	870	1,011	1,296

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10b: CONVENIENCE GOODS FLOORSPACE CAPACITY - CHIPPENHAM

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£199.4	£192.6	£196.2	£201.3
Market share (%)	6.0%	6.0%	6.0%	6.0%
Amended market share (%)	5.9%	5.9%	5.9%	5.8%
Amended study area derived turnover (£m)	£194.7	£188.3	£190.5	£194.6
Expenditure inflow (£m)	£6.0	£5.8	£5.9	£6.0
Total turnover potential (£m)	£200.7	£194.0	£196.4	£200.7
Benchmark turnover of existing stores (£m)	£173.8	£174.7	£174.7	£174.7
Turnover of commitments (£m)	£4.2	£4.2	£4.2	£4.2
Residual expenditure (£m)	£22.7	£15.1	£17.5	£21.8
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	1,888	1,254	1,451	1,805

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10c: CONVENIENCE GOODS FLOORSPACE CAPACITY - ROYAL WOOTTON BASSETT

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£17.8	£17.1	£17.4	£17.8
Market share (%)	0.5%	0.5%	0.5%	0.5%
Amended market share (%)	0.5%	0.5%	0.5%	0.5%
Amended study area derived turnover (£m)	£17.3	£16.7	£16.9	£17.2
Expenditure inflow (£m)	£0.5	£0.5	£0.5	£0.5
Total turnover potential (£m)	£17.9	£17.2	£17.4	£17.8
Benchmark turnover of existing stores (£m)	£28.8	£28.9	£28.9	£28.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£10.9	-£11.7	-£11.5	-£11.1
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-906	-966	-950	-924

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10d: CONVENIENCE GOODS FLOORSPACE CAPACITY - TROWBRIDGE

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£161.7	£156.2	£159.2	£162.9
Market share (%)	4.9%	4.9%	4.9%	4.9%
Amended market share (%)	4.8%	4.8%	4.8%	4.7%
Amended study area derived turnover (£m)	£157.8	£152.7	£154.6	£157.5
Expenditure inflow (£m)	£4.8	£4.7	£4.8	£4.9
Total turnover potential (£m)	£162.7	£157.3	£159.3	£162.4
Benchmark turnover of existing stores (£m)	£175.6	£176.5	£176.5	£176.5
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£12.9	-£19.2	-£17.2	-£14.1
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-1,079	-1,589	-1,423	-1,172

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10e: CONVENIENCE GOODS FLOORSPACE CAPACITY - WARMINSTER

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£59.4	£57.2	£58.0	£59.0
Market share (%)	1.8%	1.8%	1.8%	1.8%
Amended market share (%)	1.8%	1.7%	1.7%	1.7%
Amended study area derived turnover (£m)	£58.0	£55.9	£56.3	£57.0
Expenditure inflow (£m)	£1.8	£1.7	£1.7	£1.8
Total turnover potential (£m)	£59.7	£57.6	£58.1	£58.8
Benchmark turnover of existing stores (£m)	£62.5	£62.9	£62.9	£62.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£2.8	-£5.3	-£4.8	-£4.0
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-234	-437	-398	-335

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10f: CONVENIENCE GOODS FLOORSPACE CAPACITY - MELKSHAM

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£99.8	£96.4	£98.0	£100.2
Market share (%)	3.0%	3.0%	3.0%	3.0%
Amended market share (%)	3.0%	3.0%	2.9%	2.9%
Amended study area derived turnover (£m)	£97.5	£94.2	£95.2	£96.9
Expenditure inflow (£m)	£3.0	£2.9	£2.9	£3.0
Total turnover potential (£m)	£100.5	£97.1	£98.1	£99.9
Benchmark turnover of existing stores (£m)	£98.2	£98.7	£98.7	£98.7
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£2.3	-£1.5	-£0.5	£1.2
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	192	-128	-42	101

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10g: CONVENIENCE GOODS FLOORSPACE CAPACITY - AMESBURY

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£73.9	£71.6	£72.8	£74.5
Market share (%)	2.2%	2.2%	2.2%	2.2%
Amended market share (%)	2.2%	2.2%	2.2%	2.2%
Amended study area derived turnover (£m)	£72.2	£70.0	£70.7	£72.1
Expenditure inflow (£m)	£2.2	£2.1	£2.2	£2.2
Total turnover potential (£m)	£74.4	£72.1	£72.9	£74.3
Benchmark turnover of existing stores (£m)	£63.0	£63.3	£63.3	£63.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£11.4	£8.9	£9.6	£11.0
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	953	734	796	913

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10h: CONVENIENCE GOODS FLOORSPACE CAPACITY - BRADFORD-ON-AVON

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£31.4	£30.3	£30.9	£31.5
Market share (%)	1.0%	1.0%	0.9%	0.9%
Amended market share (%)	0.9%	0.9%	0.9%	0.9%
Amended study area derived turnover (£m)	£30.6	£29.6	£30.0	£30.4
Expenditure inflow (£m)	£0.9	£0.9	£0.9	£0.9
Total turnover potential (£m)	£31.6	£30.6	£30.9	£31.4
Benchmark turnover of existing stores (£m)	£32.1	£32.3	£32.3	£32.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£0.5	-£1.7	-£1.3	-£0.9
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-43	-141	-110	-75

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10i: CONVENIENCE GOODS FLOORSPACE CAPACITY - CALNE

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£54.9	£52.9	£53.9	£55.3
Market share (%)	1.7%	1.7%	1.7%	1.7%
Amended market share (%)	1.6%	1.6%	1.6%	1.6%
Amended study area derived turnover (£m)	£53.6	£51.7	£52.3	£53.5
Expenditure inflow (£m)	£1.6	£1.6	£1.6	£1.7
Total turnover potential (£m)	£55.2	£53.3	£54.0	£55.1
Benchmark turnover of existing stores (£m)	£58.1	£58.4	£58.4	£58.4
Turnover of commitments (£m)	£1.3	£1.3	£1.3	£1.3
Residual expenditure (£m)	-£4.2	-£6.4	-£5.8	-£4.6
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-350	-532	-477	-382

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10j: CONVENIENCE GOODS FLOORSPACE CAPACITY - CORSHAM

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£12.0	£11.5	£11.7	£12.0
Market share (%)	0.4%	0.4%	0.4%	0.4%
Amended market share (%)	0.4%	0.4%	0.4%	0.3%
Amended study area derived turnover (£m)	£11.7	£11.3	£11.4	£11.6
Expenditure inflow (£m)	£0.4	£0.3	£0.4	£0.4
Total turnover potential (£m)	£12.0	£11.6	£11.7	£12.0
Benchmark turnover of existing stores (£m)	£14.6	£14.7	£14.7	£14.7
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£2.6	-£3.1	-£2.9	-£2.7
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-216	-254	-244	-225

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10k: CONVENIENCE GOODS FLOORSPACE CAPACITY - CORSHAM

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£5.1	£4.9	£5.0	£5.1
Market share (%)	0.2%	0.2%	0.2%	0.2%
Amended market share (%)	0.1%	0.1%	0.1%	0.1%
Amended study area derived turnover (£m)	£5.0	£4.8	£4.8	£4.9
Expenditure inflow (£m)	£0.2	£0.1	£0.1	£0.2
Total turnover potential (£m)	£5.1	£4.9	£5.0	£5.1
Benchmark turnover of existing stores (£m)	£2.8	£2.8	£2.8	£2.8
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£2.3	£2.1	£2.2	£2.3
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	193	176	181	188

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10I: CONVENIENCE GOODS FLOORSPACE CAPACITY - DEVIZES

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£76.9	£74.0	£75.0	£76.6
Market share (%)	2.3%	2.3%	2.3%	2.3%
Amended market share (%)	2.3%	2.3%	2.2%	2.2%
Amended study area derived turnover (£m)	£75.1	£72.4	£72.9	£74.1
Expenditure inflow (£m)	£2.3	£2.2	£2.3	£2.3
Total turnover potential (£m)	£77.4	£74.6	£75.1	£76.4
Benchmark turnover of existing stores (£m)	£56.3	£56.6	£56.6	£56.6
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£21.1	£18.0	£18.6	£19.9
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	1,762	1,494	1,541	1,647

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10m: CONVENIENCE GOODS FLOORSPACE CAPACITY - LUDGERSHALL

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£7.0	£6.8	£7.0	£7.2
Market share (%)	0.2%	0.2%	0.2%	0.2%
Amended market share (%)	0.2%	0.2%	0.2%	0.2%
Amended study area derived turnover (£m)	£6.9	£6.7	£6.8	£7.0
Expenditure inflow (£m)	£0.2	£0.2	£0.2	£0.2
Total turnover potential (£m)	£7.1	£6.9	£7.0	£7.2
Benchmark turnover of existing stores (£m)	£6.4	£6.4	£6.4	£6.4
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.7	£0.5	£0.6	£0.8
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	60	40	50	65

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10n: CONVENIENCE GOODS FLOORSPACE CAPACITY - MALMESBURY

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£29.7	£28.8	£29.3	£30.1
Market share (%)	0.9%	0.9%	0.9%	0.9%
Amended market share (%)	0.9%	0.9%	0.9%	0.9%
Amended study area derived turnover (£m)	£29.0	£28.2	£28.5	£29.1
Expenditure inflow (£m)	£0.9	£0.9	£0.9	£0.9
Total turnover potential (£m)	£29.9	£29.0	£29.4	£30.0
Benchmark turnover of existing stores (£m)	£29.1	£29.2	£29.2	£29.2
Turnover of commitments (£m)	£11.4	£11.4	£11.4	£11.4
Residual expenditure (£m)	-£10.5	-£11.6	-£11.3	-£10.6
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-879	-965	-936	-880

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10o: CONVENIENCE GOODS FLOORSPACE CAPACITY - MARLBOROUGH

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£39.9	£38.5	£39.2	£39.9
Market share (%)	1.2%	1.2%	1.2%	1.2%
Amended market share (%)	1.2%	1.2%	1.2%	1.2%
Amended study area derived turnover (£m)	£38.9	£37.6	£38.0	£38.6
Expenditure inflow (£m)	£1.2	£1.2	£1.2	£1.2
Total turnover potential (£m)	£40.1	£38.8	£39.2	£39.8
Benchmark turnover of existing stores (£m)	£44.4	£44.6	£44.6	£44.6
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£4.3	-£5.8	-£5.4	-£4.8
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-355	-481	-447	-398

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10p: CONVENIENCE GOODS FLOORSPACE CAPACITY - TIDWORTH

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£21.7	£21.0	£21.4	£22.1
Market share (%)	0.7%	0.7%	0.7%	0.7%
Amended market share (%)	0.6%	0.6%	0.6%	0.6%
Amended study area derived turnover (£m)	£21.2	£20.5	£20.8	£21.3
Expenditure inflow (£m)	£0.7	£0.6	£0.6	£0.7
Total turnover potential (£m)	£21.8	£21.2	£21.5	£22.0
Benchmark turnover of existing stores (£m)	£39.6	£39.8	£39.8	£39.8
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£17.7	-£18.6	-£18.3	-£17.8
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	-1,479	-1,543	-1,517	-1,474

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 10q: CONVENIENCE GOODS FLOORSPACE CAPACITY - WESTBURY

	2020	2025	2030	2036
Available convenience goods expenditure (£m)	£3,304.0	£3,192.7	£3,253.4	£3,331.7
Expenditure derived from the study area (£m)	£46.9	£45.2	£46.0	£47.0
Market share (%)	1.4%	1.4%	1.4%	1.4%
Amended market share (%)	1.4%	1.4%	1.4%	1.4%
Amended study area derived turnover (£m)	£45.8	£44.2	£44.7	£45.5
Expenditure inflow (£m)	£1.4	£1.4	£1.4	£1.4
Total turnover potential (£m)	£47.2	£45.5	£46.1	£46.9
Benchmark turnover of existing stores (£m)	£42.2	£42.4	£42.4	£42.4
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£5.0	£3.1	£3.7	£4.5
Indicative sales density (£/sq m)	£12,000	£12,060	£12,060	£12,060
Indicative floorspace capacity (sq m net)	420	260	305	374

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 5.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover taken from Table 8.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11a: COMPARISON GOODS FLOORSPACE CAPACITY - SALISBURY

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£407.7	£505.7	£592.9	£715.8
Market share (%)	8.1%	8.1%	8.0%	8.0%
Amended market share (%)	7.3%	7.1%	6.9%	6.8%
Amended study area derived turnover (£m)	£369.3	£448.1	£509.2	£603.9
Expenditure inflow (£m)	£11.1	£13.4	£15.3	£18.1
Total turnover potential (£m)	£380.4	£461.5	£524.5	£622.0
Benchmark turnover of existing stores (£m)	£380.4	£447.0	£513.2	£602.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£14.4	£11.3	£19.8
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	2,459	1,670	2,502

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11b: COMPARISON GOODS FLOORSPACE CAPACITY - CHIPPENHAM

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£256.1	£318.3	£374.4	£454.0
Market share (%)	5.1%	5.1%	5.1%	5.1%
Amended market share (%)	4.6%	4.5%	4.4%	4.3%
Amended study area derived turnover (£m)	£232.0	£282.0	£321.6	£383.0
Expenditure inflow (£m)	£7.0	£8.5	£9.6	£11.5
Total turnover potential (£m)	£239.0	£290.5	£331.3	£394.5
Benchmark turnover of existing stores (£m)	£239.0	£280.9	£322.4	£378.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£9.6	£8.8	£16.2
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	1,632	1,306	2,043

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11c: COMPARISON GOODS FLOORSPACE CAPACITY - TROWBRIDGE

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£230.5	£286.4	£336.9	£407.4
Market share (%)	4.6%	4.6%	4.6%	4.6%
Amended market share (%)	4.1%	4.0%	3.9%	3.8%
Amended study area derived turnover (£m)	£208.8	£253.8	£289.4	£343.7
Expenditure inflow (£m)	£6.3	£7.6	£8.7	£10.3
Total turnover potential (£m)	£215.1	£261.4	£298.1	£354.0
Benchmark turnover of existing stores (£m)	£215.1	£252.8	£290.2	£340.5
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£8.6	£7.9	£13.5
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	1,463	1,164	1,705

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11d: COMPARISON GOODS FLOORSPACE CAPACITY - ROYAL WOOTTON BASSETT

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£10.9	£13.5	£15.9	£19.2
Market share (%)	0.2%	0.2%	0.2%	0.2%
Amended market share (%)	0.2%	0.2%	0.2%	0.2%
Amended study area derived turnover (£m)	£9.9	£12.0	£13.6	£16.2
Expenditure inflow (£m)	£0.3	£0.4	£0.4	£0.5
Total turnover potential (£m)	£10.2	£12.3	£14.0	£16.7
Benchmark turnover of existing stores (£m)	£10.2	£11.9	£13.7	£16.1
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.4	£0.3	£0.6
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	64	48	73

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11e: COMPARISON GOODS FLOORSPACE CAPACITY - CALNE

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£18.5	£22.9	£27.0	£32.7
Market share (%)	0.4%	0.4%	0.4%	0.4%
Amended market share (%)	0.3%	0.3%	0.3%	0.3%
Amended study area derived turnover (£m)	£16.7	£20.3	£23.2	£27.6
Expenditure inflow (£m)	£0.5	£0.6	£0.7	£0.8
Total turnover potential (£m)	£17.2	£20.9	£23.9	£28.4
Benchmark turnover of existing stores (£m)	£17.2	£20.3	£23.3	£27.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.7	£0.6	£1.1
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	111	89	143

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11f: COMPARISON GOODS FLOORSPACE CAPACITY - AMESBURY

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£22.3	£27.8	£32.6	£39.5
Market share (%)	0.4%	0.4%	0.4%	0.4%
Amended market share (%)	0.4%	0.4%	0.4%	0.4%
Amended study area derived turnover (£m)	£20.2	£24.6	£28.0	£33.3
Expenditure inflow (£m)	£0.6	£0.7	£0.8	£1.0
Total turnover potential (£m)	£20.8	£25.4	£28.9	£34.3
Benchmark turnover of existing stores (£m)	£20.8	£24.4	£28.0	£32.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.9	£0.8	£1.4
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	157	122	179

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11g: COMPARISON GOODS FLOORSPACE CAPACITY - MELKSHAM

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£57.2	£71.1	£83.5	£100.9
Market share (%)	1.1%	1.1%	1.1%	1.1%
Amended market share (%)	1.0%	1.0%	1.0%	1.0%
Amended study area derived turnover (£m)	£51.8	£62.9	£71.7	£85.1
Expenditure inflow (£m)	£1.6	£1.9	£2.2	£2.6
Total turnover potential (£m)	£53.4	£64.8	£73.9	£87.7
Benchmark turnover of existing stores (£m)	£53.4	£62.7	£72.0	£84.5
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£2.1	£1.9	£3.2
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	362	278	408

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11h: COMPARISON GOODS FLOORSPACE CAPACITY - WARMINSTER

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£53.1	£65.9	£77.2	£93.0
Market share (%)	1.1%	1.0%	1.0%	1.0%
Amended market share (%)	1.0%	0.9%	0.9%	0.9%
Amended study area derived turnover (£m)	£48.1	£58.3	£66.3	£78.4
Expenditure inflow (£m)	£1.4	£1.8	£2.0	£2.4
Total turnover potential (£m)	£49.6	£60.1	£68.3	£80.8
Benchmark turnover of existing stores (£m)	£49.6	£58.3	£66.9	£78.5
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£1.8	£1.4	£2.3
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	310	207	288

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11i: COMPARISON GOODS FLOORSPACE CAPACITY - BRADFORD ON AVON

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£13.7	£17.0	£20.0	£24.2
Market share (%)	0.3%	0.3%	0.3%	0.3%
Amended market share (%)	0.2%	0.2%	0.2%	0.2%
Amended study area derived turnover (£m)	£12.4	£15.0	£17.2	£20.4
Expenditure inflow (£m)	£0.4	£0.5	£0.5	£0.6
Total turnover potential (£m)	£12.7	£15.5	£17.7	£21.0
Benchmark turnover of existing stores (£m)	£12.7	£15.0	£17.2	£20.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.5	£0.5	£0.8
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	89	78	105

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11j: COMPARISON GOODS FLOORSPACE CAPACITY - CORSHAM

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£12.0	£14.9	£17.5	£21.2
Market share (%)	0.2%	0.2%	0.2%	0.2%
Amended market share (%)	0.2%	0.2%	0.2%	0.2%
Amended study area derived turnover (£m)	£10.9	£13.2	£15.1	£17.9
Expenditure inflow (£m)	£0.3	£0.4	£0.5	£0.5
Total turnover potential (£m)	£11.2	£13.6	£15.5	£18.4
Benchmark turnover of existing stores (£m)	£11.2	£13.2	£15.1	£17.7
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.4	£0.4	£0.7
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	76	58	88

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11k: COMPARISON GOODS FLOORSPACE CAPACITY - CRICKLADE

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£3.2	£4.0	£4.7	£5.7
Market share (%)	0.1%	0.1%	0.1%	0.1%
Amended market share (%)	0.1%	0.1%	0.1%	0.1%
Amended study area derived turnover (£m)	£2.9	£3.5	£4.0	£4.8
Expenditure inflow (£m)	£0.1	£0.1	£0.1	£0.1
Total turnover potential (£m)	£3.0	£3.6	£4.1	£4.9
Benchmark turnover of existing stores (£m)	£3.0	£3.5	£4.0	£4.7
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.1	£0.1	£0.2
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	19	15	22

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 111: COMPARISON GOODS FLOORSPACE CAPACITY - DEVIZES

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£59.1	£73.2	£85.8	£103.6
Market share (%)	1.2%	1.2%	1.2%	1.2%
Amended market share (%)	1.1%	1.0%	1.0%	1.0%
Amended study area derived turnover (£m)	£53.5	£64.9	£73.7	£87.4
Expenditure inflow (£m)	£1.6	£1.9	£2.2	£2.6
Total turnover potential (£m)	£55.2	£66.8	£75.9	£90.0
Benchmark turnover of existing stores (£m)	£55.2	£64.8	£74.4	£87.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£2.0	£1.5	£2.7
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	341	220	346

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11m: COMPARISON GOODS FLOORSPACE CAPACITY - LUDGERSGALL

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£8.3	£10.3	£12.1	£14.7
Market share (%)	0.2%	0.2%	0.2%	0.2%
Amended market share (%)	0.1%	0.1%	0.1%	0.1%
Amended study area derived turnover (£m)	£7.5	£9.1	£10.4	£12.4
Expenditure inflow (£m)	£0.2	£0.3	£0.3	£0.4
Total turnover potential (£m)	£7.7	£9.4	£10.7	£12.8
Benchmark turnover of existing stores (£m)	£7.7	£9.1	£10.4	£12.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.3	£0.3	£0.6
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	56	47	72

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11n: COMPARISON GOODS FLOORSPACE CAPACITY - MALMESBURY

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£15.9	£19.8	£23.3	£28.3
Market share (%)	0.3%	0.3%	0.3%	0.3%
Amended market share (%)	0.3%	0.3%	0.3%	0.3%
Amended study area derived turnover (£m)	£14.4	£17.5	£20.0	£23.9
Expenditure inflow (£m)	£0.4	£0.5	£0.6	£0.7
Total turnover potential (£m)	£14.8	£18.1	£20.6	£24.6
Benchmark turnover of existing stores (£m)	£14.8	£17.4	£20.0	£23.4
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.7	£0.6	£1.1
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	112	92	144

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11o: COMPARISON GOODS FLOORSPACE CAPACITY - MARLBOROUGH

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£34.7	£43.2	£50.7	£61.1
Market share (%)	0.7%	0.7%	0.7%	0.7%
Amended market share (%)	0.6%	0.6%	0.6%	0.6%
Amended study area derived turnover (£m)	£31.5	£38.2	£43.5	£51.5
Expenditure inflow (£m)	£0.9	£1.1	£1.3	£1.5
Total turnover potential (£m)	£32.4	£39.4	£44.8	£53.1
Benchmark turnover of existing stores (£m)	£32.4	£38.1	£43.7	£51.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£1.3	£1.1	£1.8
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	220	164	223

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11p: COMPARISON GOODS FLOORSPACE CAPACITY - TIDWORTH

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£7.6	£9.4	£11.1	£13.5
Market share (%)	0.1%	0.2%	0.2%	0.2%
Amended market share (%)	0.1%	0.1%	0.1%	0.1%
Amended study area derived turnover (£m)	£6.8	£8.3	£9.5	£11.4
Expenditure inflow (£m)	£0.2	£0.3	£0.3	£0.3
Total turnover potential (£m)	£7.1	£8.6	£9.8	£11.7
Benchmark turnover of existing stores (£m)	£7.1	£8.3	£9.5	£11.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.3	£0.3	£0.6
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	52	45	72

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 11q: COMPARISON GOODS FLOORSPACE CAPACITY - WESTBURY

	2020	2025	2030	2036
Available comparison goods expenditure (£m)	£5,046.9	£6,273.9	£7,383.6	£8,940.6
Expenditure derived from the study area (£m)	£11.6	£14.4	£16.9	£20.4
Market share (%)	0.2%	0.2%	0.2%	0.2%
Amended market share (%)	0.2%	0.2%	0.2%	0.2%
Amended study area derived turnover (£m)	£10.5	£12.7	£14.5	£17.2
Expenditure inflow (£m)	£0.3	£0.4	£0.4	£0.5
Total turnover potential (£m)	£10.8	£13.1	£15.0	£17.8
Benchmark turnover of existing stores (£m)	£10.8	£12.7	£14.6	£17.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.4	£0.3	£0.6
Indicative sales density (£/sq m)	£5,000	£5,876	£6,745	£7,915
Indicative floorspace capacity (sq m net)	0	65	47	73

Notes:

Total available expenditure taken from Table 3.

Turnover from the study area taken from Table 7.

Expenditure inflow based upon 3% of study area derived turnover.

Benchmark turnover assumed to match total turnover potential at the base year and then amended in line with Experian's guidance on floorspace efficiency.

Turnover of commitments taken from Table 9.

Indicative sales density based on the main national multiple grocery operators.

TABLE 12a: FOOD AND BEVERAGE PER CAPITA EXPENDITURE, 2020

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£701	£763	£679	£682	£620	£633	£641	£597	£700	£514	£765	£696	£716	£626	£629	£619	£783	£780	£612	£681	£642	£638	£673	£619	£677	£733	£727	£708	£701	£763	£679	£682	£620	£633	£641	£597	£700	£514	£765	£696	£716	£626	£629	£619	£783	£780	£612	£681	£642	£638	£673	£619	£677	£733	£727	£708

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12b: FOOD AND BEVERAGE PER CAPITA EXPENDITURE, 2025

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£737	£802	£714	£717	£651	£665	£673	£627	£735	£540	£804	£731	£753	£658	£661	£650	£823	£820	£643	£716	£675	£671	£708	£651	£712	£770	£764	£745	£737	£802	£714	£717	£651	£665	£673	£627	£735	£540	£804	£731	£753	£658	£661	£650	£823	£820	£643	£716	£675	£671	£708	£651	£712	£770	£764	£745

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12c: FOOD AND BEVERAGE PER CAPITA EXPENDITURE, 2030

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£775	£843	£750	£754	£685	£699	£708	£659	£773	£568	£845	£768	£791	£691	£695	£683	£865	£862	£676	£752	£709	£705	£744	£684	£748	£810	£803	£783	£775	£843	£750	£754	£685	£699	£708	£659	£773	£568	£845	£768	£791	£691	£695	£683	£865	£862	£676	£752	£709	£705	£744	£684	£748	£810	£803	£783

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12d: FOOD AND BEVERAGE PER CAPITA EXPENDITURE, 2036

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£814	£886	£789	£792	£719	£735	£744	£693	£812	£597	£888	£808	£831	£727	£730	£718	£910	£906	£710	£791	£746	£741	£782	£719	£786	£851	£844	£822	£814	£886	£789	£792	£719	£735	£744	£693	£812	£597	£888	£808	£831	£727	£730	£718	£910	£906	£710	£791	£746	£741	£782	£719	£786	£851	£844	£822

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12a: FOOD AND BEVERAGE TOTAL EXPENDITURE, 2020

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£105.0	£50.1	£51.2	£16.4	£32.4	£22.2	£16.6	£20.8	£51.3	£10.7	£13.6	£18.0	£6.1	£21.2	£14.0	£33.9	£86.9	£11.0	£17.6	£18.0	£37.5	£15.8	£15.8	£135.2	£8.7	£11.2	£20.8	£29.4	£105.0	£50.1	£51.2	£16.4	£32.4	£22.2	£16.6	£20.8	£51.3	£10.7	£13.6	£18.0	£6.1	£21.2	£14.0	£33.9	£86.9	£11.0	£17.6	£18.0	£37.5	£15.8	£15.8	£135.2	£8.7	£11.2	£20.8	£29.4

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12f: FOOD AND BEVERAGE TOTAL EXPENDITURE, 2025

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£112.7	£54.2	£54.9	£17.5	£34.8	£24.1	£17.8	£22.6	£55.8	£11.5	£14.6	£19.4	£6.6	£22.8	£15.0	£36.5	£94.1	£11.9	£19.0	£19.3	£40.4	£17.0	£17.0	£146.0	£9.3	£12.1	£22.6	£31.7	£112.7	£54.2	£54.9	£17.5	£34.8	£24.1	£17.8	£22.6	£55.8	£11.5	£14.6	£19.4	£6.6	£22.8	£15.0	£36.5	£94.1	£11.9	£19.0	£19.3	£40.4	£17.0	£17.0	£146.0	£9.3	£12.1	£22.6	£31.7

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12g: FOOD AND BEVERAGE TOTAL EXPENDITURE, 2030

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£120.6	£58.2	£58.6	£18.7	£37.2	£26.0	£18.9	£24.2	£60.3	£12.4	£15.6	£20.8	£7.0	£24.3	£16.1	£39.1	£102.2	£12.7	£20.3	£20.7	£43.3	£18.3	£18.2	£156.6	£10.0	£13.0	£24.5	£34.1	£120.6	£58.2	£58.6	£18.7	£37.2	£26.0	£18.9	£24.2	£60.3	£12.4	£15.6	£20.8	£7.0	£24.3	£16.1	£39.1	£102.2	£12.7	£20.3	£20.7	£43.3	£18.3	£18.2	£156.6	£10.0	£13.0	£24.5	£34.1

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12h: FOOD AND BEVERAGE TOTAL EXPENDITURE, 2036

SETTLEMENT	DAYTIME VISITS																												EVENING VISITS																											
	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28	1	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23A	23B	24	25	26	27	28
F&B Expenditure	£129.1	£62.3	£62.4	£19.9	£39.7	£28.1	£20.1	£25.9	£65.1	£13.4	£16.5	£22.2	£7.4	£26.0	£17.2	£41.8	£110.2	£13.5	£21.7	£22.2	£46.5	£19.6	£19.5	£168.0	£10.7	£14.0	£26.6	£36.7	£129.1	£62.3	£62.4	£19.9	£39.7	£28.1	£20.1	£25.9	£65.1	£13.4	£16.5	£22.2	£7.4	£26.0	£17.2	£41.8	£110.2	£13.5	£21.7	£22.2	£46.5	£19.6	£19.5	£168.0	£10.7	£14.0	£26.6	£36.7

Notes:
Per capita expenditure of food and beverage uses provided by Experian at an 2018 base and projected forward using forecasts provided by Experian in its Retail Planner Briefing Note 17 (2020).
It has been assumed that the split between daytime and evening visits is 50/50 for the purposes of this analysis.

TABLE 12n: FOOD AND BEVERAGE FLOORSPACE CAPACITY, 2020-2036

	2020	2025	2030	2036
Amesbury				
Turnover potential (£m)	£19.7	£21.3	£22.9	£24.5
Benchmark turnover (£m)	£19.7	£20.8	£21.8	£23.2
Residual expenditure (£m)	£0.0	£0.6	£1.0	£1.3
Floorspace capacity (sq m)	0	170	299	383
Bradford-on-Avon				
Turnover potential (£m)	£23.0	£24.8	£26.6	£28.3
Benchmark turnover (£m)	£23.0	£24.2	£25.4	£27.0
Residual expenditure (£m)	£0.0	£0.6	£1.1	£1.3
Floorspace capacity (sq m)	0	174	324	373
Calne				
Turnover potential (£m)	£14.8	£15.9	£17.1	£18.3
Benchmark turnover (£m)	£14.8	£15.6	£16.4	£17.4
Residual expenditure (£m)	£0.0	£0.4	£0.7	£1.0
Floorspace capacity (sq m)	0	104	209	281
Chippenham				
Turnover potential (£m)	£83.8	£90.4	£96.9	£104.1
Benchmark turnover (£m)	£83.8	£88.1	£92.6	£98.3
Residual expenditure (£m)	£0.0	£2.2	£4.3	£5.8
Floorspace capacity (sq m)	0	641	1,234	1,656
Corsham				
Turnover potential (£m)	£15.4	£16.6	£17.8	£19.0
Benchmark turnover (£m)	£15.4	£16.2	£17.0	£18.0
Residual expenditure (£m)	£0.0	£0.4	£0.8	£1.0
Floorspace capacity (sq m)	0	118	220	283
Cricklade				
Turnover potential (£m)	£5.5	£5.9	£6.4	£6.8
Benchmark turnover (£m)	£5.5	£5.8	£6.1	£6.5
Residual expenditure (£m)	£0.0	£0.1	£0.3	£0.3
Floorspace capacity (sq m)	0	37	76	95
Devizes				
Turnover potential (£m)	£28.8	£31.0	£33.1	£35.4
Benchmark turnover (£m)	£28.8	£30.3	£31.9	£33.8
Residual expenditure (£m)	£0.0	£0.7	£1.2	£1.5
Floorspace capacity (sq m)	0	188	344	440
Ludgershall				
Turnover potential (£m)	£1.8	£2.0	£2.1	£2.3
Benchmark turnover (£m)	£1.8	£1.9	£2.0	£2.2
Residual expenditure (£m)	£0.0	£0.1	£0.1	£0.2
Floorspace capacity (sq m)	0	16	31	44
Malmesbury				
Turnover potential (£m)	£18.3	£19.8	£21.2	£22.8
Benchmark turnover (£m)	£18.3	£19.2	£20.2	£21.4
Residual expenditure (£m)	£0.0	£0.5	£1.0	£1.3
Floorspace capacity (sq m)	0	157	283	381
Marlborough				
Turnover potential (£m)	£33.0	£35.5	£38.0	£40.6
Benchmark turnover (£m)	£33.0	£34.7	£36.4	£38.7
Residual expenditure (£m)	£0.0	£0.9	£1.6	£1.9
Floorspace capacity (sq m)	0	246	455	542
Melksham				
Turnover potential (£m)	£22.3	£24.0	£25.7	£27.5
Benchmark turnover (£m)	£22.3	£23.4	£24.6	£26.1
Residual expenditure (£m)	£0.0	£0.6	£1.1	£1.3
Floorspace capacity (sq m)	0	168	313	385
Pewsey				
Turnover potential (£m)	£3.3	£3.6	£3.8	£4.1
Benchmark turnover (£m)	£3.3	£3.5	£3.7	£3.9
Residual expenditure (£m)	£0.0	£0.1	£0.1	£0.1
Floorspace capacity (sq m)	0	23	40	42
Salisbury				
Turnover potential (£m)	£160.4	£172.6	£184.4	£197.0
Benchmark turnover (£m)	£160.4	£168.6	£177.2	£188.1
Residual expenditure (£m)	£0.0	£4.0	£7.1	£8.8
Floorspace capacity (sq m)	0	1,129	2,039	2,522
Tidworth				
Turnover potential (£m)	£1.1	£1.2	£1.3	£1.4
Benchmark turnover (£m)	£1.1	£1.2	£1.2	£1.3
Residual expenditure (£m)	£0.0	£0.0	£0.1	£0.1
Floorspace capacity (sq m)	0	10	19	27
Warminster				
Turnover potential (£m)	£18.8	£20.2	£21.6	£23.0
Benchmark turnover (£m)	£18.8	£19.8	£20.8	£22.1
Residual expenditure (£m)	£0.0	£0.4	£0.8	£0.9
Floorspace capacity (sq m)	0	123	222	252
Trowbridge				
Turnover potential (£m)	£83.5	£90.0	£96.6	£103.5
Benchmark turnover (£m)	£83.5	£87.8	£92.3	£97.9
Residual expenditure (£m)	£0.0	£2.2	£4.3	£5.5
Floorspace capacity (sq m)	0	639	1,234	1,575
Westbury				
Turnover potential (£m)	£5.7	£6.1	£6.6	£7.0
Benchmark turnover (£m)	£5.7	£6.0	£6.3	£6.7
Residual expenditure (£m)	£0.0	£0.1	£0.3	£0.3
Floorspace capacity (sq m)	0	36	73	93
Wilton				
Turnover potential (£m)	£1.5	£1.6	£1.7	£1.8
Benchmark turnover (£m)	£1.5	£1.6	£1.6	£1.7
Residual expenditure (£m)	£0.0	£0.0	£0.1	£0.1
Floorspace capacity (sq m)	0	12	21	26
Royal Wootton Bassett				
Turnover potential (£m)	£14.1	£15.2	£16.3	£17.5
Benchmark turnover (£m)	£14.1	£14.9	£15.6	£16.6
Residual expenditure (£m)	£0.0	£0.4	£0.7	£0.9
Floorspace capacity (sq m)	0	104	200	256

Notes:

Total turnover potential taken from Tables 12j-12m
Benchmark turnover assumed to be the same as total turnover potential at 2020
Assumed that existing floorspace attracts a 1% increase in efficiency per annum.
Sales density for new floorspace is £3,500/sq m

Appendix III

Reported Crime Data

REPORTED CRIME LEVELS, MONTH-BY-MONTH, JUNE 2019 - JUNE 2020

	SALISBURY	CHIPPENHAM	TROWBRIDGE	WARMINSTER	MELKSHAM	AMESBURY	BRADFORD ON AVON	CALNE	CORSHAM	CRICKLADE	DEVIZES	LUDGERSHALL	MALMESBURY	MARLBOROUGH	TIDWORTH	WESTBURY	DOWNTON	MERE	PEWSEY	TISBURY	WILTON
Jun-20	109	132	132	44	61	16	16	50	12	17	69	28	27	14	12	31	3	6	11	4	7
May-20	91	79	129	44	81	12	18	41	23	15	72	21	9	19	19	30	0	9	14	13	5
Apr-20	98	91	108	54	59	16	7	23	24	9	64	23	16	12	8	31	2	6	9	6	7
Mar-20	142	102	148	67	77	23	19	29	12	15	68	23	16	18	19	23	5	5	6	6	5
Feb-20	114	82	107	67	98	20	17	63	23	9	62	31	16	12	13	26	10	14	8	6	5
Jan-20	130	117	172	65	70	21	21	42	14	11	49	14	29	21	13	32	0	5	14	7	2
Dec-19	176	131	219	49	103	23	23	52	10	9	71	29	32	21	8	38	4	18	5	6	2
Nov-19	149	138	236	73	121	36	16	44	18	10	53	17	22	26	23	36	3	16	6	3	2
Oct-19	183	131	213	98	79	33	31	30	10	14	57	35	24	35	31	25	5	12	7	12	7
Sep-19	122	97	180	88	59	24	21	50	25	17	47	52	13	23	19	20	11	12	13	9	10
Aug-19	144	152	185	108	96	31	16	50	16	23	68	42	26	33	16	56	5	12	8	7	7
Jul-19	126	164	258	133	117	31	20	43	15	19	83	33	28	43	25	32	5	17	32	10	12
Jun-19	127	153	258	76	80	37	14	73	19	15	61	26	18	42	28	35	5	10	16	12	2

Notes: data provided by Wiltshire Police