

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

Contents

1.0	Introduction	4
2.0	Base Population Updates.....	5
3.0	Base Expenditure Updates	8
4.0	Retail Capacity Assessment Update	16

Appendices

- A – Updated Statistical Assessment – NISRA Population Basis
- B – Updated Statistical Assessment – Housing Growth Indicator Basis

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

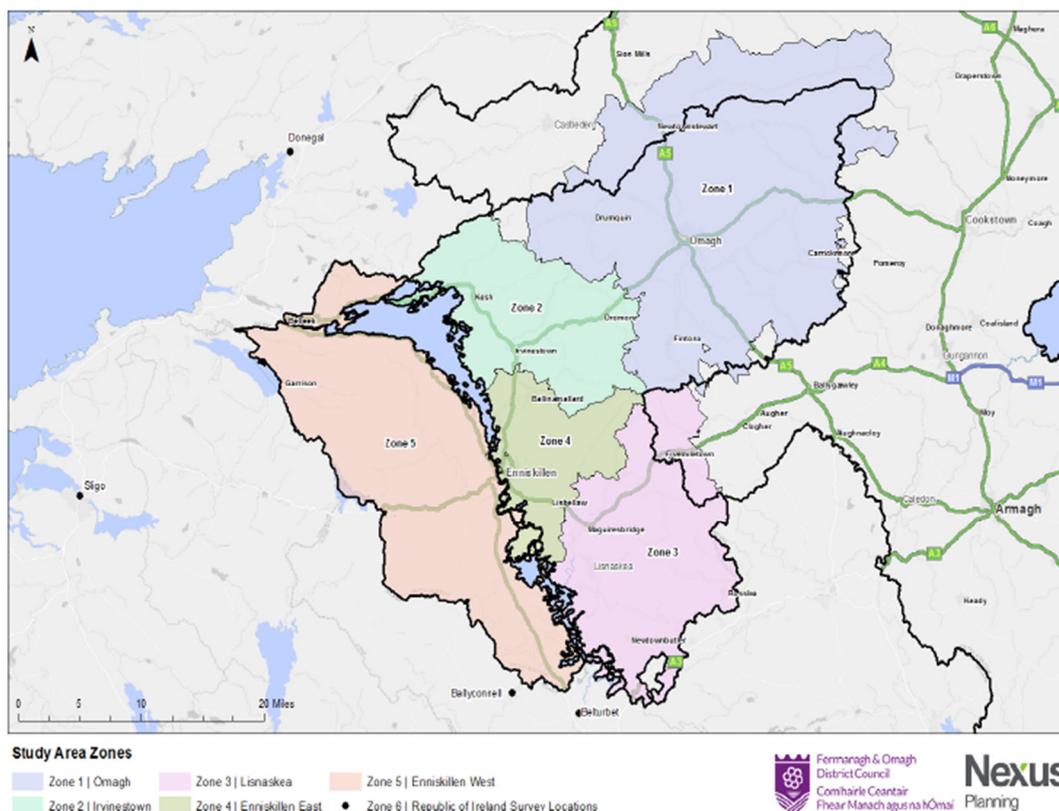
Background

- 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

Year	Zone					Total
	1	2	3	4	5	
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

Year	Zone					Total
	1	2	3	4	5	
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);
 - c) 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 3.1: Special Forms of Trading – Convenience Goods

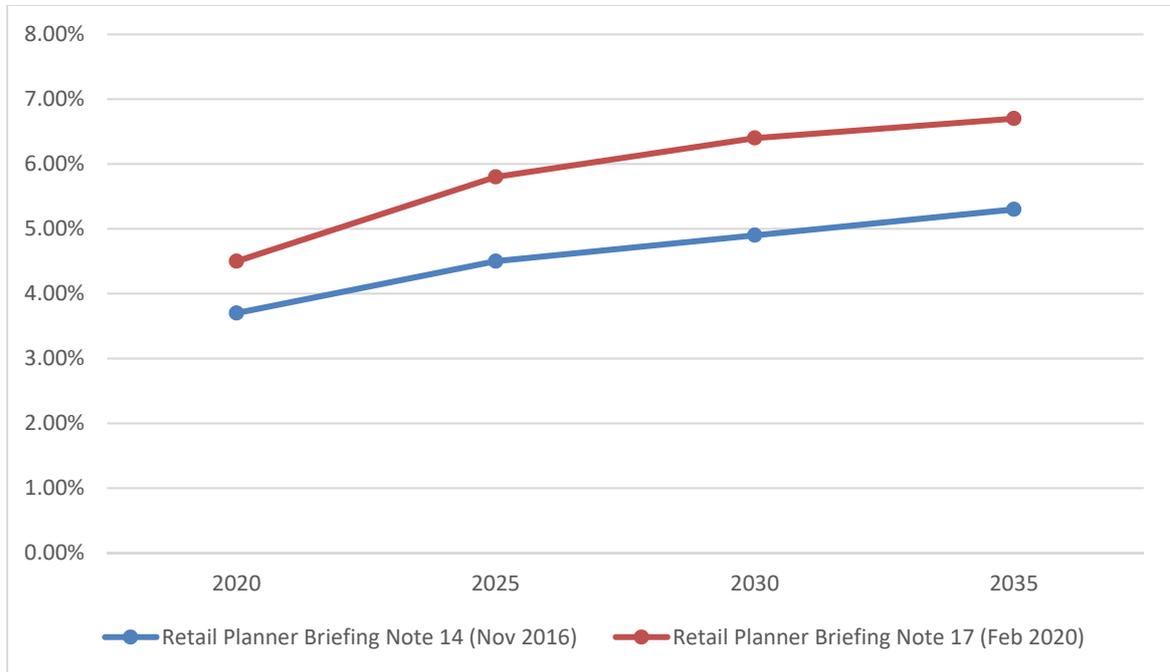
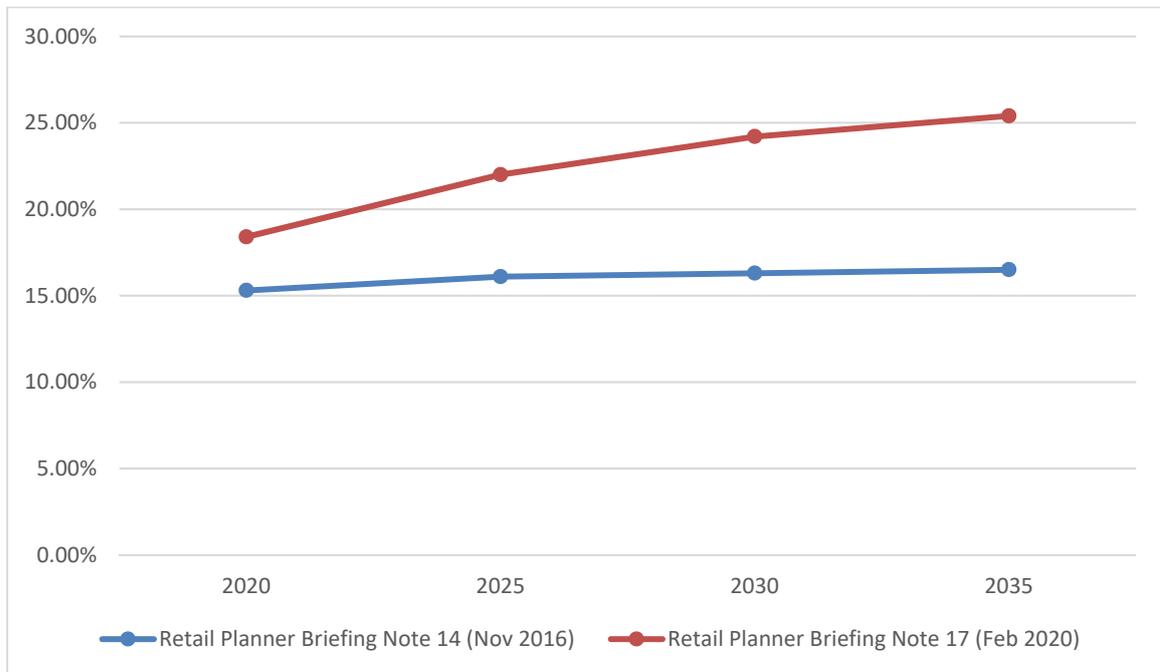


Figure 3.2: Special Forms of Trading – Comparison Goods



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

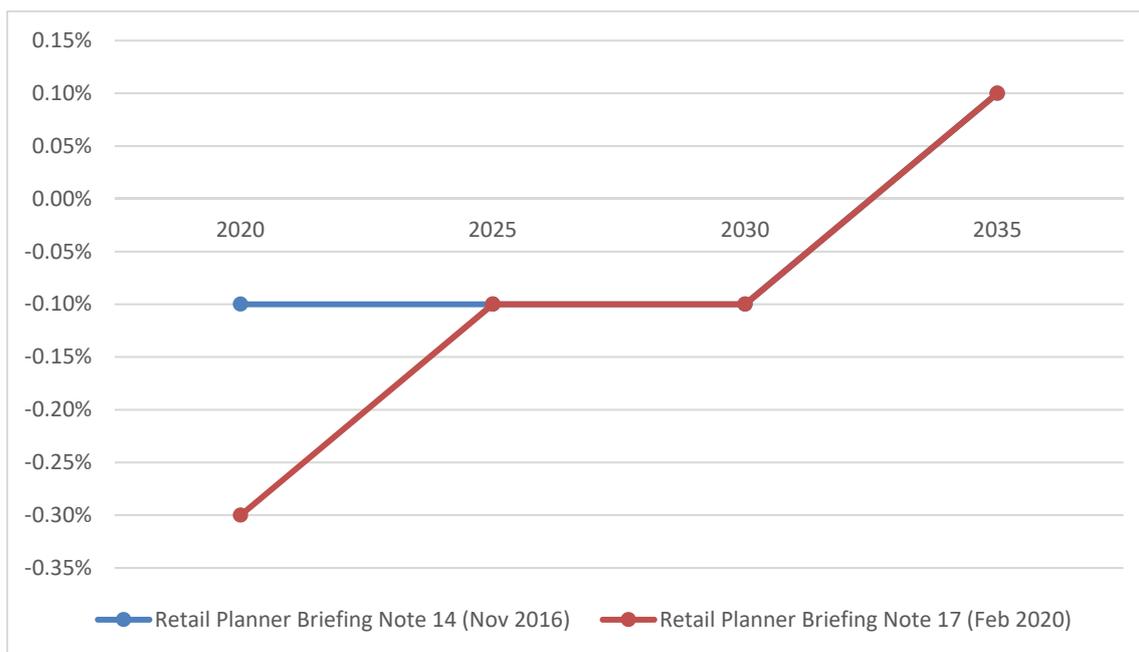
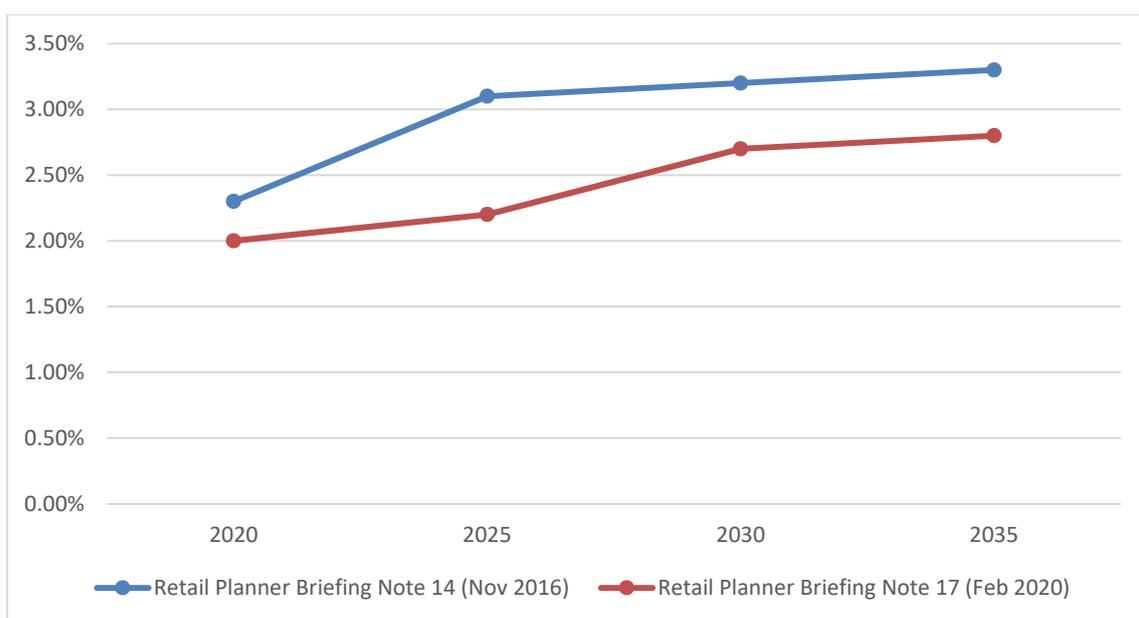


Figure 3.4: Expenditure Growth Rates – Comparison Goods



- 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 **retail sales efficiencies**. 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

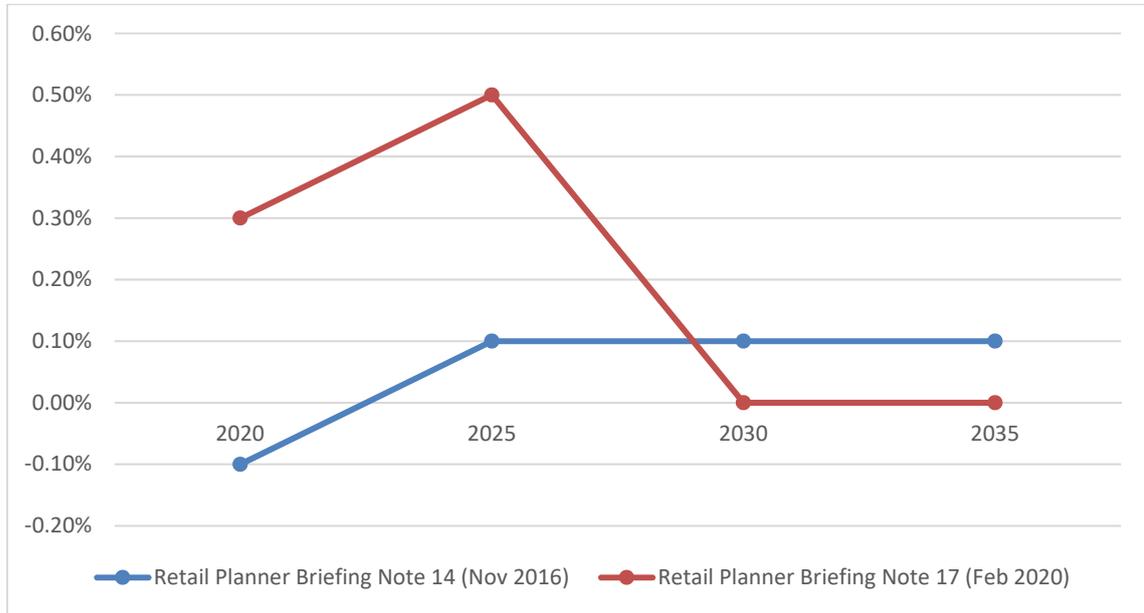
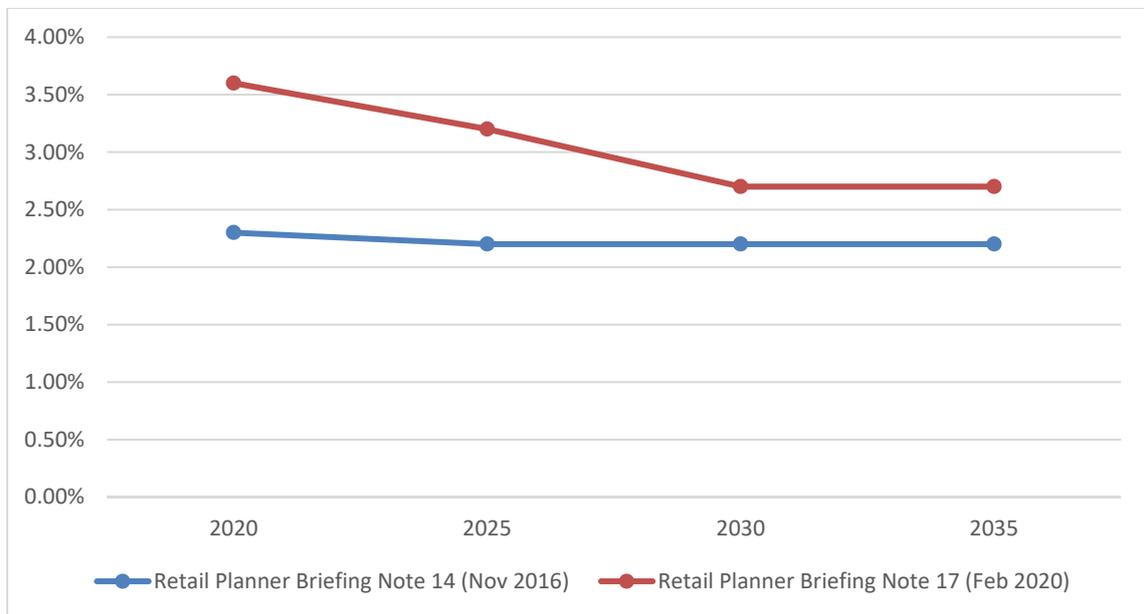


Figure 3.6: Sales Efficiency Rates – Comparison Goods



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	2020		2025		2030	
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	2020		2025		2030	
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 re-utilised 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 quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh						
Year	Area	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
		(£m)	(£m)	(£m)	Min	Max
2020	Enniskillen	30.0	16.0	14.0	1,100	1,300
	Omagh	25.0	84.3	-59.3	-4,600	-5,700
	Rest of the District	-0.8	0.0	-0.8	-100	-100
	District Total	54.2	100.3	-46.1	-3,600	-4,400
2025	Enniskillen	30.0	16.1	13.9	1,100	1,300
	Omagh	25.0	84.7	-59.7	-4,600	-5,700
	Rest of the District	-0.9	0.0	-0.9	-100	-100
	District Total	54.2	100.8	-46.7	-3,600	-4,500
2030	Enniskillen	30.5	16.1	14.4	1,100	1,400
	Omagh	25.4	84.7	-59.3	-4,600	-5,700
	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	Floorspace Capacity (sq m net)	
		(£m)	(£m)	(£m)	Min	Max
2020	Enniskillen	0.0	26.0	-26.0	-4,400	-6,900
	Omagh	0.0	10.9	-10.9	-1,800	-2,900
	Rest of the District	0.0	0.0	0.0	0	0
	District Total	0.0	36.9	-36.9	-6,200	-9,800
2025	Enniskillen	-6.8	30.6	-37.3	-5,400	-8,500
	Omagh	-5.6	12.8	-18.3	-2,600	-4,200
	Rest of the District	-1.0	0.0	-1.0	-100	-200
	District Total	-13.2	43.3	-56.5	-8,200	-12,800
2030	Enniskillen	-9.4	35.1	-44.4	-5,600	-8,800
	Omagh	-7.7	14.7	-22.4	-2,800	-4,400
	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 quantitative capacity for additional convenience goods floorspace in Fermanagh & Omagh						
Year	Area	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
		(£m)	(£m)	(£m)	Min	Max
2020	Enniskillen	31.0	16.0	15.0	1,200	1,400
	Omagh	25.7	84.3	-58.7	-4,600	-5,600
	Rest of the District	-0.5	0.0	-0.5	0	-100
	District Total	56.1	100.3	-44.2	-3,400	-4,300
2025	Enniskillen	33.1	16.1	17.1	1,300	1,600
	Omagh	27.4	84.7	-57.3	-4,500	-5,500
	Rest of the District	0.5	0.0	0.5	0	0
	District Total	61.1	100.8	-39.7	-3,100	-3,800
2030	Enniskillen	36.3	16.1	20.3	1,600	1,900
	Omagh	30.1	84.7	-54.6	-4,200	-5,300
	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 quantitative capacity for additional comparison goods floorspace in Fermanagh & Omagh						
Year	Area	Surplus Expenditure	Commitments	Residual Expenditure	Floorspace Capacity (sq m net)	
		(£m)	(£m)	(£m)	Min	Max
2020	Enniskillen	0.0	26.0	-26.0	-4,400	-6,900
	Omagh	0.0	10.9	-10.9	-1,800	-2,900
	Rest of the District	0.0	0.0	0.0	0	0
	District Total	0.0	36.9	-36.9	-6,200	-9,800
2025	Enniskillen	-3.6	30.6	-34.1	-4,900	-7,700
	Omagh	-2.9	12.8	-15.6	-2,300	-3,500
	Rest of the District	-0.5	0.0	-0.5	-100	-100
	District Total	-6.8	43.3	-50.1	-7,200	-11,400
2030	Enniskillen	-0.9	35.1	-36.0	-4,500	-7,100
	Omagh	-0.7	14.7	-15.3	-1,900	-3,000
	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	Population			Per capita expenditure (£)			
	2020	2025	2030	2018 <i>inc SFT</i>	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)

2018 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)			Growth (£m)	
	Convenience			Convenience	
	2020	2025	2030	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)

2018 Prices

Table 5: Convenience goods shopping patterns

Destination	Gross Floorspace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (A) (Sq m)	Sales Density (B) (£ per sq m)	Benchmark Turnover (AxB) (£m)	Survey Turnover (£m)	Inflow Allowance (£m)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
Study Area									
Zone 1 Omagh									
Omagh Town Centre									
Asda, Dromore Road, Omagh	4,860	2,672	2,094	13,659	28.6	51.0	0.0	51.0	22.4
Dunnes Stores, Irishtown Road, Omagh					9.3	9.3	0.0	9.3	0.0
Lidl, James Street, Meetinghouse Hill, Omagh	1,327	929	811	10,103	8.2	5.3	0.0	5.3	-2.9
Supervalu, Market Street, Omagh					5.4	5.4	0.0	5.4	0.0
Marks & Spencer, Showgrounds Retail Park, Omagh	1,262	883	284	10,476	3.0	3.5	0.1	3.6	0.6
Iceland, Kelvin Road, Omagh	630	441	433	6,859	3.0	3.0	0.0	3.0	0.0
Local Shops, Omagh					14.1	14.1	0.0	14.1	0.0
Omagh Edge-of-Centre									
Spar, Anderson Gardens, Omagh	200	140	133	8,046	1.1	6.0	0.0	6.0	4.9
Others									
Costcutter, Main Street, Sixmilecross	142	99	94	4,726	0.4	0.4	0.0	0.4	0.0
Local Shops, Sixmilecross					0.7	0.7	0.0	0.7	0.0
Eurospar, Fintona					0.3	0.3	0.0	0.3	0.0
Supervalu, Fintona					5.5	5.5	0.0	5.5	0.0
Local Shops, Fintona					0.3	0.3	0.0	0.3	0.0
Spar, Newtownstewart	280	196	186	8,046	1.5	3.1	0.0	3.1	1.6
Local Shops, Newtownstewart					1.0	1.0	0.0	1.0	0.0
Local Shops, Beragh					0.7	0.7	0.0	0.7	0.0
Local Shops, Carrickmore					1.5	1.5	0.0	1.5	0.0
Local Shops, Gortin					0.8	0.8	0.0	0.8	0.0
Local Shops, Seskinore					0.3	0.3	0.0	0.3	0.0
Sub Total					85.7	112.2	0.1	112.3	26.5
Zone 2 Irvinestown									
Centra, Main Street, Irvinestown					0.1	0.1	0.0	0.1	0.0
Local Shops, Irvinestown					5.0	5.0	0.0	5.0	0.0
Nisa, Main Street, Trillick					1.6	1.6	0.0	1.6	0.0
Spar, Main Street, Trillick	100	70	67	8,046	0.5	0.8	0.0	0.8	0.3
Costcutter, Main Street, Trillick	142	99	94	4,726	0.4	0.1	0.0	0.1	-0.3
Local Shops, Trillick					0.4	0.4	0.0	0.4	0.0
Spar, Main Street, Dromore	150	105	100	8,046	0.8	2.1	0.0	2.1	1.3
Local Shops, Dromore					0.3	0.3	0.0	0.3	0.0
Local Shops, Ederney					0.7	0.7	0.0	0.7	0.0
Costcutter, Mian Street, Kesh	142	99	94	4,726	0.4	0.6	0.0	0.6	0.2
Local Shops, Kesh					0.4	0.4	0.0	0.4	0.0
Sub Total					10.8	12.3	0.0	12.3	1.5
Zone 3 Lisnaskea									
Lidl, Main Street, Lisnaskea	1,327	929	811	10,103	8.2	4.7	0.1	4.8	-3.3
Costcutter, Main Street, Lisnaskea	142	99	94	4,726	0.4	0.7	0.0	0.7	0.3
Spar, Main Street, Lisnaskea	200	140	133	8,046	1.1	0.3	0.0	0.3	-0.8
Local shops, Linnaskea					3.1	3.1	0.0	3.1	0.0
Spar, Main Street, Fivemiletown	500	350	333	8,046	2.7	4.8	0.0	4.8	2.2
Co-op, Main Street, Fivemiletown	621	435	394	10,824	4.3	1.8	0.0	1.8	-2.4
Local shops, Fivemiletown					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
Spar, Main Street, Rosslea	100	70	67	8,046	0.5	0.9	0.0	0.9	0.3
Local shops, Rosslea					0.7	0.7	0.0	0.7	0.0
Supervalu, Clones Road, Newtownbutler					2.9	2.9	0.0	2.9	0.0
Local shops, Newtownbutler					1.1	1.1	0.0	1.1	0.0
Local shops, Brookeborough					0.7	0.7	0.0	0.7	0.0
Local shops, Maguiresbridge					0.5	0.5	0.0	0.5	0.0
Sub Total					27.1	22.8	0.1	23.0	-4.1
Zone 4 Enniskillen East									
Enniskillen Town Centre									
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen					3.4	3.4	0.0	3.4	0.0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	1,327	929	811	10,103	8.2	6.3	0.0	6.3	-1.9
Marks & Spencer, Ermeside Shopping Centre, Enniskillen	1,668	1,168	263	10,476	2.8	1.9	0.0	1.9	-0.9
Local shops, Enniskillen					9.3	9.3	0.0	9.3	0.0
Enniskillen Edge-of-Centre									
Asda, Derrychara Road, Enniskillen	8,704	3,735	2,927	13,659	40.0	48.9	4.9	53.8	13.8
Tesco, Derrychara Link, Enniskillen	2,794	1,902	1,454	13,797	20.1	38.2	1.1	39.4	19.3
Others									
Centra, Main Street, Ballinamallard					0.2	0.2	0.0	0.2	0.0
Spar, Main Street, Ballinamallard	350	245	233	8,046	1.9	1.4	0.0	1.4	-0.5
Local shops, Ballinamallard					0.1	0.1	0.0	0.1	0.0
Spar, Coa Road, Chanterhill	250	175	166	8,046	1.3	0.9	0.0	0.9	-0.5
Spar, Main Street, Lisbellaw	150	105	100	8,046	0.8	0.3	0.0	0.3	-0.5
Local shops, Lisbellaw					0.6	0.6	0.0	0.6	0.0
Local shops, Lisnarrick					0.2	0.2	0.0	0.2	0.0
Local shops, Tempo					0.9	0.9	0.0	0.9	0.0
Sub Total					89.6	112.4	6.0	118.4	28.9
Zone 5 Enniskillen West									
Iceland, Shore Road, Enniskillen	636	445	437	6,859	3.0	2.1	0.0	2.1	-0.9
Spar, Sligo Road, Enniskillen	250	175	166	8,046	1.3	1.9	0.0	1.9	0.5
Costcutter, Derrylin Road, Bellanaleck	142	99	94	4,726	0.4	0.2	0.0	0.2	-0.3
Local shops, Bellanaleck					0.2	0.2	0.0	0.2	0.0
Centra, Main Street, Belleek					1.0	1.0	0.0	1.0	0.0
Local shops, Belleek					1.5	1.5	0.0	1.5	0.0
Spar, Main Street, Belcoo	100	70	67	8,046	0.5	0.4	0.0	0.4	-0.1
Local shops, Belcoo					0.3	0.3	0.0	0.3	0.0
Spar, Knockaraven, Garrison	150	105	100	8,046	0.8	3.1	0.0	3.1	2.3
Spar, Rossorry Church Road, Craigville	150	105	100	8,046	0.8	0.7	0.0	0.7	-0.1
Local shops, Derrygonnelly					0.5	0.5	0.0	0.5	0.0
Local shops, Letterbreen					0.3	0.3	0.0	0.3	0.0
Sub Total					10.9	12.3	0.0	12.3	1.4
Total Fermanagh & Omagh District					224.1	272.0	6.3	278.3	54.2

Notes:

- 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 identified by the survey)
- f. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

2018 Prices

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

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	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			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by Fermanagh & Omagh District facilities at 94.8% from Study Area
2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	54.2	4,200	5,200
2025	54.2	4,200	5,200
2030	55.3	4,300	5,300

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets
2. 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
2018 Prices

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 non-food 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.
Total			9,586		100.3	

1. 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 (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

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

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	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		

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

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

2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	30.0	2,300	2,900
2025	30.0	2,300	2,900
2030	30.5	2,400	2,900

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

2. 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

2018 Prices

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.	1,530	10,465	16.0	Development has commenced on site (foundations only).
Total			1,530		16.0	

1. 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 6h: Net quantitative capacity for additional convenience goods floorspace in Enniskillen

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

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

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	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		

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

2. Assumes constant market share claimed by Omagh facilities at 34.0% from Study Area

2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	25.0	1,900	2,400
2025	25.0	1,900	2,400
2030	25.4	2,000	2,400

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

2. 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

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 non-food 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.
Total			8,056		84.3	

1. 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 6l: Net quantitative capacity for additional convenience goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

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	63.5	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			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by the Rest of Fermanagh & Omagh District facilities at 21.8% from Study Area
2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	-0.8	-100	-100
2025	-0.9	-100	-100
2030	-0.7	-100	-100

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets
2. 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
2018 Prices

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		0.0	

1. 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 6p: Net quantitative capacity for additional convenience goods floorspace in the Rest of Fermanagh & Omagh District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

Table 7a: Population and comparison goods expenditure per capita

Zone	Population		
	2020	2025	2030
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	126,670	127,238	128,145

Table 7b: Population and comparison goods expenditure

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)																			
	2018 with SFT										2018 without SFT										2020										2025										2030									
	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	CDs etc	Household Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household Recreation	Chemist	Electrical	DIY	Furniture	Total										
1	1,013	152	731	379	187	304	204	181	3,152	843	127	608	316	156	253	170	150	2,622	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					
2	912	149	674	398	181	277	197	167	2,955	759	124	561	331	151	231	164	139	2,459	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					
3	884	148	663	399	174	284	190	163	2,906	736	123	552	332	145	236	158	136	2,418	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					
4	1,002	151	706	374	198	296	196	183	3,105	833	125	588	311	165	246	163	152	2,583	875	132	617	326	173	258	171	159	2,711	980	147	691	366	194	290	192	179	167	2,976	1,109	167	782	414	219	328	217	202	3,437				
5	940	160	683	380	180	332	196	171	3,042	782	133	568	316	150	276	163	142	2,531	821	140	596	332	157	290	171	149	2,656	920	157	668	372	176	325	192	167	2,976	1,040	177	756	421	199	367	217	189	3,367					

Notes:
a. Per capita expenditure derived from Experian MMG3 data (2019 report)
b. Base 2016 population derived from Experian MMG3 data (2019 report). 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

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods growth (£m)	
	2020									2025									2030									2020-2025	2020-2030
	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		
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)

2018 Prices

Table 9: Clothing & footwear shopping patterns

Destination	Total (Z1-5) Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
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	0.8%	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%
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%
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%
Troly	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%
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	0.0%	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%

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
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	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	56.5%
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	1.2%	3.0%	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%	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%

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 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£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
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	0.9	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	1.5	0.0	0.9	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	45.2	0.0	4.7	10.6	14.3	15.5
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	46.3	0.0	4.7	11.2	14.9	15.5
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
Sub Total Fermanagh & Omagh District	94.9	38.5	11.1	13.3	15.8	16.3

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
	(£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
Castleberg	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	0.4	0.0	0.0	0.2	0.0	0.2
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	0.0	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, Bunrana 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
Manchester, England	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	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
Sub Total outside District	11.1	4.8	0.7	1.6	1.3	2.7
Total (rounded)	106.0	43.3	11.8	14.9	17.2	18.9

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 11: Books, CDs , DVDs shopping patterns

Destination	Total (Z1-5) 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 (%)
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	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%
Irvineestown	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%
Troty	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%
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							
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	3.2%	8.2%	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	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%

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 12: Books, CDs, DVDs expenditure

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£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	5.5	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
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	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
Sub Total Fermanagh & Omagh District	14.5	4.9	1.8	2.3	2.4	3.1

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£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)	0.1	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
Castleberg	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, Bunrana 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	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	0.1
Total (rounded)	16.7	6.5	1.9	2.5	2.6	3.2

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 13: Small Household Goods shopping patterns

Destination	Total (Z1-5) Small Household (%)	Zone 1 Small Household (%)	Zone 2 Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)	Zone 6 Small Household (%)
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	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%
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	0.0%	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%
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	0.4%	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%
Zone 4							
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	39.1%	3.6%	34.2%	48.6%	89.4%	70.7%	10.9%
Zone 5							
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	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%

Destination	Total Small Household (%)	Zone 1 Small Household (%)	Zone 2 Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)	Zone 6 Small 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	0.6%	0.0%	2.0%	2.5%	0.0%	0.0%	63.8%
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%	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)	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	0.5%	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, Bunclana 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%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.8%	0.0%	1.9%	1.8%	0.0%	2.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.4%	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	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
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%

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 14: Small Household Goods expenditure

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2 Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£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
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	0.2	0.3	0.2	0.0
Trory	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	30.1	1.1	3.0	5.4	10.8	9.7
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
Sub Total Fermanagh & Omagh District	69.6	28.8	8.2	8.8	11.7	12.1

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2 Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£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
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	2.6	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
Castleberg	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	0.3	0.0	0.0	0.0	0.0	0.3
Faustina Retail Park, Bunrana 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
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

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 15: Toys and Recreational Goods shopping patterns

Destination	Total (Z1-5) Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)	Zone 6 Recreation (%)
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%
Irvineestown	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%
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	0.0%	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%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
Troty	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%
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%
Sub Total Fermanagh & Omagh District	82.3%	79.0%	83.9%	75.9%	85.9%	90.6%	23.9%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	Recreation (%)						
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%	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	1.4%	0.0%	0.0%	7.0%	2.1%	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%	0.8%
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	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	2.7%	6.6%	1.6%	0.0%	0.0%	0.0%	0.0%
Abroad	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Sub Total outside District	17.7%	21.0%	16.1%	24.1%	14.1%	9.4%	76.1%
Total (rounded)	100.0%						

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 16: Toys and Recreational Goods expenditure

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)
<i>Study Area</i>						
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	13.5	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
Sixmilecross	0.0	0.0	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
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	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	0.2	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	17.6	0.0	1.6	4.6	4.8	6.6
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
Sub Total Fermanagh & Omagh District	34.7	12.8	4.3	5.1	5.5	6.9

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	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)	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
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	3.2	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	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
Castleberg	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, Bunrana 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	0.6	0.5	0.1	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	0.1	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

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 17: Chemist Goods shopping patterns

Destination	Total (Z1-5) Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
Study Area							
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%	0.0%
Dromore Road Retail Park, Omagh	0.4%	1.1%	0.0%	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%
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	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%
Showgrounds Retail Park, Omagh	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%	0.0%
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%	0.0%
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%	0.0%
Trillick	0.8%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%
Sub-total	6.2%	0.0%	50.9%	0.0%	2.0%	0.0%	0.0%
Zone 3							
Brookeborough	0.6%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%
Clabby	0.0%	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%	0.0%
Lisnaskea	2.6%	0.0%	0.0%	15.7%	1.8%	0.0%	0.0%
Maguiresbridge	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%
Newtownbutler	1.0%	0.0%	0.0%	7.2%	0.0%	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%	0.0%
Enniskillen	38.3%	0.0%	24.3%	47.7%	86.2%	79.8%	5.3%
Lisbellaw	0.7%	0.0%	0.0%	0.0%	4.3%	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%	1.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	39.5%	0.0%	24.3%	47.7%	93.0%	79.8%	6.8%
Zone 5							
Belcoo	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Belleek	0.9%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%
Derrygonnelly	0.5%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%
Derrylin	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Garrison	1.5%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%
Sub-total	3.4%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
Sub Total Fermanagh & Omagh District	98.1%	97.7%	99.1%	97.7%	97.8%	98.9%	6.8%

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
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%	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%	0.6%
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%	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%
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)	0.1%	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	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%
Castleberg	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, Bunclra 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%	13.3%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.1%	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	0.5%	1.2%	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	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%

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 18: Chemist Goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)
Study Area						
Zone 1						
Beragh	0.1	0.1	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	0.1	0.1	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	0.3	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	0.0	0.0	0.0	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	8.3	7.7	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	1.4	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
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	0.1	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	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

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
	(£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						
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
Castleberg	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, Bunrana 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

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 19: Electrical Goods shopping patterns

Destination	Total (Zone 1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	
	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)		Electrical (%)
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	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								
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%
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%
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%
Sub Total Fermanagh & Omagh District	96.4%	95.5%	96.9%	94.4%	97.3%	98.8%		20.3%

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)
<i>Outside District</i>							
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	0.8%	1.5%	0.0%	0.0%	0.0%	1.2%	49.4%
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	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%

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 20: Electrical Goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)
<i>Study Area</i>						
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
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
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	12.8	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	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	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

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
	(£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	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
Castleberg	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, Bunrana 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	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
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

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 21: DIY Goods shopping patterns

Destination	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	
	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%
Omagh	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%
Irvinestown	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 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	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%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	DIY (%)						
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%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Sub-total	0.7%	0.0%	0.0%	1.4%	0.0%	2.5%	61.2%
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	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%
Castleberg	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)	0.0%	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, Bunclra 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	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)	0.2%	0.0%	0.0%	1.2%	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	0.3%	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%
Total (rounded)	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 22: DIY Goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)
<i>Study Area</i>						
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	11.1	8.3	1.5	0.4	0.4	0.5
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.1	0.0	0.1	0.0	0.0	0.0
Irvinestown	0.3	0.0	0.2	0.0	0.1	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	0.4	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	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	7.5	0.1	0.6	0.8	2.8	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
Sub Total Fermanagh & Omagh District	21.1	8.5	2.5	3.1	3.4	3.7

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	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)	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	0.1	0.0	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	0.3	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
Castleberg	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	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Bunrana 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)	21.8	8.7	2.5	3.2	3.4	3.9

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

Destination	Total (Z1-5) Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)
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	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	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	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%

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 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%
Others							
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, Bunclara 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	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
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

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£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	0.2	0.1	0.1	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	0.1	0.0	0.0
Showgrounds Retail Park, Omagh	0.5	0.4	0.0	0.1	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	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	0.1	0.2
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	0.7	0.0	0.1	0.2
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
Zone 4						
Ballinamallard	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	6.8	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	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	0.1	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

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Furniture (£m)	Furniture (£m)	Furniture (£m)	Furniture (£m)	Furniture (£m)	Furniture (£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	0.1	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
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	1.4	0.5	0.2	0.3	0.1	0.3
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
Castleberg	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, Bunrana 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	0.3	0.2	0.0	0.1	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.1	0.1	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	2.5	1.1	0.2	0.6	0.2	0.4
Total (rounded)	19.2	7.7	2.2	2.7	3.1	3.4

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

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Inflow Comparison (£m)
Study Area								
Zone 1								
Beragh	0.2	0.1%	0.2	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.3	0.1%	0.3	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Fintona	0.6	0.2%	0.5	0.1	0.0	0.0	0.0	0.0
Gortin	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.4	0.1%	0.3	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	1.8	0.5%	1.3	0.1	0.2	0.2	0.0	0.0
Newtownstewart	3.9	1.2%	3.9	0.0	0.0	0.0	0.0	0.0
Omagh	119.9	35.7%	97.1	15.7	3.4	2.0	1.7	0.0
Showgrounds Retail Park, Omagh	14.8	4.4%	13.4	1.1	0.2	0.1	0.0	0.0
Sixmilecross	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Sub-total	142.3	42.3%	117.4	17.1	3.9	2.3	1.7	0.0
Zone 2								
Dromore	0.8	0.2%	0.0	0.8	0.0	0.0	0.0	0.0
Ederney	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0
Irvinestown	4.8	1.4%	0.0	3.4	0.0	0.8	0.5	0.1
Kesh	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0
Trillick	0.2	0.0%	0.0	0.2	0.0	0.0	0.0	0.0
Sub-total	5.9	1.8%	0.0	4.6	0.0	0.8	0.5	0.1
Zone 3								
Brookeborough	0.2	0.1%	0.0	0.0	0.2	0.0	0.0	0.0
Clabby	0.1	0.0%	0.0	0.0	0.1	0.1	0.0	0.0
Fivemiletown	2.0	0.6%	0.1	0.1	1.7	0.0	0.0	0.0
Linsaskea	6.3	1.9%	0.7	0.0	5.2	0.4	0.0	0.0
Maguiresbridge	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0
Newtownbutler	0.9	0.3%	0.1	0.0	0.7	0.0	0.2	0.0
Rosslea	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0
Sub-total	9.9	2.9%	0.9	0.2	8.1	0.6	0.2	0.0
Zone 4								
Ballinamallard	0.2	0.0%	0.0	0.0	0.0	0.2	0.0	0.0
Enniskillen	134.0	39.9%	1.7	12.6	28.4	43.5	47.7	20.1
Lisbellaw	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	7.5	2.2%	0.4	1.1	1.6	2.4	2.0	1.1
Trory	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	141.9	42.2%	2.1	13.7	30.0	46.3	49.7	21.2
Zone 5								
Belcoo	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	2.6	0.8%	0.0	0.0	0.0	0.0	2.6	0.0
Derrygonnelly	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0
Derrylin	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0
Garrison	0.4	0.1%	0.0	0.0	0.0	0.0	0.4	0.0
Sub-total	3.2	1.0%	0.0	0.0	0.0	0.0	3.2	0.0
Sub Total Fermanagh & Omagh District	303.2	90.2%	120.4	35.6	42.0	50.0	55.3	21.4

Destination	Total	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	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	0.6	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	0.2
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	1.9	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	0.8	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	0.2%	0.0	0.3	0.2	0.0	0.3
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2	0.0%	0.0	0.0	0.0	0.0	0.2
Londonderry	2.8	0.8%	1.5	0.6	0.3	0.2	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	0.1	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	0.2	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	3.9	1.2%	3.8	0.1	0.0	0.0	0.0
Abroad	0.7	0.2%	0.0	0.2	0.3	0.1	0.2
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

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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	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			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by Fermanagh & Omagh District facilities at 90.2% from Study Area
2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	0.0	0	0
2025	-13.2	-1,900	-3,000
2030	-18.3	-2,300	-3,600

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

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Link Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F & 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.	1,530	4,500	6.9	Development has commenced on site (foundations 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 280m ² 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)
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 non-food 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			8,195		36.9	

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

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	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			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by Enniskillen facilities at 42.1% from Study Area
2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	0.0	0	0
2025	-6.8	-1,000	-1,500
2030	-9.4	-1,200	-1,800

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 26g: Extant comparison goods commitments in Enniskillen

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Ink Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F & 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.	1,530	4,500	6.9	Development has commenced on site (foundations 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	

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

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	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			

1. 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
2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
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 (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
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 non-food 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 26l: Net quantitative capacity for additional comparison goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£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			

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

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

2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2025	-1.0	-100	-200
2030	-1.4	-200	-300

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

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

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

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

APPENDIX B - HGI POPULATION BASIS

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

Table 1: Population and convenience goods expenditure per capita

Zone	Population			Per capita expenditure (£)			
	2020	2025	2030	2018 <i>inc SFT</i>	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:

- Per capita expenditure derived from Experian MMG3 data (2019 report)
- 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.
- Per capita expenditure projected forward using forecast growth rates taken from Table 6 of Experian Retail Planner Briefing Note 17 (February 2020)
- 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)

2018 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)			Growth (£m)	
	Convenience			Convenience	
	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)

2018 Prices

Table 5: Convenience goods shopping patterns

Destination	Gross Floorspace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (A) (Sq m)	Sales Density (B) (£ per sq m)	Benchmark Turnover (AxB) (£m)	Survey Turnover (£m)	Inflow Allowance (£m)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
Study Area									
Zone 1 Omagh									
Omagh Town Centre									
Asda, Dromore Road, Omagh	4,860	2,672	2,094	13,659	28.6	51.5	0.0	51.5	22.9
Dunnes Stores, Irishtown Road, Omagh					9.4	9.4	0.0	9.4	0.0
Lidl, James Street, Meetinghouse Hill, Omagh	1,327	929	811	10,103	8.2	5.3	0.0	5.3	-2.9
Supervalu, Market Street, Omagh					5.5	5.5	0.0	5.5	0.0
Marks & Spencer, Showgrounds Retail Park, Omagh	1,262	883	284	10,476	3.0	3.5	0.1	3.6	0.6
Iceland, Kelvin Road, Omagh	630	441	433	6,859	3.0	3.0	0.0	3.0	0.0
Local Shops, Omagh					14.2	14.2	0.0	14.2	0.0
Omagh Edge-of-Centre									
Spar, Anderson Gardens, Omagh	200	140	133	8,046	1.1	6.1	0.0	6.1	5.0
Others									
Costcutter, Main Street, Sixmilecross	142	99	94	4,726	0.4	0.4	0.0	0.4	0.0
Local Shops, Sixmilecross					0.7	0.7	0.0	0.7	0.0
Eurospar, Fintona					0.3	0.3	0.0	0.3	0.0
Supervalu, Fintona					5.6	5.6	0.0	5.6	0.0
Local Shops, Fintona					0.3	0.3	0.0	0.3	0.0
Spar, Newtownstewart	280	196	186	8,046	1.5	3.1	0.0	3.1	1.6
Local Shops, Newtownstewart					1.0	1.0	0.0	1.0	0.0
Local Shops, Beragh					0.7	0.7	0.0	0.7	0.0
Local Shops, Carrickmore					1.5	1.5	0.0	1.5	0.0
Local Shops, Gortin					0.8	0.8	0.0	0.8	0.0
Local Shops, Seskinore					0.3	0.3	0.0	0.3	0.0
Sub Total					86.1	113.3	0.1	113.4	27.2
Zone 2 Irvinestown									
Centra, Main Street, Irvinestown					0.1	0.1	0.0	0.1	0.0
Local Shops, Irvinestown					5.0	5.0	0.0	5.0	0.0
Nisa, Main Street, Trillick					1.6	1.6	0.0	1.6	0.0
Spar, Main Street, Trillick	100	70	67	8,046	0.5	0.9	0.0	0.9	0.3
Costcutter, Main Street, Trillick	142	99	94	4,726	0.4	0.1	0.0	0.1	-0.3
Local Shops, Trillick					0.5	0.5	0.0	0.5	0.0
Spar, Main Street, Dromore	150	105	100	8,046	0.8	2.1	0.0	2.1	1.3
Local Shops, Dromore					0.3	0.3	0.0	0.3	0.0
Local Shops, Ederney					0.7	0.7	0.0	0.7	0.0
Costcutter, Mian Street, Kesh	142	99	94	4,726	0.4	0.6	0.0	0.6	0.2
Local Shops, Kesh					0.4	0.4	0.0	0.4	0.0
Sub Total					10.9	12.4	0.0	12.4	1.5
Zone 3 Lisnaskea									
Lidl, Main Street, Lisnaskea	1,327	929	811	10,103	8.2	4.7	0.1	4.9	-3.3
Costcutter, Main Street, Lisnaskea	142	99	94	4,726	0.4	0.7	0.0	0.7	0.3
Spar, Main Street, Lisnaskea	200	140	133	8,046	1.1	0.3	0.0	0.3	-0.8
Local shops, Linnaskea					3.1	3.1	0.0	3.1	0.0
Spar, Main Street, Fivemiletown	500	350	333	8,046	2.7	4.9	0.0	4.9	2.2
Co-op, Main Street, Fivemiletown	621	435	394	10,824	4.3	1.9	0.0	1.9	-2.4
Local shops, Fivemiletown					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
Spar, Main Street, Rosslea	100	70	67	8,046	0.5	0.9	0.0	0.9	0.4
Local shops, Rosslea					0.7	0.7	0.0	0.7	0.0
Supervalu, Clones Road, Newtownbutler					2.9	2.9	0.0	2.9	0.0
Local shops, Newtownbutler					1.1	1.1	0.0	1.1	0.0
Local shops, Brookeborough					0.7	0.7	0.0	0.7	0.0
Local shops, Maguiresbridge					0.5	0.5	0.0	0.5	0.0
Sub Total					27.2	23.1	0.1	23.2	-4.0
Zone 4 Enniskillen East									
Enniskillen Town Centre									
Dunnes Stores, Fairgreen Shopping Centre, Enniskillen					3.4	3.4	0.0	3.4	0.0
Lidl, Railway Junction Retail Park, Hollyhill Link Road, Enniskillen	1,327	929	811	10,103	8.2	6.4	0.0	6.4	-1.8
Marks & Spencer, Ermeside Shopping Centre, Enniskillen	1,668	1,168	263	10,476	2.8	1.9	0.0	1.9	-0.9
Local shops, Enniskillen					9.4	9.4	0.0	9.4	0.0
Enniskillen Edge-of-Centre									
Asda, Derrychara Road, Enniskillen	8,704	3,735	2,927	13,659	40.0	49.4	4.9	54.3	14.3
Tesco, Derrychara Link, Enniskillen	2,794	1,902	1,454	13,797	20.1	38.6	1.2	39.8	19.7
Others									
Centra, Main Street, Ballinamallard					0.2	0.2	0.0	0.2	0.0
Spar, Main Street, Ballinamallard	350	245	233	8,046	1.9	1.4	0.0	1.4	-0.5
Local shops, Ballinamallard					0.1	0.1	0.0	0.1	0.0
Spar, Coa Road, Chanterhill	250	175	166	8,046	1.3	0.9	0.0	0.9	-0.5
Spar, Main Street, Lisbellaw	150	105	100	8,046	0.8	0.3	0.0	0.3	-0.5
Local shops, Lisbellaw					0.6	0.6	0.0	0.6	0.0
Local shops, Lisnarrick					0.2	0.2	0.0	0.2	0.0
Local shops, Tempo					0.9	0.9	0.0	0.9	0.0
Sub Total					89.7	113.5	6.1	119.6	29.9
Zone 5 Enniskillen West									
Iceland, Shore Road, Enniskillen	636	445	437	6,859	3.0	2.1	0.0	2.1	-0.9
Spar, Sligo Road, Enniskillen	250	175	166	8,046	1.3	1.9	0.0	1.9	0.6
Costcutter, Derrylin Road, Bellanaleck	142	99	94	4,726	0.4	0.2	0.0	0.2	-0.3
Local shops, Bellanaleck					0.2	0.2	0.0	0.2	0.0
Centra, Main Street, Belleek					1.0	1.0	0.0	1.0	0.0
Local shops, Belleek					1.6	1.6	0.0	1.6	0.0
Spar, Main Street, Belcoo	100	70	67	8,046	0.5	0.4	0.0	0.4	-0.1
Local shops, Belcoo					0.4	0.4	0.0	0.4	0.0
Spar, Knockaraven, Garrison	150	105	100	8,046	0.8	3.1	0.0	3.1	2.3
Spar, Rossorry Church Road, Craigville	150	105	100	8,046	0.8	0.7	0.0	0.7	-0.1
Local shops, Derrygonnelly					0.5	0.5	0.0	0.5	0.0
Local shops, Letterbreen					0.3	0.3	0.0	0.3	0.0
Sub Total					10.9	12.4	0.0	12.4	1.5
Total Fermanagh & Omagh District					224.8	274.6	6.3	280.9	56.1

Notes:

- 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 identified by the survey)
- f. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

2018 Prices

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

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	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			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by Fermanagh & Omagh District facilities at 94.8% from Study Area
2018 Prices

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

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

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets
2. 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
2018 Prices

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 non-food 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.
Total			9,586		100.3	

1. 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 (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

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

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	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		

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

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

2018 Prices

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

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

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

2. 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

2018 Prices

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.	1,530	10,465	16.0	Development has commenced on site (foundations only).
Total			1,530		16.0	

1. 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 6h: Net quantitative capacity for additional convenience goods floorspace in Enniskillen

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

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

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Surplus Expenditure (£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 Share (%)	34.0			

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

2. Assumes constant market share claimed by Omagh facilities at 34.0% from Study Area

2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	25.7	2,000	2,500
2025	27.4	2,100	2,600
2030	30.1	2,300	2,900

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

2. 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

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 non-food 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.
Total			8,056		84.3	

1. 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 6l: Net quantitative capacity for additional convenience goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

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			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by the Rest of Fermanagh & Omagh District facilities at 21.8% from Study Area
2018 Prices

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

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2020	-0.5	0	-100
2025	0.5	0	0
2030	2.2	200	200

1. Average sales density assumed to be £12,951 per sq.m (rounded) based on the average sales density of the leading four supermarkets
2. 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
2018 Prices

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		0.0	

1. 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 6p: Net quantitative capacity for additional convenience goods floorspace in the Rest of Fermanagh & Omagh District

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

2018 Prices

Table 7a: Population and comparison goods expenditure per capita

Zone	Population		
	2020	2025	2030
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

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)																			
	2018 with SFT										2018 without SFT										2020										2025										2030									
	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	CDs etc	Household Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household Recreation	Chemist	Electrical	DIY	Furniture	Total										
1	1,013	152	731	379	187	304	204	181	3,152	843	127	608	316	156	253	170	150	2,622	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					
2	912	149	674	398	181	277	197	167	2,955	759	124	561	331	151	231	164	139	2,459	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					
3	884	148	663	399	174	284	190	163	2,906	736	123	552	332	145	236	158	136	2,418	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					
4	1,002	151	706	374	198	296	196	183	3,105	833	125	588	311	165	246	163	152	2,583	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					
5	940	160	683	380	180	332	196	171	3,042	782	133	568	316	150	276	163	142	2,531	821	140	596	332	157	290	171	149	2,656	920	157	668	372	176	325	192	167	2,976	1,040	177	756	421	199	367	217	189	3,367					

Notes:
a. Per capita expenditure derived from Experian MMG3 data (2019 report)
b. Base 2016 population derived from Experian MMG3 data (2019 report). Projected forward to 2030 using Housing Growth Indicator 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

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods growth (£m)	
	2020									2025									2030									2020-2025	2020-2030
	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		
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)

2018 Prices

Table 9: Clothing & footwear shopping patterns

Destination	Total (Z1-5) Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
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	0.8%	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%
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%
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%
Troty	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%
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	0.0%	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%

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
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	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	56.5%
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	1.2%	3.0%	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%	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%

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 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£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	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
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	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	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
Sub Total Fermanagh & Omagh District	95.8	38.8	11.2	13.4	16.0	16.4

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Clothing	Clothing	Clothing	Clothing	Clothing	Clothing
	(£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
Castleberg	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	0.4	0.0	0.0	0.2	0.0	0.2
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	0.0	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, Bunrana 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
Manchester, England	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	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
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

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 11: Books, CDs , DVDs shopping patterns

Destination	Total (Z1-5) 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 (%)
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	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%
Irvineestown	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%
Troly	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%
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							
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Magherafelt	3.2%	8.2%	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	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%

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 12: Books, CDs, DVDs expenditure

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£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
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
Sub Total Fermanagh & Omagh District	14.6	5.0	1.8	2.3	2.5	3.1

Destination	Total Books, CDs, DVDs (£m)	Zone 1 Books, CDs, DVDs (£m)	Zone 2 Books, CDs, DVDs (£m)	Zone 3 Books, CDs, DVDs (£m)	Zone 4 Books, CDs, DVDs (£m)	Zone 5 Books, CDs, DVDs (£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)	0.1	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
Castleberg	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, Bunrana 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	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

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 13: Small Household Goods shopping patterns

Destination	Total (Z1-5) Small Household (%)	Zone 1 Small Household (%)	Zone 2 Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)	Zone 6 Small Household (%)
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	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%
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	0.0%	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%
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	0.4%	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%
Zone 4							
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	39.1%	3.6%	34.2%	48.6%	89.4%	70.7%	10.9%
Zone 5							
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	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%

Destination	Total Small Household (%)	Zone 1 Small Household (%)	Zone 2 Small Household (%)	Zone 3 Small Household (%)	Zone 4 Small Household (%)	Zone 5 Small Household (%)	Zone 6 Small 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	0.6%	0.0%	2.0%	2.5%	0.0%	0.0%	63.8%
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%	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)	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	0.5%	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, Bunclana 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%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.8%	0.0%	1.9%	1.8%	0.0%	2.0%	0.0%
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Londonderry	0.4%	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	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
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%

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 14: Small Household Goods expenditure

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2 Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£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
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	2.3	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	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
Sub Total Fermanagh & Omagh District	70.2	29.1	8.3	8.9	11.8	12.2

Destination	Total Small Household (£m)	Zone 1 Small Household (£m)	Zone 2 Small Household (£m)	Zone 3 Small Household (£m)	Zone 4 Small Household (£m)	Zone 5 Small Household (£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
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
Castleberg	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	0.3	0.0	0.0	0.0	0.0	0.3
Faustina Retail Park, Bunrana 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
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

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 15: Toys and Recreational Goods shopping patterns

Destination	Total (Z1-5) Recreation (%)	Zone 1 Recreation (%)	Zone 2 Recreation (%)	Zone 3 Recreation (%)	Zone 4 Recreation (%)	Zone 5 Recreation (%)	Zone 6 Recreation (%)
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%
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	0.0%	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%
Zone 4							
Ballinamallard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%
Troty	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%
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%
Sub Total Fermanagh & Omagh District	82.3%	79.0%	83.9%	75.9%	85.9%	90.6%	23.9%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	Recreation (%)						
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%	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	1.4%	0.0%	0.0%	7.0%	2.1%	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%	0.8%
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	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	2.7%	6.6%	1.6%	0.0%	0.0%	0.0%	0.0%
Abroad	0.4%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Sub Total outside District	17.7%	21.0%	16.1%	24.1%	14.1%	9.4%	76.1%
Total (rounded)	100.0%						

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 16: Toys and Recreational Goods expenditure

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)	Recreation (£m)
<i>Study Area</i>						
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
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
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	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
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
Sub Total Fermanagh & Omagh District	35.0	12.9	4.3	5.1	5.6	7.0

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	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)	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
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
Castleberg	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, Bunrana 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	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	0.1	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)	42.5	16.4	5.2	6.8	6.5	7.7

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 17: Chemist Goods shopping patterns

Destination	Total (Z1-5) Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
Study Area							
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%	0.0%
Dromore Road Retail Park, Omagh	0.4%	1.1%	0.0%	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%
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	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%
Showgrounds Retail Park, Omagh	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%	0.0%
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%	0.0%
Ederney	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Irvineestown	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%	0.0%
Trillick	0.8%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%
Sub-total	6.2%	0.0%	50.9%	0.0%	2.0%	0.0%	0.0%
Zone 3							
Brookeborough	0.6%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%
Clabby	0.0%	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%	0.0%
Lisnaskea	2.6%	0.0%	0.0%	15.7%	1.8%	0.0%	0.0%
Maguiresbridge	0.6%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%
Newtownbutler	1.0%	0.0%	0.0%	7.2%	0.0%	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%	0.0%
Enniskillen	38.3%	0.0%	24.3%	47.7%	86.2%	79.8%	5.3%
Lisbellaw	0.7%	0.0%	0.0%	0.0%	4.3%	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%	1.5%
Trory	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	39.5%	0.0%	24.3%	47.7%	93.0%	79.8%	6.8%
Zone 5							
Belcoo	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Belleek	0.9%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%
Derrygonnelly	0.5%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%
Derrylin	0.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Garrison	1.5%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%
Sub-total	3.4%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%
Sub Total Fermanagh & Omagh District	98.1%	97.7%	99.1%	97.7%	97.8%	98.9%	6.8%

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
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%	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%	0.6%
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%	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%
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)	0.1%	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	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%
Castleberg	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, Bunclara 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%	13.3%
Limavady	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lisburn	0.1%	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	0.5%	1.2%	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	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%

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 18: Chemist Goods expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)
Study Area						
Zone 1						
Beragh	0.1	0.1	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	0.1	0.1	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	0.3	0.3	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	0.0	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
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	0.1	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	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

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Chemist	Chemist	Chemist	Chemist	Chemist	Chemist
	(£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						
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
Castleberg	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, Bunrana 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)	20.5	8.1	2.4	3.0	3.4	3.7

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 19: Electrical Goods shopping patterns

Destination	Total (Zone 1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	
	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)		Electrical (%)
<i>Study Area</i>								
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								
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%
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%
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%
Sub Total Fermanagh & Omagh District	96.4%	95.5%	96.9%	94.4%	97.3%	98.8%		20.3%

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 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	0.8%	1.5%	0.0%	0.0%	0.0%	1.2%	49.4%
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	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%

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 20: Electrical Goods expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)
<i>Study Area</i>						
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
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
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
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	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

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
	(£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	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
Castleberg	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, Bunrana 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	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
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

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 21: DIY Goods shopping patterns

Destination	Total (Z1-5)	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	
	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%
Omagh	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%
Irvinestown	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 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	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%

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
	DIY (%)						
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%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Sub-total	0.7%	0.0%	0.0%	1.4%	0.0%	2.5%	61.2%
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	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%
Castleberg	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)	0.0%	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, Bunrana 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	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)	0.2%	0.0%	0.0%	1.2%	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	0.3%	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%
Total (rounded)	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 22: DIY Goods expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)
<i>Study Area</i>						
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	8.2	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	11.2	8.4	1.5	0.5	0.4	0.5
Zone 2						
Dromore	0.1	0.0	0.1	0.0	0.0	0.0
Ederney	0.1	0.0	0.1	0.0	0.0	0.0
Irvinestown	0.3	0.0	0.2	0.0	0.1	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	0.4	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	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
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
Sub Total Fermanagh & Omagh District	21.3	8.5	2.5	3.1	3.4	3.7

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	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)	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	0.1	0.0	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	0.3	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
Castleberg	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	0.0	0.0	0.0	0.0	0.0	0.0
Faustina Retail Park, Bunrana 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

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

Destination	Total (Z1-5) Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)
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	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	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	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%

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 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%
Others							
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, Bunrana 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	0.8%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Abroad	0.2%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
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

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£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	0.2	0.1	0.1	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	5.9	5.2	0.6	0.1	0.0	0.0
Showgrounds Retail Park, Omagh	0.5	0.4	0.0	0.1	0.0	0.0
Sixmilecross	0.0	0.0	0.0	0.0	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	0.1	0.2
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	0.7	0.0	0.1	0.2
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
Zone 4						
Ballinamallard	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	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	0.1	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

Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	Furniture (£m)	Furniture (£m)	Furniture (£m)	Furniture (£m)	Furniture (£m)	Furniture (£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	0.1	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
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	1.5	0.5	0.2	0.4	0.1	0.3
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
Castleberg	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, Bunrana 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	0.3	0.2	0.0	0.1	0.0	0.0
Maghera	0.0	0.0	0.0	0.0	0.0	0.0
Magherafelt	0.1	0.1	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

Destination	Total Comparison (£m)	Total Comparison (%)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Inflow Comparison (£m)
Study Area								
Zone 1								
Beragh	0.2	0.1%	0.2	0.0	0.0	0.0	0.0	0.0
Carrickmore	0.3	0.1%	0.3	0.0	0.0	0.0	0.0	0.0
Dromore Road Retail Park, Omagh	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Fintona	0.6	0.2%	0.5	0.1	0.0	0.0	0.0	0.0
Gortin	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Gortrush Industrial Estate, Omagh	0.4	0.1%	0.4	0.0	0.0	0.0	0.0	0.0
Great Northern Retail Park, Sperrin Drive, Omagh	1.8	0.5%	1.3	0.1	0.2	0.2	0.0	0.0
Newtownstewart	4.0	1.2%	4.0	0.0	0.0	0.0	0.0	0.0
Omagh	121.0	35.7%	98.0	15.8	3.5	2.0	1.7	0.0
Showgrounds Retail Park, Omagh	14.9	4.4%	13.5	1.1	0.2	0.1	0.0	0.0
Sixmilecross	0.1	0.0%	0.1	0.0	0.0	0.0	0.0	0.0
Sub-total	143.7	42.3%	118.5	17.2	3.9	2.4	1.7	0.0
Zone 2								
Dromore	0.8	0.2%	0.0	0.8	0.0	0.0	0.0	0.0
Ederney	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0
Irvinestown	4.8	1.4%	0.0	3.5	0.0	0.8	0.5	0.1
Kesh	0.1	0.0%	0.0	0.1	0.0	0.0	0.0	0.0
Trillick	0.2	0.0%	0.0	0.2	0.0	0.0	0.0	0.0
Sub-total	6.0	1.8%	0.0	4.7	0.0	0.8	0.5	0.1
Zone 3								
Brookeborough	0.2	0.1%	0.0	0.0	0.2	0.0	0.0	0.0
Clabby	0.1	0.0%	0.0	0.0	0.1	0.1	0.0	0.0
Fivemiletown	2.0	0.6%	0.1	0.1	1.7	0.0	0.0	0.0
Linsaskea	6.4	1.9%	0.7	0.0	5.3	0.4	0.0	0.0
Maguiresbridge	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0
Newtownbutler	1.0	0.3%	0.1	0.0	0.7	0.0	0.2	0.0
Rosslea	0.1	0.0%	0.0	0.0	0.1	0.0	0.0	0.0
Sub-total	10.0	2.9%	0.9	0.2	8.2	0.6	0.2	0.0
Zone 4								
Ballinamallard	0.2	0.0%	0.0	0.0	0.0	0.2	0.0	0.0
Enniskillen	135.3	39.9%	1.7	12.8	28.7	44.0	48.2	20.3
Lisbellaw	0.1	0.0%	0.0	0.0	0.0	0.1	0.0	0.0
Railway Junction Retail Park, Hollyhill Link Road, Enniskillen, BT74 6GG	7.6	2.2%	0.4	1.1	1.6	2.5	2.0	1.1
Trory	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	143.3	42.2%	2.1	13.9	30.3	46.7	50.2	21.4
Zone 5								
Belcoo	0.0	0.0%	0.0	0.0	0.0	0.0	0.0	0.0
Belleek	2.6	0.8%	0.0	0.0	0.0	0.0	2.6	0.0
Derrygonnelly	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0
Derrylin	0.1	0.0%	0.0	0.0	0.0	0.0	0.1	0.0
Garrison	0.4	0.1%	0.0	0.0	0.0	0.0	0.4	0.0
Sub-total	3.2	1.0%	0.0	0.0	0.0	0.0	3.2	0.0
Sub Total Fermanagh & Omagh District	306.1	90.2%	121.5	35.9	42.4	50.5	55.8	21.6

Destination	Total	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
	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
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	11.8	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	0.2%	0.0	0.3	0.2	0.0	0.3
Lisnagelvin Retail Park, Dungiven Road, Londonderry	0.2	0.0%	0.0	0.0	0.0	0.0	0.2
Londonderry	2.9	0.8%	1.5	0.6	0.3	0.2	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	0.1	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	0.2	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	4.0	1.2%	3.9	0.1	0.0	0.0	0.0
Abroad	0.7	0.2%	0.0	0.2	0.3	0.1	0.2
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

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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£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			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by Fermanagh & Omagh District facilities at 90.2% from Study Area
2018 Prices

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

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

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

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Link Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F & 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.	1,530	4,500	6.9	Development has commenced on site (foundations 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)
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 non-food 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			8,195		36.9	

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

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	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			

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)
2. Assumes constant market share claimed by Enniskillen facilities at 42.1% from Study Area
2018 Prices

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

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

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 26g: Extant comparison goods commitments in Enniskillen

Destination	Reference	Proposal	Net Comparison Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
Former Thompson Feed Yard & Storage, Hollyhill Link Road, Enniskillen	L/2012/0452/F (varied by LA10/2018/0519/F & 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.	1,530	4,500	6.9	Development has commenced on site (foundations 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	

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

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	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			

1. 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

2018 Prices

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

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

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 (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)	Status
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 non-food 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 26l: Net quantitative capacity for additional comparison goods floorspace in Omagh

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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

Year	Total Survey Turnover (£m) ¹	Available Expenditure (£m) ²	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			

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

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

2018 Prices

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

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

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

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

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

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
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

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