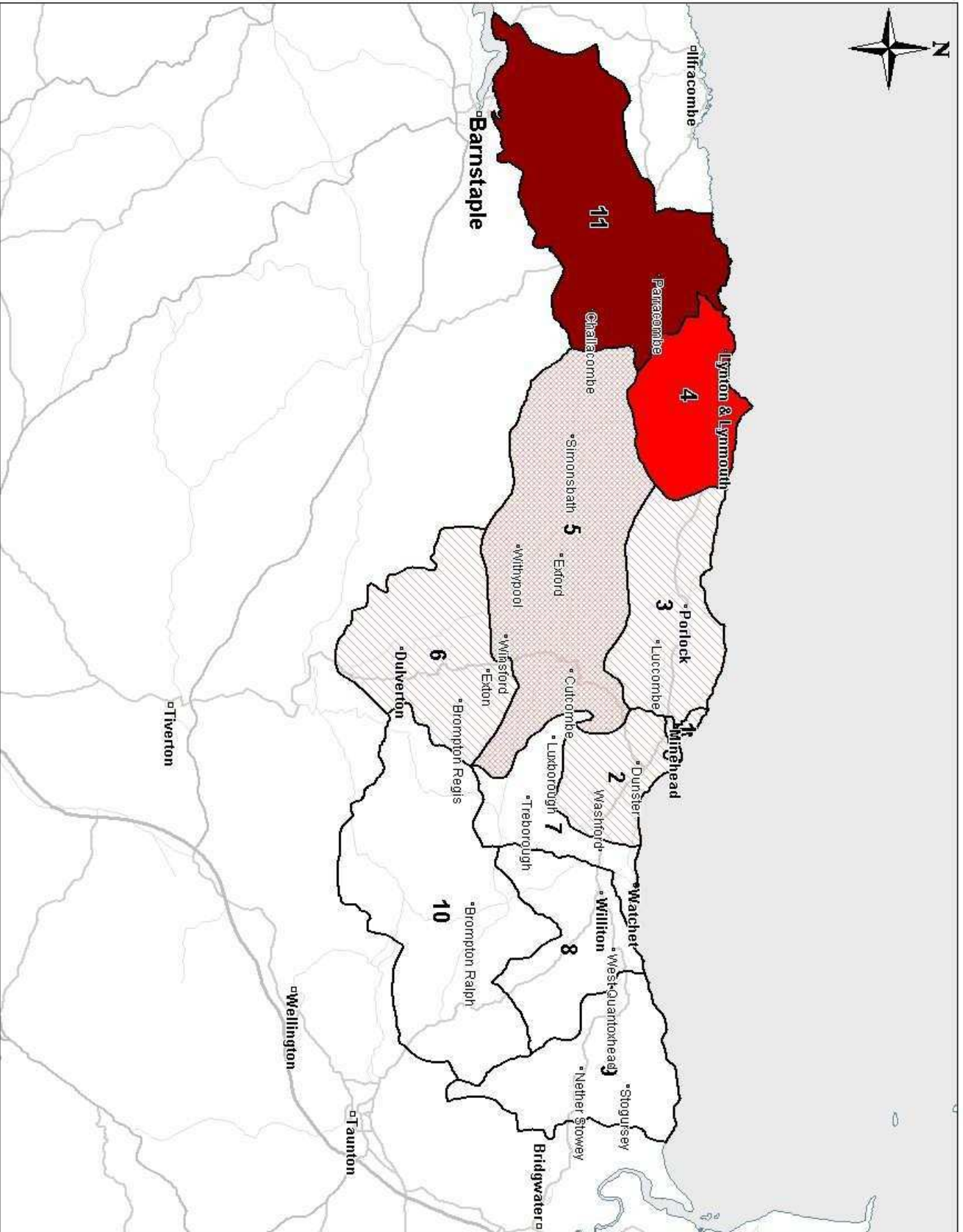


Quantitative Needs Assessment

Expenditure Leakage Maps

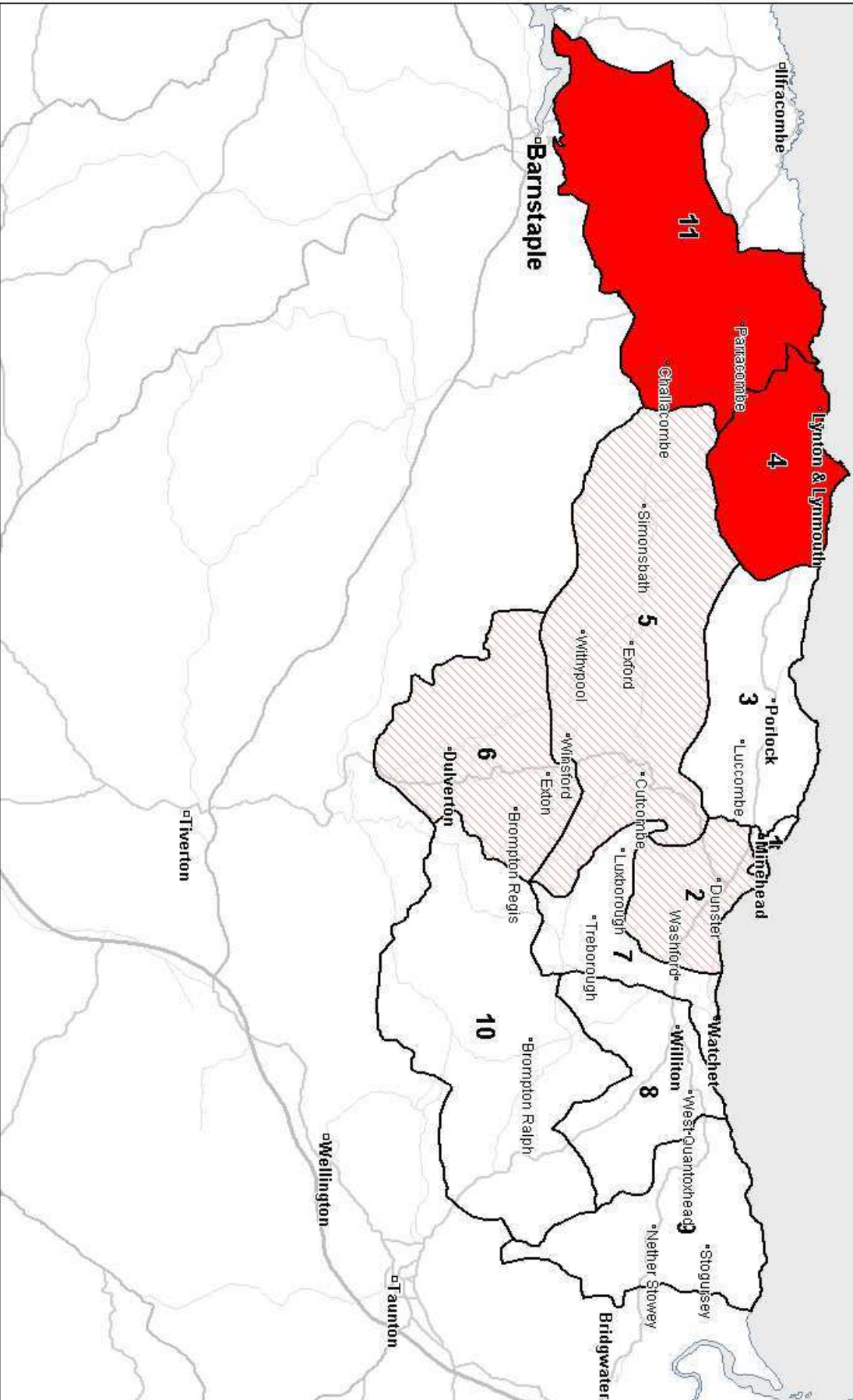


Map 1: Leakage of Shopping Trips to Barnstaple - Clothing & Footwear Market Shares



KEY	
[Diagonal lines pattern]	1 - 9.9%
[Horizontal lines pattern]	10 - 24.9%
[Cross-hatch pattern]	25 - 49.9%
[Light red color]	50 - 74.9%
[Darkest red color]	> 75%

Map reproduced from GBPro 2000 GB (2009 edition), © Collins Bartholomew Ltd (2009), Postcode Boundary Data @Post Office Ltd 2010



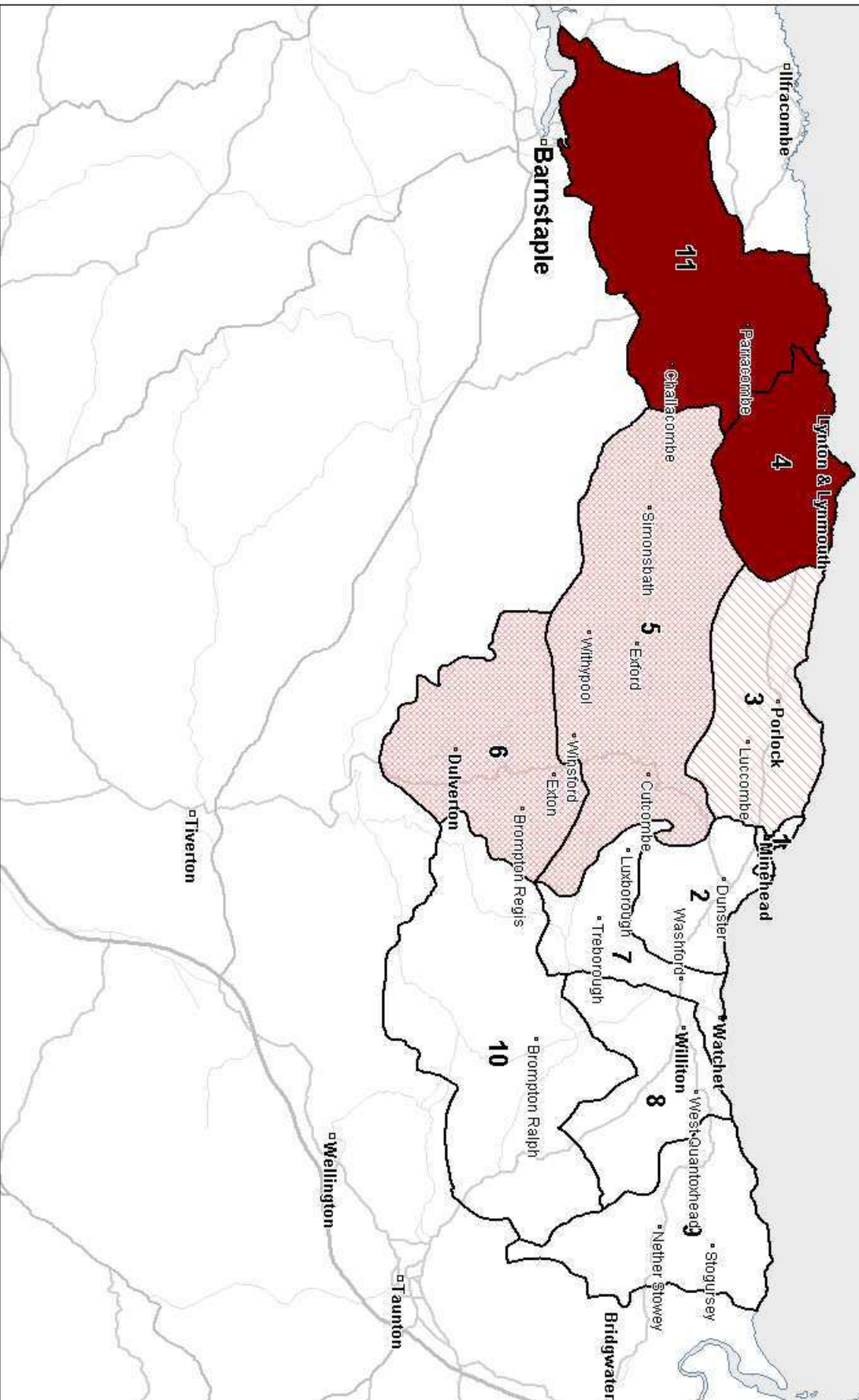
Map X: Barnstaple Furniture Market Shares



KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

Map reproduced from GBPro 2000 GB (2009 edition), © Collins Bartholomew Ltd (2009), Postcode Boundary Data © Post Office Ltd 2010

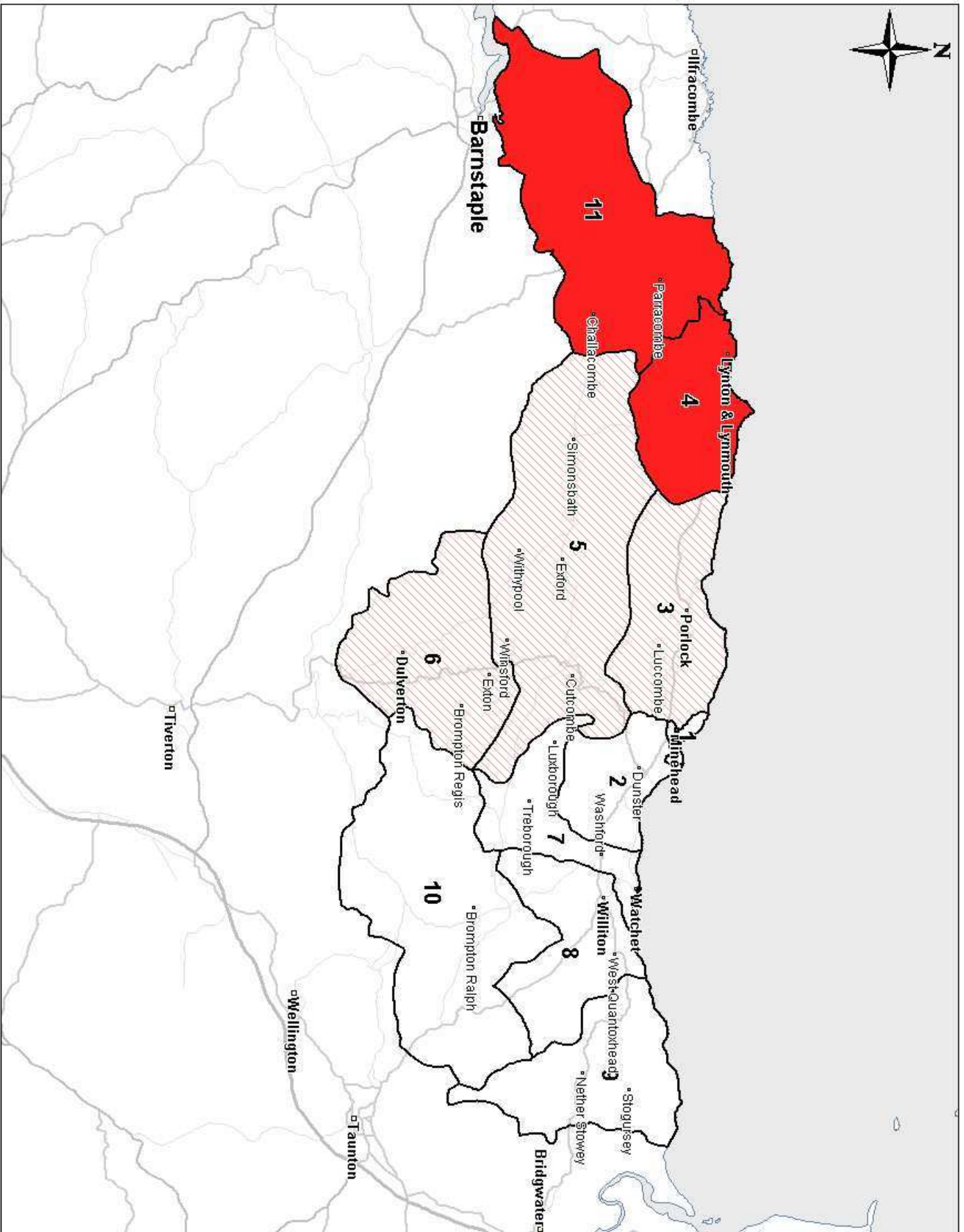


Map 3: Leakage of Shopping Trips to Barnstaple - DIY Goods Market Shares

KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

Map reproduced from GBPro 2000 GB (2007 edition), © Collins Bartholomew Ltd (2007), Postcode Boundary Data @Post Office Ltd 2010

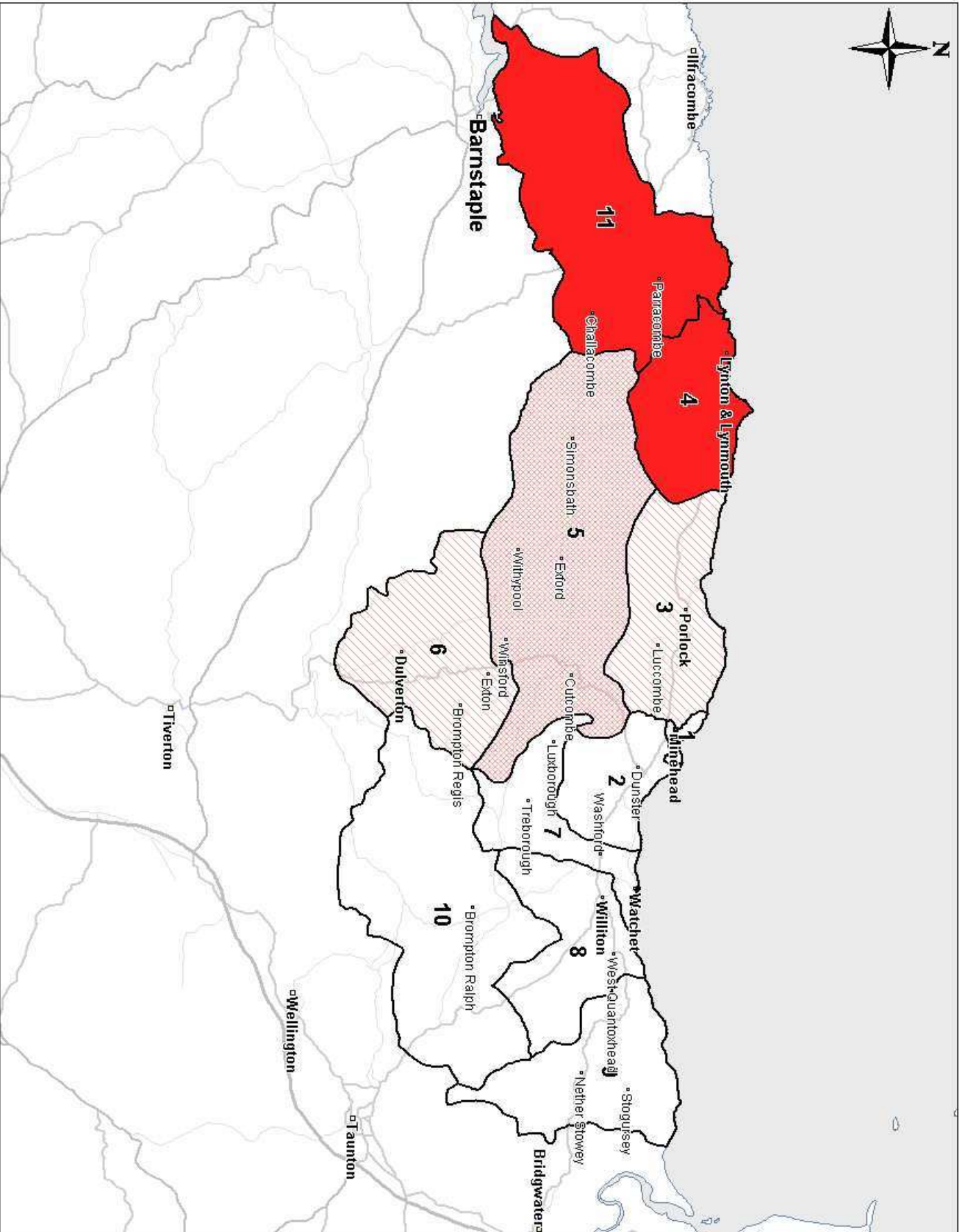


Map 4: Leakage of Shopping Trips to Barnstaple - Domestic Appliances Market Shares



KEY	Percentage Range
(Diagonal lines)	1 - 9.9%
(Horizontal lines)	10 - 24.9%
(Light red)	25 - 49.9%
(Red)	50 - 74.9%
(Dark red)	> 75%

Map reproduced from GBPro 2000 GB (2009 edition), © Collins Bartholomew Ltd (2009), Postcode Boundary Data @Post Office Ltd 2010



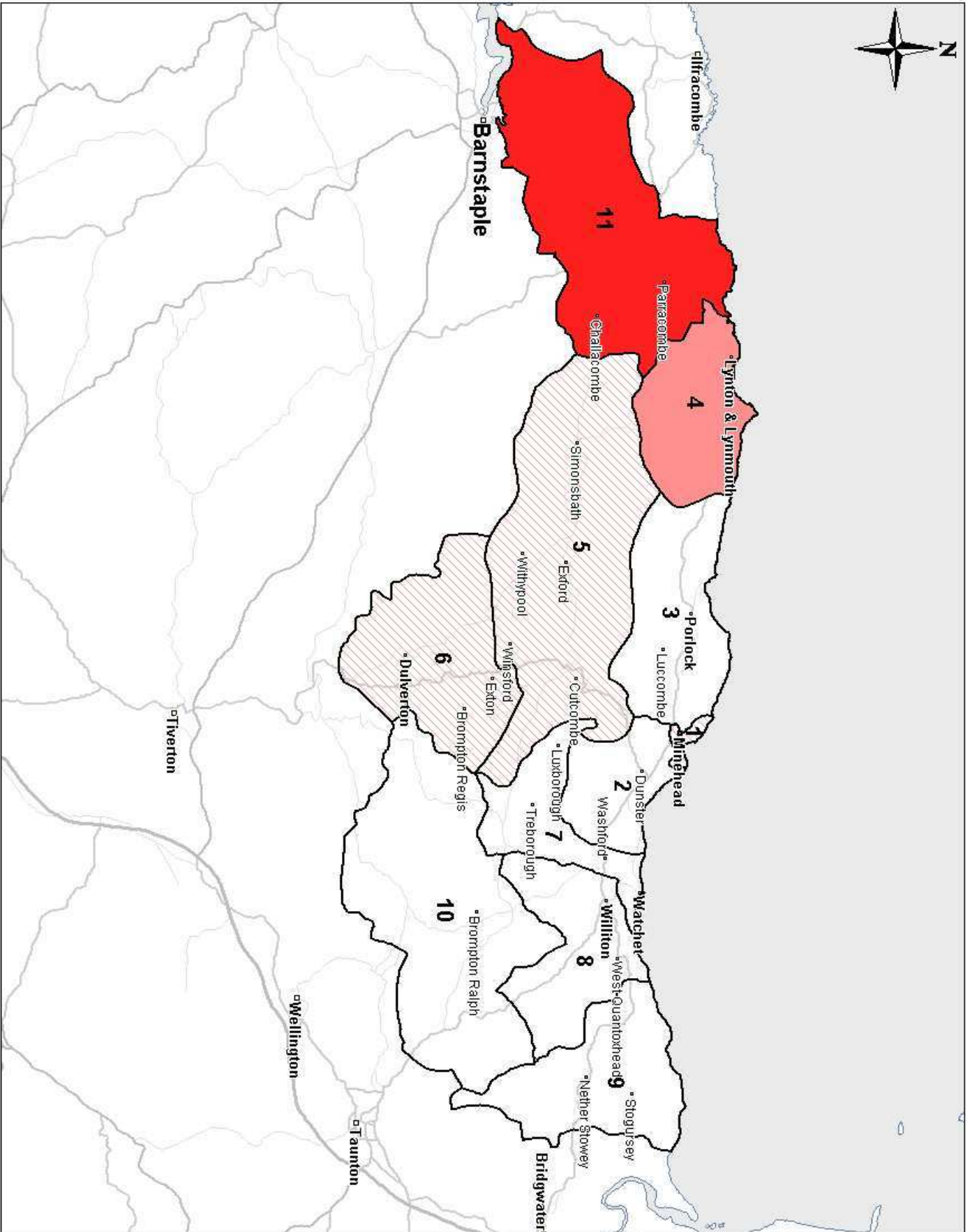
Map 5: Leakage of Shopping Trips to Barnstaple - TV & Radio Goods Market Shares



KEY

Diagonal lines (top-left to bottom-right)	1 - 9.9%
Diagonal lines (bottom-left to top-right)	10 - 24.9%
Light red with white dots	25 - 49.9%
Light red	50 - 74.9%
Dark red	> 75%

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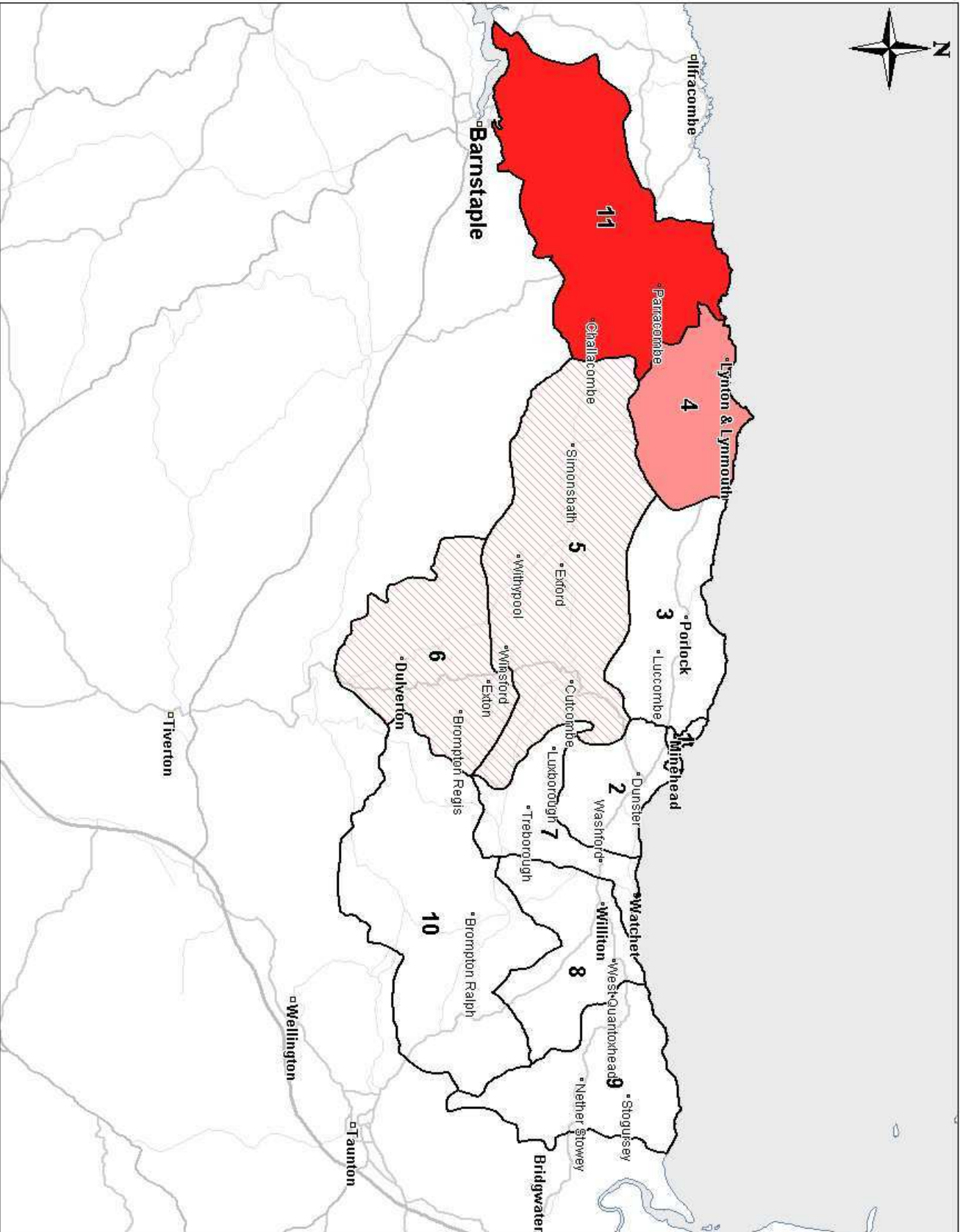


Map 6: Leakage of Shopping Trips to Barnstaple - Personal & Luxury Goods Market Shares

KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

Map reproduced from: 68Pro 200 68 (2009 edition), © Collins Bartholomew Ltd (2009). Postcode Boundary Data @Post Office Ltd 2010

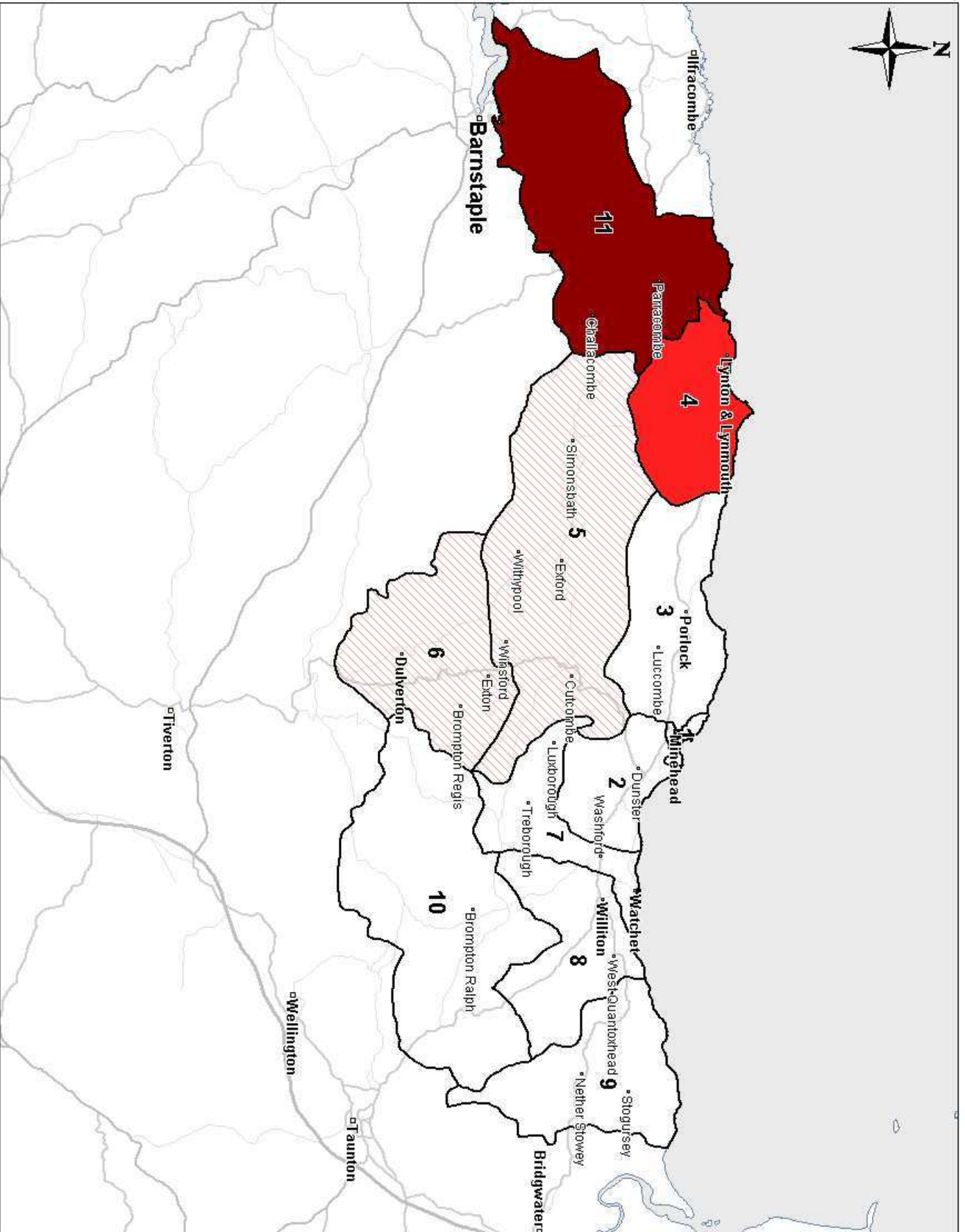


Map 7: Leakage of Shopping Trips to Barnstaple - Recreational Goods Market Shares

KEY

(White)	1 - 9.9%
(Diagonal lines)	10 - 24.9%
(Light red)	25 - 49.9%
(Red)	50 - 74.9%
(Dark red)	> 75%

Map reproduced from GBPro 2000 GB (2007 edition), © Collins Bartholomew Ltd (2007), Postcode Boundary Data @Post Office Ltd 2010

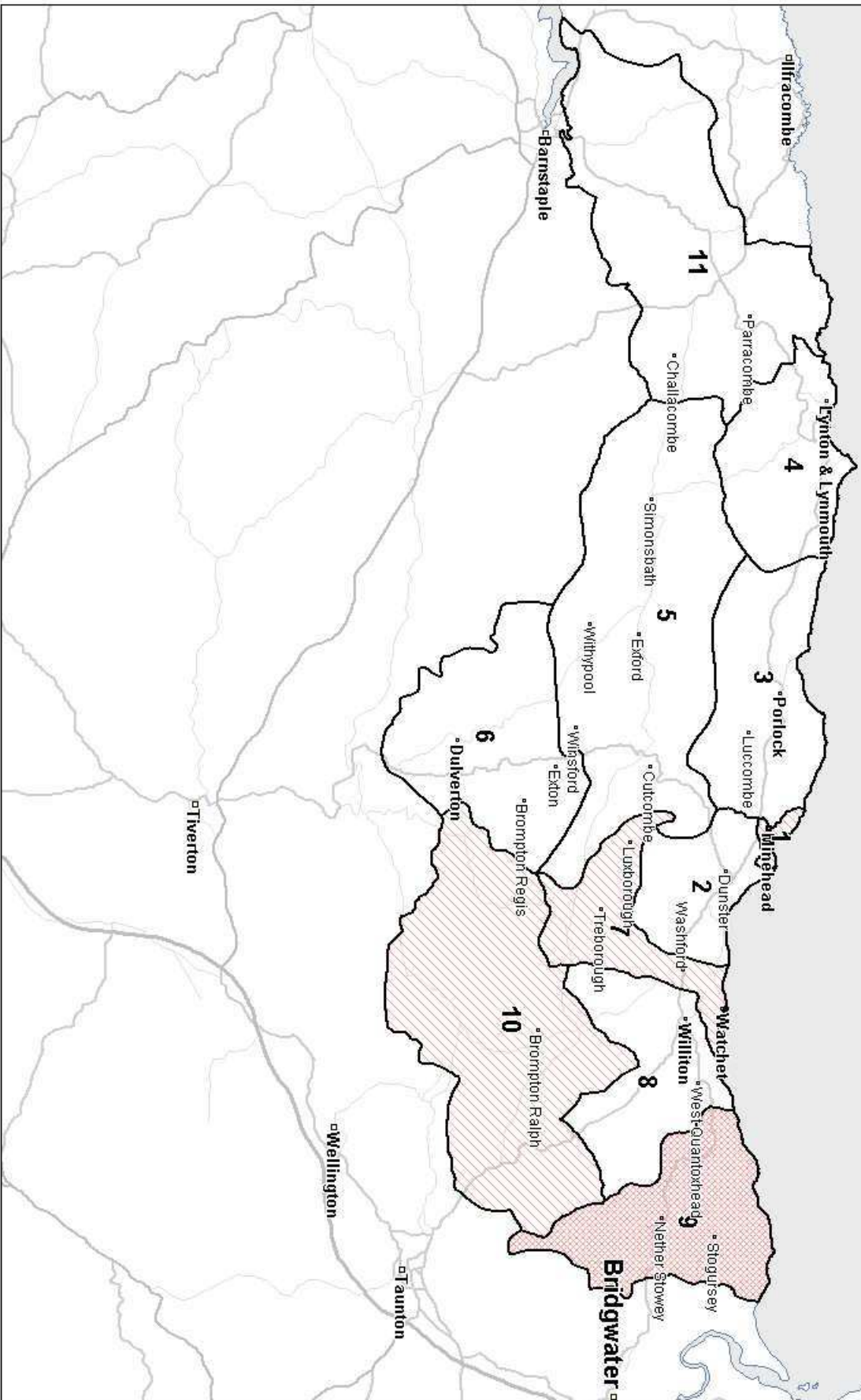


Map 8: Leakage of Shopping Trips to Barnstaple - Convenience Goods Market Shares

KEY






White	1 - 9.9%
Diagonal lines	10 - 24.9%
Light red	25 - 49.9%
Red	50 - 74.9%
Dark red	> 75%

Map reproduced from GBPro 2000 GB (2009 edition), © Collins Bartholomew Ltd (2009), Postcode Boundary Data @Post Office Ltd 2010

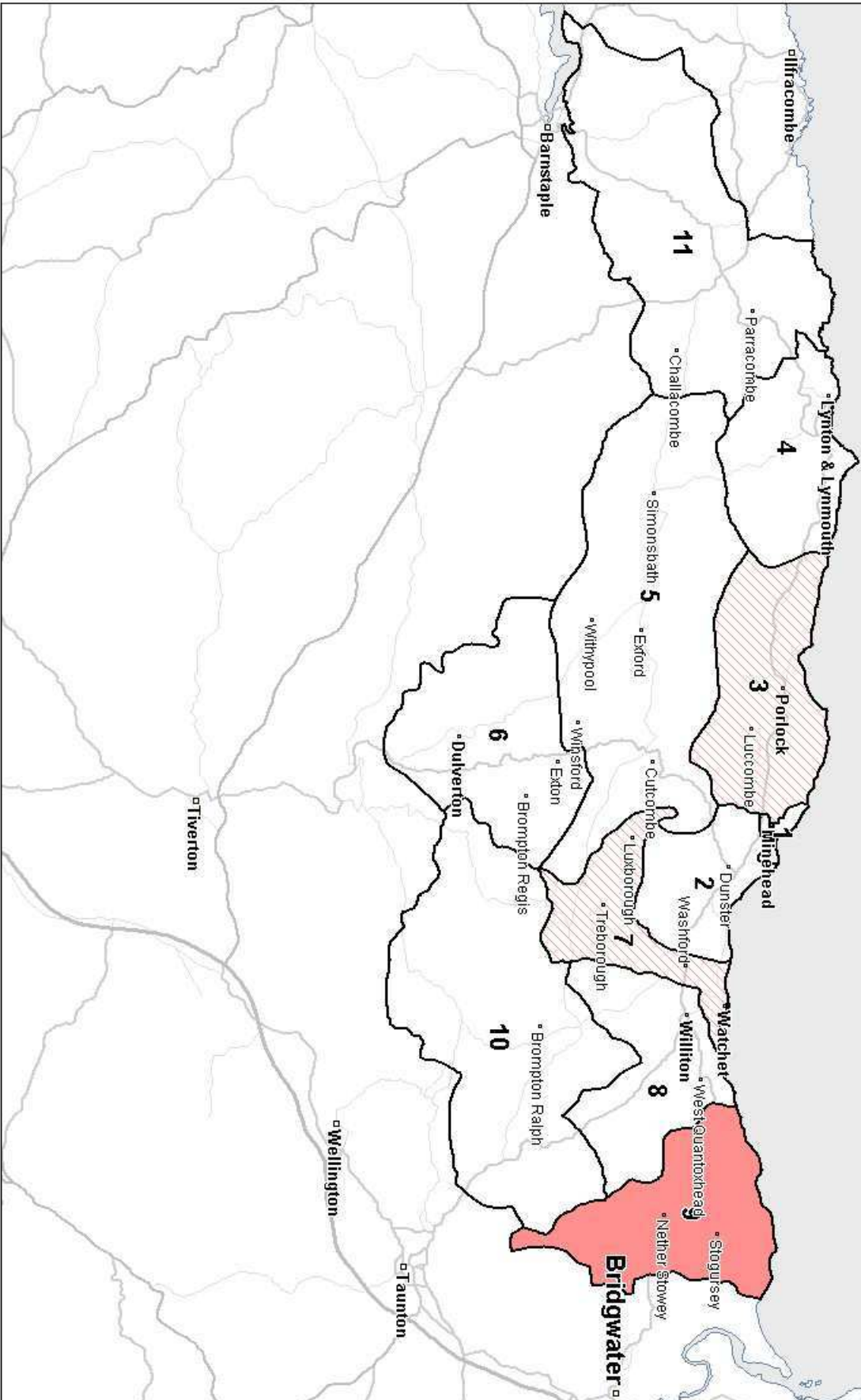


Map 9: Leakage of Shopping Trips to Bridgwater - Clothing & Footwear Market Shares



KEY
 1 - 9.9%
 10 - 24.9%
 25 - 49.9%
 50 - 74.9%
 > 75%

Map reproduced from GBPro 2000 GB (2009 edition), © Collins Bartholomew Ltd (2009), Postcode Boundary Data @Post Office Ltd 2010



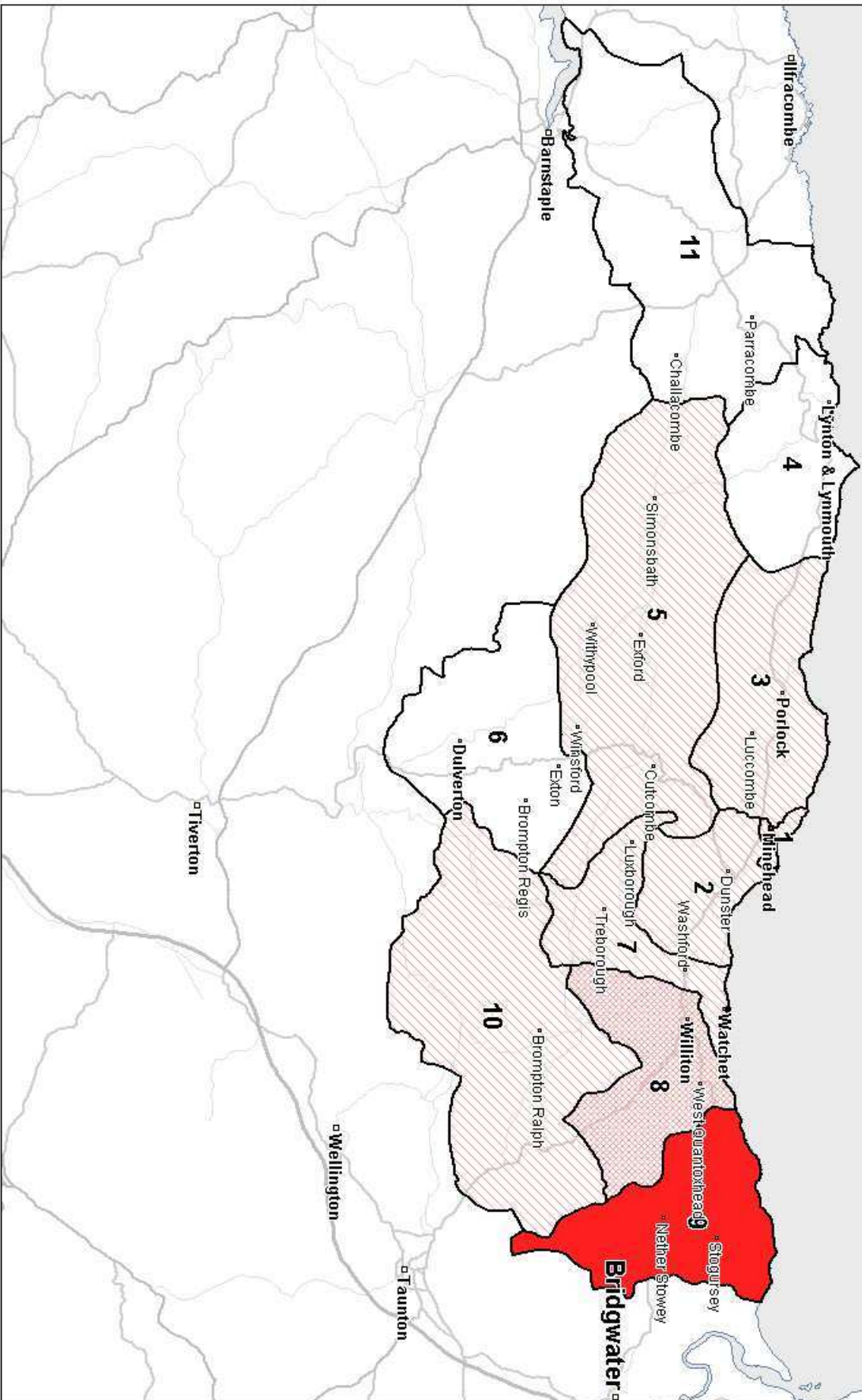
Map 10: Leakage of Shopping Trips to Bridgwater - Furniture Market Shares



KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

Map reproduced from: 68th 200 68 (2009 edition), © Collins Bartholomew Ltd (2009), Postcode Boundary Data @ Post Office Ltd 2010



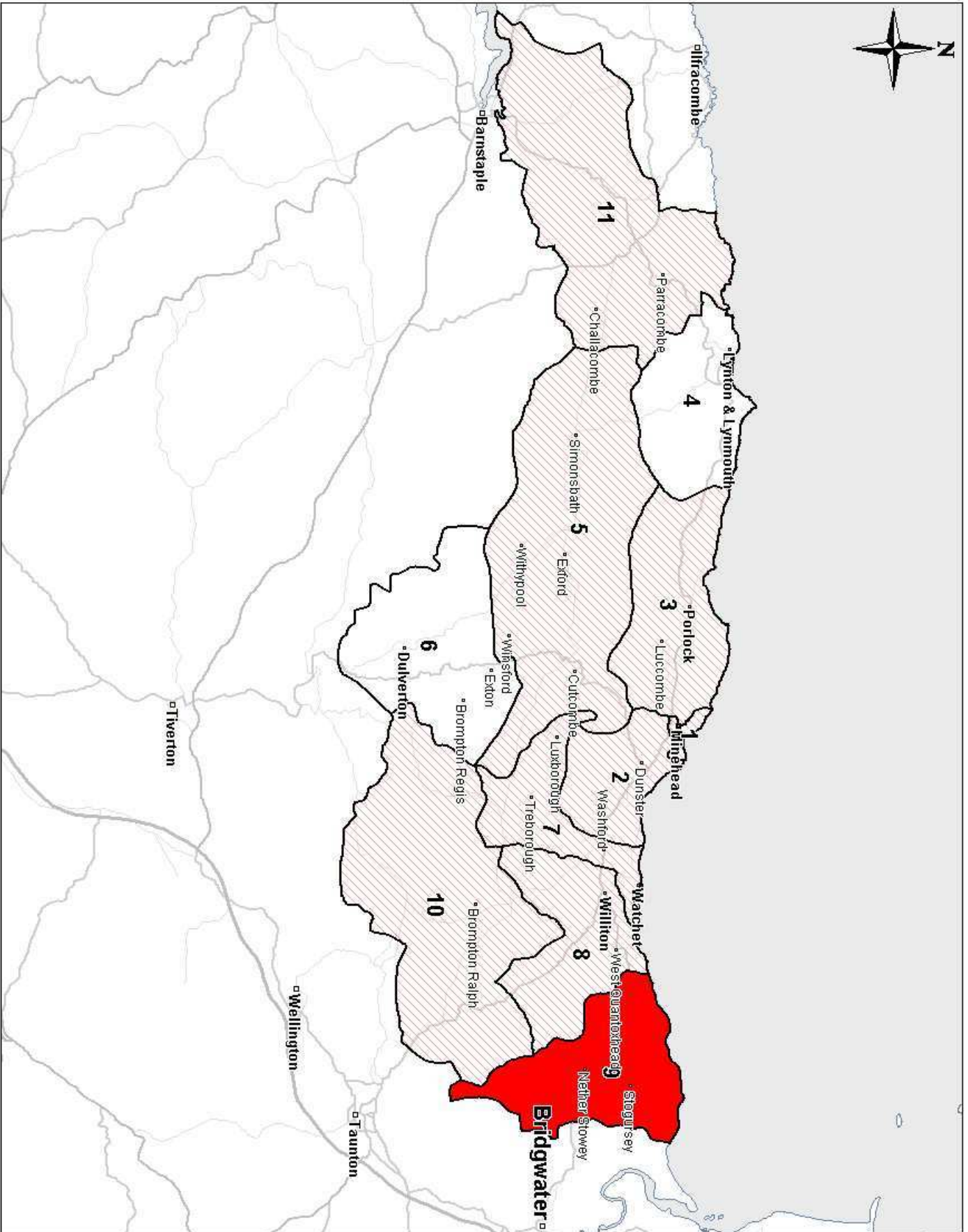
Map 11: Leakage of Shopping Trips to Bridgwater - DIY Goods Market Shares



KEY

[Light yellow box]	1 - 9.9%
[Light orange box]	10 - 24.9%
[Light pink box]	25 - 49.9%
[Light red box]	50 - 74.9%
[Solid red box]	> 75%

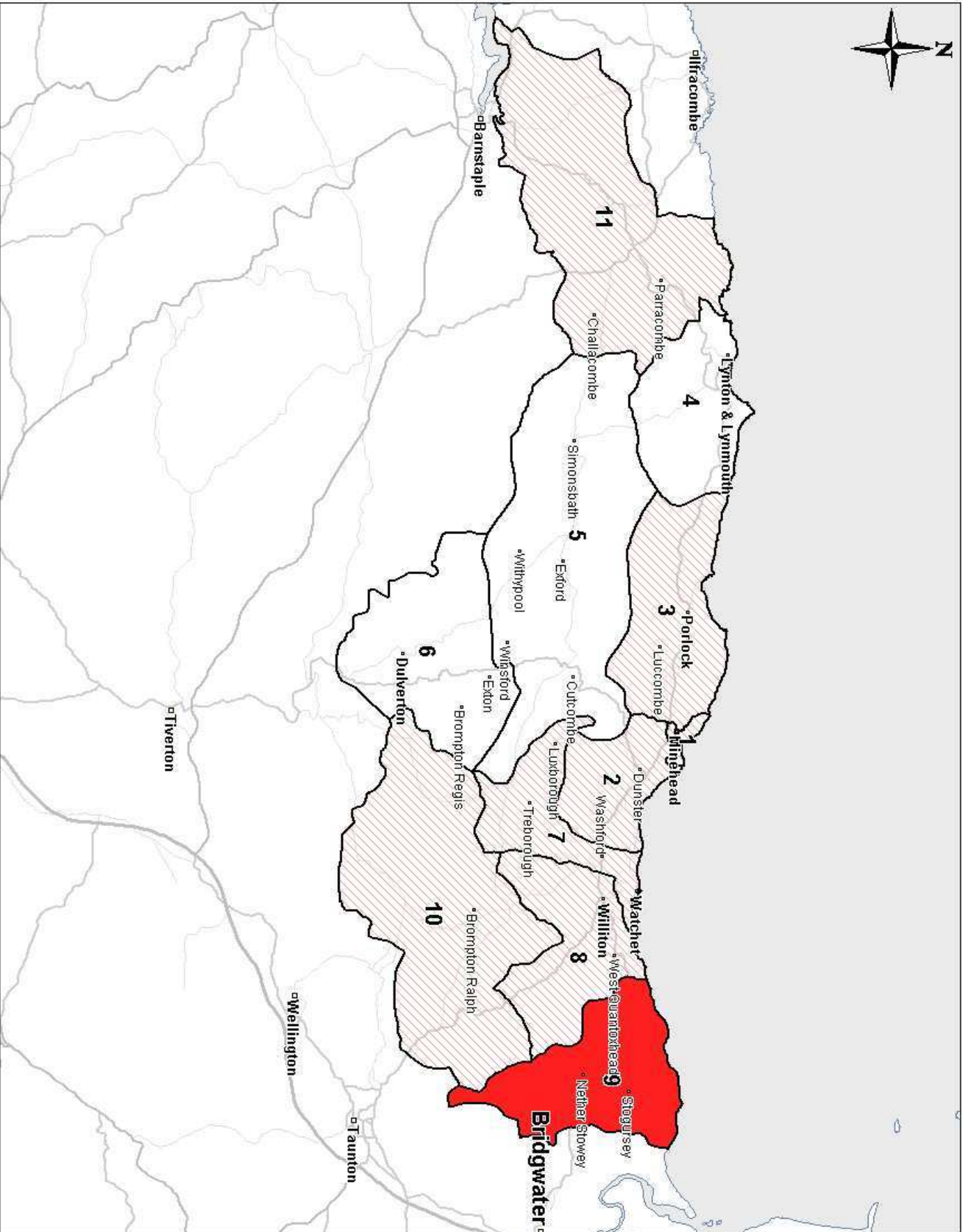
Map reproduced from: 68Pro 200 68 (2009 edition). © Collins Bartholomew Ltd (2009). Postcode Boundary Data © Post Office Ltd 2010



Map 12: Leakage of Shopping Trips to Bridgwater - Domestic Appliances Market Shares



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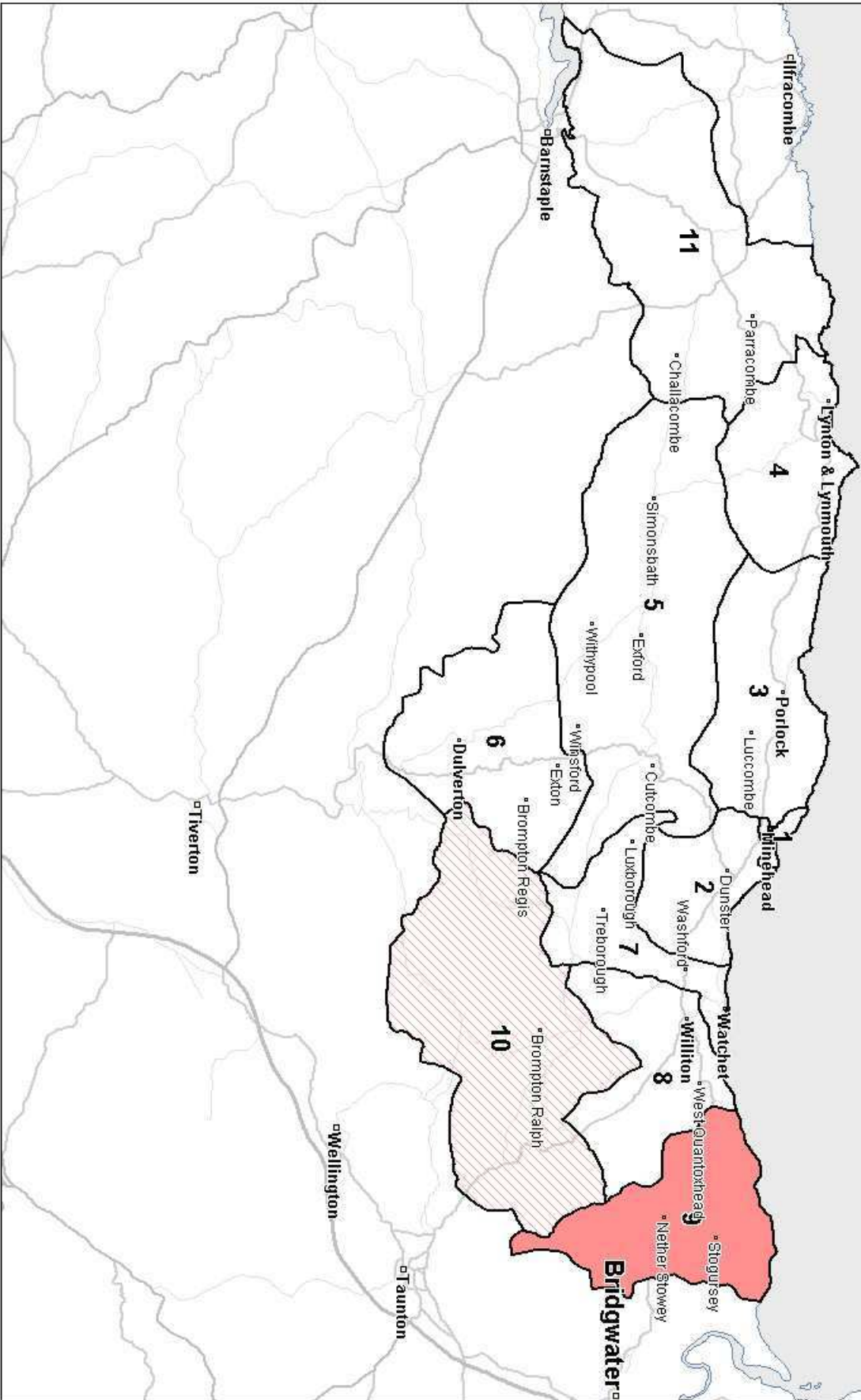


Map 13: Leakage of Shopping Trips to Bridgewater - TV & Radio Goods Market Shares



KEY	
[Diagonal lines]	1 - 9.9%
[Diagonal lines]	10 - 24.9%
[Diagonal lines]	25 - 49.9%
[Red]	50 - 74.9%
[Dark red]	> 75%

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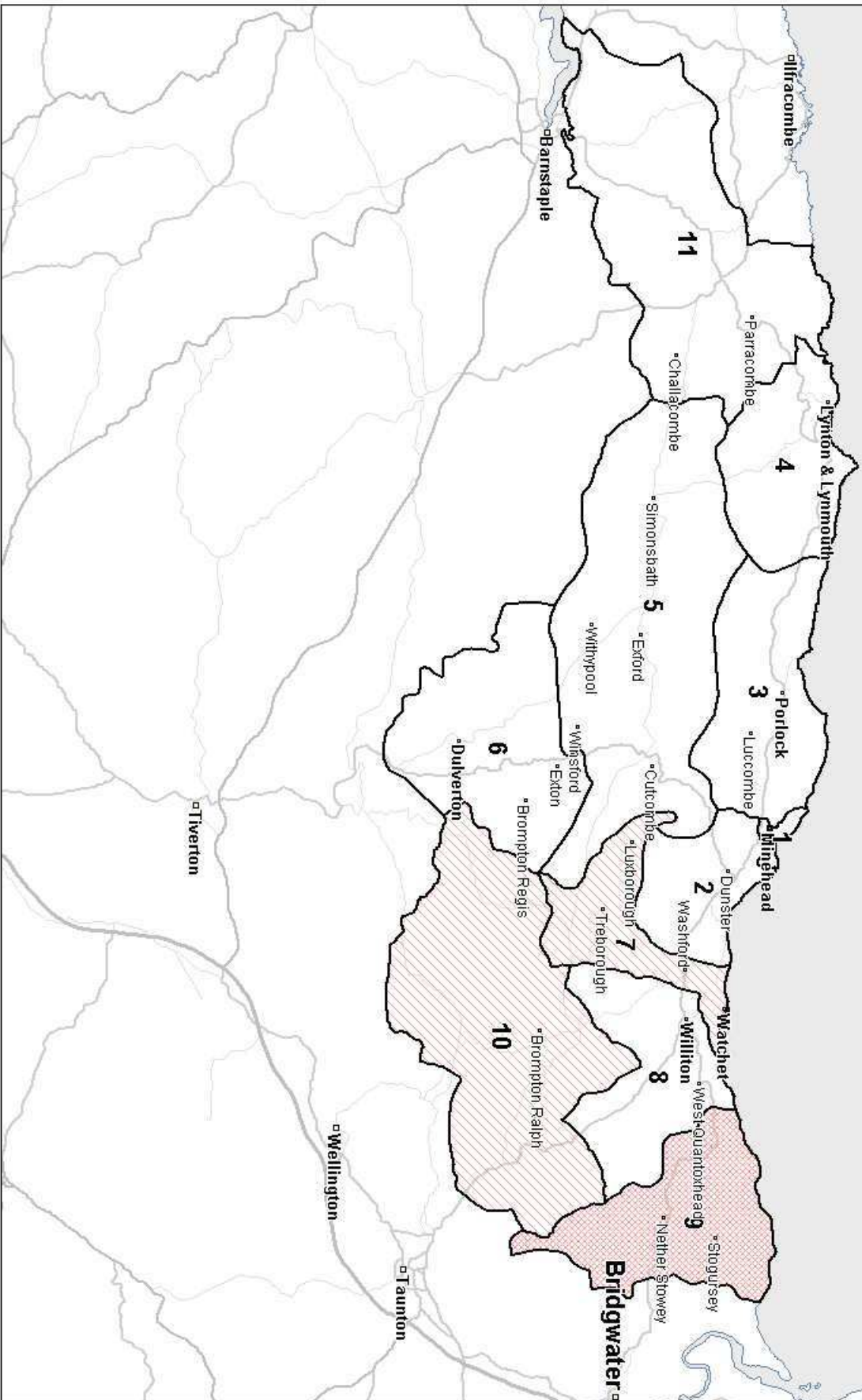


Map 14: Leakage of Shopping Trips to Bridgewater - Personal & Luxury Goods Market Shares

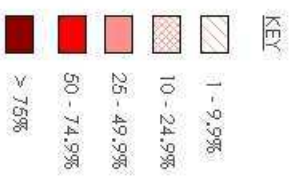


Market Share Range	Color/Pattern
1 - 9.9%	White with diagonal lines
10 - 24.9%	White with horizontal lines
25 - 49.9%	Light red
50 - 74.9%	Red
> 75%	Dark red

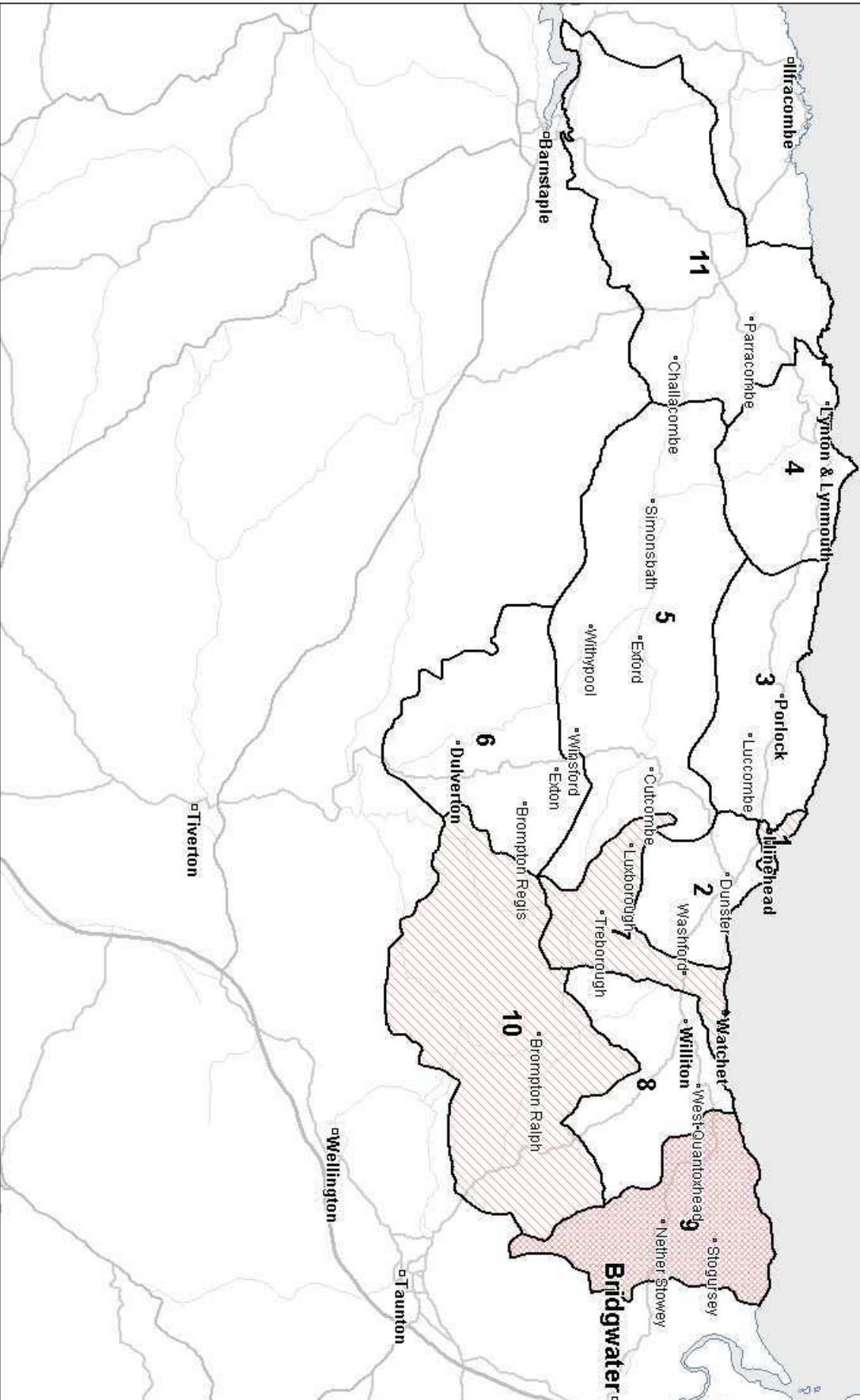
Map reproduced from: 68Pro 200 68 (2009 edition). © Collins Bartholomew Ltd (2009). Postcode Boundary Data © Post Office Ltd 2010



Map 15: Leakage of Shopping Trips to Bridgwater - Recreational Goods Market Shares








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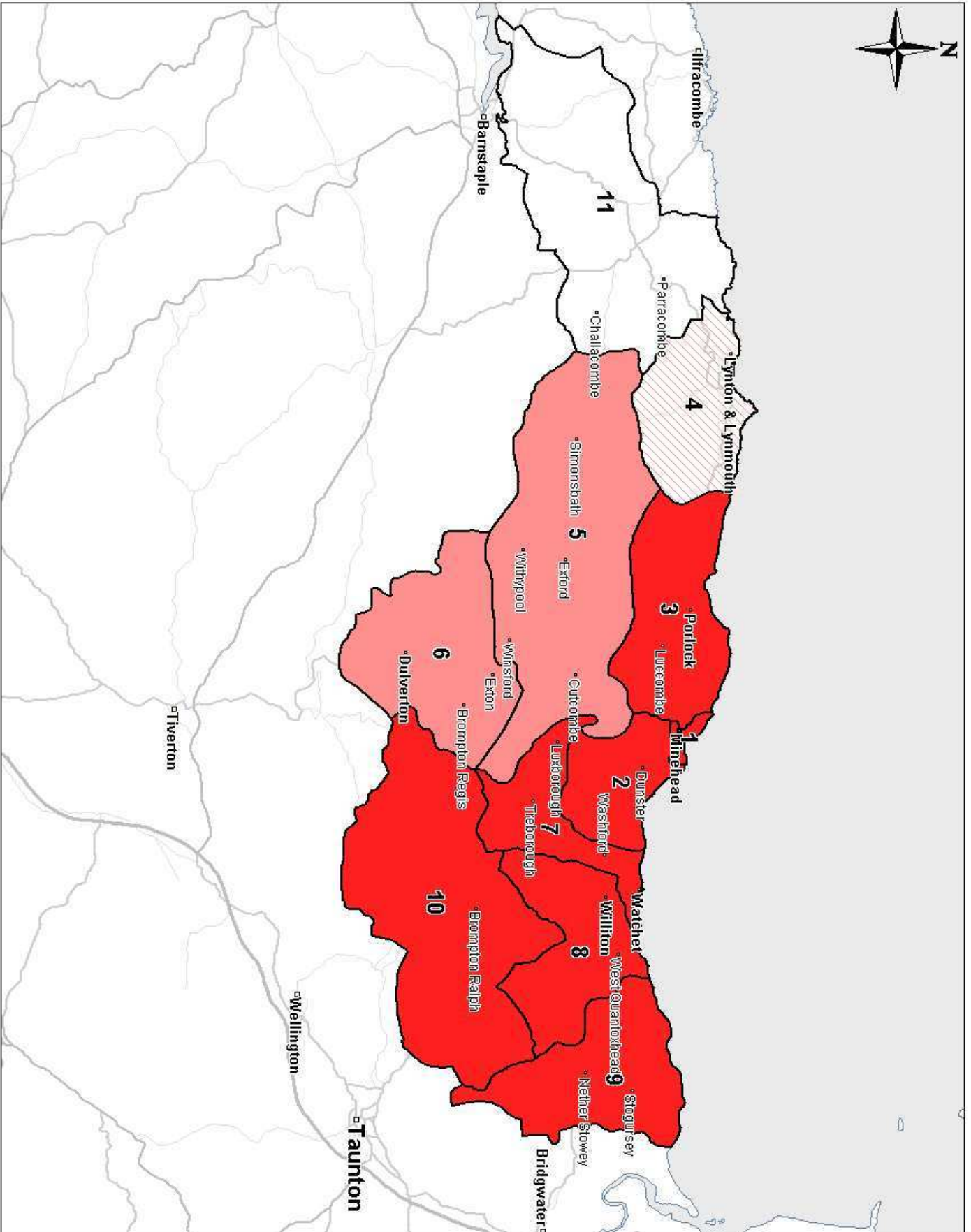


Map 16: Leakage of Shopping Trips to Bridgwater - Convenience Goods Market Shares



KEY	
	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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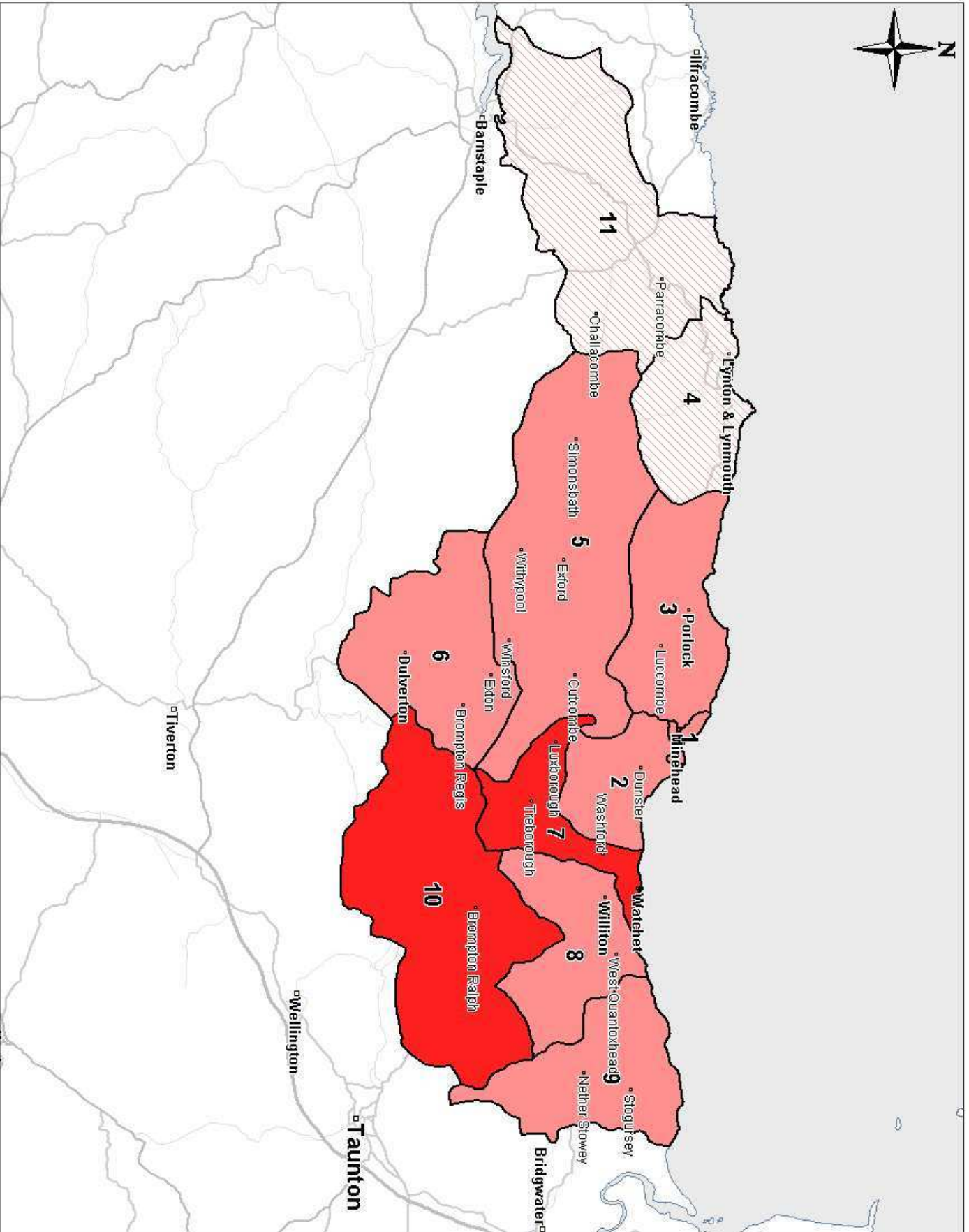
Map 17: Leakage of Shopping Trips to Taunton - Clothing & Footwear Market Shares



KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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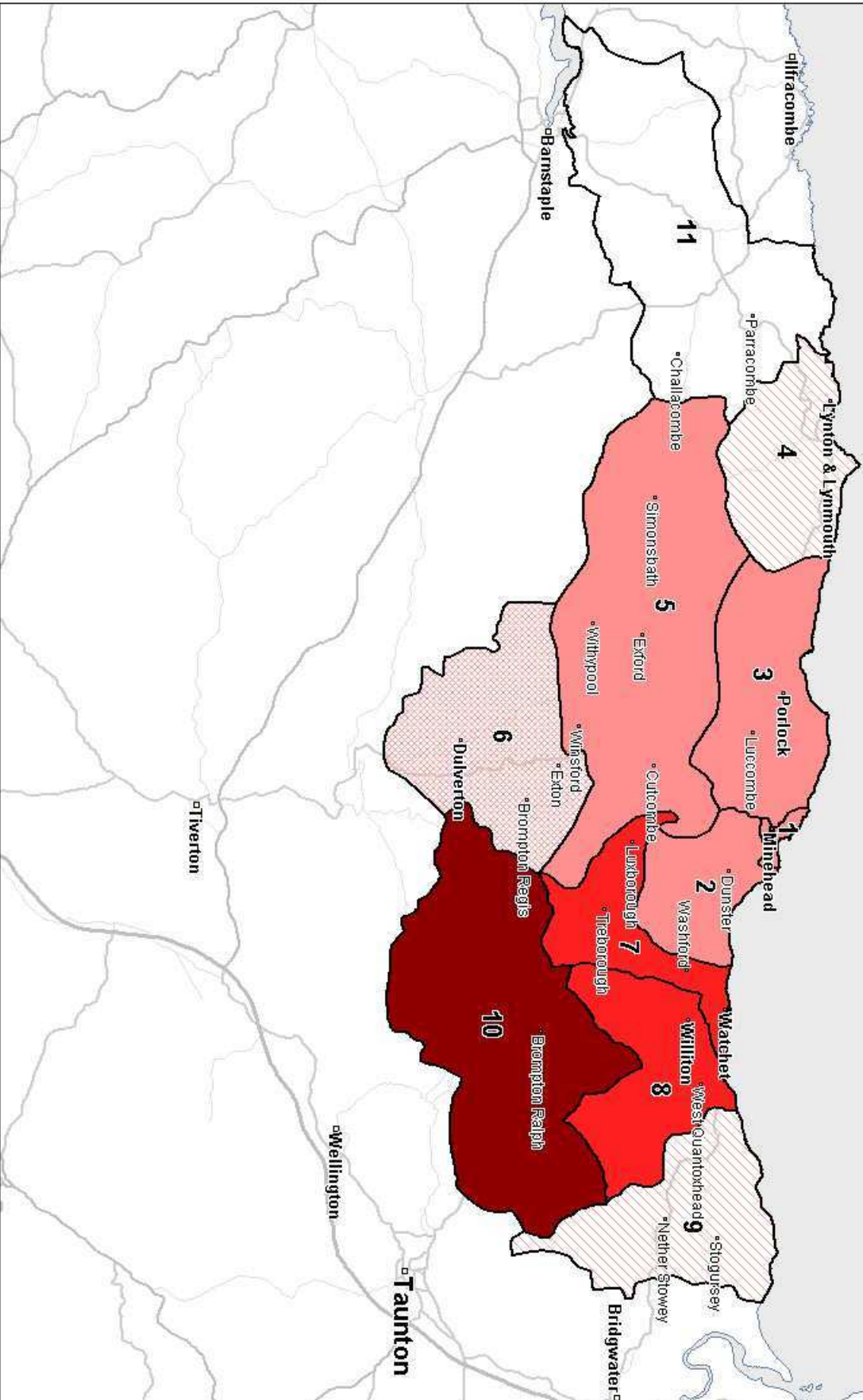


Map 18: Leakage of Shopping Trips to Taunton - Furniture Market Shares

KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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Map 19: Leakage of Shopping Trips to Taunton - DIY Goods Market Shares



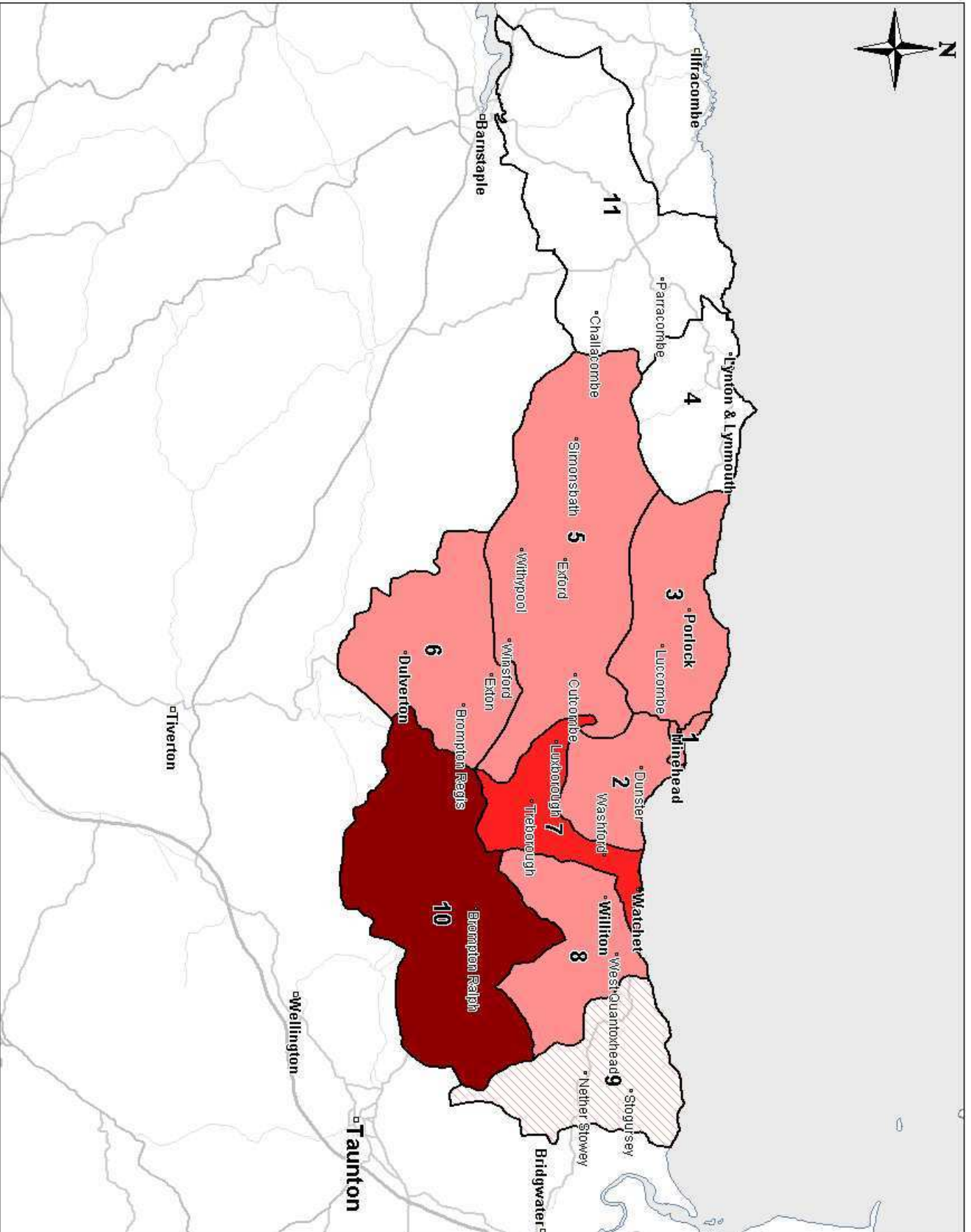
Map reproduced from ©8fro 200 ©8 (2009 edition), © Collins Bartholomew Ltd (2009). Postcode Boundary Data ©Post Office Ltd 2010



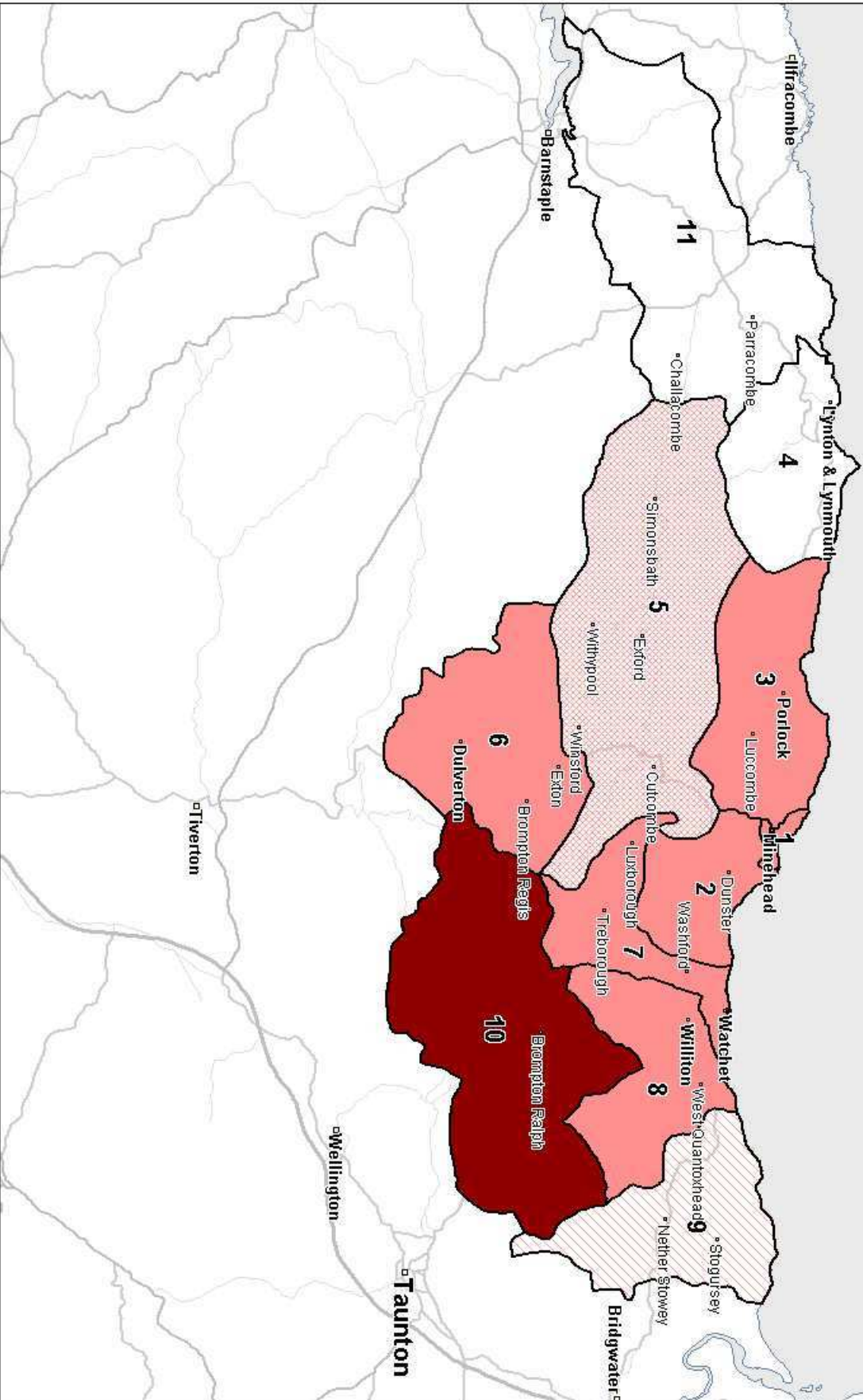
Map 20: Leakage of Shopping Trips to Taunton - Domestic Appliances Market Shares

KEY






	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%



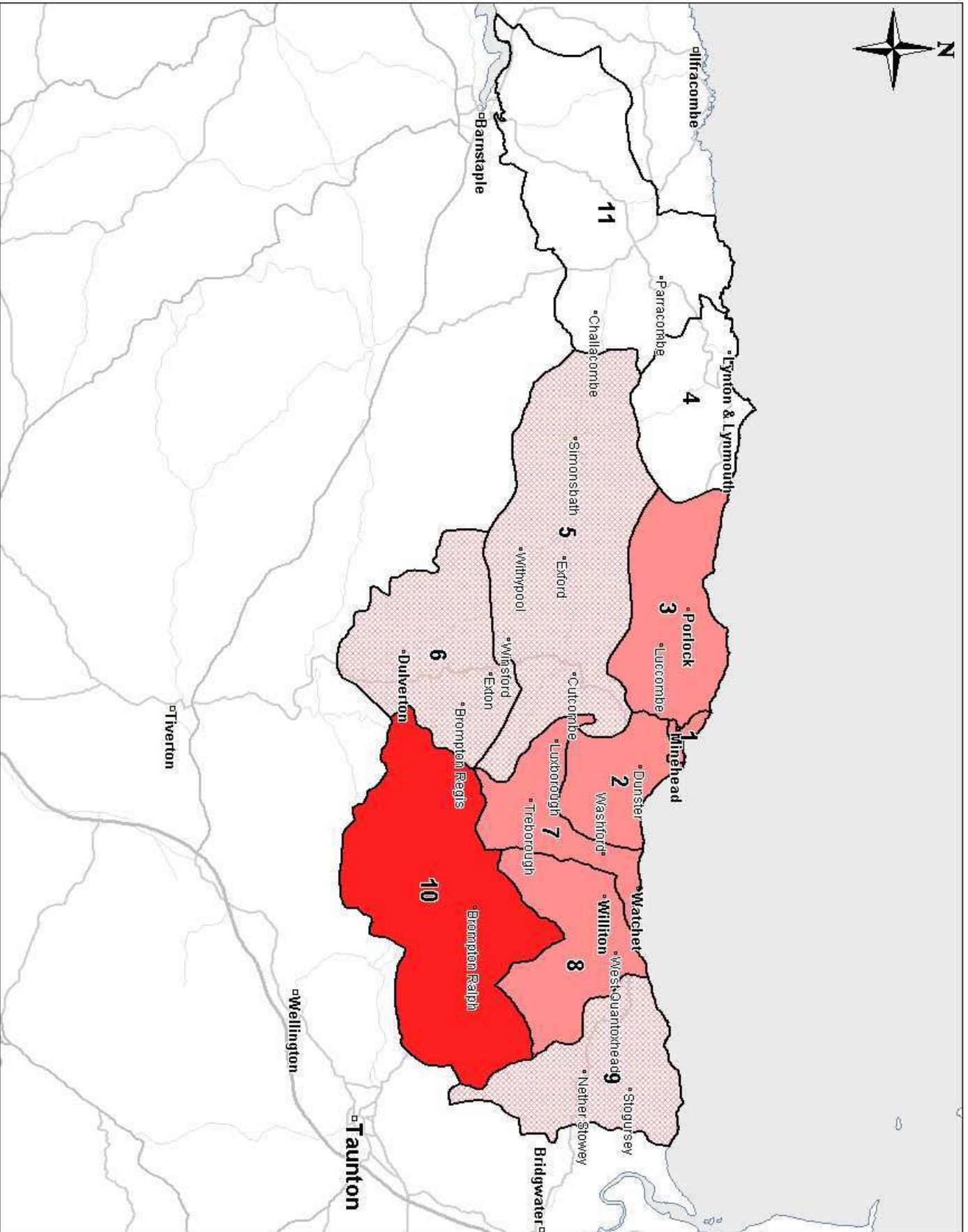
Map reproduced from GBPro 200 (98 (2009 edition), © Collins Bartholomew Ltd (2009), Postcode Boundary Data @Post Office Ltd 2010



Map 21: Leakage of Shopping Trips to Taunton - TV & Radio Goods Market Shares

KEY	
	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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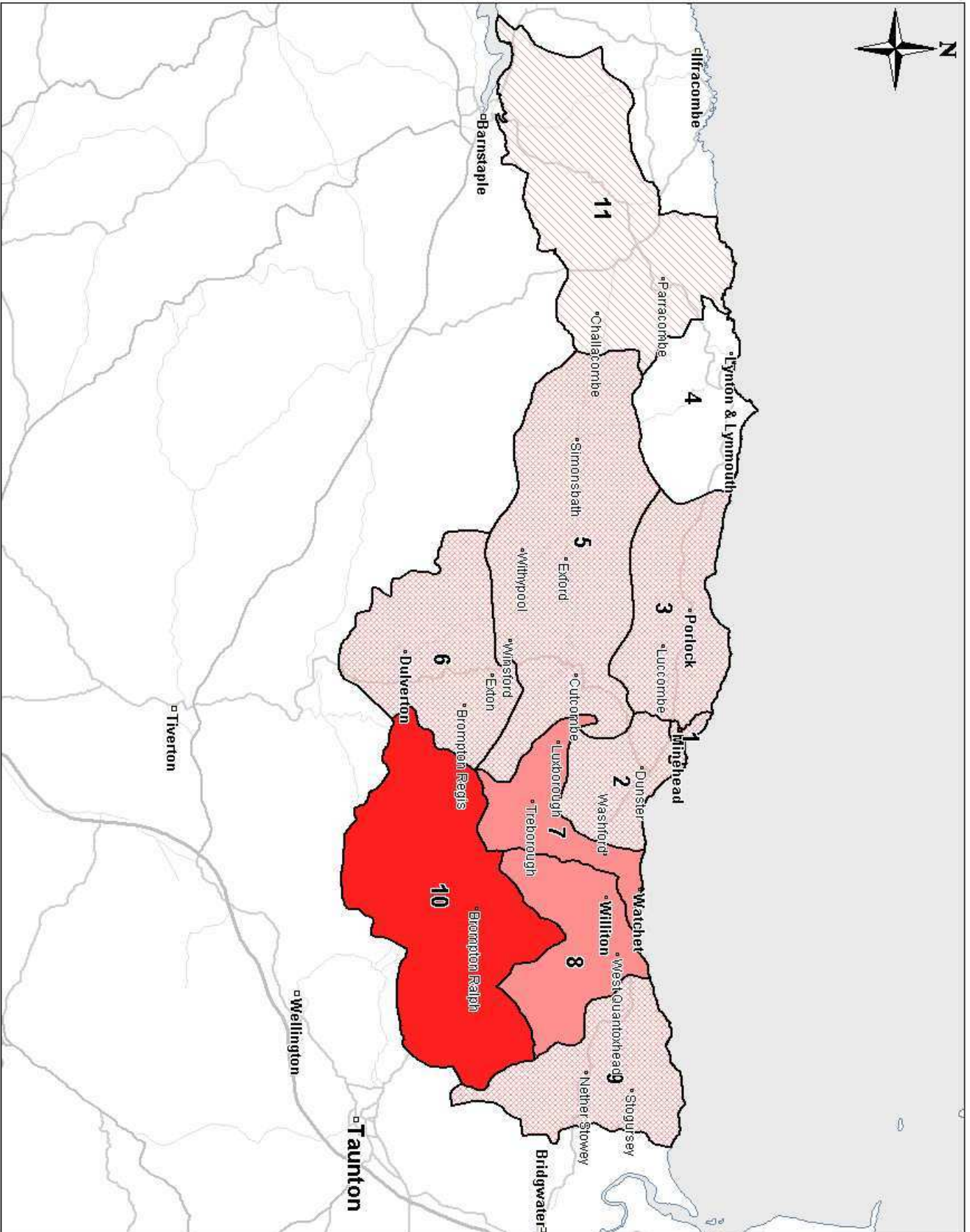


Map 22: Leakage of Shopping Trips to Taunton - Personal & Luxury Goods Market Shares

KEY

White	1 - 9.9%
Light Pink	10 - 24.9%
Red	25 - 49.9%
Dark Red	50 - 74.9%
Black	> 75%

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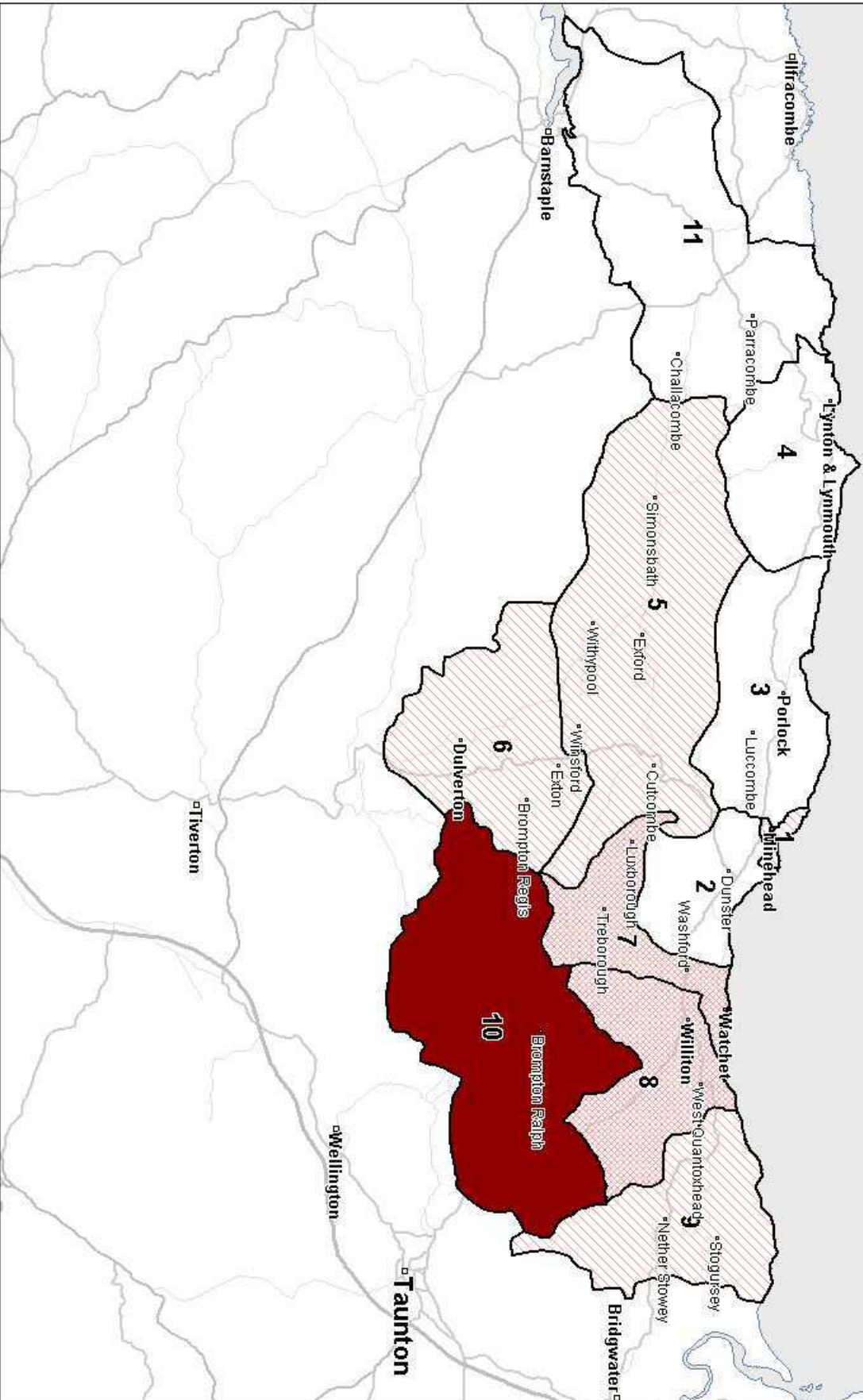
Map 23: Leakage of Shopping Trips to Taunton - Recreational Goods Market Shares



KEY

Diagonal lines (top-left to bottom-right)	1 - 9.9%
Diagonal lines (bottom-left to top-right)	10 - 24.9%
Diagonal lines (top-left to bottom-right)	25 - 49.9%
Diagonal lines (bottom-left to top-right)	50 - 74.9%
Solid Red	> 75%

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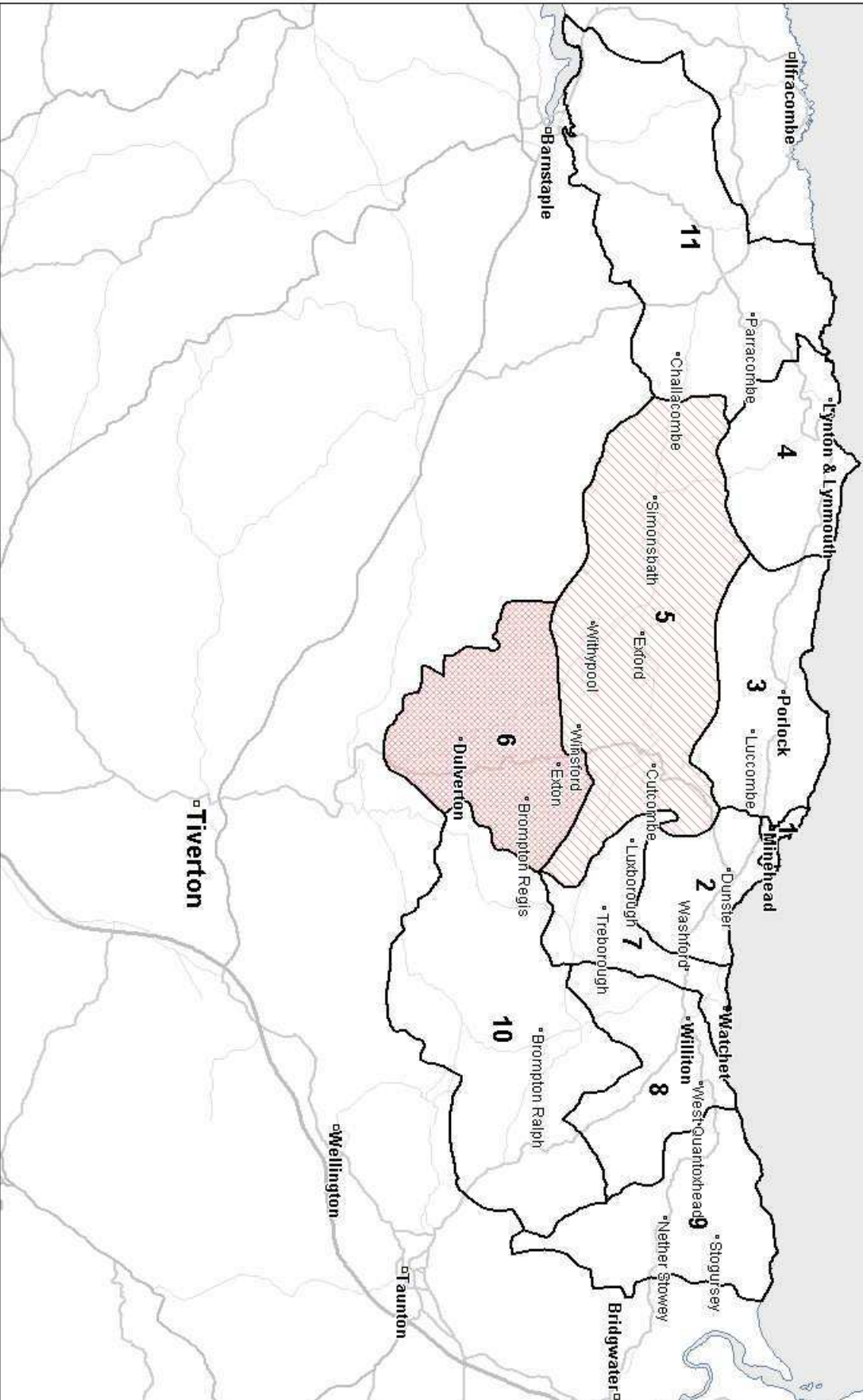


Map 24: Leakage of Shopping Trips to Taunton - Convenience Goods Market Shares



Shading Pattern	Percentage Range
White	1 - 9.9%
Diagonal lines (top-left to bottom-right)	10 - 24.9%
Diagonal lines (bottom-left to top-right)	25 - 49.9%
Red	50 - 74.9%
Dark Red	> 75%

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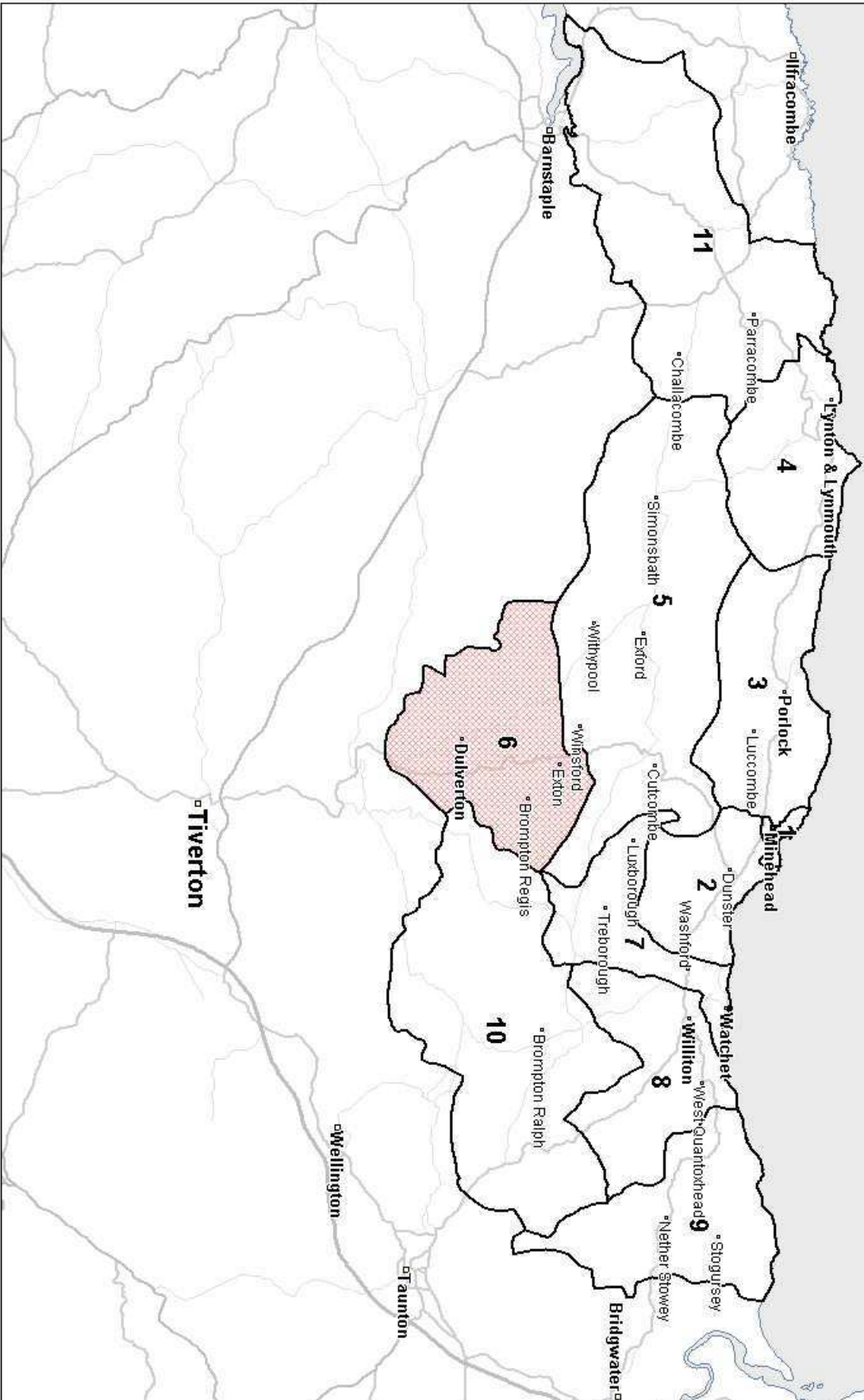
Map 25: Leakage of Shopping Trips to Tiverton - Clothing & Footwear Market Shares



KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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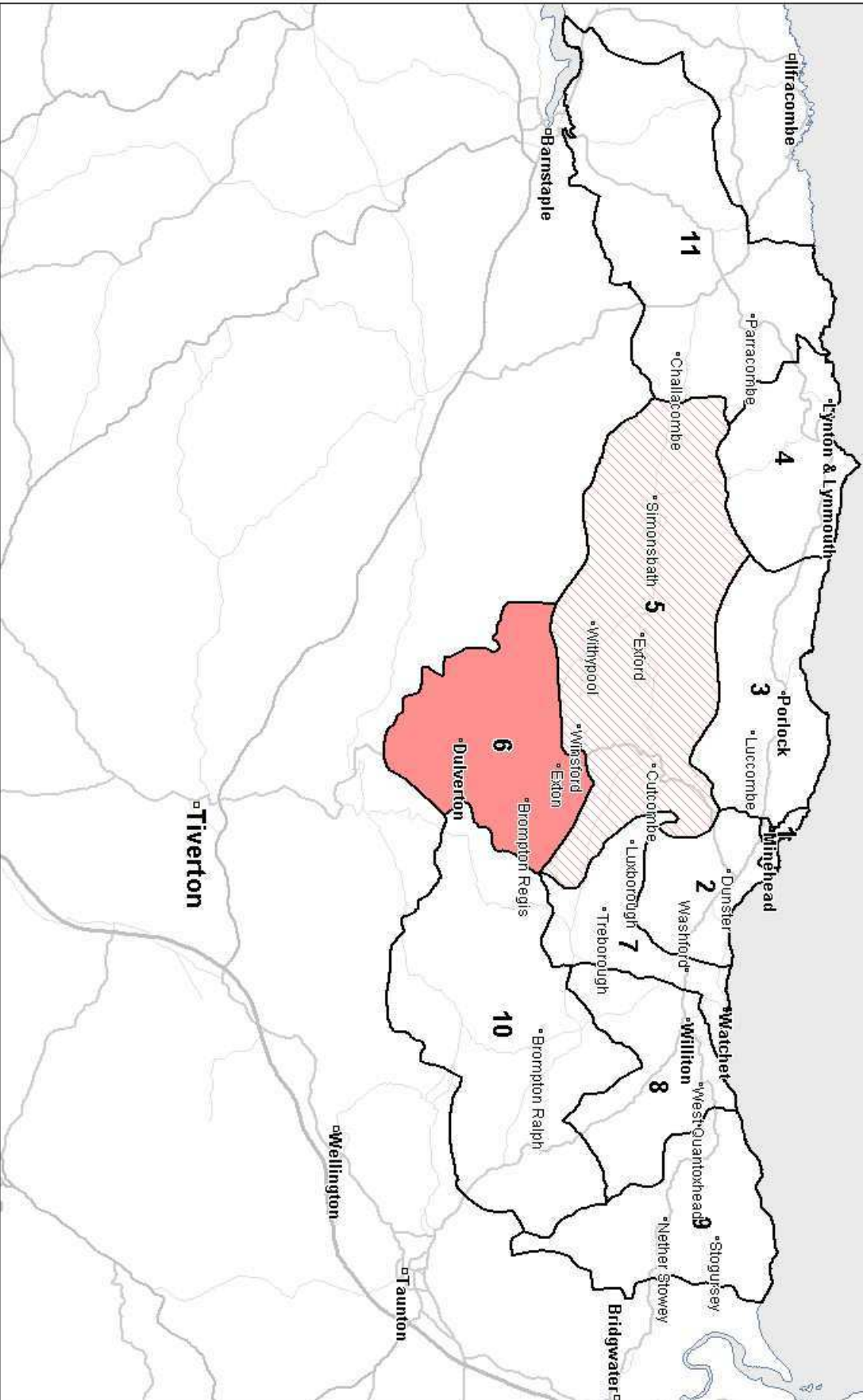
Map 26: Leakage of Shopping Trips to Tiverton - Furniture Market Shares



KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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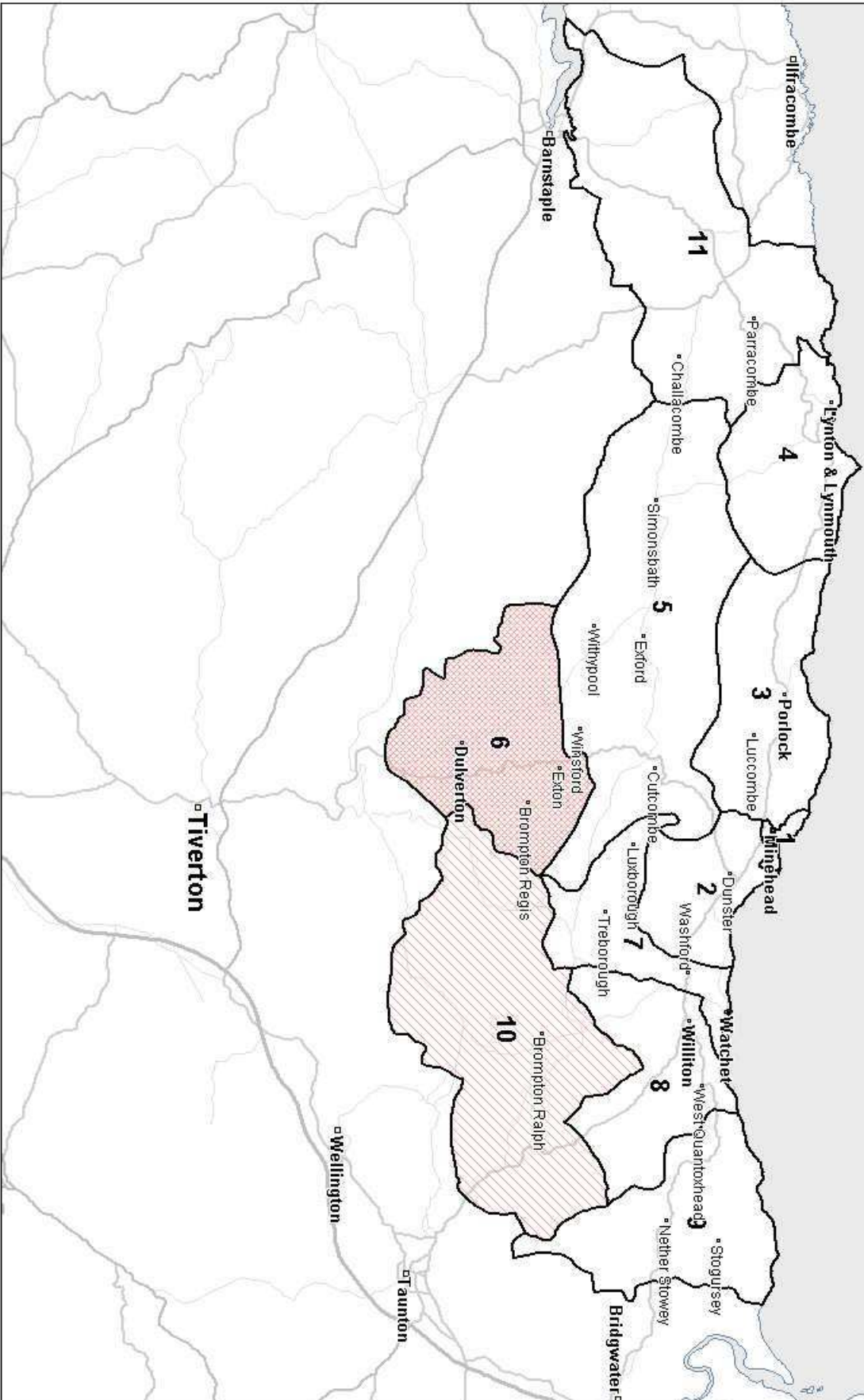


Map 27: Leakage of Shopping Trips to Tiverton - DIY Goods Market Shares

KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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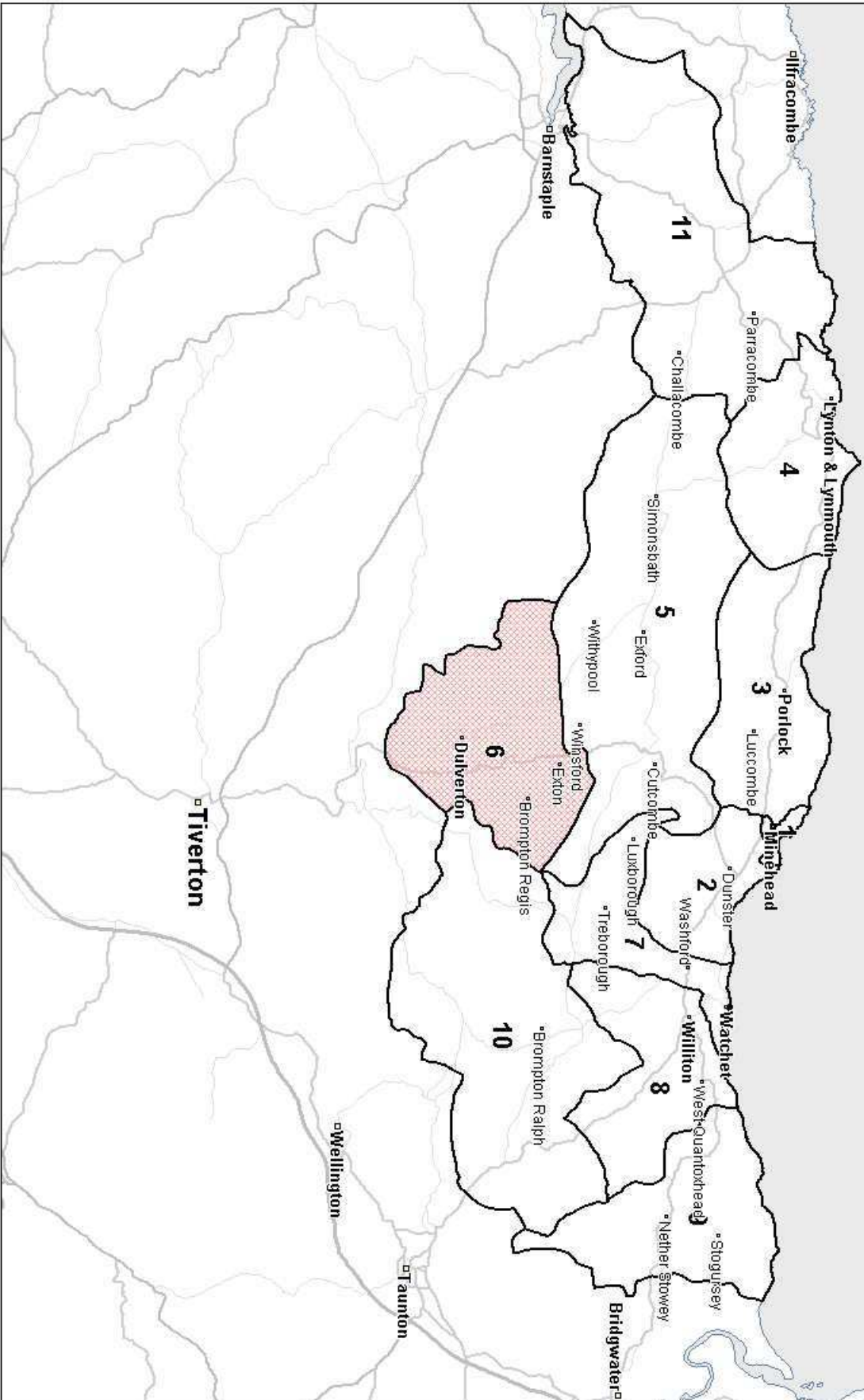
Map 28: Leakage of Shopping Trips to Tiverton - Domestic Appliances Market Shares








KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

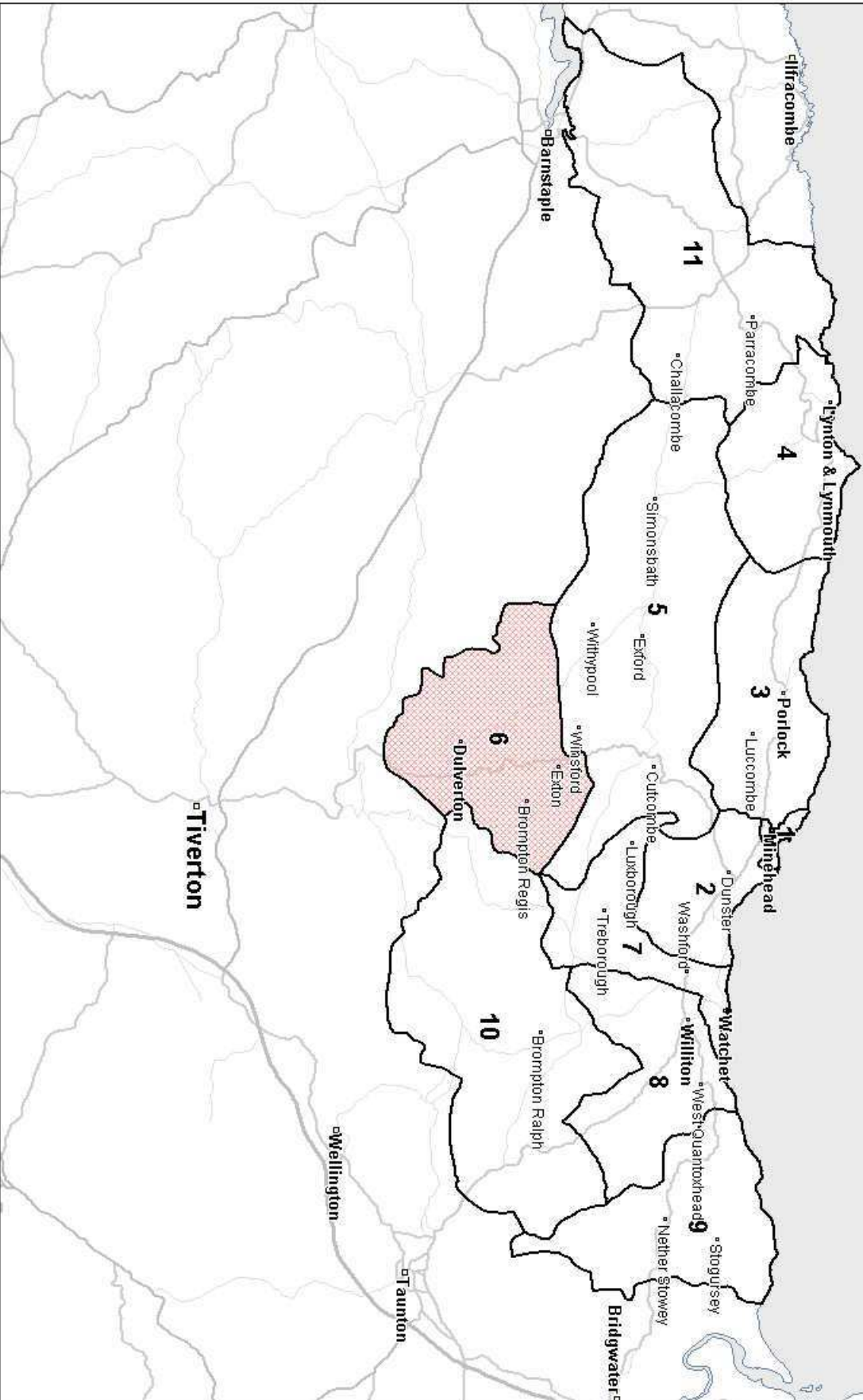
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Map 29: Leakage of Shopping Trips to Tiverton - TV & Radio Market Shares

KEY	
	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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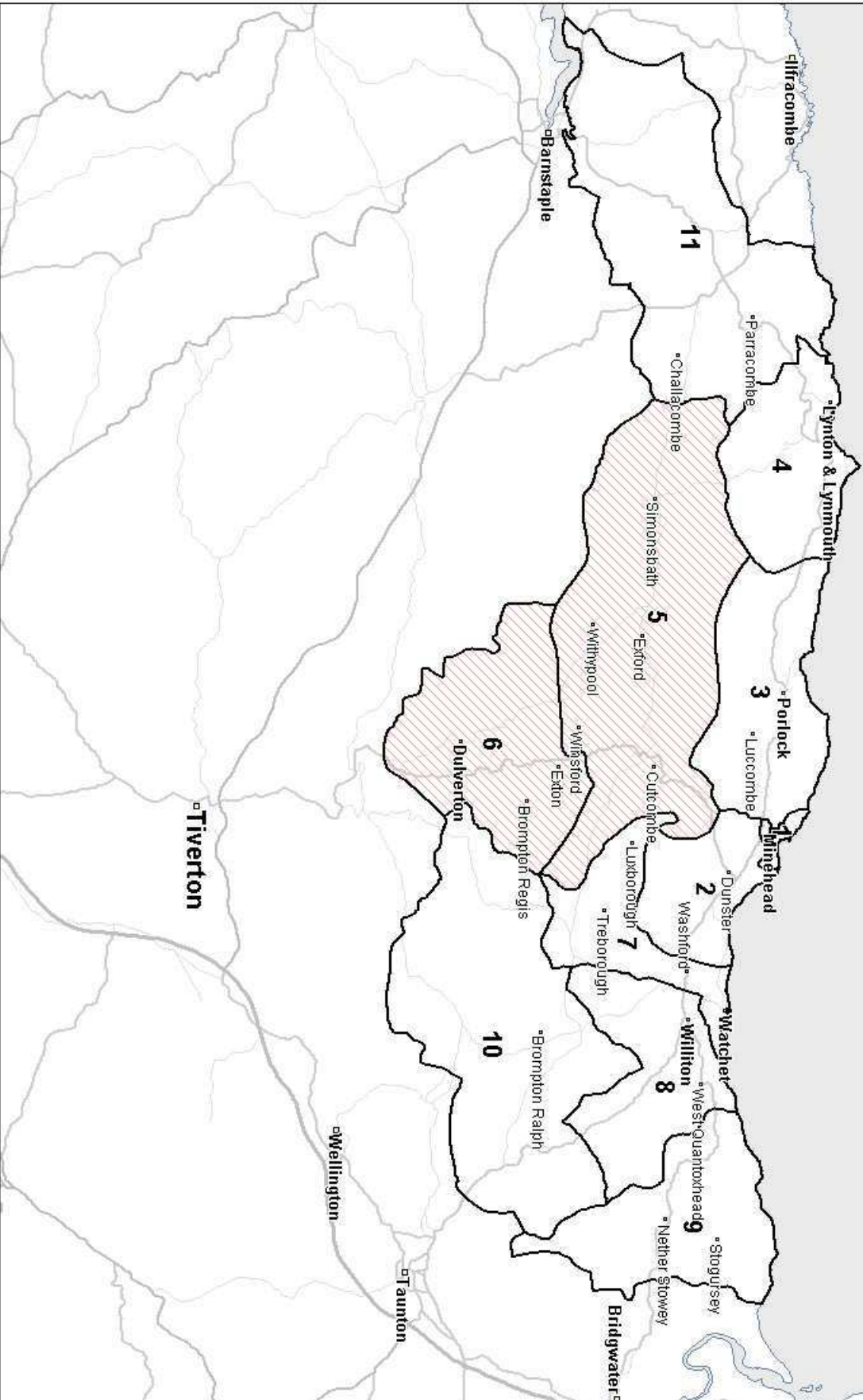
Map 30: Leakage of Shopping Trips to Tiverton - Personal & Luxury Goods Market Shares



KEY

	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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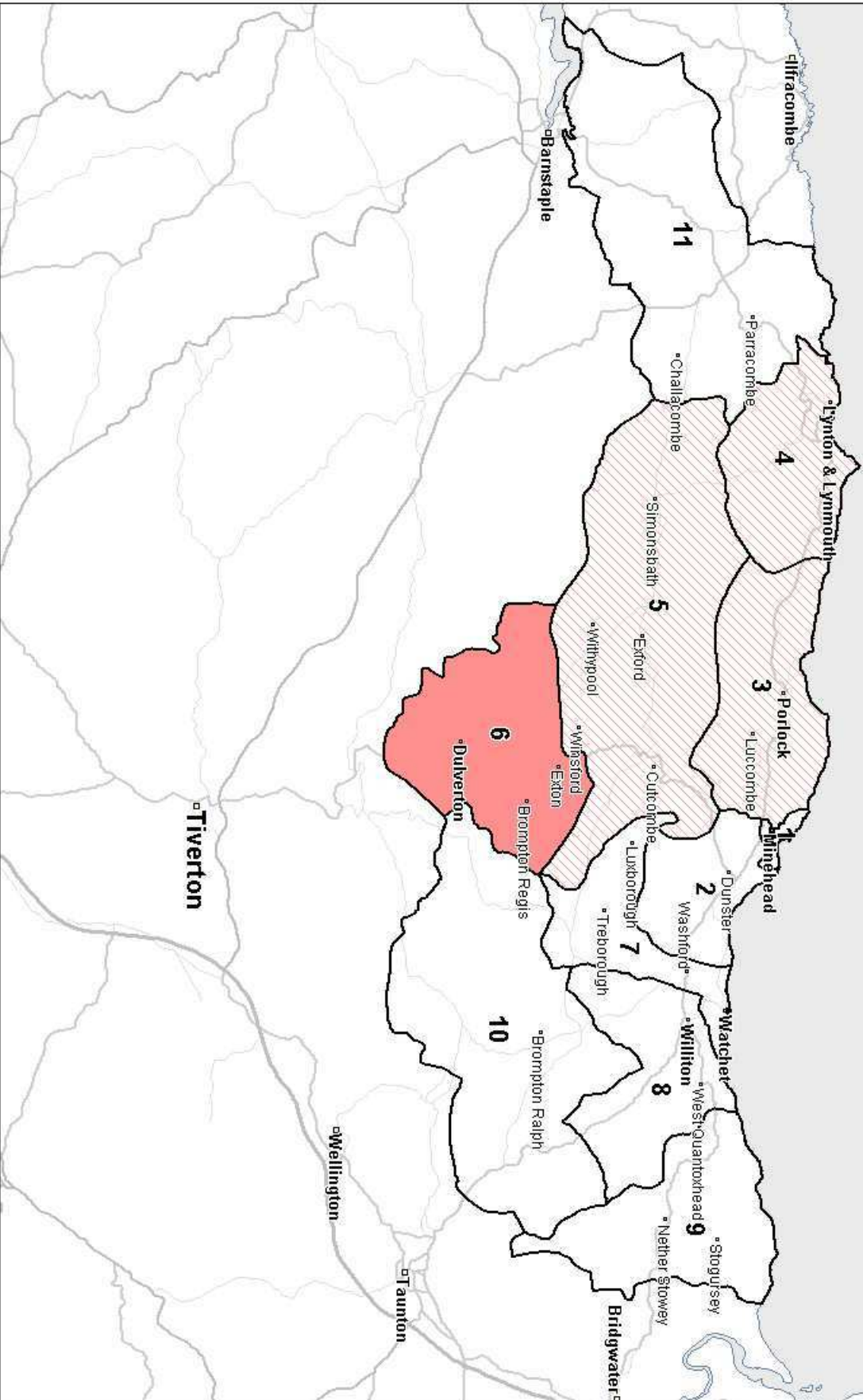


Map 31: Leakage of Shopping Trips to Tiverton - Recreational Goods Market Shares

KEY	Percentage Range
	1 - 9.9%
	10 - 24.9%
	25 - 49.9%
	50 - 74.9%
	> 75%

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Map 32: Leakage of Shopping Trips to Tiverton - Convenience Goods Market Shares

Ward	Market Share
Ward 4	1 - 9.9%
Ward 3	10 - 24.9%
Ward 5	25 - 49.9%
Ward 2	50 - 74.9%
Ward 7	> 75%
Ward 8	1 - 9.9%
Ward 9	10 - 24.9%
Ward 10	25 - 49.9%
Ward 11	50 - 74.9%
Ward 6	> 75%

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