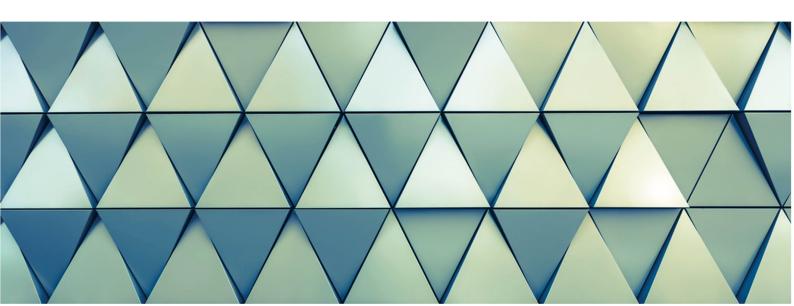


# Fermanagh & Omagh Retail Needs Assessment – Update 2020

On behalf of Fermanagh & Omagh District Council

March 2020



# **Contact**

## **Rob Pearson**

**Executive Director** 

Holmes House 4 Pear Place London SE1 8BT

T: 020 7261 4240

E: r.pearson@nexusplanning.co.uk



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# 1.0 Introduction

# **Background**

- 1.1 Nexus Planning completed a 'Retail and Commercial Leisure Needs Assessment' on behalf of Fermanagh & Omagh District Council in March 2017.
- 1.2 The Council now seeks an update to the retail aspects of that Study in order to account for the passing of time. This is due to a number of change factors over the intervening period, including greater clarity on the quantum of the Council's housing allocations, and changes to the nature and extent of committed retail development in the District. The Council also wishes the evidence base to be updated to reflect the latest macro-economic data available on the matters of retail growth and internet spend which, as we go on to explain, have changed significantly in the past 3 years.
- 1.3 Importantly, this report should be read alongside the original study dated March 2017. Our commission is not to replicate that study, rather it is to update the narrower retail capacity component of it.

#### Scope of Work

1.4 This update report starts by considering updates to base population forecasting over the intervening period, before moving on to consider how base expenditure forecasts have also differed. Finally, after knitting together these two factors to provide updated expenditure forecasts for the District to 2030, we consider what capacity might exist for additional convenience and comparison goods floorspace after taking account of already committed retail development.



# 2.0 Base Population Updates

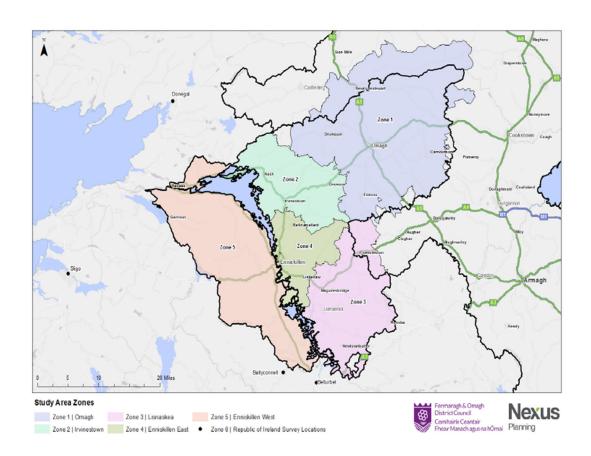
# **Background**

2.1 We explained in Section 4 of the original Study our methodology for preparing expenditure data to the end of the Plan period at 2030. We adopted a Study Area comprising five postcode sector Zones, which broadly correlated to the boundary of the District. For ease of reference, we include Figures 4.1 and 4.2 of the original Study below. These components do not change.

Figure 4.1 | Definitions of Survey Area Zones

Survey Zone	Postcode Sectors
Zone 1   Omagh	BT78 1-2, BT78 4-5, BT79 0, BT79 7-9
Zone 2   Irvinestown	BT78 3, BT93 0-1, BT93 8, BT94 1
Zone 3   Lisnaskea	BT75 0, BT92 0, BT92 5-8, BT94 4
Zone 4   Enniskillen East	BT74 4, BT74 6, BT94 2-3, BT94 5
Zone 5   Enniskillen West	BT 74 5, BT74 7-9, BT92 1-4, BT92 9, BT93 2-7
Zone 6   ROI	N/A

Figure 4.2 | Survey Area Zones





# **Population Scenarios**

- 2.1 At the time of the previous Study, we were asked to model a single population scenario for the District, reflecting a population trajectory forecast by NISRA at that time. NISRA population datasets are based on assumptions relating to future fertility, mortality and migration. They do not attempt to predict the impact that future government policies and changing economic circumstances might have on demographic behaviour.
- 2.2 However, since publication of our initial study, and as with all Local Government Districts in Northern Ireland, Fermanagh & Omagh has been subject to detailed assessment by NISRA under Housing Growth Indicators (HGIs). The HGIs provide an indication of future housing need, and take account of a wide range of factors in addition to the projections, including data on vacant housing stock, second home and net conversions/closures/demolitions. On this basis, the HGIs indicate a housing need for Fermanagh & Omagh of 4,300 new dwellings between 2016-2030.
- 2.3 We have therefore been asked to set out an assessment of retail capacity based on two scenarios; the latest mid-year NISRA population forecasts, and the latest NISRA HGIs.
- 2.4 NISRA population growth forecasts are set out on an annual basis and are easy to extrapolate. The latest mid-year dataset (published April 2018) shows population growth of 1.97% for Fermanagh & Omagh District over the period 2020-2030.
- 2.5 In contrast, the HGI figure for the period 2016-2030 is provided as a whole and requires a number of assumptions in order to derive annual population projections. In this regard, we have taken the proposed number of dwellings over the period (4,300) and multiplied that by an assumed average household occupancy of 2.5 (NISRA estimate for Northern Ireland, 2011 Census) in order to estimate potential population growth over the period 2016-2030 (10,750). We then assume for the purposes of our analysis that this population uplift is spread equally over that period (768 people per annum) and is spread between the Zones of our Study Area equivalent to the existing split of the population between each zone (e.g. Zone 1 represents 38.9% of the population and therefore would attract 38.9% of the annual population growth = 299 people per annum).
- 2.6 Once we have made these adjustments, the HGI-based assessment shows forecast growth of 6.05% over the period 2020-2030. This is a direct comparison to the 1.97% figure based on base NISRA forecasts. We set out the resultant population forecasts for the Study Area under each of the two



Scenarios in Figures 2.1 and 2.2 below.

Figure 2.1: Population Projections – NISRA Base Population Forecast Scenario

	Zone									
Year	1	2	3	4	5	Total				
2020	48,949	14,776	19,280	19,611	23,055	125,670				
2021	49,089	14,818	19,335	19,667	23,121	126,029				
2022	49,222	14,858	19,387	19,720	23,184	126,371				
2023	49,345	14,895	19,436	19,769	23,242	126,688				
2024	49,455	14,928	19,479	19,813	23,293	126,969				
2025	49,560	14,960	19,520	19,855	23,343	127,238				
2026	49,657	14,989	19,559	19,894	23,388	127,487				
2027	49,731	15,012	19,588	19,924	23,423	127,676				
2028	49,796	15,032	19,613	19,950	23,454	127,845				
2029	49,859	15,050	19,638	19,975	23,483	128,006				
2030	49,913	15,067	19,659	19,997	23,509	128,145				
Change (No.)	964	291	380	386	454	2,475				
Change (%)	1.97%	1.97%	1.97%	1.97%	1.97%	1.97%				

Figure 2.2: Population Projections – HGI Scenario

			Zone			
Year	1	2	3	4	5	Total
2020	49,417	14,917	19,464	19,798	23,275	126,872
2021	49,716	15,007	19,582	19,918	23,416	127,640
2022	50,016	15,098	19,700	20,038	23,557	128,408
2023	50,315	15,188	19,818	20,158	23,698	129,176
2024	50,614	15,278	19,935	20,278	23,839	129,944
2025	50,913	15,369	20,053	20,397	23,980	130,712
2026	51,212	15,459	20,171	20,517	24,121	131,480
2027	51,511	15,549	20,289	20,637	24,262	132,247
2028	51,810	15,639	20,407	20,757	24,402	133,015
2029	52,109	15,730	20,524	20,877	24,543	133,783
2030	52,408	15,820	20,642	20,997	24,684	134,551
Change (No.)	2,991	903	1,178	1,198	1,409	7,679
Change (%)	6.05%	6.05%	6.05%	6.05%	6.05%	6.05%



# 3.0 Base Expenditure Updates

## **Background**

- 3.1 Having established the population base for the two scenarios to be modelled, we now consider the expenditure per annum to be attributed to those populations.
- 3.2 Our original study was modelled on census-based local expenditure data provided by Experian, using their Micromarketer software system. This data is derived from 2011 census data and is updated by local surveys carried out by Experian, which enable small-area socio-economic output data at postcode level. At the time of our original study, this data was projected forward using Experian's Retail Planner Briefing Note 14 (November 2016). The Experian Retail Planner Note series considers a range of areas for economic forecasting in retail, including expenditure growth rates, special forms of trading (predominantly internet spend forecasting) and sales efficiency forecasts for existing floorspace.
- 3.3 A number of important expenditure inputs have changed over the period since November 2016, and the latest Experian Retail Planner Briefing Note 17 (February 2020) reflects a considerably different economic and social landscape in the retail sector. We examine these changes below.

#### **Inputs to the Expenditure Forecasts**

- 3.4 Experian remains a robust source of such data and is widely used for forecasting retail capacity across the industry. Therefore, in keeping with the methodology employed in the original study, we have updated each of the following:
  - a) Expenditure per capita for each Zone (derived from Experian Micromarketer reports, September 2019);
  - b) Expenditure growth rates (Appendix 3, Figure 6, Experian Retail Planner Briefing Note 17, February 2020);
  - Special forms of trading (Appendix 3, Figure 5, Experian Retail Planner Briefing Note 17, February 2020);
  - d) Sales efficiencies (Table 4a, Experian Retail Planner Briefing Note 17, February 2020); and



- e) Sales densities for individual retailers (updated by Nexus Planning, 2020).
- 3.5 In regard to these inputs, there have been some notable changes since the publication of the original study in 2017. Retail Planner Note 17 sets out the following headlines:

#### Key points from this year's report:

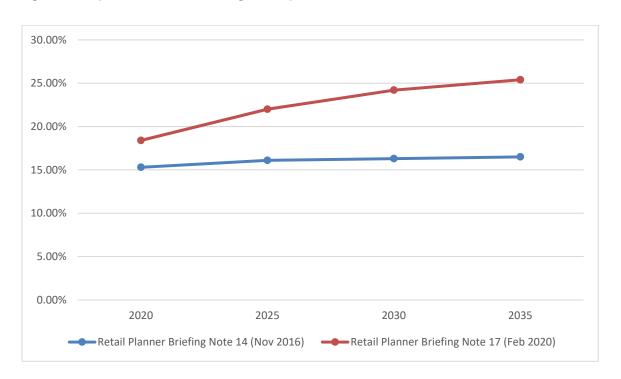
- The economy will remain on a slower growth path this year, due to lingering uncertainty during the Brexit transition period and a sluggish global economy;
- the medium/long term outlook for GDP is unchanged, with growth expected to remain below historic averages due to slower population rises and productivity;
- overall retail sales projections are little changed from last year, but the medium term outlook for special forms of trading (SFT) spending has been revised higher;
- prospects for retail floorspace have been revised down in line with stronger projections for sales efficiency and on-line sales.
- 3.6 This summary describes the position over the past 12 months. The shift since the publication of Retail Planner Briefing Note 14 in 2016 is even more marked. In summary terms, there has been a substantial increase in the projected impact of special forms of trading (largely, the internet) over the period to 2030, whilst forecast growth rates have slowed significantly, particularly in comparison goods. In Figures 3.1 to 3.4 below, we set out the 'before' and 'after' figures in both cases, relative to the published versions of Experian's Retail Planner Briefing Notes 14 (November 2016) and 17 (February 2020).
- 3.7 Figures 3.1 and 3.2 highlight the differences in **special forms of trading**, derived from Appendix 3, Figure 5 of the Retail Planner. The Figures show that the impact of internet spending is considerably higher than was forecast as relatively recently as 2016, and that spending online is now forecast to grow at a faster rate than was previously forecast. The differences are most pronounced in comparison goods spending, which was previously forecast to begin to 'flat-line' at around 2030, but which is now forecast to continue growing to 2035 and beyond.
- 3.8 When we model capacities, we deduct for Special Forms of Trading at the start of that process. Therefore, the effect of these revised forecasts for capacity assessment, is that there is less money now forecast to be available for spending at bricks and mortar stores into the future. We explore how this affects Fermanagh & Omagh in Section 4.







Figure 3.2: Special Forms of Trading – Comparison Goods





3.9 Figures 3.3 and 3.4 set out the differences in **expenditure growth rates**. This is the spend on convenience and comparison goods over the period to 2035 (adjusted for Special forms of Trading). These are the figures recommended for use by Experian when calculating the future demand for retail space (Appendix 3, Figure 6).

Figure 3.3: Expenditure Growth Rates – Convenience Goods

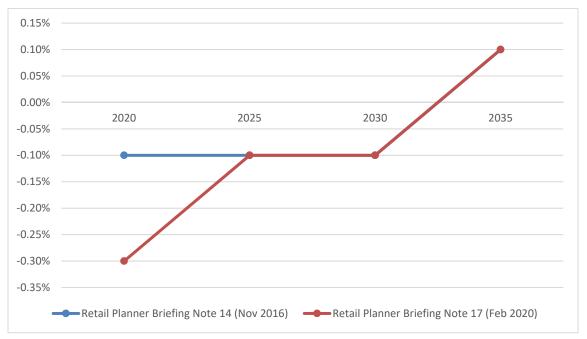


Figure 3.4: Expenditure Growth Rates - Comparison Goods





- 3.10 Figure 3.3 shows that convenience goods growth forecasts remain broadly similar to 2016 levels, with marginal negative growth forecast until 2030.
- 3.11 Figure 3.4 shows that there has been a marked difference though in comparison goods forecasting. Whilst growth is positive at every year, the rate of growth has slowed significantly. Experian note that this is a factor of relatively sluggish incomes growth, coupled with a weakening globalisation effect on the prices of electronics and clothing.
- 3.12 The final input to take account of is <u>retail sales efficiencies</u>. This is a measure of the rate at which existing floorspace is forecast to benefit from consumer spending. Experian explain in Retail Planner 17 that there is likely to be a marked increase in sales efficiencies, particularly in the comparison goods sector. They comment as follows at Page 17:

Sales densities for comparison stores are expected to continue rising at a strong pace over the medium term. Budgetary challenges from rising costs and tight margins will continue to drive retailers to seek floor space efficiencies. Redevelopment of existing floorspace and new technology is assisting this trend. Lacklustre demand for retail property, stubborn levels of vacant units and lull in retail construction point to limited prospects for expansion in retail floorspace over the next few years. These results reflect national trends and there will be marked differences between local areas.

3.13 As a result, there has been a significant increase in forecast sales efficiencies since Retail Planner 14 in 2016. We summarise those changes in Figures 3.5 and 3.6 below. These rates take effect when we consider the rate of sales density growth in existing floorspace, as we explain in Section 4.



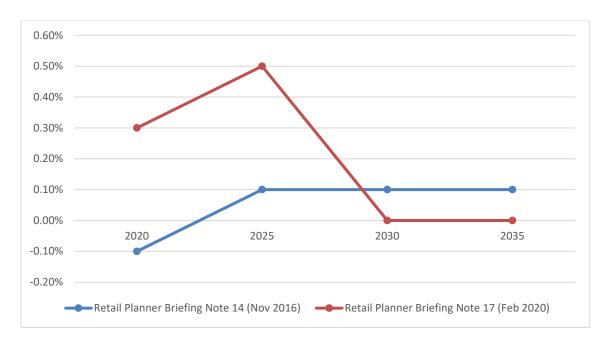
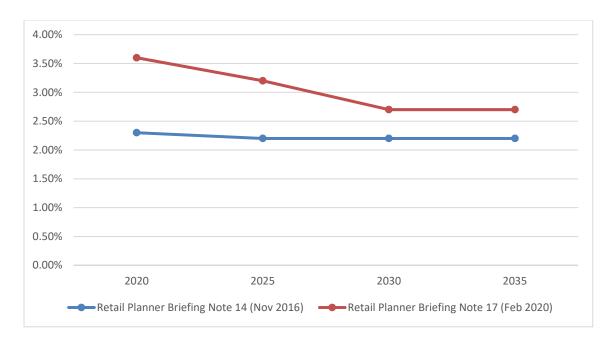


Figure 3.5: Sales Efficiency Rates – Convenience Goods





3.14 In light of the foregoing, the convenience and comparison goods per capita expenditure forecasts for the Study Area have materially changed between 2016-2020. We set out in Figures 3.7 and 3.8 the



relative positions in terms of spend in each of the Zones. These figures are extrapolated from Tables 1 and 7b of Appendices A and B of this report.

Figure 3.7: Convenience Goods Expenditure per Capita (Both Population Scenarios)

	Convenience Goods Expenditure Per Capita (Excluding SFT)										
	Original Study (2017)	Update Study (2020)	Original Study (2017)	Update Study (2020)	Original Study (2017)	Update Study (2020)					
Zone	20	20	20	25	203	30					
1	£2,017	£2,281	£2,004	£2,267	£2,006	£2,260					
2	£2,086	£2,266	£2,072	£2,252	£2,074	£2,246					
3	£2,189	£2,259	£2,175	£2,245	£2,177	£2,239					
4	£2,080	£2,377	£2,067	£2,363	£2,069	£2,355					
5	£2,241	£2,240	£2,227	£2,226	£2,229	£2,219					

3.15 Figure 3.7 shows that per capita spend in Zones 1-4 has increased at like-for-like dates since the 2017 Study, and has remained similar in Zone 5. Notwithstanding the fact that we now deduct higher levels of Special Forms of Trading (see Figure 3.1), this is a result of the Micromarketer surveys showing a significant uplift in per capita spending at the start date in Zones 1-4. By way of example, residents in Zone 1 (the Omagh area) were surveyed to spend around £250 more per annum on convenience goods in 2019 than they were when surveyed in 2016.



Figure 3.8: Comparison Goods Expenditure per Capita (Both Population Scenarios)

Comparison Goods Expenditure Per Capita (Excluding SFT)									
	Original Study (2017)	Update Study (2020)	Original Study (2017)	Update Study (2020)	Original Study (2017)	Update Study (2020)			
Zone	20	20	20	25	203	30			
1	£2,944	£2,752	£3,394	£3,084	£3,964	£3,489			
2	£2,875	£2,581	£3,314	£2,891	£3,870	£3,271			
3	£2,988	£2,538	£3,444	£2,844	£4,022	£3,217			
4	£2,968	£2,711	£3,422	£3,038	£3,996	£3,437			
5	£3,290	£2,656	£3,792	£2,976	£4,429	£3,367			

3.16 Figure 3.8 shows that there is a significant reduction in comparison goods forecasts across all five Zones. This is a product of the range of factors discussed in this Section, most notably the forecast increase in Special Forms of Trading, and the forecast reduction in year-on-year expenditure growth rates.



# 4.0 Retail Capacity Assessment Update

#### Introduction

- 4.1 As previously described, the market share information derived from the 2016 household surveys is reutilised in our assessment and there are no changes to the information derived from those surveys (as described in Section 5 of the original Study). The alterations to the population and expenditure data described in Section 2 and 3 of this report do though follow through to our revised capacity findings.
- 4.2 In addition, and to reflect the passing of time, we have also updated our assessment of 'commitments' (i.e. permitted and/or not yet constructed developments), as well as 'inflow' (i.e. that proportion of trade which flows into the Study Area from beyond the Study Area).
- 4.3 Ultimately, we bring together each of these aspects to produce a revised capacity assessment for both convenience and comparison goods in the District to 2030. The figures should substitute for those set out in Section 6 of our original study.

#### **Commitments**

- 4.4 The Council has advised us of the following key changes to the assumptions made in the 2017 Study. Each of these are summarised in more detail in Appendices A and B:
  - a) Former Thompson Feed Yard, Holyhill Link Road this scheme has commenced to foundations stage, and so remains an extant commitment.
  - b) Lands located between Derry Road and the Strule River, Omagh this scheme has commenced, and so remains an extant commitment.
  - c) Lands east of Mountjoy Road, Omagh following the grant of planning permission LA10/2018/0668/F, this permission remains extant until September 2022.
  - d) Land bounded by Great Northern Road, Thornville Park, Omagh the outline permission on this site remains extant until July 2021.
  - e) Holyhill link Road, Enniskillen this scheme has commenced to foundations stage, and so remains an extant commitment. We have been advised that the comparison goods floorspace



originally advised of 403 sq m was incorrect, and should have been 4,250 sq m net.

## Inflow

- 4.5 In our original study we made various assumptions on the inflow of spend from beyond the Study Area. Our survey work highlighted that this predominantly related to Enniskillen, which our survey of 100 households in the Republic of Ireland highlighted to be the main recipient of cross-border trade. We estimated that the major facilities in Enniskillen would derive approximately 10% of trade from beyond the Study Area. This was based on the various market share assessments set out in Appendix D to the original study. For example, Table 3 showed that 9.2% of people within the Republic Zone (Zone 6) carried out their main food shopping at the Asda and Tesco stores in Enniskillen, whilst Table 9 showed that 15.2% of people from the Republic Zone carried out their clothing and footwear shopping in Enniskillen Town Centre.
- 4.6 We described our estimate of 10% as 'conservative' in our original assessment (Paragraph 6.17), and have therefore taken the opportunity to update our assessment to account for the passing of time, and the gathering of further evidence. In the period since our original study, we have gone on to work for five other Local Authorities in Northern Ireland, and have therefore built up a significant evidence base of survey work in terms of cross-border trade. Most notably, we have recently worked with Newry, Mourne and Down Council to examine the level of cross-border trade to larger towns such as Newry. Accordingly, and based on the further evidence gathered, we now consider it sensible to adopt an increased assumption of 15% 'inflow' to comparison goods facilities in Enniskillen from areas outside the Study Area. This is in keeping with the same evidence-based assumption we have made for Newry. This revised assumption is applied to Table 25 of Appendix A and B to this report.

#### **Convenience and Comparison Goods Capacity**

- 4.7 Based on all of the foregoing, we set out below the resultant updated capacity assessments for convenience goods and comparison goods across the District. Our updated assessments are included at **Appendix A (NISRA population basis)** and **Appendix B (HGI population basis)** to this report.
- 4.8 To re-iterate the text from our original study, we consider both a 'minimum' and a 'maximum' figure in each case. These figures are derived from appropriate average sales densities for convenience and comparison goods retail, as detailed fully in the notes to each table. By providing a range, we provide with the authority with a broad assessment of capacity at either end of the spectrum. By way of



example, the minimum convenience goods capacities are based on an assumption that all of the expenditure is operated by a 'big 4' supermarket retailer, whilst the maximum capacity assumes that half of the expenditure is operated by a wider range of retailers including discount retailers.

## The 'NISRA Population Scenario'

4.9 We summarise in Figures 4.1 and 4.2 the convenience and comparison goods capacities under the NISRA base population scenario. The full results are contained at **Appendix A**.

Figure 4.1: Spatial Convenience Goods Capacity (NISRA)

Net q	uantitative capacity for a	dditional conve	nience goods flo	orspace in Fern	nanagh & Om	agh
Year	Area	Surplus Expenditure	Commitments	Residual Expenditure	-	e Capacity n net)
		(£m)	(£m)	(£m)	Min	Max
	Enniskillen	30.0	16.0	14.0	1,100	1,300
2020	Omagh	25.0	84.3	-59.3	-4,600	-5,700
2020	Rest of the District	-0.8	0.0	-0.8	-100	-100
	District Total	54.2	100.3	-46.1	-3,600	-4,400
	Enniskillen	30.0	16.1	13.9	1,100	1,300
2025	Omagh	25.0	84.7	-59.7	-4,600	-5,700
2025	Rest of the District	-0.9	0.0	-0.9	-100	-100
	District Total	54.2	100.8	-46.7	-3,600	-4,500
	Enniskillen	30.5	16.1	14.4	1,100	1,400
2020	Omagh	25.4	84.7	-59.3	-4,600	-5,700
2030	Rest of the District	-0.7	0.0	-0.7	-100	-100
	District Total	55.3	100.8	-45.5	-3,500	-4,400

Source: Tables 6d, 6h, 6l, 6p, Appendix A



Figure 4.2: Spatial Comparison Goods Capacity (NISRA)

Net quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh									
Year	Area	Surplus Expenditure	Commitments	Residual Expenditure	-	e Capacity n net)			
		(£m)	(£m)	(£m)	Min	Max			
	Enniskillen	0.0	26.0	-26.0	-4,400	-6,900			
2020	Omagh	0.0	10.9	-10.9	-1,800	-2,900			
2020	Rest of the District	0.0	0.0	0.0	0	0			
	District Total	0.0	36.9	-36.9	-6,200	-9,800			
	Enniskillen	-6.8	30.6	-37.3	-5,400	-8,500			
2025	Omagh	-5.6	12.8	-18.3	-2,600	-4,200			
2025	Rest of the District	-1.0	0.0	-1.0	-100	-200			
	District Total	-13.2	43.3	-56.5	-8,200	-12,800			
	Enniskillen	-9.4	35.1	-44.4	-5,600	-8,800			
2020	Omagh	-7.7	14.7	-22.4	-2,800	-4,400			
2030	Rest of the District	-1.4	0.0	-1.4	-200	-300			
	District Total	-18.3	49.8	-68.1	-8,500	-13,400			

Source: Tables 26d, 26h, 26l, 26p, Appendix A

- 4.10 Our updated assessment under the NISRA population scenario shows that there are now significant district-wide negative capacities for both convenience and comparison goods. This is a product of the macro-economic circumstances discussed in Section 3, as well as the number of large retail commitments which remain extant in the District.
- 4.11 The results show that there is a small surplus in convenience goods spending in Enniskillen over the period 2020-2030.

#### The 'HGI Population Scenario'

4.12 We summarise in Figures 4.3 and 4.4 the forecast convenience and comparison goods capacities under the HGI population scenario. The full results are contained at **Appendix B**.



Figure 4.3: Spatial Convenience Goods Capacity (HGI)

Net q	Net quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh								
Year	Area	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace (sq m	e Capacity net)			
		(£m)	(£m)	(£m)	Min	Max			
	Enniskillen	31.0	16.0	15.0	1,200	1,400			
2020	Omagh	25.7	84.3	-58.7	-4,600	-5,600			
2020	Rest of the District	-0.5	0.0	-0.5	0	-100			
	District Total	56.1	100.3	-44.2	-3,400	-4,300			
	Enniskillen	33.1	16.1	17.1	1,300	1,600			
2025	Omagh	27.4	84.7	-57.3	-4,500	-5,500			
2025	Rest of the District	0.5	0.0	0.5	0	0			
	District Total	61.1	100.8	-39.7	-3,100	-3,800			
	Enniskillen	36.3	16.1	20.3	1,600	1,900			
2030	Omagh	30.1	84.7	-54.6	-4,200	-5,300			
2030	Rest of the District	2.2	0.0	2.2	200	200			
	District Total	68.6	100.8	-32.2	-2,500	-3,100			

Source: Tables 6d, 6h, 6l, 6p, Appendix B



Figure 4.4: Spatial Comparison Goods Capacity (HGI)

Net q	Net quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh								
Year	Area	Surplus Expenditure	Commitments	Residual Expenditure	Floorspac (sq m	e Capacity n net)			
		(£m)	(£m)	(£m)	Min	Max			
	Enniskillen	0.0	26.0	-26.0	-4,400	-6,900			
2020	Omagh	0.0	10.9	-10.9	-1,800	-2,900			
2020	Rest of the District	0.0	0.0	0.0	0	0			
	District Total	0.0	36.9	-36.9	-6,200	-9,800			
	Enniskillen	-3.6	30.6	-34.1	-4,900	-7,700			
2025	Omagh	-2.9	12.8	-15.6	-2,300	-3,500			
2025	Rest of the District	-0.5	0.0	-0.5	-100	-100			
	District Total	-6.8	43.3	-50.1	-7,200	-11,400			
	Enniskillen	-0.9	35.1	-36.0	-4,500	-7,100			
2030	Omagh	-0.7	14.7	-15.3	-1,900	-3,000			
2030	Rest of the District	-0.1	0.0	-0.1	0	0			
	District Total	-1.5	49.8	-51.3	-6,400	-10,100			

Source: Tables 26d, 26h, 26l, 26p, Appendix B

- 4.13 Notwithstanding the higher population growth forecasts, the results for the HGI population scenario also illustrates that macro-economic circumstances coupled with the large existing retail commitments in the system mean that there is no demonstrable capacity for new convenience or comparison goods across the District through until 2030 and beyond.
- 4.14 The results do show though that there are small convenience goods surpluses in areas other than Omagh, in the period to 2030.

#### Summary

4.15 Having taken account of necessary updates to the population, expenditure and commitments data within Fermanagh & Omagh District, we have set out in this section our updated convenience and



comparison goods capacities for the two alternative population scenarios. It is likely that the 'HGI scenario' will be the preferred approach of the two, as this most closely reflects the likely on-the-ground changes to housebuilding in the District.

- 4.16 That scenario shows that there is no material capacity for comparison goods through until 2030 and beyond. There are a large number of comparisons' goods commitments, each of which we are informed by the Council have been 'commenced' meaning that they should rightly be treated as commitments. The impact of these as yet un-built approvals, is that they more than wipe out any expenditure headroom emerging over the Plan period.
- 4.17 There is a small amount of identifiable convenience goods expenditure headroom, largely as a result of the over-trade position of existing stores. This is not sizable though, at up to c1,900 sq m of floorspace in Enniskillen and up to 200 sq m elsewhere in the District (outside Omagh).
- 4.18 The results show that pipeline commitments in Omagh significantly exceed likely available expenditure in terms of both convenience and comparison goods. The Council should be wary of granting further planning permissions for new non-central floorspace in the District as a whole, and particularly in Omagh.
- 4.19 On this basis, we would recommend that the Council should not seek to allocate any non-central retail floorspace in its emerging Plan, and should be cognisant of the potential impact on existing facilities when determining non-central planning applications for additional retail floorspace over the Plan period.





# Fermanagh & Omagh Retail Needs Assessment – Update 2020

On behalf of Fermanagh & Omagh District Council

March 2020

## **APPENDIX A - NISRA POPULATION BASIS**

Fermanagh & Omagh Retail and Leisure Centre Study - Update 2020 Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone					Per capita ex Conve	penditure (£)	
Zone	2020	2025	2030	<b>2018</b> inc SfT	2020	2025	2030
1	48,949	49,560	49,913	2,415	2,281	2,267	2,260
2	14,776	14,960	15,067	2,399	2,266	2,252	2,246
3	19,280	19,520	19,659	2,392	2,259	2,245	2,239
4	19,611	19,855	19,997	2,516	2,377	2,363	2,355
5	23,055	23,343	23,509	2,371	2,240	2,226	2,219
Total	125,670	127,238	128,145				

#### Notes:

- a. Per capita expenditure derived from Experian MMG3 data (2019 report)
- b. 2016 base population for each zone derived from Experian MMG3 data (2019 report). Projected forward to 2030 using NISRA data for Fermanagh & Omagh District.
- c. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17 (February 2020)
- d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Annex 3 of Experian Retail Planner Briefing Note 17 (February 2020)

# Fermanagh & Omagh Retail and Leisure Centre Study - Update 2020 Nexus Planning

Table 2a: Total convenience goods expenditure available

Zone	Expendit	Growth (£m) Convenience			
	2020	2020-2025	2020-2030		
1	111.6	112.4	112.8	112.4	112.8
2	33.5	33.7	33.8	33.7	33.8
3	43.6	43.8	44.0	43.8	44.0
4	46.6	46.9	47.1	46.9	47.1
5	51.6	52.0	52.2	52.0	52.2
Total	286.9	288.8	289.9	288.8	289.9

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m) Convenience (2020)						
	Main	Top-up	Total				
1	85.8	25.9	111.6				
2	25.5	8.0	33.5				
3	34.4	9.2	43.6				
4	35.9	10.7	46.6				
5	39.9	11.7	51.6				
Total	221.5	65.4	286.9				

#### **Notes**

- a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- b. Ratio of main food shopping to top-up food shopping per zone derived directly from NEMS Household Survey (October 2016)

#### Table 3: Convenience goods shopping patterns

Destination Study Area	Total Main food (%)	(Z1-5) Top-up (%)	Zon Main food (%)		Zon Main food (%)	e 2 Top-up (%)	Zon Main food (%)	e 3 Top-up (%)	Zon Main food (%)	e 4 Top-up (%)	Zone Main food (%)	5 Top-up (%)
Zone 1   Omagh Omagh Town Centre Asda, Dromore Road, Omagh	22.5	1.6	49.3	4.2	28.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	3.9	1.0	9.4	2.4	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, James Street, Meetinghouse Hill, Omagh	1.9	1.8	3.7	4.0	3.6	1.5	0.0	0.0	0.0		0.0	0.0
Supervalu, Market Street, Omagh Marks & Spencer, Showgrounds Retail Park, Omagh liceland, Kelvin Road, Omagh	2.0	1.5	4.5	3.3	2.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0
	1.2	1.3	3.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.9	1.6	1.9	4.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Omagh Omagh Edge-of-Centre	2.9	11.7 4.0	7.1 3.9	28.7 9.0	0.0	3.1	1.0 0.0	0.0	0.0	0.0	0.0	0.0
Spar, Anderson Gardens, Omagh  Others  Costcutter, Main Street, Sixmilecross	0.0	0.7	0.0	1.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Sixmilecross Eurospar, Fintona Supervalu, Fintona	0.0	1.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	1.8	2.4	4.1	4.0	1.7	6.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Fintona	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Newtownstewart	0.8	2.1	1.9	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Newtownstewart Local Shops, Beragh Local Shops, Carrickmore	0.0	1.5	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	1.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.3	1.1	0.9	2.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Local Shops, Gortin Local Shops, Seskinore	0.0	1.3 0.5	0.0	3.3 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	0.0
Sub Total  Zone 2   Irvinestown	39.7	37.2	89.9	88.2	39.9	17.7	1.8	1.1	0.0	0.0	0.0	0.0
Centra, Main Street, Irvinestown	0.0	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Irvinestown	1.4	2.7	0.0	0.0	12.6	20.8	0.0	0.0	0.0	1.0	0.0	0.0
Nisa, Main Street, Trillick	0.5	0.7	0.0	0.0	4.5	5.8	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Trillick Costcutter, Main Street, Trillick	0.1 0.0	0.9 0.2	0.0	0.0	0.9 0.0	7.7 1.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Trillick Spar, Main Street, Dromore Local Shops, Dromore	0.1	0.4	0.0	0.0	0.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.4	1.8	0.0	0.0	3.8	13.1	0.0	0.0	0.0	1.0	0.0	0.0
	0.0	0.5	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Ederney Costcutter, Mian Street, Kesh	0.1 0.1	0.7 0.6	0.0 0.0	0.0 0.0	1.0 1.0	5.3 4.7	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0
Local Shops, Kesh Sub Total	0.0 2.8	0.6 9.2	0.0	0.0	0.0 <b>24.5</b>	5.0 <b>72.9</b>	0.0 <b>0.0</b>	0.0 <b>0.0</b>	0.0 <b>0.0</b>	0.0 <b>2.0</b>	0.0 <b>0.0</b>	0.0 <b>0.0</b>
Zone 3   Lisnaskea Lidi, Main Street, Lisnaskea Costcutter, Main Street, Lisnaskea	1.8 0.3	1.1 0.0	0.0	0.0	0.0	0.0	10.7 2.0	7.9 0.0	0.9	0.0	0.0	0.0
Spar, Main Street, Lisnaskea	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Local shops, Linnaskea	0.4	3.3	0.0	0.0	0.0	1.5	2.6	21.3	0.0	1.1	0.0	0.0
Spar, Main Street, Fivemiletown	1.6	1.9	0.0	0.0	0.9	0.0	9.7	13.9	0.0	0.0	0.0	0.0
Co-op, Main Street, Fiverniletown	0.6	0.8	0.0	0.0	0.0	0.0	3.8	5.8	0.0	0.0	0.0	0.0
Local shops, Fiverniletown	0.0	0.8	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0
Costcutter, Dernawilt Road, Rosslea	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Spar, Main Street, Rosslea	0.2	0.6	0.0	0.0	0.0	0.0	1.4	4.5	0.0	0.0	0.0	0.0
Local shops, Rosslea	0.2	0.5	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.9	0.0
Supervalu, Clones Road, Newtownbutler	0.8	1.9	0.0	0.0	0.0	0.0	4.9	8.3	0.0	0.0	0.0	3.9
Local shops, Newtownbutler	0.3	0.7	0.0	1.4	0.0	0.0	1.9	1.0	0.0	0.0	0.0	0.0
Local shops, Brookeborough	0.1	0.5	0.0	0.0	0.0	0.0	0.9	3.9	0.0	0.0	0.0	0.0
Local shops, Maguiresbridge	0.1	0.3	0.0	0.0	0.0	0.0	0.9	2.4	0.0	0.0	0.0	0.0
Sub Total  Zone 4   Enniskillen East	6.6	12.7	0.0	1.4	0.9	1.5	39.7	79.3	0.9	1.1	0.9	3.9
Enniskillen Town Centre Dunnes Stores, Fairgreen Shopping Centre, Enniskillen Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	1.3 2.4	0.7 1.6	0.0	0.0	1.9 2.8	0.0 1.4	2.3 3.2	0.0	3.5 3.7	1.8 5.5	1.1 5.5	2.0 2.8
Marks & Spencer, Erneside Shopping Centre, Enniskillen Local shops, Enniskillen Enniskillen Edge-of-Centre	0.4 1.0	1.4 10.8	0.0	0.0	0.0 0.0	1.4 0.0	0.9 1.0	0.0 6.2	0.0 3.0	3.9 32.7	1.7 2.0	3.2 25.6
Asda, Derrychara Road, Enniskillen Tesco, Derrychara Link, Enniskillen Others	20.4 16.3	5.7 3.2	0.0 1.0	0.0 0.0	14.9 13.4	1.5 0.0	26.8 16.2	4.0 2.1	45.6 36.3	12.4 14.5	39.7 33.3	16.3 2.8
Centra, Main Street, Ballinamallard	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Spar, Main Street, Ballinamallard	0.4	0.7	0.0	0.0	0.0	1.5	0.0	0.0	2.6	3.2	0.0	0.0
Local shops, Ballinamallard	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Spar, Coa Road, Chanterhill Spar, Main Street, Lisbellaw Local shops, Lisbellaw	0.2	0.6	0.0	0.0	0.8	0.0	0.0	0.0	0.8	3.4	0.0	0.0
	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0
	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0
Local shops, Lisnarick	0.0	0.3	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Tempo	0.1	0.9	0.0	0.0	0.0	0.0	0.9	0.0	0.0	5.4	0.0	0.0
Sub Total	42.6	<b>27.4</b>	1.0	<b>0.0</b>	33.8	<b>8.0</b>	<b>51.1</b>	12.3	95.3	93.4	83.2	<b>52.7</b>
Zone 5   Enniskillen West   Iceland, Shore Road, Enniskillen											i	
Spar, Sligo Road, Enniskillen Costcutter, Derrylin Road, Bellanaleck	0.8 0.0 0.0	0.4 2.9 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	2.9 0.0 0.0	0.9 0.0 0.0	1.8 0.0 0.0	1.6 16.1 1.7
Local shops, Bellanaleck Centra, Main Street, Belleek Local shops, Belleek	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	4.5
Spar, Main Street, Belcoo Local shops, Belcoo Spar, Knockaraven, Garrison Spar, Rossorry Church Road, Craigville	0.0 0.2 1.0	0.6 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 0.9 5.7	2.0 0.0 6.9
Local shops, Derrygonnelly Local shops, Letterbreen	0.2 0.0 0.1	0.5 0.8 0.0 <b>7.9</b>	0.0 0.0 0.0 0.0	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.0	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.9	0.0 0.0 0.0 2.4	0.9 0.0 0.0	3.0 4.5 0.0 41.9
Sub Total   Fermanagh & Omagh District	94.9	94.4	90.9	89.6	99.1	100.0	0.0 92.5	92.8	3.8 100.0	98.9	14.4 98.4	98.5
Zone 6   ROI Aldi (ROI), Cranmore Lane, Sligo Aldi (ROI), Donegal Shopping Centre, Donegal Town	0.0	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 (ROI), Dublin Road, Cavan	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Lidi (ROI), Cranmore Road, Sligo	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidi (ROI), Station Road, Bundoran	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Ballisodare 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
Supervalu (ROI), Donegal Shopping Centre, Donegal town	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Supervalu (ROI), Fermanagh Street, Clones	0.4	0.2	0.0	0.0	0.0	0.0	2.3	1.7	0.0	0.0	0.0	0.0
Supervalu (ROI), Grange Village	0.2	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	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 (ROI), Main Street / Pearce Street, Cavan Town	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 (ROI), New Line Road, Ballinamore Tesco (ROI), O'Connell Street, Sligo Local shops (ROI), Ballinamore	0.0	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	0.8	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
Local shops (ROI), Ballisodare	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Local shops (ROI), Ballyconnell	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 (ROI), Betlurbet	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 (ROI), Bundoran	0.0	0.8	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Local shops (ROI), Cavan	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Local shops (ROI), Dengal town	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 (ROI), Grange village Local shops (ROI), Silgo Sub Total	0.0 0.0 1.2	0.0 0.0 <b>1.4</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>1.3</b>	0.0 0.0 <b>0.9</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>5.2</b>	0.0 0.0 <b>4.4</b>	0.0 0.0 <b>0.0</b>	0.0 0.0	0.0 0.0 <b>1.6</b>	0.0 0.0 <b>1.6</b>
Sub Total   Study Area	96.1	95.9	90.9	91.0	100.0	100.0	97.7	97.2	100.0	98.9	100.0	100.0
Destination	Main food		Zon Main food		Zon Main food		Zon Main food		Zon Main food		Zono Main food	
Outside Study Area Outside Study Area, Other	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Asda, Branch Road, Strabane	1.2	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Ballygawley Road, Dungannon	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Orritor Retail Park, Cookstown	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, Railway Street, Strabane	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, Scotch Street, Dungannon	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 (ROI), Letterkenny Roundabout, Letterkenny	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, John Street, Dungannon	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Square Retail Park, Molesworth Street, Cookstown	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Local shops (ROI), Ballymote	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Local shops (ROI), Carrick on Shannon	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 (ROI), Monaghan	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, Aughnacloy	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, Claudy	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Local shops, Clogher	0.1	0.2	0.0	0.0	0.0	0.0	1.0	1.2	0.0	0.0	0.0	0.0
Local shops, Cookstown Local shops, Draperstown Local shops, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.4	0.6	0.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.5	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Greencastle (ROI)	0.0	0.8	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Maghera	0.4	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Magherafelt	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, Strabane	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Simply Food, Orritor Road Retail Park, Cookstown	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Strand Road, Londonderry	0.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Ballymote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Lord Edward Street, Ballymote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu, Main Street, Strabane Supervalu, Moore Street, Aughnacloy Tesco (ROI) Metro, Dawson Street, Monaghan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	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 (ROI), Dublin Road, Carrick on Shannon Tesco, Ballyronan Road, Magherafelt Tesco, Beech Valley, Dungannon	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	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, Dritor Road, Cookstown Sub Total	0.8 3.9	0.0 0.0 <b>4.2</b>	1.9 9.2	0.0 0.0 9.1	0.0 0.0	0.0 0.0	0.0 2.3	0.0 0.0 <b>2.9</b>	0.0 0.0	0.0 0.0 1.1	0.0 0.0	0.0 0.0
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
c. Excludes 'don't knowlvaries', markets and internet sales

#### Table 4: Convenience goods shopping patterns

Destination Study Area	Main food (£m)	tal Top-up (£m)	Zor Main food (£m)	ne 1 Top-up (£m)	Zon Main food (£m)	ne 2 Top-up (£m)	Zor Main food (£m)	ne 3 Top-up (£m)	Zor Main food (£m)	ne 4 Top-up (£m)	Zor Main food (£m)	ne 5 Top- (£n
Cone 1   Omagh  Omagh Town Centre  Asda, Dromore Road, Omagh	49.9	1.1	42.3	1.1	7.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh idl, James Street, Meetinghouse Hill, Omagh	8.7 4.1	0.6 1.2	8.0 3.2	0.6 1.0	0.7 0.9	0.0 0.1	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0
Supervalu, Market Street, Omagh Marks & Spencer, Showgrounds Retail Park, Omagh celand, Kelvin Road, Omagh	4.5 2.6 1.9	1.0 0.9 1.1	3.9 2.6 1.7	0.9 0.9 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 0.0	0.0 0.0 0.0	0.0
ocal Shops, Omagh Omagh Edge-of-Centre	6.4	7.7	6.1	7.4	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0
ipar, Anderson Gardens, Omagh Dthers Costcutter, Main Street, Sixmilecross	0.0	2.6 0.4	0.0	2.3 0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
ocal Shops, Sixmilecross urospar, Fintona	0.0 0.0	0.7 0.3	0.0 0.0	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
Supervalu, Fintona ocal Shops, Fintona Spar, Newtownstewart	4.0 0.0 1.7	1.6 0.3 1.4	3.5 0.0 1.7	1.0 0.3 1.4	0.4 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
ocal Shops, Newtownstewart ocal Shops, Beragh	0.0 0.0	1.0 0.7	0.0 0.0	1.0 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
ocal Shops, Carrickmore ocal Shops, Gortin ocal Shops, Seskinore	0.7 0.0 0.0	0.7 0.8 0.3	0.7 0.0 0.0	0.6 0.8 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 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
ocal Stops, Seskillore Sub Total	87.9	24.3	77.1	22.8	10.2	1.4	0.6	0.1	0.0	0.0	0.0	0.0
Cone 2   Irvinestown Centra, Main Street, Irvinestown	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
ocal Shops, Irvinestown Ilisa, Main Street, Trillick Spar, Main Street, Trillick	3.2 1.1 0.2	1.8 0.5 0.6	0.0 0.0 0.0	0.0 0.0 0.0	3.2 1.1 0.2	1.7 0.5 0.6	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
Costcutter, Main Street, Trillick ocal Shops, Trillick	0.0 0.2	0.1 0.2	0.0 0.0	0.0 0.0	0.0 0.2	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
Spar, Main Street, Dromore ocal Shops, Dromore ocal Shops, Ederney	1.0 0.0 0.2	1.2 0.3 0.4	0.0 0.0 0.0	0.0 0.0 0.0	1.0 0.0 0.2	1.1 0.3 0.4	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.
Costcutter, Mian Street, Kesh ocal Shops, Kesh	0.2 0.0	0.4 0.4	0.0	0.0 0.0	0.2 0.0	0.4 0.4	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0
one 3   Lisnaskea	6.2	6.1	0.0	0.0	6.2	5.8	0.0	0.0	0.0	0.2	0.0	0.
idl, Main Street, Lisnaskea Costcutter, Main Street, Lisnaskea Spar, Main Street, Lisnaskea	4.0 0.7 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	3.7 0.7 0.3	0.7 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
ocal shops, Linnaskea Spar, Main Street, Fivemiletown Co-op, Main Street, Fivemiletown	0.9 3.6 1.3	2.2 1.3 0.5	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 0.0	0.1 0.0 0.0	0.9 3.3 1.3	1.9 1.3 0.5	0.0 0.0 0.0	0.1 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0
ocal shops, Fivemiletown Costcutter, Dernawilt Road, Rosslea	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	0.5 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0. 0.
Spar, Main Street, Rosslea ocal shops, Rosslea Supervalu, Clones And, Newtownbutter	0.5 0.3 1.7	0.4 0.3 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	0.5 0.0 1.7	0.4 0.3 0.8	0.0 0.0	0.0 0.0	0.3 0.0	0. 0. 0.
ocal shops, Newtownbutler ocal shops, Brookeborough ocal shops, Maguiresbridge	0.7 0.3 0.3	0.5 0.4 0.2	0.0 0.0 0.0	0.4 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.7 0.3 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.
Oub Total  One 4   Enniskillen East	14.5	8.3	0.0	0.4	0.2	0.1	13.6	7.3	0.3	0.1	0.3	0.
Loniskillen Town Centre  Junnes Stores, Fairgreen Shopping Centre, Enniskillen  idl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	2.9 5.3	0.4 1.0	0.0	0.0 0.0	0.5 0.7	0.0 0.1	0.8 1.1	0.0 0.0	1.2 1.3	0.2 0.6	0.4 2.2	0. 0.
Marks & Spencer, Erneside Shopping Centre, Enniskillen ocal shops, Enniskillen	1.0 2.2	0.9 7.1	0.0 0.0	0.0 0.0	0.0 0.0	0.1 0.1 0.0	0.3 0.3	0.0 0.6	0.0 1.1	0.4 3.5	0.7 0.8	0.
nniskillen Edge-of-Centre Isda, Derrychara Road, Enniskillen resco, Derrychara Link, Enniskillen	45.2 36.1	3.7 2.1	0.0 0.9	0.0 0.0	3.8 3.4	0.1 0.0	9.2 5.6	0.4 0.2	16.4 13.0	1.3 1.6	15.8 13.3	1. 0.
<b>others</b> Centra, Main Street, Ballinamallard Spar, Main Street, Ballinamallard	0.0 0.9	0.2 0.5	0.0	0.0 0.0	0.0	0.0 0.1	0.0	0.0 0.0	0.0 0.9	0.2 0.3	0.0	0. 0.
ocal shops, Ballinamallard Spar, Coa Road, Chanterhill Spar, Main Street, Lisbellaw	0.0 0.5 0.0	0.1 0.4 0.3	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 0.3 0.0	0.1 0.4 0.3	0.0 0.0 0.0	0. 0. 0.
ocal shops, Lisbellaw ocal shops, Lisnarick ocal shops, Tempo	0.0 0.0 0.3	0.6 0.2 0.6	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 0.0 0.0	0.6 0.0 0.6	0.0 0.0 0.0	0. 0. 0.
sub Total	94.5	17.9	0.9	0.0	8.6	0.6	17.6	1.1	34.2	10.0	33.2	6.
<u>lone 5   Enniskillen West</u> celand, Shore Road, Enniskillen spar, Sligo Road, Enniskillen	1.8	0.3 1.9	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	1.1	0.1 0.0	0.7 0.0	0.
Costcutter, Derrylin Road, Bellanaleck ocal shops, Bellanaleck Centra, Main Street, Belleek	0.0 0.0 1.0	0.2 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 1.0	0. 0. 0.
ocal shops, Belleek par, Main Street, Belcoo .ocal shops, Belcoo	1.0 0.0 0.3	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	0.0 0.0 0.0	0.0 0.2 0.0	1.0 0.0 0.3	0. 0. 0.
par, Knockaraven, Garrison par, Rossorry Church Road, Craigville cocal shops, Derrygonnelly	2.3 0.4 0.0	0.8 0.3 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 0.0 0.0	2.3 0.4 0.0	0. 0. 0.
ocal shops, Letterbreen Sub Total	0.3 7.1	0.0 <b>5.2</b>	0.0 <b>0.0</b>	0.0 <b>0.0</b>	0.0 <b>0.0</b>	0.0 <b>0.0</b>	0.0	0.0 <b>0.0</b>	0.3 1.4	0.0 <b>0.3</b>	0.0 <b>5.7</b>	0. 4.
Sub Total   Fermanagh & Omagh District	210.2	61.8	77.9	23.2	25.2	8.0	31.8	8.5	35.9	10.6	39.3	11
ione 6   ROI Jidi (ROI), Cranmore Lane, Sligo Jidi (ROI), Donegal Shopping Centre, Donegal Town	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.
ıldi (ROI), Dublin Road, Cavan idi (ROI), Cranmore Road, Sligo idi (ROI), Station Road, Bundoran	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	0.0 0.0 0.0	0.3 0.0 0.0	0. 0.
Supervalu (ROI), Ballisodare town centre Supervalu (ROI), Donegal Shopping Centre, Donegal town Supervalu (ROI), Fermanagh Street, Clones	0.0 0.6 0.8	0.0 0.0 0.2	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 0.8	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.3 0.0	0. 0. 0.
Supervalu (ROI), Grange Village Supervalu (ROI), Realta Shopping Centre, Ballyconnell esco (ROI), Main Street / Pearce Street, Cavan Town	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	0.4 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.
esco (ROI), New Line Road, Ballinamore esco (ROI), O'Connell Street, Sligo	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 0.3	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.
.ocal shops (ROI), Ballinamore .ocal shops (ROI), Ballisodare .ocal shops (ROI), Ballyconnell	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 0.2 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0. 0. 0.
.ocal shops (ROI), Belturbet .ocal shops (ROI), Bundoran .ocal shops (ROI), Cavan	0.0 0.0 0.3	0.0 0.5 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 0.3	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.
ocal shops (ROI), Donegal town ocal shops (ROI), Grange village ocal shops (ROI), Sligo	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0. 0. 0.
Sub Total	2.6	0.9	0.0	0.3	0.2	0.0	1.8	0.4	0.0	0.0	0.6	0.
sub Total   Study Area	212.8 To	62.7 tal	77.9 Zor	23.5 ne 1	25.5 Zon	8.0 ie 2	33.6 Zor	8.9 ne 3	35.9 Zor	10.6 ne 4	39.9 Zor	11 ne 5
Destination Dutside Study Area	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top (£r
Judside Study Area, Other Asda, Branch Road, Strabane	2.6	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
sda, Sweep Road, Cookstown Costcutter, Ballygawley Road, Dungannon	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
celand, Orritor Retail Park, Cookstown, BT80 8BH celand, Railway Street, Strabane, BT82 8EF celand, Scotch Street, Dungannon BT70 1BD	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0. 0.
idl (ROI), Letterkenny Roundabout, Letterkenny idl, John Street, Dungannon	0.0	0.0 0.4	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.
idl, Station Square Retail Park, Molesworth Street, Cookstown ocal shops (ROI), Ballymote ocal shops (ROI), Carrick on Shannon	0.5 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	0.5 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.
ocal shops (ROI), Monaghan ocal shops, Aughnacloy	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0. 0.
ocal shops, Claudy ocal shops, Clogher	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 0.3	0.2 0.1	0.0	0.0 0.0	0.0 0.0	0.
ocal shops, Cookstown ocal shops, Draperstown ocal shops, Dungannon	0.0 0.8 1.2	0.0 0.4 0.0	0.0 0.8 1.2	0.0 0.4 0.0	0.0 0.0 0.0	0. 0.						
ocal shops, Greencastle (ROI) ocal shops, Maghera	0.0 0.9	0.5 0.0	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	0.0 0.0	0. 0.
.ocal shops, Magherafelt .ocal shops, Strabane &S Simply Food, Orritor Road Retail Park, Cookstown	0.0	0.0	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 0.7 0.0	0.4 0.0 0.0	0.0 0.0 0.0	0. 0. 0.						
	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
sainsbury's, Strand Road, Londonderry iupervalu (ROI), Ballymote bupervalu (ROI), Lord Edward Street, Ballymote iupervalu, Burn Road, Cookstown	0.0 0.0	0.0	0.0	0.0	0.0							
Supervalu (ROI), Ballymote Supervalu (ROI), Lord Edward Street, Ballymote Supervalu, Burn Road, Cookstown Supervalu, Main Street, Strabane Supervalu, Moore Street, Aughnacloy	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.
iupervalu (ROI), Ballymote upervalu (ROI), Lord Edward Street, Ballymote upervalu, Burn Road, Cookstown upervalu, Main Street, Strabane	0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0. 0. 0.
iupervalu (ROI), Ballymote upervalu (ROI), Lord Edward Street, Ballymote upervalu, Burn Road, Cookstown upervalu, Main Street, Strabane upervalu, Main Street, Strabane upervalu, Moore Street, Aughnacloy esco (ROI) Metro, Dawson Street, Monaghan esco (ROI), Dublin Road, Carrick on Shannon	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 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 0.1 0.1							

Notes:

a. Zones based on post code sectors

b. Market shares for "main" and "top-up" shopping derived directly from NEMS Household Survey (October 2016)

c. Excludes 'don't knowlvaries', markets and internet sales

#### Table 5: Convenience goods shopping patterns

estination	Gross Floorspace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (A)	Sales Density (B)	Benchmark Turnover (AxB)	Survey Turnover	Inflow Allowance	Estimated Survey T/O with Inflow	Overtradin
tudy Area			(Sq m)	(£ per sq m)	(£m)	(£m)	(£m)	(£m)	(£m)
one 1   Omagh									
magh Town Centre									
da, Dromore Road, Omagh	4,860	2,672	2,094	13,659	28.6 9.3	51.0 9.3	0.0	51.0 9.3	22.4 0.0
unnes Stores, Irishtown Road, Omagh dl, James Street, Meetinghouse Hill, Omagh	1,327	929	811	10,103	8.2	5.3	0.0	5.3	-2.9
upervalu, Market Street, Omagh	1,027		0	10,100	5.4	5.4	0.0	5.4	0.0
arks & Spencer, Showgrounds Retail Park, Omagh	1,262	883	284	10,476	3.0	3.5	0.1	3.6	0.6
eland, Kelvin Road, Omagh	630	441	433	6,859	3.0	3.0	0.0	3.0	0.0
ocal Shops, Omagh					14.1	14.1	0.0	14.1	0.0
magh Edge-of-Centre par, Anderson Gardens, Omagh	200	140	133	8,046	1.1	6.0	0.0	6.0	4.9
thers	200			0,010		0.0	0.0	0.0	
ostcutter, Main Street, Sixmilecross	142	99	94	4,726	0.4	0.4	0.0	0.4	0.0
ocal Shops, Sixmilecross					0.7	0.7	0.0	0.7	0.0
urospar, Fintona					0.3	0.3	0.0	0.3	0.0
upervalu, Fintona ocal Shops, Fintona					5.5 0.3	5.5 0.3	0.0	0.3	0.0
par, Newtownstewart	280	196	186	8,046	1.5	3.1	0.0	3.1	1.6
ocal Shops, Newtownstewart				-,	1.0	1.0	0.0	1.0	0.0
ocal Shops, Beragh					0.7	0.7	0.0	0.7	0.0
ocal Shops, Carrickmore					1.5	1.5	0.0	1.5	0.0
ocal Shops, Gortin					0.8	0.8	0.0	0.8	0.0
ocal Shops, Seskinore					0.3	0.3	0.0	0.3	0.0
ub Total					85.7	112.2	0.1	112.3	26.5
one 2   Irvinestown									
entra, Main Street, Irvinestown					0.1	0.1	0.0	0.1	0.0
ocal Shops, Irvinestown					5.0	5.0	0.0	5.0	0.0
isa, Main Street, Trillick					1.6	1.6	0.0	1.6	0.0
par, Main Street, Trillick	100	70	67	8,046	0.5	0.8	0.0	0.8	0.3
ostcutter, Main Street, Trillick	142	99	94	4,726	0.4	0.1	0.0	0.1	-0.3
ocal Shops, Trillick	150	105	100	8,046	0.4 0.8	0.4	0.0	0.4	0.0
par, Main Street, Dromore ocal Shops, Dromore	150	105	100	0,040	0.8	0.3	0.0	0.3	0.0
ocal Shops, Ederney					0.7	0.7	0.0	0.7	0.0
ostcutter, Mian Street, Kesh	142	99	94	4,726	0.4	0.6	0.0	0.6	0.2
ocal Shops, Kesh					0.4	0.4	0.0	0.4	0.0
ub Total					10.8	12.3	0.0	12.3	1.5
one 3   Lisnaskea								1	
dl, Main Street, Lisnaskea	1,327	929	811	10,103	8.2	4.7	0.1	4.8	-3.3
ostcutter, Main Street, Lisnaskea	142	99	94	4,726	0.4	0.7	0.0	0.7	0.3
par, Main Street, Lisnaskea ocal shops, Linnaskea	200	140	133	8,046	1.1 3.1	0.3 3.1	0.0	0.3 3.1	-0.8 0.0
par, Main Street, Fivemiletown	500	350	333	8,046	2.7	4.8	0.0	4.8	2.2
o-op, Main Street, Fivemiletown	621	435	394	10,824	4.3	1.8	0.0	1.8	-2.4
ocal shops, Fivemiletown ostcutter, Dernawilt Road, Rosslea	142	99	94	4,726	0.5 0.4	0.5	0.0	0.5 0.1	0.0 -0.3
par, Main Street, Rosslea	100	70	67	8,046	0.5	0.9	0.0	0.9	0.3
ocal shops, Rosslea					0.7	0.7	0.0	0.7	0.0
upervalu, Clones Road, Newtownbutler ocal shops, Newtownbutler					2.9 1.1	2.9	0.0 0.0	2.9 1.1	0.0
ocal shops, Brookeborough					0.7	0.7	0.0	0.7	0.0
ocal shops, Maguiresbridge					0.5	0.5	0.0	0.5	0.0
ub Total					27.1	22.8	0.1	23.0	-4.1
one 4   Enniskillen East									
nniskillen Town Centre					2.4	2.4	0.0	2.4	0.0
unnes Stores, Fairgreen Shopping Centre, Enniskiller dl, Railway Junction Retail Park, Hollyhill Link Road, Enniskiller	1,327	929	811	10,103	3.4 8.2	3.4 6.3	0.0	3.4 6.3	0.0 -1.9
arks & Spencer, Erneside Shopping Centre, Enniskillen	1,668	1,168	263	10,476	2.8	1.9	0.0	1.9	-0.9
ocal shops, Enniskillen					9.3	9.3	0.0	9.3	0.0
nniskillen Edge-of-Centre sda, Derrychara Road, Enniskillen	8,704	3,735	2,927	13,659	40.0	48.9	4.9	53.8	13.8
esco, Derrychara Link, Enniskillen	2,794	1,902	1,454	13,797	20.1	38.2	1.1	39.4	19.3
thers					00		0.0	0.0	0.0
entra, Main Street, Ballinamallard par, Main Street, Ballinamallard	350	245	233	8,046	0.2 1.9	0.2 1.4	0.0 0.0	0.2 1.4	0.0 -0.5
ocal shops, Ballinamallard					0.1	0.1	0.0	0.1	0.0
par, Coa Road, Chanterhill	250	175	166	8,046	1.3	0.9	0.0	0.9	-0.5
par, Main Street, Lisbellaw ocal shops, Lisbellaw	150	105	100	8,046	0.8 0.6	0.3	0.0	0.3	-0.5 0.0
ocal shops, Lisbeliaw ocal shops, Lisnarick					0.2	0.2	0.0	0.2	0.0
ocal shops, Tempo					0.9	0.9	0.0	0.9	0.0
ub Total					89.6	112.4	6.0	118.4	28.9
one <u>5</u>   Enniskillen West									
eland, Shore Road, Enniskillen	636	445	437	6,859	3.0	2.1	0.0	2.1	-0.9
par, Sligo Road, Enniskillen	250	175	166	8,046 4,726	1.3	1.9	0.0	1.9	0.5
ostcutter, Derrylin Road, Bellanaleck ocal shops, Bellanaleck	142	99	94	4,726	0.4 0.2	0.2	0.0	0.2	-0.3 0.0
entra, Main Street, Belleek					1.0	1.0	0.0	1.0	0.0
ocal shops, Belleek			<u></u>	0.010	1.5	1.5	0.0	1.5	0.0
par, Main Street, Belcoo ocal shops, Belcoo	100	70	67	8,046	0.5 0.3	0.4	0.0	0.4 0.3	-0.1 0.0
ocal snops, Belcoo par, Knockaraven, Garrison	150	105	100	8,046	0.8	3.1	0.0	3.1	2.3
par, Rossorry Church Road, Craigville	150	105	100	8,046	0.8	0.7	0.0	0.7	-0.1
ocal shops, Derrygonnelly					0.5 0.3	0.5 0.3	0.0 0.0	0.5 0.3	0.0 0.0
ocal shops, Letterbreen ub Total					0.3 <b>10.9</b>	0.3 12.3	0.0	0.3 12.3	0.0 <b>1.4</b>
AN I VIIII					.0.0		U.U	12.0	1.4

- a. Gross floorspace derived from IGD database, Fermanagh & Omagh District Council records or Nexus Planning Assessment
- b. Net floorspace derived from IGD database or Fermanagh & Omagh District Council records where available or based on Nexus Planning professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)
- C. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers
   d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived from Verdict UK Food & Grocery Retailers or Mintel Retail Rankings
   e. It has been assumed that all unnamed and local convenience stores within a centre are "trading at equilibrium" (i.e. their 'benchmark' turnover equates to that ientified by the survey)
   f. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

Table 6a: Estimated 'capacity' for new convenience goods facilities in Fermanagh & Omagh District

Year	Benchmark Turnover (£m)¹	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	224.1	272.0	6.3	54.2
2025	225.9	273.7	6.3	54.2
2030	225.9	274.9	6.3	55.3
District Market Share (%)		94.8		

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

#### Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

	Surplus Expenditure	Floorspace Car	eacity (sq m net)
Year	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	54.2	4,200	5,200
2025	54.2	4,200	5,200
2030	55.3	4 300	5 300

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

 ${\bf Table~6c:~Extant~convenience~goods~commitments~in~Fermanagh~\&~Omagh~District}\\$ 

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F and LA10/2019/0643/LDE)	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.	1,530	10,465	16.0	Development has commenced on site (foundations only).
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	4,600	10,465	48.1	Development has commenced. Link Road has been constructed however no commencement of any buildings on site.
Lands East of Mountjoy Road, North of Drumragh Avenue and West of the River Camowen and to the South of the Tyrone Timber Frames Factory	K/2014/0481/F (as amended by LA10/2018/0668/F)	Erection of superstore with associated car parking, service yard, access arrangements, landscaping and associated general site works (Gross floor area approved = 5,343 sq m. Assumed 60% gross to net ratio = 3,206 sq m net)	3,206	10,465	33.6	Extant until 2022
Land bounded by Great Northern Road, Gortmore Park, Thornville Park and Edenvale Park, Omagh	K/2010/0261/O	Mixed use development comprising new road linking Great Northern Road and Derry Road, new roundabout on Great Northern Road, Community Business units, Petrol Filling Station and associated shop, Business Park Building (Class B2), Nursing Home and Housing Scheme comprising of a mix of house types and Social housing (Amended plans)	250 9,586	10,465	2.6	Outline permission extant until July 2021.

<sup>1.</sup> Sales density assumed to be £10,465 based on Nexus Planning judgement where the occupier has not been referenced within the application. 2018 Prices

## Table 6d: Net quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace C	Capacity (sq m net)
rear	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	54.2	100.3	-46.1	-3,600	-4,400
2025	54.2	100.8	-46.7	-3,600	-4,500
2030	55.3	100.8	-45.5	-3,500	-4,400

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

<sup>2.</sup> Assumes constant market share claimed by Fermanagh & Omagh District facilities at 94.8% from Study Area 2018 Prices

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

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Table 6e: Estimated 'capacity' for new convenience goods facilities in Enniskillen

Year	Benchmark Turnover (£m)¹	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	88.0	111.9	6.0	30.0
2025	88.7	112.6	6.1	30.0
2030	88.7	113.1	6.1	30.5
District Market Share (%)		39.0		

<sup>1.</sup> Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

#### Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Enniskillen

V	Surplus Expenditure	Floorspace Cap	pacity (sq m net)
Year	 (£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	30.0	2,300	2,900
2025	30.0	2,300	2,900
2030	30.5	2 400	2 900

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

#### Table 6g: Extant convenience goods commitments in Enniskillen

	Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
	Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F and LA10/2019/0643/LDE)	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.		10,465	16.0	Development has commenced on site (foundations only).
i	otal			1,530		16.0	

 $<sup>1. \ \, \</sup>text{Sales density assumed to be } \pounds 10,465 \ \text{based on Nexus Planning judgement where the occupier has not been referenced within the application.}$ 

### Table 6h: Net quantitative capacity for additional convenience goods floorspace in Enniskillen

Vasu	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace C	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	30.0	16.0	14.0	1,100	1,300
2025	30.0	16.1	13.9	1,100	1,300
2030	30.5	16.1	14.4	1,100	1,400

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6g) from surplus expenditure (sourced from Table 6e)

Assumes constant market share claimed by Enniskillen facilities at 39.0% from Study Area
 2018 Prices

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

Table 6i: Estimated 'capacity' for new convenience goods facilities in Omagh

Year	Benchmark Turnover (£m)¹	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	72.7	97.6	0.1	25.0
2025	73.2	98.2	0.1	25.0
2030	73.2	98.6	0.1	25.4
District Market Share (%)		34.0		

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

#### Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure	Floorspace Cap	acity (sq m net)
rear	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	25.0	1,900	2,400
2025	25.0	1,900	2,400
2030	25.4	2 000	2 400

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

Table 6k: Extant convenience goods commitments in Omagh

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	4,600	10,465	48.1	Development has commenced. Link Road has been constructed however no commencement of any buildings on site.
Lands East of Mountjoy Road, North of Drumragh Avenue and West of the River Camowen and to the South of the Tyrone Timber Frames Factory	K/2014/0481/F (as amended by LA10/2018/0668/F)	Erection of superstore with associated car parking, service yard, access arrangements, landscaping and associated general site works (Gross floor area approved = 5,343 sq m. Assumed 60% gross to net ratio = 3,206 sq m net)	3,206	10,465	33.6	Extant until 2022
Land bounded by Great Northern Road, Gortmore Park, Thornville Park and Edenvale Park, Omagh	K/2010/0261/O	Mixed use development comprising new road linking Great Northern Road and Derry Road, new roundabout on Great Northern Road, Community Business units, Petrol Filling Station and associated shop, Business Park Building (Class B2), Nursing Home and Housing Scheme comprising of a mix of house types and Social housing (Amended plans)	250	10,465	2.6	Outline permission extant until July 2021.

 $<sup>1. \ \, \</sup>text{Sales density assumed to be £10,465 based on Nexus Planning judgement where the occupier has not been referenced within the application.}$ 

## Table 6I: Net quantitative capacity for additional convenience goods floorspace in Omagh

Vacu	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace C	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	25.0	84.3	-59.3	-4,600	-5,700
2025	25.0	84.7	-59.7	-4,600	-5,700
2030	25.4	84.7	-59.3	-4.600	-5.700

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6k) from surplus expenditure (sourced from Table 6i)

<sup>2.</sup> Assumes constant market share claimed by Omagh facilities at 34.0% from Study Area 2018 Prices

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

<sup>2018</sup> Prices

# Fermanagh & Omagh Retail and Leisure Centre Study - Update 2020 Nexus Planning

Table 6m: Estimated 'capacity' for new convenience goods facilities in the Rest of Fermanagh & Omagh District

Year	Benchmark Turnover	Survey Turnover	Inflow	Surplus Expenditure
rear	(£m) <sup>1</sup>	(£m) <sup>2</sup>	(£m)	(£m)
2020	63.5	62.5	0.1	-0.8
2025	64.0	62.9	0.1	-0.9
2030	64.0	63.2	0.1	-0.7
District Market Share (%)		21.8		

<sup>1.</sup> Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

,,	Surplus Expenditure	Floorspace Cap	pacity (sq m net)
Year	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	-0.8	-100	-100
2025	-0.9	-100	-100
2030	-0.7	-100	-100

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in the Rest of Fermanagh & Omagh District

#### Table 6o: Extant convenience goods commitments in the Rest of Fermanagh & Omagh District

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Total			0	(Lisq III)	0.0	

<sup>1.</sup> Sales density assumed to be £10,465 based on Nexus Planning judgement where the occupier has not been referenced within the application.

## Table 6p: Net quantitative capacity for additional convenience goods floorspace in the Rest of Fermanagh & Omagh District

Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace C	Capacity (sq m net)
I Gai	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	-0.8	0.0	-0.8	-100	-100
2025	-0.9	0.0	-0.9	-100	-100
2030	-0.7	0.0	-0.7	-100	-100

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6o) from surplus expenditure (sourced from Table 6m)

<sup>2.</sup> Assumes constant market share claimed by the Rest of Fermanagh & Omagh District facilities at 21.8% from Study Area 2018 Prices

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

# Fermanagh & Omagh Retail and Leisure Centre Study - Update 2020 Nexus Planning

#### Table 7a: Population and comparison goods expenditure per capita

	Popu	lation	
1	48,949	49,560	49,913
2	14,776	14,960	15,067
3	19,280	19,520	19,659
4	19,611	19,855	19,997
5	23,055	23,343	23,509
Total	125,670	127,238	128,145

#### Table 7b: Population and comparison goods expenditure

7.				Compariso													diture per c t SFT										diture per ca						Comp	rison goo	ds expend	iture per c	apita (£)					Com	parison goo	ods expend	liture per ca	pita (£)		
20																																			Chemist									n Chemist				
	1,	,013	152	731	379	187	304	204	181	3,152	8	343	127	608	316	156	253	170	15	0 <b>2,6</b>	322	885	133	638	331	164	265	178	158	2,752	991	149	715	371	183	297	200	177	3,084	1,122	168	809	420	207	336	226	200	3,489
	9	912	149	674	398	181	277	197	167	2,955	7	'59 '	124	561	331	151	231	164	13	9 2,4	159	796	130	589	347	158	242	172	146	2,581	892	146	659	389	177	271	193	164	2,891	1,010	165	746	440	200	307	218	185	3,271
	8	884	148	663	399	174	284	190	163	2,906	7:	'36	123	552	332	145	236	158	13	6 2,4	118	772	130	579	349	152	248	166	143	2,538	865	145	649	391	171	277	186	160	2,844	979	164	734	442	193	314	211	181	3,217
	1.	,002	151	706	374	198	296	196	183	3,105	8:	33	125	588	311	165	246	163	15	2 <b>2,5</b>	583	875	132	617	326	173	258	171	159	2,711	980	147	691	366	194	290	192	179	3,038	1,109	167	782	414	219	328	217	202	3,437
				683																																												

Notes:
a. Per capita expenditure derived from Experian MMG3 data (2019 report)
b. Base 2016 opulation derived from Experian MMG3 data (2019 report)
c. Per capita expenditure projected forward to 2030 using NISRA projections for Fermanagh & Omagh District.
c. Per capita expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 17
d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 17

# Fermanagh & Omagh Retail and Leisure Centre Study - Update 2020 Nexus Planning

Table 8: Total comparison goods expenditure available

Zone			С	omparison (	goods exp 2020	enditure (£ı	m)					С	omparison	goods exp 2025	enditure (£r	n)					Co	omparison	goods exp 2030	enditure (£r	n)			Comparison (£	goods growth
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	2020-2025	2020-2030
1	43.3	6.5	31.2	16.2	8.0	13.0	8.7	7.7	134.7	49.1	7.4	35.4	18.4	9.1	14.7	9.9	8.8	152.8	56.0	8.4	40.4	21.0	10.4	16.8	11.3	10.0	174.1	18.1	39.4
2	11.8	1.9	8.7	5.1	2.3	3.6	2.5	2.2	38.1	13.3	2.2	9.9	5.8	2.6	4.1	2.9	2.4	43.3	15.2	2.5	11.2	6.6	3.0	4.6	3.3	2.8	49.3	5.1	11.2
3	14.9	2.5	11.2	6.7	2.9	4.8	3.2	2.7	48.9	16.9	2.8	12.7	7.6	3.3	5.4	3.6	3.1	55.5	19.2	3.2	14.4	8.7	3.8	6.2	4.1	3.6	63.2	6.6	14.3
4	17.2	2.6	12.1	6.4	3.4	5.1	3.4	3.1	53.2	19.5	2.9	13.7	7.3	3.8	5.7	3.8	3.5	60.3	22.2	3.3	15.6	8.3	4.4	6.6	4.3	4.0	68.7	7.1	15.6
5	18.9	3.2	13.7	7.7	3.6	6.7	3.9	3.4	61.2	21.5	3.7	15.6	8.7	4.1	7.6	4.5	3.9	69.5	24.5	4.2	17.8	9.9	4.7	8.6	5.1	4.4	79.2	8.2	17.9
Total	106.0	16.7	76.9	42.1	20.3	33.1	21.8	19.2	336.2	120.3	19.0	87.3	47.8	23.0	37.5	24.7	21.8	381.4	137.1	21.6	99.5	54.5	26.2	42.8	28.2	24.8	434.6	45.2	98.4

Notes:
a. Per capita expenditure derived from Experian MMG3 data (2019 report)

Table 9: Clothing & footwear shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
Bestination							
Shirely Associated	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area Zone 1							
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beragh Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownstewart	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	35.5%	70.1%	41.4%	8.9%	2.0%	4.1%	0.0%
Showgrounds Retail Park, Omagh	7.2%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	43.6%	88.8%	44.9%	8.9%	2.0%	4.1%	0.0%
	10.070		111070	31070		,	1.17
Zone 2							
Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	1.4%	0.0%	8.0%	0.0%	3.2%	0.0%	1.8%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.4%	0.0%	8.0%	0.0%	3.2%	0.0%	1.8%
		0.000	0.1070	31070	31273	3.07.0	
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Lisnaskea	0.8%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.9%	0.0%	1.1%	5.4%	0.0%	0.0%	0.0%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	42.6%	0.0%	40.3%	71.2%	83.6%	81.8%	15.2%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.1%	0.0%	0.0%	3.8%	3.4%	0.0%	0.0%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	43.7%	0.0%	40.3%	75.0%	87.0%	81.8%	15.2%
<u>Zone 5</u>							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total   Fermanagh & Omagh District	89.5%	88.8%	94.3%	89.3%	92.2%	85.9%	16.9%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing	Clothin
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District							
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	6.2%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	18.3%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	56.5%
Others Others							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Belfast	3.2%	1.0%	1.1%	3.0%	5.8%	7.4%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Coleraine	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.4%	0.0%	0.0%	1.6%	0.0%	0.9%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	5.7%
Dundee, Scotland	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Dungannon  Fourting Retail Park, Bungrang Read, Landandern,	1.2%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lestey Retail Park, Strand Road, Londonderry Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry Londonderry	1.1%	1.0%	2.5%	1.6%	1.0%	0.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.4%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Monaghan (ROI)	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Strabane	1.3%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Sub Total outside District	10.5%	11.2%	5.7%	10.7%	7.8%	14.1%	83.1%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales  $% \left( 1\right) =\left( 1\right) \left( 1\right)$

Table 10: Clothing & footwear expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
Cturky Area	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area  Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.8	0.8	0.0	0.0	0.0	0.0
Omagh	37.7	30.4	4.9	1.3	0.3	0.8
Showgrounds Retail Park, Omagh	7.7	7.3	0.4	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	46.2	38.5	5.3	1.3	0.3	0.8
Oub-total	-+U.Z	30.3	3.3	1.5	0.3	0.0
Zone 2						
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	1.5	0.0	0.0	0.0	0.6	0.0
Kesh	0.0	0.0	0.9	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
	1.5	0.0	0.0	0.0	0.6	0.0
Sub-total	1.0	0.0	0.9	0.0	0.0	0.0
7040.2						
Zone 3	0.0	0.0	0.0	0.0	0.0	0.0
Brookeborough Clabby	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0
Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea	0.1	0.0	0.1	0.0	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.8	0.0	0.0
Sub-total	0.9	0.0	0.1	0.0	0.0	0.0
70m2 /						
Zone 4 Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Lisbellaw	45.2	0.0	4.7	10.6	14.3	15.5
	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.2 0.0	0.0	0.0	0.6 0.0	0.6 0.0	0.0
Trory						
Sub-total	46.3	0.0	4.7	11.2	14.9	15.5
7000 F						
Zone 5	0.0	0.0	0.0	0.0	0.0	0.0
Bellook	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0	0.0	0.0	0.0	0.0	0.0
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total   Farmananh & Owenda District	04.0	20.5	44.4	42.2	45.0	40.0
Sub Total   Fermanagh & Omagh District	94.9	38.5	11.1	13.3	15.8	16.3

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District	(2)	(~,	(~,	(~)	(~)	(~)
Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI) Grange village (ROI)	0.2	0.0	0.0	0.0	0.0	0.2
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.2	0.0	0.0	0.0	0.0	0.2
Sub-total	0.4	0.0	0.0	0.0	0.0	0.4
		J. <b>J</b>				
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.4	0.4	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.2	0.0	0.0	0.2	0.0	0.0
Belfast	3.4	0.4	0.1	0.4	1.0	1.4
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.5	0.5	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2	0.0	0.0	0.0	0.0	0.2
Cookstown	0.2	0.0	0.0	0.0	0.0	0.2
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0 0.2
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.4	0.0	0.0	0.2	0.0	0.2
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.2	0.0	0.0	0.0	0.0	0.2
Dundee, Scotland	0.2	0.0	0.0	0.0	0.0	0.2
Dungannon	1.3	1.3	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.1	0.0	0.1	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	1.2	0.5	0.3	0.2	0.2	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.5	0.5	0.0	0.0	0.0	0.0
Managhan (ROI)	0.2	0.0	0.0	0.0	0.2	0.0
Monaghan (ROI)	0.3	0.0	0.0	0.3	0.0	0.0
Newcastle, County Down Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	1.4	1.4	0.0	0.0	0.0	0.0
Abroad	0.2	0.0	0.0	0.2	0.0	0.0
		[	T			
Sub Total outside District	11.1	4.8	0.7	1.6	1.3	2.7

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 11: Books, CDs , DVDs shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Books, CDs,	Books,	Books,	Books,	Books,	Books,	Books,
Destination	DVDs	CDs, DVDs	CDs, DVDs	CDs, DVDs	CDs, DVDs	CDs, DVDs	CDs, DVD
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area							
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	31.5%	72.0%	26.8%	2.8%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Omagh	1.6%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	33.1%	76.1%	26.8%	2.8%	0.0%	0.0%	0.0%
Zone 2							
Dromore	0.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	1.5%	0.0%	13.1%	0.0%	0.0%	0.0%	1.0%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.8%	0.0%	15.9%	0.0%	0.0%	0.0%	1.0%
Zone 3							
Brookeborough	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.8%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%
Lisnaskea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.4%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	50.0%	0.0%	49.4%	79.2%	94.3%	93.2%	4.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	50.0%	0.0%	49.4%	79.2%	94.3%	93.2%	11.2%
Zone 5							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
	0.470	0.070	Q. <b>Q</b> /0	J. 9 /0	J. 5 / 0	,	3.570
Sub Total   Fermanagh & Omagh District	86.7%	76.1%	92.1%	91.2%	94.3%	95.4%	12.2%

Destination	Total Books, CDs, DVDs (%)	Zone 1 Books, CDs, DVDs (%)	Zone 2 Books, CDs, DVDs (%)	Zone 3 Books, CDs, DVDs (%)	Zone 4 Books, CDs, DVDs (%)	Zone 5 Books, CDs, DVDs (%)	Zone 6 Books, CDs, DVDs (%)
Outside District	(70)	(70)	(70)	(70)	(70)	(70)	(70)
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.4%	0.0%	0.0%	2.8%	0.0%	0.0%	18.3%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	12.4%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.8%	0.0%	0.0%	2.8%	0.0%	2.2%	63.6%
Others							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	3.4%	7.6%	0.0%	0.0%	0.0%	2.4%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.9%	0.0%	0.0%	2.8%	3.4%	0.0%	1.1%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	2.5%	4.1%	7.9%	0.0%	0.0%	0.0%	0.0%
Maghera Magherafelt	0.0% 3.2%	0.0% 8.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane	1.6%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.8%	0.0%	0.0%	3.2%	2.3%	0.0%	0.0%
Sub Total outside District	13.3%	23.9%	7.9%	8.8%	5.7%	4.6%	87.8%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales  $% \left( 1\right) =\left( 1\right) \left( 1\right)$

Table 12: Books, CDs, DVDs expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Books,	Books,	Books,	Books,	Books,	Books,
					CDs, DVDs	
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	5.3	4.7	0.5	0.1	0.0	0.0
Showgrounds Retail Park, Omagh	0.3	0.3	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	5.5	4.9	0.5	0.1	0.0	0.0
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.3	0.0	0.3	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
	0.3	0.0	0.3	0.0	0.0	0.0
Sub-total	0.3	0.0	0.3	0.0	0.0	0.0
Zone 3						
Brookeborough	0.1	0.0	0.0	0.1	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.1	0.0	0.0	0.1	0.0	0.0
Lisnaskea	0.0	0.0	0.0	0.0	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.0	0.2	0.0	0.0
Zone 4		0.0	2.2	2.2	2.0	
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	8.4	0.0	0.9	2.0	2.4	3.0
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0	0.0	0.0	0.0	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	8.4	0.0	0.9	2.0	2.4	3.0
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.1	0.0	0.0	0.0	0.0	0.1
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1

Destination		Zone 1 Books, CDs, DVDs				
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6 Pollingmere (POI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballinamore (ROI) Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.1	0.0	0.0	0.1	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.1	0.0	0.1
Others						;
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.6	0.5	0.0	0.0	0.0	0.1
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Dundee, Scotland	0.2	0.0	0.0	0.1	0.1	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.4	0.3	0.2	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.5	0.5	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Strabane	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.3	0.0	0.0	0.0	0.0	0.0
		J.U	J.0			
Sub Total outside District	2.2	1.6	0.2	0.2	0.1	0.1
Total (rounded)	16.7	6.5	1.9	2.5	2.6	3.2

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 13: Small Household Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Small	Small	Small	Small	Small	Small	Small
	Household			Household			Househo
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area							
Zone 1	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownstewart	2.5%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	39.8%	76.6%	47.0%	14.6%	6.0%	2.0%	0.0%
Showgrounds Retail Park, Omagh	2.0%	3.9%	3.6%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	44.3%	86.6%	50.6%	14.6%	6.0%	2.0%	0.0%
Sub-total Sub-total	44.3%	86.6%	50.6%	14.6%	6.0%	2.0%	0.0%
Zone 2							
Dromore	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Ederney	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	1.2%	0.0%	7.5%	0.0%	0.0%	2.0%	0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.4%	0.0%	9.4%	0.0%	0.0%	2.0%	0.7%
Sub-total	1.4 /0	0.0 /6	J.4 /0	0.0 /6	0.0 /6	2.0 /0	0.7 /6
7							
Zone 3	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Lisnaskea	2.9%	2.1%	0.0%	12.8%	1.3%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	3.3%	2.1%	0.0%	15.3%	1.3%	0.0%	0.0%
7 /							
Zone 4	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	38.3%	3.6%	32.3%	46.1%	88.0%	70.7%	6.7%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.8%	0.0%	1.9%	2.5%	1.4%	0.0%	4.2%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	39.1%	3.6%	34.2%	48.6%	89.4%	70.7%	10.9%
Zone 5	0.00/	0.007	0.00/	0.007	0.007	0.007	0.004
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	2.4%	0.0%	0.0%	0.0%	0.0%	13.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	2.4%	0.0%	0.0%	0.0%	0.0%	13.2%	0.0%
Sub Total   Fermanagh & Omagh District	90.4%	92.3%	94.2%	78.5%	96.7%	87.9%	11.6%

	Total Small	Zone 1 Small	Zone 2 Small	Zone 3 Small	Zone 4 Small	Zone 5 Small	Zone 6 Small
Destination	Household	Household		Household			Household
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District							
Zone 6 Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%	6.4%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	0.6%	0.0%	2.0%	2.5%	0.0%	0.0%	63.8%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	3.4%	2.1%	0.0%	8.5%	2.1%	5.7%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI) Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.5%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.4%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.6%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 2.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.9%	0.0%	0.0%	5.1%	1.3%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane Abroad	0.7%	1.8% 0.0%	0.0% 1.9%	0.0%	0.0%	0.0%	0.0%
	U.Z70	0.070	1.370	0.0%	0.070	U.U 70	U.U70
Sub Total outside District	9.6%	7.7%	5.8%	21.5%	3.3%	12.1%	88.4%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

Table 14: Small Household Goods expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Small	Small	Small	Small	Small	Small
Destination			Household			
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	1.9	1.9	0.0	0.0	0.0	0.0
Omagh	30.6	23.9	4.1	1.6	0.7	0.3
Showgrounds Retail Park, Omagh	1.5	1.2	0.3	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	34.1	27.0	4.4	1.6	0.7	0.3
Zone 2						
Dromore	0.2	0.0	0.2	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.9	0.0	0.7	0.0	0.0	0.3
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.1	0.0	0.8	0.0	0.0	0.3
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.3	0.0	0.0	0.3	0.0	0.0
Lisnaskea	2.2	0.7	0.0	1.4	0.2	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	2.5	0.7	0.0	1.7	0.2	0.0
- Cub-Cottai	2.0	<b>V.</b> 1	0.0		0.2	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	29.4	1.1	2.8	5.1	10.6	9.7
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.6	0.0	0.0	0.0	0.0	0.0
Trory	0.0	0.0	0.2	0.0	0.2	0.0
Sub-total	30.1	1.1	3.0	<b>5.4</b>	10.8	9.7
Jun-total	30.1	1.1	3.0	J. <b>4</b>	10.0	9.1
7000 5						
Zone 5	0.0	0.0	0.0	0.0	0.0	0.0
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	1.8	0.0	0.0	0.0	0.0	1.8
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.8	0.0	0.0	0.0	0.0	1.8
		00.0				40.4
Sub Total   Fermanagh & Omagh District	69.6	28.8	8.2	8.8	11.7	12.1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Small	Small	Small	Small	Small	Small
		Household				
Outside District	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6 Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3	0.0	0.0	0.3	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.2	0.0	0.2	0.0	0.0	0.0
Sub-total	0.5	0.0	0.2	0.3	0.0	0.0
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	2.6	0.7	0.0	0.9	0.3	0.8
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Contratory	0.0	0.0	0.0	0.0	0.0	0.0
Constrained	0.4 0.0	0.0	0.0	0.4	0.0	0.0 0.0
Craigavon Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.6	0.6	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.3	0.0	0.0	0.0	0.0	0.3
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.6	0.0	0.2	0.2	0.0	0.3
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.3	0.0	0.0	0.0	0.0	0.3
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.7	0.0	0.0	0.6	0.2	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.6	0.6	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.6	0.6	0.0	0.0	0.0	0.0
Abroad	0.2	0.0	0.2	0.0	0.0	0.0
Out Total and the Bird in	7-4-	0.4	0.5	0.4	0.4	
Sub Total outside District	7.4	2.4	0.5	2.4	0.4	1.7
Total (rounded)	76.9	31.2	8.7	11.2	12.1	13.7

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 15: Toys and Recreational Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation	Recreatio
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area							
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.9%	0.0%	0.0%	2.5%	3.0%	0.0%	0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	32.1%	62.9%	50.5%	0.0%	8.6%	2.0%	0.0%
Showgrounds Retail Park, Omagh	6.2%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	39.1%	79.0%	50.5%	2.5%	11.7%	2.0%	0.0%
Zone 2 Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.8%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.8%
Oub-total	0.270	0.070	1.070	0.070	0.070	0.070	0.070
<u>Zone 3</u>							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.8%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%
<u>Zone 4</u> Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dailliananaid Enniskillen	41.4%	0.0%	31.6%	66.3%	74.3%	86.4%	19.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%	4.1%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	41.8%	0.0%	31.6%	68.6%	74.3%	86.4%	23.2%
Sub-total	41.070	0.070	31.070	00.070	74.570	00.470	23.270
Zone <u>5</u>							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Sub Total   Fermanagh & Omagh District	82.3%	79.0%	83.9%	75.9%	85.9%	90.6%	23.9%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5		Zone 6
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation	F	Recreation
	(%)	(%)	(%)	(%)	(%)	(%)		(%)
Outside District	(70)	(70)	(70)	(70)	(70)	(70)		(70)
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		8.3%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.9%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		9.4%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		9.1%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.5%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		13.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.8%
Sub-total	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		48.1%
Others								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	7.7%	7.2%	6.5%	12.6%	9.9%	3.3%		0.0%
Bristol, England	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry  Draperstown	1.4% 0.0%	0.0%	0.0%	7.0%	2.1% 0.0%	0.0%		0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	2.0%	3.9%	4.3%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		27.3%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%
Londonderry	1.5%	3.3%	1.9%	0.0%	0.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newcastle, County Down	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.3%	0.0%	0.0%	0.0%	2.0%	0.0%		0.0%
Portstewart Station Square Potail Park Malaguarth Street Coakstown	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane Abroad	2.7% 0.4%	6.6%	1.6% 0.0%	0.0%	0.0%	0.0% 2.0%		0.0%
- Individual Control of the Control	U.4 /0	0.0 %	0.070	0.070	0.070	∠.∪ /0		0.0 /0
Sub Total outside District	17.7%	21.0%	16.1%	24.1%	14.1%	9.4%		76.1%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales  $% \left( 1\right) =\left( 1\right) \left( 1\right)$

**Table 16: Toys and Recreational Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation
Churchy Awa	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area						
Zone 1	0.0	0.0	0.0	0.0	0.0	0.0
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Dromore Road Retail Park, Omagh Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh		0.0	0.0	0.0	0.0	
Newtownstewart	0.4	0.0	0.0	0.2	0.2	0.0
Omagh	13.5	10.2	2.6	0.0	0.6	0.2
Showgrounds Retail Park, Omagh	2.6	2.6 0.0	0.0	0.0	0.0	0.0
Sixmilecross	0.0		0.0	0.0	0.0	
Sub-total	16.5	12.8	2.6	0.2	0.7	0.2
Zone 2						
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.1	0.0	0.1	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.1	0.0	0.0	0.0
Sub-total	0.1	0.0	0.1	0.0	0.0	0.0
7000 2						
Zone 3	0.0	0.0	0.0	0.0	0.0	0.0
Brookeborough Clabby	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0
Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea	0.0			0.0		0.0
Maguiresbridge		0.0	0.0		0.0	
L	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.2	0.0	0.0	0.2	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.3	0.0	0.0	0.3	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	17.4	0.0	1.6	4.5	4.8	6.6
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0	0.0	0.0	0.0	0.0	0.0
Trory	0.2	0.0	0.0	0.2	0.0	0.0
	17.6	0.0	1.6	4.6	4.8	6.6
Sub-total	17.0	0.0	1.0	4.0	4.0	0.0
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.0	0.0	0.0	0.2
	Ų. <u></u>	5.5	3.3	5.5	5.5	Ţ. <u>_</u>
Sub Total   Fermanagh & Omagh District	34.7	12.8	4.3	5.1	5.5	6.9

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District	(2111)	(2111)	(2111)	(2111)	(2111)	(2111)
Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.2	0.0	0.0	0.2	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.0	0.2	0.0	0.0
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	3.2	1.2	0.3	0.8	0.6	0.3
Bristol, England	0.2	0.0	0.0	0.0	0.0	0.2
Cardiff, Wales Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.6	0.0	0.0	0.5	0.1	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.8	0.6	0.2	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2	0.0	0.0	0.0	0.0	0.2
Londonderry Maghera	0.6	0.5	0.1	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.1	0.0	0.0	0.1	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.1	0.0	0.0	0.0	0.1	0.0
Portstewart	0.1	0.0	0.1	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	1.2	1.1	0.1	0.0	0.0	0.0
Abroad	0.2	0.0	0.0	0.0	0.0	0.2
Sub Total outside District	7.5	3.4	0.8	1.6	0.9	0.7
Total (rounded)	42.1	16.2	5.1	6.7	6.4	7.7

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 17: Chemist Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zoi	ne 6
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Che	emist
	(%)	(%)	(%)	(%)	(%)	(%)	(9	(%)
Study Area	(70)	(70)	(70)	(70)	(70)	(70)		
Zone 1								
Beragh	0.5%	1.0%	1.3%	0.0%	0.0%	0.0%	0.	.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Dromore Road Retail Park, Omagh	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%		.0%
Fintona	2.0%	4.8%	1.0%	0.0%	0.0%	0.0%	0.	.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.	.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	.0%
Newtownstewart	1.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.	.0%
Omagh	36.9%	86.5%	21.6%	1.0%	0.9%	0.0%	0.0	.0%
Showgrounds Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Sub-total	41.1%	96.5%	23.8%	1.0%	0.9%	0.0%	0.	.0%
Zone 2								
Dromore	2.1%	0.0%	18.0%	0.0%	0.0%	0.0%		.0%
Ederney	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.	.0%
Irvinestown	2.7%	0.0%	20.2%	0.0%	2.0%	0.0%	0.	.0%
Kesh	0.6%	0.0%	5.2%	0.0%	0.0%	0.0%		.0%
Trillick	0.8%	0.0%	6.5%	0.0%	0.0%	0.0%		.0%
Sub-total	6.2%	0.0%	50.9%	0.0%	2.0%	0.0%	0.	.0%
<u>Zone 3</u>								
Brookeborough	0.6%	0.0%	0.0%	4.1%	0.0%	0.0%		.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Fivemiletown	2.6%	1.2%	0.0%	15.1%	0.0%	0.0%	0.9	.0%
Lisnaskea	2.6%	0.0%	0.0%	15.7%	1.8%	0.0%		.0%
Maguiresbridge	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%		.0%
Newtownbutler	1.0%	0.0%	0.0%	7.2%	0.0%	0.0%		.0%
Rosslea	0.5%	0.0%	0.0%	3.1%	0.0%	0.0%	0.	.0%
Sub-total	7.9%	1.2%	0.0%	49.0%	1.8%	0.0%	0.	.0%
Zone 4								
Ballinamallard	0.4%	0.0%	0.0%	0.0%	2.6%	0.0%		.0%
Enniskillen	38.3%	0.0%	24.3%	47.7%	86.2%	79.8%		.3%
Lisbellaw	0.7%	0.0%	0.0%	0.0%	4.3%	0.0%		.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Sub-total Sub-total	39.5%	0.0%	24.3%	47.7%	93.0%	79.8%	6.	.8%
Zone 5	0.004	0.007	0.004	0.004	0.004	4.004		001
Belcoo	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%		.0%
Belleek	0.9%	0.0%	0.0%	0.0%	0.0%	5.0%		.0%
Derrygonnelly	0.5%	0.0%	0.0%	0.0%	0.0%	3.1%		.0%
Derrylin	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%		.0%
Garrison	1.5%	0.0%	0.0%	0.0%	0.0%	8.2%		.0%
Sub-total	3.4%	0.0%	0.0%	0.0%	0.0%	19.1%	0.	.0%
								-004
Sub Total   Fermanagh & Omagh District	98.1%	97.7%	99.1%	97.7%	97.8%	98.9%	6.	.8%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District	(70)	(70)	(70)	(70)	(70)	(/0)	(70)
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 17.4%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 3.5%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.6%
Cleveragh Retail Park (ROI), Sligo Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 14.6%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 23.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	79.9%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Ballymote (ROI)	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Belfast	0.4%	0.0%	0.0%	1.4%	1.3%	0.0%	 0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cardiff, Wales Carrick on Shannon (ROI)	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dungannon	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	 0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny Limavady	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3% 0.0%
Lisburn	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Londonderry	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane Abroad	0.5% 0.0%	1.2% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.070	0.070	0.070	0.070	0.070	0.0%	 0.0%
Sub Total outside District	1.9%	2.3%	0.9%	2.3%	2.2%	1.1%	93.2%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total (Total double)							

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

**Table 18: Chemist Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
Chudu Araa	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area  Zone 1						
	0.1	0.1	0.0	0.0	0.0	0.0
Beragh Carrickmore	0.1	0.1	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.4	0.1	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.3	0.3	0.0	0.0	0.0	0.0
Omagh	7.5	6.9	0.5	0.0	0.0	0.0
Showgrounds Retail Park, Omagh	0.0	0.9	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
	8.3					
Sub-total	8.3	7.7	0.6	0.0	0.0	0.0
7-4-0						
Zone 2						
Dromore	0.4	0.0	0.4	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.5	0.0	0.5	0.0	0.1	0.0
Kesh	0.1	0.0	0.1	0.0	0.0	0.0
Trillick	0.2	0.0	0.2	0.0	0.0	0.0
Sub-total	1.3	0.0	1.2	0.0	0.1	0.0
Zone 3						
Brookeborough	0.1	0.0	0.0	0.1	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.5	0.1	0.0	0.4	0.0	0.0
Lisnaskea	0.5	0.0	0.0	0.5	0.1	0.0
Maguiresbridge	0.1	0.0	0.0	0.1	0.0	0.0
Newtownbutler	0.2	0.0	0.0	0.2	0.0	0.0
Rosslea	0.1	0.0	0.0	0.1	0.0	0.0
Sub-total	1.6	0.1	0.0	1.4	0.1	0.0
Zone 4						
Ballinamallard	0.1	0.0	0.0	0.0	0.1	0.0
Enniskillen	7.8	0.0	0.6	1.4	2.9	2.9
Lisbellaw	0.1	0.0	0.0	0.0	0.1	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0	0.0	0.0	0.0	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	8.0	0.0	0.6	1.4	3.2	2.9
our total	0.0	0.0	0.0		Ų. <b>L</b>	
Zone <u>5</u>						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0					
	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly	0.1	0.0	0.0	0.0	0.0	0.1
Derrylin	0.1	0.0	0.0	0.0	0.0	0.1
Garrison	0.3	0.0	0.0	0.0	0.0	0.3
Sub-total Sub-total	0.7	0.0	0.0	0.0	0.0	0.7
Sub Total   Fermanagh & Omagh District	19.9	7.8	2.3	2.9	3.3	3.6

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
Destination						
Outside District	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0
Others						
Others Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.1	0.0	0.0	0.0	0.0	0.0
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.1	0.1	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.1	0.1	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside District	0.4	0.2	0.0	0.1	0.1	0.0
Total (rounded)	20.3	8.0	2.3	2.9	3.4	3.6
Total (roundou)		0.0	2.0		<b>0.</b> -	0.0

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 19: Electrical Goods shopping patterns

	Total (Zone 1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area	(70)	( /0)	( /0)	(70)	(70)	(70)	(70)
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Gortrush Industrial Estate, Omagh	1.2%	2.7%	1.2%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	34.3%	76.2%	38.1%	0.0%	1.6%	0.0%	 0.0%
Showgrounds Retail Park, Omagh	4.3%	10.0%	3.0%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	39.7%	88.9%	42.3%	0.0%	1.6%	0.0%	0.0%
Zone 2	<u> </u>						
Dromore	0.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Irvinestown	0.3%	0.0%	2.5%	0.0%	0.0%	0.0%	 0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	0.5%	0.0%	4.6%	0.0%	0.0%	0.0%	0.7%
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	 0.0%
Fivemiletown	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%	 0.0%
Lisnaskea	2.7%	0.0%	1.2%	14.0%	3.7%	0.0%	 0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	3.2%	0.0%	1.2%	17.3%	3.7%	0.0%	0.0%
oub-total	0.270	0.070	11270	111070	<b>3</b> 11 70	0.070	0.070
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	38.7%	3.5%	28.5%	64.9%	69.3%	70.6%	 14.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	13.5%	3.1%	20.3%	12.2%	22.8%	23.8%	5.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	52.2%	6.7%	48.8%	77.1%	92.1%	94.4%	 19.6%
Sub-total	JZ.Z /0	0.7 /6	40.0 /6	77.170	32.1 /0	34.4 /0	13.0 /0
Zone 5							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.7%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Sub-total	0.9%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%
Oub-total	0.5 /0	0.0 /0	0.0 /0	0.0 /0	0.0 /0	<b>→.→</b> /0	0.0 /0
Sub Total   Farmanagh & Omagh District	96.4%	95.5%	96.99/	94.4%	97.29/	98.8%	20.3%
Sub Total   Fermanagh & Omagh District	96.4%	95.5%	96.9%	94.4%	97.3%	90.6%	20.3%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Electrical						
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District							
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Donegal (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	6.4%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Sub-total Sub-total	0.8%	1.5%	0.0%	0.0%	0.0%	1.2%	49.4%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	0.3%	0.0%	1.3%	1.2%	0.0%	0.0%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	1.8%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.5%	0.0%	0.0%	2.2%	1.1%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart 	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane 	0.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total outside District	3.6%	4.5%	3.1%	5.6%	2.7%	1.2%	79.7%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

**Table 20: Electrical Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
Study Area	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.4	0.3	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	11.3	9.9	1.4	0.0	0.1	0.0
Showgrounds Retail Park, Omagh	1.4	1.3	0.1	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	13.1	11.5	1.5	0.0	0.1	0.0
Cub-total	10.1	11.0	1.0	0.0	<b>V.</b> 1	0.0
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.0	0.0	0.1	0.0	0.0	0.0
Irvinestown	0.0	0.0	0.0	0.0	0.0	0.0
Kesh	0.0	0.0	0.1	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.2	0.0	0.0	0.0
7						
Zone 3	0.0	0.0	0.0	0.0	0.0	0.0
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby Fivemiletown	0.1	0.0	0.0	0.1	0.0	0.0
	0.1	0.0	0.0	0.1	0.0	0.0
Linsaskea	0.9	0.0	0.0	0.7	0.2	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	1.1	0.0	0.0	0.8	0.2	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	12.8	0.5	1.0	3.1	3.5	4.7
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	4.5	0.4	0.7	0.6	1.2	1.6
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	17.3	0.9	1.7	3.7	4.7	6.3
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.1	0.0	0.0	0.0	0.0	0.1
Sub-total Sub-total	0.3	0.0	0.0	0.0	0.0	0.3
Sub Total   Fermanagh & Omagh District	31.9	12.4	3.5	4.5	4.9	6.6

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
Destination						
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6 Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.2	0.2	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo Sub-total	0.0	0.0 <b>0.2</b>	0.0	0.0 <b>0.0</b>	0.0 <b>0.0</b>	0.0 <b>0.1</b>
Sub-total	0.3	0.2	0.0	0.0	0.0	U. I
Others						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.1	0.0	0.0	0.1	0.0	0.0
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.2	0.2	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.1	0.0	0.0	0.0	0.1	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.1	0.0	0.0	0.1	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.1	0.0	0.1	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0 0.2	0.0	0.0	0.0	0.0 0.1	0.0
Newcastle, County Down	0.2	0.0	0.0	0.1	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.2	0.2	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside District	1.2	0.6	0.1	0.3	0.1	0.1
Total (rounded)	33.1	13.0	3.6	4.8	5.1	6.7

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 21: DIY Goods shopping patterns

Destination  Study Area  Zone 1  Beragh Carrickmore Dromore Road Retail Park, Omagh Fintona Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total  Zone 2 Dromore	0.5% 1.4% 0.0% 0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1%  0.4% 0.3% 1.3% 0.0%	1.3% 3.5% 0.0% 0.0% 1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 6.8% 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% 11.7% 0.0% 11.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Zone 1 Beragh Carrickmore Dromore Road Retail Park, Omagh Fintona Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total	0.5% 1.4% 0.0% 0.0% 0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1%	1.3% 3.5% 0.0% 0.0% 1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.7% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 6.8% 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% 0.0%
Zone 1 Beragh Carrickmore Dromore Road Retail Park, Omagh Fintona Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total	0.5% 1.4% 0.0% 0.0% 0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1%	1.3% 3.5% 0.0% 0.0% 1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.7% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 6.8% 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% 0.0%
Beragh Carrickmore Dromore Road Retail Park, Omagh Fintona Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total	1.4% 0.0% 0.0% 0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1%	3.5% 0.0% 0.0% 1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 0.0% 0.0% 0.0% 3.7% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 6.8% 5.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 7.8% 3.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Carrickmore Dromore Road Retail Park, Omagh Fintona Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total	1.4% 0.0% 0.0% 0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1%	3.5% 0.0% 0.0% 1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 0.0% 0.0% 0.0% 3.7% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 6.8% 5.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 7.8% 3.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Dromore Road Retail Park, Omagh Fintona Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total	0.0% 0.0% 0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1%	0.0% 0.0% 1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 0.0% 0.0% 3.7% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 6.8% 5.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 7.8% 3.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Fintona Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total Zone 2	0.0% 0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1% 0.4% 0.3% 1.3%	0.0% 1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 0.0% 3.7% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 0.0% 1.4% 0.0% 6.8% 5.8% 0.0% 14.0%	0.0% 0.0% 0.0% 0.0% 0.0% 7.8% 3.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Gortin Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Omagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total	0.6% 0.0% 6.6% 0.5% 37.3% 3.6% 0.5% 51.1%	1.5% 0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 0.0% 3.7% 0.0% 47.9% 7.4% 0.0% 59.0%	0.0% 0.0% 1.4% 0.0% 6.8% 5.8% 0.0% 14.0%	0.0% 0.0% 0.0% 0.0% 7.8% 3.8% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Gortrush Industrial Estate, Omagh Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Omagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total	0.0% 6.6% 0.5% 37.3% 3.6% 0.5% <b>51.1%</b> 0.4% 0.3% 1.3%	0.0% 14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 3.7% 0.0% 47.9% 7.4% 0.0% <b>59.0%</b>	0.0% 1.4% 0.0% 6.8% 5.8% 0.0% 14.0%	0.0% 0.0% 0.0% 7.8% 3.8% 0.0%	0.0% 0.0% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Great Northern Retail Park, Sperrin Drive, Omagh Newtownstewart Omagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total Zone 2	6.6% 0.5% 37.3% 3.6% 0.5% <b>51.1%</b> 0.4% 0.3% 1.3%	14.8% 1.3% 68.3% 3.3% 1.3% 95.4%	3.7% 0.0% 47.9% 7.4% 0.0% <b>59.0%</b>	1.4% 0.0% 6.8% 5.8% 0.0% 14.0%	0.0% 0.0% 7.8% 3.8% 0.0%	0.0% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%
Newtownstewart  Dmagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total  Zone 2	0.5% 37.3% 3.6% 0.5% <b>51.1%</b> 0.4% 0.3% 1.3%	1.3% 68.3% 3.3% 1.3% 95.4%	0.0% 47.9% 7.4% 0.0% <b>59.0%</b>	0.0% 6.8% 5.8% 0.0% <b>14.0%</b>	0.0% 7.8% 3.8% 0.0%	0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%
Omagh Showgrounds Retail Park, Omagh Sixmilecross Sub-total Zone 2	37.3% 3.6% 0.5% <b>51.1%</b> 0.4% 0.3% 1.3%	68.3% 3.3% 1.3% 95.4%	47.9% 7.4% 0.0% <b>59.0%</b>	6.8% 5.8% 0.0% <b>14.0%</b>	7.8% 3.8% 0.0%	11.7% 0.0% 0.0%	0.0% 0.0% 0.0%
Showgrounds Retail Park, Omagh Sixmilecross Sub-total Zone 2	3.6% 0.5% 51.1% 0.4% 0.3% 1.3%	3.3% 1.3% <b>95.4%</b> 0.0%	7.4% 0.0% <b>59.0%</b>	5.8% 0.0% <b>14.0%</b>	3.8% 0.0%	0.0% 0.0%	0.0% 0.0%
Sixmilecross Sub-total Zone 2	0.5% <b>51.1%</b> 0.4% 0.3% 1.3%	1.3% 95.4%	0.0% <b>59.0%</b>	0.0% <b>14.0%</b>	0.0%	0.0%	0.0%
Sub-total  Zone 2	0.4% 0.3% 1.3%	<b>95.4%</b> 0.0%	59.0%	14.0%			
Zone 2	0.4% 0.3% 1.3%	0.0%			11.6%	11.7%	0.0%
	0.3% 1.3%		3.5%	0.531			
	0.3% 1.3%		3.5%	0.531			
Johnole	0.3% 1.3%		5.570	0.0%	0.0%	0.0%	0.0%
Ederney	1.3%	0.070	2.6%	0.0%	0.0%	0.0%	0.0%
rvinestown		0.0%	8.6%	0.0%	1.6%	0.0%	0.7%
Kesh	11 11%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	2.0%	0.0%	14.7%	0.0%	1.6%	0.0%	0.7%
Sub-total	2.0 /0	0.0 /0	14.7 /0	0.0 /0	1.0 /0	0.076	0.7 /6
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	3.0%	0.0%	0.0%	19.2%	1.0%	0.0%	0.0%
Lisnaskea	4.2%	0.0%	0.0%	27.5%	1.2%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	1.5%	0.0%	0.0%	7.5%	0.0%	2.0%	0.0%
Rosslea	0.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Sub-total	8.8%	0.0%	0.0%	55.4%	2.2%	2.0%	0.0%
Jub-total	0.0 /0	0.070	0.070	33.470	2.2 /0	2.070	0.076
Zone 4							
Ballinamallard	0.3%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Enniskillen	31.6%	1.5%	20.8%	26.1%	78.7%	69.3%	5.9%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.3%	0.0%	3.0%	0.0%	3.7%	7.5%	2.7%
Trory	0.2%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	34.3%	1.5%	25.1%	26.1%	84.6%	76.8%	8.6%
Zone 5	0.09/	0.09/	0.00/	0.09/	0.00/	0.00/	0.00/
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.5%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Derrygonnelly Dorrydin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin Carriagn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison Sub-tatal							0.0%
Sub-total	0.5%	0.0%	0.0%	0.0%	0.0%	2.6%	U.U%
Sub Total   Fermanagh & Omagh District	96.7%	96.9%	98.8%	95.5%	100.0%	93.0%	9.3%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	DIY	DIY	DIY	DIY	DIY	DIY	DIY
Destination							
Outside District	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.6%
Ballyshannon (ROI)	0.5%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.2%	0.0%	0.0%	1.4%	0.0%	0.0%	6.6%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0% <b>0.7%</b>	0.0% <b>0.0%</b>	0.0% <b>0.0%</b>	0.0% <b>1.4%</b>	0.0% <b>0.0%</b>	0.0% <b>2.5%</b>	61.2%
Sub-total	0.7%	0.0%	0.0%	1.4%	0.0%	2.5%	61.2%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	1.3%	1.5%	0.0%	1.9%	0.0%	2.0%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine  Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maghera Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Newcastle, County Down	0.2 %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total outside District	3.3%	3.1%	1.2%	4.5%	0.0%	7.0%	90.7%

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

Table 22: DIY Goods expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	DIY	DIY	DIY	DIY	DIY	DIY
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area	(2111)	(2111)	(2111)	(2111)	(2111)	(2111)
Zone 1						
Beragh	0.1	0.1	0.0	0.0	0.0	0.0
Carrickmore	0.3	0.3	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.1	0.1	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	1.4	1.3	0.1	0.0	0.0	0.0
Newtownstewart	0.1	0.1	0.0	0.0	0.0	0.0
Omagh	8.1	6.0	1.2	0.2	0.3	0.5
Showgrounds Retail Park, Omagh	0.8	0.3	0.2	0.2	0.1	0.0
Sixmilecross	0.1	0.1	0.0	0.0	0.0	0.0
Sub-total Sub-total	11.1	8.3	1.5	0.4	0.4	0.5
7.00.0						
Zone 2	0.4	0.0	0.1	0.0	0.0	0.0
Dromore	0.1 0.1	0.0	0.1 0.1	0.0 0.0	0.0	0.0 0.0
Ederney Irvinestown	0.1		0.1			0.0
Kesh	0.0	0.0	0.2	0.0	0.1	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.4	0.0	0.4	0.0	0.0	0.0
Sub-total	0.4	0.0	0.4	0.0	0.1	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.6	0.0	0.0	0.6	0.0	0.0
Linnaskea	0.9	0.0	0.0	0.9	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.3	0.0	0.0	0.2	0.0	0.1
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	1.9	0.0	0.0	1.8	0.1	0.1
Zone 4						
Ballinamallard	0.1	0.0	0.0	0.0	0.1	0.0
Enniskillen	6.9	0.1	0.5	0.8	2.6	2.7
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.5	0.0	0.1	0.0	0.1	0.3
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	7.5	0.1	0.6	0.8	2.8	3.0
7-pp 5						
Zone 5	0.0	0.0	0.0	0.0	0.0	0.0
Belcoo Belleek	0.0	0.0	0.0	0.0	0.0	0.0 0.1
Delicev	0.0	0.0	0.0	0.0	0.0	0.1
Derrygonnelly	U.U			0.0	0.0	0.0
		0.0	1111			
Derrylin	0.0	0.0	0.0			
Derrygonnelly Derrylin Garrison Sub-total	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0					

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	DIY	DIY	DIY	DIY	DIY	DIY
Destination						
Outside District	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan Sligo (ROI)	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0
our cour	0.1	0.0	0.0	0.0	0.0	V.1
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.3	0.1	0.0	0.1	0.0	0.1
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.1	0.0	0.0	0.0	0.0	0.1
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane Abroad	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
Sub Total outside District	0.7	0.3	0.0	0.1	0.0	0.3
Total (rounded)	21.8	8.7	2.5	3.2	3.4	3.9

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 23: Furniture Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area	(70)	( /0)	( /0)	( /0)	( /0)	(70)	(70)
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Fintona	1.2%	1.6%	5.2%	0.0%	0.0%	0.0%	 0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Newtownstewart	4.3%	10.8%	0.0%	0.0%	0.0%	0.0%	 0.0%
Omagh	30.4%	66.1%	25.5%	5.2%	1.0%	0.0%	 0.0%
Showgrounds Retail Park, Omagh	2.7%	5.4%	1.9%	1.9%	0.0%	0.0%	 0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total Sub-total	38.6%	83.9%	32.6%	7.1%	1.0%	0.0%	0.0%
Zone 2							
Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	5.7%	0.0%	33.4%	0.0%	4.4%	6.8%	0.0%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	5.7%	0.0%	33.4%	0.0%	4.4%	6.8%	0.0%
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.4%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%
Fivemiletown	0.8%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%
Lisnaskea	4.2%	0.0%	0.0%	29.4%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	1.3%	1.6%	0.0%	1.9%	0.0%	2.2%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	6.8%	1.6%	0.0%	37.0%	2.7%	2.2%	0.0%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	32.2%	0.0%	18.5%	32.7%	73.5%	75.1%	11.9%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	3.3%	0.0%	4.5%	1.3%	12.7%	2.8%	3.4%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total Sub-total	35.5%	0.0%	23.0%	34.1%	86.3%	78.0%	15.3%
Zone 5							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Sub-total	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Sub Total   Fermanagh & Omagh District	86.8%	85.5%	89.0%	78.2%	94.4%	88.5%	15.3%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District							
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	7.9%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3%	0.0%	0.0%	1.9%	0.0%	0.0%	4.0%
Cleveragh Retail Park (ROI), Sligo	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.8%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Sub-total	0.7%	0.0%	0.0%	3.2%	0.0%	1.5%	48.3%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	7.5%	6.3%	7.8%	12.7%	4.5%	8.5%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Craigavon	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	1.0%	1.9%	0.0%	0.0%	0.0%	1.6%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.2%
Limavady	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	1.3%	2.7%	0.0%	1.9%	0.0%	0.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane Abroad	0.8%	1.9%	0.0%	0.0%	0.0% 1.1%	0.0%	0.0%
/ All Control of the	0.270	0.070	0.0%	0.070	1.170	U.U 70	0.070
Sub Total outside District	13.2%	14.5%	11.0%	21.8%	5.6%	11.5%	84.7%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

**Table 24: Furniture Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
Cturby Area	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area  Zone 1						
	0.0	0.0	0.0	0.0	0.0	0.0
Beragh Carrickmore	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.8	0.8	0.0	0.0	0.0	0.0
Omagh	5.8	5.1	0.6	0.0	0.0	0.0
Showgrounds Retail Park, Omagh	0.5	0.4	0.0	0.1	0.0	0.0
Sixmilecross	0.0	0.4	0.0	0.1	0.0	0.0
Sub-total	7.4	6.5	0.7	0.2	0.0	0.0
Zone 2						
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	1.1	0.0	0.7	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.2
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
	1.1	0.0	0.7	0.0	0.0	0.0
Sub-total	1.1	0.0	0.7	0.0	0.1	0.2
7						
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.1	0.0	0.0	0.0	0.1	0.0
Fivemiletown	0.2	0.0	0.0	0.2	0.0	0.0
Lisnaskea	0.8	0.0	0.0	0.8	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.3	0.1	0.0	0.1	0.0	0.1
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.3	0.1	0.0	1.0	0.1	0.1
7-4-4						
Zone 4	0.0	0.0	0.0	0.0	0.0	0.0
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen Lisbellaw	6.2	0.0	0.4	0.9	2.3	2.6
	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.6	0.0	0.1	0.0	0.4	0.1
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	6.8	0.0	0.5	0.9	2.7	2.7
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0	0.0	0.0	0.0	0.0	0.0
Derrygonnelly		0.0	0.0	0.0	0.0	0.0
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
Sub Total   Fermanagh & Omagh District	16.7	6.6	1.9	2.1	3.0	3.0
Our Total   Termanagh & Omagh District	10.7	0.0	1.5	<u> </u>	3.0	3.0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
Destination						
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6	0.0	0.0	0.0	0.0	0.0	0.0
Ballinamore (ROI) Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.1	0.0	0.0	0.1	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.1	0.0	0.0	0.0	0.0	0.1
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.1	0.0	0.1
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge Belfast	0.0	0.0	0.0	0.0	0.0	0.0
Bristol, England	1.4 0.0	0.5 0.0	0.2 0.0	0.3	0.1 0.0	0.3 0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.2	0.1	0.0	0.0	0.0	0.1
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry Maghera	0.3 0.0	0.2 0.0	0.0	0.1	0.0	0.0 0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.1	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.1	0.1	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside District	2.5	1.1	0.2	0.6	0.2	0.4
Total (rounded)	19.2	7.7	2.2	2.7	3.1	3.4

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 25: Total Comparison Goods expenditure

	Total	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Comparison						
	(£m)	(%)	(£m)	(£m)	(£m)	(£m)	(£m)
tudy Area	(2)	(,,,	(2)	(2)	(2)	(2)	(2)
one 1							
eragh	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
arrickmore	0.3	0.1%	0.3	0.0	0.0	0.0	0.0
omore Road Retail Park, Omagh	0.1	0.0%	0.1	0.0	0.0	0.0	0.0
ntona	0.6	0.2%	0.5	0.1	0.0	0.0	0.0
ortin	0.1	0.0%	0.1	0.0	0.0	0.0	0.0
ortrush Industrial Estate, Omagh	0.4	0.1%	0.3	0.0	0.0	0.0	0.0
eat Northern Retail Park, Sperrin Drive, Omagh	1.8	0.5%	1.3	0.1	0.2	0.2	0.0
wtownstewart	3.9	1.2%	3.9	0.0	0.0	0.0	0.0
nagh	119.9	35.7%	97.1	15.7	3.4	2.0	1.7
owgrounds Retail Park, Omagh	14.8	4.4%	13.4	1.1	0.2	0.1	0.0
xmilecross	0.1	0.0%	0.1	0.0	0.0	0.0	0.0
b-total	142.3	42.3%	117.4	17.1	3.9	2.3	1.7
ne <u>2</u>							
more	0.8	0.2%	0.0	0.8	0.0	0.0	0.0
rney	0.1	0.0%	0.0	0.1	0.0	0.0	0.0
nestown	4.8	1.4%	0.0	3.4	0.0	0.8	0.5
sh	0.1	0.0%	0.0	0.1	0.0	0.0	0.0
lick	0.2	0.0%	0.0	0.2	0.0	0.0	0.0
-total	5.9	1.8%	0.0	4.6	0.0	0.8	0.5
<u>ne 3</u>							
bkeborough	0.2	0.1%	0.0	0.0	0.2	0.0	0.0
by	0.1	0.0%	0.0	0.0	0.1	0.1	0.0
emiletown	2.0	0.6%	0.1	0.1	1.7	0.0	0.0
askea	6.3	1.9%	0.7	0.0	5.2	0.4	0.0
guiresbridge	0.1	0.0%	0.0	0.0	0.1	0.0	0.0
vtownbutler	0.9	0.3%	0.1	0.0	0.7	0.0	0.2
sslea	0.1	0.0%	0.0	0.0	0.1	0.0	0.0
p-total	9.9	2.9%	0.9	0.2	8.1	0.6	0.2
rectui	0.0	2.0 /0	0.0	0.2	0.1	0.0	0.2
ne 4							
linamallard	0.2	0.0%	0.0	0.0	0.0	0.2	0.0
niskillen	134.0	39.9%	1.7	12.6	28.4	43.5	47.7
pellaw	0.1	0.0%	0.0	0.0	0.0	0.1	0.0
lway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	7.5	2.2%	0.0	1.1	1.6	2.4	2.0
ry	0.0	0.0%	0.4	0.0	0.0	0.0	0.0
y o-total	141.9	42.2%	2.1	13.7	30.0	46.3	49.7
-tutai	141.9	42.270	4.1	13.7	30.0	40.3	43./
. F.							
<u>e 5</u>		0.007	0.0	0.0	0.0	0.0	0.0
000	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
eek	2.6	0.8%	0.0	0.0	0.0	0.0	2.6
rygonnelly	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
rrylin	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
rrison	0.4	0.1%	0.0	0.0	0.0	0.0	0.4
b-total	3.2	1.0%	0.0	0.0	0.0	0.0	3.2
ub Total   Fermanagh & Omagh District	303.2	90.2%	120.4	35.6	42.0	50.0	55.3

	Total	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Comparison						
Destination							
	(£m)	(%)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District							
Zone 6							
Ballinamore (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Belturbet (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.3	0.1%	0.0	0.0	0.3	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3	0.1%	0.0	0.0	0.3	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Donegal (ROI)	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Grange village (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
Sligo (ROI)	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Sligo Retail Park (ROI), Carraroe, Sligo	0.2	0.1%	0.0	0.2	0.0	0.0	0.0
Sub-total Sub-total	1.7	0.5%	0.2	0.2	0.6	0.0	0.7
Others							
Aughnacloy	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballymena	0.4	0.1%	0.4	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Banbridge	0.2	0.0%	0.0	0.0	0.2	0.0	0.0
Belfast	11.7	3.5%	3.4	0.7	2.7	2.1	2.9
Bristol, England	0.2	0.0%	0.0	0.0	0.0	0.0	0.2
Cardiff, Wales	0.5	0.1%	0.5	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Castlederg	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2	0.1%	0.0	0.0	0.0	0.0	0.0
Coleraine	0.2	0.0%	0.0	0.0	0.0	0.0	0.2
Cookstown	0.4	0.1%	0.0	0.0	0.4	0.0	0.0
Craigavon	0.4	0.1%	0.0	0.0	0.4	0.0	0.2
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.6	0.1%	0.0	0.0	0.5	0.0	0.0
Draperstown	0.7	0.2%	0.7	0.0	0.0	0.0	0.0
Dublin (ROI)	0.4	0.1%	0.0	0.0	0.1	0.2	0.2
Dundee, Scotland	0.2	0.1%	0.0	0.0	0.0	0.0	0.2
Dungannon	1.9	0.6%	1.4	0.0	0.0	0.0	0.4
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.8	0.3%	0.6	0.2	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lisburn	0.8	0.0%	0.0	0.0	0.0	0.0	0.3
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2	0.2%	0.0	0.0	0.2	0.0	0.3
Londonderry	2.8	0.8%	1.5	0.6	0.0	0.0	0.2
Maghera	0.0	0.0%	0.0	0.0	0.0	0.2	0.0
Magherafelt	1.1	0.3%	1.1	0.0	0.0	0.0	0.0
Manchester, England	0.2	0.1%	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	1.3	0.4%	0.0	0.0	1.1	0.2	0.0
Newcastle, County Down	0.1	0.0%	0.0	0.0	0.1	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.6	0.2%	0.6	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Perth, Scotland	0.1	0.0%	0.0	0.0	0.0	0.1	0.0
Portstewart	0.2	0.1%	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.1%	0.0	0.0	0.0	0.0	0.0
Strabane	3.9	1.2%	3.8	0.0	0.0	0.0	0.0
Abroad	0.7	0.2%	0.0	0.1	0.0	0.0	0.0
		V.2./U	0.0	U.L	0.0	U. 1	U. <u>L</u>
Sub Total outside District	33.0	9.8%	14.4	2.6	6.9	3.2	6.0
Total (rounded)	336.2	100.0%	134.7	38.1	48.9	53.2	61.2

- a. Zones based on post code sectors
- a. Zones based on post code sectors

  b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales
- d. Inflow assessment based on market shares derived from Zone 6 (ROI) and professional judgment  $\,$

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### Table 26a: Estimated 'capacity' for new comparison goods facilities in Fermanagh & Omagh District

Year	Total Survey Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	324.6	303.2	21.4	0.0
2025	381.4	344.0	24.2	-13.2
2030	437.9	391.9	27.6	-18.3
District Market Share (%)		90.2		

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

### Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure	Floorspace Cap	pacity (sq m net)
I Gai	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-13.2	-1,900	-3,000
2030	-18.3	-2.300	-3 600

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District 2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

### Table 26c: Extant comparison goods commitments in Fermanagh & Omagh District

Destination	Reference	Proposal	Net Comparison Floorspace	Estimated Sales Density	Estimated Comparison Turnover	Status
			(sq m)	(£/sq m)	(£m)	
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen		Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	4,500	6.9	Development has commenced on site (foundaitons only).
	L/2012/0341 (updated by LA10/2019/0641/LDE)	Retail Development consisting of 3no. two storey units (non-food) with Unit 1 increased by 280m2 and service access road in the undercroft of Unit 3. The proposal also includes site boundary fencing, retaining walls, car parking and stopping up of existing road on South East boundary and reclassification of existing road to car park.	4,250	4,500	19.1	Development has commenced on site (Pile foundations only)
	K/2008/0779/O & K/2013/0332/RM (updated by LA10/2016/0371/DC)	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	2,415	4,500	10.9	Comparison goods units total 3,450 sq m gross. It is assumed that these will have a 70% gross to net ratio (2,415 sq m net). Development has commenced. Link road has been constructed.
Total		. 3	8.195		36.9	_

<sup>1.</sup> Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application. 2018 prices

# Table 26d: Net quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Voor	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	36.9	-36.9	-6,200	-9,800
2025	-13.2	43.3	-56.5	-8,200	-12,800
2030	-18.3	49.8	-68.1	-8,500	-13,400

Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District
 Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
 Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
 Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

 $<sup>2. \</sup> Assumes \ constant \ market \ share \ claimed \ by \ Fermanagh \ \& \ Omagh \ District \ facilities \ at \ 90.2\% \ from \ Study \ Area$ 

<sup>2018</sup> Prices

<sup>2018</sup> prices

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Table 26e: Estimated 'capacity' for new comparison goods facilities in Enniskillen

Year	Total Survey Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	162.9	141.6	21.4	0.0
2025	191.4	160.6	24.1	-6.8
2030	219.8	183.0	27.4	-9.4
District Market Share (%)		42.1		

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

### Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Enniskillen

Year	Surplus Expenditure	Floorspace Cap	pacity (sq m net)
leai	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-6.8	-1,000	-1,500
2030	-9.4	-1 200	-1.800

Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District

Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

### Table 26g: Extant comparison goods commitments in Enniskillen

		,	(sq m)	(Class 40)		
			(54)	(£/sq m)	(£m)	
Former Thompson Feed Yard L/. & Storage, Hollyhill Ink Road, L/. Enniskillen		Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	4,500	6.9	Development has commenced on site (foundaitons only).
Hollyhill Link Road, Enniskillen <mark>L</mark> /	/2012/0341 (updated by A10/2019/0641/LDE)	Retail Development consisting of 3no. two storey units (non-food) with Unit 1 increased by 280m2 and service access road in the undercroft of Unit 3. The proposal also includes site boundary fencing, retaining walls, car parking and stopping up of existing road on South East boundary and reclassification of existing road to car park.	4,250	4,500	19.1	Development has commenced on site (Pile foundations only)
Total			5,780		26.0	

<sup>1.</sup> Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.

### Table 26h: Net quantitative capacity for additional comparison goods floorspace in Enniskillen

Vasu	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	26.0	-26.0	-4,400	-6,900
2025	-6.8	30.6	-37.3	-5,400	-8,500
2030	-9.4	35.1	-44.4	-5.600	-8.800

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District

<sup>2.</sup> Assumes constant market share claimed by Enniskillen facilities at 42.1% from Study Area

<sup>2.</sup> Average sales density assumed to be £3,500 per sq. m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

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Table 26i: Estimated 'capacity' for new comparison goods facilities in Omagh

Year	Total Survey Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	136.9	136.9	0.0	0.0
2025	160.9	155.3	0.0	-5.6
2030	184.7	177.0	0.0	-7.7
District Market Share (%)		40.7		

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

### Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Omagh

Year	Surplus Expenditure	Floorspace Cap	pacity (sq m net)
Tear	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-5.6	-800	-1,300
2030	-7 7	-1.000	-1.500

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

### Table 26k: Extant comparison goods commitments in Omagh

Destination	Reference	Proposal	Net Comparison Floorspace	Estimated Sales Density	Estimated Comparison Turnover	Status
			(sq m)	(£/sq m)	(£m)	
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM (updated by LA10/2016/0371/DC)	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	2,415	4,500	10.9	Comparison goods units total 3,450 sq m gross. It is assumed that these will have a 70% gross to net ratio (2,415 sq m net). Development has commenced. Link road has been constructed.
Total	•		2,415		10.9	·

1. Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application. 2018 prices

### Table 26I: Net quantitative capacity for additional comparison goods floorspace in Omagh

Vasu	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	10.9	-10.9	-1,800	-2,900
2025	-5.6	12.8	-18.3	-2,600	-4,200
2030	-7.7	14.7	-22.4	-2,800	-4,400

- 1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District
- 2. Average sales density assumed to be £3,500 per sq. m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
  3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
  4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 prices

<sup>2.</sup> Assumes constant market share claimed by Omagh facilities at 40.7% from Study Area

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### Table 26m: Estimated 'capacity' for new comparison goods facilities in the Rest of Fermanagh & Omagh District

Year	Total Survey Turnover	Available Expenditure	Inflow	Surplus Expenditure
	(£m) <sup>1</sup>	(£m) <sup>2</sup>	(£m)	(£m)
2020	24.8	24.7	0.1	0.0
2025	29.2	28.0	0.1	-1.0
2030	33.5	31.9	0.2	-1.4
District Market Share (%)		7.4		

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

### Table 26n: Gross quantitative capacity for additional comparison goods floorspace in the Rest of Fermanagh & Omagh District

Year	Surplus Expenditure	Floorspace Cap	pacity (sq m net)
I Gai	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2025	-1.0	-100	-200
2030	-1.4	-200	-300

### Table 26o: Extant comparison goods commitments in the Rest of Fermanagh & Omagh District

Destination	Reference	Proposal	Net Comparison Floorspace	Estimated Sales Density	Estimated Comparison Turnover	Status
			(sq m)	(£/sq m)	(£m)	
Total			0		0.0	

<sup>1.</sup> Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.

### Table 26d: Net quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace	Capacity (sq m net)
	(£m)	(£m)	(£m)	Min'	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-1.0	0.0	-1.0	-100	-200
2030	-1.4	0.0	-1.4	-200	-300

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District

<sup>2.</sup> Assumes constant market share claimed by the Rest of Fermanagh & Omagh District facilities at 7.3% from Study Area

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

<sup>2018</sup> Prices

<sup>2.</sup> Average sales density assumed to be £3,500 per sq. m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

### **APPENDIX B - HGI POPULATION BASIS**

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Table 1: Population and convenience goods expenditure per capita

Zone				Per capita expenditure (£)  Convenience					
Zone	2020	2025	2030	<b>2018</b> inc SfT	2020	2025	2030		
1	49,417	50,913	52,408	2,415	2,281	2,267	2,260		
2	14,917	15,369	15,820	2,399	2,266	2,252	2,246		
3	19,464	20,053	20,642	2,392	2,259	2,245	2,239		
4	19,798	20,397	20,997	2,516	2,377	2,363	2,355		
5	23,275	23,980	24,684	2,371	2,240	2,226	2,219		
Total	126,872	130,712	134,551						

#### Notes:

- a. Per capita expenditure derived from Experian MMG3 data (2019 report)
- b. 2016 base population for each zone derived from Experian MMG3 data (2019 report). Projected forward to 2030 using Husing Growth Indicator data for Fermanagh & Omagh District.
- c. Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17 (February 2020)
- d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Annex 3 of Experian Retail Planner Briefing Note 17 (February 2020)

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Table 2a: Total convenience goods expenditure available

	Expendit		Growth (£m)			
Zone	Conver	nience		Conver	nience	
	2020	2025	2030	2020-2025	2020-2030	
1	112.7	115.4	118.5	115.4	118.5	
2	33.8	34.6	35.5	34.6	35.5	
3	44.0	45.0	46.2	45.0	46.2	
4	47.1	48.2	49.5	48.2	49.5	
5	52.1	53.4	54.8	53.4	54.8	
Total	289.7	296.6	304.4	296.6	304.4	

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m) Convenience (2020)							
	Main	Top-up	Total					
1	86.6	26.1	112.7					
2	25.7	8.1	33.8					
3	34.7	9.2	44.0					
4	36.3	10.8	47.1					
5	40.3	11.8	52.1					
Total	223.6	66.1	289.7					

#### Notes

- a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- b. Ratio of main food shopping to top-up food shopping per zone derived directly from NEMS Household Survey (October 2016)

### Table 3: Convenience goods shopping patterns

Destination Study Area	Total Main food (%)	(Z1-5) Top-up (%)	Zon Main food (%)		Zon Main food (%)	e 2 Top-up (%)	Zon Main food (%)	e 3 Top-up (%)	Zon Main food (%)	e 4 Top-up (%)	Zone Main food (%)	5 Top-up (%)
Zone 1   Omagh Omagh Town Centre Asda, Dromore Road, Omagh	22.5	1.6	49.3	4.2	28.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Dunnes Stores, Irishtown Road, Omagh	3.9	1.0	9.4	2.4	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, James Street, Meetinghouse Hill, Omagh	1.9	1.8	3.7	4.0	3.6	1.5	0.0	0.0	0.0		0.0	0.0
Supervalu, Market Street, Omagh Marks & Spencer, Showgrounds Retail Park, Omagh liceland, Kelvin Road, Omagh	2.0	1.5	4.5	3.3	2.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0
	1.2	1.3	3.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.9	1.6	1.9	4.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Omagh Omagh Edge-of-Centre	2.9	11.7 4.0	7.1 3.9	28.7 9.0	0.0	3.1	1.0 0.0	0.0	0.0	0.0	0.0	0.0
Spar, Anderson Gardens, Omagh  Others  Costcutter, Main Street, Sixmilecross	0.0	0.7	0.0	1.2	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Sixmilecross Eurospar, Fintona Supervalu, Fintona	0.0	1.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	1.8	2.4	4.1	4.0	1.7	6.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Fintona	0.0	0.5	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Newtownstewart	0.8	2.1	1.9	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Newtownstewart Local Shops, Beragh Local Shops, Carrickmore	0.0	1.5	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	1.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.3	1.1	0.9	2.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Local Shops, Gortin Local Shops, Seskinore	0.0	1.3 0.5	0.0	3.3 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	0.0
Sub Total  Zone 2   Irvinestown	39.7	37.2	89.9	88.2	39.9	17.7	1.8	1.1	0.0	0.0	0.0	0.0
Centra, Main Street, Irvinestown	0.0	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Irvinestown	1.4	2.7	0.0	0.0	12.6	20.8	0.0	0.0	0.0	1.0	0.0	0.0
Nisa, Main Street, Trillick	0.5	0.7	0.0	0.0	4.5	5.8	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Trillick Costcutter, Main Street, Trillick	0.1 0.0	0.9 0.2	0.0	0.0 0.0	0.9 0.0	7.7 1.5	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Trillick Spar, Main Street, Dromore Local Shops, Dromore	0.1	0.4	0.0	0.0	0.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.4	1.8	0.0	0.0	3.8	13.1	0.0	0.0	0.0	1.0	0.0	0.0
	0.0	0.5	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Ederney Costcutter, Mian Street, Kesh	0.1 0.1	0.7 0.6	0.0 0.0	0.0 0.0	1.0 1.0	5.3 4.7	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0
Local Shops, Kesh Sub Total	0.0 2.8	0.6 9.2	0.0	0.0	0.0 <b>24.5</b>	5.0 <b>72.9</b>	0.0 <b>0.0</b>	0.0	0.0 <b>0.0</b>	0.0 <b>2.0</b>	0.0 <b>0.0</b>	0.0 <b>0.0</b>
Zone 3   Lisnaskea Lidi, Main Street, Lisnaskea Costcutter, Main Street, Lisnaskea	1.8 0.3	1.1 0.0	0.0	0.0	0.0	0.0	10.7 2.0	7.9 0.0	0.9	0.0	0.0	0.0
Spar, Main Street, Lisnaskea	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Local shops, Linnaskea	0.4	3.3	0.0	0.0	0.0	1.5	2.6	21.3	0.0	1.1	0.0	0.0
Spar, Main Street, Fivemiletown	1.6	1.9	0.0	0.0	0.9	0.0	9.7	13.9	0.0	0.0	0.0	0.0
Co-op, Main Street, Fiverniletown	0.6	0.8	0.0	0.0	0.0	0.0	3.8	5.8	0.0	0.0	0.0	0.0
Local shops, Fiverniletown	0.0	0.8	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0
Costcutter, Dernawilt Road, Rosslea	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Spar, Main Street, Rosslea	0.2	0.6	0.0	0.0	0.0	0.0	1.4	4.5	0.0	0.0	0.0	0.0
Local shops, Rosslea	0.2	0.5	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.9	0.0
Supervalu, Clones Road, Newtownbutler	0.8	1.9	0.0	0.0	0.0	0.0	4.9	8.3	0.0	0.0	0.0	3.9
Local shops, Newtownbutler	0.3	0.7	0.0	1.4	0.0	0.0	1.9	1.0	0.0	0.0	0.0	0.0
Local shops, Brookeborough	0.1	0.5	0.0	0.0	0.0	0.0	0.9	3.9	0.0	0.0	0.0	0.0
Local shops, Maguiresbridge	0.1	0.3	0.0	0.0	0.0	0.0	0.9	2.4	0.0	0.0	0.0	0.0
Sub Total  Zone 4   Enniskillen East	6.6	12.7	0.0	1.4	0.9	1.5	39.7	79.3	0.9	1.1	0.9	3.9
Enniskillen Town Centre Dunnes Stores, Fairgreen Shopping Centre, Enniskillen Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	1.3 2.4	0.7 1.6	0.0	0.0	1.9 2.8	0.0 1.4	2.3 3.2	0.0	3.5 3.7	1.8 5.5	1.1 5.5	2.0 2.8
Marks & Spencer, Erneside Shopping Centre, Enniskillen Local shops, Enniskillen Enniskillen Edge-of-Centre	0.4 1.0	1.4 10.8	0.0	0.0	0.0 0.0	1.4 0.0	0.9 1.0	0.0 6.2	0.0 3.0	3.9 32.7	1.7 2.0	3.2 25.6
Asda, Derrychara Road, Enniskillen Tesco, Derrychara Link, Enniskillen Others	20.4 16.3	5.7 3.2	0.0 1.0	0.0 0.0	14.9 13.4	1.5 0.0	26.8 16.2	4.0 2.1	45.6 36.3	12.4 14.5	39.7 33.3	16.3 2.8
Centra, Main Street, Ballinamallard	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Spar, Main Street, Ballinamallard	0.4	0.7	0.0	0.0	0.0	1.5	0.0	0.0	2.6	3.2	0.0	0.0
Local shops, Ballinamallard	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Spar, Coa Road, Chanterhill Spar, Main Street, Lisbellaw Local shops, Lisbellaw	0.2	0.6	0.0	0.0	0.8	0.0	0.0	0.0	0.8	3.4	0.0	0.0
	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0
	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0
Local shops, Lisnarick	0.0	0.3	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Tempo	0.1	0.9	0.0	0.0	0.0	0.0	0.9	0.0	0.0	5.4	0.0	0.0
Sub Total	42.6	<b>27.4</b>	1.0	<b>0.0</b>	33.8	<b>8.0</b>	<b>51.1</b>	12.3	95.3	93.4	83.2	<b>52.7</b>
Zone 5   Enniskillen West   Iceland, Shore Road, Enniskillen											i	
Spar, Sligo Road, Enniskillen Costcutter, Derrylin Road, Bellanaleck	0.8 0.0 0.0	0.4 2.9 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	2.9 0.0 0.0	0.9 0.0 0.0	1.8 0.0 0.0	1.6 16.1 1.7
Local shops, Bellanaleck Centra, Main Street, Belleek Local shops, Belleek	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0
	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	4.5
Spar, Main Street, Belcoo Local shops, Belcoo Spar, Knockaraven, Garrison Spar, Rossorry Church Road, Craigville	0.0 0.2 1.0	0.6 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 0.9 5.7	2.0 0.0 6.9
Local shops, Derrygonnelly Local shops, Letterbreen	0.2 0.0 0.1	0.5 0.8 0.0 <b>7.9</b>	0.0 0.0 0.0 0.0	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.0	0.0 0.0 0.0 <b>0.0</b>	0.0 0.0 0.9	0.0 0.0 0.0 2.4	0.9 0.0 0.0	3.0 4.5 0.0 41.9
Sub Total   Fermanagh & Omagh District	94.9	94.4	90.9	89.6	99.1	100.0	0.0 92.5	92.8	3.8 100.0	98.9	14.4 98.4	98.5
Zone 6   ROI Aldi (ROI), Cranmore Lane, Sligo Aldi (ROI), Donegal Shopping Centre, Donegal Town	0.0	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 (ROI), Dublin Road, Cavan	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Lidi (ROI), Cranmore Road, Sligo	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidi (ROI), Station Road, Bundoran	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Ballisodare 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
Supervalu (ROI), Donegal Shopping Centre, Donegal town	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Supervalu (ROI), Fermanagh Street, Clones	0.4	0.2	0.0	0.0	0.0	0.0	2.3	1.7	0.0	0.0	0.0	0.0
Supervalu (ROI), Grange Village	0.2	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Realta Shopping Centre, Ballyconnell	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 (ROI), Main Street / Pearce Street, Cavan Town	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 (ROI), New Line Road, Ballinamore Tesco (ROI), O'Connell Street, Sligo Local shops (ROI), Ballinamore	0.0	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	0.8	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
Local shops (ROI), Ballisodare	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Local shops (ROI), Ballyconnell	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 (ROI), Betlurbet	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 (ROI), Bundoran	0.0	0.8	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Local shops (ROI), Cavan	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Local shops (ROI), Dengal town	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 (ROI), Grange village Local shops (ROI), Silgo Sub Total	0.0 0.0 1.2	0.0 0.0 <b>1.4</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>1.3</b>	0.0 0.0 <b>0.9</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>5.2</b>	0.0 0.0 <b>4.4</b>	0.0 0.0 <b>0.0</b>	0.0 0.0	0.0 0.0 <b>1.6</b>	0.0 0.0 <b>1.6</b>
Sub Total   Study Area	96.1	95.9	90.9	91.0	100.0	100.0	97.7	97.2	100.0	98.9	100.0	100.0
Destination	Main food		Zon Main food		Zon Main food		Zon Main food		Zon Main food		Zono Main food	
Outside Study Area Outside Study Area, Other	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Asda, Branch Road, Strabane	1.2	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Sweep Road, Cookstown	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Ballygawley Road, Dungannon	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Orritor Retail Park, Cookstown	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, Railway Street, Strabane	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, Scotch Street, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidi (ROI), Letterkenny Roundabout, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidi, John Street, Dungannon	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidi, Station Square Retail Park, Molesworth Street, Cookstown	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Local shops (ROI), Ballymote	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Local shops (ROI), Carrick on Shannon	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 (ROI), Monaghan	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, Aughnacloy	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, Claudy	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Local shops, Clogher	0.1	0.2	0.0	0.0	0.0	0.0	1.0	1.2	0.0	0.0	0.0	0.0
Local shops, Cookstown Local shops, Draperstown Local shops, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.4	0.6	0.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.5	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Greencastle (ROI)	0.0	0.8	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Maghera	0.4	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Magherafelt	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, Strabane	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Simply Food, Orritor Road Retail Park, Cookstown	0.0	0.6	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Strand Road, Londonderry	0.3	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Ballymote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu (ROI), Lord Edward Street, Ballymote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu, Burn Road, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Supervalu, Main Street, Strabane Supervalu, Moore Street, Aughnacloy Tesco (ROI) Metro, Dawson Street, Monaghan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	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 (ROI), Dublin Road, Carrick on Shannon Tesco, Ballyronan Road, Magherafelt Tesco, Beech Valley, Dungannon	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	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, Dritor Road, Cookstown Sub Total	0.8 3.9	0.0 0.0 <b>4.2</b>	1.9 9.2	0.0 0.0 9.1	0.0 0.0	0.0 0.0	0.0 2.3	0.0 0.0 <b>2.9</b>	0.0 0.0	0.0 0.0 1.1	0.0 0.0	0.0 0.0
Total (rounded)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
c. Excludes 'don't knowlvaries', markets and internet sales

#### Table 4: Convenience goods shopping patterns

able 4: Convenience goods snopping patterns Destination	Main food (£m)	otal Top-up (£m)	Zo Main food (£m)	ne 1 Top-up (£m)	Zor Main food (£m)	ne 2 Top-up (£m)	Zor Main food (£m)	ne 3 Top-up (£m)	Zor Main food (£m)	ne 4 Top-up (£m)	Zoı Main food (£m)	ne 5 Top- (£n
Study Area Lone 1   Omagh Dmagh Town Centre Isda, Dromore Road, Omagh	50.4	1.1	42.7	1.1	7.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Journes Stores, Irishtown Road, Omagh  idl, James Street, Meetinghouse Hill, Omagh  Supervalu, Market Street, Omagh	8.8 4.2	0.6 1.2	8.1 3.2	0.6 1.1	0.7 0.9	0.0 0.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0	0.0
farks & Spencer, Showgrounds Retail Park, Omagh celand, Kelvin Road, Omagh	4.5 2.6 1.9	1.0 0.9 1.1	3.9 2.6 1.7	0.9 0.9 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 0.0	0.0 0.0 0.0	0.0 0.0
ocal Shops, Omagh Omagh Edge-of-Centre Epar, Anderson Gardens, Omagh	6.5	7.8	6.1 3.4	7.5	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0
Others Costcutter, Main Street, Sixmilecross	0.0	0.4	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
ocal Shops, Sixmilecross Eurospar, Fintona Bupervalu, Fintona	0.0 0.0 4.0	0.7 0.3 1.6	0.0 0.0 3.6	0.7 0.3 1.1	0.0 0.0 0.4	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
ocal Shops, Fintona  Spar, Newtownstewart  ocal Shops, Newtownstewart	0.0 1.7 0.0	0.3 1.4 1.0	0.0 1.7 0.0	0.3 1.4 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	0.0 0.0 0.0	0.0 0.0 0.0	0.0
ocal Shops, Beragh ocal Shops, Carrickmore	0.0 0.7	0.7 0.7	0.0 0.7	0.7 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
ocal Shops, Gortin ocal Shops, Seskinore Sub Total	0.0 0.0 88.7	0.8 0.3 <b>24.6</b>	0.0 0.0 77.8	0.8 0.3 23.0	0.0 0.0 <b>10.3</b>	0.0 0.0 1.4	0.0 0.0 <b>0.6</b>	0.0 0.0 <b>0.1</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.0</b>	0.0 0.0
ione 2   Irvinestown Pentra, Main Street, Irvinestown ocal Shops, Irvinestown	0.0	0.1 1.8	0.0	0.0	0.0	0.1 1.7	0.0	0.0 0.0	0.0	0.0 0.1	0.0	0.0
lisa, Main Street, Trillick spar, Main Street, Trillick	1.1 0.2	0.5 0.6	0.0 0.0	0.0 0.0	1.1 0.2	0.5 0.6	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0. 0.
Costcutter, Main Street, Trillick ocal Shops, Trillick Spar, Main Street, Dromore	0.0 0.2 1.0	0.1 0.2 1.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.2 1.0	0.1 0.2 1.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0	0. 0.
ocal Shops, Dromore ocal Shops, Ederney	0.0 0.2	0.3 0.4	0.0 0.0	0.0 0.0	0.0 0.2	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.
Costcutter, Mian Street, Kesh ocal Shops, Kesh Sub Total	0.2 0.0 6.3	0.4 0.4 <b>6.1</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.0</b>	0.2 0.0 <b>6.3</b>	0.4 0.4 <b>5.9</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.2</b>	0.0 0.0 <b>0.0</b>	0. 0. <b>0</b> .
tone 3   Lisnaskea idl, Main Street, Lisnaskea Costcutter, Main Street, Lisnaskea	4.0	0.7	0.0	0.0	0.0	0.0	3.7	0.7 0.0	0.3	0.0 0.0	0.0	0.0
Spar, Main Street, Lisnaskea ocal shops, Linnaskea Spar, Main Street, Fivemiletown	0.3 0.9 3.6	0.0 2.2 1.3	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.2	0.0 0.1 0.0	0.3 0.9 3.4	0.0 2.0 1.3	0.0 0.0 0.0	0.0 0.1 0.0	0.0 0.0 0.0	0.0 0.0
o-op, Main Street, Fivemiletown ocal shops, Fivemiletown ostcutter, Dernawilt Road, Rosslea	1.3 0.0 0.0	0.5 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	1.3 0.0 0.0	0.5 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
Josiculeri, Denrawii Roda, Rossiea Spar, Main Street, Rossiea Jocal shops, Rossiea Supervalu, Clones Road, Newtownbutter	0.5 0.4 1.7	0.4 0.3 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 0.5 0.0 1.7	0.4 0.3 0.8	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.4 0.0	0.i 0.i 0.i
ocal shops, Newtownbutter .ocal shops, Brookeborough .ocal shops, Maguiresbridge	0.7 0.3 0.3	0.5 0.4 0.2	0.0 0.0 0.0	0.4 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.7 0.3 0.3	0.0 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.
Sub Total  Sone 4   Enniskillen East	14.7	8.4	0.0	0.4	0.2	0.1	13.8	7.3	0.3	0.1	0.4	0.
one 2 Enniskillen East inniskillen Town Centre Junnes Stores, Fairgreen Shopping Centre, Enniskillen idl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	3.0 5.4	0.4 1.0	0.0	0.0 0.0	0.5 0.7	0.0 0.1	0.8 1.1	0.0 0.0	1.3 1.3	0.2 0.6	0.4 2.2	0. 0.
farks & Spencer, Erneside Shopping Centre, Enniskillen ocal shops, Enniskillen	1.0	0.9 7.1	0.0 0.0	0.0	0.0 0.0	0.1 0.1 0.0	0.3 0.3	0.0 0.6	0.0 1.1	0.4 3.5	0.7 0.8	0.
:miskillen Edge-of-Centre ısda, Derrychara Road, Enniskillen 'esco, Derrychara Link, Enniskillen Dthers	45.6 36.5	3.7 2.1	0.0 0.9	0.0 0.0	3.8 3.4	0.1 0.0	9.3 5.6	0.4 0.2	16.5 13.2	1.3 1.6	16.0 13.4	1. 0.
Centra, Main Street, Ballinamallard Spar, Main Street, Ballinamallard .ocal shops, Ballinamallard	0.0 0.9 0.0	0.2 0.5 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 0.0	0.0 0.9 0.0	0.2 0.3 0.1	0.0 0.0 0.0	0. 0. 0.
Spar, Coa Road, Chanterhill Spar, Main Street, Lisbellaw	0.5 0.0	0.4 0.3	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	0.3 0.0	0.1 0.4 0.3 0.6	0.0 0.0 0.0	0.0
ocal shops, Lisbellaw ocal shops, Lisnarick ocal shops, Tempo	0.0 0.0 0.3	0.6 0.2 0.6	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 0.0 0.0	0.0 0.6	0.0 0.0	0. 0. 0.
Sub Total  Cone 5   Enniskillen West	95.4	18.1	0.9	0.0	8.7	0.6	17.7	1.1	34.6	10.1	33.5	6.
celand, Shore Road, Enniskillen Spar, Sligo Road, Enniskillen Costcutter, Derrylin Road, Bellanaleck	1.8 0.0 0.0 0.0	0.3 1.9 0.2 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	1.1 0.0 0.0	0.1 0.0 0.0	0.7 0.0 0.0 0.0	0. 1. 0.
ocal shops, Bellanaleck Centra, Main Street, Belleek ocal shops, Belleek	1.0 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 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.
Spar, Main Street, Belcoo .ocal shops, Belcoo Spar, Knockaraven, Garrison Spar, Rossorry Church Road, Craigville	0.0 0.4 2.3 0.4	0.4 0.0 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 0.0	0.0 0.0 0.0 0.0	0.0 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 0.4 2.3 0.4	0. 0. 0.
ocal shops, Letterbreen Sub Total	0.0 0.3 7.2	0.5 0.0 5.2	0.0 0.0 <b>0.0</b>	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 <b>0.0</b>	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 5.8	0. 0. <b>5.</b>
Sub Total   Fermanagh & Omagh District	212.2	62.4	78.7	23.4	25.5	8.1	32.1	8.6	36.3	10.7	39.6	11
one 6   ROI Iddi (ROI), Cranmore Lane, Sligo Iddi (ROI), Donegal Shopping Centre, Donegal Town	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.
Ndi (ROI), Dublin Road, Cavan Idi (ROI), Cranmore Road, Sligo Idi (ROI), Station Road, Bundoran	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	0.0 0.0 0.0	0.3 0.0 0.0	0. 0. 0.
Supervalú (ROI), Ballisodare town centre Supervalu (ROI), Donegal Shopping Centre, Donegal town Supervalu (ROI), Fermanagh Street, Clones	0.0 0.6 0.8	0.0 0.0 0.2	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 0.8	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.3 0.0	0. 0. 0.
Supervalu (ROI), Grange Village Supervalu (ROI), Realta Shopping Centre, Ballyconnell Tesco (ROI), Main Street / Pearce Street, Cavan Town	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	0.4 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.
l'esco (ROI), New Line Road, Ballinamore l'esco (ROI), O'Connell Street, Sligo .ocal shops (ROI), Ballinamore	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 0.3 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.
.ocal shops (ROI), Ballisodare .ocal shops (ROI), Ballyconnell .ocal shops (ROI), Belturbet	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	0.3 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.
.ocal shops (ROI), Bundoran .ocal shops (ROI), Cavan .ocal shops (ROI), Donegal town	0.0 0.3 0.0	0.5 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 0.3 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.
ocal shops (ROI), Grange village ocal shops (ROI), Sligo Sub Total	0.0 0.0 <b>2.7</b>	0.0 0.0 <b>0.9</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.3</b>	0.0 0.0 <b>0.2</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 1.8	0.0 0.0 <b>0.4</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.0</b>	0.0 0.0 <b>0.6</b>	0. 0. <b>0</b> .
iub Total   Study Area	214.9 To	63.3	78.7 Zoi	23.7 ne 1	25.7 Zoi	8.1 ne 2	33.9 Zor	9.0 ne 3	36.3 Zor	10.7 ne 4	40.3 Zoi	11 ne 5
estination  Outside Study Area	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top (£)
outside Study Area, Other usda, Branch Road, Strabane	2.6	0.0	2.6 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
usda, Sweep Road, Cookstown Costcutter, Ballygawley Road, Dungannon celand, Orritor Retail Park, Cookstown, BT80 8BH	0.0 0.0 0.0	0.4 0.4 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	0.0	0
celand, Railway Street, Strabane, BT82 8EF celand, Scotch Street, Dungannon BT70 1BD idl (ROI), Letterkenny Roundabout, Letterkenny	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0
idl, John Street, Dungannon idl, Station Square Retail Park, Molesworth Street, Cookstown	0.0 0.5	0.4 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	0.0	0.
ocal shops (ROI), Ballymote ocal shops (ROI), Carrick on Shannon ocal shops (ROI), Monaghan	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	0.1 0.0 0.0	0.0 0.0 0.0	0. 0.
ocal shops, Aughnacloy ocal shops, Claudy	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	0.0 0.0	0.0	0. 0.
ocal shops, Clogher ocal shops, Cookstown ocal shops, Draperstown	0.3 0.0 0.8	0.1 0.0 0.4	0.0 0.0 0.8	0.0 0.0 0.4	0.0 0.0 0.0	0.0 0.0 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.
ocal shops, Dungannon ocal shops, Greencastle (ROI)	1.2 0.0	0.0 0.5	1.2 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.
ocal shops, Maghera ocal shops, Magherafelt ocal shops, Strabane	0.9 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 0.0 0.0	0.
/l&S Simply Food, Orritor Road Retail Park, Cookstown Sainsbury's, Strand Road, Londonderry	0.0 0.7	0.4 0.0	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	0.0	0.
Supervalu (ROI), Ballymote Supervalu (ROI), Lord Edward Street, Ballymote Supervalu, Burn Road, Cookstown	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0. 0. 0.
Supervalu, Main Street, Strabane Supervalu, Moore Street, Aughnacloy	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.
esco (ROI) Metro, Dawson Street, Monaghan  esco (ROI), Dublin Road, Carrick on Shannon  esco, Ballyronan Road, Macherafelt, BT45 6RP	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 1.7 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 0.0 <b>0.3</b>	0.0 0.0 0.0	0.0 0.0 0.0 <b>0.1</b>	0.0 0.0 0.0	0. 0. 0.

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
c. Excludes 'don't know/varies', markets and internet sales

#### Table 5: Convenience goods shopping patterns

estination	Gross Floorspace	Net Sales Area	Net Convenience	Sales Density	Benchmark Turnover	Survey Turnover	Inflow	Estimated Survey	Overtradin
	(Sq m)	(Sq m)	Sales Area (A)		(AxB)		Allowance	T/O with Inflow	
itudy Area			(Sq m)	(£ per sq m)	(£m)	(£m)	(£m)	(£m)	(£m)
one 1   Omagh magh Town Centre									
sda, Dromore Road, Omagh	4,860	2,672	2,094	13,659	28.6	51.5	0.0	51.5	22.9
unnes Stores, Irishtown Road, Omagh		!			9.4	9.4	0.0	9.4	0.0
dl, James Street, Meetinghouse Hill, Omagh	1,327	929	811	10,103	8.2	5.3	0.0	5.3	-2.9
upervalu, Market Street, Omagh	1 262	002	204	10.476	5.5	5.5	0.0	5.5	0.0
larks & Spencer, Showgrounds Retail Park, Omagh celand, Kelvin Road, Omagh	1,262 630	883 441	284 433	10,476 6,859	3.0 3.0	3.5	0.1	3.6	0.6
ocal Shops, Omagh	030	!	400	0,009	14.2	14.2	0.0	14.2	0.0
Dmagh Edge-of-Centre								<u> </u>	
par, Anderson Gardens, Omagh	200	140	133	8,046	1.1	6.1	0.0	6.1	5.0
thers	440	00	0.4	4.700	0.4			0.4	
ostcutter, Main Street, Sixmilecross ocal Shops, Sixmilecross	142	99	94	4,726	0.4 0.7	0.4	0.0	0.4	0.0
urospar, Fintona		 			0.3	0.3	0.0	0.3	0.0
upervalu, Fintona					5.6	5.6	0.0	5.6	0.0
ocal Shops, Fintona					0.3	0.3	0.0	0.3	0.0
par, Newtownstewart	280	196	186	8,046	1.5	3.1	0.0	3.1	1.6
ocal Shops, Newtownstewart		! !			1.0	1.0	0.0	1.0	0.0
ocal Shops, Beragh					0.7	0.7	0.0	0.7	0.0
ocal Shops, Carrickmore ocal Shops, Gortin					1.5 0.8	1.5	0.0	1.5	0.0
ocal Shops, Seskinore					0.8	0.8	0.0	0.3	0.0
ub Total					86.1	113.3	0.1	113.4	27.2
one 2   Irvinestown									
entra, Main Street, Irvinestown					0.1	0.1	0.0	0.1	0.0
ocal Shops, Irvinestown					5.0	5.0	0.0	5.0	0.0
isa, Main Street, Trillick	100	70	67	9.046	1.6	1.6	0.0	1.6	0.0
par, Main Street, Trillick ostcutter, Main Street, Trillick	100 142	70 99	67 94	8,046 4,726	0.5 0.4	0.9	0.0	0.9	0.3 -0.3
ostcutter, Main Street, Trillick ocal Shops, Trillick	142	33	34	+,120	0.4	0.1	0.0	0.5	0.0
par, Main Street, Dromore	150	105	100	8,046	0.8	2.1	0.0	2.1	1.3
ocal Shops, Dromore					0.3	0.3	0.0	0.3	0.0
ocal Shops, Ederney					0.7	0.7	0.0	0.7	0.0
ostcutter, Mian Street, Kesh	142	99	94	4,726	0.4	0.6	0.0	0.6	0.2
ocal Shops, Kesh					0.4 <b>10.9</b>	0.4	0.0	0.4 12.4	0.0 <b>1.5</b>
Sub Total					10.9	12.4	0.0	12.4	1.0
one 3   Lisnaskea									
idl, Main Street, Lisnaskea	1,327 142	929 99	811 94	10,103	8.2 0.4	4.7 0.7	0.1	4.9	-3.3 0.3
costcutter, Main Street, Lisnaskea par, Main Street, Lisnaskea	200	140	133	4,726 8,046	1.1	0.7	0.0	0.7	-0.8
ocal shops, Linnaskea	100° 100° 100° 100° 100° 100° 100° 100°				3.1	3.1	0.0	3.1	0.0
par, Main Street, Fivemiletown o-op, Main Street, Fivemiletown	500 621	350 435	333 394	8,046 10,824	2.7 4.3	4.9 1.9	0.0	4.9 1.9	2.2 -2.4
ocal shops, Fivemiletown	021	433	394	10,624	0.5	0.5	0.0	0.5	0.0
Costcutter, Dernawilt Road, Rosslea	142	99	94	4,726	0.4	0.1	0.0	0.1	-0.3
par, Main Street, Rosslea	100	70	67	8,046	0.5	0.9	0.0	0.9	0.4
ocal shops, Rosslea upervalu, Clones Road, Newtownbutler		 			0.7 2.9	2.9	0.0	2.9	0.0
ocal shops, Newtownbutler					1.1	1.1	0.0	1.1	0.0
ocal shops, Brookeborough ocal shops, Maguiresbridge					0.7 0.5	0.7 0.5	0.0	0.7	0.0
ub Total					27.2	23.1	0.1	23.2	-4.0
one 4   Enniskillen East									
nniskillen Town Centre unnes Stores, Fairgreen Shopping Centre, Enniskiller					3.4	3.4	0.0	3.4	0.0
dl, Railway Junction Retail Park, Hollyhill Link Road, Enniskiller	1,327	929	811	10,103	8.2	6.4	0.0	6.4	-1.8
larks & Spencer, Erneside Shopping Centre, Enniskillen	1,668	1,168	263	10,476	2.8	1.9	0.0	1.9	-0.9
ocal shops, Enniskillen nniskillen Edge-of-Centre					9.4	9.4	0.0	9.4	0.0
sda, Derrychara Road, Enniskillen	8,704	3,735	2,927	13,659	40.0	49.4	4.9	54.3	14.3
esco, Derrychara Link, Enniskillen	2,794	1,902	1,454	13,797	20.1	38.6	1.2	39.8	19.7
thers entra, Main Street, Ballinamallard					0.2	0.2	0.0	0.2	0.0
par, Main Street, Ballinamallard	350	245	233	8,046	1.9	1.4	0.0	1.4	-0.5
ocal shops, Ballinamallard	050	475	400	0.040	0.1	0.1	0.0	0.1	0.0
par, Coa Road, Chanterhill par, Main Street, Lisbellaw	250 150	175 105	166 100	8,046 8,046	1.3 0.8	0.9	0.0	0.9	-0.5 -0.5
ocal shops, Lisbellaw	130	100	100	3,040	0.6	0.6	0.0	0.6	0.0
ocal shops, Lisnarick					0.2	0.2	0.0	0.2	0.0
ocal shops, Tempo ub Total		1			0.9 <b>89.7</b>	0.9 113.5	0.0 <b>6.1</b>	0.9 119.6	0.0 <b>29.9</b>
uu i ottai						110.0	<del>_</del>	1.0.0	20.0
one <u>5</u>   Enniskillen West									
eland, Shore Road, Enniskillen	636	445	437	6,859	3.0	2.1	0.0	2.1	-0.9
par, Sligo Road, Enniskillen ostcutter, Derrylin Road, Bellanaleck	250 142	175 99	166 94	8,046 4,726	1.3 0.4	1.9	0.0	1.9	0.6 -0.3
ocal shops, Bellanaleck	174		J-1	.,. 20	0.2	0.2	0.0	0.2	0.0
entra, Main Street, Belleek					1.0	1.0	0.0	1.0	0.0
ocal shops, Belleek par, Main Street, Belcoo	100	70	67	8,046	1.6 0.5	1.6	0.0	1.6	0.0 -0.1
par, Main Street, Belcoo ocal shops, Belcoo	100	70	O/	0,040	0.5	0.4	0.0	0.4	0.0
par, Knockaraven, Garrison	150	105	100	8,046	0.8	3.1	0.0	3.1	2.3
par, Rossorry Church Road, Craigville	150	105	100	8,046	0.8	0.7	0.0	0.7	-0.1
ocal shops, Derrygonnelly ocal shops, Letterbreen					0.5 0.3	0.5	0.0	0.5 0.3	0.0
, -,					10.9	12.4	0.0	12.4	1.5
ub Total					10.5				

- a. Gross floorspace derived from IGD database, Fermanagh & Omagh District Council records or Nexus Planning Assessment
- b. Net floorspace derived from IGD database or Fermanagh & Omagh District Council records where available or based on Nexus Planning professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)
- C. Proportion of net floorspace derived from typical company split between convenience and comparison floorspace as identified by Verdict UK Food & Grocery Retailers
   d. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived from Verdict UK Food & Grocery Retailers or Mintel Retail Rankings
   e. It has been assumed that all unnamed and local convenience stores within a centre are "trading at equilibrium" (i.e. their 'benchmark' turnover equates to that ientified by the survey)
   f. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

Table 6a: Estimated 'capacity' for new convenience goods facilities in Fermanagh & Omagh District

Year	Benchmark Turnover (£m)¹	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	224.8	274.6	6.3	56.1
2025	226.6	281.2	6.5	61.1
2030	226.6	288.6	6.7	68.6
District Market Share (%)		94.8		

<sup>1.</sup> Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

#### Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

Vacu	Surplus Expenditure	Floorspace Capacity (sq m net)			
Year	(£m)	Min <sup>1</sup>	Max <sup>2</sup>		
2020	56.1	4,400	5,400		
2025	61.1	4,700	5,900		
2030	68.6	5,300	6,600		

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

Table 6c: Extant convenience goods commitments in Fermanagh & Omagh District

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F and LA10/2019/0643/LDE)	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.	1,530	10,465	16.0	Development has commenced on site (foundations only).
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	4,600	10,465	48.1	Development has commenced. Link Road has been constructed however no commencement of any buildings on site.
Lands East of Mountjoy Road, North of Drumragh Avenue and West of the River Camowen and to the South of the Tyrone Timber Frames Factory	K/2014/0481/F (as amended by LA10/2018/0668/F)	Erection of superstore with associated car parking, service yard, access arrangements, landscaping and associated general site works (Gross floor area approved = 5,343 sq m. Assumed 60% gross to net ratio = 3,206 sq m net)	3,206	10,465	33.6	Extant until 2022
Land bounded by Great Northern Road, Gortmore Park, Thornville Park and Edenvale Park, Omagh	K/2010/0261/O	Mixed use development comprising new road linking Great Northern Road and Derry Road, new roundabout on Great Northern Road, Community Business units, Petrol Filling Station and associated shop, Business Park Building (Class B2), Nursing Home and Housing Scheme comprising of a mix of house types and Social housing (Amended plans)	250	10,465	2.6	Outline permission extant until July 2021.

<sup>1.</sup> Sales density assumed to be £10,465 based on Nexus Planning judgement where the occupier has not been referenced within the application. 2018 Prices

# Table 6d: Net quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

Vest	Year Surplus Expenditure		Residual Expenditure	Floorspace Capacity (sq m net)		
rear	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>	
2020	56.1	100.3	-44.2	-3,400	-4,300	
2025	61.1	100.8	-39.7	-3,100	-3,800	
2030	68.6	100.8	-32.2	-2,500	-3,100	

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

<sup>2.</sup> Assumes constant market share claimed by Fermanagh & Omagh District facilities at 94.8% from Study Area 2018 Prices

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

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Table 6e: Estimated 'capacity' for new convenience goods facilities in Enniskillen

Year	Benchmark Turnover (£m)¹	Survey Turnover (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	88.1	113.0	6.1	31.0
2025	88.8	115.7	6.2	33.1
2030	88.8	118.7	6.4	36.3
District Market Share (%)		39.0		

<sup>1.</sup> Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

#### Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Enniskillen

Year	Surplus Expenditure	Floorspace Capacity (sq m net)			
rear	(£m)	Min <sup>1</sup>	Max <sup>2</sup>		
2020	31.0	2,400	3,000		
2025	33.1	2,600	3,200		
2030	36.3	2,800	3,500		

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

### Table 6g: Extant convenience goods commitments in Enniskillen

	Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
	Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F and LA10/2019/0643/LDE)	Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park. Assumed that overall net sales area (3,060 sq m) is divided equally between convenience and comparison goods sales.		10,465	16.0	Development has commenced on site (foundations only).
i	otal			1,530		16.0	

 $<sup>1. \ \, \</sup>text{Sales density assumed to be } \pounds 10,465 \ \text{based on Nexus Planning judgement where the occupier has not been referenced within the application.}$ 

### Table 6h: Net quantitative capacity for additional convenience goods floorspace in Enniskillen

Vasi	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace C	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	31.0	16.0	15.0	1,200	1,400
2025	33.1	16.1	17.1	1,300	1,600
2030	36.3	16.1	20.3	1,600	1,900

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6g) from surplus expenditure (sourced from Table 6e)

Assumes constant market share claimed by Enniskillen facilities at 39.0% from Study Area
 Prices

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

Table 6i: Estimated 'capacity' for new convenience goods facilities in Omagh

Year	Benchmark Turnover	Survey Turnover	Inflow	Surplus Expenditure
Tear	(£m) <sup>1</sup>	(£m) <sup>2</sup>	(£m)	(£m)
2020	72.9	98.5	0.1	25.7
2025	73.5	100.9	0.1	27.4
2030	73.5	103.5	0.1	30.1
District Market Chara (0/)		24.0		

District Market Share (%) 34.0

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

2018 Prices

#### Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh District

	Surplus Expenditure	Floorspace Car	pacity (sq m net)
Year	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	25.7	2,000	2,500
2025	27.4	2,100	2,600
2030	30.1	2 300	2 900

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

2018 Prices

Table 6k: Extant convenience goods commitments in Omagh

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	4,600	10,465	48.1	Development has commenced. Link Road has been constructed however no commencement of any buildings on site.
Lands East of Mountjoy Road, North of Drumragh Avenue and West of the River Camowen and to the South of the Tyrone Timber Frames Factory	K/2014/0481/F (as amended by LA10/2018/0668/F)	Erection of superstore with associated car parking, service yard, access arrangements, landscaping and associated general site works (Gross floor area approved = 5,343 sq m. Assumed 60% gross to net ratio = 3,206 sq m net)	3,206	10,465	33.6	Extant until 2022
Land bounded by Great Northern Road, Gortmore Park, Thornville Park and Edenvale Park, Omagh	K/2010/0261/O	Mixed use development comprising new road linking Great Northern Road and Derry Road, new roundabout on Great Northern Road, Community Business units, Petrol Filling Station and associated shop, Business Park Building (Class B2), Nursing Home and Housing Scheme comprising of a mix of house types and Social housing (Amended plans)	250	10,465	2.6	Outline permission extant until July 2021.

 $<sup>1. \ \, \</sup>text{Sales density assumed to be } \pounds 10,465 \ \text{based on Nexus Planning judgement where the occupier has not been referenced within the application.}$ 

Table 6I: Net quantitative capacity for additional convenience goods floorspace in Omagh

Vasu	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace C	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	25.7	84.3	-58.7	-4,600	-5,600
2025	27.4	84.7	-57.3	-4,500	-5,500
2030	30.1	84.7	-54.6	-4.200	-5.300

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6k) from surplus expenditure (sourced from Table 6i)

<sup>2.</sup> Assumes constant market share claimed by Omagh facilities at 34.0% from Study Area  $\,$ 

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

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### Table 6m: Estimated 'capacity' for new convenience goods facilities in the Rest of Fermanagh & Omagh District

Year	Benchmark Turnover (£m)¹	Survey Turnover (£m)²	Inflow (£m)	Surplus Expenditure (£m)
2020	63.8	63.1	0.1	-0.5
2025	64.3	64.6	0.1	0.5
2030	64.3	66.3	0.1	2.2
District Market Share (%)		21.8		

<sup>1.</sup> Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (Febraury 2020)

#### Table 6n: Gross quantitative capacity for additional convenience goods floorspace in the Rest of Fermanagh & Omagh District

Vern	Surplus Expenditure	Floorspace Cap	pacity (sq m net)
Year	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	-0.5	0	-100
2025	0.5	0	0
2030	2.2	200	200

<sup>1.</sup> Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets

### Table 6o: Extant convenience goods commitments in the Rest of Fermanagh & Omagh District

	Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)	Status
Tota	al .			0	(2.04)	0.0	

<sup>1.</sup> Sales density assumed to be £10,465 based on Nexus Planning judgement where the occupier has not been referenced within the application.

### Table 6p: Net quantitative capacity for additional convenience goods floorspace in the Rest of Fermanagh & Omagh District

Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace C	Capacity (sq m net)
rear	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	-0.5	0.0	-0.5	0	-100
2025	0.5	0.0	0.5	0	0
2030	2.2	0.0	2.2	200	200

<sup>1.</sup> Residual calculated by subtracting turnover of commitments (sourced from Table 6o) from surplus expenditure (sourced from Table 6m)

<sup>2.</sup> Assumes constant market share claimed by the Rest of Fermanagh & Omagh District facilities at 21.8% from Study Area 2018 Prices

<sup>2.</sup> Average sales density assumed to be £10,465 per sq.m (rounded) based on the average sales density of leading four operators and discount operators 3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17

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#### Table 7a: Population and comparison goods expenditure per capita

	Popu	lation	
1	49,417	50,913	52,408
2	14,917	15,369	15,820
3	19,464	20,053	20,642
4	19,798	20,397	20,997
5	23,275	23,980	24,684
Total	126,872	130,712	134,551

#### Table 7b: Population and comparison goods expenditure

7.					Comparison goods expenditure per capita (£)  2018 with SfT  Comparison goods expenditure per capita (£)  2018 without SFT												Comparison goods expenditure per capita (£) 2020								Comparison goods expenditure per capita (£)								Comparison goods expenditure per capita (£)															
20	Zone Clothes CDs etc Household Recreation Chemist Electrical DIY Furniture Total Clothes CDs etc Household Recreation Chemist Electrical DIY Furniture Total Clothes CDs etc Household Recreation Chemist Electrical DIY Furniture Total Clothes																					Chemist									n Chemist																	
	1,	,013	152	731	379	187	304	204	181	3,152	8	343	127	608	316	156	253	170	15	0 <b>2,6</b>	322	885	133	638	331	164	265	178	158	2,752	991	149	715	371	183	297	200	177	3,084	1,122	168	809	420	207	336	226	200	3,489
	9	912	149	674	398	181	277	197	167	2,955	7	'59 '	124	561	331	151	231	164	13	9 2,4	159	796	130	589	347	158	242	172	146	2,581	892	146	659	389	177	271	193	164	2,891	1,010	165	746	440	200	307	218	185	3,271
	8	884	148	663	399	174	284	190	163	2,906	7:	'36	123	552	332	145	236	158	13	6 2,4	118	772	130	579	349	152	248	166	143	2,538	865	145	649	391	171	277	186	160	2,844	979	164	734	442	193	314	211	181	3,217
	1.	,002	151	706	374	198	296	196	183	3,105	8:	33	125	588	311	165	246	163	15	2 <b>2,5</b>	583	875	132	617	326	173	258	171	159	2,711	980	147	691	366	194	290	192	179	3,038	1,109	167	782	414	219	328	217	202	3,437
				683																																												

Notes:
a. Per capital expenditure derived from Experian MMG3 data (2019 report)
b. Base 2016 opulation derived from Experian MMG3 data (2019 report). Projected forward to 2030 using Housing Growth Indicator projections for Fermanagh & Omagh District.
c. Per capital expenditure projected forward using forecast growth rates taken from Table 1a of Experian Retail Planner Briefing Note 17
d. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 17

# Fermanagh & Omagh Retail and Leisure Centre Study - Update 2020 Nexus Planning

Table 8: Total comparison goods expenditure available

Zone					Comparison goods expenditure (£m) 2025						Comparison goods expenditure (£m) 2030						Comparison goods growth (£m)												
	Clothes	CDs etc	Household	Recreation	Chemist		DIY		Total	Clothes	CDs etc	Household	Recreation	Chemist		DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist		DIY		Total	2020-2025	2020-2030
1	43.7	6.6	31.5	16.4	8.1	13.1	8.8	7.8	136.0	50.5	7.6	36.4	18.9	9.3	15.1	10.2	9.0	157.0	58.8	8.8	42.4	22.0	10.9	17.6	11.9	10.5	182.8	21.0	46.8
2	11.9	1.9	8.8	5.2	2.4	3.6	2.6	2.2	38.5	13.7	2.2	10.1	6.0	2.7	4.2	3.0	2.5	44.4	16.0	2.6	11.8	7.0	3.2	4.9	3.4	2.9	51.8	5.9	13.3
3	15.0	2.5	11.3	6.8	3.0	4.8	3.2	2.8	49.4	17.3	2.9	13.0	7.8	3.4	5.6	3.7	3.2	57.0	20.2	3.4	15.2	9.1	4.0	6.5	4.3	3.7	66.4	7.6	17.0
4	17.3	2.6	12.2	6.5	3.4	5.1	3.4	3.2	53.7	20.0	3.0	14.1	7.5	4.0	5.9	3.9	3.6	62.0	23.3	3.5	16.4	8.7	4.6	6.9	4.6	4.2	72.2	8.3	18.5
5	19.1	3.3	13.9	7.7	3.7	6.7	4.0	3.5	61.8	22.0	3.8	16.0	8.9	4.2	7.8	4.6	4.0	71.4	25.7	4.4	18.7	10.4	4.9	9.1	5.4	4.7	83.1	9.5	21.3
Total	107.1	16.9	77.7	42.5	20.5	33.4	22.0	19.4	339.4	123.6	19.5	89.7	49.1	23.7	38.6	25.4	22.4	391.8	143.9	22.7	104.4	57.2	27.6	44.9	29.6	26.1	456.3	52.4	116.9

Notes:
a. Per capita expenditure derived from Experian MMG3 data (2019 report)

Table 9: Clothing & footwear shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
Bestination							
Shirely Associated	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area Zone 1							
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beragh Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownstewart	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	35.5%	70.1%	41.4%	8.9%	2.0%	4.1%	0.0%
Showgrounds Retail Park, Omagh	7.2%	16.7%	3.6%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	43.6%	88.8%	44.9%	8.9%	2.0%	4.1%	0.0%
	10.070		111070	31070		,	1.17
Zone 2							
Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	1.4%	0.0%	8.0%	0.0%	3.2%	0.0%	1.8%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.4%	0.0%	8.0%	0.0%	3.2%	0.0%	1.8%
		0.000	0.1070	310,70	31273	3.07.0	
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Lisnaskea	0.8%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.9%	0.0%	1.1%	5.4%	0.0%	0.0%	0.0%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	42.6%	0.0%	40.3%	71.2%	83.6%	81.8%	15.2%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.1%	0.0%	0.0%	3.8%	3.4%	0.0%	0.0%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	43.7%	0.0%	40.3%	75.0%	87.0%	81.8%	15.2%
<u>Zone 5</u>							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total   Fermanagh & Omagh District	89.5%	88.8%	94.3%	89.3%	92.2%	85.9%	16.9%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District	( /0)	( /0)	( /0)	( /0)	( /0)	( /0)	(70)
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	6.2%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	18.3%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	56.5%
Others Others							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%
Belfast	3.2%	1.0%	1.1%	3.0%	5.8%	7.4%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Coleraine	0.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.4%	0.0%	0.0%	1.6%	0.0%	0.9%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	5.7%
Dundee, Scotland	0.2% 1.2%	0.0% 3.0%	0.0%	0.0%	0.0%	1.0% 0.0%	0.0%
Dungannon Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.2%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	1.1%	1.0%	2.5%	1.6%	1.0%	0.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.2%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Monaghan (ROI)	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Strabane	1.3%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Sub Total outside District	10.5%	11.2%	5.7%	10.7%	7.8%	14.1%	83.1%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales  $% \left( 1\right) =\left( 1\right) \left( 1\right)$

Table 10: Clothing & footwear expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area	(2111)	(2111)	(2111)	(2111)	(2111)	(2111)
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.8	0.8	0.0	0.0	0.0	0.0
Omagh	38.0	30.7	4.9	1.3	0.3	0.8
Showgrounds Retail Park, Omagh	7.7	7.3	0.4	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	46.6	38.8	5.3	1.3	0.3	0.8
Oub-total	40.0	30.0	J.J	1.3	0.3	0.0
7ana 2						
Zone 2	0.0	0.0	0.0	0.0	0.0	0.0
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	1.5	0.0	1.0	0.0	0.6	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	1.5	0.0	1.0	0.0	0.6	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.1	0.0	0.1	0.0	0.0	0.0
Lisnaskea	0.8	0.0	0.0	0.8	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.9	0.0	0.1	0.8	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	45.6	0.0	4.8	10.7	14.5	15.6
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	1.2	0.0	0.0	0.6	0.6	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	46.8	0.0	4.8	11.3	15.1	15.6
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0	0.0	0.0	0.0	0.0	0.0
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0
Oub-total	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total   Fermanagh & Omagh District	95.8	38.8	11.2	13.4	L	l

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
Destination						
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6 Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.2	0.0	0.0	0.0	0.0	0.2
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.2	0.0	0.0	0.0	0.0	0.2
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.4	0.0	0.0	0.0	0.0	0.4
Others						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.4	0.4	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.2	0.0	0.0	0.2	0.0	0.0
Belfast	3.4	0.4	0.1	0.4	1.0	1.4
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.5	0.5	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2	0.0	0.0	0.0	0.0	0.2
Coleraine	0.2	0.0	0.0	0.0	0.0	0.2
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon Crescent Link Retail Park, Crescent Link Road, Londonderry	0.4	0.0	0.0	0.2	0.0	0.2
Draperstown	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.2	0.0	0.0	0.0	0.0	0.2
Dungannon	1.3	1.3	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.1	0.0	0.1	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	1.2	0.5	0.3	0.2	0.2	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt Manchester, England	0.5 0.2	0.5 0.0	0.0	0.0	0.0 0.2	0.0
Monaghan (ROI)	0.2	0.0	0.0	0.0	0.2	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.1	0.0	0.1	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	1.4	1.4	0.0	0.0	0.0	0.0
Abroad	0.2	0.0	0.0	0.2	0.0	0.0
Out Tatal avaids District	-14-0	-10	0.7	1.0		-0.7
Sub Total outside District	11.2	4.9	0.7	1.6	1.4	2.7
Total (rounded)	107.1	43.7	11.9	15.0	17.3	19.1

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 11: Books, CDs , DVDs shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Books, CDs,	Books,	Books,	Books,	Books,	Books,	Books,
Destination	DVDs	CDs, DVDs	CDs, DVDs	CDs, DVDs	CDs, DVDs	CDs, DVDs	CDs, DVD
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area							
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	31.5%	72.0%	26.8%	2.8%	0.0%	0.0%	0.0%
Showgrounds Retail Park, Omagh	1.6%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	33.1%	76.1%	26.8%	2.8%	0.0%	0.0%	0.0%
Zone 2							
Dromore	0.3%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	1.5%	0.0%	13.1%	0.0%	0.0%	0.0%	1.0%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.8%	0.0%	15.9%	0.0%	0.0%	0.0%	1.0%
Zone 3							
Brookeborough	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.8%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%
Lisnaskea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.4%	0.0%	0.0%	9.2%	0.0%	0.0%	0.0%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	50.0%	0.0%	49.4%	79.2%	94.3%	93.2%	4.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	50.0%	0.0%	49.4%	79.2%	94.3%	93.2%	11.2%
Zone 5							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
	0.470	0.070	Q. <b>Q</b> /0	J. 9 /0	J. 5 / 0	,	3.570
Sub Total   Fermanagh & Omagh District	86.7%	76.1%	92.1%	91.2%	94.3%	95.4%	12.2%

Destination	Total Books, CDs, DVDs (%)	Zone 1 Books, CDs, DVDs (%)	Zone 2 Books, CDs, DVDs (%)	Zone 3 Books, CDs, DVDs (%)	Zone 4 Books, CDs, DVDs (%)	Zone 5 Books, CDs, DVDs (%)	Zone 6 Books, CDs, DVDs (%)
Outside District	(70)	(70)	(70)	(70)	(70)	(70)	(70)
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.4%	0.0%	0.0%	2.8%	0.0%	0.0%	18.3%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	12.4%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.8%	0.0%	0.0%	2.8%	0.0%	2.2%	63.6%
Others							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	3.4%	7.6%	0.0%	0.0%	0.0%	2.4%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.9%	0.0%	0.0%	2.8%	3.4%	0.0%	1.1%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	2.5%	4.1%	7.9%	0.0%	0.0%	0.0%	0.0%
Maghera Magherafelt	0.0% 3.2%	0.0% 8.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane	1.6%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.8%	0.0%	0.0%	3.2%	2.3%	0.0%	0.0%
Sub Total outside District	13.3%	23.9%	7.9%	8.8%	5.7%	4.6%	87.8%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales  $% \left( 1\right) =\left( 1\right) \left( 1\right)$

Table 12: Books, CDs, DVDs expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
De ette ette e	Books,	Books,	Books,	Books,	Books,	Books,
Destination	CDs, DVDs					
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	5.3	4.7	0.5	0.1	0.0	0.0
Showgrounds Retail Park, Omagh	0.3	0.3	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	5.6	5.0	0.5	0.1	0.0	0.0
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.3	0.0	0.3	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.3	0.0	0.3	0.0	0.0	0.0
Zone 3						
Brookeborough	0.1	0.0	0.0	0.1	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.1	0.0	0.0	0.1	0.0	0.0
Lisnaskea	0.0	0.0	0.0	0.0	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.0	0.2	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	8.4	0.0	1.0	2.0	2.5	3.0
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0	0.0	0.0	0.0	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	8.4	0.0	1.0	2.0	2.5	3.0
	<u> </u>	7.7				3.3
<u>Zone 5</u>						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0	0.0	0.0	0.0	0.0	0.0
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.1
Derrygin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
						0.0
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
Cub Total   Farmanan   9 Comanh Biotrica	14.6	F 0	1.8	2.2	2.5	2.4
Sub Total   Fermanagh & Omagh District	14.6	5.0	1.0	2.3	2.5	3.1

Destination	Total Books,	Zone 1 Books,	Zone 2 Books,	Zone 3 Books,	Zone 4 Books,	Zone 5 Books,
	(£m)	(£m)	(£m)	(£m)	CDs, DVDs (£m)	(£m)
Outside District						
Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI) Cavan (ROI)	0.0	0.0	0.0	0.0 0.1	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.1	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.1	0.0	0.1
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge Belfast	0.0	0.0	0.0	0.0	0.0	0.0
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.2	0.0	0.0	0.1	0.1	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.4	0.0	0.0	0.0	0.0	0.0
Maghera	0.0	0.0	0.2	0.0	0.0	0.0
Magherafelt	0.5	0.5	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.3	0.3	0.0	0.0	0.0	0.0
Abroad	0.1	0.0	0.0	0.1	0.1	0.0
Sub Total outside District	2.2	1.6	0.2	0.2	0.1	0.2
Total (rounded)	16.9	6.6	1.9	2.5	2.6	3.3

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 13: Small Household Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Small	Small	Small	Small	Small	Small	Small
	Household			Household			Househo
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area							
Zone 1	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownstewart	2.5%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	39.8%	76.6%	47.0%	14.6%	6.0%	2.0%	0.0%
Showgrounds Retail Park, Omagh	2.0%	3.9%	3.6%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	44.3%	86.6%	50.6%	14.6%	6.0%	2.0%	0.0%
Sub-total Sub-total	44.3%	86.6%	50.6%	14.6%	6.0%	2.0%	0.0%
Zone 2							
Dromore	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Ederney	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	1.2%	0.0%	7.5%	0.0%	0.0%	2.0%	0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.4%	0.0%	9.4%	0.0%	0.0%	2.0%	0.7%
Sub-total	1.4 /0	0.0 /6	J.4 /0	0.0 /6	0.0 /6	2.0 /0	0.7 /6
7							
Zone 3	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Lisnaskea	2.9%	2.1%	0.0%	12.8%	1.3%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	3.3%	2.1%	0.0%	15.3%	1.3%	0.0%	0.0%
7 /							
Zone 4	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	38.3%	3.6%	32.3%	46.1%	88.0%	70.7%	6.7%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.8%	0.0%	1.9%	2.5%	1.4%	0.0%	4.2%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	39.1%	3.6%	34.2%	48.6%	89.4%	70.7%	10.9%
Zone 5	0.00/	0.007	0.00/	0.007	0.007	0.007	0.004
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	2.4%	0.0%	0.0%	0.0%	0.0%	13.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	2.4%	0.0%	0.0%	0.0%	0.0%	13.2%	0.0%
Sub Total   Fermanagh & Omagh District	90.4%	92.3%	94.2%	78.5%	96.7%	87.9%	11.6%

	Total Small	Zone 1 Small	Zone 2 Small	Zone 3 Small	Zone 4 Small	Zone 5 Small	Zone 6 Small
Destination	Household	Household		Household			Household
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District							
Zone 6 Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%	6.4%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%
Sligo Retail Park (ROI), Carraroe, Sligo	0.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	0.6%	0.0%	2.0%	2.5%	0.0%	0.0%	63.8%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	3.4%	2.1%	0.0%	8.5%	2.1%	5.7%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI) Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.5%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.4%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.6%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 2.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.9%	0.0%	0.0%	5.1%	1.3%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane Abroad	0.7%	1.8% 0.0%	0.0% 1.9%	0.0%	0.0%	0.0%	0.0%
	U.Z70	0.070	1.370	0.076	0.070	U.U 70	U.U70
Sub Total outside District	9.6%	7.7%	5.8%	21.5%	3.3%	12.1%	88.4%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

c. Excludes 'don't know/varies', markets and internet sales

Table 14: Small Household Goods expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Small	Small	Small	Small	Small	Small
Destination			Household			
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area						
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	1.9	1.9	0.0	0.0	0.0	0.0
Omagh	30.9	24.1	4.1	1.6	0.7	0.3
Showgrounds Retail Park, Omagh	1.6	1.2	0.3	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	34.4	27.3	4.4	1.6	0.7	0.3
oub-total	<b>V</b> -11	27.0		1.0	<b>V.</b> 1	0.0
Zone 2						
Dromore	0.2	0.0	0.2	0.0	0.0	0.0
Ederney	0.2	0.0	0.2	0.0	0.0	0.0
Irvinestown			0.0			0.0
Kesh	0.9	0.0	0.7	0.0	0.0	0.3
	0.0	0.0	0.0	0.0	0.0	0.0
Trillick						
Sub-total Sub-total	1.1	0.0	0.8	0.0	0.0	0.3
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.3	0.0	0.0	0.3	0.0	0.0
Lisnaskea	2.3	0.7	0.0	1.4	0.2	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	2.5	0.7	0.0	1.7	0.2	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	29.7	1.1	2.8	5.2	10.7	9.8
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.6	0.0	0.2	0.3	0.2	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	30.3	1.1	3.0	5.5	10.9	9.8
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	1.8	0.0	0.0	0.0	0.0	1.8
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.8	0.0	0.0	0.0	0.0	1.8
Oup-total	1.0	0.0	0.0	0.0	0.0	1.0

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Small	Small	Small	Small	Small	Small
		Household				
Outoido District	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6 Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3	0.0	0.0	0.3	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.2	0.0	0.2	0.0	0.0	0.0
Sub-total	0.5	0.0	0.2	0.3	0.0	0.0
Othors						
Others Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	2.7	0.7	0.0	1.0	0.3	0.8
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.4	0.0	0.0	0.4	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.6	0.6	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon Faustina Retail Park, Buncrana Road, Londonderry	0.3	0.0	0.0	0.0	0.0	0.3 0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.6	0.0	0.2	0.2	0.0	0.3
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.3	0.0	0.0	0.0	0.0	0.3
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.7	0.0	0.0	0.6	0.2	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.6	0.6	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart Station Square Retail Park Molecworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown Strabane	0.0 0.6	0.0	0.0	0.0	0.0	0.0 0.0
Abroad	0.6	0.6	0.0	0.0	0.0	0.0
/ MI OUU	V.Z	0.0	∪.∠	0.0	0.0	0.0
Sub Total outside District	7.4	2.4	0.5	2.4	0.4	1.7
Total (rounded)	77.7	31.5	8.8	11.3	12.2	13.9

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 15: Toys and Recreational Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation	Recreatio
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area							
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.9%	0.0%	0.0%	2.5%	3.0%	0.0%	0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	32.1%	62.9%	50.5%	0.0%	8.6%	2.0%	0.0%
Showgrounds Retail Park, Omagh	6.2%	16.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	39.1%	79.0%	50.5%	2.5%	11.7%	2.0%	0.0%
Zone 2 Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.8%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.8%
Oub-total	0.270	0.070	1.070	0.070	0.070	0.070	0.070
<u>Zone 3</u>							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnaskea	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.8%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%
<u>Zone 4</u> Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dailliananaid Enniskillen	41.4%	0.0%	31.6%	66.3%	74.3%	86.4%	19.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.4%	0.0%	0.0%	2.3%	0.0%	0.0%	4.1%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	41.8%	0.0%	31.6%	68.6%	74.3%	86.4%	23.2%
Sub-total	41.070	0.070	31.070	00.070	74.570	00.470	23.270
Zone <u>5</u>							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Sub Total   Fermanagh & Omagh District	82.3%	79.0%	83.9%	75.9%	85.9%	90.6%	23.9%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5		Zone 6
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation	F	Recreation
	(%)	(%)	(%)	(%)	(%)	(%)		(%)
Outside District	(70)	(70)	(70)	(70)	(70)	(70)		(70)
Zone 6								
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		8.3%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.9%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cavan (ROI)	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		9.4%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		9.1%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.5%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		13.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		2.8%
Sub-total	0.4%	0.0%	0.0%	2.5%	0.0%	0.0%		48.1%
Others								
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Belfast	7.7%	7.2%	6.5%	12.6%	9.9%	3.3%		0.0%
Bristol, England	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%		0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry  Draperstown	1.4% 0.0%	0.0%	0.0%	7.0%	2.1% 0.0%	0.0%		0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lesley Retail Park, Strand Road, Londonderry	2.0%	3.9%	4.3%	0.0%	0.0%	0.0%		0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		27.3%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%
Londonderry	1.5%	3.3%	1.9%	0.0%	0.0%	0.0%		0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Newcastle, County Down	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%		0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Perth, Scotland	0.3%	0.0%	0.0%	0.0%	2.0%	0.0%		0.0%
Portstewart Station Square Potail Park Malaguarth Street Coakstown	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%		0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
Strabane Abroad	2.7% 0.4%	6.6%	1.6% 0.0%	0.0%	0.0%	0.0% 2.0%		0.0%
- Individual Control of the Control	U.4 /0	0.0 %	0.070	0.070	0.070	∠.∪ /0		0.0 /0
Sub Total outside District	17.7%	21.0%	16.1%	24.1%	14.1%	9.4%		76.1%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales  $% \left( 1\right) =\left( 1\right) \left( 1\right)$

**Table 16: Toys and Recreational Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area	(~)	(~)	(~)	(~)	(~)	(2)
Zone 1						
Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.4	0.0	0.0	0.2	0.2	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	13.6	10.3	2.6	0.0	0.6	0.2
Showgrounds Retail Park, Omagh	2.6	2.6	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	16.6	12.9	2.6	0.2	0.8	0.2
7000 7						
Zone 2 Dromore	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0
Ederney Irvinestown						
Kesh	0.1	0.0	0.1	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0					
Sub-total Sub-total	0.1	0.0	0.1	0.0	0.0	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.0	0.0	0.0	0.0	0.0	0.0
Lisnaskea	0.2	0.0	0.0	0.2	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.2	0.0	0.0	0.2	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	0.3	0.0	0.0	0.3	0.0	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	17.6	0.0	1.6	4.5	4.8	6.7
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.2	0.0	0.0	0.2	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	17.8	0.0	1.6	4.7	4.8	6.7
Zono E						
Zone 5 Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly  Derrygin	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	0.2	0.0	0.0	0.0	0.0	0.2

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Recreation	Recreation	Recreation	Recreation	Recreation	Recreation
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.2	0.0	0.0	0.2	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI) Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0 0.0
	0.0					0.0
Sub-total	0.2	0.0	0.0	0.2	0.0	0.0
Others						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	3.3	1.2	0.3	0.9	0.6	0.3
Bristol, England	0.2	0.0	0.0	0.0	0.0	0.2
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.6	0.0	0.0	0.5	0.1	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.9	0.6	0.2	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2	0.0	0.0	0.0	0.0	0.2
Londonderry	0.6	0.5	0.1	0.0	0.0	0.0
Maghera Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt Manchester England	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI) Newcastle, County Down	0.0 0.1	0.0	0.0	0.0 0.1	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.1	0.0	0.0	0.1	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.1	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.1	0.0	0.1	0.0	0.0	0.0
Strabane	1.2	1.1	0.0	0.0	0.0	0.0
Abroad	0.2	0.0	0.0	0.0	0.0	0.0
	<b></b>	3.0	0.0	0.0	0.0	V. <u>C</u>
Sub Total outside District	7.5	3.4	0.8	1.6	0.9	0.7
Total (rounded)	42.5	16.4	5.2	6.8	6.5	7.7

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 17: Chemist Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zoi	ne 6
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Che	emist
	(%)	(%)	(%)	(%)	(%)	(%)	(9	(%)
Study Area	(70)	(70)	(70)	(70)	(70)	(70)		
Zone 1								
Beragh	0.5%	1.0%	1.3%	0.0%	0.0%	0.0%	0.	.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Dromore Road Retail Park, Omagh	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%		.0%
Fintona	2.0%	4.8%	1.0%	0.0%	0.0%	0.0%	0.	.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.	.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	.0%
Newtownstewart	1.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.	.0%
Omagh	36.9%	86.5%	21.6%	1.0%	0.9%	0.0%	0.0	.0%
Showgrounds Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Sub-total	41.1%	96.5%	23.8%	1.0%	0.9%	0.0%	0.	.0%
Zone 2								
Dromore	2.1%	0.0%	18.0%	0.0%	0.0%	0.0%		.0%
Ederney	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.	.0%
Irvinestown	2.7%	0.0%	20.2%	0.0%	2.0%	0.0%	0.	.0%
Kesh	0.6%	0.0%	5.2%	0.0%	0.0%	0.0%		.0%
Trillick	0.8%	0.0%	6.5%	0.0%	0.0%	0.0%		.0%
Sub-total	6.2%	0.0%	50.9%	0.0%	2.0%	0.0%	0.	.0%
<u>Zone 3</u>								
Brookeborough	0.6%	0.0%	0.0%	4.1%	0.0%	0.0%		.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Fivemiletown	2.6%	1.2%	0.0%	15.1%	0.0%	0.0%	0.9	.0%
Lisnaskea	2.6%	0.0%	0.0%	15.7%	1.8%	0.0%		.0%
Maguiresbridge	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%		.0%
Newtownbutler	1.0%	0.0%	0.0%	7.2%	0.0%	0.0%		.0%
Rosslea	0.5%	0.0%	0.0%	3.1%	0.0%	0.0%	0.	.0%
Sub-total	7.9%	1.2%	0.0%	49.0%	1.8%	0.0%	0.	.0%
Zone 4								
Ballinamallard	0.4%	0.0%	0.0%	0.0%	2.6%	0.0%		.0%
Enniskillen	38.3%	0.0%	24.3%	47.7%	86.2%	79.8%		.3%
Lisbellaw	0.7%	0.0%	0.0%	0.0%	4.3%	0.0%		.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		.0%
Sub-total Sub-total	39.5%	0.0%	24.3%	47.7%	93.0%	79.8%	6.	.8%
Zone 5	0.004	0.007	0.004	0.004	0.004	4.004		001
Belcoo	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%		.0%
Belleek	0.9%	0.0%	0.0%	0.0%	0.0%	5.0%		.0%
Derrygonnelly	0.5%	0.0%	0.0%	0.0%	0.0%	3.1%		.0%
Derrylin	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%		.0%
Garrison	1.5%	0.0%	0.0%	0.0%	0.0%	8.2%		.0%
Sub-total	3.4%	0.0%	0.0%	0.0%	0.0%	19.1%	0.	.0%
								-004
Sub Total   Fermanagh & Omagh District	98.1%	97.7%	99.1%	97.7%	97.8%	98.9%	6.	.8%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District	(70)	(70)	(70)	(70)	(70)	(/0)	(70)
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 17.4%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 3.5%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.6%
Cleveragh Retail Park (ROI), Sligo Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 14.6%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 23.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	79.9%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Ballymote (ROI)	0.1%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Belfast	0.4%	0.0%	0.0%	1.4%	1.3%	0.0%	 0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cardiff, Wales Carrick on Shannon (ROI)	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dungannon	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	 0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny Limavady	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3% 0.0%
Lisburn	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Londonderry	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane Abroad	0.5% 0.0%	1.2% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.070	0.070	0.070	0.070	0.070	0.0%	 0.0%
Sub Total outside District	1.9%	2.3%	0.9%	2.3%	2.2%	1.1%	93.2%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total (Total double)							

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

c. Excludes 'don't know/varies', markets and internet sales

**Table 18: Chemist Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
Study Area	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone 1						
	0.1	0.1	0.0	0.0	0.0	0.0
Beragh Carrickmore	0.1	0.1	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.4	0.4	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	7.6	7.0	0.5	0.0	0.0	0.0
Showgrounds Retail Park, Omagh	0.0	0.0	0.5	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	8.4	7.8	0.6	0.0	0.0	0.0
Zone 2						
Dromore	0.4	0.0	0.4	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.5	0.0	0.5	0.0	0.1	0.0
Kesh	0.1	0.0	0.1	0.0	0.0	0.0
Trillick	0.2	0.0	0.2	0.0	0.0	0.0
Sub-total	1.3	0.0	1.2	0.0	0.1	0.0
Zone 3						
Brookeborough	0.1	0.0	0.0	0.1	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.5	0.1	0.0	0.4	0.0	0.0
Lisnaskea	0.5	0.0	0.0	0.5	0.1	0.0
Maguiresbridge	0.1	0.0	0.0	0.1	0.0	0.0
Newtownbutler	0.2	0.0	0.0	0.2	0.0	0.0
Rosslea	0.1	0.0	0.0	0.1	0.0	0.0
Sub-total	1.6	0.1	0.0	1.5	0.1	0.0
Zone 4						
Ballinamallard	0.1	0.0	0.0	0.0	0.1	0.0
Enniskillen	7.9	0.0	0.6	1.4	3.0	2.9
Lisbellaw	0.1	0.0	0.0	0.0	0.1	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.0	0.0	0.0	0.0	0.0	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	8.1	0.0	0.6	1.4	3.2	2.9
Jun-total	0.1	0.0	0.0	1.**	J.Z	4.3
7-4-5						
Zone 5		0.0	0.0	2.2	2.2	2.0
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly	0.1	0.0	0.0	0.0	0.0	0.1
Derrylin	0.1	0.0	0.0	0.0	0.0	0.1
Garrison	0.3	0.0	0.0	0.0	0.0	0.3
Sub-total Sub-total	0.7	0.0	0.0	0.0	0.0	0.7
Sub Total   Fermanagh & Omagh District	20.1	7.9	2.3	2.9	3.3	3.6

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
Destination						
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6  Pollingmers (POI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballinamore (ROI) Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena (DOI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Banbridge Belfast	0.0	0.0	0.0	0.0	0.0	0.0
Bristol, England	0.1	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.1	0.1	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry Maghera	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.1	0.1	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside District	0.4	0.2	0.0	0.1	0.1	0.0
Total (rounded)	20.5	8.1	2.4	3.0	3.4	3.7

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 19: Electrical Goods shopping patterns

	Total (Zone 1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area	(70)	( /0)	( /0)	(70)	(70)	(70)	(70)
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Gortrush Industrial Estate, Omagh	1.2%	2.7%	1.2%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Newtownstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omagh	34.3%	76.2%	38.1%	0.0%	1.6%	0.0%	 0.0%
Showgrounds Retail Park, Omagh	4.3%	10.0%	3.0%	0.0%	0.0%	0.0%	0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	39.7%	88.9%	42.3%	0.0%	1.6%	0.0%	0.0%
Zone 2	<u> </u>						
Dromore	0.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Irvinestown	0.3%	0.0%	2.5%	0.0%	0.0%	0.0%	 0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	0.5%	0.0%	4.6%	0.0%	0.0%	0.0%	0.7%
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	 0.0%
Fivemiletown	0.3%	0.0%	0.0%	2.1%	0.0%	0.0%	 0.0%
Lisnaskea	2.7%	0.0%	1.2%	14.0%	3.7%	0.0%	 0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Newtownbutler	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total	3.2%	0.0%	1.2%	17.3%	3.7%	0.0%	0.0%
oub-total	0.270	0.070	11270	111070	<b>3.1.</b> 70	0.070	0.070
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	38.7%	3.5%	28.5%	64.9%	69.3%	70.6%	 14.1%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	13.5%	3.1%	20.3%	12.2%	22.8%	23.8%	5.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	52.2%	6.7%	48.8%	77.1%	92.1%	94.4%	 19.6%
Sub-total	JZ.Z /0	0.7 /6	40.0 /6	77.170	32.1 /0	34.4 /0	13.0 /0
Zone 5							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.7%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Sub-total	0.9%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%
Oub-total	0.5 /0	0.0 /0	0.0 /0	0.0 /0	0.0 /0	<b>→.→</b> /0	0.0 /0
Sub Total   Farmanagh & Omagh District	96.4%	95.5%	96.99/	94.4%	97.29/	98.8%	20.3%
Sub Total   Fermanagh & Omagh District	96.4%	95.5%	96.9%	94.4%	97.3%	90.6%	20.3%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Electrical						
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District							
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Donegal (ROI)	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	6.4%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%
Sub-total Sub-total	0.8%	1.5%	0.0%	0.0%	0.0%	1.2%	49.4%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	0.3%	0.0%	1.3%	1.2%	0.0%	0.0%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.2%	0.0%	0.0%	0.0%	1.6%	0.0%	1.8%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.3%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.2%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.5%	0.0%	0.0%	2.2%	1.1%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart 	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane 	0.6%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total outside District	3.6%	4.5%	3.1%	5.6%	2.7%	1.2%	79.7%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

c. Excludes 'don't know/varies', markets and internet sales

**Table 20: Electrical Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
Church Aven	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area						
Zone 1 Beragh	0.0	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.0	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.4	0.4	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.0	0.0	0.0	0.0	0.0	0.0
Omagh	11.4	10.0	1.4	0.0	0.1	0.0
Showgrounds Retail Park, Omagh	1.4	1.3	0.1	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	13.3	11.6	1.5	0.0	0.1	0.0
Cub-total	10.0	11.0	1.0	0.0	V. 1	0.0
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	0.1	0.0	0.1	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.0
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.2	0.0	0.2	0.0	0.0	0.0
- Cub total	0.2	0.0	<b>U.</b>	0.0	0.0	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.1	0.0	0.0	0.1	0.0	0.0
Fivemiletown	0.1	0.0	0.0	0.1	0.0	0.0
Linsaskea	0.9	0.0	0.0	0.7	0.2	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.0	0.0	0.0	0.0	0.0	0.0
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.1	0.0	0.0	0.8	0.2	0.0
Zone 4						
Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	12.9	0.5	1.0	3.1	3.5	4.8
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	4.5	0.4	0.7	0.6	1.2	1.6
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	17.4	0.9	1.8	3.7	4.7	6.4
<u>Zone 5</u>						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.2	0.0	0.0	0.0	0.0	0.2
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.1	0.0	0.0	0.0	0.0	0.1
Sub-total	0.3	0.0	0.0	0.0	0.0	0.3
Sub Total   Fermanagh & Omagh District	32.2	12.5	3.5	4.5	5.0	6.7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District	(£111)	(£111)	(£111)	(£111)	(£111)	(£111)
Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.2	0.2	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.3	0.2	0.0	0.0	0.0	0.1
Others						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.1	0.0	0.0	0.1	0.0	0.0
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.2	0.2	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.1	0.0	0.0	0.0	0.1	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.1	0.0	0.0	0.1	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.1	0.0	0.0	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.2	0.0	0.0	0.1	0.1	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.2	0.2	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Out Table while Birth	1-0		0.4	0.0	0.4	0.4
Sub Total outside District	1.2	0.6	0.1	0.3	0.1	0.1
Total (rounded)	33.4	13.1	3.6	4.8	5.1	6.7

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 21: DIY Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone
Destination	DIY	DIY	DIY	DIY	DIY	DIY	DIY
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area							
Zone 1							
Beragh	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	1.4%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fintona	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortin	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	6.6%	14.8%	3.7%	1.4%	0.0%	0.0%	0.0%
Newtownstewart	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	37.3%	68.3%	47.9%	6.8%	7.8%	11.7%	0.0%
Showgrounds Retail Park, Omagh	3.6%	3.3%	7.4%	5.8%	3.8%	0.0%	0.0%
Sixmilecross	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	51.1%	95.4%	59.0%	14.0%	11.6%	11.7%	0.0%
Zone 2							
Dromore	0.4%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%
Ederney	0.3%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%
rvinestown	1.3%	0.0%	8.6%	0.0%	1.6%	0.0%	0.7%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	2.0%	0.0%	14.7%	0.0%	1.6%	0.0%	0.7%
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fivemiletown	3.0%	0.0%	0.0%	19.2%	1.0%	0.0%	0.0%
Lisnaskea	4.2%	0.0%	0.0%	27.5%	1.2%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	1.5%	0.0%	0.0%	7.5%	0.0%	2.0%	0.0%
Rosslea	0.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Sub-total	8.8%	0.0%	0.0%	55.4%	2.2%	2.0%	0.0%
Zone <u>4</u>							
Ballinamallard	0.3%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Enniskillen	31.6%	1.5%	20.8%	26.1%	78.7%	69.3%	5.9%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	2.3%	0.0%	3.0%	0.0%	3.7%	7.5%	2.7%
Trory	0.2%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Sub-total	34.3%	1.5%	25.1%	26.1%	84.6%	76.8%	8.6%
Zone 5							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.5%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.5%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Sub Total   Fermanagh & Omagh District	96.7%	96.9%	98.8%	95.5%	100.0%	93.0%	9.3%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	DIY	DIY	DIY	DIY	DIY	DIY	DIY
Destination							
Outside District	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.6%
Ballyshannon (ROI)	0.5%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.2%	0.0%	0.0%	1.4%	0.0%	0.0%	6.6%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Cleveragh Retail Park (ROI), Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0% <b>0.7%</b>	0.0% <b>0.0%</b>	0.0% <b>0.0%</b>	0.0% <b>1.4%</b>	0.0% <b>0.0%</b>	0.0% <b>2.5%</b>	61.2%
Sub-total	0.7%	0.0%	0.0%	1.4%	0.0%	2.5%	61.2%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	1.3%	1.5%	0.0%	1.9%	0.0%	2.0%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine  Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Craigavon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.5%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maghera Magherafelt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%
Newcastle, County Down	0.2 %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub Total outside District	3.3%	3.1%	1.2%	4.5%	0.0%	7.0%	90.7%

## Notes

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

c. Excludes 'don't know/varies', markets and internet sales

Table 22: DIY Goods expenditure

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	DIY	DIY	DIY	DIY	DIY	DIY
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area	(~)	(2)	(2)	(~)	(~)	(~)
<u>Zone 1</u>						
Beragh	0.1	0.1	0.0	0.0	0.0	0.0
Carrickmore	0.3	0.3	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.1	0.1	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	1.4	1.3	0.1	0.0	0.0	0.0
Newtownstewart	0.1	0.1	0.0	0.0	0.0	0.0
Omagh	8.2	6.0	1.2	0.2	0.3	0.5
Showgrounds Retail Park, Omagh	0.8	0.3	0.2	0.2	0.1	0.0
Sixmilecross	0.1	0.1	0.0	0.0	0.0	0.0
Sub-total Sub-total	11.2	8.4	1.5	0.5	0.4	0.5
70						
Zone 2 Dromore	0.1	0.0	0.1	0.0	0.0	0.0
	0.1	0.0	0.1	0.0	0.0	0.0
Ederney Irvinestown						
Kesh	0.3	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
Trillick						
Sub-total Sub-total	0.4	0.0	0.4	0.0	0.1	0.0
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.0	0.0	0.0	0.0	0.0	0.0
Fivemiletown	0.7	0.0	0.0	0.6	0.0	0.0
Linnaskea	0.9	0.0	0.0	0.9	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.3	0.0	0.0	0.2	0.0	0.1
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	1.9	0.0	0.0	1.8	0.1	0.1
Zone 4						
Ballinamallard	0.1	0.0	0.0	0.0	0.1	0.0
Enniskillen	6.9	0.1	0.5	0.8	2.7	2.8
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	0.5	0.0	0.1	0.0	0.1	0.3
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	7.6	0.1	0.6	0.8	2.9	3.1
<u>Zone 5</u>						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.1	0.0	0.0	0.0	0.0	0.1
Derrygonnelly	0.0	0.0	0.0	0.0	0.0	0.0
Derrylin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
Sub Total   Fermanagh & Omagh District	21.3	8.5	2.5	3.1	3.4	3.7

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
De attinution						
Destination	DIY	DIY	DIY	DIY	DIY	DIY
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6						
Ballinamore (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.1	0.0	0.0	0.0	0.0	0.1
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI) Cavan (ROI)	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Banbridge	0.0	0.0	0.0	0.0	0.0	0.0
Belfast	0.3	0.1	0.0	0.1	0.0	0.1
Bristol, England	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Collegation	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry  Draperstown	0.0 0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.1	0.0	0.0	0.0	0.0	0.1
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.1	0.1	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside District	0.7	0.3	0.0	0.1	0.0	0.3
Total (rounded)	22.0	8.8	2.6	3.2	3.4	4.0
Total (Touridea)	22.0	0.0	2.0	J.Z	JT	7.0

## Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 23: Furniture Goods shopping patterns

	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Study Area	(70)	( /0)	( /0)	( /0)	( /0)	(70)	(70)
Zone 1							
Beragh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Dromore Road Retail Park, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Fintona	1.2%	1.6%	5.2%	0.0%	0.0%	0.0%	 0.0%
Gortin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Gortrush Industrial Estate, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Great Northern Retail Park, Sperrin Drive, Omagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Newtownstewart	4.3%	10.8%	0.0%	0.0%	0.0%	0.0%	 0.0%
Omagh	30.4%	66.1%	25.5%	5.2%	1.0%	0.0%	 0.0%
Showgrounds Retail Park, Omagh	2.7%	5.4%	1.9%	1.9%	0.0%	0.0%	 0.0%
Sixmilecross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total Sub-total	38.6%	83.9%	32.6%	7.1%	1.0%	0.0%	0.0%
Zone 2							
Dromore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ederney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Irvinestown	5.7%	0.0%	33.4%	0.0%	4.4%	6.8%	0.0%
Kesh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trillick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	5.7%	0.0%	33.4%	0.0%	4.4%	6.8%	0.0%
Zone 3							
Brookeborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clabby	0.4%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%
Fivemiletown	0.8%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%
Lisnaskea	4.2%	0.0%	0.0%	29.4%	0.0%	0.0%	0.0%
Maguiresbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newtownbutler	1.3%	1.6%	0.0%	1.9%	0.0%	2.2%	0.0%
Rosslea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	6.8%	1.6%	0.0%	37.0%	2.7%	2.2%	0.0%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniskillen	32.2%	0.0%	18.5%	32.7%	73.5%	75.1%	11.9%
Lisbellaw	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	3.3%	0.0%	4.5%	1.3%	12.7%	2.8%	3.4%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	 0.0%
Sub-total Sub-total	35.5%	0.0%	23.0%	34.1%	86.3%	78.0%	15.3%
Zone 5							
Belcoo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belleek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrygonnelly	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Derrylin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Sub-total	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Sub Total   Fermanagh & Omagh District	86.8%	85.5%	89.0%	78.2%	94.4%	88.5%	15.3%

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Outside District							
Zone 6							
Ballinamore (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballisadare (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyconnell (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%
Ballyshannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belturbet (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%
Bundoran (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan (ROI)	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	7.9%
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3%	0.0%	0.0%	1.9%	0.0%	0.0%	4.0%
Cleveragh Retail Park (ROI), Sligo	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Donegal (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%
Grange village (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sligo (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.8%
Sligo Retail Park (ROI), Carraroe, Sligo	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Sub-total	0.7%	0.0%	0.0%	3.2%	0.0%	1.5%	48.3%
<u>Others</u>							
Aughnacloy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygally	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%
Ballymena	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymote (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Banbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Belfast	7.5%	6.3%	7.8%	12.7%	4.5%	8.5%	0.0%
Bristol, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cardiff, Wales	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrick on Shannon (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castlederg	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coleraine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cookstown	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Craigavon	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Draperstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin (ROI)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%
Dundee, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dungannon	1.0%	1.9%	0.0%	0.0%	0.0%	1.6%	0.0%
Faustina Retail Park, Buncrana Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lesley Retail Park, Strand Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.2%
Limavady	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Lisburn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	1.3%	2.7%	0.0%	1.9%	0.0%	0.0%	0.0%
Maghera	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Manchester, England	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monaghan (ROI)	0.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%
Newcastle, County Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Oaks Retail Park, Oaks Road, Dungannon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Perth, Scotland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portstewart	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Station Square Retail Park, Molesworth Street, Cookstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Strabane Abroad	0.8%	1.9%	0.0%	0.0%	0.0% 1.1%	0.0%	0.0%
/ All Control of the	0.270	0.070	0.0%	0.070	1.170	U.U 70	0.070
Sub Total outside District	13.2%	14.5%	11.0%	21.8%	5.6%	11.5%	84.7%
Total (rounded)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Notes

a. Zones based on post code sectors

b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)

c. Excludes 'don't know/varies', markets and internet sales

**Table 24: Furniture Goods expenditure** 

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
Cturby Area	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Study Area  Zone 1						
	0.0	0.0	0.0	0.0	0.0	0.0
Beragh Carrickmore	0.0	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Fintona	0.0	0.0	0.0	0.0	0.0	0.0
Gortin	0.2	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	0.0	0.0	0.0	0.0	0.0	0.0
Newtownstewart	0.8	0.8	0.0	0.0	0.0	0.0
Omagh	5.9	5.2	0.6	0.0	0.0	0.0
Showgrounds Retail Park, Omagh	0.5	0.4	0.0	0.1	0.0	0.0
Sixmilecross	0.0	0.4	0.0	0.1	0.0	0.0
Sub-total	7.5	6.5	0.7	0.2	0.0	0.0
Zone 2						
Dromore	0.0	0.0	0.0	0.0	0.0	0.0
Ederney	0.0	0.0	0.0	0.0	0.0	0.0
Irvinestown	1.1	0.0	0.7	0.0	0.0	0.0
Kesh	0.0	0.0	0.0	0.0	0.0	0.2
Trillick	0.0	0.0	0.0	0.0	0.0	0.0
	1.1	0.0	0.7	0.0	0.0	0.0
Sub-total	1.1	0.0	0.7	0.0	0.1	0.2
7						
Zone 3						
Brookeborough	0.0	0.0	0.0	0.0	0.0	0.0
Clabby	0.1	0.0	0.0	0.0	0.1	0.0
Fivemiletown	0.2	0.0	0.0	0.2	0.0	0.0
Lisnaskea	0.8	0.0	0.0	0.8	0.0	0.0
Maguiresbridge	0.0	0.0	0.0	0.0	0.0	0.0
Newtownbutler	0.3	0.1	0.0	0.1	0.0	0.1
Rosslea	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.3	0.1	0.0	1.0	0.1	0.1
7-4-4						
Zone 4 Ballinamallard	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0
Enniskillen	6.2	0.0	0.4	0.9	2.3	2.6
Lisbellaw	0.0	0.0	0.0	0.0	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	0.6	0.0	0.1	0.0	0.4	0.1
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	6.9	0.0	0.5	0.9	2.7	2.7
Zone 5						
Belcoo	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	0.0	0.0	0.0	0.0	0.0	0.0
Derrygonnelly		0.0	0.0	0.0	0.0	0.0
Derrygin	0.0	0.0	0.0	0.0	0.0	0.0
Garrison	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.0	0.0	0.1
Sub Total   Fermanagh & Omagh District	16.8	6.7	1.9	2.2	3.0	3.1
Oub Total   Termanagh & Omagn District	10.0	0.7	1.3	2.2	3.0	3.1

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Furniture	Furniture	Furniture	Furniture	Furniture	Furniture
Destination						
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District						
Zone 6	0.0	0.0	0.0	0.0	0.0	0.0
Ballinamore (ROI) Ballisadare (ROI)	0.0	0.0	0.0	0.0	0.0	0.0 0.0
Ballyconnell (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Belturbet (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.1	0.0	0.0	0.1	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.1	0.0	0.0	0.0	0.0	0.1
Donegal (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Grange village (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.0	0.0	0.0	0.0	0.0	0.0
Sligo (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Sligo Retail Park (ROI), Carraroe, Sligo	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.1	0.0	0.0	0.1	0.0	0.1
<u>Others</u>						
Aughnacloy	0.0	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0	0.0	0.0	0.0	0.0
Ballymena (POI)	0.0	0.0	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0
Banbridge Belfast	1.5	0.0	0.0	0.0	0.0	0.0
Bristol, England	0.0	0.0	0.2	0.4	0.0	0.0
Cardiff, Wales	0.0	0.0	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Castlederg	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.0	0.0	0.0	0.0	0.0	0.0
Coleraine	0.0	0.0	0.0	0.0	0.0	0.0
Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Craigavon	0.0	0.0	0.0	0.0	0.0	0.0
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Draperstown	0.0	0.0	0.0	0.0	0.0	0.0
Dublin (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Dundee, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Dungannon	0.2	0.1	0.0	0.0	0.0	0.1
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0	0.0	0.0	0.0	0.0
Lisburn	0.0	0.0	0.0	0.0	0.0	0.0
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0	0.0	0.0	0.0	0.0	0.0
Londonderry Maghera	0.3 0.0	0.2 0.0	0.0	0.1	0.0	0.0 0.0
Magherafelt	0.0	0.0	0.0	0.0	0.0	0.0
Manchester, England	0.0	0.0	0.0	0.0	0.0	0.0
Monaghan (ROI)	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle, County Down	0.0	0.0	0.0	0.0	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.0	0.0	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.0	0.0	0.0	0.0	0.0
Perth, Scotland	0.0	0.0	0.0	0.0	0.0	0.0
Portstewart	0.0	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.0	0.0	0.0	0.0	0.0
Strabane	0.1	0.1	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside District	2.6	1.1	0.2	0.6	0.2	0.4
Total (rounded)	19.4	7.8	2.2	2.8	3.2	3.5

## Notes

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales

Table 25: Total Comparison Goods expenditure

	Total	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison
turki Araa	(£m)	(%)	(£m)	(£m)	(£m)	(£m)	(£m)
tudy Area one 1							
eragh	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
arrickmore	0.3	0.1%	0.2	0.0	0.0	0.0	0.0
omore Road Retail Park, Omagh	0.1	0.0%	0.1	0.0	0.0	0.0	0.0
ntona	0.6	0.2%	0.5	0.1	0.0	0.0	0.0
ortin	0.1	0.0%	0.1	0.0	0.0	0.0	0.0
ortrush Industrial Estate, Omagh	0.4	0.1%	0.4	0.0	0.0	0.0	0.0
reat Northern Retail Park, Sperrin Drive, Omagh	1.8	0.5%	1.3	0.1	0.2	0.2	0.0
ewtownstewart	4.0	1.2%	4.0	0.0	0.0	0.0	0.0
nagh	121.0	35.7%	98.0	15.8	3.5	2.0	1.7
owgrounds Retail Park, Omagh	14.9	4.4%	13.5	1.1	0.2	0.1	0.0
milecross	0.1	0.0%	0.1	0.0	0.0	0.0	0.0
ıb-total	143.7	42.3%	118.5	17.2	3.9	2.4	1.7
- CO.		12.070					
ne 2							
omore	0.8	0.2%	0.0	0.8	0.0	0.0	0.0
erney	0.1	0.2%	0.0	0.0	0.0	0.0	0.0
nestown	4.8	1.4%	0.0	3.5	0.0	0.8	0.5
h	0.1	0.0%	0.0	0.1	0.0	0.0	0.0
ick	0.2	0.0%	0.0	0.2	0.0	0.0	0.0
o-total	6.0	1.8%	0.0	4.7	0.0	0.8	0.5
Piotai	0.0	1.070	0.0	7.1	0.0	0.0	0.0
ne 3							
okeborough	0.2	0.1%	0.0	0.0	0.2	0.0	0.0
okeborougn	0.1	0.1%	0.0	0.0	0.2	0.0	0.0
miletown	2.0	0.6%	0.0	0.0	1.7	0.0	0.0
askea	6.4	1.9%	0.1	0.0	5.3	0.0	0.0
quiresbridge	0.1	0.0%	0.0	0.0	0.1	0.0	0.0
vtownbutler	1.0	0.3%	0.0	0.0	0.7	0.0	0.0
slea	0.1	0.0%	0.0	0.0	0.1	0.0	0.2
b-total	10.0	2.9%	0.0	0.0	8.2	0.6	0.0
-totai	10.0	2.5%	0.9	0.2	0.2	0.6	0.2
ne 4							
	0.2	0.00/	0.0	0.0	0.0	0.2	0.0
inamallard iskillen	0.2	0.0%	0.0	0.0	0.0	0.2	0.0
ıskillen iellaw	135.3	39.9%	1.7 0.0	12.8 0.0	28.7 0.0	44.0 0.1	48.2 0.0
ellaw way Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	7.6	0.0% 2.2%	0.0	1.1	1.6	2.5	2.0
	0.0	0.0%	0.4	0.0	0.0	0.0	0.0
y total	143.3	42.2%	2.1	13.9	30.3	46.7	50.2
-total	143.3	42.270	2.1	13.9	30.3	40.7	50.2
							<u> </u>
<u>e 5</u>		0.007	0.0	0.0	0.0	0.0	0.0
00	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
eek	2.6	0.8%	0.0	0.0	0.0	0.0	2.6
ygonnelly	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
rylin	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
rison	0.4	0.1%	0.0	0.0	0.0	0.0	0.4
b-total	3.2	1.0%	0.0	0.0	0.0	0.0	3.2
o Total   Fermanagh & Omagh District	306.1	90.2%	121.5	35.9	42.4	50.5	55.8

	Total	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Destination							
Destination	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison	Comparison
	(£m)	(%)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside District							
Zone 6							
Ballinamore (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballisadare (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballyconnell (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballyshannon (ROI)	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Belturbet (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Bundoran (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Cavan (ROI)	0.3	0.1%	0.0	0.0	0.3	0.0	0.0
Cavan Retail Park (ROI), Dublin Road, Cavan	0.3	0.1%	0.0	0.0	0.3	0.0	0.0
Cleveragh Retail Park (ROI), Sligo	0.1	0.0%	0.0	0.0	0.0	0.0	0.1
Donegal (ROI)	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Grange village (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lakeside Retail Park (ROI), Dublin Road, Cavan	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
Sligo (ROI)	0.3	0.1%	0.0	0.0	0.0	0.0	0.3
Sligo Retail Park (ROI), Carraroe, Sligo	0.2	0.1%	0.0	0.2	0.0	0.0	0.0
Sub-total	1.7	0.5%	0.2	0.2	0.7	0.0	0.7
<u>Others</u>							
Aughnacloy	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballygally	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Ballymena	0.4	0.1%	0.4	0.0	0.0	0.0	0.0
Ballymote (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Banbridge	0.2	0.0%	0.0	0.0	0.2	0.0	0.0
Belfast	11.8	3.5%	3.4	0.7	2.8	2.1	2.9
Bristol, England	0.2	0.0%	0.0	0.0	0.0	0.0	0.2
Cardiff, Wales	0.5	0.1%	0.5	0.0	0.0	0.0	0.0
Carrick on Shannon (ROI)	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Castlederg	0.2	0.1%	0.2	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port, England	0.2	0.1%	0.0	0.0	0.0	0.0	0.2
Coleraine	0.2	0.0%	0.0	0.0	0.0	0.0	0.2
Cookstown	0.4	0.1%	0.0	0.0	0.4	0.0	0.0
Craigavon	0.4	0.1%	0.0	0.0	0.2	0.0	0.2
Crescent Link Retail Park, Crescent Link Road, Londonderry	0.6	0.2%	0.0	0.0	0.5	0.1	0.0
Draperstown	0.7	0.2%	0.7	0.0	0.0	0.0	0.0
Dublin (ROI)	0.4	0.1%	0.0	0.0	0.1	0.2	0.2
Dundee, Scotland	0.2	0.1%	0.0	0.0	0.0	0.0	0.2
Dungannon	2.0	0.6%	1.4	0.0	0.1	0.0	0.4
Faustina Retail Park, Buncrana Road, Londonderry	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lesley Retail Park, Strand Road, Londonderry	0.9	0.3%	0.6	0.2	0.0	0.0	0.0
Letterkenny Retail Park (ROI), Paddy Harte Road, Letterkenny	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Limavady	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Lisburn	0.8	0.0%	0.0	0.0	0.0	0.0	0.3
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.8	0.2%	0.0	0.0	0.0	0.0	0.2
Londonderry	2.9	0.8%	1.5	0.6	0.3	0.0	0.3
Maghera	0.0	0.0%	0.0	0.0	0.0	0.0	0.0
Magherafelt	1.1	0.3%	1.1	0.0	0.0	0.0	0.0
Manchester, England	0.2	0.1%	0.0	0.0	0.0	0.2	0.0
Monaghan (ROI)	1.3	0.4%	0.0	0.0	1.1	0.2	0.0
Newcastle, County Down	0.1	0.0%	0.0	0.0	0.1	0.0	0.0
Oaks Retail Park, Oaks Road, Dungannon	0.6	0.2%	0.6	0.0	0.0	0.0	0.0
Orritor Road Retail Park, Cookstown, BT80 8BH	0.0	0.2%	0.0	0.0	0.0	0.0	0.1
Perth, Scotland	0.1	0.0%	0.0	0.0	0.0	0.0	0.0
Portstewart	0.2	0.1%	0.0	0.0	0.0	0.0	0.0
Station Square Retail Park, Molesworth Street, Cookstown	0.0	0.1%	0.0	0.0	0.0	0.0	0.0
Strabane	4.0	1.2%	3.9	0.0	0.0	0.0	0.0
Abroad	0.7	0.2%	0.0	0.1	0.0	0.0	0.2
- Wilder	J.,	U.Z /0	0.0	0.2	0.0	0.1	U.Z
Sub Total outside District	33.3	9.8%	14.5	2.6	7.0	3.2	6.0
Total (rounded)	339.4	100.0%	136.0	38.5	49.4	53.7	61.8
rotal (rounded)	339.4	100.0%	130.0	30.3	45.4	აა. <i>I</i>	01.0

## Notes:

- a. Zones based on post code sectors
- b. Market shares for 'main' and 'top-up' shopping derived directly from NEMS Household Survey (October 2016)
- c. Excludes 'don't know/varies', markets and internet sales
- d. Inflow assessment based on market shares derived from Zone 6 (ROI) and professional judgment  $\,$

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#### Table 26a: Estimated 'capacity' for new comparison goods facilities in Fermanagh & Omagh District

Year	Total Survey Turnover	Available Expenditure	Inflow	Surplus Expenditure
i cai	(£m) <sup>1</sup>	(£m) <sup>2</sup>	(£m)	(£m)
2020	327.7	306.1	21.6	0.0
2025	385.0	353.4	24.9	-6.8
2030	442.1	411.5	29.0	-1.5
District Market Share (%)		90.2		

<sup>1.</sup> Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

## Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure	Floorspace Capacity (sq m net)				
Tear	(£m)	Min <sup>1</sup>	Max <sup>2</sup>			
2020	0.0	0	0			
2025	-6.8	-1,000	-1,500			
2030	-1.5	-200	-300			

Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District

Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

#### Table 26c: Extant comparison goods commitments in Fermanagh & Omagh District

Destination	Reference	Proposal	Net Comparison Floorspace	Estimated Sales Density	Estimated Comparison Turnover	Status
			(sq m)	(£/sq m)	(£m)	
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen		Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	4,500	6.9	Development has commenced on site (foundaitons only).
	L/2012/0341 (updated by LA10/2019/0641/LDE)	Retail Development consisting of 3no. two storey units (non-food) with Unit 1 increased by 280m2 and service access road in the undercroft of Unit 3. The proposal also includes site boundary fencing, retaining walls, car parking and stopping up of existing road on South East boundary and reclassification of existing road to car park.	4,250	4,500	19.1	Development has commenced on site (Pile foundations only)
	K/2008/0779/O & K/2013/0332/RM (updated by LA10/2016/0371/DC)	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	2,415	4,500	10.9	Comparison goods units total 3,450 sq m gross. It is assumed that these will have a 70% gross to net ratio (2,415 sq m net). Development has commenced. Link road has been constructed.
Total		. 3	8.195		36.9	_

<sup>1.</sup> Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application. 2018 prices

# Table 26d: Net quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace	Capacity (sq m net)
Teal	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	36.9	-36.9	-6,200	-9,800
2025	-6.8	43.3	-50.1	-7,200	-11,400
2030	-1.5	49.8	-51.3	-6,400	-10,100

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 prices

 $<sup>2. \</sup> Assumes \ constant \ market \ share \ claimed \ by \ Fermanagh \ \& \ Omagh \ District \ facilities \ at \ 90.2\% \ from \ Study \ Area$ 

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Table 26e: Estimated 'capacity' for new comparison goods facilities in Enniskillen

Year	Total Survey Turnover (£m)¹	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	164.5	142.9	21.6	0.0
2025	193.3	165.0	24.7	-3.6
2030	221.9	192.1	28.8	-0.9
District Market Share (%)		42.1		

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

#### Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Enniskillen

Year	Surplus Expenditure	Floorspace Capacity (sq m net)		
	(£m)	Min <sup>1</sup>	Max <sup>2</sup>	
2020	0.0	0	0	
2025	-3.6	-500	-800	
2030	-0.9	-100	-200	

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District 2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District 3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

#### Table 26g: Extant comparison goods commitments in Enniskillen

Destination	Reference	Proposal	Net Comparison Floorspace	Estimated Sales Density	Estimated Comparison Turnover	Status
			(sq m)	(£/sq m)	(£m)	
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen		Proposed mixed use development of retail, office and residential uses comprising lower ground, upper ground and first floor retail, second floor offices and third floor residential apartments and including stopping up of existing road on South East boundary and reclassification of existing road to car park.	1,530	4,500	6.9	Development has commenced on site (foundaitons only).
Hollyhill Link Road, Enniskillen	L/2012/0341 (updated by LA10/2019/0641/LDE)	Retail Development consisting of 3no. two storey units (non-food) with Unit 1 increased by 280m2 and service access road in the undercroft of Unit 3. The proposal also includes site boundary fencing, retaining walls, car parking and stopping up of existing road on South East boundary and reclassification of existing road to car park.	4,250	4,500	19.1	Development has commenced on site (Pile foundations only)
Total			5,780		26.0	

<sup>1.</sup> Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.

# Table 26h: Net quantitative capacity for additional comparison goods floorspace in Enniskillen

Vasu	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	26.0	-26.0	-4,400	-6,900
2025	-3.6	30.6	-34.1	-4,900	-7,700
2030	-0.9	35.1	-36.0	-4.500	-7.100

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District

<sup>2.</sup> Assumes constant market share claimed by Enniskillen facilities at 42.1% from Study Area

<sup>2.</sup> Average sales density assumed to be £3,500 per sq. m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

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Table 26i: Estimated 'capacity' for new comparison goods facilities in Omagh

Year	Total Survey Turnover (£m)¹	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	138.2	138.2	0.0	0.0
2025	162.5	159.6	0.0	-2.9
2030	186.5	185.9	0.0	-0.7
District Market Share (%)		40.7		

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2. Assumes constant market share claimed by Omagh facilities at 40.7% from Study Area

#### Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Omagh

Year	Surplus Expenditure	Floorspace Capacity (sq m net)		
	(£m)	Min <sup>1</sup>	Max <sup>2</sup>	
2020	0.0	0	0	
2025	-2.9	-400	-700	
2030	-0.7	-100	-100	

2018 Prices

#### Table 26k: Extant comparison goods commitments in Omagh

Destination	Reference	Proposal	Net Comparison Floorspace	Estimated Sales Density	Estimated Comparison Turnover	Status
			(sq m)	(£/sq m)	(£m)	
Lands located between Derry Road and the Strule River, Omagh	K/2008/0779/O & K/2013/0332/RM (updated by LA10/2016/0371/DC)	Mixed use comprehensive development comprising primary healthcare facility, community park, integrated entertainment unit accommodating cinema, gym and ten pin bowling alley with ancillary retail services, cafes and coffee shops, business and media centre, business enablement units, offices, sports pitch/multi-use games area with associated changing pavilion/clubhouse, hotel, elderly community living facility, petrol filling station, food superstore, 3No nonfood retail units, Phase 1 of the Strathroy Link Road from the Derry Road to the River Strule and all associated site enablement works, road works, car parking and landscaping.	2,415	4,500	10.9	Comparison goods units total 3,450 sq m gross. It is assumed that these will have a 70% gross to net ratio (2,415 sq m net). Development has commenced. Link road has been constructed.
Total	•		2,415		10.9	·

1. Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application. 2018 prices

## Table 26I: Net quantitative capacity for additional comparison goods floorspace in Omagh

Veen	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace	Capacity (sq m net)
Year	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	10.9	-10.9	-1,800	-2,900
2025	-2.9	12.8	-15.6	-2,300	-3,500
2030	-0.7	14.7	-15.3	-1,900	-3,000

1. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District

2. Average sales density assumed to be £3,500 per sq. m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 prices

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#### Table 26m: Estimated 'capacity' for new comparison goods facilities in the Rest of Fermanagh & Omagh District

Year	Total Survey Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	25.1	24.9	0.1	0.0
2025	29.5	28.8	0.1	-0.5
2030	33.8	33.5	0.2	-0.1
District Market Share (%)		7.4		

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

2018 Prices

#### Table 26n: Gross quantitative capacity for additional comparison goods floorspace in the Rest of Fermanagh & Omagh District

Year	Surplus Expenditure	Floorspace Capacity (sq m net)		
rear	(£m)	Min <sup>1</sup>	Max <sup>2</sup>	
2025	-0.5	-100	-100	
2030	-0.1	0	0	

#### Table 26o: Extant comparison goods commitments in the Rest of Fermanagh & Omagh District

- · · · ·			N 4 0 1 El			21.1
Destination	Reference	Proposal	Net Comparison Floorspace	Estimated Sales Density	Estimated Comparison Turnover	Status
			(sq m)	(£/sq m)	(£m)	
Total			0		0.0	

<sup>1.</sup> Sales density assumed to be a mid-point figure of £4,500 based on Nexus Planning judgement where the occupier has not been referenced within the application.

## Table 26d: Net quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh District

Year	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
	(£m)	(£m)	(£m)	Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.5	0.0	-0.5	-100	-100
2030	-0.1	0.0	-0.1	0	0

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District

2018 Prices

<sup>2.</sup> Assumes constant market share claimed by the Rest of Fermanagh & Omagh District facilities at 7.3% from Study Area

<sup>1.</sup> Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Fermanagh & Omagh District
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

<sup>2.</sup> Average sales density assumed to be £3,500 per sq. m which Nexus Planning considers to be towards the lower end of what could be achieved in Fermanagh & Omagh District
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)