

APPENDIX 7b

The Need for Additional
Comparison Goods Floorspace

RETAIL FLOORSPACE NEED ASSESSMENT: COMPARISON GOODS (INCORPORATING ESTIMATES OF (ANY) OVER / UNDER TRADING AT THE BASE YEAR, 2007)

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TABLE 1 - POPULATION CHANGE BY ZONE, COUNTY AND REGION									
Region	County	Zone	2006 Population	2007 Population (Base Year)	2016 Population	Total Increase (2006-2016)	Percentage Increase (2006-2016)	Total Increase (2007-2016)	Percentage Increase (2007-2016)
Dublin	Dublin City	Zone 1 Dublin City Centre	108,020	110,830	136,116	28,096	26.0%	25,286	22.8%
		Zone 2 Dublin North West	110,624	111,472	119,101	8,477	7.7%	7,629	6.8%
		Zone 3 Dublin North East	136,972	137,910	146,356	9,384	6.9%	8,446	6.1%
		Zone 4 Dublin South East	68,019	69,008	77,913	9,894	14.5%	8,905	12.9%
		Zone 5 Dublin South West	82,576	83,144	88,257	5,681	6.9%	5,113	6.1%
	Fingal	Zone 6 Skerries	47,411	48,717	60,468	13,057	27.5%	11,751	24.1%
		Zone 7 Swords	101,607	105,416	139,696	38,089	37.5%	34,280	32.5%
		Zone 8 Blanchardstown	90,974	92,828	109,514	18,540	20.4%	16,686	18.0%
	South Dublin	Zone 9 Clondalkin	93,836	96,888	124,354	30,518	32.5%	27,466	28.3%
		Zone 10 Tallaght	95,223	96,245	105,443	10,220	10.7%	9,198	9.6%
		Zone 11 Rathfarnham	57,876	57,619	55,310	-2,566	-4.4%	-2,309	-4.0%
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	86,877	88,110	99,207	12,330	14.2%	11,097	12.6%
		Zone 13 Dun Laoghaire	107,161	108,760	123,146	15,985	14.9%	14,387	13.2%
SUB TOTAL: DUBLIN			1,187,176	1,206,947	1,384,881	197,705	16.7%	177,935	14.7%
Mid East	Meath	Zone 14 Kells	23,327	23,504	25,095	1,768	7.6%	1,591	6.8%
		Zone 15 Navan	106,425	108,769	129,869	23,444	22.0%	21,100	19.4%
		Zone 16 Trim	33,079	33,651	38,801	5,722	17.3%	5,150	15.3%
	Kildare	Zone 17 Naas	102,647	104,342	119,597	16,950	16.5%	15,255	14.6%
		Zone 18 Kildare	53,874	55,181	66,946	13,072	24.3%	11,765	21.3%
		Zone 19 Athy	29,814	30,248	34,149	4,335	14.5%	3,902	12.9%
	Wicklow	Zone 20 Blessington	16,992	17,540	22,473	5,481	32.3%	4,933	28.1%
		Zone 21 Bray/Wicklow	81,409	84,377	111,087	29,678	36.5%	26,710	31.7%
		Zone 22 Arklow	27,793	28,388	33,741	5,948	21.4%	5,353	18.9%
SUB TOTAL: MID EAST			475,360	486,000	581,758	106,398	22.4%	95,758	19.7%
GDA Hinterland	Louth	Zone 23 Louth	111,267	113,450	133,092	21,825	19.6%	19,643	17.3%
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	120,000	122,354	143,537	23,537	19.6%	21,183	17.3%
	Longford and West Meath	Zone 25 Longford and West Meath	113,737	117,153	147,894	34,157	30.0%	30,741	26.2%
	Offaly and Laois	Zone 26 Offaly and Laois	137,927	140,847	167,126	29,199	21.2%	26,279	18.7%
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	137,907	140,572	164,560	26,653	19.3%	23,988	17.1%
	Wexford	Zone 28 Wexford	131,749	135,148	165,739	33,990	25.8%	30,591	22.6%
SUB TOTAL: GDA HINTERLAND			752,587	769,523	921,948	169,361	22.5%	152,425	19.8%
TOTAL (ALL ZONES, COUNTIES, REGIONS)			2,415,123	2,462,469	2,888,587	473,464	19.6%	426,118	17.3%

Notes:

Population totals at 2006 for each zone have been derived from the Census. Estimates for each zone for the end year of 2016 have been provided by the Councils and are consistent with RPG figures.
Zone population totals for 2007 (the base year) have been estimated by assuming a 'straight-line' rate of population change within each zone between 2006 and 2016, as agreed with the RPG Office.

TABLE 2 - EXPENDITURE ON COMPARISON GOODS PER HEAD OF POPULATION BY ZONE, COUNTY AND REGION (INCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)									
Region	County	Zone	Expenditure Per Head (€) ⁽¹⁾						
			2006	2007 (Base Year)	2016	Total Increase (2006-2016)	Percentage Increase (2006-2016)	Total Increase (2007-2016)	Percentage Increase (2007-2016)
Dublin	Dublin City	Zone 1 Dublin City Centre	3,344	3,553	5,338	1,994	59.6%	1,785	50.2%
		Zone 2 Dublin North West	3,400	3,613	5,428	2,028	59.6%	1,815	50.2%
		Zone 3 Dublin North East	3,382	3,593	5,399	2,017	59.6%	1,805	50.2%
		Zone 4 Dublin South East	3,513	3,733	5,608	2,095	59.6%	1,875	50.2%
		Zone 5 Dublin South West	3,489	3,707	5,570	2,081	59.6%	1,863	50.2%
	Fingal	Zone 6 Skerries	2,945	3,129	4,701	1,756	59.6%	1,572	50.2%
		Zone 7 Swords	3,557	3,779	5,678	2,121	59.6%	1,899	50.2%
		Zone 8 Blanchardstown	3,714	3,946	5,929	2,215	59.6%	1,983	50.2%
	South Dublin	Zone 9 Clondalkin	3,628	3,855	5,791	2,163	59.6%	1,937	50.2%
		Zone 10 Tallaght	3,415	3,628	5,451	2,036	59.6%	1,823	50.2%
		Zone 11 Rathfarnham	3,599	3,824	5,745	2,146	59.6%	1,921	50.2%
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	3,629	3,856	5,793	2,164	59.6%	1,937	50.2%
		Zone 13 Dun Laoghaire	3,597	3,822	5,742	2,145	59.6%	1,920	50.2%
Mid East	Meath	Zone 14 Kells	3,328	3,527	5,173	1,845	55.4%	1,646	46.7%
		Zone 15 Navan	3,031	3,212	4,711	1,680	55.4%	1,499	46.7%
		Zone 16 Trim	2,724	2,887	4,234	1,510	55.4%	1,347	46.7%
	Kildare	Zone 17 Naas	2,962	3,139	4,604	1,642	55.4%	1,465	46.7%
		Zone 18 Kildare	2,676	2,836	4,159	1,483	55.4%	1,323	46.7%
		Zone 19 Athy	2,898	3,071	4,505	1,607	55.4%	1,433	46.7%
	Wicklow	Zone 20 Blessington	3,277	3,473	5,094	1,817	55.4%	1,621	46.7%
		Zone 21 Bray/Wicklow	2,811	2,979	4,369	1,558	55.4%	1,390	46.7%
		Zone 22 Arklow	3,247	3,441	5,047	1,800	55.4%	1,606	46.7%
GDA Hinterland	Louth	Zone 23 Louth	2,477	2,622	3,805	1,328	53.6%	1,183	45.1%
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	3,279	3,471	5,037	1,758	53.6%	1,566	45.1%
	Longford and West Meath	Zone 25 Longford and West Meath	2,905	3,075	4,462	1,557	53.6%	1,388	45.1%
	Offaly and Laois	Zone 26 Offaly and Laois	3,077	3,257	4,726	1,649	53.6%	1,470	45.1%
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	3,157	3,341	4,849	1,692	53.6%	1,508	45.1%
	Wexford	Zone 28 Wexford	3,188	3,374	4,897	1,709	53.6%	1,523	45.1%

Notes:

(1) Average consumer expenditure per head on comparison goods for 2006 has been estimated by Experian for each zone. The 2006 expenditure per head figures in each zone have been projected forwards to 2007 (the base year) and the forecast year of 2016 by using regional expenditure per head growth rates produced by Experian for this Update report (see Appendix 5).

TABLE 3 - EXPENDITURE ON COMPARISON GOODS PER HEAD OF POPULATION BY ZONE, COUNTY AND REGION (EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)									
Region	County	Zone	Expenditure Per Head (€) ⁽¹⁾						
			2006	2007 (Base Year)	2016	Total Increase (2006-2016)	Percentage Increase (2006-2016)	Total Increase (2007-2016)	Percentage Increase (2007-2016)
Dublin	Dublin City	Zone 1 Dublin City Centre	3,050	3,162	4,569	1,520	49.8%	1,407	44.5%
		Zone 2 Dublin North West	3,101	3,215	4,646	1,545	49.8%	1,431	44.5%
		Zone 3 Dublin North East	3,084	3,198	4,621	1,537	49.8%	1,423	44.5%
		Zone 4 Dublin South East	3,204	3,322	4,800	1,597	49.8%	1,478	44.5%
		Zone 5 Dublin South West	3,182	3,299	4,768	1,586	49.8%	1,468	44.5%
	Fingal	Zone 6 Skerries	2,686	2,785	4,024	1,338	49.8%	1,239	44.5%
		Zone 7 Swords	3,244	3,364	4,860	1,617	49.8%	1,497	44.5%
		Zone 8 Blanchardstown	3,387	3,512	5,075	1,688	49.8%	1,563	44.5%
	South Dublin	Zone 9 Clondalkin	3,309	3,431	4,958	1,649	49.8%	1,527	44.5%
		Zone 10 Tallaght	3,114	3,229	4,666	1,552	49.8%	1,437	44.5%
		Zone 11 Rathfarnham	3,282	3,403	4,918	1,636	49.8%	1,515	44.5%
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	3,310	3,432	4,959	1,649	49.8%	1,527	44.5%
		Zone 13 Dun Laoghaire	3,280	3,401	4,915	1,635	49.8%	1,514	44.5%
Mid East	Meath	Zone 14 Kells	3,035	3,139	4,428	1,393	45.9%	1,289	41.1%
		Zone 15 Navan	2,764	2,859	4,033	1,269	45.9%	1,174	41.1%
		Zone 16 Trim	2,484	2,569	3,624	1,140	45.9%	1,055	41.1%
	Kildare	Zone 17 Naas	2,701	2,794	3,941	1,240	45.9%	1,147	41.1%
		Zone 18 Kildare	2,441	2,524	3,560	1,120	45.9%	1,036	41.1%
		Zone 19 Athy	2,643	2,733	3,856	1,213	45.9%	1,122	41.1%
	Wicklow	Zone 20 Blessington	2,989	3,091	4,360	1,371	45.9%	1,269	41.1%
		Zone 21 Bray/Wicklow	2,564	2,651	3,740	1,176	45.9%	1,089	41.1%
		Zone 22 Arklow	2,961	3,063	4,320	1,359	45.9%	1,258	41.1%
GDA Hinterland	Louth	Zone 23 Louth	2,259	2,333	3,257	998	44.2%	924	39.6%
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	2,990	3,089	4,311	1,321	44.2%	1,223	39.6%
	Longford and West Meath	Zone 25 Longford and West Meath	2,649	2,736	3,820	1,170	44.2%	1,083	39.6%
	Offaly and Laois	Zone 26 Offaly and Laois	2,806	2,898	4,046	1,240	44.2%	1,147	39.6%
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	2,879	2,974	4,151	1,272	44.2%	1,177	39.6%
	Wexford	Zone 28 Wexford	2,907	3,003	4,192	1,284	44.2%	1,189	39.6%

Notes:

(1) Expenditure per head on comparison goods has been discounted by 8.8% and 11.0% (over the figures in Table 2) for 2006 and the base year of 2007 respectively, to exclude non-store retail sales, which includes e-tailing. At 2016 a discount of 14.4% has been assumed over the figures in Table 2. The SFT percentages are derived from in-depth research carried out by Experian in the UK (see Appendix 5).

**TABLE 4 - TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE BY ZONE, COUNTY AND REGION
(EXCLUDING EXPENDITURE BY SPECIAL FORMS OF TRADING)**

Region	County	Zone	Total Available Expenditure (€m) ⁽¹⁾			
			2007 (Base Year)	2016	Total Increase (2007-2016)	Percentage Increase (2007-2016)
Dublin	Dublin City	Zone 1 Dublin City Centre	350.5	622.0	271.5	77.5%
		Zone 2 Dublin North West	358.4	553.3	194.9	54.4%
		Zone 3 Dublin North East	441.1	676.4	235.3	53.4%
		Zone 4 Dublin South East	229.2	374.0	144.8	63.1%
		Zone 5 Dublin South West	274.3	420.8	146.5	53.4%
	Fingal	Zone 6 Skerries	135.7	243.3	107.7	79.4%
		Zone 7 Swords	354.6	679.0	324.4	91.5%
		Zone 8 Blanchardstown	326.0	555.8	229.8	70.5%
	South Dublin	Zone 9 Clondalkin	332.4	616.5	284.1	85.5%
		Zone 10 Tallaght	310.8	492.0	181.2	58.3%
		Zone 11 Rathfarnham	196.1	272.0	75.9	38.7%
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	302.4	492.0	189.6	62.7%
		Zone 13 Dun Laoghaire	369.9	605.3	235.3	63.6%
SUB TOTAL: DUBLIN			3981.3	6602.4	2621.0	65.8%
Mid East	Meath	Zone 14 Kells	73.8	111.1	37.3	50.6%
		Zone 15 Navan	311.0	523.7	212.8	68.4%
		Zone 16 Trim	86.5	140.6	54.2	62.7%
	Kildare	Zone 17 Naas	291.5	471.3	179.8	61.7%
		Zone 18 Kildare	139.3	238.4	99.1	71.1%
		Zone 19 Athy	82.7	131.7	49.0	59.3%
	Wicklow	Zone 20 Blessington	54.2	98.0	43.8	80.7%
		Zone 21 Bray/Wicklow	223.7	415.5	191.8	85.7%
		Zone 22 Arklow	86.9	145.8	58.8	67.7%
SUB TOTAL: MID EAST			1349.5	2276.1	926.6	68.7%
GDA Hinterland	Louth	Zone 23 Louth	264.7	433.5	168.8	63.8%
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	377.9	618.8	240.9	63.8%
	Longford and West Meath	Zone 25 Longford and West Meath	320.6	564.9	244.3	76.2%
	Offaly and Laois	Zone 26 Offaly and Laois	408.2	676.2	267.9	65.6%
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	418.0	683.1	265.0	63.4%
	Wexford	Zone 28 Wexford	405.9	694.7	288.9	71.2%
SUB TOTAL: GDA HINTERLAND			2195.4	3671.2	1475.9	67.2%
TOTAL (ALL ZONES, COUNTIES, REGIONS)			7526.2	12549.6	5023.4	66.7%

Notes:

(1) Total available expenditure totals for comparison goods are calculated as follows: Population (Table 1) multiplied by consumer expenditure per head after making appropriate reductions for SFT (Table 3).

**TABLE 5 - TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE BY ZONE, COUNTY AND REGION IN THE BASE YEAR, 2007
(excl. SFT) DISAGGREGATED BETWEEN NON-BULKY AND BULKY COMPARISON GOODS**

Region	County	Zone	Non-Bulky Comparison Goods ⁽¹⁾ (€m)	Bulky Comparison Goods ⁽¹⁾ (€m)	Total Comparison Goods ⁽²⁾ (€m)
			A	B	C = A + B
Dublin	Dublin City	Zone 1 Dublin City Centre	250.1	100.4	350.5
		Zone 2 Dublin North West	250.1	108.3	358.4
		Zone 3 Dublin North East	311.0	130.0	441.1
		Zone 4 Dublin South East	162.9	66.4	229.2
		Zone 5 Dublin South West	189.4	84.9	274.3
	Fingal	Zone 6 Skerries	91.9	43.8	135.7
		Zone 7 Swords	251.7	102.9	354.6
		Zone 8 Blanchardstown	234.5	91.6	326.0
	South Dublin	Zone 9 Clondalkin	237.5	94.9	332.4
		Zone 10 Tallaght	220.5	90.3	310.8
		Zone 11 Rathfarnham	138.8	57.3	196.1
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	213.0	89.4	302.4
		Zone 13 Dun Laoghaire	260.0	109.9	369.9
SUB TOTAL: DUBLIN			2811.3	1170.0	3,981.3
Mid East	Meath	Zone 14 Kells	50.5	23.3	73.8
		Zone 15 Navan	215.3	95.6	311.0
		Zone 16 Trim	58.0	28.5	86.5
	Kildare	Zone 17 Naas	197.3	94.2	291.5
		Zone 18 Kildare	93.9	45.4	139.3
		Zone 19 Athy	56.6	26.0	82.7
	Wicklow	Zone 20 Blessington	37.7	16.5	54.2
		Zone 21 Bray/Wicklow	148.7	75.0	223.7
		Zone 22 Arklow	60.6	26.4	86.9
SUB TOTAL: MID EAST			918.6	430.9	1,349.5
GDA Hinterland	Louth	Zone 23 Louth	182.3	82.4	264.7
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	263.5	114.4	377.9
	Longford and West Meath	Zone 25 Longford and West Meath	219.3	101.3	320.6
	Offaly and Laois	Zone 26 Offaly and Laois	281.0	127.2	408.2
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	289.2	128.8	418.0
	Wexford	Zone 28 Wexford	281.2	124.6	405.9
SUB TOTAL: GDA HINTERLAND			1,516.5	678.9	2,195.4
TOTAL (ALL ZONES, COUNTIES, REGIONS)			5,246.4	2,279.8	7,526.2

Notes:

(1) For each zone, the total available comparison goods expenditure (excl. SFT) has been disaggregated into available spend on non-bulky and bulky comparison goods. This allocation is based on the consumer expenditure per head data provided by Experian for each zone (see Appendix 5).

(2) Figures derived from Table 4.

TABLE 6a - ESTIMATED NON-BULKY COMPARISON GOODS CENTRE MARKET SHARES BY ZONE, COUNTY AND REGION IN THE BASE YEAR, 2007 (COLUMN PERCENT)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone, County and Region)																												
	Dublin													Mid East							GDA Hinterland								
	Dublin City					Fingal			South Dublin			Dun Laoghaire-Rathdown		Meath			Kildare				Wicklow			Louth	Cavan and Monaghan	Longford and West Meath	Offaly and Laois	Carlow and Kilkenny	Wexford
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	
WITHIN GDA																													
Dublin City Centre - Metropolitan Centre	82.5	17.5	54.5	58.2	38.6	18.6	30.9	14.1	15.4	30.5	46.1	27.2	32.7	6.4	11.5	12.0	26.6	17.1	4.9	21.6	18.5	9.6	7.1	12.4	19.2	12.0	13.5	0.0	
Others	6.1	47.3	15.3	4.5	6.1	3.4	4.2	0.0	0.0	1.2	3.3	0.7	2.9	0.0	0.7	0.2	0.9	3.3	0.7	0.0	0.0	0.8	4.4	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: DUBLIN CITY COUNTY	88.6	64.7	69.7	62.7	44.7	21.9	35.2	14.1	15.4	31.7	49.4	27.9	35.7	6.4	12.3	12.2	27.5	20.3	5.6	21.6	19.5	10.3	11.5	12.4	19.2	12.0	13.5	0.0	
Swords - Major Town Centre	0.0	1.8	7.6	0.0	0.0	42.4	52.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Blanchardstown - Major Town Centre	2.8	29.6	12.2	1.2	2.5	13.9	6.8	85.2	4.6	0.8	0.4	0.3	1.1	19.5	28.0	14.6	1.2	0.5	0.0	0.3	1.7	0.6	0.0	8.2	5.9	5.8	0.0	0.0	
Others	1.0	0.0	0.0	0.0	0.0	7.5	1.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.1	0.0	1.1	
SUB TOTAL: FINGAL COUNTY	3.8	31.4	19.8	1.2	2.5	63.9	60.9	85.2	4.6	1.2	0.4	0.3	1.1	19.5	28.6	14.9	1.6	0.5	0.0	0.3	1.7	1.0	0.0	8.2	5.9	5.8	0.0	1.1	
Liffey Valley - Major Town Centre	1.1	0.0	0.2	0.6	32.2	0.5	0.2	0.0	68.0	6.8	1.7	1.3	0.0	0.9	0.4	7.6	10.8	2.0	1.2	7.1	0.2	0.0	0.0	1.9	11.4	0.0	0.2	0.0	
Tallaght - Major Town Centre	0.0	0.0	3.5	0.5	5.2	0.0	0.0	0.0	1.5	37.8	4.2	1.1	0.0	0.0	0.0	0.0	2.9	2.5	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Others	0.9	0.3	0.0	0.0	1.8	0.2	0.0	0.0	6.6	5.4	3.1	0.5	0.0	0.0	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	1.4	
SUB TOTAL: SOUTH DUBLIN COUNTY	1.9	0.3	3.7	1.1	39.1	0.7	0.2	0.0	76.1	50.0	9.0	2.9	0.0	0.9	0.4	7.6	14.3	4.5	1.5	14.3	0.2	0.4	0.0	1.9	11.4	0.0	0.2	1.4	
Dundrum - Major Town Centre	4.4	0.7	5.3	29.2	10.9	1.5	2.9	0.2	3.9	15.6	33.3	55.2	33.2	0.6	0.6	0.7	1.7	0.0	0.8	0.0	48.1	6.6	0.0	1.1	0.0	8.6	0.0	1.6	
Dun Laoghaire - Major Town Centre	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	15.3	0.4	0.0	0.4	0.0	0.0	0.0	0.0	3.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	
Others	0.7	2.6	0.0	1.4	0.5	0.0	0.3	0.0	0.0	0.3	6.4	10.5	13.4	0.2	0.0	0.5	0.2	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: DLR COUNTY	5.1	3.3	5.3	31.0	11.4	1.5	3.2	0.2	3.9	15.9	39.7	66.3	61.8	1.2	0.6	1.5	2.0	0.0	0.8	0.0	55.2	6.9	0.0	1.1	0.0	8.6	0.0	1.6	
Navan - County Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.9	30.1	39.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.0	0.0	1.8	12.7	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: MEATH COUNTY	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	48.7	42.8	49.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.3	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.7	0.0	4.4	49.0	60.6	50.2	31.7	1.1	0.0	0.0	0.0	0.0	23.8	2.9	0.0	
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Others	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	5.8	7.6	0.0	0.0	0.2	0.0	0.0	0.0	1.0	0.1	0.0	
SUB TOTAL: KILDARE COUNTY	0.0	0.3	0.0	1.6	0.0	1.7	0.0	0.0	0.0	0.5	0.0	0.2	0.0	0.7	0.0	8.3	54.3	66.4	57.8	31.7	1.1	0.2	0.0	0.0	0.0	24.7	3.0	0.0	
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	3.8	0.0	2.2	0.0	0.0	0.0	2.2		
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	5.0	68.3	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.4	8.5	18.8	69.4	0.0	2.2	0.0	0.0	2.2		
SUB TOTAL: GDA	99.7	100.0	98.5	97.6	97.8	90.4	99.5	100.0	100.0	99.3	98.6	97.6	99.3	77.3	84.6	93.5	100.0	91.7	66.1	76.4	96.4	88.2	11.5	33.1	36.5	51.2	16.7	6.3	
OUTSIDE GDA																													
All Centres / Stores	0.3	0.0	1.5	2.4	2.2	9.6	0.5	0.0	0.0	0.7	1.4	2.4	0.7	22.7	15.4	6.5	0.0	8.3	33.9	23.6	3.6	11.8	88.5	66.9	63.5	48.8	83.3	93.7	
SUB TOTAL OUTSIDE GDA	0.3	0.0	1.5	2.4	2.2	9.6	0.5	0.0	0.0	0.7	1.4	2.4	0.7	22.7	15.4	6.5	0.0	8.3	33.9	23.6	3.6	11.8	88.5	66.9	63.5	48.8	83.3	93.7	
TOTAL (FOR HOUSEHOLD SURVEY AREA)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Notes:
 The market share percentages are derived by combining the results of a large-scale household telephone survey of the GDA and its hinterland and the results of a street-based young person survey carried out in Dublin City Centre and at Dundrum Town Centre (see Appendix 3)

TABLE 6b - ESTIMATED BULKY COMPARISON GOODS CENTRE MARKET SHARES BY ZONE, COUNTY AND REGION IN THE BASE YEAR, 2007 (COLUMN PERCENT)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone, County and Region)																												
	Dublin													Mid East							GDA Hinterland								
	Dublin City					Fingal			South Dublin			Dun Laoghaire-Rathdown		Meath			Kildare				Wicklow			Louth	Cavan and Monaghan	Longford and West Meath	Offaly and Laois	Carlow and Kilkenny	Wexford
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	
WITHIN GDA																													
Dublin City Centre - Metropolitan Centre	49.8	12.8	24.2	31.5	30.0	6.1	11.1	15.5	4.4	11.2	18.2	22.8	10.4	0.8	0.8	10.1	12.2	21.5	2.8	19.0	14.0	2.9	0.4	3.7	8.0	10.0	0.5	0.0	
Others	11.7	54.6	32.4	21.6	21.3	4.6	5.1	0.0	0.4	4.3	7.2	2.8	2.4	0.8	0.0	3.2	1.7	4.2	0.8	0.0	0.0	1.2	3.4	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: DUBLIN CITY COUNTY	61.5	67.4	56.6	53.2	51.3	10.7	16.3	15.5	4.7	15.5	25.4	25.6	12.8	1.6	0.8	13.3	13.9	25.7	3.6	19.0	14.0	4.1	3.9	3.7	8.0	10.0	0.5	0.0	
Swords - Major Town Centre	0.0	2.6	25.8	2.5	0.0	60.2	59.2	0.8	6.4	0.0	0.0	0.0	0.0	2.3	7.2	0.3	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Blanchardstown - Major Town Centre	15.6	24.0	2.2	0.6	5.4	4.1	7.0	78.0	1.5	2.2	3.4	0.5	1.0	7.1	15.2	6.9	0.0	0.0	0.0	0.0	3.3	0.3	0.0	7.3	5.3	0.0	1.1	0.0	
Others	0.3	0.0	1.0	0.0	0.0	8.0	13.5	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
SUB TOTAL: FINGAL COUNTY	15.9	26.6	29.0	3.2	5.4	72.3	79.7	78.8	7.9	2.4	3.4	0.8	1.0	9.4	22.4	7.2	0.4	0.2	0.0	3.5	5.9	0.3	0.0	7.3	5.3	0.0	1.1	1.1	
Liffey Valley - Major Town Centre	7.3	0.0	0.0	10.9	19.3	0.0	1.2	4.8	74.8	3.1	7.6	1.4	0.0	0.0	0.0	3.0	8.2	1.7	0.3	1.4	2.5	0.0	0.0	0.0	1.7	4.7	0.0	0.0	
Tallaght - Major Town Centre	0.0	0.0	4.5	5.4	9.4	0.0	0.0	0.0	0.5	66.0	33.7	2.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	7.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Others	0.5	0.0	0.0	0.0	3.8	0.0	0.0	0.1	10.9	2.6	4.2	3.4	0.0	0.0	0.0	3.0	3.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	2.0	0.0	0.0	0.3	
SUB TOTAL: SOUTH DUBLIN COUNTY	7.9	0.0	4.5	16.3	32.5	0.0	1.2	4.9	86.3	71.7	45.5	6.8	0.0	0.0	0.0	6.0	12.3	1.7	0.3	8.9	2.5	0.1	0.0	0.0	3.7	4.7	0.0	0.3	
Dundrum - Major Town Centre	5.1	1.5	0.0	9.0	5.5	0.0	0.0	0.0	0.5	2.3	9.9	26.8	9.6	1.4	1.1	2.2	0.0	0.0	0.6	0.0	6.9	0.4	2.1	0.0	0.0	0.0	0.0	1.3	
Dun Laoghaire - Major Town Centre	3.0	0.0	0.0	0.6	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.3	0.0	1.1	0.0	0.0	0.0	0.0	
Others	4.5	3.0	0.0	13.9	1.3	0.0	0.0	0.1	0.0	3.2	8.1	31.0	37.7	0.0	0.0	0.0	3.5	1.7	0.0	0.0	3.8	0.3	1.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: DLR COUNTY	12.6	4.4	0.0	23.5	6.9	0.0	2.7	0.1	0.5	5.5	18.0	57.8	58.3	1.4	1.1	2.3	3.5	1.7	0.6	0.0	11.8	1.0	3.1	1.1	0.0	0.0	0.0	1.3	
Navan - County Town Centre	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	41.8	39.3	36.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	3.5	15.3	19.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: MEATH COUNTY	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.4	0.0	0.0	0.0	45.4	54.6	55.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	2.2	1.0	0.0	0.0	1.1	0.0	3.8	65.9	56.3	47.7	37.4	0.0	0.3	0.0	2.1	0.0	14.4	2.6	0.4	
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	8.8	7.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: KILDARE COUNTY	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	2.2	1.0	0.0	0.0	1.1	0.0	6.6	69.2	65.1	54.9	37.4	0.0	0.4	0.0	2.1	0.0	14.4	2.6	0.4	
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	2.8	0.0	0.0	0.0	0.0	0.0	0.0	1.0	42.7	4.3	0.0	0.0	0.0	0.0	0.0	0.0	
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	2.1	0.0	0.0	0.0	2.2	
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	4.6	83.1	0.0	0.0	0.0	0.0	0.0	0.0	
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.8	0.8	0.0	0.0	0.0	0.0	0.0	9.5	49.2	87.4	0.0	2.1	0.0	0.0	0.0	2.2	
SUB TOTAL: GDA	97.8	99.2	90.2	96.2	96.0	85.4	99.9	100.0	99.4	97.7	93.4	92.3	75.0	59.6	78.9	91.3	99.4	94.4	59.4	78.3	83.3	93.2	7.0	17.5	17.1	29.1	4.1	5.3	
OUTSIDE GDA																													
All Centres / Stores	2.2	0.8	9.8	3.8	4.0	14.6	0.1	0.0	0.6	2.3	6.6	7.7	25.0	40.4	21.1	8.7	0.6	5.6	40.6	21.7	16.7	6.8	93.0	82.5	82.9	70.9	95.9	94.7	
SUB TOTAL OUTSIDE GDA	2.2	0.8	9.8	3.8	4.0	14.6	0.1	0.0	0.6	2.3	6.6	7.7	25.0	40.4	21.1	8.7	0.6	5.6	40.6	21.7	16.7	6.8	93.0	82.5	82.9	70.9	95.9	94.7	
TOTAL (FOR HOUSEHOLD SURVEY AREA)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Notes:

The market share percentages are derived by combining the results of a large-scale household telephone survey of the GDA and its hinterland and the results of a street-based young person survey carried out in Dublin City Centre and at Dundrum Town Centre (see Appendix 3)

TABLE 7b - ESTIMATED BULKY COMPARISON GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES IN THE BASE YEAR, 2007 (€ MILLION)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone, County and Region)																												Expenditure Drawn From Survey Area (Zones 1-28)	Estimated Inflow Expenditure ⁽¹⁾	Total Comparison Goods Turnover Potential				
	Dublin													SUB TOTAL DUBLIN	Mid East						SUB TOTAL MID EAST	GDA Hinterland						SUB TOTAL GDA HINTERLAND				TOTAL HOUSEHOLD SURVEY AREA			
	Dublin City				Fingal			South Dublin			Dun Laoghaire-Rathdown				Meath		Kildare			Wicklow			Louth	Cavan and Monaghan	Longford and West Meath	Offaly and Laois	Carlow and Kilkenny						Wexford		
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13		Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19		Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25						Zone 26	Zone 27	Zone 28
																												A	B	C = A + B					
WITHIN GDA																																			
Dublin City Centre - Metropolitan Centre	50.0	13.8	31.5	20.9	25.4	2.7	11.4	14.2	4.1	10.1	10.4	20.4	11.4	226.5	0.2	0.8	2.9	11.5	9.8	0.7	3.1	10.5	0.8	40.2	0.4	4.2	8.1	12.8	0.6	0.0	26.1	292.8	292.8	143.0	435.8
Others	11.7	59.1	42.2	14.4	18.1	2.0	5.3	0.0	0.4	3.9	4.2	2.5	2.7	166.3	0.2	0.0	0.9	1.6	1.9	0.2	0.0	0.0	0.3	5.1	2.8	0.0	0.0	0.0	0.0	0.0	2.8	174.2	174.2	0.0	174.2
SUB TOTAL: DUBLIN CITY COUNTY	61.8	73.0	73.6	35.3	43.5	4.7	16.7	14.2	4.5	14.0	14.6	22.9	14.1	392.8	0.4	0.8	3.8	13.0	11.7	0.9	3.1	10.5	1.1	45.3	3.2	4.2	8.1	12.8	0.6	0.0	28.9	467.0	467.0	143.0	610.0
Swords - Major Town Centre	0.0	2.8	33.5	1.7	0.0	26.3	60.9	0.7	6.1	0.0	0.0	0.0	0.0	132.1	0.5	6.9	0.1	0.0	0.0	0.0	0.6	0.0	0.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	140.2	140.2	0.0	140.2
Blanchardstown - Major Town Centre	15.7	26.0	2.8	0.4	4.6	1.8	7.2	71.4	1.5	2.0	2.0	0.5	1.1	136.8	1.7	14.5	2.0	0.0	0.0	0.0	0.0	2.5	0.1	20.7	0.0	8.4	5.4	0.0	1.4	0.0	15.2	172.7	172.7	0.0	172.7
Others	0.3	0.0	1.3	0.0	0.0	3.5	13.9	0.0	0.0	0.2	0.0	0.3	0.0	19.4	0.0	0.0	0.0	0.4	0.1	0.0	0.0	1.9	0.0	2.4	0.0	0.0	0.0	0.0	0.0	1.3	1.3	23.2	23.2	0.0	23.2
SUB TOTAL: FINGAL COUNTY	15.9	28.8	37.7	2.1	4.6	31.6	81.9	72.1	7.5	2.2	2.0	0.7	1.1	288.4	2.2	21.4	2.1	0.4	0.1	0.0	0.6	4.4	0.1	31.2	0.0	8.4	5.4	0.0	1.4	1.3	16.5	336.1	336.1	0.0	336.1
Liffey Valley - Major Town Centre	7.4	0.0	0.0	7.2	16.4	0.0	1.3	4.4	71.0	2.8	4.4	1.2	0.0	116.1	0.0	0.0	0.9	7.7	0.8	0.1	0.2	1.9	0.0	11.5	0.0	0.0	1.8	6.0	0.0	0.0	7.7	135.3	135.3	0.0	135.3
Tallaght - Major Town Centre	0.0	0.0	5.9	3.6	8.0	0.0	0.0	0.0	0.5	59.6	19.3	1.8	0.0	98.7	0.0	0.0	0.0	0.3	0.0	0.0	1.3	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.3	100.3	0.0	100.3
Others	0.5	0.0	0.0	0.0	3.2	0.0	0.0	0.1	10.4	2.3	2.4	3.0	0.0	22.0	0.0	0.0	0.9	3.6	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	2.0	0.0	0.0	0.3	2.3	28.8	28.8	0.0	28.8
SUB TOTAL: SOUTH DUBLIN COUNTY	7.9	0.0	5.9	10.8	27.6	0.0	1.3	4.5	81.9	64.8	26.1	6.1	0.0	236.9	0.0	0.0	1.7	11.6	0.8	0.1	1.5	1.9	0.0	17.5	0.0	0.0	3.8	6.0	0.0	0.3	10.1	264.4	264.4	0.0	264.4
Dundrum - Major Town Centre	5.1	1.6	0.0	6.0	4.7	0.0	0.0	0.0	0.4	2.0	5.7	24.0	10.5	60.1	0.3	1.0	0.6	0.0	0.0	0.1	0.0	5.1	0.1	7.4	1.7	0.0	0.0	0.0	0.0	1.7	3.4	70.8	70.8	0.0	70.8
Dun Laoghaire - Major Town Centre	3.0	0.0	0.0	0.4	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	12.2	18.4	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1	1.0	0.0	1.2	0.0	0.0	0.0	0.0	1.2	20.6	20.6	0.0	20.6	
Others	4.5	3.2	0.0	9.2	1.1	0.0	0.0	0.1	0.0	2.9	4.6	27.7	41.4	94.9	0.0	0.0	0.0	3.3	0.8	0.0	0.0	2.8	0.1	6.9	0.9	0.0	0.0	0.0	0.0	0.0	0.9	102.6	102.6	0.0	102.6
SUB TOTAL: DLR COUNTY	12.6	4.8	0.0	15.6	5.8	0.0	2.8	0.1	0.4	4.9	10.3	51.7	64.1	173.3	0.3	1.0	0.6	3.3	0.8	0.1	0.0	8.8	0.3	15.2	2.6	1.2	0.0	0.0	0.0	1.7	5.5	194.0	194.0	0.0	194.0
Navan - County Town Centre	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.0	0.0	1.3	9.8	37.6	10.3	0.1	0.0	0.0	0.0	0.0	0.0	57.8	0.0	1.2	0.0	0.0	0.0	0.0	1.2	60.4	60.4	0.0	60.4
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	14.6	5.6	0.0	0.0	0.0	0.0	0.0	0.0	21.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.4	21.4	0.0	21.4
SUB TOTAL: MEATH COUNTY	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.0	1.7	10.6	52.2	15.9	0.1	0.0	0.0	0.0	0.0	0.0	78.9	0.0	1.2	0.0	0.0	0.0	0.0	1.2	81.8	81.8	0.0	81.8
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2.0	0.6	0.0	0.0	3.6	0.3	0.0	1.1	62.1	25.5	12.4	6.2	0.0	0.1	107.7	0.0	2.5	0.0	18.3	3.3	0.5	24.6	135.9	135.9	0.0	135.9
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.5	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	3.1	0.0	3.1
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	4.0	1.9	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	6.7	0.0	6.7
SUB TOTAL: KILDARE COUNTY	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2.0	0.6	0.0	0.0	3.6	0.3	0.0	1.9	65.2	29.5	14.3	6.2	0.0	0.1	117.5	0.0	2.5	0.0	18.3	3.3	0.5	24.6	145.7	145.7	0.0	145.7
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.1	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.2	32.0	1.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.9	36.9	0.0	36.9
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.4	3.4	21.9	26.8	0.0	2.5	0.0	0.0	0.0	2.8	5.2	6.8	6.8	0.0	6.8
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.4	27.4	0.0	27.4
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	3.1	4.2	0.2	0.0	0.0	0.0	0.0	0.0	1.6	36.9	23.0	61.7	0.0	2.5	0.0	0.0	0.0	2.8	5.2	71.1	71.1	0.0	71.1
SUB TOTAL: GDA	98.2	107.4	117.3	63.9	81.5	37.4	102.8	91.6	94.4	88.2	53.5	82.5	82.5	1,100.9	13.9	75.4	26.0	93.6	42.8	15.5	13.0	62.5	24.6	367.2	5.7	20.0	17.3	37.1	5.3	6.6	92.0	1,560.2	1,560.2	143.0	1,703.2
OUTSIDE GDA																																			
All Centres / Stores	2.2	0.9	12.8	2.5	3.4	6.4	0.1	0.0	0.5	2.1	3.8	6.9	27.5	69.1	9.4	20.2	2.5	0.6	2.6	10.6	3.6	12.5	1.8	63.7	76.6	94.5	84.0	90.2	123.5	118.1	586.9	719.7			
SUB TOTAL OUTSIDE GDA	2.2	0.9	12.8	2.5	3.4	6.4	0.1	0.0	0.5	2.1	3.8	6.9	27.5	69.1	9.4	20.2	2.5	0.6	2.6	10.6	3.6	12.5	1.8	63.7	76.6	94.5	84.0	90.2	123.5	118.1	586.9	719.7			
TOTAL (FOR HOUSEHOLD SURVEY AREA)	100.4	108.3	130.0	66.4	84.9	43.8	102.9	91.6	94.9	90.3	57.3	89.4	109.9	1,170.0	23.3	95.6	28.5	94.2	45.4	26.0	16.5	75.0	26.4	430.9	82.4	114.4	101.3	127.2	128.8	124.6	678.9	2,279.8			

Notes:
 For each cell, the monetary figure is derived by multiplying the 2007 available bulky comparison goods expenditure in the zone (Table 5, Column B) by the 2007 market share of the specified centre in that zone (Table 6b).
 (1) Estimated by Colliers CRE by combining the results of a visitor/tourist street survey carried out in Dublin City Centre with published information on visitor numbers (see Appendix 4c)

TABLE 8 - ESTIMATED ALL COMPARISON GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES IN THE BASE YEAR, 2007 (€ MILLION)

Retail Supply: Where the Money is Spent		Consumer Demand: Where the Money Comes From (Zone, County and Region)																												Expenditure Drawn From Survey Area (Zones 1-28)	Estimated Inflow Expenditure ⁽¹⁾	Total Comparison Goods Turnover Potential	Comparison Goods Floorspace (sq.m. net) ⁽²⁾	Average Sales Density (€ per sq.m. net)	Benchmark Average Sales Density (€ per sq.m. net) ⁽³⁾	Benchmark Comparison Goods Turnover (€m)	Extent of Any Over / Under Trading (€m)			
		Dublin													Mid East						GDA Hinterland						SUB TOTAL GDA HINTERLAND	TOTAL HOUSEHOLD SURVEY AREA												
		Dublin City				Fingal				South Dublin				Dun Laoghaire-Rathdown		SUB TOTAL DUBLIN	Meath		Kildare		Wicklow		SUB TOTAL MID EAST	Louth	Cavan and Monaghan	Longford and West Meath			Offaly and Laois									Carlow and Kilkenny	Wexford	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	SUB TOTAL DUBLIN		Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19		Zone 20	Zone 21	Zone 22			SUB TOTAL MID EAST									Zone 23	Zone 24	Zone 25
A	B	C = A + B	D	E = C / D	F	G = F x D	H = C - G																																	
WITHIN GDA																																								
Dublin City Centre - Metropolitan Centre	256.3	57.5	201.0	115.8	98.5	19.7	89.3	47.4	40.8	77.5	74.4	78.3	96.5	1253.0	3.4	25.6	9.8	64.0	25.8	3.5	11.3	38.0	6.6	187.9	13.2	36.8	50.3	46.5	39.5	0.0	186.3	1,627.2	1,627.2	1,039.0	2,666.2	374,596	7,118	7,000	2,622.2	44.0
Others	27.0	177.3	89.6	21.7	29.7	5.1	15.9	0.0	0.4	6.4	8.7	4.0	10.3	396.2	0.2	1.6	1.0	3.3	5.0	0.6	0.0	1.5	0.8	13.8	10.9	0.0	0.0	0.0	0.0	0.0	10.9	420.9	420.9	0.0	420.9	98,463	4,275	4,000	393.9	27.1
SUB TOTAL: DUBLIN CITY COUNTY	283.3	234.8	290.5	137.5	128.2	24.8	105.2	47.4	41.2	83.9	83.1	82.3	106.8	1,649.1	3.6	27.2	10.9	67.2	30.7	4.1	11.3	39.4	7.3	201.8	24.1	36.8	50.3	46.5	39.5	0.0	197.2	2,048.1	2,048.1	1,039.0	3,087.1	473,058			3,016.0	71.1
Swords - Major Town Centre	0.0	7.2	57.1	1.7	0.0	65.3	193.8	0.7	6.1	0.0	0.0	0.0	0.0	332.0	0.5	8.2	0.3	0.0	0.0	0.0	0.6	0.0	0.0	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	341.6	341.6	0.0	341.6	27,890	12,248	10,000	278.9	62.7
Bianchardstown - Major Town Centre	22.7	100.1	40.8	2.3	9.3	14.6	24.4	271.2	12.3	3.8	2.6	1.1	4.0	509.1	11.5	74.9	10.4	2.4	0.5	0.0	0.1	5.1	0.5	105.2	0.0	30.0	18.2	16.2	1.4	0.0	65.8	680.1	680.1	0.0	680.1	55,305	12,298	10,000	553.0	127.1
Others	2.8	0.0	1.3	0.0	0.0	10.4	17.0	0.0	0.0	1.1	0.0	0.3	0.0	33.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	1.9	0.2	3.4	0.0	0.0	0.0	0.2	0.0	4.3	4.5	40.9	40.9	0.0	40.9	36,989	1,106	3,500	129.5	-88.6
SUB TOTAL: FINGAL COUNTY	25.5	107.3	99.2	4.0	9.3	90.3	235.3	271.9	18.4	4.9	2.6	1.3	4.0	874.0	12.0	83.1	10.7	3.5	0.6	0.0	0.7	7.0	0.7	118.2	0.0	30.0	18.2	16.4	1.4	4.3	70.3	1,062.6	1,062.6	0.0	1,062.6	120,184			961.4	101.2
Liffey Valley - Major Town Centre	10.1	0.0	0.6	8.2	77.3	0.4	1.7	4.4	232.5	17.8	6.7	4.0	0.0	363.7	0.4	0.8	5.3	29.1	2.6	0.7	2.9	2.2	0.0	44.1	0.0	5.1	28.9	6.0	0.7	0.0	38.6	446.5	446.5	0.0	446.5	43,269	10,318	10,000	432.7	13.8
Tallaght - Major Town Centre	0.0	0.0	16.9	4.4	17.8	0.0	0.0	0.0	4.1	143.0	25.2	4.0	0.0	218.4	0.0	0.0	0.0	6.0	2.3	0.0	4.0	0.0	0.0	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	227.7	227.7	0.0	227.7	38,431	5,925	7,000	269.0	-41.3
Others	2.7	0.9	0.0	0.0	6.6	0.2	0.0	0.2	26.1	14.3	6.8	4.2	0.0	61.7	0.0	0.0	0.9	4.7	0.0	0.2	0.0	0.0	0.2	6.0	0.0	0.0	2.0	0.0	0.0	4.3	6.3	74.1	74.1	0.0	74.1	46,262	1,601	3,500	161.9	-87.8
SUB TOTAL: SOUTH DUBLIN COUNTY	12.8	0.9	17.5	12.6	101.7	0.6	1.7	4.6	262.7	175.0	38.7	12.3	0.0	640.9	0.4	0.8	6.2	39.8	5.0	0.9	6.9	2.2	0.2	62.5	0.0	5.1	28.9	6.0	0.7	4.3	44.9	748.3	748.3	0.0	748.3	127,962			863.6	-115.4
Dundrum - Major Town Centre	16.1	3.3	16.5	53.6	25.4	1.4	7.3	0.4	9.6	36.4	51.9	141.6	96.8	460.4	0.6	2.3	1.0	3.4	0.0	0.6	0.0	76.7	4.1	88.6	1.7	3.0	0.0	24.3	0.0	6.1	35.1	584.1	584.1	0.0	584.1	21,707	26,906	12,000	260.5	323.6
Dun Laoghaire - Major Town Centre	3.2	0.0	0.0	1.1	0.0	0.0	2.8	0.0	0.0	0.0	0.0	1.2	51.9	60.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	6.2	0.3	6.9	0.0	1.2	0.0	0.0	0.0	0.0	1.2	68.3	68.3	0.0	68.3	15,283	4,471	5,000	76.4	-8.1
Others	6.2	9.7	0.0	11.5	2.1	0.0	0.9	0.1	0.0	3.6	13.6	50.1	76.2	173.9	0.1	0.0	0.3	3.8	0.8	0.0	0.0	8.1	0.1	13.0	0.9	0.0	0.0	0.0	0.0	0.0	0.9	187.8	187.8	0.0	187.8	81,352	2,308	3,500	284.7	-97.0
SUB TOTAL: DLR COUNTY	25.5	13.0	16.5	66.2	27.5	1.4	11.0	0.5	9.6	40.0	65.4	192.9	224.9	694.4	0.9	2.3	1.5	7.1	0.8	0.6	0.0	90.9	4.5	106.6	2.6	4.2	0.0	24.3	0.0	6.1	37.2	840.2	840.2	0.0	840.2	118,343			621.6	218.5
Navan - County Town Centre	0.5	0.8	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.3	0.0	0.0	0.0	2.0	33.4	102.5	33.5	0.9	0.0	0.0	0.0	0.0	0.0	170.3	0.0	20.3	0.0	0.0	0.0	0.0	20.3	192.5	192.5	0.0	192.5	34,344	5,605	5,500	188.9	3.6
Others	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	1.8	1.7	41.9	10.8	0.0	0.0	0.0	0.0	0.0	0.0	54.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.3	56.3	0.0	56.3	36,971	1,523	3,500	129.4	-73.1
SUB TOTAL: MEATH COUNTY	0.5	0.8	0.0	0.0	0.6	0.0	1.6	0.0	0.3	0.0	0.0	0.0	0.0	3.8	35.2	144.3	44.3	0.9	0.0	0.0	0.0	0.0	0.0	224.7	0.0	20.3	0.0	0.0	0.0	0.0	20.3	248.8	248.8	0.0	248.8	71,315			318.3	-69.5
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.7	0.0	0.0	0.0	2.6	0.0	0.0	0.0	3.0	0.6	0.0	0.0	6.9	0.6	0.0	3.7	159.8	82.4	40.8	18.1	1.6	0.1	306.1	0.0	2.5	0.0	85.1	11.8	0.5	99.8	412.8	412.8	0.0	412.8	48,773	8,463	5,500	268.3	144.5
Leixlip/Maynooth/Celbridge - Town and/or District Centre	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	12.2	0.0	0.0	0.0	0.0	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.1	15.1	0.0	15.1	7,319	2,058	4,000	29.3	-14.2
Others	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	3.2	0.0	0.0	0.2	1.3	9.4	6.2	0.0	0.0	0.1	17.2	0.0	0.0	0.0	2.7	0.4	0.0	3.0	23.5	23.5	0.0	23.5	19,626	1,195	3,500	68.7	-45.2
SUB TOTAL: KILDARE COUNTY	0.0	0.7	0.0	2.7	0.0	2.6	0.0	0.0	0.0	3.0	0.6	0.5	0.0	10.1	0.6	0.0	6.7	172.3	91.9	47.0	18.1	1.6	0.2	338.4	0.0	2.5	0.0	87.8	12.1	0.5	102.8	451.3	451.3	0.0	451.3	75,717			366.2	85.1
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.9	5.3	0.0	0.0	0.0	0.0	0.0	0.2	46.8	1.8	48.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.1	54.1	0.0	54.1	20,661	2,619	5,000	103.3	-49.2	
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	7.0	0.0	7.4	0.0	8.4	0.0	0.0	0.0	9.1	17.4	24.9	24.9	0.0	24.9	4,539	5,480	4,500	20.4	4.4
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	4.6	10.9	63.3	78.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	79.5	79.5	0.0	79.5	18,237	4,359	3,500	63.8	15.7
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.9	6.0	0.2	0.0	0.0	0.0	0.2	4.8	64.8	65.1	135.1	0.0	8.4	0.0	0.0	0.0	9.1	17.4	158.5	158.5	0.0	158.5	43,437			187.6	-29.1	
SUB TOTAL: GDA	347.5	357.5	423.7	222.9	266.7	120.5	353.2	326.0	331.8	307.1	190.3	290.4	340.6	3,878.4	52.9	257.7	80.2	290.9	128.9	52.9	41.7	205.9	78.0	1,189.2	26.7	107.1	97.4	180.9	53.8	24.2	490.2	5,557.7	5,557.7	1,039.0	6,596.7	1,030,016			6,334.8	261.9
OUTSIDE GDA																																								
All Centres / Stores	3.0	0.9	17.4	6.3	7.6	15.2	1.4	0.0	0.5	3.7	5.8	11.9	29.4	103.0	20.9	53.3	6.2	0.6	10.4	29.8	12.5	17																		

TABLE 9a - UNADJUSTED ALL COMPARISON GOODS MARKET SHARES BY ZONE, COUNTY AND REGION IN THE BASE YEAR, 2007 (COLUMN PERCENT)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone, County and Region)																											
	Dublin											Mid East								GDA Hinterland								
	Dublin City					Fingal			South Dublin			Dun Laoghaire-Rathdown		Meath			Kildare			Wicklow			Louth	Cavan and Monaghan	Longford and West Meath	Offaly and Laois	Carlow and Kilkenny	Wexford
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28
WITHIN GDA																												
Dublin City Centre - Metropolitan Centre	73.1	16.0	45.6	50.5	35.9	14.5	25.2	14.5	12.3	24.9	37.9	25.9	26.1	4.6	8.2	11.4	21.9	18.5	4.3	20.8	17.0	7.5	5.0	9.7	15.7	11.4	9.5	0.0
Others	7.7	49.5	20.3	9.5	10.8	3.8	4.5	0.0	0.1	2.1	4.4	1.3	2.8	0.2	0.5	1.2	1.1	3.6	0.7	0.0	0.7	0.9	4.1	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: DUBLIN CITY COUNTY	80.8	65.5	65.9	60.0	46.7	18.3	29.7	14.5	12.4	27.0	42.4	27.2	28.9	4.8	8.8	12.6	23.1	22.1	5.0	20.8	17.6	8.4	9.1	9.7	15.7	11.4	9.5	0.0
Swords - Major Town Centre	0.0	2.0	12.9	0.7	0.0	48.2	54.7	0.2	1.8	0.0	0.0	0.0	0.0	0.7	2.6	0.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blanchardstown - Major Town Centre	6.5	27.9	9.2	1.0	3.4	10.8	6.9	83.2	3.7	1.2	1.3	0.4	1.1	15.6	24.1	12.0	0.8	0.3	0.0	0.2	2.3	0.5	0.0	7.9	5.7	4.0	0.3	0.0
Others	0.8	0.0	0.3	0.0	0.0	7.7	4.8	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.9	0.3	0.0	0.0	0.0	0.0	0.0	1.1
SUB TOTAL: FINGAL COUNTY	7.3	29.9	22.5	1.7	3.4	66.6	66.3	83.4	5.5	1.6	1.3	0.4	1.1	16.3	26.7	12.4	1.2	0.4	0.0	1.3	3.1	0.8	0.0	7.9	5.7	4.0	0.3	1.1
Liffey Valley - Major Town Centre	2.9	0.0	0.1	3.6	28.2	0.3	0.5	1.4	69.9	5.7	3.4	1.3	0.0	0.6	0.3	6.1	10.0	1.9	0.9	5.3	1.0	0.0	0.0	1.3	8.4	1.5	0.2	0.0
Tallaght - Major Town Centre	0.0	0.0	3.8	1.9	6.5	0.0	0.0	0.0	1.2	46.0	12.8	1.3	0.0	0.0	0.0	0.0	2.1	1.7	0.0	7.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.8	0.2	0.0	0.0	2.4	0.1	0.0	0.1	7.9	4.6	3.4	1.4	0.0	0.0	0.0	1.0	1.6	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.6	0.0	1.1
SUB TOTAL: SOUTH DUBLIN COUNTY	3.6	0.2	4.0	5.5	37.1	0.5	0.5	1.4	79.0	56.3	19.7	4.1	0.0	0.6	0.3	7.1	13.7	3.6	1.1	12.6	1.0	0.3	0.0	1.3	9.0	1.5	0.2	1.1
Dundrum - Major Town Centre	4.6	0.9	3.7	23.4	9.3	1.0	2.1	0.1	2.9	11.7	26.5	46.8	26.2	0.8	0.7	1.2	1.2	0.0	0.7	0.0	34.3	4.7	0.6	0.8	0.0	6.0	0.0	1.5
Dun Laoghaire - Major Town Centre	0.9	0.0	0.0	0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.4	14.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	2.8	0.4	0.0	0.3	0.0	0.0	0.0	0.0
Others	1.8	2.7	0.0	5.0	0.8	0.0	0.2	0.0	0.0	1.1	6.9	16.6	20.6	0.1	0.0	0.3	1.3	0.5	0.0	0.0	3.6	0.1	0.3	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: DLR COUNTY	7.3	3.6	3.7	28.9	10.0	1.0	3.1	0.2	2.9	12.9	33.4	63.8	60.8	1.2	0.7	1.8	2.4	0.5	0.7	0.0	40.6	5.1	1.0	1.1	0.0	6.0	0.0	1.5
Navan - County Town Centre	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	45.3	32.9	38.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.3	13.5	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: MEATH COUNTY	0.1	0.2	0.0	0.0	0.0	0.5	0.0	0.5	0.0	0.1	0.0	0.0	0.0	47.7	46.4	51.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.2	0.0	0.0	0.0	1.9	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.8	0.0	4.2	54.5	59.2	49.4	33.4	0.7	0.1	0.0	0.6	0.0	20.8	2.8	0.1
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.4	6.8	7.5	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.1	0.0
SUB TOTAL: KILDARE COUNTY	0.0	0.2	0.0	1.2	0.0	1.9	0.0	0.0	0.0	1.0	0.3	0.2	0.0	0.8	0.0	7.7	59.1	66.0	56.9	33.4	0.7	0.2	0.0	0.6	0.0	21.5	2.9	0.1
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	20.9	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	3.1	0.0	0.0	2.2	0.0	0.0	0.0	2.2
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	4.9	72.8	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.3	0.2	0.0	0.0	0.0	0.0	0.3	8.8	28.9	74.9	0.0	2.2	0.0	0.0	0.0	2.2
SUB TOTAL: GDA	99.2	99.7	96.1	97.2	97.2	88.8	99.6	100.0	99.8	98.8	97.1	96.1	92.1	71.7	82.9	92.8	99.8	92.6	64.0	77.0	92.0	89.7	10.1	28.3	30.4	44.3	12.9	6.0
OUTSIDE GDA																												
All Centres / Stores	0.8	0.3	3.9	2.8	2.8	11.2	0.4	0.0	0.2	1.2	2.9	3.9	7.9	28.3	17.1	7.2	0.2	7.4	36.0	23.0	8.0	10.3	89.9	71.7	69.6	55.7	87.1	94.0
SUB TOTAL OUTSIDE GDA	0.8	0.3	3.9	2.8	2.8	11.2	0.4	0.0	0.2	1.2	2.9	3.9	7.9	28.3	17.1	7.2	0.2	7.4	36.0	23.0	8.0	10.3	89.9	71.7	69.6	55.7	87.1	94.0
TOTAL (FOR HOUSEHOLD SURVEY AREA)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
Market share percentages are derived from the figures in Table 8.

TABLE 9b - ADJUSTED ALL COMPARISON GOODS MARKET SHARES BY ZONE, COUNTY AND REGION (COLUMN PERCENT)

Retail Supply: Where the Money is Spent	Consumer Demand: Where the Money Comes From (Zone, County and Region)																											
	Dublin												Mid East								GDA Hinterland							
	Dublin City					Fingal			South Dublin			Dun Laoghaire-Rathdown		Meath			Kildare			Wicklow			Louth	Cavan and Monaghan	Longford and West Meath	Offaly and Laois	Carlow and Kilkenny	Wexford
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28
WITHIN GDA																												
Dublin City Centre - Metropolitan Centre	73.8	21.3	52.1	53.1	38.5	13.5	23.2	12.5	8.3	11.9	27.9	19.9	21.1	4.6	7.7	10.3	16.9	18.5	4.3	5.8	7.0	5.5	7.0	9.7	15.7	11.4	9.5	0.0
Others	7.7	54.5	23.3	9.5	10.8	3.8	4.5	0.0	0.1	2.1	4.4	1.3	2.8	0.2	0.5	1.2	1.1	3.6	0.7	0.0	0.7	0.9	4.1	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: DUBLIN CITY COUNTY	81.5	75.8	75.4	62.6	49.3	17.3	27.7	12.5	8.4	14.0	32.3	21.2	23.9	4.8	8.2	11.5	18.0	22.1	5.0	5.8	7.7	6.4	11.1	9.7	15.7	11.4	9.5	0.0
Swords - Major Town Centre	0.0	2.0	10.9	0.7	0.0	54.7	56.7	0.2	1.8	0.0	0.0	0.0	0.0	0.7	1.1	0.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blanchardstown - Major Town Centre	6.5	17.9	5.2	1.0	3.4	13.6	6.9	85.2	1.7	0.7	0.8	0.4	1.1	6.6	10.1	6.0	0.8	0.3	0.0	0.2	2.3	0.5	0.0	7.9	5.7	4.0	0.3	0.0
Others	0.8	0.0	0.3	0.0	0.0	7.7	4.8	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.9	0.3	0.0	0.0	0.0	0.0	0.0	1.1
SUB TOTAL: FINGAL COUNTY	7.3	19.9	16.4	1.7	3.4	76.0	68.4	85.4	3.5	1.0	0.8	0.4	1.1	7.3	11.2	6.4	1.2	0.4	0.0	1.3	3.1	0.8	0.0	7.9	5.7	4.0	0.3	1.1
Liffey Valley - Major Town Centre	2.9	0.0	0.1	3.6	28.2	0.3	0.5	1.4	75.9	9.5	10.3	1.3	0.0	0.6	0.3	6.1	12.0	1.9	0.9	5.3	1.0	0.0	0.0	1.3	8.4	1.5	0.2	0.0
Tallaght - Major Town Centre	0.0	0.0	3.8	1.9	6.5	0.0	0.0	0.0	2.0	64.1	27.9	1.3	0.0	0.0	0.0	0.0	2.1	1.7	0.0	22.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.8	0.2	0.0	0.0	2.4	0.1	0.0	0.1	8.1	6.2	3.4	1.4	0.0	0.0	0.0	1.0	1.6	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.6	0.0	0.0	1.1
SUB TOTAL: SOUTH DUBLIN COUNTY	3.6	0.2	4.0	5.5	37.1	0.5	0.5	1.4	86.0	79.8	41.6	4.1	0.0	0.6	0.3	7.1	15.7	3.6	1.1	27.6	1.0	0.3	0.0	1.3	9.0	1.5	0.2	1.1
Dundrum - Major Town Centre	4.6	0.9	3.7	23.4	9.3	1.0	2.1	0.1	1.9	2.7	17.5	54.8	35.2	0.8	0.7	0.7	1.2	0.0	0.7	0.0	16.3	4.5	0.6	0.8	0.0	6.0	0.0	1.5
Dun Laoghaire - Major Town Centre	0.9	0.0	0.0	0.5	0.0	0.0	0.8	0.0	0.0	0.0	0.4	15.5	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.8	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Others	1.8	2.7	0.0	5.0	0.8	0.0	0.2	0.0	0.0	1.1	6.9	16.6	21.1	0.1	0.0	0.3	1.3	0.5	0.0	0.0	1.6	0.1	0.3	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: DLR COUNTY	7.3	3.6	3.7	28.9	10.0	1.0	3.1	0.2	1.9	3.8	24.4	71.8	71.8	1.2	0.7	1.3	2.4	0.5	0.7	0.0	18.7	5.0	1.0	1.1	0.0	6.0	0.0	1.5
Navan - County Town Centre	0.1	0.2	0.0	0.0	0.0	2.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	80.9	62.6	53.2	0.3	2.0	0.0	0.0	0.0	0.0	0.0	9.4	3.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.5	13.5	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: MEATH COUNTY	0.1	0.2	0.0	0.0	0.0	2.4	0.0	0.5	0.0	0.1	0.0	0.0	0.0	83.4	76.1	65.7	0.3	2.0	0.0	0.0	0.0	0.0	0.0	9.4	3.0	0.0	0.0	0.0
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.2	0.0	0.0	0.0	1.9	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.8	0.0	4.2	55.7	61.2	64.4	29.4	0.7	0.1	0.0	0.6	0.0	20.8	3.9	0.1
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	5.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.5	0.2	0.7	6.8	7.5	0.0	0.2	0.0	0.0	0.0	0.7	0.1	0.0	0.0
SUB TOTAL: KILDARE COUNTY	0.0	0.2	0.0	1.2	0.0	1.9	0.0	0.0	0.0	1.0	0.3	0.2	0.0	0.8	0.5	7.7	62.1	68.0	71.9	29.4	0.7	0.2	0.0	0.6	0.0	21.5	4.0	0.1
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	7.7	42.1	3.0	0.0	0.0	0.0	0.0	0.0	0.0
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	2.1	11.0	1.8	0.0	2.2	0.0	0.0	0.0	2.2
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.0	20.1	13.8	81.6	0.0	0.0	0.0	0.0	0.0	8.0
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.3	0.2	0.0	0.0	0.0	0.0	2.3	29.8	66.9	86.4	0.0	2.2	0.0	0.0	10.2	
SUB TOTAL: GDA	99.8	100.0	99.5	99.8	99.8	99.1	99.7	100.0	99.8	99.7	99.5	98.0	98.1	98.5	97.0	99.7	99.8	96.6	81.0	93.9	98.0	99.0	12.1	32.4	33.4	44.3	13.9	14.0
OUTSIDE GDA																												
All Centres / Stores	0.2	0.0	0.5	0.2	0.2	0.9	0.4	0.0	0.2	0.3	0.5	2.0	1.9	1.5	3.0	0.3	0.2	3.4	19.0	6.1	2.0	1.0	87.9	67.6	66.6	55.7	86.1	86.0
SUB TOTAL OUTSIDE GDA	0.2	0.0	0.5	0.2	0.2	0.9	0.4	0.0	0.2	0.3	0.5	2.0	1.9	1.5	3.0	0.3	0.2	3.4	19.0	6.1	2.0	1.0	87.9	67.6	66.6	55.7	86.1	86.0
TOTAL (FOR HOUSEHOLD SURVEY AREA)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
Some of the market share percentages have been adjusted from those set out in Table 9a, to reflect planning policy aims and aspirations for certain centres and Council areas.

TABLE 10 - ALL COMPARISON GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2016 (€ MILLION)

Centre	Consumer Demand: Where the Money Comes From (Zone, County and Region)																												Expenditure Drawn From Survey Area (Zones 1-28)	Estimated Inflow Expenditure ⁽¹⁾	All Comparison Goods Turnover				
	Dublin													SUB TOTAL DUBLIN	Mid East									SUB TOTAL MID EAST	GDA Hinterland							SUB TOTAL GDA HINTERLAND	TOTAL HOUSEHOLD SURVEY AREA		
	Dublin City				Fingal			South Dublin			Dun Laoghaire-Rathdown				Meath			Kildare			Wicklow				Louth	Cavan and Monaghan	Longford and West Meath	Offaly and Laois						Carlow and Kilkenny	Wexford
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13		Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22		Zone 23	Zone 24	Zone 25	Zone 26						Zone 27	Zone 28
																												A	B	C = A + B					
WITHIN GDA																																			
Dublin City Centre - Metropolitan Centre	459.0	117.9	352.4	198.6	162.0	32.9	157.5	69.5	51.2	58.6	75.9	97.9	127.7	1960.9	5.1	40.3	14.5	79.7	44.1	5.6	5.7	29.1	8.0	232.1	30.3	60.2	88.6	77.1	64.6	0.0	320.8	2,513.8	2,513.8	1,409.1	3,922.9
Others	47.9	301.6	157.6	35.5	45.6	9.1	30.5	0.0	0.7	10.2	12.1	6.5	16.8	674.0	0.3	2.7	1.7	5.3	8.5	0.9	0.0	2.7	1.3	23.3	17.8	0.0	0.0	0.0	0.0	0.0	17.8	715.2	715.2	0.0	715.2
SUB TOTAL: DUBLIN CITY COUNTY	506.9	419.4	510.0	234.1	207.6	42.0	188.0	69.5	51.8	68.7	88.0	104.4	144.5	2,634.9	5.4	43.0	16.2	84.9	52.6	6.5	5.7	31.8	9.3	255.4	48.2	60.2	88.6	77.1	64.6	0.0	338.6	3,229.0	3,229.0	1,409.1	4,638.1
Swords - Major Town Centre	0.0	11.2	73.7	2.7	0.0	133.1	385.0	1.2	11.3	0.0	0.0	0.0	0.0	618.2	0.8	5.8	0.5	0.0	0.0	0.0	1.1	0.0	0.0	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	626.4	626.4	0.0	626.4
Blanchardstown - Major Town Centre	40.3	99.0	35.2	3.8	14.3	33.1	46.7	473.5	10.5	3.4	2.2	1.8	6.6	770.3	7.3	52.9	8.4	3.8	0.8	0.0	0.2	9.4	0.8	83.6	0.0	49.1	32.1	26.8	2.3	0.0	110.3	964.2	964.2	0.0	964.2
Others	5.0	0.0	2.1	0.0	0.0	18.7	32.6	0.0	0.0	1.7	0.0	0.4	0.0	60.5	0.0	0.0	0.0	1.8	0.2	0.0	0.0	3.6	0.4	6.0	0.0	0.0	0.0	0.3	0.0	7.4	7.7	74.2	74.2	0.0	74.2
SUB TOTAL: FINGAL COUNTY	45.3	110.2	111.0	6.5	14.3	184.9	464.3	474.8	21.7	5.2	2.2	2.2	6.6	1,449.0	8.1	58.7	8.9	5.6	1.0	0.0	1.3	13.0	1.2	97.7	0.0	49.1	32.1	27.1	2.3	7.4	118.1	1,664.8	1,664.8	0.0	1,664.8
Liffey Valley - Major Town Centre	17.9	0.0	0.9	13.3	118.6	0.8	3.2	7.6	467.9	46.7	28.0	6.6	0.0	711.6	0.7	1.4	8.6	56.6	4.5	1.2	5.2	4.1	0.0	82.2	0.0	8.3	47.3	9.9	1.2	0.0	66.7	860.5	860.5	0.0	860.5
Tallaght - Major Town Centre	0.0	0.0	25.9	7.2	27.3	0.0	0.0	0.0	12.3	315.4	75.9	6.6	0.0	470.6	0.0	0.0	0.0	9.8	4.0	0.0	21.9	0.0	0.0	35.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	506.2	506.2	0.0	506.2
Others	4.7	1.3	0.0	0.0	10.1	0.3	0.0	0.3	49.9	30.5	9.4	6.8	0.0	113.3	0.0	0.0	1.4	7.7	0.0	0.3	0.0	0.0	0.4	9.8	0.0	0.0	3.5	0.0	0.0	7.4	10.9	134.0	134.0	0.0	134.0
SUB TOTAL: SOUTH DUBLIN COUNTY	22.6	1.3	26.8	20.5	156.0	1.1	3.2	7.8	530.2	392.7	113.3	20.0	0.0	1,295.5	0.7	1.4	10.0	74.0	8.5	1.5	27.1	4.1	0.4	127.6	0.0	8.3	50.9	9.9	1.2	7.4	77.6	1,500.7	1,500.7	0.0	1,500.7
Dundrum - Major Town Centre	28.5	5.1	25.3	87.5	39.0	2.6	14.0	0.7	11.7	13.3	47.6	269.6	213.1	757.9	0.9	3.8	1.0	5.5	0.0	0.9	0.0	67.7	6.6	86.4	2.8	4.9	0.0	40.2	0.0	10.4	58.3	902.7	902.7	0.0	902.7
Dun Laoghaire - Major Town Centre	5.6	0.0	0.0	1.7	0.0	0.0	5.4	0.0	0.0	0.0	0.0	1.9	93.8	108.6	0.3	0.0	0.4	0.0	0.0	0.0	3.2	0.5	4.4	0.0	2.0	0.0	0.0	0.0	0.0	2.0	114.9	114.9	0.0	114.9	
Others	11.1	15.0	0.0	18.7	3.2	0.0	1.6	0.2	0.0	5.6	18.8	81.5	127.7	283.5	0.1	0.0	0.5	6.1	1.3	0.0	0.0	6.6	0.1	14.7	1.4	0.0	0.0	0.0	0.0	0.0	1.4	299.6	299.6	0.0	299.6
SUB TOTAL: DLR COUNTY	45.2	20.1	25.3	107.9	42.2	2.6	21.1	0.9	11.7	18.9	66.4	353.1	434.6	1,150.0	1.4	3.8	1.8	11.5	1.3	0.9	0.0	77.5	7.2	105.5	4.2	6.9	0.0	40.2	0.0	10.4	61.8	1,317.3	1,317.3	0.0	1,317.3
Navan - County Town Centre	0.8	1.2	0.0	0.0	0.0	5.1	0.0	0.4	0.0	0.5	0.0	0.0	0.0	8.0	89.9	327.9	74.8	1.5	4.8	0.0	0.0	0.0	0.0	498.8	0.0	58.2	16.9	0.0	0.0	0.0	75.1	581.9	581.9	0.0	581.9
Others	0.0	0.0	0.0	0.0	0.0	0.8	0.0	2.4	0.0	0.0	0.0	0.0	0.0	3.2	2.8	70.5	17.6	0.0	0.0	0.0	0.0	0.0	0.0	90.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	94.1	94.1	0.0	94.1
SUB TOTAL: MEATH COUNTY	0.8	1.2	0.0	0.0	0.0	5.9	0.0	2.7	0.0	0.5	0.0	0.0	0.0	11.2	92.7	398.4	92.5	1.5	4.8	0.0	0.0	0.0	0.0	589.7	0.0	58.2	16.9	0.0	0.0	0.0	75.1	676.0	676.0	0.0	676.0
Naas/Newbridge/Kilcullen - County Town Centre	0.0	1.0	0.0	0.0	0.0	4.7	0.0	0.0	0.0	4.7	0.8	0.0	0.0	11.3	0.9	0.0	5.9	262.5	145.9	84.8	28.8	3.0	0.1	531.9	0.0	4.0	0.0	140.9	26.6	0.8	172.4	715.6	715.6	0.0	715.6
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	26.9	0.1	0.0	0.0	0.0	0.0	31.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.5	31.5	0.0	31.5
Others	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	5.2	0.0	2.6	0.3	3.3	16.1	9.9	0.0	0.0	0.2	32.4	0.0	0.0	0.0	4.4	0.6	0.0	5.0	42.7	42.7	0.0	42.7
SUB TOTAL: KILDARE COUNTY	0.0	1.0	0.0	4.4	0.0	4.7	0.0	0.0	0.0	4.7	0.8	0.8	0.0	16.5	0.9	2.6	10.9	292.7	162.1	94.6	28.8	3.0	0.3	595.9	0.0	4.0	0.0	145.4	27.2	0.8	177.4	789.9	789.9	0.0	789.9
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	8.0	8.7	0.0	0.0	0.0	0.0	0.0	7.5	174.9	4.4	186.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	195.5	195.5	0.0	195.5	
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.4	2.1	45.7	2.6	51.0	0.0	13.7	0.0	0.0	15.5	29.2	80.3	80.3	0.0	80.3	
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	2.6	19.6	57.3	118.9	198.6	0.0	0.0	0.0	0.0	55.6	55.6	255.3	255.3	0.0	255.3	
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	8.0	0.0	9.8	0.3	0.0	0.0	0.0	0.0	3.0	29.2	278.0	125.9	436.4	0.0	13.7	0.0	0.0	71.1	84.8	531.0	531.0	0.0	531.0	
SUB TOTAL: GDA	620.9	553.3	673.0	373.4	420.0	241.2	676.6	555.7	615.5	490.7	270.7	482.3	593.7	6,567.0	109.4	507.8	140.2	470.2	230.2	106.6	92.0	407.3	144.4	2,208.3	52.4	200.4	188.6	299.7	95.3	97.1	933.4	9,708.7	9,708.7	1,409.1	11,117.8
OUTSIDE GDA																																			
All Centres / Stores	1.2	0.0	3.4	0.7	0.8	2.2	2.7	0.0	1.0	1.5	1.4	9.8	11.5	36.3	1.7	15.7	0.4	1.0	8.1	25.0	6.0	8.3	1.5	67.6	381.0	418.3	376.2	376.5	588.1	597.5	2,737.7	2,841.6			
SUB TOTAL OUTSIDE GDA	1.2	0.0	3.4	0.7	0.8	2.2	2.7	0.0	1.0	1.5	1.4	9.8	11.5	36.3	1.7	15.7	0.4	1.0	8.1	25.0	6.0	8.3	1.5	67.6	381.0	418.3	376.2	376.5	588.1	597.5	2,737.7	2,841.6			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	622.0	553.3	676.4	374.0	420.8	243.3	679.0	555.8	616.5	492.0	272.0	492.0	605.3	6,603.3	111.1	523.7	140.6	471.3	238.4	131.7	98.0	415.5	145.8	2,275.9	433.5	618.8	564.9	676.2	683.1	694.7	3,671.1	12,550.3			

Notes:
 For each cell, the monetary figure is derived by multiplying the 2016 available comparison goods expenditure in the zone (exclu. SFT) (Table 4) by the adjusted comparison goods market share of the specified centre in that zone (Table 9b).
 (1) Estimated by Colliers CRE (see Appendix 4c).

TABLE 11 - CALCULATION OF POTENTIAL ALL COMPARISON GOODS HEADROOM EXPENDITURE, 2016 (€ MILLION)

Centre	2007 Turnover	2016 Turnover Potential	Turnover Allocation for Existing Retailers 2007-2016	Residual Turnover Potential by 2016	Potential Headroom Expenditure by 2016
	A	B	C ⁽¹⁾	D = B - C	E = D - A
	(Table 8, C)	(Table 10, C)			
Dublin City Centre - Metropolitan Centre	2666.2	3922.9	443.1	3479.8	813.6
Others	420.9	715.2	66.6	648.6	227.7
SUB TOTAL: DUBLIN CITY COUNTY	3087.1	4638.1	509.7	4128.4	1041.3
Swords - Major Town Centre	341.6	626.4	47.1	579.2	237.6
Blanchardstown - Major Town Centre	680.1	964.2	93.5	870.8	190.7
Others	40.9	74.2	21.9	52.4	11.5
SUB TOTAL: FINGAL COUNTY	1062.6	1664.8	162.5	1502.4	439.8
Liffey Valley - Major Town Centre	446.5	860.5	73.1	787.4	340.9
Tallaght - Major Town Centre	227.7	506.2	45.5	460.7	233.0
Others	74.1	134.0	27.4	106.7	32.6
SUB TOTAL: SOUTH DUBLIN COUNTY	748.3	1500.7	145.9	1354.8	606.5
Dundrum - Major Town Centre	584.1	902.7	44.0	858.7	274.6
Dun Laoghaire - Major Town Centre	68.3	114.9	12.9	102.0	33.7
Others	187.8	299.6	48.1	251.5	63.7
SUB TOTAL: DLR COUNTY	840.2	1317.3	105.0	1212.2	372.1
Navan - County Town Centre	192.5	581.9	31.9	550.0	357.5
Others	56.3	94.1	21.9	72.3	16.0
SUB TOTAL: MEATH COUNTY	248.8	676.0	53.8	622.2	373.5
Naas/Newbridge/Kilcullen - County Town Centre	412.8	715.6	45.3	670.3	257.5
Leixlip/Maynooth/Celbridge - Town and/or District Centre	15.1	31.5	4.9	26.6	11.5
Others	23.5	42.7	11.6	31.1	7.6
SUB TOTAL: KILDARE COUNTY	451.3	789.9	61.9	728.0	276.7
Bray - Major Town Centre	54.1	195.5	17.5	178.0	123.9
Wicklow - County Town Centre	24.9	80.3	3.5	76.8	51.9
Others	79.5	255.3	10.8	244.5	165.0
SUB TOTAL: WICKLOW COUNTY	158.5	531.0	31.7	499.3	340.8
TOTAL: GDA	6596.7	11117.8	1070.5	10047.3	3450.6

Notes:

(1) It is assumed that existing comparison goods floorspace at the base year (2007) will achieve real sales productivity gains of 1.75% per annum. This figure is based on in-depth research carried out by Experian in the UK (see Appendix 5), with an adjustment to reflect the retail economy of the GDA and the planning aspirations of the Councils. The sales productivity gains are applied to the estimated 2007 benchmark comparison goods turnovers of each centre as set out in Table 8 (Column G).

TABLE 12 - NEED FOR ADDITIONAL COMPARISON GOODS FLOORSPACE AT 2016

Centre	Potential Headroom Expenditure by 2016 (€m)	Adjustment for Over / Under Trading in Base Year (€m)	Comparison Goods Headroom Expenditure by 2016 (€m)	Assumed Sales Density in 2016 ⁽¹⁾ (€ per sq.m)	Estimated Retail Floorspace Need in 2016 (sq.m net)	Estimated Retail Floorspace Need in 2016 Assuming All Non-Bulky Comparison Goods (sq.m gross) ⁽²⁾	Estimated Retail Floorspace Need in 2016 Assuming All Bulky Comparison Goods (sq.m gross) ⁽²⁾
	A	B	C = A + B	D	E = C / D	F	G
	(Table 11, E)	(Table 8, H)					
Dublin City Centre - Metropolitan Centre	813.6	44.0	857.6	8,183	104,807	158,798	116,452
Others	227.7	27.1	254.8	8,183	31,136	47,176	34,596
SUB TOTAL: DUBLIN CITY COUNTY	1,041.3	71.1	1,112.4		135,942	205,973	151,047
Swords - Major Town Centre	237.6	62.7	300.3	8,183	36,703	55,610	40,781
Blanchardstown - Major Town Centre	190.7	127.1	317.7	8,183	38,827	58,829	43,141
Others	11.5	-88.6	-77.1	8,183	-9,421	-14,274	-10,467
SUB TOTAL: FINGAL COUNTY	439.8	101.2	541.0		66,109	100,165	73,454
Liffey Valley - Major Town Centre	340.9	13.8	354.7	8,183	43,345	65,674	48,161
Tallaght - Major Town Centre	233.0	-41.3	191.7	8,183	23,428	35,498	26,032
Others	32.6	-87.8	-55.3	8,183	-6,753	-10,232	-7,503
SUB TOTAL: SOUTH DUBLIN COUNTY	606.5	-115.4	491.1		60,020	90,940	66,689
Dundrum - Major Town Centre	274.6	323.6	598.2	8,183	73,100	110,758	81,222
Dun Laoghaire - Major Town Centre	33.7	-8.1	25.6	8,183	3,129	4,742	3,477
Others	63.7	-97.0	-33.2	8,183	-4,059	-6,150	-4,510
SUB TOTAL: DLR COUNTY	372.1	218.5	590.6		72,170	109,349	80,189
Navan - County Town Centre	357.5	3.6	361.1	8,183	44,127	66,859	49,030
Others	16.0	-73.1	-57.1	8,183	-6,983	-10,580	-7,759
SUB TOTAL: MEATH COUNTY	373.5	-69.5	304.0		37,144	56,279	41,271
Naas/Newbridge/Kilcullen - County Town Centre	257.5	144.5	402.1	8,183	49,134	74,445	54,593
Leixlip/Maynooth/Celbridge - Town and/or District Centre	11.5	-14.2	-2.7	8,183	-327	-495	-363
Others	7.6	-45.2	-37.6	8,183	-4,599	-6,969	-5,111
SUB TOTAL: KILDARE COUNTY	276.7	85.1	361.7		44,207	66,981	49,119
Bray - Major Town Centre	123.9	-49.2	74.7	8,183	9,130	13,833	10,144
Wicklow - County Town Centre	51.9	4.4	56.4	8,183	6,890	10,439	7,655
Others	165.0	15.7	180.6	8,183	22,075	33,448	24,528
SUB TOTAL: WICKLOW COUNTY	340.8	-29.1	311.7		38,095	57,719	42,328
TOTAL: GDA	3,450.6	261.9	3,712.5		453,689	687,407	504,099

Notes:

- (1) The derivation of the 2016 assumed average sales density estimate is set out in Chapter 5 of the main report.
(2) The net floorspace figures in Column E are converted to gross floorspace estimates by applying the net to gross ratios set out in Appendix 1.