Appendix

Retail Strategy for the Greater Dublin Area

APPENDIX 1 - METHODOLOGY, DATA SOURCES AND ASSUMPTIONS

Objectives

A1.1 A key objective of this study is to utilise the most recent and robust sources of data and estimate the need for additional retail floorspace within the GDA through to 2016. The quantitative assessment has been undertaken for each of the two main categories of retailing – convenience goods and comparison goods.

A1.2 Although the assessment is necessarily detailed and relatively complex, transparency has been sought in all the calculations. A traditional approach to estimating quantitative retail need has been adopted and the very latest published data, including a specially commissioned report by Experian on consumer retail expenditure and a range of consumer surveys has been incorporated. This should ensure that the assessment is up to date, comprehensive and robust.

A1.3 This chapter sets out in more detail the methodology employed, summarises the role of the household telephone survey and (for convenience) sets out in one place the main assumptions and definitions which have been used and the principal sources of data..

Quantitative Need Methodology

A1.4 The quantitative need for additional retail floorspace within an area (or region) is dependent on the future relationship between the demand for and supply of space, ideally after taking into account the extent (if any) of any over/under trading that is occurring at the base year. The demand for floorspace is then determined by assessing the likely growth in the volume of consumer retail expenditure, while an assessment of floorspace supply involves quantifying the extent to which proposed changes in the location, quality and quantity of retail floorspace will meet the forecast increases in expenditure. Any monetary shortfall of supply relative to demand in the future indicates there is a need for more floorspace in quantitative terms. The scale of additional retail provision is then determined by converting any excess of consumer expenditure (or headroom expenditure) into a retail floorspace need by applying appropriate sales densities. In practice, because shopping patterns are complex and vary for different types of goods, the methodology utilises survey data to determine base year shopping patterns.

A1.5 The methodology for estimating quantitative need may be summarised as follows:-

*Step 1: Catchment Area Definition- T*he catchment area should be defined with regard to the study objective. For this study it includes all of the GDA and its wider shopping hinterland.

Step 2: Calculate Total Available Expenditure in the Survey Area- using information from expenditure per head and population growth estimates broken into the 28 zone areas, and adjusted to take account of special forms of trading.

Step 3: Application of "Market Shares" to Determine Amount of Retained Expenditure- using results of the three shopping surveys, future population growth patterns, extent of catchment areas and assessing the distribution and volume of locally available consumer expenditure and balancing it against retail turnover estimates. This should include resident population, but also any in-flow retail expenditure from people living outside the catchment area. The main types of inflow expenditure come from long distance shoppers and tourists.

Step 4: Determine Whether the Existing Retail Economy is Trading at Equilibrium- At this stage, the adequacy of the existing retail provision within the GDA in quantitative terms is assessed. For example, if actual turnovers assessed exceed the benchmark turnovers, it could be argued that the floorspace is over-trading and, therefore, there may be an existing need for additional retail floorspace. Alternatively, if actual turnovers are less than benchmark levels then the floorspace may be assumed to be under-trading, signalling a potential over-supply of existing retail floorspace.

Step 5: Calculate Growth in Retained Expenditure through to the Forecast Years- Having determined the base year (2007) "market shares" and levels of retained comparison goods expenditure within the GDA as a whole and its constituent Council areas, the principle of market shares is used to calculate how much more spending or trade the GDA could expect to attract in the future as a result of the forecast growth in available catchment area expenditure.

Step 6: Determine Level of Potential Headroom Expenditure in the Forecast Year- Not all of the increase in turnover potential within the GDA (and its Council areas) is available by the forecast year to support additional comparison goods shopping. In this stage account is taken of the reduction in some of the forecast growth in expenditure as it is allocated to existing retailers as they increase their sales productivities in real terms over time.

Step 7: Determine Level of Residual Headroom Expenditure in the Forecast Year- this stage adjusts the potential headroom expenditures calculated for 2016 by taking into account the extent (if any) of any over or under-trading that is occurring at the base year (2007).

Step 8: Estimate Capacity for Additional Retail Floorspace at the Forecast Years- the adjusted headroom expenditures are converted into retail floorspace requirements for the GDA and for each Council area.

Step 9: Allow for Retail Services- 20% is added to the retail floorspace requirements to reflect the high level of units which, when built, will be taken up by non retail uses- units such as hairdressers, bookmakers, coffee shops for example.

The Household Telephone Survey

Objectives of the Survey

A1.11 The household survey forms an important role in the quantitative need assessment since it provides important information on the current pattern of shopping activity throughout the GDA and its shopping hinterland. As such, it forms the foundation upon which the retail need estimates are built.

A1.12 A major aim of the survey is to generate quantitative data on consumer retail expenditure flows between areas or zones (where people live) and retail centres (where they spend their money). This has been carried out for the following three types of shopping:-

- convenience goods
- non-bulky comparison goods
- bulky comparison goods

(although in our quantitative need assessment the latter two categories have been amalgamated).

Definition of the Survey Area

A1.13 The outer boundary of the household survey area was agreed with the Councils. It is relatively extensive and includes 10 counties outside of the GDA. It has been drawn to encompass the shopping catchment areas of Dublin City Centre and other main towns within the GDA.

Definition of the Expenditure Zones

A1.14 For the purpose of sampling and analysis, the survey area has been divided into 28 zones (Figure 1.A). These zones are defined on the basis of DED boundaries and each zone comprises one or more ED's (formerly DED's). Furthermore, the amalgamation of one or more zones defines a county. Thus, the hierarchy of geographies used in the survey is consistent with administrative boundaries at the county and regional level. The number and geographical definition of zones was agreed with the Councils prior to the commencement of the survey.

A1.15 In broad terms the zones relate to natural shopping activity areas on the ground and to the size and distribution of retail centres. There are relatively more zones covering the Dublin Region than the Mid East, because Dublin has the largest population and the more developed and complex pattern of retail offer. The zones for the GDA shopping hinterland are even larger because the focus is on estimating the inflow of spend into the GDA rather than to generate a detailed understanding of shopper behaviour locally.

A1.16 The general configuration of the 28 zones and how each relates to the administrative structure of the GDA and its shopping hinterland, is shown in **Figures 1.A and 1.B** overleaf.

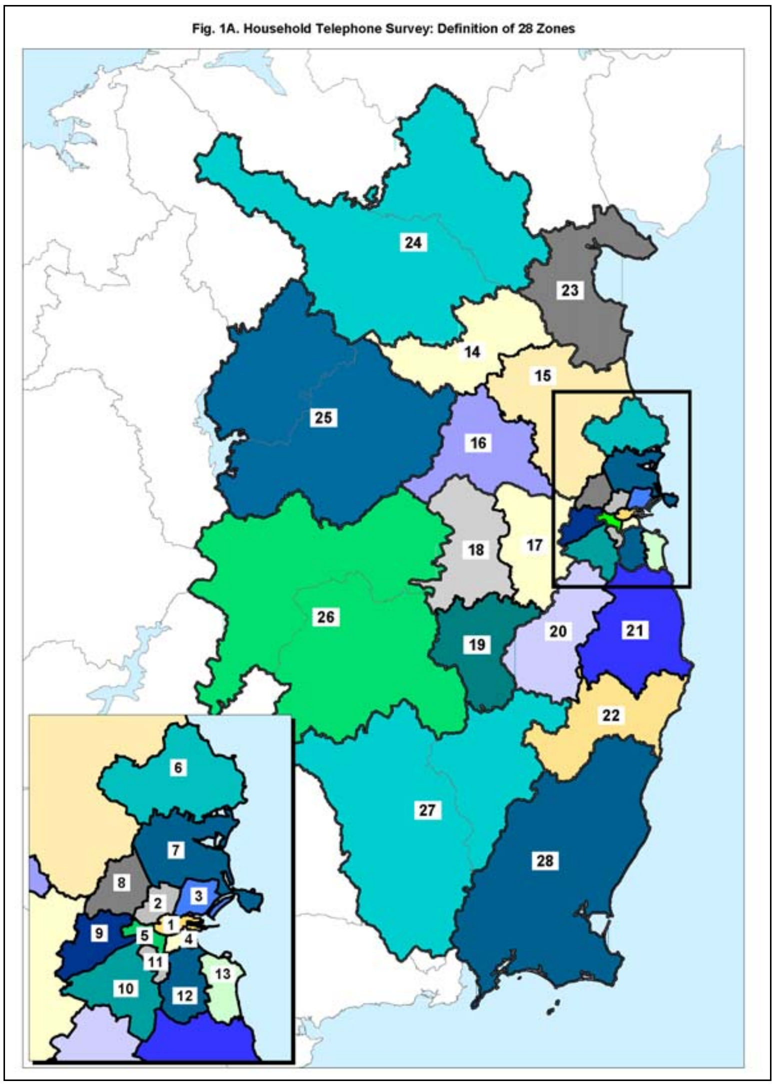

Figure 1A: Definition of the 28 Zones

Fig. 1B

DIAGRAM SUMMARISING THE SPATIAL RELATIONSHIP BETWEEN THE HOUSEHOLD SURVEY AREA, GDA, REGIONS, CONSTITUENT COUNTIES AND HOUSEHOLD SURVEY ZONES

Entire Survey Area	GDA Household Survey Area												
GDA/GDA Hinterland	GDA							GDA Hinterland					
Region	Dublin				Mid East			Other Regions of Republic of Ireland					
County	Dublin City	Fingal	South Dublin	DLR	Meath	Kildare	Wicklow	Louth	Cavan & Monaghan	Longford & West Meath	Offaly & Laois	Carlow & Kilkenny	Wexford
Zone(s)	1,2,3, 4 and 5	6, 7 and 8	9,10 and 11	12 and 13	14, 15 and 16	17, 18 and 19	20, 21 and 22	23	24	25	26	27	28

Figure 1.B: Spatial Relationship Between Zones, Counties and Regions

The Survey Questionnaire

A1.17 The survey questionnaire was drafted in consultation with the Councils and their agreement was obtained prior to the commencement of interviewing. A copy of the questionnaire is reproduced in **Appendix 3b**. Fieldwork for the household survey was carried out between 16 October and 4 December, 2007.

The Young Persons Street Survey

A1.18 In the preparation for the telephone survey of residents within the GDA and its shopping hinterland it was considered that it was possible that the telephone survey could generate a sample with a material under-representation of young people (i.e. those aged between 16 and 34 years of age), because respondents in this age group are less likely to be at home and/or have a landline telephone. This was considered to be particularly problematic in areas of Dublin City, where the age profile is skewed significantly towards the young.

A1.19 For this reason, it was agreed that the household telephone survey would be supplemented by an additional survey of 750 people aged between 16 and 34 years. These interviews were carried out face to face on the street in Dublin City Centre (500 interviews) and at Dundrum Town Centre (250 interviews). The questionnaire was (virtually) identical to that used for the household telephone survey. It is reproduced in **Appendix 3c.**

A1.20 The responses to the young persons survey were then **added** to those of the main telephone survey according to the zone in which the respondent lived. This ensures that the amalgamated or total sample of households reflects the actual age profile of the survey area as a whole. **Table A1.1** confirms that the match is very close.

Table A1.1 Actual vs Household Survey Age Profiles

Age Group (Years)	Actual[1] (Col %)	Colliers CRE[2] (Col %)
15-34	40.1	41.3
35-54	33.9	33.5
55+	25.9	25.3
Total	**100.0**	**100.0**

[1] 2006 Census (excludes residents aged 14 years or less)

[2] Household survey – results summarised in full in **Appendix 3d.**

<u>Sampling</u>

A1.21 For the GDA household survey, structured interviews were carried out with the person responsible for the main shop in a total of 5,750 households (including the Young Persons survey) to ascertain their actual shopping patterns and their views. The survey was structured so that a minimum of 200 interviews took place with persons living in each zone within the GDA. At the analysis stage of the survey, the individual samples are then "weighted" to their appropriate representation within the survey population to produce an overall result which is representative of the survey area as a whole. Without the weighting, the less densely populated zones would have a disproportionately large effect on the overall survey results, contrary to their population size. The whole principle of weighting therefore allows the characteristics of less densely populated zones to be represented without the unnecessary cost of a grossly inflated sample. **Appendix 3a** provides a more detailed statistical synopsis of the sampling methodology and the degree of confidence which can be attributed to the results.

Survey Analysis and Results

A1.23 In so far as the survey results are used to inform the assessment of retail need within the GDA, the principal data which the survey generates is the percentage market share (in terms of expenditure) of towns and other centres within the Greater Dublin Area. This is analysed separately for convenience goods and comparison goods shopping. Using this quantitative information, it is possible to build-up a detailed picture of existing shopper behaviour within the GDA. In particular, the data allows the existing catchment areas and retail turnovers of the constituent Council areas and main centres to be determined. **Appendix 3d** sets out the key results of the household survey, whilst **Appendix 3e** provides full details of the expenditure market shares produced by the survey for each retail centre and zone, and for each category of goods. The survey forms the foundation for the retail floorspace need assessment and the policy direction of the Strategy.

Principal Data Sources

A1.24 The quantitative retail need assessment utilises five major sources of data. All of the sources are **new** to this study. The data sources are as follows:-

Data on shopping trips patterns and consumer retail expenditure flows

Source: The results of a new household survey of the GDA and its shopping hinterland carried out during October/November, 2007 have been used. The survey has been described at paragraphs A1.11 to A1.23 above.

Data on population and population projections

Source: For the 28 zones which constitute the survey area, population figures for 2006 have been sourced from the 2006 Census and are built-up using populations at ED level. Population projections have been supplied by, and are consistent with the Regional Planning Guidelines adopted projections as revised in April 2007.

Data on consumer retail expenditure per head

Source: Data on average convenience goods and comparison goods expenditure per head for 2006 has been obtained from Experian for the resident populations living within each of the 28 zones that constituent our household survey area. The expenditure per head data is set out in Appendix 5.

Data on existing retail floorspace

Source: Existing retail floorspace stock totals by region and county, and disaggregated into convenience goods, non-bulky comparison goods and bulky comparison goods, have been estimated by updating baseline retail floorspace stock figures from the 2001 Retail Strategy[1] by adding to the 2001 totals any major retail floorspace completions through to September 2007 (information supplied by the seven Councils within the GDA).[2]

The present retail (September 2007) floorspace stock estimates are set out in full in **Appendix 6b**.

Data on retail commitments

Source Based on information supplied by the seven Councils, comprehensive schedules of retail floorspace in the development pipeline throughout the GDA have been prepared. The floorspace data is disaggregated by region and Council area and is

[1] DTZ Pieda Consulting, GDA Retail Planning Strategy, November 2001, Working Paper 4.

[2] In practice, the Councils only supplied details of their larger completed retail developments.

presented separately for convenience goods, non-bulky comparison goods and bulky comparison goods. To ensure consistency across the GDA (and because every study has to adopt a time cut-off) only those retail schemes under construction or with planning consent (but not yet open for trading) as at September 2007 are included. A schedule providing full details of the retail development pipeline is reproduced in **Appendix 6b.**

Interpretation and Definition

A1.25 In addition to the principal sources of data, there are a number of further definitions, assumptions and forecasts which have been adopted throughout this study. These are as follows:-

Composition of Main Retail Goods Categories

A1.27 In this study separate quantitative need assessments for convenience goods and comparison goods floorspace have been carried out.[1]

Base Year

A1.28 A base year of 2007 has been adopted.

Forecast Year(s)

A1.29 The quantitative retail need is forecast at 2016. Whilst 2011 was initially proposed due to the short time from publication of the Strategy and the date it was considered to be of little benefit.

Price Base

A1.30 All monetary figures in this report are given in **constant 2006 prices**. This is the price base for the consumer expenditure per head data obtained from Experian.

Future Growth in Consumer Retail Expenditure Per Head

A1.31 Future spending levels have an important bearing on the need for additional retail floorspace. The expenditure growth rates used are therefore critical to the validity

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[1] The individual type of goods which define each broad category are set in **Appendix 6a.**

of the overall quantitative need assessment and it is vital that up to date, realistic and robust sources are used.

A1.32 This assessment uses 2006 based expenditure forecasts produced by Experian specifically for this study. The full Experian report, which explains the forecasting methodology, provides comparisons with the UK and presents full details of the expenditure forecasts, is reproduced in **Appendix 5**. Experian has generated annual forecasts of changes in consumer retail expenditure per head from 2006 through to 2016. Separate forecasts have been produced for:-

- Convenience goods
- Non-bulky comparison goods
- Bulky comparison goods

and for the following two regions

- Dublin
- the Mid East

A1.33 Experian's expenditure forecasts are estimates of future spending based on an economic model of disaggregated consumer spending. They differ from expenditure projections that are estimates of future spending based on the extrapolation of past trends. Experian advises that when carrying out longer term retail need assessments, the use of forecasts is preferred to projections, since they incorporate the strong likelihood of changing spending patterns amongst consumers over the coming years in a way projections can not.

A1.34 Following the advice of Experian, it is its expenditure forecasts which have been adopted in this study. These are summarised in **Table A1.2**.

Table A1.2: Expenditure Per Head Growth Forecasts, 2007-2016

Average Annual Growth in Spending Per head (% Constant Prices)			
Goods Category	**Dublin Region**	**Mid East Region**	**Republic of Ireland**
Convenience Goods	1.1	0.9	0.8
Comparison Goods	4.8	4.5	4.4
All Retail Goods	3.3	3.0	2.9

Source: Experian (full details are set out in **Appendix 5**)

In- Flow Expenditure

A1.35 In-flow expenditure into the GDA originates from the two principal sources:-

- Irish residents living outside the GDA;
- Domestic and overseas visitors/tourists staying in the GDA.

A1.36 By extending the household survey area to well beyond the GDA itself (see **Figure 5.1**), the objective is to capture virtually all day trips made into the GDA for shopping purpose by Irish residents. However, this survey does not provide any information on spend generated by visitors/tourists, which in the case of Dublin makes a significant contribution to the city's retail economy. To compensate for this a separate street questionnaire survey of 500 visitors/tourists within Dublin City Centre was undertaken, which is the location that is likely to attract the vast majority of visitor/tourist expenditure on shopping.

A1.37 The visitor/tourist survey questionnaire and main results are presented in **Appendices 4a** and **4b**, whilst **Appendix 4c** sets out the methodology of using the survey results in combination with data published by Failte Ireland and the Dublin Institute of Technology (DIT), to estimate current and projected annual levels of visitor/tourist retail expenditure in Dublin. In practice, the majority of spend is on comparison goods shopping and benefits the retail economy of Dublin City Centre. The quantum of retail spend generated each year by visitors/tourists is net additional to that produced by residents within our household survey area. Therefore, the estimate of the annual retail turnover of Dublin City Centre is derived by adding together the shopping expenditures of residents (household survey) and visitors/tourists (tourist survey).

Special Forms of Trading and E-tailing

A1.38 It is normal practice in the preparation of quantitative retail need studies to make deductions from the consumer retail expenditure per person figures adopted to allow for expenditure by ‘special forms of trading’ (SFT). This is retail expenditure that does not take place in shops, such as that via mail order houses, door to door salesmen and stalls and markets. It also includes spending using digital TV and over the internet.

A1.39 Recent evidence within the UK suggests that e-tailing sales are increasing as a proportion of total retail expenditure, although perhaps not at the rate many commentators forecast at the height of the dot.com boom some years ago. Much of the initial growth in e-tailing has been achieved through the cannibalisation of existing retail expenditure on traditional catalogue-based mail order. However, this cannot continue, so any further gains in e-tailing will directly feed through into an increase in retail sales through SFT. Accordingly, it is felt prudent to take this into account in the quantitative need assessment.

A1.40 In preparing this study, a range of published material on the subject of e-tailing has been examined. However, there do not appear to be any robust estimates of the relative share of store and non-store sales in the Republic of Ireland. Therefore the assumptions and forecasts prepared by Experian for the UK retail market are adopted. These are summarised in **Table A1.3** and presented in full in the Experian retail expenditure report in **Appendix 5**.

Table A1.3: Special Forms of Trading: Market Share Assumptions

Year	Convenience Goods (%)	Comparison Goods (%)
2006	3.6	8.8
2007	4.8	11.0
2016	7.3	14.4
Source: Experian report (Appendix 5) and Experian Retail Planner Briefing, Note 5.1, Table 5.1		

A1.41 It must be stressed that the Experian projections are only estimates, since it is very difficult to predict precisely what will happen, particularly over a long time frame. Obviously, if the actual growth in SFT is higher than that which has been assumed, then the estimates of additional retail floorspace need within the GDA calculated in this study will be too high.

Disaggregation of Consumer Retail Expenditure Between Non-Bulky and Bulky Comparison Goods Spending

A1.42 Prior to combining the two main goods categories, separate base year quantitative assessments for non-bulky and bulky comparison goods are carried out. Therefore, available consumer retail expenditure on comparison goods must be disaggregated between the two categories. For this study, Experian has produced estimates of average spend per head in 2006 for non-bulky and bulky comparison goods for each zone.

Turnover Allocation for Existing Retail Floorspace

A1.43 It would be wrong to assume that all of the increase in retail expenditure within the GDA is available to support additional retail floorspace. This is because it is appropriate that some of the forecast growth in expenditure should be allocated to existing retailers because the evidence confirms that existing retail shops, in fact, achieve real, and necessary, gains in sales productivities year on year. Rising sales densities are driven by a number of factors including growth in floorspace efficiency and changes in trading hours, net to gross ratios and the mix of goods. Rapidly rising costs also mean existing retailers must grow their sales densities in real terms to remain viable.

A1.44 Consequently, to avoid making a turnover allowance for existing retailers would lead to a “double-counting” of future available retail expenditure and thus an over-estimation of the need for additional retail floorspace (i.e. the consumer spend soaked-up by existing retail floorspace would be used to justify the need for more retail floorspace).

A1.45 Experian has recently published a Briefing Note for the UK retail market[1] on estimating and projecting store sales densities. This paper sets out its new research on the subject and its relevance to quantitative retail floorspace need assessments.

A1.46 In the background paper prepared for this Strategy (reproduced in **Appendix 5**), research undertaken on this issue was examined by specialist consultants. Due to the unavailability of data on changes in sales densities over time in the State, advice was sought on assumptions to be made on future sales density growth; drawing from the experience in the UK. The figures recommended in this background research paper are *"..a central projection of 2.2% and 0.6% per cent a year for comparison and convenience space respectively with a high case projection for 2.8% and 0.8% and a low case projection of 1.5% and 0.25% (for comparison and convenience space respectively)."*

A1.47 In carrying out the surveys, consultations, site visits and other work that in developing the revised Strategy has shown that, in overall terms, there is scope to further improve the quality of the retail offer across the GDA as a whole. These qualitative improvements have been referred to in Chapter 4, and the revised Retail Strategy seeks to encourage and facilitate an increase in retail quality. To reflect these policy aims, it is considered that adopting figures within the lower range of store productivity growth rate of the range estimated by Experian for the UK retail market is more appropriate for the GDA for the time period through to 2016, even though this may mean the loss of some existing out-dated retail floorspace as new shopping development proceeds. The study therefore adopts the following annual growth rates:-

- *Convenience Goods* - *0.50% pa*
- *Comparison goods* - *1.75% pa*

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[1] Experian Retail Planner Briefing Note 5.1, November 2007.

Forecast Sales Densities

A1.48 Sales density measures the relative efficiency with which floorspace is used by retailers to convert sales floorspace into retail turnover. Retailers selling high value goods from a relatively small unit generally achieve much higher sales densities than retailers such as DIY or bulky furniture operators selling lower value products from a large store.

A1.49 Forecast sales densities are used at two stages in the quantitative floorspace need assessment:-

- to estimate the turnover of retail commitments;
- to convert the available residual headroom expenditure at each of the forecast years into a need (or requirement) for additional retail floorspace.

A1.50 In considering what are the most important sales densities to use it is necessary to bear in mind the following:-

- that sales densities relating to new retail stores or schemes (which will open in the future) are likely to be higher than those which apply to all of the existing retail floorspace stock in a centre at the base year (2007);
- that sales densities vary widely between different goods categories being generally higher for convenience goods floorspace;
- that sales densities for both convenience goods and comparison goods will increase over time due to the real increases in store productivity which apply to all retail floorspace (see paragraph A1.47).

A1.51 It is therefore necessary to adopt a range of sales densities in order to account for the variability in retail productivity across the principal goods categories and over time. In selecting what are considered to be realistic sales densities, regard has been had to the general characteristics of the GDA retail economy, the relative trading performance of its retail centres, published data on store productivities of major retailers in Ireland and the sales density levels adopted in the 2001 Strategy. The assumed sales densities for retail commitments are set out in Table A1.4 below.

Table A1.4 Assumed Forecast Sales Densities (€ psm net)

Goods Category	Base Year 2007	Forecast Year 2016[1]
Non-Bulky Comparison Goods	8,000	9,352
Bulky Comparison Goods	5,000	5,845
Convenience Goods	12,000	12,551

[1]The sales densities are higher at 2016 because they include appropriate real increases in store productivities.

A1.52 To convert available headroom expenditure within the convenience goods sector into a retail floorspace requirement, an average across the board sales density equivalent to €12,000 per square metre net at the base year of 2007 has been assumed. This is representative of the food store sector as a whole. For the comparison goods sector as a whole, an average across the board sales density equivalent to €7,000 per square metre net at base year of 2007[1] has been adopted. This reflects a mix of non-bulky and bulky comparison goods.

Net to Gross Ratios

A1.53 Where actual gross and net floorspace figures have been supplied by the Councils these have been used. However, where such figures are not available, a range of net to gross ratios have been adopted as follows.[2]

Convenience goods	66:100
Non-bulky comparison goods	66:100
Bulky comparison goods	90:100

Metric Conversion

A1.54 Where necessary, square feet has been converted into metres (and vice versa) using the following formulae:

1 sq m = 10.764 sq ft

1 sq ft = 0.093 sq m

1 This equates to €7,503 psm net at 2011 and €8,183 psm net at 2016.

[2] Further details are given in the estimating retail floorspace methodology paper at **Appendix 6a.**

VAT

A1.55 Expenditure and sales/turnover data used throughout the quantitative need assessment includes VAT.

APPENDIX 2

Summary of Pre and Post
Draft Submissions

Appendix 2: Summary of Pre-Draft Submissions

	COMMENTS
Treasury Holdings Relating to Ballymun Town Centre and Stillorgan	1. Ballymun Town Centre and Stillorgan District Centre should be designated as Metropolitan Area Level 3 Town Centres; their current roles and functions are that of town centres and have a wide range of retail, civic, community and social facilities. The right designation is required so that strategic retail planning can be progressed with certainty. 2. There are a range of interpretations of what district centres comprise between local authorities in the GDA and this matter is not assisted by the definition in the RPG. Therefore the Retail Strategy should provide clear and unequivocal guidance. 3. There is lack of clarity on the size threshold of a district centre within the GDA and is thus open to interpretation. 4. With regards to size threshold of a district centre, it is not recognised that the RPG is not setting a cap or being overly prescriptive in respect of size threshold. 5. There are widely differing interpretations of what 'Level 3 Town and/or District Centres' should be by the different local authorities. 6. The only designated Metropolitan Area Level 3 Town Centre in Fingal was Malahide which does not accord with the indicative floorspace for district centres in the RPG. 7. The guidelines states there is no clear size threshold for a district centre but are likely to compromise 20,000 sq m. Whether the 20,000 sq m threshold relates to net or gross floorspace is an issue which requires to be clarified with the DoEHLG. 8. With the exception of Dalkey, the designation of the district centres within the Dun Laoghaire/Rathdown Development Plan will restrict any of these centres growing to anything more than their current form and profile. There is a need for re-evaluation of the approach if the attraction and competitiveness of the county is to be sustained and enhanced. 9. The Fingal and Wicklow County Development Plans provide for new district and neighbourhood centres but do not specify specific sites or locations. 10. Baldaggy and Clondalkin are designated as 'Level 3 District Centres' in the County Retail hierarchy, however Balgaddy has a 'Town Centre' zoning objective and Clondalkin is designated as a town centre within the county settlement hierarchy. 11. Dublin City is not delivering to its potential which was accommodated for in the 2001 GDA Retail Strategy. 12. There is scope for an increase in retail floorspace in Dun Laoghaire-Rathdown by 76,500 sqm in the short term and 277,500 sq m in the long term. 13. The approach adopted in the GDA Retail Strategy Review incorporates household surveys and is welcomed as it will provide information on market share expenditure patterns

	however this is not the case in respect of trade draw information (as the approach does not include face-face shopper surveys in the main centres) which is a key issue for the review: ▪ Enable monitoring of the effects of changes in the retail landscape on the performance of these centres ▪ Provide the basis to inform the capacity assessment of the requirement for additional retail floorspace. 14. Ballymun Town Centre is in the heart of the northern arc of the city; an area which requires 97,274 sq m – 350,878 sq m of retail floorspace additional to that which is underway or anticipated to be forthcoming over the next 5-10 years. 15. The size of the residential and growing working population in and around Ballymun provides strong justification for these needs to be met in a more efficient, equitable and sustainable manner. 16. Unless a critical mass of retail floorspace is delivered, areas which have a stigma and are negatively perceived will not attract the wider potential of their catchment areas and this needs to be addressed if regeneration objectives are to be met. 17. Need to significantly enhance the retail offer of Stillorgan in order to sustain and increase its competitiveness; to attract and retain occupiers and to harness the benefits of it being the interchange for the existing and proposed QBC. 18. There is limited scope for new floorspace at Dundrum Town Centre due to land availability and road capacity issues and this needs to be addressed strategically. 19. Need to highlight the interpretation in the County Development Plan of the indicative floorspace capacity set out in the 2001 GDA Retail Strategy: the County Development Plan takes this as a cap on additional retail floorspace whereas it was meant to be indicative and guidance; advised that development plans cover administrative areas whereas shopping centres are planned for catchment areas with the boundaries rarely coinciding. 20. Comprehensive reappraisal of the role and potential of Stillorgan is required.
Treasury Holdings Relating to Lucan-Clondalkin	1. The retail provision in the Lucan-Clondalkin area is predominantly for convenience goods with a limited range of low to medium order comparison goods outlets. 2. The estimate retail requirements for the future population including Adamstown, based on a target year of 2016, will be in the order of 12,000 sq m of net convenience floorspace and 96,000 sq m of net comparison floorspace. This level of retailing significantly exceeds the district centres in the Dublin context and implies a wide ranging and high quality provision can be supported. 3. Based on the estimated expenditure levels forecast in the strategy and allowing for committed floorspace, it is estimated the future population can support a minimum of

	6,000 sq m net of convenience floorspace in 2011 and increases to 8,000 sq m in 2016 and to 10,000 sq m if an allowance is made for development on land not currently zoned. 4. Floorspace should ideally be distributed to serve existing and future populations not adequately served at present. 5. Growth in disposable incomes has been greater than anticipated in the Retail Planning Strategy for the GDA. 6. Future growth in population and expenditure in the Lucan-Clondalkin area will be substantial and more than adequate to support a major town centre at Balgaddy, whilst allowing for the further development of comparison retailing and retail warehouses elsewhere. 7. There is a lack of a suitable town centre for the settlement, this provision is a priority which would give an integrated identity and will allow it to be competitive and an attractive and pleasant place to live. 8. The Liffey Valley centre has never functioned as a town centre for the settlement and its potential to develop as the major town centre is very limited for various reasons. 9. The quantum of floorspace required taken together with existing/proposed road and rail developments provide an opportunity for a major town centre at Balgaddy.
Treasury Holdings Regarding Fonthill, Clonburris, South Dublin	1. To designate Fonthill, Clonburris (formerly known as Balgaddy) as a major town centre in the retail hierarchy. 2. Under the draft planning scheme it will have the facilities, services and functions of many major town centres. 3. The Fonthill site has been zoned for town/district centre uses under the Dublin County and South Dublin County Development Plans since 1972. 4. Fontwell will have a Metrowest station and two Quality Bus Corridors which will create a multi modal transport interchange at Fonthill. 5. The development of a major town centre at Fonthill is in accordance with national, regional and local planning policy, which supports the integration of high intensity land uses at key transportation nodes. 6. The Clonburris SDZ Planning Scheme 2007 provided a hierarchy of retail locations-primary retail zone at Fonthill, secondary retail zone at Kishoge Station and local retail distributed throughout the area. 7. The proposed population of the immediate Fonthill area (65,000) is comparable to the current population of Swords (40,000) and Bray (32,000) which are both designated as major town centres. 8. The Retail Strategy for the GDA has an 8yr time frame from 2008-2016 and it is therefore considered necessary that the strategy provides adequate retail floorspace for the County to 2016. 9. The Liffey Valley Centre is the principal comparison groups outlet for Lucan-Clondalkin however it does not function as

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	a town centre for the settlement as a whole and its potential to develop as the major town centre is very limited for reasons including: its off-centre location; design and layout; impact to road networks and limited accessibility to public transport compared to Fonthill. 10. The appropriateness of the major town centre at Liffey Valley should be reviewed 11. The principle of a high density mixed use development on the lands in the ownership of Everglade Properties Ltd, including a substantial retail elements has been endorsed.
Treasury Holdings and Castlekeel Lts Regarding Collinstown, Leixlip, Kildare	1. Collinstown should be designated as the major town centre for north east Kildare in the new retail hierarchy to: ▪ Address the current deficit in retail offer ▪ Enhance the recreational/leisure facilities ▪ Reduce the need to travel ▪ Complement the existing and proposed retail development ▪ Promote economic development. 2. Collinstown is highly accessible by range of transport modes and centrally located, 3. There is a significant deficit in high-end high order comparison shopping in north east Kildare resulting in the population travelling outside of the county 4. An appropriate level of comparison retailing is not available in any of the existing town and village centres of Leixlip, Maynooth, Celbridge or Kilbrook thus representing a significant gap in the retail hierarchy 5. The designated MTC at Collinstown is in accordance with Sustainable Development-A Strategy For Ireland, Retail Planning Guidelines, Regional Planning Guidelines for the GDA, the Retail Strategy for the GDA, Transport 21 and the Kildare County Council Development Plan 2005-2011.
Percy Nominees Ltd Regarding Nutgrove Shopping Centre	1. Nutgrove Shopping Centre is defined as a district centre however it would be appropriate to designate it as a town centre. 2. Any further provision of retail floorspace on the site would reinforce the retail function of the district centre and improve the vitality and viability of the centre. The future expansion and intensification of use would be in accordance with the strategic guidance set out in the RPG and would aid the development of a more sustainable retail hierarchy for Dun Laoghaire/Rathdown. 3. No guidance is given with regard to the appropriate level of floorspace that should be provided at Nutgrove Shopping Centre. 4. It is an objective of the County Development Plan to recapture at least 50% of the lost comparison retail expenditure by way of attracting higher quality retail faculties. Despite phases 1 and 2 of the Dundrum Shopping Centre there is still significant scope for the provision of additional retail floorspace to address leakage. 5. The strategy should recognise the need for Nutgrove to

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	maintain its competitiveness. 6. Consideration needs to be given to achieving an appropriate balance of floor space allocation for town/district centres compared with major town centres to ensure that major town centres do not take up all the floorspace allocation.
Crossridge Investments/Lenridge Developments Ltd Regarding lands at Dundrum Town Centre	1. Difficulties will arise in future if additional floorspace is required once the Dundrum town centre scheme has been completed and it is therefore crucial to provide sufficient floorspace to allow for the ongoing development of Dundrum and possible changes in the floorspace requirements of existing and future retailers. 2. While significant development has already occurred in Dundrum there are proposals for future phases and improvements to the area and is supported by the planning authority. Future stages will comprise a mix of uses including retail, commercial, residential and community facilities. 3. Reaffirmation of the Dundrum's place in the hierarchy as a 'Major Town Centre', being second to Dublin. 4. Recognition of the limited development land available in Dundrum and the resultant requirement for higher density developments in order to provide the appropriate floorspace. 5. The strategy should recognise the scale and significant of MTCs and the timescales involved in their planning and development 6. Opposes any floorspace restrictions which may undermine the implementation of large scale proposals.
P Thomas and G Sothern Regarding lands at The Abbey, Emily Square, Athy, Kildare	1. Athys designation as a 'Level 3 Hinterland Area Sub-County Town Centre' should be retained. 2. Strong and specific policies should be put in place to promote future retail developments in Athy 3. The review of the strategy should recognise that there are suitably zoned town centre sites in Athy Town Centre for the location of modern format comparison and conveniences retail floorspace and should be favoured over out-of-town sites.
Bovale Developments Regarding lands at the Charlestown Centre, FInglas	1. Recognition of the Charlestown Centre as a Level 3 'Town and/or District Centre' with the capacity for expansion to 2016, particularly in the context of proposals for Metro West 2. The capacity of the Charlestown Centre to provide upwards of 35, 000 sq m to serve the expanding residential community in Finglas North 3. Policies and objectives of the GDA retail strategy should reflect the principle of additional capacity for retail warehousing/retail park facilities on lands adjoining the Charlestown Centre (circa 10,000-15,000 sq m) creating a high quality retail/commercial centre. 4. Requests the authority refrains from imposing specific floorspace caps for particular centres where there is

	potential for conflict with long standing development plan policies.
The Park Development Group Regarding The Park, Carrickmines	1. The Park, Carrickmines is developing as a key transportation node and has a strategic location which makes it a logical and sustainable location to provide a district centre facility to serve the surrounding residential neighbourhoods and should be designated as a district centre in the new GDA Retail Strategy. 2. The retail provision comprises neighbourhood and local retail floorspace which is limited in view of the existing and emerging population. This is a key deficit in the county and should be addressed in order to reduce car dependency trips
Shannon Homes (Drogheda) Ltd Regarding Lands at Colpe Cross, Drogheda, Meath	1. The formal designation of lands at Colpe Close, Drogheda as a 'Major District Centre' for South Drogheda. 2. The suitability of the land to accommodate a district centre is well established: ▪ A variation to the 2001 Meath County Development Plan was adopted and the site is identified as suitable for a 'small district centre'; ▪ Extant permission for retail, service, office, leisure and community uses; ▪ Population increases; ▪ Significant new and planned housing in the vicinity of the site; ▪ Drogheda is identified as a primary growth centre by the National Spatial Strategy and the RPG ▪ The designation conforms to national and regional planning policy as expressed through the RPG for the GDA and the Border Area as well as the Retail Planning Guidelines. ▪ Will ensure that local retail and service needs of the new and expanding residential areas in the vicinity are met in an equitable, efficient and sustainable manner. 3. Although the submission lands are located within Meath's administrative area, they are 2.5km from the Drogheda Town Centre. The Drogheda Development Plan recognises the need to identify a suitable site for the provision of a district centre to serve the catchment of the southern environs.
Green Property Limited Regarding Blanchardstown Town Centre	1. The 2006 Census indicates that the population of Blanchardstown and its immediate environment is expected to reach 100,00 by 2011. However the Greater Blanchardstown Area (GBA) does not have the level of retail provision and associated services normally associated with major urban centres with a population of 100,000. It is therefore important that the Blanchardstown Town Centre (BTC) continues to expand and improve its retail offer. 2. It is envisaged that the substantial land holding in the ownership of Green Property Limited, will accommodate the majority of new development proposed for the BTC up to

	2011, including 50,00 sq m of net sales area retail floorspace. 3. The Draft Blanchardstown Town Centre Framework Plan 2006-2011, prepared by Green Property Limited in association with Fingal County Council, places a strong emphasis on increasing employment provision within the BTC and in accordance with the objectives of the Development Plan and County Retail Strategy sets out a detailed strategy for the delivery of 50,000 sq m of additional retail floorspace. Significant areas of residual undeveloped lands have been retained to ensure that the BTC can accommodate for future expansion requirements. 4. With the emerging preferred route for Metro West running through BTC linking Tallaght to the airport, it is anticipated that the BTC will become a major node within the west Dublin public transport network with the potential for interchange and will significantly improve public transport links between the BTC and its core catchment area within the GBA.
Bray Retailers Group	1. BRG would like the proposed Superquinn development capped at 22,000 sq ft and for convenience goods only 2. E.U Directive 11 protects an area from unnecessary developments which add to pollution. The proposed Pizzaro development will add to significant vehicle movements. 3. E.U Directive 25 seeks to retain, enhance and consolidate existing town centres as vital and viable entities sequentially and only when a demonstrable need exists may more retail space be considered for edge of town centres. 4. Extrapolation can show (for Bray) the existing square footage and the future square footage requirements necessary to fulfil per capita spending patterns.
An Taisce – The National Trust for Ireland	1. Evaluation should be carried out to determine the effectiveness of existing policies in maintaining retail primacy of existing town centres 2. Evaluation should be carried out to determine the impact of town fringe retail development on older, urban centres and towns in wider catchment area. 3. Assessment should be sought on the degree to which car-based retail development is contributing to transport generated emissions, particularly for comparison shopping between retail parks. 4. Measures should be provided to reduce car-based retailing and the contribution of car-based trips generated by retailing in the GDA. This should include ▪ Car parking charges on all out of town and urban fringe retailing ▪ Specific provisions to discourage car trips for comparison shopping ▪ Cross subsidy of public transport though car parking charges on all retail developments 5. With regards to guidelines for new/enhanced retail

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	development, specific consideration should be attached requiring public transport accessibility and a Mobility Strategy to reduce car dependence, emissions and congestion.
Dun Laoghaire Business Association	1. The shopping on South Dublin Seastrip has potential for retail and tourism developments and plans are at an advanced stage by the business association and the chamber to jointly promote the strip 2. The retail potential of Dun Laoghaire could be greatly expanded by the development of the laneways at the back of Lower and Upper George Street and this development is allowed for in the DLR County Development Plan. The fragmented ownership of these properties demand some form of tax incentive to encourage development. 3. A mixture of high quality retail, residential, coffee shop etc would have the potential of having a major impact on retail development in the region. 4. The Old Fire Station is ideal for development as a single retail development and would have a major positive impact on retail development 5. Major residential development on the Old Dun Laoghaire Gold Course has the potential to impact positively on Dun Laoghaire town. 6. The up-market theme so successfully adopted by Glasthule/Sandycove should be extended into Monkstown and along the shopping/tourist sea strip from Booterstown to Greystones. 7. The existing shopfronts throughout Dun Laoghaire do not compliment the Victorian buildings and therefore an architectural plan is required for the shopfronts. 8. Dun Laoghaire Business Association is currently organising a Business Improvement District scheme for Dun Laoghaire Town and Harbour.
National Roads Authority	1. NRA are aware of the impact of existing and new intensive retail developments within the region, which have the potential to adversely affect the national road infrastructure. 2. The NRA wishes to emphasise the importance of ensuring that the objectives of the Retail Planning Guidelines 2005 are implemented, such that *"the optimum location for new retail development which is accessible to all sections of society and is of a scale which allows the continued prosperity of traditional town centres and existing retail centres. This can only be achieved if strategic retail policies and proposals are incorporated in the development plan system"* (para 21) 3. Three of the five key objectives (paras 24-26) identified in the Guidelines concern issues of accessibility and location in the context of the continuing role of town/district centres and proximity to existing, new or planned national roads/motorways. 4. The review should reflect and safeguard the strategic role of

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	the national road network in catering for the safe and efficient movement of major inter-urban and interregional traffic to allow effective delivery and service of the investment by ensuring these key sustainable principles are applied. 5. The strategy should seek to avoid the undermining of the strategic function of national roads by measures intended to cater for the needs of local traffic and local development related traffic to be addressed at the earlier stages. 6. The review should also be guided by Government policy which encourages greater integration of transportation and land use planning at the early stages by: ▪ Promoting more sustainable transport choices; ▪ Promoting greater accessibility for all ▪ Reducing the need for local travel, especially by private car
DCBA Letter dated 01/11/07	1. Insufficient consultation period especially given the Christmas and New Year period is unhelpful and counter productive. 2. An authoritive report is required and full engagement with stakeholders. The report should not lack credibility and be open to legal challenge.
Letter dated 11/01/08	1. DCBA had no confidence in the last review and there is no evidence available to demonstrate that the present review will be any different. 2. The DoE claimed it would facilitate the entry of new retail operators in to the Irish Market and widen consumer choice which it clearly has not and the expansion of retail space has led to more of the same and a high mark up price. 3. The dispersal is contrary to good transportation and land use planning and has created car based traffic congestion, undermined public transport and ensured that the City Council rates base growth has performed less than elsewhere. 4. The NSS is in reality dead due to a dispersal policy at national and local level. 5. No justification for new retail guidelines 6. 2008 will be a difficult financial period for the US and possibly UK. Casualties in construction and retailing can be expected and in such an environment the DoE has a duty to be prudent and not to repeat mistakes.
Aldi Stores (Ireland) Limited	1. One of the key principles of the planning system is that it does inhibit competition, preserve existing commercial interest or prevent innovation. Whilst the RPG and the current Retail Planning Strategy for the GDA distinguish between different types/formats of convenience retailing (discount food store, supermarkets, hypermarkets, etc) some Local Authorities within the GDA treat discount food stores as a separate land use class in their Development Plans. As a result, the types of locations where discount food stores are permitted are more restricted than other

	types of convenience shops, despite the fact that the same types of good but at lower prices. Discount food stores are therefore assessed as if they are a different use class and is inhibiting a competitive and healthy retail environment and is contrary to national retail policy guidance. Aldi seeks to ensure therefore, that the Retail Planning Strategy for the GDA treats discount food stores as a type/format of convenience retailing in accordance with the RPG and the inclusion of a statement within the Retail Planning Strategy Review to the effect that identifying discount food stores should be assessed in the same manner as other convenience retailers. 2. The RPG distinguishes between types of retail goods, retail formats and types of centres where retailers locate. In providing guidance as to the most appropriate location for new retail proposals the RPG distinguishes between convenience and comparison goods but not between types of retailers by virtue of the fact that the tenant occupying a particular store is not a material planning consideration. 3. There are inconsistencies in the Development Plans in the approach to assessing applications for discount food stores, in particular the Dun Laoghaire Rathdown, South Dublin and Fingal Plans the zones in which discount food stores are 'permitted' are fewer than where neighbourhood shops are permitted.
RGDATA (Retail, Grocers, Dairy and Allied Trade Association)	1. The reviewed strategy should be conceived with the over-arching context of the objectives of the Planning and Development Act 2000. The scale and location of major retail shopping is the most significant land use determinant for the creation of sustainable travel patterns and this consideration should be paramount. 2. The study should assess the performance of the Dublin Regional Authorities in discharging the objectives of the guidelines, particular regarding the health checks of the main centres. It does not appear that the Authorities are collecting this information, or if they are the information is not public. 3. It is essential that credibility, clarity and certainty are provided in relation to the quantum of retail development necessary for the lifetime of the strategy and its geographical distribution. 4. It is essential that the strategy is co-ordinated with the Plans of the various Authorities to ensure that there is a realistic and achievable balance between identifiable needs and appropriately zoned land. 5. The study should consider the glossary provided in the Annexe of the RPG which provides a description of various types of centres and convenience and comparison groups. In the past number of years proposals have been made for inappropriately scaled centres in inappropriate locations. 6. Greater emphasis to be given to sections 60 and 61 of the

	RPG which require identified sites to be capable of development within a reasonable period of time and equally that the private sector should be adaptable and flexible in appraising potential sites. 7. The need for local, neighbourhood or district centres to operate as genuine mixed use environments, rather than purely retail locations. 8. The potential for the creation of urbanity and developments based on 24 hour public streets should be preferred to the privatised enclosed shopping malls. 9. The suggestions for improving Town Centres as set out at paragraph 5.112 to 5.116 have in general not been pursued or achieved and should be reiterated and strengthened. 10. Greater clarity should be achieved as to the appropriate location for discount food stores; some Authorities have varied Development Plans to permit their location in industrial areas, contrary to the RPG.
Conroy Crowe Kelly	1. The RPG provides objectives in order to protect the amenities of settlements, both existing and proposed, and it is in the latter case that the GDA retail guidelines need greater focus. 2. The GDA Retail Planning Strategy 2002 outlined a ‘GDA retail Hierarchy’ and under ‘Level 2 Major Town Centres’ eight metropolitan centres were designated, however three of these ‘town centres’ are in fact shopping centres (Blanchardstown, Liffey Valley and Tallaght) and Dundrum in now synonymous with a shopping centre. Shopping centres are substandard ‘town centres’; they are not accessible and open 24/7 and people do not feel ownership as they are not open or civic places. The designation of these shopping centres as ‘town centres’ allowed their expansion to the detriment of real town centres. 3. Out-of-town shopping centres should not be allowed to be the basis for retail provisions for new populations and existing town centres should be strengthened and connections made and new real town centres to created around civic spaces and attractive public realm. 4. Future retail hierarchy should recognise the importance of existing real town centres and outline how future retail provision can be accommodated in newly created town centres. 5. Retail provision should be firmly linked to transportation and located in areas which are easily accessible for walking, cycling and public transport. Therefore they should be located in town centres. 6. Town centres are still the most suitable and sustainable locations for future retail development within the GDA, edge-of-centre retailing is not in the best interest for the future viability and vitality of existing town centres. 7. The new towns as proposed by the Local Area Plans and SDZ Planning Schemes should be supported and adequate

	retail should be allowed at these locations to ensure viability. The strategy should ensure that any future planned areas are not reliant on mono-use shopping centres but rather a town centre where retail provision along with community uses, public streets and squares. 8. Neighbourhood centres should be strengthened and protected. 9. District centres should be incorporated into all large residential schemes as a fully integrated part of the street pattern and used to reinforce local identity. 10. Encourage Local Authorities to incorporate the identified retail requirements into multi-functional mixed use areas expressed by Local Area Plans 11. The UK Competition Commission provisional findings report 'Market Investigation into the Supply of Groceries in the UK' recommends for competition purposes that planning authorities should be amenable to retail developments at edge-of-town sites (but not-out-of-town), this presumption argues that town centres should be prioritised and a presumption against edge-of-centres is still required. 12. Public uses such as retail and services should be provided along the street edge. 13. Avoid shopping conglomerations under single management that may encourage the proliferation of restrictive or exclusive practices.
Tesco Ireland Ltd	1. There is an under provision of retail floorspace within the GDA and this needs to be addressed through detailed analysis of settlements/urban areas, including road infrastructure, site availability, service infrastructure and appropriate zoning designation which will ensure deliverability 2. Certain centres are over trading whilst others centres are experiencing leakage and can be addressed by promoting competition, providing adequate and available land and upgrading/provision of local roads. 3. There is a need for proactive policies to encourage Local Authorities to address the issue of land availability and to insure in the instances where land is not available that retail development is not restricted by a too rigid application of the sequential test. 4. Policies should be included to encourage local road infrastructure to provide for town centre expansion areas and lands with appropriate retail designations 5. There is a need for an increased amount of appropriate retail designation in the hinterland and metropolitan area. 6. Local Authorities should incorporate more flexible zonings and matrices into their Development Plans 7. Encourage policies which ensure land availability to promote greater competition 8. Floorspace caps should not be incorporated but indicative floorspace figures provided instead

	9. Dynamic clusters of settlements would allow a number of settlements in close proximity to be viewed as one but also allow for one of those settlements to develop a greater retail offer.
NorDubCo	1. The primary concern is the perceived lack of co-ordination between local authorities in the granting of planning permission for retail development. 2. Finglas is a prime urban centre in the Dublin City hierarchy, with retail floorspace spread across Finglas in the village, Clearwater, and Aldi and Lidl on the North Road, all in Dublin City area. Charlestown is located in Fingal County Council, and is designated as a District Centre a short distance from Finglas village and will have greatest impact on Finglas in diverting retail from the village area. Relevant Local Authorities should undertake joint impact studies to ensure that developments which place District Centres within close proximity are properly examined.
Supervalu, Churchtown	1. It is a flaw of some retail studies, in establishing baseline floorspace information, that they take account of larger shopping and town centres and ignore neighbourhood and local stores. This approach can lead to a significant underestimate of baseline floorspace and lead to a projection of excessive demand for additional space with negative consequences for established outlets. 2. Trusts that policies relating to the location of district and neighbourhood level convenience retail floorspace will take account of the fact that the propensity for growth in some areas is limited. 3. Requests the review takes a more holistic view of the convenience sector, to include the more specialised stores-delicatessens, bakes, butchers etc.
Dublin Transportation Office	1. It is essential that the Retail Planning Strategy reflects the important role that public transport will play in shaping the future development of the GDA in terms of the location and scale of retail development, the definition of retail catchments and the manner they relate to the hierarchy of centres. 2. The RPS must provide guidance on the appropriate form of access to retail facilities at different levels and on reducing reliance on the private car. 3. Level of parking is crucial and should be address in the RPS 4. If travel times are used in defining retail catchments for higher order centres then these should be based in the first instance on the presumption of public transport usage rather than the private car. 5. The current RPS does not provide guidance on the determination of target populations for centres at different levels in the hierarchy in order to enable population catchments to be determined.

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	6. There is a need to establish a clear correlation between the retail hierarchy identified in a RPS and settlement hierarchy as established through the RPG. 7. Appropriate catchment population sizes and accessibility criteria across all modes of transport for retail centres at all levels should be defined. 8. Public transport accessibility, walking and cycling should be given priority in determining suitable location, scale and function of retail facilities. 9. If the category 'major town centres' in the retail hierarchy is to be retained the criteria relating to its definition and retailing at all other levels needs to be clarified. 10. The role of the city centre for higher-order comparison goods and niche shopping should be maintained and protected. 11. There is a need to determine an amount of convenience good shopping to primarily serve the expanding local city centre population. 12. Retail development within the GDA should not be placed for on the basis of competitive advantage of one administrative area over another, but in the region as a whole. 13. The RPS needs to reflect the principles of town centre development contained in the guidelines and not to present itself as a purely market-driven strategy.
Balbriggan & District Chamber of Commerce	1. Whilst the Chamber supports the retail and commercial development of the town, they are conscious of the existing retail community and the possibility of an Old Town/New Town retail division. 2. The preservation of the central retail district within the town should be a priority and existing retailers should be given an opportunity to integrate with the new development. 3. Future retail development should consider substantial improvement in parking spaces 4. An improvement in the transport infrastructure at Balbriggan would be required before any substantial retail development is undertaken
Mr Graham Quinn	1. The recent and continued growth in the population of Rush should be matched by the necessary provision of retail facilities. Failure to provide necessary retail services will lead to continued leakage. 2. The current retail offer in Rush is recognised as poor-there are no supermarkets or higher order comparison retail outlets. 3. Rush suffers from retail leakage which results in an increase in car dependency 4. Local planning policies recognise the suitability of Rush for the development of a neighbourhood centre, which would complement the town centre, protect the established urban context and to cater for the increasing residential population, and this should be reflected in regional retail planning policy.

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	5. The land in ownership is situated in the North-West quadrant of Rush and it is envisaged that this is the area where the continued development of the town will occur. 6. The strategy should identify an appropriate site outside Rush Town Centre suitable for the development of a neighbourhood centre. 7. It is presumed that Rush is within the fourth tier of the hierarchy provided in the RPG however its population (8,286 persons) is in excess of the population category (1,500-5,000) defined for towns in the fourth tier. The identification of Rush as a ‘Moderate Growth Town’, in accordance with the RPG, will facilitate the enhanced provision of modern retailing facilities, will help Rush to develop to its full potential and address leakage.

Post Draft

Retail Submissions on Draft Retail Strategy

	Subject →		
	Party ↓	***Date***	***Topic***
01	**National Roads Authority**	June 4th	• Add in Section in Paragraph 6.29 to suggest that a Strategic Transport Assessment be carried out during the preparation of development and local area plans. • Add a reference (in the Retail Development Management section) on the requirements for transport assessment in the Retail Planning Guidelines, paras 63, 65 and 84. • Rewrite 4.45-4.48 and "Policy Approaches to Differing Retail Formats" Pg 96 to reflect paras 84, 87 and 88 of the Retail Planning Guidelines. • Refer to Paragraph 26 of the Retail Planning Guidelines. • To acknowledge motor service areas as distinct from petrol stations.
02	**Greystones Town Council**	June 5th	Greystones designated as a Level 2 not a Level 3.
03	**McGill Planning**	June 6th	On behalf of - Brunello Developments (Sandyford Central) • Sandyford should be designated as a District Centre within the Retail Hierarchy. • Retail Caps not appropriate and should instead be market led. • The Strategy should give robust guidance on the types of retail use that should operate in Retail Warehouse Parks. • REVISE FLOORSPACE FIGURES for existing/planned as they appear inaccurate.
04	**Roger Tym and Partners**	June 6th	Re. Northside Town Centre – should be a Level 2, Explanation/Justification for Hierarchy needed – suggested that the hierarchy should be judged against three transparent criteria, size of centre (existing and as planned), role and function of the centre (existing and as planned) and the extent of the catchment area.
05	**Reid Associates**	June 9th	On behalf of Dunloe Ewart, landowner in Cherrywood. • Cherrywood should be a Level 2 centre. • There should be 3 major centres in DLR, Dun Laoghaire, Dundrum and Cherrywood.
06	**Declan Brassil & Company**	June 10th	On behalf of - Keating Family, Clonee, County Meath Re. Dunboyne Amend to Dunboyne-Clonee-Pace to fit in with the Meath County Development Plan.
07	**Declan Brassil & Company**	June 10th	Re. Dunboyne Amend to Dunboyne-Clonee-Pace to fit in with the Meath County Development Plan.

	Subject →		
	Party ↓	***Date***	***Topic***
08	**Tanaiste/Office of Enterprise, Trade and Employment**	June 12th	Re. Taking cognisance of the Consumer Strategy Group Report.
09	**Health and Safety Authority**	June 12th	General content required in any Planning Guidelines
10	**Mc Gill Planning**	June 13th	On behalf of Gilmer Properties • Expansion of retail at Glenageary • More guidance on Retail Warehouse Parks. • Agrees with qualitative approach • Concern of the figures for existing retail and planned retail
11	**Tom Phillips and Associates**	June 13th	On behalf of Palladio Properties • Amend the Policy for Kildare in section 6.33 • Amend existing convenience floorspace for Kildare Town.
12	**Muir Associates**	June 13th	On behalf of Dunloe Ewart to be read in tandem with the submission of Reid Associates received on June 9th • Cherrywood is a hole in the urban structure in DLR and here a sub-regional requirement needs to be met. Should be a Major Town Centre.
13	**Mc Gill Planning**	June 16th	On behalf of Pizarro Developments re. Industrial Yarns and Bray Golf Club sites, Bray. • Suggested objectives for DLR and Wicklow • Discussion re. Pizarro Application in Bray • More robust guidance on Retail Warehouse Parks • Agree with qualitative approach • Concern over existing/planned floorspace.
14	**Mc Gill Planning**	June 16th	On behalf of Fleming Developments aka John J Fleming Construction Re. Aldi and Allegro Sites at Sandyford and lands at Glencairn. • Sandyford as a District Centre • More robust guidance on Retail Warehouse Parks • Agree with qualitative approach • Concern over existing/planned floorspace.

	Subject →		
	***Party* ↓**	***Date***	***Topic***
15	**Mc Gill Planning**	June 16th	On behalf of Blackrock Shopping Centre • DLR should lift the cap at Blackrock and encourage the redevelopment of this District Centre • More robust guidance on Retail Warehouse Parks • Agree with qualitative approach • Concern over existing/planned floorspace.
16	**Declan Brassil and Company**	17th June	On behalf of the Byrne Family • Should identify Metropark (lands near Ballymun interchange) as an emerging Level 3 Centre.
17	**Auveen Byrne and Associates**	17th June	On behalf of Jim Treacy, Supervalu, Churchtown • Concern over forecasted floorspace requirements especially in DLR, it is submitted that these could lead to over provision. Suggests that any large scale extensions to existing centres should be justifiable only in exceptional circumstances. • Concern over the 20% figure for post 2016 building • Concern over the 20% figure for retail services
18	**Mc Gill Planning**	17th June	On behalf of Carrickmines Partnership re. lands at Kilternan zoned NC. • Retail strategy should continue to promote the importance of local shopping and enhancing the viability of NCs • Agree with qualitative approach
19	**Simon Clear and Associates**	17th June	On behalf of Barkhill Limited re. lands at Liffey Valley • Acknowledge the provision in the Liffey Valley LAP for 6,500sq.m net convenience.
20	**Wicklow Town Council**	17th June	• The strategy should highlight specific issues/concerns for each town re. considerations of any out of town/edge of town retail applications. • Wicklow Town Development Plan should be incorporated in the strategy. • Draft strategy provides specific guidelines for the applicant to follow when carrying out a Sequential Approach for a RIA, also provide guidelines to the PA for assessing same. • Give more guidance on how Town Centre's can be rejuvenated at Dev Plan and Dev Management stage.
21	**Tom Phillips and Associates**	17th June	On behalf of Davitt Road Developments re. Lyons Tea and Unilever sites. • Para 6.18 should be amended to 20,000sq.m net NOT gross. • District Centre could be provided on subject lands (Drimnagh)

	Subject →		
	Party ↓	***Date***	***Topic***
22	**Irish Hardware and Building Materials Association**	18th June	• Consider that a retail warehouse strategy for each region and sub region should be in place. • That the 6,000 sq.m threshold re. warehousing should apply in all cases (reference to section 83)
23	**Simon Clear and Associates**	18th June	On behalf of Bymac Project Managers Ltd • The redevelopment potential of Nutgrove District Centre should be identified under Section 4.39 of the Retail Strategy, • That c. an additional 25,000m2 is allocated to the Nutgrove Centre. • Specific Policies for the future development of Nutgrove District Centre are included.
24	**Tiros Resources Limited**	18th June	On behalf of Zapi Properties • The strategy misinterprets The Retail Planning Guidelines re. gross retail area and net retail sales area. Nb. **Page 91** (refers to gross when it should be net retail sales area) • Table 6.2 states that in the case of District Centres, retail activity is convenience and lower order comparison, this is considered to be overly restrictive. As Table E1 includes Town Centres, District Centres and Sub-County Town Centres, it shouldn't be suggested that middle order comparison is appropriate at Sub-County Town Centres, but not District Centres. • That the strategy should explore the scenario that where the traditional shopping centre format would be detrimental to the environment of a village or town, that other locations may be more desirable.
25	**GVA Planning and Regeneration Ltd.**	18th June	On behalf of Tesco Ireland Ltd. • That the quantitative analysis appears to have some inaccuracies which have impacted on the calculation of retail need. • Concern over the identified trade patterns within jurisdictions. The strategy has not recognised that there is an increased need for convenience in Dublin city centre and the suburbs. E.g the Docklands. • Suggests that Neighbourhood/Local Centres and villages should be monitored by the LA and that where appropriate redesignation should be encouraged to facilitate future viability. • The excessive use of the sequential test may unnecessarily impact on the deliverability of retail facilities. • Recommendations re. conditions attached re. range of goods, floorspace and mezzanines is

	Subject →		
	Party ↓	***Date***	***Topic***
			unnecessary and pp would be required for any material alterations regardless.
26	**Tiros Resources Limited**		**Para 6.57** Concern that RIA becomes too focussed on numbers. Considers that this is not appropriate and is contrary to the code of the Retail Planning Guidelines. Suggests a Forum to discuss an agreeable methodology.
27	**RPS Planning and Environment**	18th June	On behalf of the Mountbrook Group re. in particular Ballsbridge, Greystones, Donnybrook and Kilcock areas. • Suggests that the 2008 strategy has not taken account of each PA's adopted retail hierarchies since the 2001 Retail Strategy was published. • Whilst specific Level 3 Centres are listed in **Table 6.1**, it doesn't include all those currently designated by the planning authorities. • The strategy needs to reflect more accurately the policy led strategy as adopted by planning authorities and their existing strategies. • Particularly, Category A district centres in the DCDP should be included as Level 3 centres in the strategy. • Gross floorspace should be referred to as gross retail. • The per capita floorspace ratios included are unhelpful and should be omitted. • The figure in relation to District Centres should be net sales not gross. • Suggests that **Table 6.2** includes low order comparison goods as the type of goods suitable for sale at neighbourhood centres/small town centres. • There is a lack of qualitative information on the surveys conducted. • It is not clear what the sources for certain figures are.
28	**RPS Planning and Environment**	18th June	On behalf of Mecca International re. 2.65 in Newtown (DLR) • A rigorous cross check of statistical exercises is needed. It is not clear what the source is for certain figures. • The strategy should be clear and prescriptive on the retail role of Blackrock now and in the future. • The cap of 25,000 sq.m on Blackrock in the DLRDP does not recognise its importance in terms of retailing and the surrounding catchment. • The strategy should include more detailed guidance to DLR. • Las should undertake a performance assessment of each centre in its functional area. • There is a lack of qualitative information on the surveys conducted. • Commentary on trends since 2001 and in what direction inflows and outflows is going should be included. • It is not clear what the sources for certain figures are. • Statistical information and calculations included in the appendices should be re-examined.

	Subject →		
	Party ↓	***Date***	***Topic***
29	**Brian Meehan and Associates**	June 18th	On behalf of Treacy Courtyard Developments re. lands at Newbridge Town Centre c.16 acres • That the strategy includes strong policies aimed at reducing leakage from/through Kildare into the DMA and that Newbridge is promoted in this respect. • That the floorspace requirements for Kildare are increased c 40-50%.
30	**John Spain and Associates**	June 18th	On behalf of Aldi Stores (Ireland) Ltd. • Concern over the definition of discount store in **Section 6.30** – they should also be located in NCs inline with the retail planning guidelines. • Increase the average size of discount foodstores from 1.500sq.m gross to 1,700sq.m gross. • Recommended that the definition of Discount Foodstores is as follows: *This form of retailing forms an important part of the convenience market and should be located in highly accessible locations such as town centres, district centres or neighbourhood centres (with a suitable provision of public facility fittings to be found therein). The key retail tests, such as justifying need impact, sequential test and ensuring that the development is of an appropriate scale, should be demonstrated as part of any discount convenience store application (exceeding 1,700 sq.m gross) where the site is not located in a designated local, neighbourhood, district or town centre."* • Amend the forecast 12,000euro sales density per square metre to 8,000euro for discount foodstores.
31	**Stephen Ward Town Planning & Dev. Consultants**	June 18th	On behalf of Shannon Homes (Drogheda) • Seeks the designation of lands at Colpe Cross Drogheda as a Level 3 District Centre within the GDA Hierarchy. • Suggests that **Table 6.1** is not consistent with the Meath County Retail Strategy 2003 or the emerging Drogheda Environs Local Area Plan. • Designation of this site as a Level 3 centre would be in line with **para 6.19** of the strategy, which underlines the importance of providing adequate retail facilities in expanding residential areas. It would also be in compliance with **para 3.5.**
32	**John Spain Associates**	June 18th	On behalf of Treasury Holdings and Castlekeel Ltd. Re. Collinstown, Leixlip, Co.Kildare. • The reference to 5-20 year period in removed in relation to Collinstown • That the strategy underestimates the capacity for additional floorspace, • The figures for turnover per sq.m of existing and future comparison is overestimated • There is discrepancy between the average per capita expenditure on comparison between Dublin and Kildare. • The strategy has not fully adjusted the market share assumptions to reflect its objectives.

	Subject →		
	Party ↓	***Date***	***Topic***
			• The description of Major Town Centre should be amended to refer to 65,000sq,m net rather than 40,000sq.m as currently stated.
33	**John Spain Associates**	June 18th	On behalf of Treasury Holdings • Make reference to floorspace figures consistent (net not gross) • Capacity for future floorspace has been significantly underestimated. • Differentiate between town and district centre – have regard to the restrictive definition of a district centre contained in the Retail Planning Guidelines. • Should be specific reference to the Docklands area and it's potential – add a paragraph to Section 6 page 99. • Concern over a number of inputs, assumptions and methodologies used. Suggests that the capacity for future retail floorspace in the GDA is underestimated. • Concern over data on expenditure – questions the differentiation between the 28 sub regions and the overall reliability of data. • Future floor space requirements do not fit in with the implementation of the strategy. • Sales densities need to be revised downwards. The projected assessment of need for comparison needs to be revised upwards. • The application of UK figures re. Internet shopping is inappropriate.
34	**Wicklow Chamber of Commerce**	June 18th	• LAs should be adequately resourced to carry out town centre health checks, to analyse existing spaces and identify opportunities for site assembly. • Wicklow, Bray and Arklow town council have not been consulted.
35	**Declan Brassil and Company**	June 18th	On behalf of McGarrell Reilly Homes Ltd • Support of the designation of Dunboyne as a future Level 2 centre and notes that an increase in floorspace is needed for its Level 3 status in the medium term.
36	**John Spain and Associates**	June 18th	On behalf of Treasury Holdings re. Clonburris • Requests that Clonburris is recognised as a Major Town Centre to serve Lucan and Clondalkin. •
37	**John Spain and Associates**	June 18th	On behalf of Percy Nominees Ltd re. Nutgrove Shopping Centre, Rathfarnham. • **Section 6.11** re. Level 3's welcomed, however, submitted that Appendix 7b Table 12 is omitted from the strategy as it is unnecessarily detailed re. floorspace.
38	**John Spain and Associates**	June 18th	On behalf of Greencore re. lands at Woodstock South edge of Athy Town Centre • Highlights Draft Athy Retail Study (Jan 2008) – suggests input into Section 6.33 re. Athy, to include reference to the development of a neighbourhood/district centre to the east and west of the town. • Submitted that re. **Section 6.25** supermarkets of up to 3,500sq.m should be allowed. • The retail strategy should support large NCs in edge of town locations due to the difficulty in

	Subject →		
	Party ↓	***Date***	***Topic***
			providing such formats in the town centre designated lands. • An amount of comparison floorspace is an accepted element of large anchor units. • A more modest figure of €8,000 to €10,000 should be used for convenience turnover per square metre.
39	**John Spain and Associates**	June 18th	On behalf of Origin Enterprises re. lands at Newhall, Naas, Co, Kildare • Concern over the methodology and assumptions used re. future floorspace need – underestimates the capacity for additional retail floorspace in the GDA and particularly Kildare. • Figures used for turnover per square metre of existing and future comparison floorspace is overestimated. • There is discrepancy between the average per capita expenditure on comparison goods between Dublin and Kildare. • The strategy has projected existing shopping patterns into the future rather than adequately forecasting what patterns will be in light of the revised retail hierarchy, • The assessment of future floorspace need has underestimated the amount needed in Kildare to satisfy demand. • Retail warehousing needs greater acknowledgement
40	**John Spain and Associates**	June 18th	On behalf of Bennett Developments and Kilsaran Ltd. re. lands at Portan, Clonee, Co. Meath. • In the interests of consistency, the strategy reflects the settlement strategy of the RPGs and Meath County DP by recognising the unique relationship between Dunboyne and Clonee. • Considered that Clonee can deliver a significant amount of floorspace allocated to Dunboyne. • Clonee should carry the same 'caveat' to allow for the evolution from Level 3 to Level 2 thus amending the reference from Dunboyne to Dunboyne/Clonee/Pace.
41	**John Spain and Associates**	June 18th	On behalf of Green Property Limited owners of Blanchardstown Town Centre. • Blanchardstown Town Centre – Development Framework/Masterplan should be referred to. • Additional floorspace should be allocated to Blanchardstown Town Centre to permit the natural expansion over time.
42	**RPS Planning and Environment**	June 18th	On behalf of The Square, Tallaght. • Rigorous assessment of statistical exercises required. • Strategy should be clear and prescriptive as to the retail role Level 2 centres play. • Strategy should set out clear direction on the allocation of floorspace ranges for these centres. • The final strategy should report clearly on the imperative to deliver a significant expansion of higher order comparison floorspace. • Clarify terminology re. Gross Lettable. • Per capita floorspace ratios are unhelpful and should be omitted from the final version.

	Subject →		
	Party ↓	***Date***	***Topic***
			• More detailed analysis of the survey results is provided. • Commentary on trends since 2001 or what directions inflows and outflows should be going is absent. • Statistical sources re-examined.
43	**Cllr Derek Mitchell**	June 18th	• Greystones should be Level 2 – higher order comparison merited but not applicable to Level 2 Centres, Residents of Greystones traditionally travel north and not south (to Wicklow)
44	**Ballymun Regeneration Ltd.**	June 18th	• Ballymun must be identified as a Level 3 Centre in the retail hierarchy (Table E1)
45	**DTZ**	June 18th	On behalf of Treasury Holdings. • Clarity needed re. definitions applied to Level 3 centres. • Clarity on the likely size of a District Centre in the GDA. • Specifically acknowledge the importance of Ballymun. • Specifically acknowledge the importance of Stillorgan. • Re. catchment areas extending outside LA boundaries, strategy must reinforce principles in the RPGs and 2001 GDA Retail Strategy • Query re. per capita data • Potential for additional comparison floorspace reduced figure used for average turnover. • Potential inflows to GDA underestimating. • The use of a UK figure for internet shopping is inappropriate. • Number of issues raised re. household and shopper surveys and how they informed study outputs. • Distribution of floorspace has not been aligned with adopted plans. • Projected floorspace figures as gross is not conventional. • Is the allowance for services floorspace necessary? •
46	**Meath County Council and Navan Town Council**	June 18th	• Strategy requires an appropriate framework to redress leakage out of the county. • Provide clear policy objectives re. Navan's potential as a key retailing destination. • Ashbourne should be considered as a Level 2 Centre. • Bettystown should be included with Laytown's Level 3 designation. • Enfield should be included as a Level 3 centre,
47	**Brian Meehan and Associates**	June 18th	On behalf of Crossridge Investments/Lenridge Developments re. lands at Dundrum Town Centre • The strong retail role of Dundrum Town Centre should be acknowledged and promoted in the DLR Policy Section **(Section 6.33)** • The strategy should recognize the forthcoming phase 2 development at Dundrum. • Omit reference to Dundrum in **Section 4.10 bullet points**.
48	**Kildare County Council**	June 18th	• Concern in relation to the manner in which the quantum of retail allocation can be distributed in a sustainable manner throughout the County. • Amend the strategy so that Las gave greater flexibility in relation to the distribution of comparison and

	Subject →		
	Party ↓	***Date***	***Topic***
			convenience retail floorspace within the LAs functional area. • Appendices should have a note referring to County (City) Retail Strategies, as the primary reference documents in relation to the distribution of retail need. • **Table 5.10** should refer to 25% in line with para 5.41.
49	**Mc Gill Planning**	June 18th	On behalf of Stanley Holdings re. lands at Belmayne/North Fringe • North Fringe/Belmayne should be a Level 3, developing into a Level 2 over the next 10 years. • More robust guidance on Retail Warehouse Parks • Agree with qualitative approach
50	**Tom Phillips and Associates**	June 18th	On behalf of Storeford Limited re. lands at Greenhills Road, Walkinstown • The strategy should be amended to reflect the under provision of retail facilities in the wider Walkinstown Area. • The potential of the subject lands to provide a significant quantum of retail floorspace should be recognised.
51	**Tom Phillips and Associates**	June 18th	• The methodology employed contains a number of baseline errors resulting in an underestimation of existing retail floorspace. • Takes no account if developments which have ceased trading. • Takes no account of developments which have changed use. • Takes no account of change of retail class. • Takes an incorrect account of new retail trading since 2001. • Per capita growth rates to 2016 are misaligned.
52	**McGill Planning**	June 18th	On behalf of Brunello Developments Ltd re. SDS An Post site, Naas Road, Dublin 22 • The strategy should parallel with the emerging Naas Road Gateway Plan and designate a Level 3 District Centre to serve the area. • More robust guidance on Retail Warehouse Parks • This site is suitable for 'Showcase Retailing' • Agree with qualitative approach • Concern over existing/planned floorspace.
53	**Becbay Ltd**	June 18th	Re. the Glass Bottle Site. • Requests that the strategy supports the retail provision outlined in the Poolbeg Peninsula Masterplan

	Subject →		
	***Party* ↓**	***Date***	***Topic***
			Area on the subject site. • Overall provide reference to the expansion of Poolbeg. • Consistency required in reference to terminology used for floorspace. • Transportation infrastructure is given weight re. site selection for major retail developments. • Give weight to the benefits derived from additional retail floorspace in terms of regeneration and employment.
54	**DTZ**	June 18th	On behalf of the Dublin Docklands Development Authority Docklands is specified as a Level 3 Centre DCC specific policies should be extended to include Docklands The need to strategically redress retail deficiencies in the South Docks should be recognised.
55	**Conroy Crowe Kelly Architects and Urban Designers**	June 18th	On behalf of Gannon Homes Ltd. • Clongriffin should be a Level 3 Centre in the retail hierarchy.
56	**Kenny Planning Associates**	June 18th	• **Section 6.40** -The Retail Strategy should give Planning Authorities greater confidence to not require RIS in situations when focusing particularly on qualitative factors. • Pre-app meetings should be actively encouraged. • **Section 6.45** – The strategy should aim to redress the negative connotation of the term 'impact' used in retail planning. • Suggests that the strategy should include a table which sets out broad positive and negative impacts for consideration – such a table would be an indicative checklist for applicants and planning authorities. • **Section 6.47-6.55** - As the application and assessment of sequential tests can be controversial, thus if they are to be applied more stringently, there should be more guidance on what is best practice. • The strategy is an opportunity to provide a more pragmatic means of assessing retail impact, making it more transparent.
57	**Conroy Crowe Kelly**	June 18th	• Strategy is written in isolation of the wider recognition of the need to create sustainable places, where land use and transportation planning are considered in tandem and where urban design is to the forefront of planning. • Shopping centres are not major town centres. Town Centre should not be used as a euphemism for shopping centre. • Strategy provides no comprehensive definition of Major Town Centres and Town and/or District Centres. • There should be provision for biasing real Towns over shopping centres. • Qualitative criteria could be established b the inclusion of an Urban Design section written by suitably qualified personnel.

	Subject →		
	Party ↓	***Date***	***Topic***
			• Ballymun should be included as a Level 3 Centre • Clongriffin should be included as a Level 3 Centre, like the new towns of Adamstown and Clonburris.
58	**Dublin Transportation Office**	June 18th	• The policy shift to integrated transport solutions needs to be fully reflected in the strategy. • A clear correlation between the retail hierarchy in the strategy and the settlement hierarchy in the RPGs needs to be established. • The strategy should provide guidance on the appropriate forms of access to retail facilities at all levels, informed by clearly defined catchment populations and accessibility objectives relating to all modes. • Retail development in the GDA should not be planned around distribution within LA areas, but instead in the GDA as a whole in support of RPG and DTO guidance. • Concern that existing unbuilt permissions are not included. • Overall advises against any further retail floorspace allocations in excess of calculated floorspace figures.
59	**McGill Planning**	June 18th	On behalf of Arnotts Properties • Highlights Northern Quarter (under consideration by ABP) • More robust guidance on Retail Warehouse Parks • Agree with qualitative approach • Concern over existing/planned floorspace.

APPENDIX 3a

Survey Methodology and Sampling

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GDA RETAIL STRATEGY UPDATE: HOUSEHOLD SHOPPING SURVEY

OCTOBER 2007

Presented to:	Colliers CRE 9 Marylebone Lane London W1U 6HL
Presented by:	Beacon Research The Resource Centre Bridge Street Garstang Lancashire PR3 1YB

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GDA RETAIL STRATEGY UPDATE:
HOUSEHOLD SURVEY (OCTOBER 2007)

BACKGROUND & METHODOLOGY

The client, Colliers CRE, wished to conduct a telephone shopping survey of residents living within the GDA and its shopping hinterland. This was to establish the following:

- Where respondents go for their general Non-food shopping such as clothing, footwear and household goods.
- How frequently they visit their main and second centres.
- How consumer expenditure on the main goods is divided between main and second centres.
- Reasons for choice of main centre, mode of travel and the length of journey from home.

A total of 5000 interviews were targeted, in 28 different zones. Each zone was defined by a group of electoral districts. Interviews were conducted over a period of nine weeks, between October15th and December 22nd 2007. A further 'top up' sample of 750 young householders, were also interviewed at the same time. These young residents (aged between 16 and 34) were targeted by interviewing them whilst visiting Dublin City Centre, Dundrum Shopping Centre and Dundrum Town Centre

In order to provide meaningful and reliable data in each of the zones an equal number of interviews (200) were allocated to 22 of the zones and 100 in each of the remaining, more peripheral, 6 zones. The results were then weighted, at the analysis stage to take account of the different populations in each zone and their importance to the overall survey area. The results were also weighted by age within each zone.

GDA: OVERALL SAMPLE BREAKDOWN

ZONE	Popn	%	Achieved Sample	Weighted Sample	Weight
1	110,830	4.5%	289	258	0.89
2	111,472	4.5%	212	260	1.23
3	137,910	5.6%	215	322	1.49
4	69,008	2.8%	275	161	0.59
5	83,144	3.4%	233	194	0.83
6	48,717	2.0%	203	114	0.56
7	105,416	4.3%	215	246	1.14
8	92,828	3.8%	203	217	0.95
9	96,888	3.9%	212	226	1.07
10	96,245	3.9%	223	225	1.01
11	57,619	2.3%	214	135	0.63
12	88,110	3.6%	288	206	0.71
13	108,760	4.4%	236	254	1.08
14	23,504	1.0%	205	55	0.27
15	108,769	4.4%	206	254	1.23
16	33,651	1.4%	203	79	0.39
17	104,342	4.2%	206	244	1.18
18	55,181	2.2%	203	129	0.63
19	30,248	1.2%	206	71	0.34
20	17,540	0.7%	203	41	0.20
21	84,377	3.4%	214	197	0.92
22	28,388	1.2%	205	66	0.32
23	113,450	4.6%	103	265	2.57
24	122.354	5.0%	106	286	2.70
25	117,153	4.8%	106	274	2.58
26	140,857	5.7%	106	328	3.10
27	140,572	5.7%	106	328	3.10
28	135,148	5.5%	106	316	2.98
TOTAL	**2,462,469**	**100%**	**5750**	**5750**	-

The sample used for making telephone calls was obtained by Beacon Research from Demographics Ireland, who supplied names, addresses and telephone numbers by Electoral Districts.

Full details of the samples achieved in each zone and the weightings subsequently applied within the analysis, are shown in the above table.

The following table summaries the details of calls made and interview outcome.

Initial Sample of Telephone numbers	13500	
Completed interviews	5750	42.6
Refusals	715	5.3
Wrong numbers / Unobtainable / Answer phone*	3915	29.0
No reply (after 4 calls)	1958	14.5
Not used	1162	8.6

*In this household telephone survey there was a much higher than average level of wastage from the address lists, which were not of the same standard as for the UK.

STATEMENT OF RELIABILITY

Assessment of the standard error:

1. The GDA Household Survey has been undertaken by a series of individual sample surveys for a combination of zones.
2. The results are subject to the following sampling error, of which there follows an analysis.
3. The following analysis indicates the methodology used to calculate the standard error, with the standard 95% probability of being correct. The formulae for these calculations are as follows:

$$SE\% = \frac{p\% * q\%}{n}$$

Where: p% =% sample value recorded

q% = 100% - p%

n = sample size

And where:

± 1.96∗ (SE %) = 95% probability that the correct answer lies in the range calculated.

4. Using the above formulae, we can predict the variation between the sample results and the 'true' values from our knowledge of the size of sample on which the results are based and the number of times that a particular answer is given. The table below illustrates the predicted ranges for the total sample and percentage results at the 95% confidence level.

Approximate sampling tolerances applicable to percentages at or near these levels.

Size of sample on which survey result is based	10% or 90% ±	20% or 80% ±	30% or 70% ±	40% or 60% ±	50% ±
5000 interviews	0.83	1.11	1.27	1.36	1.39

For example, with a sample of 5000 where 30% give a particular answer, the chances are 19 in 20 that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of ± 1.27 percentage points from the sample results.

APPENDIX 3b

Copy of Household Telephone Survey Questionnaire

Job No: GW/07/365

AREA

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GREATER DUBLIN AREA RETAIL STRATEGY HOUSEHOLD TELEPHONE SURVEY ON BEHALF OF COLLIERS CRE (OCTOBER 2007)

Name: ______________________________

Address: ______________________________

____

C1	Age:	16-24	1	45-54	4
		25-34	2	55-64	5
		35-44	3	65 +	6

C2 Gender: Male 1 Female 2

C3 Do you have the use of a car for shopping?

Yes 1 No 2

C4 What is the working status of the chief wage earner in your household?

Full/Part time employed 1 Retired 2 Unemployed 3

C5	Day / Time of interview:	Morning	1	Afternoon	2	Evening	3
		Weekday	1	Weekend	2		

Interviewer Signature: ______________________________ Date: ______________

Interviewer Name: ______________________________

Good morning / afternoon, my name is ....

We are doing some research on behalf of all the Councils in the Greater Dublin Area to improve shopping facilities in the Dublin area and I'd like to ask you a few questions.

Are you / May I speak to the person responsible for the majority of your household shopping?

YES	1
NO	2 - CLOSE INTERVIEW

As we need to speak to people across a number of areas, could you please tell me the first line of your address?

WRITE IN HERE ________________________

Refer to quota and check that respondent is eligible for interview (i.e. within specified survey area) - if not, thank and close.

Q1a **Can I ask you first of all, excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do <u>most</u> of your shopping for non-food goods such as clothing & footwear, books, gifts and jewellery?**

Q1b **And how often do you visit..................... town/city centre or shopping centre or retail park, for this type of non-food shopping?**

Q1c **And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in .... town/city centre or shopping centre or retail park?**

Q2a **Excluding Mail Order and shopping over the Internet, what is your <u>second most important</u> town/city centre or shopping centre or retail park for non-food goods such as clothing & footwear, books, gifts and jewellery? (SINGLE CODE)**

Q2b **And how often do you visit..................... town/city centre or shopping centre or retail park for this type of non-food shopping?**

Q2c **And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in .... town/city centre or shopping centre or retail park?**

RECORD ANSWERS BELOW - CHECK PERCENTAGES ADD TO 100% AT Q1c/2c

A	CENTRE	Q1	Q2
	CODE FROM LIST 'A'		
	Other (Write In)		
	No Particular Centre / Varies	136	136
	None / Don't shop / Disabled / Mail order & Internet only	137	137
	No second centre	138	138
	DK / Cant remember	139	139
B	FREQUENCY OF VISIT		
	More than once a week	1	1
	Once a week	2	2
	2-3 times a month	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
C	**% In Location (Write In)**	%	%

Q3a You said that .... is the town/city centre or shopping centre/retail park where you do most of your clothing & footwear shopping? What is your main reason for choosing that Centre? (SINGLE CODE)

Close to home/convenient	1	Good/Cheap Public Transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of goods stores	3	Free/cheap parking	9
Good range of major stores	4	Good quality goods/products	10
Pedesrtrianised streets/attractive environment	5	Part of joint trip to other facility/centre	11
Good prices/Good value for money	6	Other (Write In)	

____

Q3b How do you normally travel to/from this town/city centre or shopping centre or retail park?
(If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10
Other (write in)			

____

Q3c Where does your journey usually start from?

Home	1	(Go to Q3d)
Work	2	(Go to Q4)
Other (write in)______________________		(Go to Q4)

ASK ALL SAYING 'HOME' AT Q3c - OTHERS GO TO Q4

Q3d On average, how long does it take you to travel to this town/city centre or shopping centre / retail park from home?

5 minutes or less	1	21 – 25 minutes	5
6 – 10 minutes	2	26 – 30 minutes	6
11 – 15 minutes	3	30 - 60 minutes	7
16 – 20 minutes	4	Over 1 hour	8

ASK ALL:

Q4 At which town/city centre or shopping centre or retail park do you normally undertake most of your Christmas or special occasion shopping? (Write in)

____

Q5a **Excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do most of your shopping for bulky non-food goods such as DIY, large electrical goods, furniture and carpets (SINGLE CODE)**

Q5b **And how often do you visit ………. town/city centre or shopping centre / retail park for your main bulky goods shopping?**

Q5c **And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in .... town/city centre or shopping centre / retail park?**

Q6a **Excluding Mail Order and shopping over the Internet, which is your second most important town/city centre or shopping centre or retail park for bulky non food shopping? (SINGLE CODE)**

Q6b **And how often do you visit ………. town/city centre or shopping centre / retail park for your main bulky goods shopping?**

Q6c **And Excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in .... town/city centre or shopping centre / retail park?**

RECORD ANSWERS BELOW - CHECK PERCENTAGES ADD TO 100% AT Q5c/6c

A	CENTRE	Q5	Q6
	CODE FROM LIST 'A'		
	Other (Write In)		
	No Particular Centre / Varies	136	136
	None / Don't shop / Disabled / Mail order & Internet only	137	137
	No second centre	138	138
	DK / Cant remember	139	139
B	**FREQUENCY OF VISIT**		
	More than once a week	1	1
	Once a week	2	2
	2-3 times a month	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
C	**% In Location (Write In)**	%	%

Q7a You said that ………… is the town/city centre or shopping centre / retail park where you do most of your bulky goods non-food shopping? What is your main reason for choosing that Centre?

Close to home/convenient	1	Good/Cheap Public Transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of goods stores	3	Free / cheap parking	9
Good range of major stores	4	Good quality goods/products	10
Pedesrtrianised streets / attractive environment	5	Part of joint trip to other facility / centre	11
Good prices/Good value for money	6	Other (Write In)	

Q7b How do you normally travel to/from this town/city centre or shopping centre / retail park? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10
Other (write in)			

Q7c Where does your journey usually start from?

Home	1	(Go to Q7d)
Work	2	(Go to Q8a)
Other (write in)________		(Go to Q8a)

ASK ALL SAYING 'HOME' AT Q7c - OTHERS GO TO Q8

Q7d On average, how long does it take you to travel to this town/city centre or shopping centre / retail park from home?

5 minutes or less	1	21 – 25 minutes	5
6 – 10 minutes	2	26 – 30 minutes	6
11 – 15 minutes	3	30 - 60 minutes	7
16 – 20 minutes	4	Over 1 hour	8

ASK ALL:

Q8a At which store and location do you usually do most or all of your main food and grocery shopping? (Store and location code needed from separate list – SINGLE CODE)

Q8b And, when during the week would you normally shop at your main food store?

Q9a At which store and location do you usually do your remaining top-up food and grocery shopping? (Store and Centre needed)

RECORD ANSWER BELOW

		Q8a Main Store & Location	Q9a Second Store & Location
A	CODE FROM LIST 'B'		
	Other (write in)		
	None in particular / Varies	236	236
	DK / Can't remember	237	237
	No second / Top-up store	238	238
B	WHEN SHOP		
	Weekdays (Mon – Fri) Daytime	1	
	Weekdays (Mon – Fri) Evening	2	
	Saturday	3	
	Sunday	4	
	Varies / No particular time	5	

Q10a On average how much do you and your household spend in total on food and groceries each week? (INCLUDE MAIN & TOP-UP SHOPPING)

Q10b Of this amount, how much is spent at the Store where you normally do your main food and grocery shopping?

	€	Cents
Q10a - Total household expenditure on food & groceries		
Q10b - 'Main' store weekly total expenditure		
(c) Top-up weekly food expenditure (*calculate*)		

Note: (c) is calculated as (Q10a – Q10b)

Q11a You said that............... is your main store for food/grocery shopping. How often do you visit that store for food and grocery shopping?

Three times a week or more often	1	Once a month	5
Twice a week	2	Once every two months	6
Once a week	3	Less often	7
Once a fortnight	4		

Q11b What is the main reason why you and your household choose to shop at the store where you do your main food/grocery shopping? (SINGLE CODE)

Close to home / convenient	1
Close to work	2
Ease of parking	3
Free / cheap parking	4
Good / cheap public transport	5
Wide choice of goods / products	6
Close to other shops	7
Good prices/good value for money	8
Good quality goods / products	9

Other (WRITE IN) ____

Q11c How do you normally travel to/from this store? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10

Other (write in)

____

Q11d Where does your journey usually start from?

Home	1	(Go to Q11d)
Work	2	(Go to Q12a)
Other (write in)________________________		(Go to Q12a)

ASK ALL SAYING HOME AT Q11e - OTHERS GO TO Q12a

Q11e On average, how long does it take you to travel to this Store from home?

5 minutes or less	1	21 – 25 minutes	5
6 – 10 minutes	2	26 – 30 minutes	6
11 – 15 minutes	3	Over 30 minutes	7
16 – 20 minutes	4		

ASK ALL:

Q12a When you do your <u>main</u> food and grocery shopping at………………………. do you or your household usually visit any <u>other</u> shops/service outlets in the area as part of that same trip?

Yes	1 (Go to Q12b)	No	2 (Go to Q13)

IF YES ASK Q12b TO Q12d - OTHERS GO TO Q13

Q12b Which town/centre is this? *(write in)* ____________________________________

Q12c And do you drive to the other shops/service outlets, or walk or use another form of transport?

Drive	1	Taxi	5
Walk	2	Other Form of Transport	6
Bus	3	LUAS	7
DART	4	Train	8

Other *(write in)*

____

Q12d And what other shops/services do you normally visit (MULTI-CODE)

Clothing	1
Footwear	2
Leisure Goods (e.g. Books, CDs, DVDs, Toys etc)	3
Jewellery	4
Carpets / Furniture	5
Electrical Goods (e.g. TV, Stereo etc)	6
Household Textiles / Soft Furnishings	7
DIY / Hardware / Garden Products	8
Chemists Goods	9
Health & Beauty Services	10
Catering Services (e.g. Cafes, Takeaways, Pubs, Restaurants etc)	11
Leisure Services (e.g. Travel Agent, Betting Shop, DVD Rental etc)	12
Financial outlets (e.g. Banks, Building Societies)	13
Professional Services (e.g. Solicitor, Accountant)	14
Post Office	15
Specialist food shops (eg Baker, Greengrocer, Butcher, Deli)	16
Newsagent/ Confectioner/ Tobacconist	17
Charity Shop	18
Department/ Variety Store	19

Other type of shop (WRITE IN) ________________________________

____

THANK RESPONDENT - CLOSE INTERVIEW – COMPLETE CLASSIFICATION

APPENDIX 3c

Copy of Young Persons' Street Survey Questionnaire

Job No: GW/07/365

AREA

STRICTLY CONFIDENTIAL
BEACON RESEARCH
The Resource Centre, Bridge Street, Garstang, Lancs PR3 1YB
Tel: ++441995 606330 Fax: ++441995 605336

GREATER DUBLIN AREA RETAIL STRATEGY
YOUNG PERSONS SURVEY
ON BEHALF OF COLLIERS CRE (OCTOBER 2007)

Name: ______________________________

Address: ______________________________

____

C1	Age:		16-24	1	25-34	2		
C2	Gender:		Male	1	Female	2		
C3	Do you have the use of a car for shopping?		Yes	1	No	2		
C4	What is the working status of the chief wage earner in your household?							
	Full/Part time employed	1	Retired	2	Unemployed	3		
C5	Day / Time of interview:		Morning	1	Afternoon	2	Evening	3
			Weekday	1	Weekend	2		

Interviewer Signature: ______________________ Date: ______________

Interviewer Name: ______________________

Good morning / afternoon, my name is ....

We are doing some research on behalf of all the Councils in the Greater Dublin Area to improve shopping facilities in the Dublin area and I'd like to ask you a few questions.

Are you the person responsible for the majority of your household shopping?

Yes 1 (Continue) No 2 (Close interview)

Q1a **Can I ask you first of all, excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do most of your shopping for non-food goods such as clothing & footwear, books, gifts and jewellery?**

Q1b **And how often do you visit..................... town/city centre or shopping centre or retail park, for this type of non-food shopping?**

Q1c **And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in .... town/city centre or shopping centre or retail park?**

Q2a **Excluding Mail Order and shopping over the Internet, what is your second most important town/city centre or shopping centre or retail park for non-food goods such as clothing & footwear, books, gifts and jewellery? (SINGLE CODE)**

Q2b **And how often do you visit..................... town/city centre or shopping centre or retail park for this type of non-food shopping?**

Q2c **And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in .... town/city centre or shopping centre or retail park?**

RECORD ANSWERS BELOW - CHECK PERCENTAGES ADD TO 100% AT Q1c/2c

A	CENTRE	Q1	Q2
	CODE FROM LIST 'A'		
	Other (Write In)		
	No Particular Centre / Varies	136	136
	None / Don't shop / Disabled / Mail order & Internet only	137	137
	No second centre	138	138
	DK / Cant remember	139	139
B	FREQUENCY OF VISIT		
	More than once a week	1	1
	Once a week	2	2
	2-3 times a month	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
C	**% In Location (Write In)**	%	%

Q3a You said that .... is the town/city centre or shopping centre/retail park where you do most of your clothing & footwear shopping? What is your main reason for choosing that Centre? (SINGLE CODE)

Close to home/convenient	1	Good/Cheap Public Transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of goods stores	3	Free/cheap parking	9
Good range of major stores	4	Good quality goods/products	10
Pedesrtrianised streets/attractive environment	5	Part of joint trip to other facility/centre	11
Good prices/Good value for money	6	Other (Write In)	

____

Q3b How do you normally travel to/from this town/city centre or shopping centre or retail park?
(If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10
Other (write in)			

____

Q3c Where does your journey usually start from?

Home	1	(Go to Q3d)
Work	2	(Go to Q4)
Other (write in)____________________		(Go to Q4)

ASK ALL SAYING 'HOME' AT Q3c - OTHERS GO TO Q4

Q3d On average, how long does it take you to travel to this town/city centre or shopping centre / retail park from home?

5 minutes or less	1	21 – 25 minutes	5
6 – 10 minutes	2	26 – 30 minutes	6
11 – 15 minutes	3	30 - 60 minutes	7
16 – 20 minutes	4	Over 1 hour	8

ASK ALL:

Q4 At which town/city centre or shopping centre or retail park do you normally undertake most of your Christmas or special occasion shopping? (Write in)

____

Q5a **Excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do most of your shopping for bulky non-food goods such as DIY, large electrical goods, furniture and carpets (SINGLE CODE)**

Q5b **And how often do you visit ………. town/city centre or shopping centre / retail park for your main bulky goods shopping?**

Q5c **And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in .... town/city centre or shopping centre / retail park?**

Q6a **Excluding Mail Order and shopping over the Internet, which is your second most important town/city centre or shopping centre or retail park for bulky non food shopping? (SINGLE CODE)**

Q6b **And how often do you visit ………. town/city centre or shopping centre / retail park for your main bulky goods shopping?**

Q6c **And Excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in .... town/city centre or shopping centre / retail park?**

RECORD ANSWERS BELOW - CHECK PERCENTAGES ADD TO 100% AT Q5c/6c

A	CENTRE	Q5	Q6
	CODE FROM LIST 'A'		
	Other (Write In)		
	No Particular Centre / Varies	136	136
	None / Don't shop / Disabled / Mail order & Internet only	137	137
	No second centre	138	138
	DK / Cant remember	139	139
B	FREQUENCY OF VISIT		
	More than once a week	1	1
	Once a week	2	2
	2-3 times a month	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
C	**% In Location (Write In)**	%	%

Q7a You said that .... is the town/city centre or shopping centre / retail park where you do <u>most</u> of your bulky goods non-food shopping? What is your <u>main</u> reason for choosing that Centre?

Close to home/convenient	1	Good/Cheap Public Transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of goods stores	3	Free / cheap parking	9
Good range of major stores	4	Good quality goods/products	10
Pedesrtrianised streets / attractive environment	5	Part of joint trip to other facility / centre	11
Good prices/Good value for money	6	Other (Write In)	

Q7b How do you normally travel to/from this town/city centre or shopping centre / retail park? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10
Other (write in)			

Q7c Where does your journey usually start from?

Home	1	(Go to Q7d)
Work	2	(Go to Q8a)
Other (write in)________________________		(Go to Q8a)

ASK ALL SAYING 'HOME' AT Q7c - OTHERS GO TO Q8

Q7d On average, how long does it take you to travel to this town/city centre or shopping centre / retail park from home?

5 minutes or less	1	21 – 25 minutes	5
6 – 10 minutes	2	26 – 30 minutes	6
11 – 15 minutes	3	30 - 60 minutes	7
16 – 20 minutes	4	Over 1 hour	8

ASK ALL:

Q8a At which <u>store and location</u> do you usually do <u>most</u> or all of your main food and grocery shopping? (Store and location code needed from separate list – SINGLE CODE)

Q8b And, when during the week would you normally shop at your <u>main</u> food store?

Q9a At which <u>store and location</u> do you usually do your remaining top-up food and grocery shopping? (Store and Centre needed)

RECORD ANSWER BELOW

		Q8a Main Store & Location	Q9a Second Store & Location
A	**CODE FROM LIST 'B'**		
	Other (write in)		
B	**WHEN SHOP**		
	Weekdays (Mon – Fri) Daytime	1	
	Weekdays (Mon – Fri) Evening	2	
	Saturday	3	
	Sunday	4	
	Varies / No particular time	5	

Q10a On average how much do you and your household spend in total on food and groceries each week? (INCLUDE <u>MAIN</u> & <u>TOP-UP</u> SHOPPING)

Q10b Of this amount, how much is spent at the <u>Store</u> where you normally do your <u>main</u> food and grocery shopping?

	€	Cent
Q10a - Total household expenditure on food & groceries		
Q10b - 'Main' store weekly total expenditure		
(c) Top-up weekly food expenditure (*calculate*)		

Note: (c) is calculated as (Q10a – Q10b)

Q11a You said that............... is your main store for food/grocery shopping. How often do you visit that store for food and grocery shopping?

Three times a week or more often	1	Once a month	5
Twice a week	2	Once every two months	6
Once a week	3	Less often	7
Once a fortnight	4		

Q11b What is the main reason why you and your household choose to shop at the store where you do your main food/grocery shopping? (SINGLE CODE)

Close to home / convenient	1
Close to work	2
Ease of parking	3
Free / cheap parking	4
Good / cheap public transport	5
Wide choice of goods / products	6
Close to other shops	7
Good prices/good value for money	8
Good quality goods / products	9

Other (WRITE IN) ____

Q11c How do you normally travel to/from this store? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10

Other (write in)

____

Q11d Where does your journey usually start from?

Home	1	(Go to Q11d)
Work	2	(Go to Q12a)
Other (write in)________________________		(Go to Q12a)

ASK ALL SAYING HOME AT Q11e - OTHERS GO TO Q12a

Q11e On average, how long does it take you to travel to this Store from home?

5 minutes or less	1	21 – 25 minutes	5
6 – 10 minutes	2	26 – 30 minutes	6
11 – 15 minutes	3	Over 30 minutes	7
16 – 20 minutes	4		

ASK ALL:

Q12a When you do your <u>main</u> food and grocery shopping at………………………. do you or your household usually visit any <u>other</u> shops/service outlets in the area as part of that same trip?

Yes	1 (Go to Q12b)	No	2 (Go to Q13)

IF YES ASK Q12b TO Q12d - OTHERS GO TO Q13

Q12b Which town/centre is this? *(write in)* ________________________

Q12c And do you drive to the other shops/service outlets, or walk or use another form of transport?

Drive	1	Taxi	5
Walk	2	Other Form of Transport	6
Bus	3	LUAS	7
DART	4	Train	8

Other *(write in)*

____

Q12d And what other shops/services do you normally visit (MULTI-CODE)

Clothing	1
Footwear	2
Leisure Goods (e.g. Books, CDs, DVDs, Toys etc)	3
Jewellery	4
Carpets / Furniture	5
Electrical Goods (e.g. TV, Stereo etc)	6
Household Textiles / Soft Furnishings	7
DIY / Hardware / Garden Products	8
Chemists Goods	9
Health & Beauty Services	10
Catering Services (e.g. Cafes, Takeaways, Pubs, Restaurants etc)	11
Leisure Services (e.g. Travel Agent, Betting Shop, DVD Rental etc)	12
Financial outlets (e.g. Banks, Building Societies)	13
Professional Services (e.g. Solicitor, Accountant)	14
Post Office	15
Specialist food shops (eg Baker, Greengrocer, Butcher, Deli)	16
Newsagent/ Confectioner/ Tobacconist	17
Charity Shop	18
Department/ Variety Store	19

Other type of shop (WRITE IN) ________________________

____

THANK RESPONDENT - CLOSE INTERVIEW – COMPLETE CLASSIFICATION

APPENDIX 3d

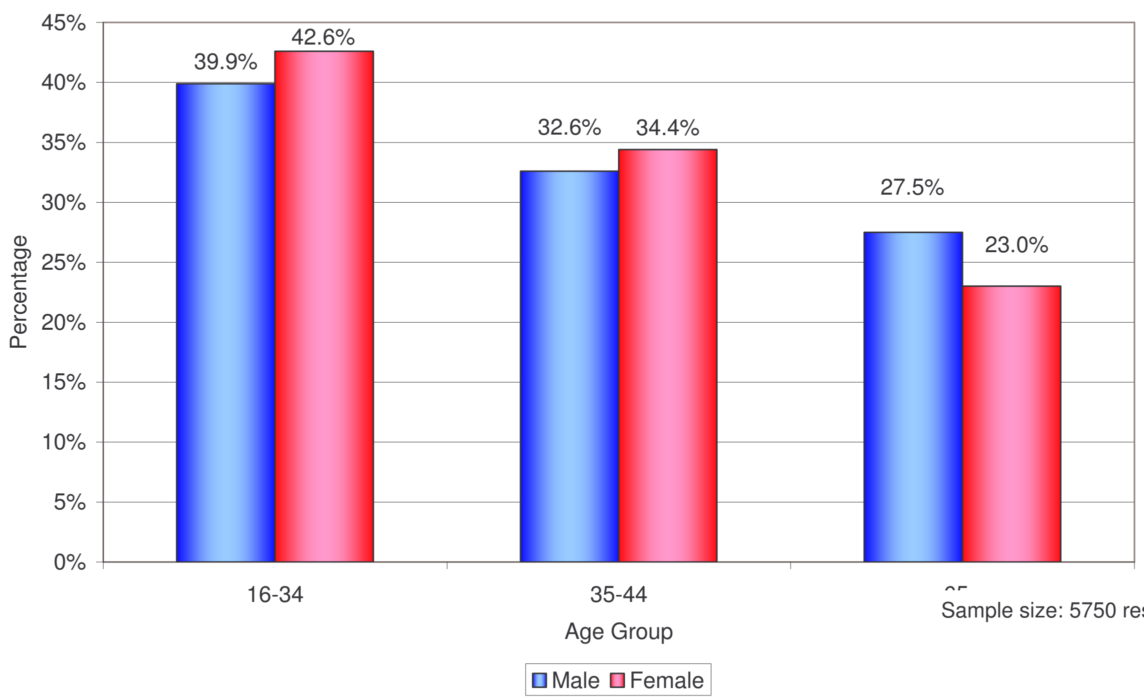
Key Results

GDA RETAIL STRATEGY UPDATE – HOUSEHOLD TELEPHONE SURVEY
KEY RESULTS

INTRODUCTION

- The household survey was carried out between October 15th and October 22nd 2007.
- A total of 5000 interviews were targeted over the 28 zones. A top-up sample of 750 young people, to reflect Dublin's young population, was also collected during the same time period using a street survey.
- An overall sample of 5750 was collected, of which 1696 (29.5%) were male and 4054 (70.5%) were female.
- This sample comprised of 2415 (42%)16 to 34 year olds, 1944 people (33.8%) 35 to 54 year olds, and 1392 (24.2%) 55+ year olds (see **Figure 1**). This is very much in line with the age profile of the survey area as a whole, giving validity to the results.

Figure 1 – Age Groupings by Gender



Sample size: 5750 respondents

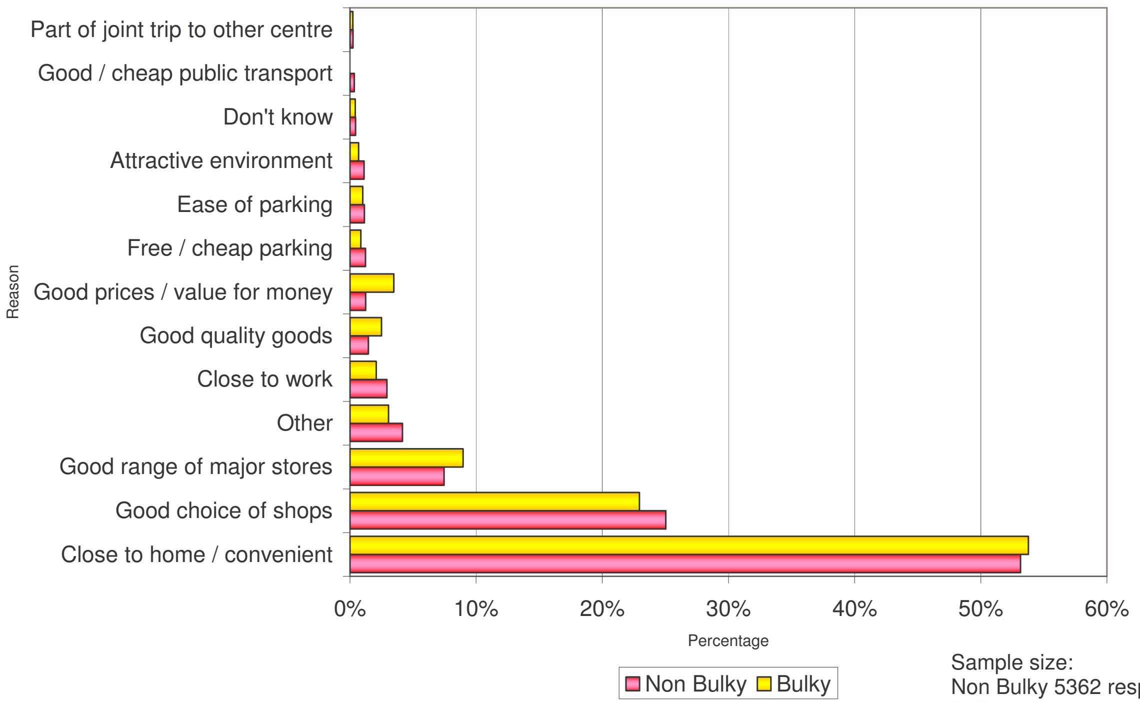
- The working status of the chief wage earner in the majority of households was full/part time employed (76.1%). Of the rest, 18.8% of people were retired and 3.6% were unemployed.

COMPARISON GOODS SHOPPING

- Most respondents main reason for choosing their main comparison goods centre was because it was close to / convenient for them. This was true for both non-bulky (53.2%) and bulky (53.8%) comparison goods.(see **Figure 2** overleaf).

- *"Good prices / value for money"* was particularly important in relation to bulky comparison goods centres (3.5% compared to 1.2% for non-bulky). This could be because of their higher purchase price.
- Conversely, a *"good choice of shops"* was more important as a reason for choosing a non-bulky (25%) to a bulky (22.9%) comparison goods centre.

Figure 2 – Reason for Choosing Main Comparison Goods Centre: Non-Bulky vs Bulky



Sample size:
Non Bulky 5362 respondents
Bulky 4517 respondents

- **Figure 4** and **Figure 5** overleaf show that for both non-bulky and bulky comparison goods the most popular mode of transport for shopping is the car. However, there is a relatively large difference (11.9%) between the two with a higher percentage of people visiting bulky comparison goods centres (85.2%) by car compared to non-bulky goods centres (73.3%). This could be due to the more frequent out of centre locations of bulky comparison goods retailing and/or the need to transport bulky goods home.
- Another difference between the goods types can be seen when all forms of public transport are added together (bus, LUAS, DART, train). The combined total for these modes of travel for non-bulky comparison goods is 14.7%, while for bulky goods it is just 6.4% (a difference of 8.3%). This again could highlight the differing locations of the retailing facilities.

Figure 4 – Normal Mode of Transport to Main Non-Bulky Comparison Goods Centre

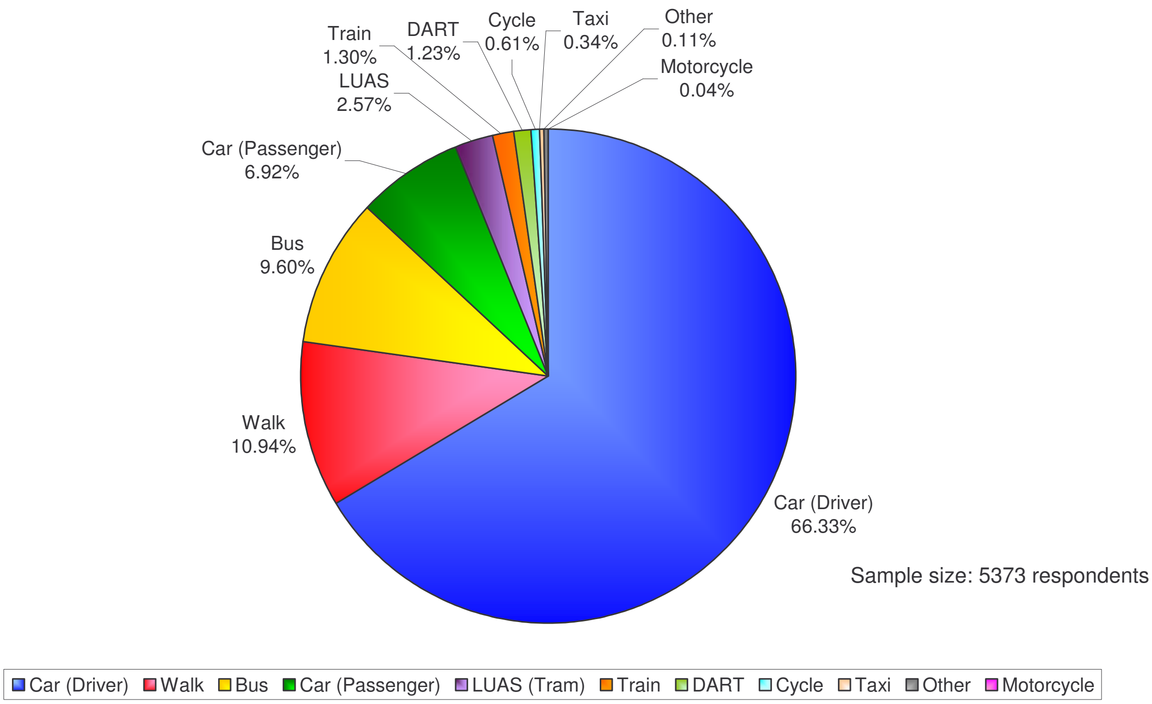
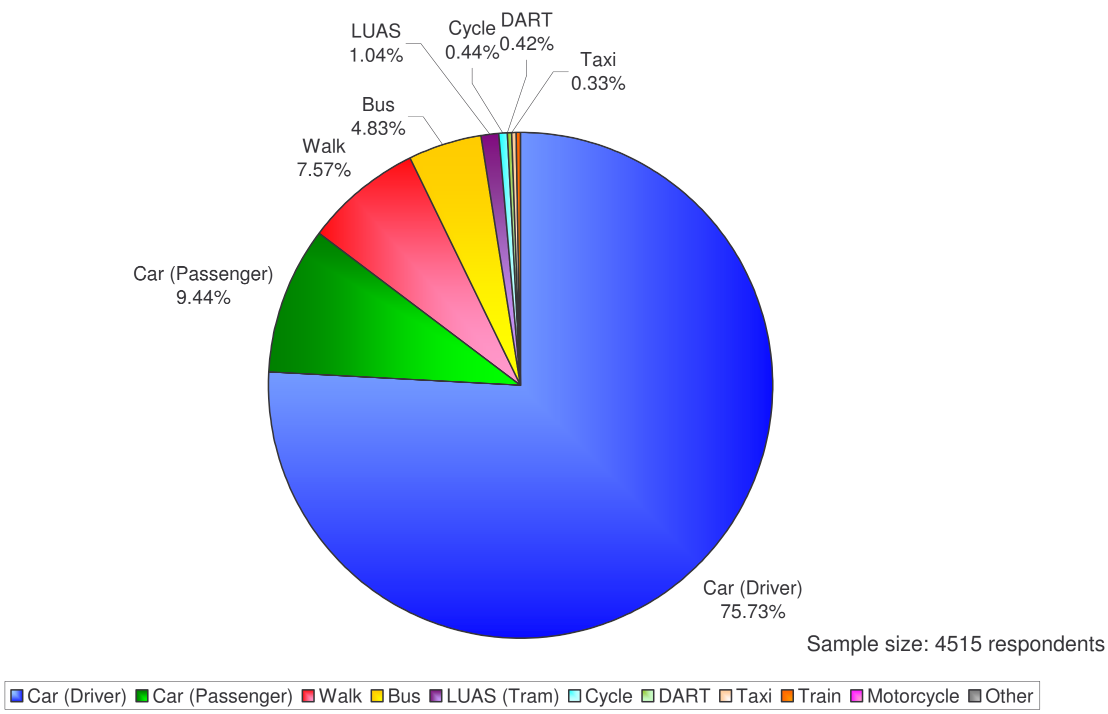
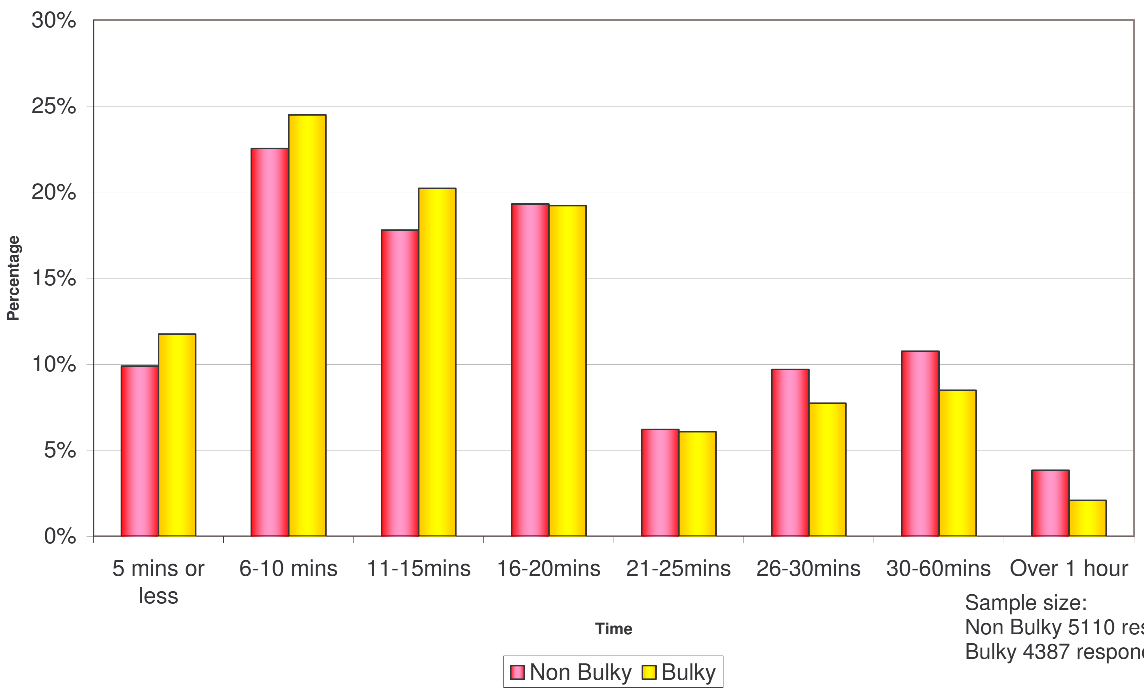


Figure 5 – Normal Mode of Transport to Main Bulky Comparison Goods Centre



- Linked into the issue of transport mode is the origin of respondents trips to their main centre. For both categories of comparison goods the vast majority, 95.3% for non-bulky and 97.5% for bulky goods, started their trips from home.
- Slightly more people started their trips from work if they were visiting their main non-bulky centre (4.4% compared to 2.5% for bulky).
- The length of most peoples journeys to their main centres for both non-bulky and bulky comparison goods were between 6 and 10 minutes (22.5% and 24.5% respectively) (see **Figure 6**).
- When comparing the categories of goods, it can be seen (**Figure 6**), that there are differences. The majority of bulky comparison goods journey times are under 15 minutes (56.4%), while 49.8% of non-bulky goods trips have a journey time of over 15 minutes.
- In terms of average length of journey, there is just a 3 minute difference between the goods categories with 33 minutes for non-bulky goods and 30 minutes for bulky goods.

Figure 6 – Length of Journey from to Main Centre from Home for Non-Bulky vs Bulky Comparison Goods

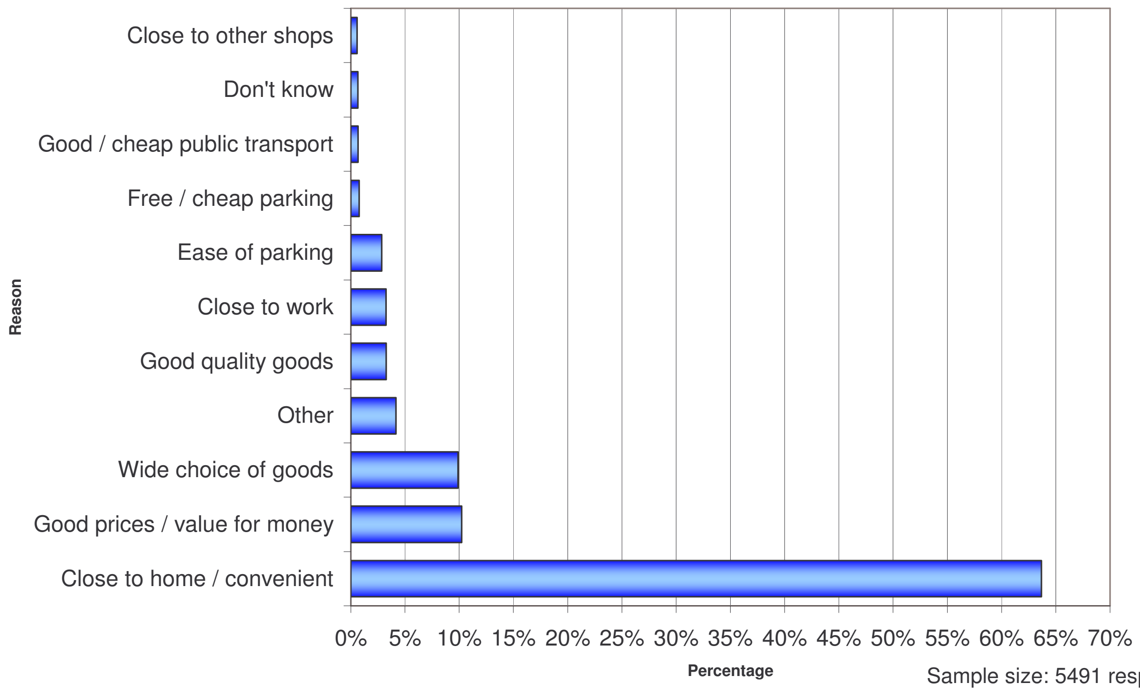


Sample size:
Non Bulky 5110 respondents
Bulky 4387 respondents

CONVENIENCE GOODS SHOPPING

- As for comparison goods, the majority of respondents (63.7%) said that the main reason for visiting their main food store was because it was *"close to home / convenient"* (see **Figure 7**).
- Price of goods appeared to be a more important than for comparison goods, with 10.2% stating this as their main reason, compared to an average of 2.4% for combined comparison goods.

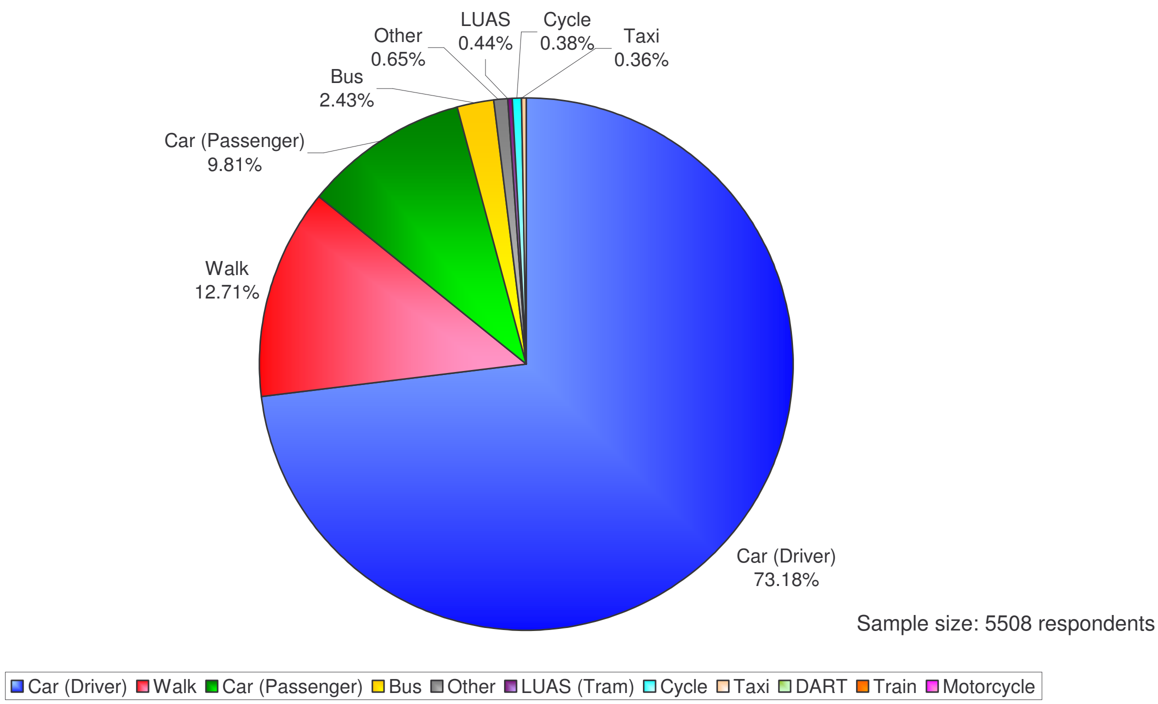
Figure 7 – Reason for Choosing Main Convenience Centre



Sample size: 5491 respondents

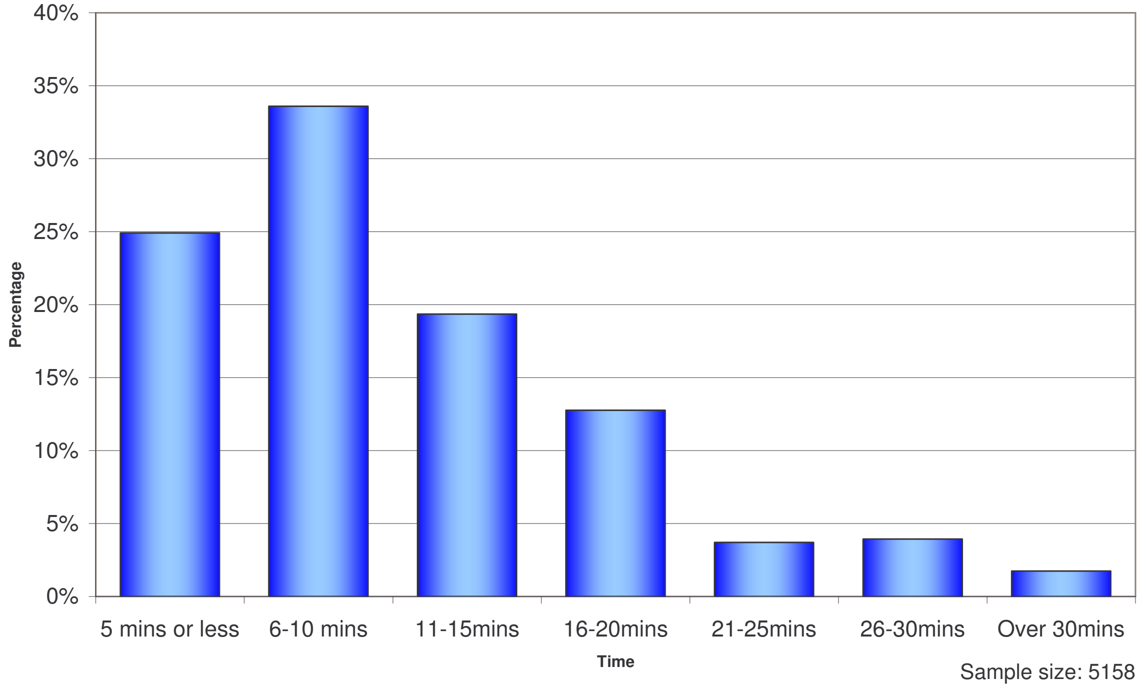
- Driving a car was by far the most popular mode of transport for convenience goods shoppers, accounting for 73.2% of the total (see **Figure 8** overleaf).
- Contrasted with comparison goods shopping, perhaps the most noticeable difference was between the amount of people who catch the bus to their main centres. For combined comparison goods the figure was 7.2%, whereas for convenience goods it was just 2.4%.

Figure 8 – Normal Mode of Transport to Main Convenience Goods Centre



- The vast majority of respondents (94.1%) started their journey to their main convenience store from home. This was similar to comparison goods shopping.
- The most popular length of journey was 6-10 minutes (33.6%) followed by 5 minutes or less with 24.9% (see **Figure 9** overleaf).
- The mean journey length is 21 minutes, over 10 minutes less than the average for comparison goods shopping as a whole.
- Overall, shorter journey lengths for convenience goods shopping were more common than for comparison goods. 77.9% of convenience journey times were 15 minutes or under, while 53.3% of combined comparison goods trips had the same length of journey.

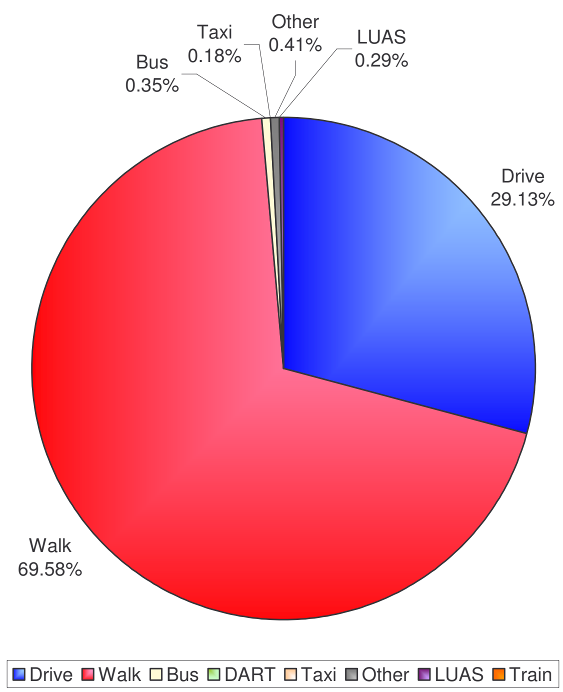
Figure 9 – Normal Length of Journey from to Main Centre from Home for Convenience Goods



Sample size: 5158 respondents

- When asked whether respondents ever combined convenience goods shopping with other shopping (i.e. linked trips) 31.3% said that they did.
- Of these 31.3%, the majority (69.6%) stated that their normal mode of transport to other shops or service outlets was walking (see **Figure 10**). A further 29.1% drove to the other shopping, leaving a 1.2% travelling by other means.

Figure 10 – Normal Mode of Transport to Other Shop / Service Outlet



Sample size: 1695 respondents

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- The types of other shops or services visited by respondents when doing convenience goods shopping are listed in **Table 1** below.
- *"Clothing"*, *"Chemist Goods"* and *"Specialist Foods Shops"* were the most common responses with 13.4%, 12.5% and 10.6% respectively.
- It appears consumers mainly combine convenience goods shopping with non-bulky comparison goods shopping.

Table 1 – Type of Other Shop / Service Outlet Visited

REASON	NUMBER	PERCENT
Clothing	583	13.4%
Chemist Goods	546	12.5%
Specialist Food Shops	465	10.6%
Post Office	374	8.6%
Newsagent / Confectioner / Tobacconist	323	7.4%
Footwear	300	6.9%
Other	231	5.3%
Department / Variety Shop	223	5.1%
Financial Outlets	210	4.8%
DIY / Hardware / Garden Products	199	4.6%
Leisure Goods	182	4.2%
Catering Services	175	4.0%
Health and Beauty Services	124	2.8%
Electrical Goods	101	2.3%
Jewellery	83	1.9%
Household Textiles / Soft Furnishings	63	1.4%
Leisure Services	55	1.3%
Carpets / Furniture	54	1.2%
Charity Shop	45	1.0%
Various	18	0.4%
Professional Services	13	0.3%
TOTAL	**4367**	**100.0%**

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APPENDIX 3e

Summary of Market Shares data
by Centre/Zone

TABLE 1 - NON-BULKY COMPARISON GOODS CENTRE MARKET SHARES (COLUMN PERCENT)																												
CENTRE NAME	Dublin													Mid East										GDA Hinterland				
	Dublin City					Dublin Fingal			South Dublin			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
Dublin City Centre	52.66%	16.86%	46.07%	58.23%	34.91%	17.88%	27.87%	14.14%	14.89%	30.31%	43.66%	26.78%	31.09%	6.36%	11.53%	10.47%	25.99%	16.52%	4.76%	21.63%	18.47%	9.25%	6.66%	12.36%	14.60%	10.53%	13.46%	0.00%
St Stephen's Green Centre	7.69%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.92%	0.05%	0.94%	0.00%	0.00%	0.73%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.15%	0.00%	0.00%
ILAC Shopping Centre	6.55%	0.00%	2.95%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Jervis Shopping Centre	14.35%	0.00%	5.47%	0.00%	3.66%	0.48%	1.12%	0.00%	0.00%	0.23%	1.44%	0.37%	0.71%	0.00%	0.00%	0.76%	0.54%	0.53%	0.00%	0.00%	0.00%	0.00%	0.40%	0.00%	4.63%	0.34%	0.00%	0.00%
Park Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.56%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Phibsborough Shopping Centre	1.25%	0.60%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUBLIN CITY CENTRE - METROPOLITAN CENTRE	82.49%	17.46%	54.49%	58.23%	38.58%	18.57%	30.94%	14.14%	15.45%	30.54%	46.10%	27.20%	32.75%	6.36%	11.53%	11.96%	26.60%	17.05%	4.92%	21.63%	18.47%	9.57%	7.06%	12.36%	19.22%	12.02%	13.46%	0.00%
Clearwater Retail Park	0.44%	4.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%	0.14%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%
Finglas Shopping Centre, Finglas West	2.15%	23.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Omni Park Shopping Centre, Santry	0.00%	4.49%	0.00%	0.00%	0.00%	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Omni Retail Park Shopping Centre, Santry	0.00%	8.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ballymun - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Coolock / North Side Retail Parks, Coolock	0.00%	0.00%	3.37%	0.00%	0.00%	0.16%	0.27%	0.00%	0.00%	0.36%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
North Side Shopping Centre, Coolock	0.20%	2.59%	1.79%	0.00%	0.00%	0.00%	1.28%	0.00%	0.00%	0.22%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Artane - Castle Shopping Centre	0.31%	2.76%	4.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.00%	0.00%	0.00%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Donaghmede Shopping Centre	0.00%	0.00%	5.14%	0.00%	0.00%	2.79%	1.32%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.61%	3.63%	0.00%	0.00%	0.00%	0.00%	0.00%
Killbarrack Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Swan Shopping Centre, Rathmines	0.18%	0.00%	0.00%	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.73%	0.06%	0.00%	0.00%	0.00%	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rathmines Town Centre	0.00%	0.00%	0.00%	1.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Merrion Centre	1.59%	0.00%	0.00%	1.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	2.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ballyfermot	0.00%	0.00%	0.00%	0.00%	2.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Crumlin - Town Centre	0.18%	0.00%	0.00%	0.00%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Crumlin - Crumlin Shopping Centre	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Crumlin - Ashleaf Shopping Centre	0.00%	0.00%	0.00%	0.00%	2.63%	0.00%	0.00%	0.00%	0.00%	0.00%	0.23%	0.24%	0.00%	0.00%	0.00%	0.00%	0.24%	1.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sundrive - Superquinn Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Claire Hall Shopping Centre	0.13%	0.00%	0.32%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edenmore Shopping Centre, Raheny	0.18%	0.26%	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Royal Liver Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Raheny Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rathborne	0.20%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Edenmore Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ranelagh	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walkinstown - Superquinn Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.25%	0.32%	0.00%	0.99%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUBLIN CITY COUNTY OTHER CENTRES	6.09%	47.26%	15.25%	4.52%	6.15%	3.37%	4.23%	0.00%	0.00%	1.16%	3.28%	0.70%	2.92%	0.00%	0.74%	0.23%	0.86%	3.26%	0.66%	0.00%	0.98%	0.75%	4.44%	0.00%	0.00%	0.00%	0.00%	0.00%
Swords - Swords Shopping Centre	0.00%	1.56%	0.00%	0.00%	0.00%	3.39%	5.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Swords - Airside Retail Park	0.00%	0.00%	0.09%	0.00%	0.00%	0.45%	8.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Swords - The Pavillion Centre	0.00%	0.21%	7.47%	0.00%	0.00%	38.59%	38.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Swords - The Plaza	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: SWORDS - MAJOR TOWN CENTRES	0.00%	1.77%	7.56%	0.00%	0.00%	42.43%	52.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blanchardstown - Roselawn Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.51%	3.53%	0.00%	0.14%	0.00%	0.00%	0.37%	1.03%	4.69%	0.00%	0.46%	0.48%	0.00%	0.00%	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blanchardstown - The Shopping Centre	2.64%	29.63%	12.20%	1.15%	2.51%	12.03%	4.95%	81.68%	4.42%	0.70%	0.43%	0.28%	0.75%	18.13%	21.31%	14.02%	0.73%	0.00%	0.00%	0.31%	1.30%	0.63%	0.00%	8.19%	5.86%	4.04%	0.00%	0.00%
Blanchardstown - West End Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.34%	2.02%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%	0.00%
Blanchardstown - Superquinn Centre	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blanchardstown - West End Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: BLANCHARDSTOWN - MAJOR TOWN CENTRES	2.81%	29.63%	12.20%	1.15%	2.51%	13.91%	6.83%	85.21%	4.56%	0.85%	0.43%	0.28%	1.12%	19.50%	28.02%	14.55%	1.19%	0.48%	0.00%	0.31%	1.73%	0.63%	0.00%	8.19%	5.86%	5.76%	0.00%	0.00%
Balbriggan Shopping Centre	1.02%	0.00%	0.00%	0.00%	0.00%	2.79%	0.00%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%
Malehide	0.00%	0.00%	0.00%	0.00%	0.00%	0.51%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Racecourse Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blakestown	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	0.01%	0.00%	0.00%	0.00%	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Castle Mill Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%
Ongar - Retail Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sutton - Superquinn Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tyrrelstown Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Skerries	0.00%	0.00%	0.00%	0.00%	0.00%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUBLIN FINGAL COUNTY OTHER CENTRES	1.02%	0.00%	0.00%	0.00%	0.00%	7.54%	1.25%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	0.01%	0.00%	0.00%	0.00%	0.39%	0.00%	0.00%	0.00%	0.06%	0.00%	1.07%
Liffey Valley Reatil Park / Park West	0.00%	0.00%	0.00%	0.00%	0.95%	0.42%	0.00%	0.00%	2.22%	0.69%	0.10%	0.10%	0.00%	0.00%	0.37%	0.27%	0.00%	1.29%	0.34%	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Liffey Valley Shopping Centre	1.10%	0.00%	0.18%	0.57%	31.22%	0.07%	0.17%	0.00%	65.77%	6.09%	1.59%	1.22%	0.00%	0.88%	0.00%	7.38%	10.85%	0.71%	0.87%	6.77%	0.22%	0.00%	0.00%	1.93%	11.44%	0.00%	0.25%	0.00%
TOTAL: LIFFEY VALLEY - MAJOR TOWN CENTRES	1.10%	0.00%	0.18%	0.57%	32.17%	0.49%	0.17%	0.00%	67.99%	6.78%	1.69%	1.31%	0.00%	0.88%	0.37%	7.65%	10.85%	2.00%	1.20%	7.08%	0.22%	0.00%	0.00%	1.93%	11.44%	0.00%	0.25%	0.00%
Tallaght - Fortunestown Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.58%	1.07%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	2.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tallaght - The Square	0.00%	0.00%	3.53%	0.49%	5.18%	0.00%	0.00%	0.00%	1.50%	34.22%	3.14%	0.92%	0.00%	0.00%	0.00%	0.00%	2.90%	1.98%	0.00%	5.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tallaght - Belgard Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: TALLAGHT - MAJOR TOWN CENTRES	0.00%	0.00%	3.53%	0.49%	5.18%	0.00%	0.00%	0.00%	1.50%	37.80%	4.21%	1.06%	0.00%	0.00%	0.00%	0.00%	2.90%	2.47%	0.00%	7.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Clondalkin	0.17%	0.00%	0.00%	0.00%	1.75%	0.19%	0.00%	0.00%	2.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fonthill Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%
Clondalkin - Mill Centre	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.96%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lucan - Superquinn Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lucan Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lucan Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.24%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kilnamanagh Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%
Rathfarnham - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
City West Shopping Centre	0.18%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	4.26%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.59%	0.00%	0.34%	0.00%	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Palmerstown	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Knocklyon - Superquinn Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: SOUTH DUBLIN COUNTY OTHER CENTRES	0.85%	0.34%	0.00%	0.00%	1.75%	0.19%	0.00%	0.03%	6.63%	5.42%	3.14%	0.54%	0.00%	0.00%	0.00%	0.00%	0.59%	0.00%	0.34%	0.00%	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%
Dundrum Shopping Centre	2.15%	0.00%	1.77%	7.91%	1.80%	1.55%	1.56%	0.18%	1.56%	4.64%	17.30%	29.73%	19.46%	0.60%	0.00%	0.66%	0.83%	0.00%	0.00%	0.00%	31.25%	2.78%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%
Dundrum Town Centre	2.22%	0.69%	3.54%	21.32%	9.15%	0.00%	1.34%	0.00%	2.31%	10.94%	16.00%	25.51%	13.70%	0.00%	0.58%	0.00%	0.89%	0.00%	0.79%	0.00%	16.85%	3.77%	0.00%	0.12%	0.00%	8.65%	0.00%	1.56%
TOTAL: DUNDRUM - MAJOR TOWN CENTRES	4.37%	0.69%	5.30%	29.23%	10.94%	1.55%	2.91%	0.18%	3.88%	15.58%	33.30%	55.24%	33.17%	0.60%	0.58%	0.66%	1.72%	0.00%	0.79%	0.00%	48.10%	6.55%	0.00%	1.14%	0.00%	8.65%	0.00%	1.56%
Dun Laoghaire - Town Centre	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	11.82%	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.71%	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dun Laoghaire - Bloomfields Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	2.38%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dun Laoghaire - Marine Road Shopping Centre	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.07%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUN LAOGHAIRE - MAJOR TOWN CENTRES	0.08%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.56%	15.27%	0.38%	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	3.57%	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rathfarnham - Nutgrove Shopping Centre	0.00%	2.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.73%	4.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stillorgan - Plaza Centre	0.00%	0.00%	0.00%	0.00%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	1.09%	1.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stillorgan Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.18%	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blackrock - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blackrock - Shopping Centre	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	3.79%	0.00%	0.00%	0.00%	0.17%	0.00%	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blackrock - Frascati Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cornelscourt Shopping Centre	0.27%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	2.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Balinteer Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%	0.23%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Superquinn Centre, Balinteer	0.07%	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Killenny Centre, Ballybrack	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sandyford	0.17%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shankill	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.43%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leopardstown - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leopardstown Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DLR COUNTY OTHER CENTRES	0.69%	2.60%	0.00%	1.39%	0.50%	0.00%	0.34%	0.00%	0.00%	0.30%	6.44%	10.51%	13.38%	0.17%	0.00%	0.48%	0.25%	0.00%	0.00%	0.00%	3.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Navan - Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.95%	17.17%	21.52%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.10%	0.00%	0.00%	0.00%	0.00%
Navan - Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	42.97%	12.95%	18.43%	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%
TOTAL: NAVAN - COUNTY TOWN CENTRES	0.18%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	46.92%	30.12%	39.95%	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.22%	0.00%	0.00%	0.00%	0.00%
Kells	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashbourne - Rathcross Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	12.67%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Trim	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rathoathe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.00%	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: MEATH COUNTY OTHER CENTRES	0.00%	0.00%	0.00%	0.00%	0.00%	0.48%	0.00%	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	1.79%	12.67%	9.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Naas - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%	0.00%	0.68%	0.00%	0.42%	9.29%	1.71%	0.64%	12.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Naas - Fairgreen Shopping Centre	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%	1.50%	0.19%	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Naas - Sallins Road Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.96%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Newbridge - Newbridge Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	2.98%	17.67%	25.97%	3.29%	0.00%	0.00%	0.00%	0.00%	0.00%	5.15%	0.00%	0.00%
Newbridge - Newbridge / Courtyard Shopping Centres	0.00%	0.00%	0.00%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	33.27%	39.75%	22.98%	15.34%	1.07%	0.00%	0.00%	0.00%	0.00%	18.60%	2.92%	0.00%
Newbridge - Tesco Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.83%	1.27%	0.00%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: NAAS/NEWBRIDGE/KILCULLEN - COUNTY TOWN CENTRES	0.00%	0.26%	0.00%	0.00%	0.00%	1.72%	0.00%	0.00%	0.00%	0.47%	0.00%	0.00%	0.00%	0.68%	0.00%	4.44%	49.02%	60.58%	50.18%	31.66%	1.07%	0.00%	0.00%	0.00%	0.00%	23.75%	2.92%	0.00%
Leixslip	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Maynooth Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.79%	2.50%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cellbridge Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cellbridge - Tesco Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: LEIXLIP/MAYNOOTH/CELBRIDGE - TOWN AND/OR DISTRICT CENTRES	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.79%	4.91%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kildare - Town Centre	0.00%	0.00%	0.00%	1.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.04%	0.00%	4.28%	1.28%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kildare - Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	1.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.12%	0.00%
Clane	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.86%	4.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: KILDARE COUNTY OTHER CENTRES	0.00%	0.00%	0.00%	1.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.24%	0.00%	0.00%	0.00%	0.04%	0.34%	5.79%	7.59%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.95%	0.12%	0.00%
Bray - Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.97%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bray - Magic Retail Centre / Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bray - Castle Street Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bray - Tesco Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: BRAY - MAJOR TOWN CENTRES	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.97%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wicklow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.43%	0.00%	3.77%	0.00%	0.00%	2.25%	0.00%	0.00%	0.00%	2.24%
TOTAL: WICKLOW - COUNTY TOWN CENTRES	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.43%	0.00%	3.77%	0.00%	0.00%	2.25%	0.00%	0.00%	0.00%	2.24%
Greystones	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Arklow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.47%	67.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Blessington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kilkoole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: WICKLOW COUNTY OTHER CENTRES	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.54%	5.02%	68.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ardee	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Athlone	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	14.39%	4.68%	0.00%	0.00%
Belfast	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.71%	0.00%	0.00%	0.00%	0.00%
Carlow	0.00%	0.00%	0.00%	0.00%	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	1.98%	25.49%	20.34%	0.86%	1.56%	0.00%	0.00%	0.00%	0.65%	21.69%	0.00%
Carrickmacross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.90%	0.00%	0.00%	0.00%	0.00%	0.00%	1.97%	0.00%	0.00%	0.00%	1.99%	0.00%	0.00%	1.18%	0.00%
Castleblaney	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Cavan	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.57%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	42.04%	0.52%	0.00%	0.00%	0.00%
Drogheda	0.00%	0.00%	0.00%	0.00%	0.00%	6.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.82%	14.81%	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.06%	39.55%	1.12%	0.00%	0.00%	0.00%	0.00%
Dundalk	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.83%	0.11%	0.52%	0.00%	0.00%	0.00%	0.00%	0.43%	0.00%	34.23%	3.32%	0.00%	0.00%	0.00%	0.00%
Edenderry Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.89%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.21%	0.00%	0.00%
Enniscorthy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.85%
Govey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.31%	0.00%	0.00%	0.00%	0.00%	0.00%	9.66%
Graigeucullen	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kilkenny	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.21%	0.40%	0.00%	0.00%	0.00%	1.43%	43.21%	0.00%
Longford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	16.25%	0.00%	0.00%	0.00%
Monaghan	0.00%	0.00%	0.00%	0.00%	0.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.92%	0.00%	0.00%	0.00%	0.00%
Mullingar	0.13%	0.00%	0.00%	0.00%	0.00%	0.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.05%	0.00%	0.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	28.76%	0.00%	0.00%	0.34%
New Ross	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.05%	7.02%
Portarlington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.68%	0.00%	0.00%
Portersland	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portlaoise	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.00%	0.97%	0.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	16.13%	0.00%	0.00%
Portlaoise	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rathdowney	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.86%	0.00%	0.00%
Tullamore	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	1.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.17%	18.25%	0.00%	0.00%
Tullow	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.19%	0.00%
Wexford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.13%	0.00%	0.00%	0.00%	0.00%	0.43%	0.65%	0.43%	1.70%	0.00%	0.00%	0.00%	0.00%	0.62%	56.84%
On Holiday / Abroad	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.17%	0.00%	0.00%	0.00%
Newry	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.68%	0.37%	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.18%	9.40%	1.69%	0.00%	0.00%	0.00%	0.00%
Local and Other	0.18%	0.00%	1.48%	2.36%	0.95%	1.76%	0.51%	0.00%	0.00%	0.14%	1.16%	1.40%	0.73%	3.65%	0.06%	2.31%	0.00%	4.38%	3.70%	0.65%	1.65%	1.57%	3.27%	1.13%	3.20%	3.90%	13.31%	0.00%
TOTAL: OUTSIDE GDA	0.32%	0.00%	1.48%	2.36%	2.21%	9.56%	0.51%	0.00%	0.00%	0.72%	1.40%	2.35%	0.73%	22.70%	15.36%	6.49%	0.00%	8.31%	33.89%	23.60%	3.57%	11.79%	88.50%	66.92%	63.47%	48.80%	83.25%	93.72%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 2 - BULKY COMPARISON GOODS CENTRE MARKET SHARES (COLUMN PERCENT)

CENTRE NAME	Dublin													Mid East									GDA Hinterland					
	Dublin City					Dublin Fingal			South Dublin			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
Dublin City Centre	36.9%	10.9%	24.2%	31.5%	30.0%	6.1%	11.1%	15.5%	4.4%	11.2%	18.2%	20.5%	9.4%	0.8%	0.8%	5.6%	12.2%	21.5%	2.7%	19.0%	7.8%	2.9%	0.4%	3.7%	8.0%	8.8%	0.5%	0.0%
St Stephen's Green Centre	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ILAC Shopping Centre	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jervis Shopping Centre	3.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Park Shopping Centre	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Phibsborough Shopping Centre	2.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: DUBLIN CITY CENTRE - METROPOLITAN CENTRE	**49.82%**	**12.78%**	**24.20%**	**31.55%**	**29.96%**	**6.10%**	**11.12%**	**15.54%**	**4.36%**	**11.20%**	**18.16%**	**22.78%**	**10.36%**	**0.78%**	**0.85%**	**10.13%**	**12.19%**	**21.53%**	**2.84%**	**18.96%**	**13.98%**	**2.89%**	**0.44%**	**3.67%**	**8.04%**	**10.02%**	**0.46%**	**0.00%**
Clearwater Retail Park	2.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Finglas Shopping Centre, Finglas West	2.2%	32.7%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omni Park Shopping Centre, Santry	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Omni Retail Park Shopping Centre, Santry	2.8%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballymun - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coolock / North Side Retail Parks, Coolock	0.9%	1.2%	16.2%	0.0%	0.0%	0.2%	3.8%	0.0%	0.0%	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Side Shopping Centre, Coolock	0.0%	0.3%	4.9%	0.0%	1.3%	0.0%	1.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Artane - Castle Shopping Centre	0.3%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Donaghmede Shopping Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Killbarrack Shopping 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%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swan Shopping Centre, Rathmines	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rathmines Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Merrion Centre	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballyfermot	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crumlin - Town Centre	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crumlin - Crumlin Shopping Centre	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crumlin - Ashleaf Shopping Centre	1.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sundrive - Superquinn Centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Claire Hall Shopping Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edenmore Shopping Centre, Raheny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Royal Liver Retail Park	0.0%	0.0%	0.0%	3.8%	2.6%	0.0%	0.0%	0.0%	0.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Raheny Shopping 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%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rathborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edenmore Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ranelagh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkinstown - Superquinn Centre	0.7%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.27%	1.87%	9.76%	7.61%	3.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUBLIN CITY COUNTY OTHER CENTRES	**11.70%**	**54.61%**	**32.43%**	**21.65%**	**21.29%**	**4.57%**	**5.13%**	**0.00%**	**0.39%**	**4.29%**	**7.24%**	**2.82%**	**2.44%**	**0.78%**	**0.00%**	**3.17%**	**1.66%**	**4.20%**	**0.79%**	**0.00%**	**0.00%**	**1.16%**	**3.41%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Swords - Swords Shopping Centre	0.0%	1.2%	0.0%	0.0%	0.0%	3.7%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	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%
Swords - Airside Retail Park	0.0%	0.9%	23.8%	2.5%	0.0%	48.6%	47.8%	0.8%	6.4%	0.0%	0.0%	0.0%	0.0%	2.3%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swords - The Pavillion Centre	0.0%	0.5%	2.0%	0.0%	0.0%	8.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Swords - The Plaza	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: SWORDS - MAJOR TOWN CENTRES	**0.00%**	**2.62%**	**25.79%**	**2.52%**	**0.00%**	**60.21%**	**59.18%**	**0.80%**	**6.40%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.30%**	**7.19%**	**0.33%**	**0.00%**	**0.00%**	**0.00%**	**3.52%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Blanchardstown - Roselawn Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blanchardstown - The Shopping Centre	0.4%	20.7%	1.2%	0.6%	1.0%	1.7%	1.3%	58.2%	1.5%	0.2%	2.6%	0.1%	1.0%	2.9%	13.0%	3.2%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	7.3%	0.0%	0.0%	0.6%	0.0%
Blanchardstown - West End Retail Park	14.9%	0.0%	1.0%	0.0%	4.3%	0.0%	5.7%	19.0%	0.0%	0.7%	0.4%	0.5%	0.0%	3.1%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%
Blanchardstown - Superquinn Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Blanchardstown - West End Retail Park	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: BLANCHARDSTOWN - MAJOR TOWN CENTRES	**15.61%**	**24.00%**	**2.19%**	**0.63%**	**5.38%**	**4.12%**	**6.97%**	**77.96%**	**1.53%**	**2.19%**	**3.41%**	**0.54%**	**1.02%**	**7.08%**	**15.20%**	**6.87%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.32%**	**0.31%**	**0.00%**	**7.35%**	**5.30%**	**0.00%**	**1.09%**	**0.00%**
Balbriggan Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malehide	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Racecourse Shopping Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blakestown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Castle Mill Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Ongar - Retail Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sutton - Superquinn Centre	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tyrrelstown Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skerries	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	8.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUBLIN FINGAL COUNTY OTHER CENTRES	**0.27%**	**0.00%**	**1.04%**	**0.00%**	**0.00%**	**7.97%**	**13.50%**	**0.00%**	**0.00%**	**0.22%**	**0.00%**	**0.29%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.39%**	**0.21%**	**0.00%**	**0.00%**	**2.59%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.06%**
Liffey Valley Reatil Park / Park West	7.1%	0.0%	0.0%	7.8%	13.2%	0.0%	1.2%	4.8%	68.3%	3.0%	6.5%	0.8%	0.0%	0.0%	0.0%	2.8%	1.4%	1.1%	0.3%	1.4%	2.5%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%
Liffey Valley Shopping Centre	0.3%	0.0%	0.0%	3.1%	6.1%	0.0%	0.0%	0.0%	6.5%	0.1%	1.1%	0.6%	0.0%	0.0%	0.0%	0.2%	6.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%
TOTAL: LIFFEY VALLEY - MAJOR TOWN CENTRES	**7.33%**	**0.00%**	**0.00%**	**10.91%**	**19.27%**	**0.00%**	**1.24%**	**4.84%**	**74.83%**	**3.15%**	**7.61%**	**1.39%**	**0.00%**	**0.00%**	**0.00%**	**3.02%**	**8.15%**	**1.68%**	**0.26%**	**1.35%**	**2.51%**	**0.00%**	**0.00%**	**0.00%**	**1.75%**	**4.68%**	**0.00%**	**0.00%**
Tallaght - Fortunestown Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	7.1%	6.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tallaght - The Square	0.0%	0.0%	4.5%	0.0%	5.3%	0.0%	0.0%	0.0%	0.5%	51.2%	19.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tallaght - Belgard Retail Park	0.0%	0.0%	0.0%	5.4%	3.4%	0.0%	0.0%	0.0%	0.0%	7.8%	8.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: TALLAGHT - MAJOR TOWN CENTRES	**0.00%**	**0.00%**	**4.54%**	**5.42%**	**9.42%**	**0.00%**	**0.00%**	**0.00%**	**0.54%**	**66.03%**	**33.73%**	**1.99%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.34%**	**0.00%**	**0.00%**	**7.58%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Clondalkin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Fonthill Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clondalkin - Mill Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lucan - Superquinn Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lucan Retail Park	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	5.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%
Lucan Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilnamanagh Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Rathfarnham - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
City West Shopping Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Palmerstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knocklyon - Superquinn Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.00%	2.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: SOUTH DUBLIN COUNTY OTHER CENTRES	**0.52%**	**0.00%**	**0.00%**	**0.00%**	**3.82%**	**0.00%**	**0.00%**	**0.10%**	**10.94%**	**2.57%**	**4.20%**	**3.39%**	**0.00%**	**0.00%**	**0.00%**	**3.02%**	**3.79%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.09%**	**0.00%**	**0.00%**	**1.98%**	**0.00%**	**0.00%**	**0.28%**
Dundrum Shopping Centre	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.5%	17.7%	2.1%	1.4%	1.1%	2.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundrum Town Centre	3.3%	1.5%	0.0%	9.0%	5.5%	0.0%	0.0%	0.0%	0.5%	2.0%	5.4%	9.1%	7.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.6%	0.0%	3.9%	0.4%	2.1%	0.0%	0.0%	0.0%	0.0%	1.3%
TOTAL: DUNDRUM - MAJOR TOWN CENTRES	**5.13%**	**1.46%**	**0.00%**	**9.03%**	**5.55%**	**0.00%**	**0.00%**	**0.00%**	**0.46%**	**2.25%**	**9.89%**	**26.81%**	**9.58%**	**1.37%**	**1.06%**	**2.21%**	**0.00%**	**0.00%**	**0.56%**	**0.00%**	**6.86%**	**0.41%**	**2.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.33%**
Dun Laoghaire - Town Centre	2.4%	0.0%	0.0%	0.6%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Dun Laoghaire - Bloomfields Shopping Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dun Laoghaire - Marine Road Shopping Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: DUN LAOGHAIRE - MAJOR TOWN CENTRES	**2.97%**	**0.00%**	**0.00%**	**0.61%**	**0.00%**	**0.00%**	**2.75%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.11%**	**0.00%**	**0.00%**	**0.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.14%**	**0.32%**	**0.00%**	**1.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Rathfarnham - Nutgrove Shopping Centre	0.0%	2.9%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	6.8%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stillorgan - Plaza Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.3%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stillorgan Retail Park	0.3%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackrock - 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%	1.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackrock - Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackrock - Frascati Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cornelscourt Shopping Centre	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Balinteer Shopping Centre	1.2%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn Centre, Balinteer	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Killenny Centre, Ballybrack	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sandyford	2.2%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	8.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shankill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leopardstown - 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%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leopardstown Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.7%	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%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.67%	20.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DLR COUNTY OTHER CENTRES	**4.49%**	**2.98%**	**0.00%**	**13.90%**	**1.32%**	**0.00%**	**0.00%**	**0.10%**	**0.00%**	**3.22%**	**8.08%**	**31.02%**	**37.66%**	**0.00%**	**0.00%**	**0.00%**	**3.47%**	**1.67%**	**0.00%**	**0.00%**	**3.75%**	**0.29%**	**1.04%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Navan - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	17.2%	24.1%	31.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Navan - Shopping Centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	24.6%	15.2%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
TOTAL: NAVAN - COUNTY TOWN CENTRES	**0.00%**	**0.72%**	**0.00%**	**0.00%**	**0.00%**	**0.04%**	**0.00%**	**0.22%**	**0.00%**	**0.36%**	**0.00%**	**0.00%**	**0.00%**	**41.83%**	**39.33%**	**36.19%**	**0.15%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.07%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Kells	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%	3.2%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashbourne - Rathcross Retail Park	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%	14.9%	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%
Trim	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rathoathe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: MEATH COUNTY OTHER CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.43%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**3.54%**	**15.26%**	**19.72%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Naas - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	0.0%	0.0%	0.8%	0.0%	2.1%	9.2%	7.3%	0.6%	14.0%	0.0%	0.0%	0.0%	2.1%	0.0%	3.5%	0.0%	0.0%
Naas - Fairgreen Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	0.8%	2.1%	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%
Naas - Sallins Road Shopping 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%	0.1%	0.2%	0.0%	1.3%	1.7%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbridge - Newbridge Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	1.3%	45.4%	40.4%	29.9%	18.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%
Newbridge - Newbridge / Courtyard Shopping Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	4.5%	15.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	2.6%	0.4%
Newbridge - Tesco Shopping 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%	0.4%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: NAAS/NEWBRIDGE/KILCULLEN - COUNTY TOWN CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.41%**	**0.00%**	**0.00%**	**0.00%**	**2.16%**	**1.04%**	**0.00%**	**0.00%**	**1.10%**	**0.00%**	**3.79%**	**65.94%**	**56.28%**	**47.68%**	**37.41%**	**0.00%**	**0.26%**	**0.00%**	**2.14%**	**0.00%**	**14.42%**	**2.59%**	**0.39%**
Leixslip	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maynooth Shopping 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%
Cellbridge Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cellbridge - Tesco Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: LEIXLIP/MAYNOOTH/CELBRIDGE - TOWN AND/OR DISTRICT CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.24%**	**2.64%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Kildare - 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%	0.2%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildare - Retail Park	0.0%	0.0%	0.0%	0.0%	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%	2.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.83%	7.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: KILDARE COUNTY OTHER CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.57%**	**0.64%**	**8.80%**	**7.25%**	**0.00%**	**0.00%**	**0.14%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Bray - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bray - Magic Retail Centre / Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.3%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bray - Castle Street Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bray - Tesco Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: BRAY - MAJOR TOWN CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.48%**	**2.84%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.02%**	**42.69%**	**4.31%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Wicklow	0.0%	0.0%	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%
TOTAL: WICKLOW - COUNTY TOWN CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.78%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**1.89%**	**0.00%**	**0.00%**	**2.14%**	**0.00%**	**0.00%**	**0.00%**	**2.22%**
Greystones	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arklow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	81.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blessington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilkoole	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.86%	1.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: WICKLOW COUNTY OTHER CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.77%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**8.49%**	**4.59%**	**83.08%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Ardee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Athlone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.0%	4.8%	0.0%	0.0%
Belfast	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Carlow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	25.1%	16.3%	1.1%	0.3%	0.0%	0.0%	0.0%	1.1%	24.5%	0.0%
Carrickmacross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%
Castleblaney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan	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%	6.2%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	49.8%	0.0%	0.0%	0.0%	0.0%
Drogheda	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	18.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundalk	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	43.6%	3.9%	0.0%	0.0%	0.0%	0.0%
Edenderry 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%	1.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Enniscorthy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%
Govey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%
Graigeucullen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilkenny	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	2.3%	53.9%	0.0%
Longford	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.5%	0.0%	0.0%	0.0%
Monaghan	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%
Mullingar	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%	1.9%	0.0%	1.3%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.8%	0.0%	0.0%	0.0%
New Ross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	6.6%
Portarlington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Portersland	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portlaoise	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.8%	0.6%	0.0%
Portlaoise	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rathdowney	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%
Tullamore	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.3%	0.0%	0.0%
Tullow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Wexford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	61.5%
On Holiday / Abroad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	8.4%	0.0%	0.0%	0.0%	0.0%
Local and Other	1.97%	0.72%	9.82%	3.78%	3.30%	1.16%	0.11%	0.00%	0.39%	1.84%	5.78%	6.58%	24.00%	15.75%	1.60%	1.69%	0.64%	0.64%	9.04%	4.03%	15.26%	2.13%	5.50%	9.67%	3.70%	9.87%	12.11%	0.00%
TOTAL: OUTSIDE GDA	**2.16%**	**0.83%**	**9.82%**	**3.78%**	**3.99%**	**14.58%**	**0.11%**	**0.00%**	**0.58%**	**2.35%**	**6.64%**	**7.73%**	**24.98%**	**40.44%**	**21.12%**	**8.71%**	**0.64%**	**5.64%**	**40.63%**	**21.67%**	**16.67%**	**6.76%**	**93.02%**	**82.54%**	**82.92%**	**70.88%**	**95.86%**	**94.73%**
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

TABLE 3 - CONVENIENCE GOODS CENTRE MARKET SHARES (COLUMN PERCENT)

CENTRE NAME	Dublin													Mid East									GDA Hinterland					
	Dublin City					Dublin Fingal			South Dublin			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
Dublin - Centre (Any)	1.4%	0.4%	0.1%	2.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.5%	3.0%	1.3%	1.1%	0.0%	1.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
City Centre - Aldi, Parnell Street	2.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Dunnes Stores, Henry Street	7.7%	0.3%	0.7%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Dunnes Stores, Ilac Centre	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Dunnes Stores, Grafton Street	3.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Dunnes Stores, St Stephens Green	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, North Earl Street	2.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Lidl, Moore Street	4.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Lidl, Thomas Street	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer, Grafton Street	3.2%	0.0%	0.2%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%
Marks and Spencer, Mary Street	2.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Supervalu, Talbot Street	0.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dublin City Centre - Supervalu, Aston Quay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Lower Baggot Street, City Centre	4.8%	0.0%	1.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Upper Baggot Street, City Centre	2.5%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Tesco, Jervis Shopping Centre	14.1%	0.2%	0.0%	1.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Park Shopping Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Phibsborough Shopping Centre	1.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%
TOTAL: DUBLIN CITY CENTRE - METROPOLITAN CENTRE	58.60%	4.45%	3.38%	6.55%	3.32%	0.56%	0.00%	0.00%	0.41%	0.59%	2.78%	0.58%	0.00%	0.06%	0.47%	3.04%	6.61%	1.24%	1.38%	4.40%	0.14%	0.00%	0.00%	0.00%	1.95%	0.00%	4.64%	0.00%
Aldi, Finglas	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Finglas	1.8%	10.8%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Finglas	0.5%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Finglas	0.0%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Clearwater Retail Park	3.0%	36.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%
Aldi, Santry	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Santry	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Santry	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Sandymount	1.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Ballymun	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Ballymun	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Coolock	0.0%	0.1%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, North Side Shopping Centre, Coolock	1.3%	0.0%	13.3%	0.0%	0.0%	0.7%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%
Lidl, Coolock Retail Park	0.5%	0.2%	3.1%	0.6%	0.0%	0.8%	0.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, North Side Shopping Centre, Coolock	0.0%	1.1%	5.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Artane Castle Shopping Centre	1.6%	1.5%	15.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	5.1%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Dunnes Stores, Donaghmede Shopping Centre	0.3%	0.0%	18.4%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Kilbarrack Shopping Centre	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Lower Rathmines Road	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Swan Shopping Centre, Rathmines	0.9%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Rathmines	0.1%	0.0%	0.0%	17.7%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Merrion Shopping Centre	4.2%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Ballyfermot	0.1%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Ballyfermot	0.2%	0.0%	0.0%	0.0%	13.6%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Crumlin	0.5%	0.0%	0.0%	0.0%	16.5%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Crumlin	0.9%	0.0%	0.0%	0.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sundrive - Superquinn	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Long Mile Road	0.3%	0.0%	0.0%	1.3%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Raheny	0.1%	0.0%	0.5%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Walkinstown	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Walkinstown	0.0%	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%
Superquinn, Rathborne	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Kimmage	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Raheny	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Tesco, Clarehall Shopping Centre	0.5%	0.2%	15.0%	0.0%	0.0%	3.5%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Tesco, Drumcondra	0.1%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walkinstown - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ranelagh - Mortons	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	12.15%	3.40%	4.56%	6.41%	7.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUBLIN CITY COUNTY OTHER CENTRES	30.34%	85.97%	80.63%	61.29%	67.97%	5.63%	12.42%	1.49%	3.45%	2.69%	24.25%	3.03%	0.00%	0.00%	0.18%	1.15%	1.07%	2.05%	5.08%	4.51%	0.00%	0.00%	0.06%	7.89%	0.00%	0.39%	3.91%	0.00%
Dunnes Stores, Swords	0.0%	0.0%	1.0%	0.0%	0.0%	16.4%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Swords	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	18.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Swords	0.0%	0.0%	0.3%	0.0%	1.3%	2.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Swords	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swords - JC Savage	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: SWORDS - MAJOR TOWN CENTRES	0.00%	0.99%	1.03%	0.00%	1.31%	32.86%	49.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%	3.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunnes Stores, Blanchardstown	1.3%	3.1%	0.0%	0.0%	0.6%	0.0%	0.0%	33.4%	1.0%	0.6%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Blanchardstown	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.6%	0.0%	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Blanchardstown	0.2%	1.4%	0.0%	0.0%	0.0%	1.0%	0.0%	7.7%	0.5%	0.4%	0.1%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Blanchardstown	0.5%	0.4%	0.0%	0.0%	1.1%	0.2%	2.7%	34.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: BLANCHARDSTOWN - MAJOR TOWN CENTRES	1.99%	4.97%	0.00%	0.00%	1.69%	1.24%	2.71%	76.76%	2.83%	0.97%	0.42%	0.00%	0.00%	0.00%	7.10%	0.25%	0.00%	0.00%	0.00%	0.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Dunnes Stores, Balbriggan	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Balbriggan	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Balbriggan	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Balbriggan	0.5%	0.1%	0.2%	0.0%	0.0%	2.2%	0.7%	0.1%	0.0%	0.0%	0.9%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Balbriggan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Malehide - Any	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portmarnock - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Ongar Village	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Baldoyle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Blakestown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Tyrrelstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Sutton Cross	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Tyrrelstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Lusk	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Skerries - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	8.22%	6.38%	4.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DUBLIN FINGAL COUNTY OTHER CENTRES	0.46%	0.39%	4.35%	0.00%	0.00%	46.81%	23.02%	20.56%	0.00%	0.16%	0.88%	0.82%	0.00%	0.00%	0.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%	0.00%	0.00%
Marks and Spencer, Liffey Valley	1.8%	0.0%	0.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: LIFFEY VALLEY - MAJOR TOWN CENTRES	1.77%	0.00%	0.30%	0.00%	1.22%	0.00%	0.00%	0.00%	0.14%	0.12%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Tallaght	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Greenhills, Tallaght	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	22.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Fortunestown, Tallaght	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	4.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Tallaght	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks and Spencer, Tallaght	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Tallaght	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Tallaght	0.1%	0.0%	3.6%	0.4%	2.1%	0.0%	0.0%	0.0%	0.0%	13.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Tallaght	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: TALLAGHT - MAJOR TOWN CENTRES	0.26%	0.00%	3.59%	0.39%	6.42%	0.00%	0.00%	0.00%	0.00%	45.75%	3.51%	0.00%	0.40%	0.00%	0.00%	0.00%	0.04%	0.00%	0.00%	6.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Clondalkin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Clondalkin	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.0%	0.7%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Clondalkin	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Clondalkin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Clondalkin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clondalkin - The Mill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Lucan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Lucan	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%	0.0%	0.0%	24.0%	1.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Lucan	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%
Lucan - Any	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Kilnamanagh	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	19.9%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Rathfarnham	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Rathfarnham Shopping Centre	0.5%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.3%	0.0%	14.7%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Rathfarnham	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Rathfarnham - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Knocklyon Shopping Centre	0.9%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	3.8%	12.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Palmerstown	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashleaf - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashleaf / Crumlin - Superquinn	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, City West	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Palmerstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Palmerstown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.50%	9.94%	12.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: SOUTH DUBLIN COUNTY OTHER CENTRES	2.59%	0.87%	0.00%	5.27%	16.19%	0.00%	1.19%	0.00%	91.79%	42.83%	51.94%	9.37%	0.40%	0.00%	0.00%	2.85%	3.97%	1.45%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.23%	1.04%
Dundrum - Marks & Spencer	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundrum - Tesco	0.1%	1.5%	3.9%	9.4%	0.7%	0.0%	0.0%	0.0%	0.0%	2.0%	6.5%	32.2%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.7%	0.0%	0.0%	1.6%	0.0%	0.0%
Dundrum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: DUNDRUM - MAJOR TOWN CENTRES	0.31%	1.49%	3.89%	9.64%	0.71%	0.00%	0.00%	0.00%	0.00%	1.98%	6.87%	35.64%	8.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.74%	0.00%	0.00%	1.56%	0.00%	0.00%
Tesco, Bloomfields	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	7.7%	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%
Dunlaoghaire - Dunnes Stores	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunlaoghaire - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunlaoghaire - Marks & Spencer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunlaoghaire - Tesco	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunlaoghaire - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: DUN LAOGHAIRE - MAJOR TOWN CENTRES	0.05%	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.76%	21.62%	0.00%	0.00%	0.38%	0.00%	0.00%	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Nutgrove Shopping Centre	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.5%	4.9%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Stillorgan	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Blackrock	1.7%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.2%	0.0%	0.0%
Tesco, Blackrock	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
M&S, Blackrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Cornelscourt	0.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	26.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunnes Stores, Sandyford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Superquinn, Ballinteer Shopping Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	11.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Churchtown	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	1.0%	7.5%	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%
Supervalu, Sandyford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Supervalu, Shankhill	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Ballybrack	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Shankhill Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Leopardstown - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco,Churchtown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.31%	3.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: DLR COUNTY OTHER CENTRES	2.74%	0.00%	0.00%	4.80%	0.38%	0.15%	0.00%	0.16%	0.22%	1.44%	6.48%	46.45%	63.36%	0.00%	0.00%	0.20%	0.00%	5.24%	0.00%	0.00%	12.42%	0.00%	0.79%	0.77%	0.00%	0.23%	0.00%	0.00%
Navan - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	4.4%	7.6%	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Navan - Supervalu	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%	2.6%	7.0%	2.4%	0.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Navan - Tesco	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.4%	22.9%	6.2%	1.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Navan - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.3%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: NAVAN - COUNTY TOWN CENTRES	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	0.00%	0.00%	34.38%	35.26%	16.44%	1.43%	1.16%	0.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Kells - Any	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Ashbourne - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashbourne - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashbourne - Dunees Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	6.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashbourne - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashbourne - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashbourne - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trim - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trim - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trim - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rathoathe - Tesco	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rathoathe - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ballygaven - Aldi / Lidl	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%	0.9%	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%
Rathoathe - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunboyne -Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dunshaughlin -Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Old castle -Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.9%	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%
Old castle -Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.32%	5.60%	7.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: MEATH COUNTY OTHER CENTRES	0.00%	0.78%	0.00%	0.00%	0.00%	1.76%	0.00%	0.00%	0.22%	0.00%	0.48%	0.64%	0.00%	34.62%	36.92%	49.34%	0.16%	0.00%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.22%	0.00%	0.00%
Naas - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Naas - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Naas - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	12.0%	3.5%	1.3%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Naas - Superquinn	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%	7.1%	6.0%	0.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Naas - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbridge - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	3.4%	26.5%	11.3%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbridge - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	4.0%	2.0%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newbridge - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.5%	27.2%	19.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%
Newbridge - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: NAAS/NEWBRIDGE/KILCULLEN - COUNTY TOWN CENTRES	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.00%	0.00%	0.29%	0.00%	0.00%	0.00%	0.18%	0.00%	8.30%	55.18%	65.34%	32.81%	17.41%	0.00%	0.00%	0.00%	0.00%	0.00%	3.90%	0.00%	0.00%
Lidl, Leixlip	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maynooth - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maynooth - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maynooth - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maynooth - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	8.5%	6.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maynooth - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cellbridge, Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cellbridge - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cellbridge - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: LEIXLIP/MAYNOOTH/CELBRIDGE - TOWN AND/OR DISTRICT CENTRES	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.51%	0.00%	0.00%	0.00%	0.00%	0.50%	14.55%	22.96%	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Athy - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Athy - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kildare (Any)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clane - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clane - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%
Clane - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clane - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.86%	9.92%	8.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: KILDARE COUNTY OTHER CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.02%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**7.25%**	**14.69%**	**18.19%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**2.29%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Bray - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bray - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bray - Superquinn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bray - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: BRAY - MAJOR TOWN CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**4.21%**	**2.81%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.53%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**35.33%**	**0.27%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**
Wicklow - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wicklow - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wicklow - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Wicklow - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wicklow - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL: WICKLOW - COUNTY TOWN CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.02%**	**0.00%**	**9.22%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.32%**
Greystones - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greystones - Superquinn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greystones - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greystones - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greystones - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arklow - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Arklow - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arklow - Supervalu	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arklow - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	69.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Arklow - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blessington - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blessington - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilkoole - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Blessington - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Baltinglass - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Baltinglass - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Baltinglass - Superquinn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local and Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.78%	2.52%	7.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
TOTAL: WICKLOW COUNTY OTHER CENTRES	**0.00%**	**0.00%**	**0.00%**	**0.61%**	**0.00%**	**0.58%**	**3.42%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.16%**	**1.78%**	**1.71%**	**0.00%**	**0.20%**	**0.00%**	**0.00%**	**49.25%**	**39.07%**	**96.17%**	**0.00%**	**0.00%**	**0.00%**	**0.09%**	**0.00%**	**0.57%**
Ardee - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ardee - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	17.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Athlone - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.8%	0.0%	0.0%
Athlone - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%
Athlone - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Carlow - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Carlow - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	15.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%	14.4%	0.0%
Carlow - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmacross - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Carrickmacross - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.5%	0.0%
Castleblaney - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Castleblaney - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.8%	0.0%	0.0%	0.0%	0.0%
Cavan - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%	0.0%	0.0%
Drogheda - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Drogheda - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Drogheda - Marks & Spencer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Drogheda - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Drogheda - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	14.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Drogheda - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	23.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundalk - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundalk - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.7%	2.3%	0.0%	0.0%	0.0%	0.0%
Dundalk - Superquinn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	0.8%	0.0%	0.0%	0.0%	0.0%
Dundalk - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundalk - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Edenderry - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edenderry - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.6%
Edenderry - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edenderry - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%
Enniscorthy - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%
Enniscorthy - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Enniscorthy - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%
Enniscorthy - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%
Govey - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%
Govey - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%
Graigeucullen - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilkenny - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%
Kilkenny - Superquinn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	11.8%	0.0%
Kilkenny - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	11.2%	0.0%
Longford - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%
Longford - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Longford - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Longford - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	0.0%	0.0%
Monaghan - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%
Monaghan - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Monaghan - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%
Monaghan - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.2%	0.0%	0.0%	0.0%
Mullingar - Dunnes Stores	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%
Mullingar - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Mullingar - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Mullingar - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.5%	0.0%	0.0%	0.0%
New Ross - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%
New Ross - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Partarlington - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Partarlington - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%
Portersland - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Portlaoise - Dunnes Stores	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%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.6%	0.0%	0.0%
Portlaoise - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%
Rathdowney - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Rathdowney - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tullamore - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tullamore - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%
Tullamore - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Tullamore - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%
Tullow - Aldi	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Tullow - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Wexford - Aldi, Trinity Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Wexford - Aldi, Greybridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wexford - Dunnes Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%
Wexford - Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Wexford - Supervalu	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	17.5%
Wexford - Tesco	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.6%
Carlow - Dunnes Stores (90)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carlow - Superquinn (91)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carlow - Supervalu (92)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Ardee - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Athlone - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%
Carlow - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Carrickmacross - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Castleblaney - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cavan - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%
Drogheda - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Dundalk - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Edenderry - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Enniscorthy - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Govey - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kilkenny - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%
Longford - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Monaghan - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mullingar - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.8%	0.0%	0.0%	0.0%
New Ross - Other Partarlington - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%
Portlaoise - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Rathdowney - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tullamore - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Tullow - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wexford - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birr (Any)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%
Waterford (Any)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%
Local and Other	0.60%	0.09%	2.81%	10.53%	0.79%	2.15%	4.97%	1.03%	0.00%	2.23%	2.31%	0.82%	4.10%	1.72%	3.39%	0.73%	0.02%	1.23%	3.35%	0.00%	1.26%	0.00%	12.25%	24.25%	5.04%	27.29%	23.86%	0.47%
TOTAL: OUTSIDE GDA	**0.75%**	**0.09%**	**2.81%**	**10.53%**	**0.79%**	**4.11%**	**4.97%**	**1.03%**	**0.00%**	**2.23%**	**2.31%**	**2.70%**	**4.74%**	**28.99%**	**16.04%**	**3.48%**	**1.13%**	**4.56%**	**40.20%**	**17.57%**	**1.93%**	**3.46%**	**98.40%**	**89.05%**	**98.05%**	**93.57%**	**86.22%**	**98.07%**
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

APPENDIX 4a

Copy of Questionnaire

Job No: GW/07/365

STRICTLY CONFIDENTIAL
BEACON RESEARCH
The Resource Centre, Bridge Street, Garstang, Lancs PR3 1YB
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GDA RETAIL STRATEGY VISITOR STREET SURVEY ON BEHALF OF COLLIERS CRE (OCTOBER 2007)

Name: ______________________________

Address: ______________________________

____

C1	Age:	16-24	1	45-54	4
		25-34	2	55-64	5
		35-44	3	65+	6

C2 Gender: Male 1 Female 2

C3 Status: Single/Widowed/Divorced: 1 Married/living with partner: 2

C4	Day of the week:	Wednesday	1	Saturday	4
		Thursday	2	Sunday	5
		Friday	3		
C5	Location:	Grafton St	1	Henry St	2

Interviewer Name: ______________________________ Date: ____________

Interviewer Signature: ______________________________

Good morning/afternoon, I am doing some research on shopping facilities in the City Centre today on behalf of all the Councils in the Greater Dublin Area, and I would like to ask you a few questions.

Initially, can I ask if you have already been interviewed today or during your visit to Dublin?

Yes	1 (Close interview)	No	2 (Continue)

Do you currently live <u>outside</u> this area? (show map)

Yes	1 (Continue)	No	2 (Close interview)

Have you finished your shopping in Dublin City Centre today?

Yes	1 (Continue)	No	2 (Close interview)

IF YES TO ALL - CONTINUE WITH INTERVIEW

……

Q1 How long are you staying in Dublin city centre?

One day / today only	1
2 – 7days	2
More than 7 days	3

Q2 How many people, including yourself, are in the immediate party/group with you now visiting Dublin City Centre today? (e.g. not coach/school party etc) *(WRITE IN)*

Adult Females	
Adult Males	
Children Under 16	
Total	

Q3 What is your <u>main</u> reason for visiting Dublin City Centre today? *(SINGLE CODE)*

Shopping for goods	1	(Go to 4a)
Work here	2	(Go to 4b)
Meet friends or relatives	3	(Go to 4b)
Just browsing / window shopping	4	(Go to 4b)
Sightseeing / Tourist	5	(Go to 4b)

Other (WRITE IN) ________________________________ (Go to 4b)

ASK ALL SHOPPING FOR GOODS AT Q3 - OTHERS GO TO Q4a

Q4a Before you came to Dublin City Centre today, which items, if any, on this list (SHOW CARD A) did you or anyone with you now intend to shop for?

ASK ALL RESPONDENTS:

Q4b Which items, if any, on this list, did you or anyone with you now actually purchase during your visit today? ***(MULTI CODE)***

RECORD ANSWERS IN GRID BELOW	Filter Question: Q4a	ASK ALL: Q4b
Food to take home	1	1
Clothing	2	2
Footwear	3	3
Leisure Goods (e.g. Books, CDs, DVDs, Toys etc)	4	4
Jewellery	5	5
Carpets/ Furniture	6	6
Electrical Goods (e.g. TV, Stereo etc)	7	7
Household textiles / Soft furnishings	8	8
DIY/ Hardware/ Garden Products	9	9
Chemists Goods	10	10
Health & Beauty Services (e.g. Hairdresser, Beautician, Nail Bar)	11	11
Catering Services (e.g. Cafe, Takeaway, Pub, Wine Bar, Restaurant etc)	12	12
Leisure Services (e.g. Travel Agent, Betting Shop, DVD Rental etc.)	13	13
Financial Services (e.g. Bank, Building Society, Post Office etc)	14	14
None of These / Purchased nothing today	15	15

Q5 How much in total has your immediate <u>party/group</u> spent today on goods and services in the City Centre today?

READ OUT	€ (Euros)	SPENT NOTHING	REFUSED
Food to take home/ back to hotel or accommodation		X	Y
Bulky non-food items (eg electrical, furniture, DIY)		X	Y
Other non-food Items (eg clothing, shoes, gifts)		X	Y
Total		X	Y

Q6a And have you shopped, or do you intend to shop, anywhere else outside Dublin City Centre today? (Any shopping, including food)

Yes	1	(Go to Q6b)
No	2	(Go to Q7a)

Q6b Where was/is that? (Write in) ________________________________

Q7a And have you shopped, or do you intend to shop, anywhere else outside Dublin City Centre during your current stay? ***(Include any shopping, including food)***

Yes	1	(Go to Q7b)
No	2	(Go to Q8)
Day trip only	3	(Go to Q8)

Q7b Where was/is that? (Write in) ________________________________

ASK ALL:

Q8 Have you come to Dublin City Centre today directly from your home, from where you are staying (e.g hotel), from work or from shopping elsewhere?

Home	1
Hotel / Other accommodation	2
Home of friends	3
Work	4
Shopping elsewhere (write in) ____________________	5
Sightseeing elsewhere (write in) ____________________	6

Other (write in) ________________________________

Q9 How did you travel to Dublin City Centre today (<u>main</u> part of journey)?

Car Driver	1	Bicycle	6
Car Passenger	2	Motorcycle	7
Bus	3	Walked	8
Coach	4	Taxi	9
Train	5	Walked/Accommodation in centre	10
LUAS	11	DART	12

Other (write in)________________________________

Q10 How long have you spent in Dublin City Centre today?

Less than 30 minutes	1
30 minutes - 59 minutes	2
1 hour - 1 hour 29 minutes	3
1 hour 30 minutes - 1 hour 59 minutes	4
2 hours - 2 hours 29 minutes	5
2 hours 30 minutes - 2 hours 59 minutes	6
3 hours -3hours 59 minutes	7
4 hours-4 hours 59 minutes	8
5 hours-5 hours 59 minutes	9
6hrs-8 hours	10
More than 8 hours	11

Q11 Which one of the following best describes your opinion of Dublin City Centre? ***(SHOWCARD B) (One answer only)***

Lively	1	Easy to get to	6
Attractive	2	Difficult to get to	7
Safe	3	Unsafe	8
OK / Nice	4	Quiet	9
Historic / Strong heritage	5	Scruffy	10

Q12 Why did you choose to visit/stay in Dublin rather than another city? ***(MULTICODE)***

Better shopping	1
Culture / History	2
Culture / Music	3
Architecture / Buildings	4
Food and drink/ Restaurants / Bars	5
Plenty to see / do	6

Other (WRITE IN) ____

COMPLETE CLASSIFICATION - THANK RESPONDENT

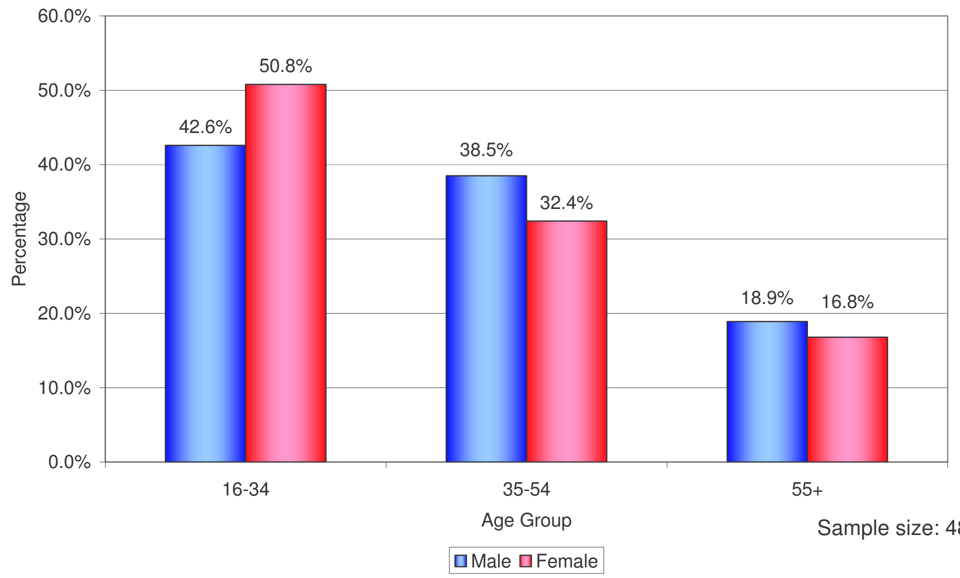
APPENDIX 4b

Key Results

GDA RETAIL STRATEGY UPDATE – VISITOR STREET SURVEY

- The visitor survey was carried out in Dublin City Centre (DCC) between October 15th and October 29th 2007.
- Only those living outside the household telephone survey area and those who had finished their shopping in DCC for the day were interviewed.
- An overall sample of 484 shoppers was collected, of which 315 (65%) were female and 169 (35%) were male.
- This sample comprised of 232 (48%)16 to 34 year olds, 167 people (34%) 35 to 54 year olds, and 85 (18%) 55+ year olds (see **Figure 1**).

Figure 1 – Age Groupings by Gender



Sample size: 489 respondents

- On average there were 1.4 females in a party compared to just 0.77 males. The average total size of a party was 2.22.
- Only 19 parties had children under the age of 16 with them, accounting for 4% of respondents.
- The majority of visitors (39.5%) said that they were visiting DCC for sightseeing or tourism. Shopping (including window shopping) was also high on the list of reasons for visiting DCC, amounting to 36%.
- 31.8% of females stated they were shopping for goods with a further 8.2% window shopping, totalling 40%, in comparison to just 28.6% for males. This shows that shopping is the most important main reason for females to visit DCC.
- The three main reasons for visitors staying in DCC were; *"plenty to see / do"*, *"better shopping"* and *"culture / history"*, with 33.5%, 32.5%, and 22.8% respectively.
- Only 4.7% had shopped, or planned to shop, outside of DCC. Of these, most (36.4%), were planning to shop at *"other"* locations. The most popular of the recognised shopping areas was Dundrum Shopping Centre with 31.8% of the total.
- More respondents (15.4%) had shopped or were planning to shop elsewhere if they were staying longer than one day. 16 specific centres across the whole of Ireland were mentioned, with the majority (27.4%) again being categorised as *"other"*.
- The majority of respondents (59.9%) stated that they would be staying between 2-7 days.
- For length of stay in DCC that day, *"3 hours to 3 hours 59 minutes"* was the most popular with 15.2% of all respondents.
- On average, respondents length of visit to DCC for the day was 3 hours 40 minutes.

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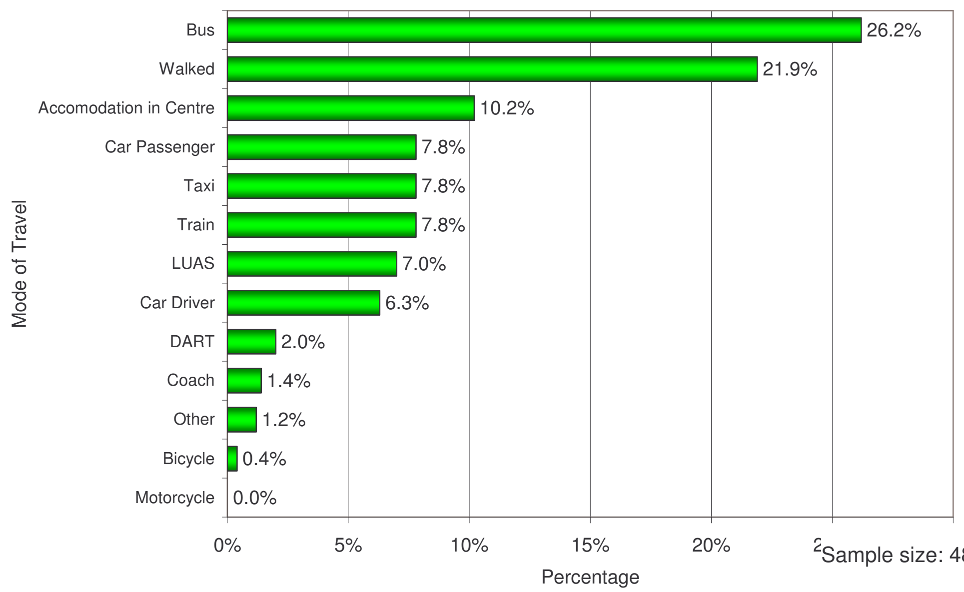
- Most peoples' trip origin was *"hotel / other accommodation"*, accounting for 59.7%, *"home"* and *"home of friends"* were next with 20.2% and 17.4% respectively.
- The majority of respondents stated that they had travelled to DCC by either bus (26.2%) or through walking (21.9%) (See **Figure 2**).

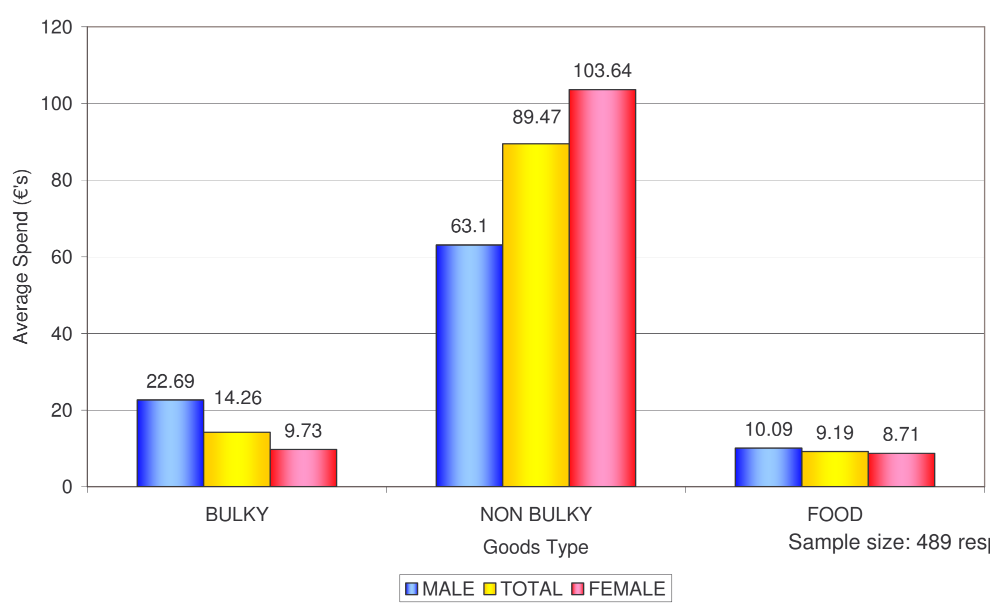
Figure 2 – Modes of Travel



Sample size: 489 respondents

- 16.8% of respondents didn't purchase anything while in DCC.
- In terms of actual purchases, clothing came out on top with 47% of respondents making a purchase. The next highest was catering with 37% of visitors purchasing this service.
- Average spend per party on non-bulky comparison goods was highest at €89.47. Bulky comparison goods was next at €14.26. Food/convenience goods spend per party was lowest at €9.19.

Figure 3 – Average Party Spend All Visitors



Sample size: 489 respondents

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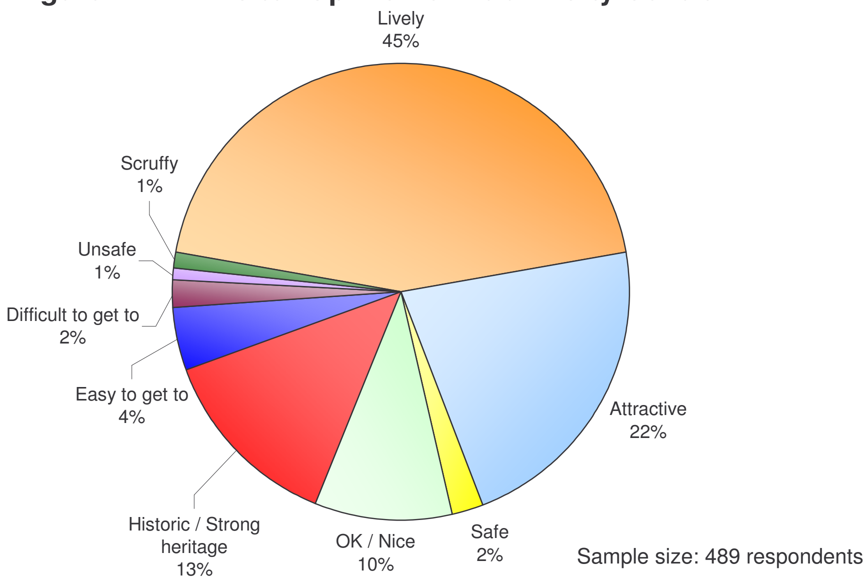
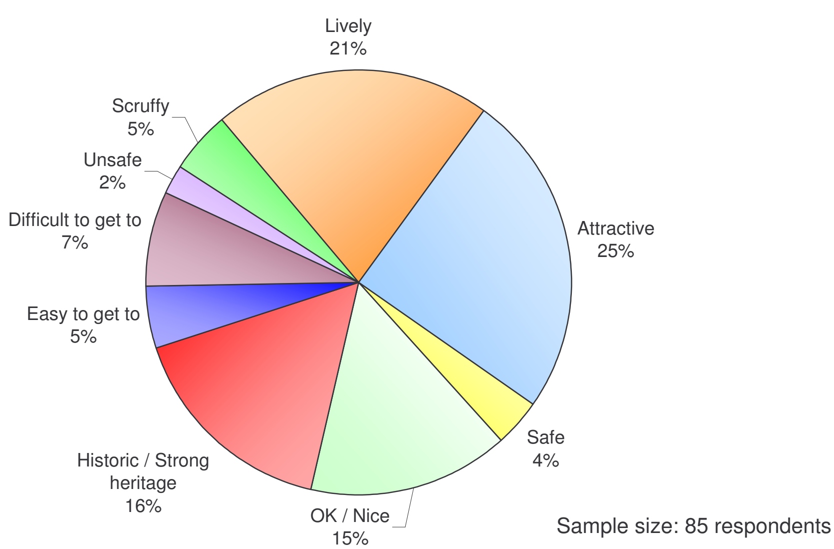
- In terms of average spend per head, there was an overall spend of €40.30 for non-bulky comparison goods, €6.42 for bulky comparison goods and €4.14 for food/convenience goods.
- The majority of respondents, 45%, described DCC as *"lively"* (**Figure 4**). This was particularly common amongst with younger people; 53% of 16 to 34 year olds compared to just 21.2% of the 55+ age group.
- The vast majority of visitors were positive about DCC, with fewer than 4% choosing a negative description.

Figure 4 – All Visitor Opinion of Dublin City Centre



- **Figure 5** summarises the descriptions of DCC as stated by the 55+ age groups. The results show a much more even spread of responses, with *"lively", "OK / nice", "attractive" and "historic / strong heritage"* all being popular.
- Additionally, the older age group were more likely to be negative about DCC, with over 14% of respondents choosing the negative options.

Figure 5 – 55+ Age Group Visitor Opinion of Dublin City Centre



APPENDIX 4c

Methodology for Estimating Tourist/Visitor (In-flow) Expenditure

GDA Retail Strategy Update

Quantitative Retail Floorspace Need Assessment:

Methodology for Estimating Inflow Expenditure from Outside the Household Survey Area

---

1. The main purpose of the household survey[1] is to quantify the distribution of available consumer retail expenditure on convenience goods and comparison goods amongst existing centres/retail parks/stores. This allocation of spend relates to only the residential population within the survey area, which consists of the Greater Dublin Area (GDA) and its shopping hinterland.

2. The relatively extensive survey area has been designed to capture the vast majority of daily shopping trips made to Dublin City Centre and all other centres within the GDA. Nevertheless, in addition, there will also be retail spending at centres within the GDA, which originates from visitors/tourists who live outside the survey area but are staying inside. In practice, the overwhelming proportion of visitors/tourists will be staying in Dublin and will be spending in the city centre.

3. To estimate the annual amount of visitor/tourist retail spending in Dublin City Centre a two stage approach has been adopted:-

- a survey of tourists/visitors has been carried out order to estimate their daily average spend on convenience goods and comparison goods;

- this data is then combined with published information on visitor numbers and average length of stay in Dublin in order to estimate the annual spend in the city centre.

4. The street survey of visitors/tourists in Dublin City Centre (the results are summarised at **Appendix 4b**) produced the following estimates of average spend per person per day:-

[1] A combination of the Household telephone and Young Persons surveys.

Convenience Goods (food to take home)	***-***	***€4.14***
Non-Bulky Comparison Goods	***-***	***€40.30***
Bulky Comparison Goods	***-***	***€6.42***

(These figures are for 2007 at current prices and include VAT)[1]

5. Given that the quantitative retail floorspace need assessment is carried out at constant 2006 prices, the spend figures are adjusted by discounting for inflation between 2006/07 which was c. 5%. The revised daily visitor/tourist spends per head for 2007 (at 2006 prices) are therefore:-

Convenience Goods	***-***	***€3.93***
Non-Bulky Comparison Goods	***-***	***€38.29***
Bulky Comparison Goods	***-***	***€6.10***

6. The latest available[2] tourism statistics for Dublin published by Failte Ireland (The National Tourism Development Authority) are for 2006. These show that 5.676 million tourists visited Dublin (County) in 2006 and stayed for one night or more. This total may be broken down as follows:-

Overseas tourists	***-***	***4.306 million***
Domestic tourists	***-***	***1.207 million***
Northern Ireland tourists	***-***	***0.163 million***

7. All overseas tourists and tourists from Northern Ireland will clearly be net additional to the residents covered by the household telephone survey. However, there could be some overlap between domestic tourists and residents living within the survey area. However, given that the definition of a tourist is someone who stays a minimum of one night in Dublin County, it is assumed that virtually all domestic tourists are likely, in practice, to live outside the survey area. Thus the incidence of double-counting, which will tend to over-estimate the number of domestic tourists, will be very low.

[1] These 2007 figures are higher than the €27 spend per person per day totals derived from the 2006 Dublin Visitor Survey undertaken by the Tourism Research Centre of the DIT. However, the DIT survey is carried out at major tourist attractions and not within Dublin City Centre, and whilst the results relate to general daily 'tourist shopping' it is likely that the survey could have under-estimated the actual levels of retail spending in Dublin City Centre.

[2] As at February, 2008.

8. Similarly, the tourism definition may exclude any domestic or Northern Ireland shoppers who make a day trip to Dublin from outside the survey area. However, given the extensive size of the household survey area, it is likely that these numbers will be small. In any event, the underestimate of shoppers (and therefore spend) here will tend to cancel out the earlier over-estimate. On balance, therefore, the figures presented here should be robust.

9. The average stay in Dublin for overseas visitors/tourists in 2006 was 4.8 nights. Thus the total number of overseas visitor nights in Dublin County in 2006 is estimated to be:-

4.306 million x 4.8 nights = 20.67 million nights

10. No data is available for the average length of stay for domestic tourists and tourists from Northern Ireland, except that the minimum stay has to be one night and the average is likely to be less than 4.8 – the number of nights for overseas tourists. An average length of stay of 2 nights is therefore assumed. Thus the total number of domestic /Northern Ireland visitor nights in Dublin County in 2006 is estimated to be:-

1.370 million x 2 nights = 2.74 million nights

11. Therefore, the overall total of tourist/visitor nights in Dublin County in 2006 is estimated to be:-

Overseas visitors	**-**	**20.67 million**
Domestic/Northern Ireland	**-**	**2.74 million**

		23.41 million
		-------

12. Because no data is currently available for 2007, it is assumed that tourist/visitor nights will remain constant between 2006/07.

13. Assuming 'one night equates to one day', the total annual retail spend by visitors/tourists in Dublin County in 2007 (at 2006 prices) is estimated to be as follows:-

Convenience Goods: 23.41 million x €3.93 = €92.0 million
Non-Bulky Comparison Goods: 23.41 million x €38.29 = €896 million
Bulky Comparison Goods: 23.41 million x €6.10 = €143 million

14. Although this quantum of visitor/tourist retail expenditure is potentially available to all centres across the GDA, in practice virtually all of it is likely to be spent within Dublin City Centre, which is the principal visitor/tourist location for both accommodation and shopping. It is therefore assumed that all base year (2007) visitor/tourist expenditure on shopping is carried out within the city centre.

15. There are no forecasts available for the likely future numbers of visitors/tourists to the GDA, let alone likely levels of visitor/tourist spending on shopping. The general view appears that the recent growth in visitor/tourist numbers will begin to level off, although the planned new conference centre in Dublin City Centre is expected to boost the number of business visitors.

16. Published statistics by Failte Ireland show that total tourism revenue (according to their estimates) in the GDA increased by 35% between 2002 and 2006 (at current prices). However, discounting for inflation reduces the 'real' growth in overall visitor/tourist spend to c. 22% over four years or about 5.5% per annum. It is assumed that visitor/tourist spend on shopping will have risen at the same rate as total visitor/tourist revenue.

17. In the absence of any better information from any other source, the following assumptions relating to the real growth in visitor/tourist spending on shopping in Dublin City Centre have been made. The growth rates apply to both convenience goods and non-bulky and bulky comparison goods shopping.

Time-period	Growth Rate Per Annum %
2007-11	4
2012-16	3

18. The appropriate growth rates are applied to the 2007 totals of visitor/tourist spend on shopping set out at paragraph 13 in order to derive expenditure estimates for the forecast year of 2016. The estimated visitor/tourist spend totals for Dublin City Centre by goods category at 2016 are as follows:-

Forecast Year	Convenience Goods (€M)	Non-Bulky Comparison Goods (€M)	Bulky Comparison Goods (€M)
2016	124.77	1215.14	193.93

Spending Forecasts for GDA, Republic of Ireland

Colliers CRE

February 2008

Spending Forecasts for GDA, Republic of Ireland

Contents

Approved by:	Neil Blake
Position:	Director of Global Economics
Date:	05/02/2008

Background

Republic of Ireland and GDA Spending Forecasts

Experian were commissioned by Colliers CRE to produce spending estimates for the zones that constitute the Greater Dublin Area and forecasts for the two NUTS3 areas within the GDA – Dublin and Mid East. Estimates and forecasts for Republic of Ireland were also required for comparison. Total retail spending has been disaggregated into convenience goods spend and comparison goods spend, which itself has been split into bulky and non-bulky goods spend.

This report presents a brief approach for producing the estimates and forecasts along with summary results and implications. The full results are contained in the Annexes at the back of the report.

1 Data, coverage and approach

1.1 Historic data

The spending estimates and the forecasts based on the estimates have been compiled using a range of historic data, however the principal source of information for the historical data is the Central Statistical Office (CSO) in Dublin.

The latest spending data, obtained from the CSO in November 2007, covers spending on all categories within the standard classification of individual consumption categories (COICOPS) which are standard spending classifications used in both the UK and EU. Historical consumer spending data are taken from the CSO, which is based on the Quarterly National Household Survey.

The population statistics used are consistent with the latest data available from the 2006 Census.

1.2 Spending categories

The national data are defined using the COICOPS classification system and are sourced directly from the CSO (Ireland) and ONS (UK). The data include VAT and any other taxes incurred.

The estimates for spending on convenience goods include all spending on tobacco including any non-retail outlet purchases and black market (i.e. smuggled) sales.

Note that data collection practices vary between countries and that, as a result, cross country comparisons are only approximate although the broad aggregates should be reasonably reliable. The definitions used are:

Convenience Goods:	All Comparison Goods
Food & non-alcoholic drink Alcoholic drink Tobacco Newspapers Non-durable household goods (part of)	Clothing Footwear Repair & maintenance materials Furniture & Floor coverings Household textiles Household appliances Glass, tableware & utensils Tools Medical products & appliances Bicycles Audio visual equipment; information processing equipment Other major durables fro recreation & culture Other recreational goods, gardens & pets

	Personal care goods Other personal equipment n.e.s. Non-durable household goods (part of)
Bulky Comparison Goods Only	
Repair & maintenance materials Furniture & Floor coverings Household appliances Tools Audio visual equipment; information processing equipment Other major durables fro recreation & culture Non-durable household goods (part of)	

Non-durable household goods comprises some items (general ironmongery) that are comparison goods and some (household cleaning materials) that are convenience goods. Recorded spending in this category is far higher in the Republic of Ireland than in the UK. Conversely, recorded spending on tools is far higher in the UK than in the Republic of Ireland suggesting some inconsistency in recording practices. We have attempted to take account of this in the estimates by allocating a higher share of non-durable household goods to comparison spending in the Republic of Ireland than in the UK.

1.3 Geographical coverage

The spending estimates for 2006 have been produced for each of the zones that constitute the Greater Dublin Area, the two NUTS3 areas of Dublin and Mid East and Republic of Ireland. Figure 2 (overleaf) details the GDA zones and the resident population in 2006, consistent with the 2006 Census. Each of the zones is defined in terms of DED (electoral divisions). The NUTS3 areas in the Republic of Ireland are shown in the map below (figure 1).

Forecasts to 2016 for each of the spending categories have been produced for each of the relevant NUTS3 areas and the Republic of Ireland.

Figure 1

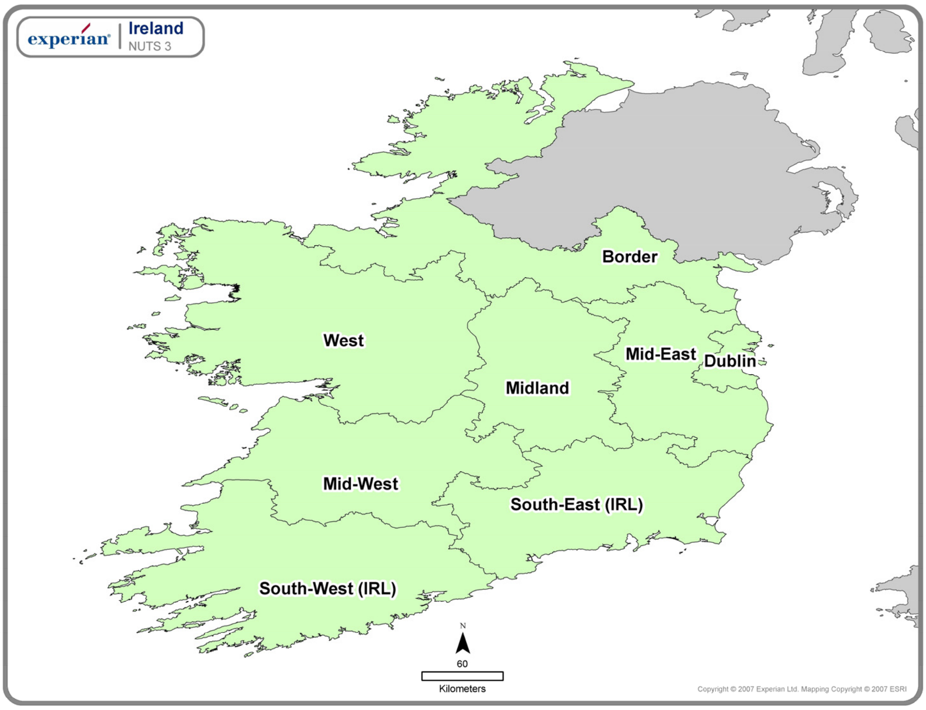


Figure 2

Geographical Areas within the GDA

Zone	Zone Name	Population (2006)
Zone 1	Dublin City Centre	108,020
Zone 2	Dublin North West	110,624
Zone 3	Dublin North East	136,972
Zone 4	Dublin South East	68,019
Zone 5	Dublin South West	82,576
Zone 6	Skerries	47,411
Zone 7	Swords	101,607
Zone 8	Blanchardstown	90,974
Zone 9	Clondalkin	93,836
Zone 10	Tallaght	95,223
Zone 11	Rathfarnham	57,876
Zone 12	Dundrum	86,877
Zone 13	Dun Laoghaire	107,161
Zone 14	Kells	23,327
Zone 15	Navan	106,425
Zone 16	Trim	33,079
Zone 17	Naas	102,647
Zone 18	Kildare	53,874
Zone 19	Athy	29,814
Zone 20	Blessington	16,992
Zone 21	Bray/Wicklow	81,409
Zone 22	Arklow	27,793
Zone 23	Louth	111,267
Zone 24	Cavan and Monaghan	120,000
Zone 25	Longford and West Meath	113,737
Zone 26	Offaly and Laois	137,927
Zone 27	Carlow and Kilkenny	137,907
Zone 28	Wexford	131,749

1.4 Approach

Experian produce spending estimates and forecasts for the broad COICOPS categories at NUTS 3 level which have then be aggregated to the required spending categories. The forecasts of consumer spending used to produce forecasts of spend by category are driven by population changes and macroeconomic changes within the regions. The forecasts of spend also contain an assumption about relative prosperity based on current and future socio-economic profile.

To produce zone level spending estimates Experian have utilised Global Mosaic. Global Mosaic describes the socio-economic profile of different areas and is available in Republic of Ireland down to DED level. Experian have used the local Mosaic profile together with information on spending propensities for each Global Mosaic group for different components of spend and NUTS3 spending estimates by category to produce zone level spending estimates.

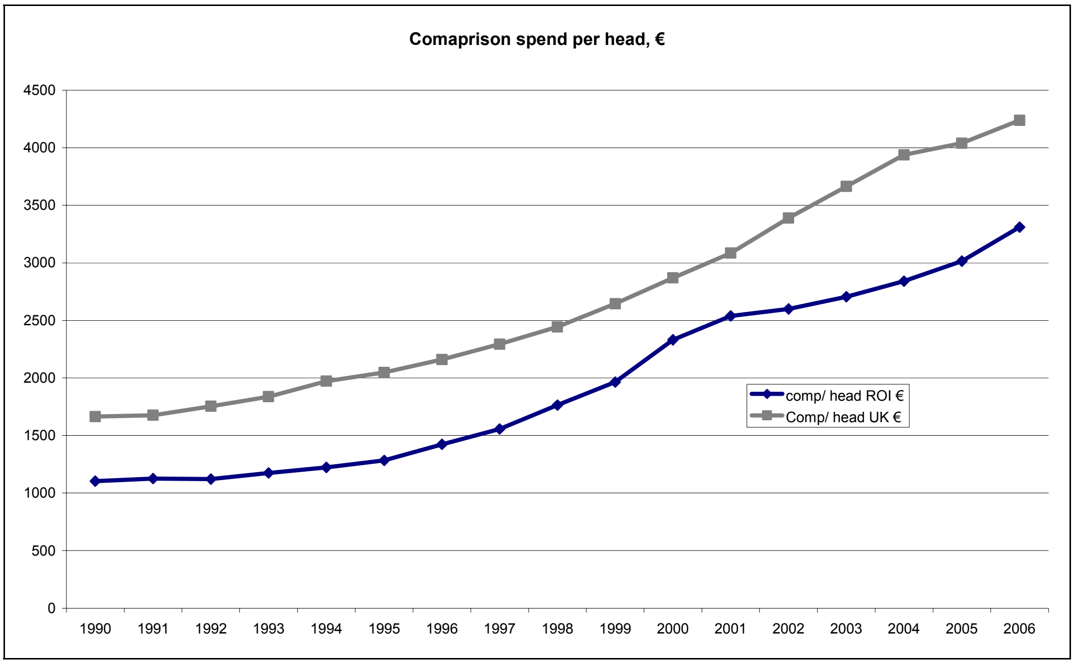
The forecasts of spend and spend per head are consistent with the population forecasts provided by Colliers CRE which themselves were provided by the relevant Councils and are consistent with RPG figures. Zone level population for 2007 to 2016 have been produced by assuming a ‘straight-line’ rate of population change within each zone.

2 Summary results and implications

2.1 Historic retail spend in the Republic of Ireland and the UK

The Republic of Ireland has been characterised by strong economic and population growth over the last 10 years and this has supported strong retail spend growth over the same period with average annual growth of 6.1 per cent per annum between 1996 and 2006. However despite strong growth in the Republic of Ireland, comparison spend per head remains below the UK level as shown in figure 3. The gap between comparison spend per head in the Republic of Ireland and the UK widened during the early to mid 1990s but there was a resurgence in the late 1990s with per head comparison spend in Ireland significantly closing the gap on the UK. Growth subsequently dropped off with the gap widening again after 2001 but appears to be recovering relative to the UK in the latest estimates.

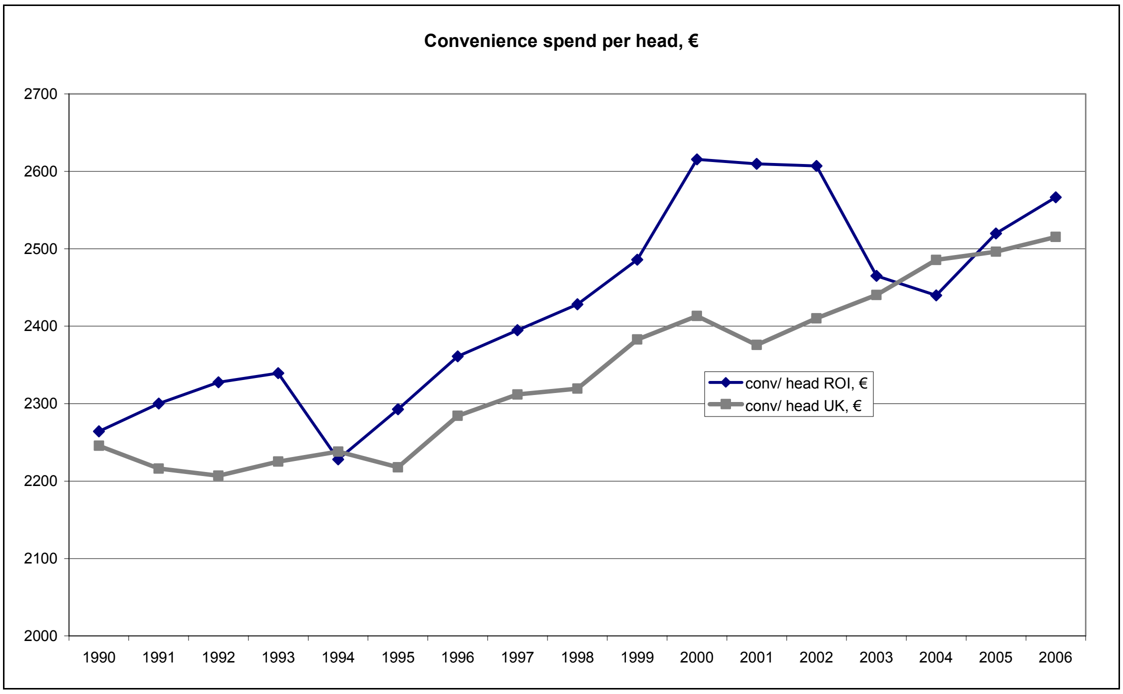
Figure 3



Sources: Central Statistics Office, Experian

Convenience spend per head in Republic of Ireland is currently estimated to be higher than the UK, reflecting the general trend over the last 15 years as shown in figure 4.

Figure 4



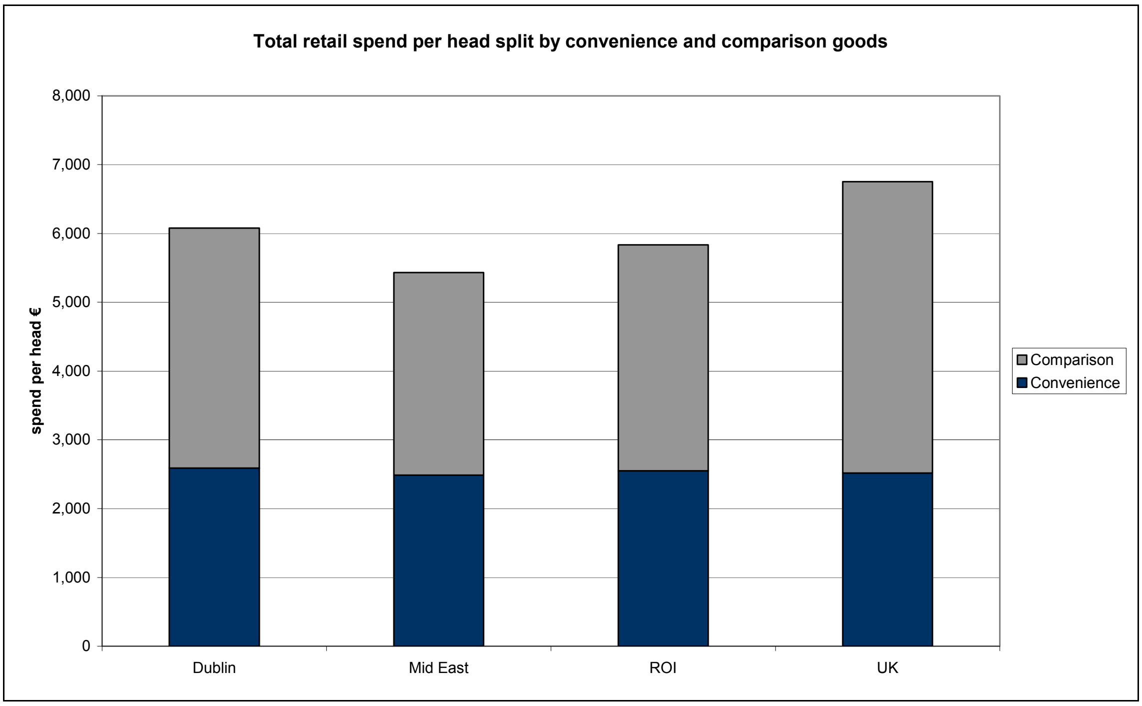
2.2 Spending estimates

Total available retail spending in Republic of Ireland in 2006 is estimated to be €24,741m which is composed of €10,804m on convenience goods and €13,936m on comparison goods. Within total comparison spend the ratio between spend on non-bulky and bulky goods spend is 69:31.

The Dublin NUTS 3 area accounts for 29 per cent of total retail spend in the Republic of Ireland in 2006. However this proportion increases slightly to 30 per cent for comparison goods spend, indicating the relative wealth of the Dublin area. Mid East spending is considerably lower than for Dublin with total retail spend in the area accounting for 10 per cent of all national spend. Comparison goods spending in Mid East is also slightly more weighted towards bulky spend, which accounts for 32 per cent of comparison spend in the area compared with 30 per cent in Dublin.

Total retail spend per head in the Republic of Ireland in 2006 is estimated at €5,835, which is some 16 per cent below the UK average. At the sub-regional level, total retail spend per head is 4.2 per cent higher in Dublin than the national average, whilst total retail spend per head in Mid East is 7 per cent lower than average.

Figure 5



At zone level, the zones in the Dublin NUTS 3 area have the highest average spend per head, with zones such as Blanchardstown, Clondalkin and Dundrum exhibiting average spend of between 8 - 10 per cent higher than the national average. The lowest total retail spend per head is evident outside of the Dublin NUTS 3 area – the lowest average spend per head is in Louth and is 17 per cent below the national average, falling to 25 per cent below average for comparison goods spend per head.

Total spend estimates for the different components of spend at zone level and Republic of Ireland are shown in Annex tables 1A to 1E. Spend per head estimates for the zones are shown in Annex tables 2a to 2E.

2.3 Spending forecasts

A summary of spending growth forecasts per head is presented in figure 6 below. Total retail spending per head in the Republic of Ireland is forecast to grow at an average of 2.9 per cent per annum in the years to 2016. This overall level of growth is fuelled mainly by the relative strength of growth in comparison goods spend of 4.4 per cent per annum. Dublin is expected to grow faster than both Mid East and Republic of Ireland for all components of spend, with convenience goods spend per head growth of 1.1 per cent per annum compared with 0.9 per cent per annum in Mid East and 0.8 per cent nationally. Comparison goods spend per head growth in Dublin is forecast to be 4.8 per cent per annum over the next decade compared with 4.5 per cent for Mid East and 4.4 per cent in Republic of Ireland.

The continued strong growth of spending per head in Dublin is mainly attributable to the continued buoyancy of the regional economy, with strong forecast population growth which has been characterised by prosperous socio-economic groups in the past and is expected to continue into the forecast period.

Figure 6

Summary Results	Average Annual Growth in Spending per Head, 2007-2016 (%, Constant Prices)		
	Dublin	Mid-East	ROI
Total Retail	3.3	3.0	2.9
Convenience Goods	1.1	0.9	0.8
Comparison Goods	4.8	4.5	4.4
- Non-bulky Comparison Goods	4.7	4.3	4.3
- Bulky Comparison Goods	4.9	4.9	4.5

Sources: Central Statistics Office, Experian

2.4 Non-store vs in-store retail spend forecasts

The spend estimates and forecasts presented in this document are for total spending. In other words, they include purchases made over the internet and through other non-store means of distribution (such as mail order, market stalls and door to door sales). We have failed to find any robust estimates of the relative share of store and non-store sales in the Republic of Ireland and recommend that the UK assumptions from the Experian Retail Planner Briefing Note 5.1 (November 2007)[1] be used. This estimated and projected non-store shares are shown in figure 7 below.

Figure 7

UK non-Store retail sales shares	2006	2016
Convenience Goods	3.6	7.3
Comparison Goods	6.9	11.9

Source: Experian Retail Planner Briefing Note 5.1 (November 2007)

2.5 Retail sales density growth

A Republic of Ireland equivalent of the Valuations Office data on retail floor space does not exist so we are unable to carry out as thorough an analysis of the changes in sales densities over time as we have done for England and Wales. However, given the similarity of spending patterns and the increasingly similar retail offering we see no reason why our recommended assumption for future sales density growth in England and Wales should not be used for the Republic of Ireland. That assumption is a central projection of 2.2 per cent and 0.6 per cent a year for comparison and convenience space respectively with a high case projection of 2.8 and 0.8 and a low case projection of 1.5 and 0.25% (for comparison and convenience space respectively). These assumptions are taken from the Experian Retail Planner Briefing Note 5.1 (November 2007)[2].

[1] *Experian Retail Planner Briefing Note 5.1* (November 2007), p15
[2] *Experian Retail Planner Briefing Note 5.1* (November 2007), p28

Appendix 1A – Total Available Retail Expenditure by Zone (Euros)

Zone	Zone Name	2006 Spending (€millions)
Zone 1	Dublin City Centre	615
Zone 2	Dublin North West	656
Zone 3	Dublin North East	810
Zone 4	Dublin South East	408
Zone 5	Dublin South West	499
Zone 6	Skerries	259
Zone 7	Swords	635
Zone 8	Blanchardstown	587
Zone 9	Clondalkin	593
Zone 10	Tallaght	571
Zone 11	Rathfarnham	363
Zone 12	Dundrum	549
Zone 13	Dun Laoghaire	672
Zone 14	Kells	136
Zone 15	Navan	592
Zone 16	Trim	169
Zone 17	Naas	562
Zone 18	Kildare	274
Zone 19	Athy	159
Zone 20	Blessington	99
Zone 21	Bray/Wicklow	430
Zone 22	Arklow	161
Zone 23	Louth	541
Zone 24	Cavan and Monaghan	695
Zone 25	Longford and West Meath	609
Zone 26	Offaly and Laois	763
Zone 27	Carlow and Kilkenny	780
Zone 28	Wexford	750
	Republic of Ireland	24,741

Sources: Central Statistics Office, Experian

Appendix 1B – Available Retail Expenditure on Convenience Goods by Zone (Euros)

Zone	Zone Name	2006 Spending (€millions)
Zone 1	Dublin City Centre	254
Zone 2	Dublin North West	280
Zone 3	Dublin North East	347
Zone 4	Dublin South East	169
Zone 5	Dublin South West	211
Zone 6	Skerries	119
Zone 7	Swords	274
Zone 8	Blanchardstown	249
Zone 9	Clondalkin	253
Zone 10	Tallaght	245
Zone 11	Rathfarnham	154
Zone 12	Dundrum	234
Zone 13	Dun Laoghaire	286
Zone 14	Kells	58
Zone 15	Navan	270
Zone 16	Trim	79
Zone 17	Naas	258
Zone 18	Kildare	130
Zone 19	Athy	73
Zone 20	Blessington	43
Zone 21	Bray/Wicklow	201
Zone 22	Arklow	71
Zone 23	Louth	266
Zone 24	Cavan and Monaghan	301
Zone 25	Longford and West Meath	279
Zone 26	Offaly and Laois	340
Zone 27	Carlow and Kilkenny	345
Zone 28	Wexford	330
	Republic of Ireland	10,804

Sources: Central Statistics Office, Experian

Appendix 1C – Available Retail Expenditure on Comparison Goods by Zone (Euros)

Zone	Zone Name	2006 Spending (€millions)
Zone 1	Dublin City Centre	361
Zone 2	Dublin North West	376
Zone 3	Dublin North East	463
Zone 4	Dublin South East	239
Zone 5	Dublin South West	288
Zone 6	Skerries	140
Zone 7	Swords	361
Zone 8	Blanchardstown	338
Zone 9	Clondalkin	340
Zone 10	Tallaght	325
Zone 11	Rathfarnham	208
Zone 12	Dundrum	315
Zone 13	Dun Laoghaire	385
Zone 14	Kells	78
Zone 15	Navan	323
Zone 16	Trim	90
Zone 17	Naas	304
Zone 18	Kildare	144
Zone 19	Athy	86
Zone 20	Blessington	56
Zone 21	Bray/Wicklow	229
Zone 22	Arklow	90
Zone 23	Louth	276
Zone 24	Cavan and Monaghan	394
Zone 25	Longford and West Meath	330
Zone 26	Offaly and Laois	423
Zone 27	Carlow and Kilkenny	435
Zone 28	Wexford	420
	Republic of Ireland	13,936

Sources: Central Statistics Office, Experian

Appendix 1D – Available Retail Expenditure on Non-bulky Comparison Goods by Zone (Euros)

Zone	Zone Name	2006 Spending (€millions)
Zone 1	Dublin City Centre	258
Zone 2	Dublin North West	262
Zone 3	Dublin North East	327
Zone 4	Dublin South East	170
Zone 5	Dublin South West	199
Zone 6	Skerries	95
Zone 7	Swords	257
Zone 8	Blanchardstown	243
Zone 9	Clondalkin	243
Zone 10	Tallaght	231
Zone 11	Rathfarnham	147
Zone 12	Dundrum	222
Zone 13	Dun Laoghaire	271
Zone 14	Kells	53
Zone 15	Navan	223
Zone 16	Trim	60
Zone 17	Naas	206
Zone 18	Kildare	97
Zone 19	Athy	59
Zone 20	Blessington	39
Zone 21	Bray/Wicklow	152
Zone 22	Arklow	63
Zone 23	Louth	190
Zone 24	Cavan and Monaghan	274
Zone 25	Longford and West Meath	226
Zone 26	Offaly and Laois	291
Zone 27	Carlow and Kilkenny	301
Zone 28	Wexford	291
	Republic of Ireland	9,669

Sources: Central Statistics Office, Experian

Appendix 1E – Available Retail Expenditure on Bulky Comparison Goods by Zone (Euros)

Zone	Zone Name	2006 Spending (€millions)
Zone 1	Dublin City Centre	103
Zone 2	Dublin North West	114
Zone 3	Dublin North East	137
Zone 4	Dublin South East	69
Zone 5	Dublin South West	89
Zone 6	Skerries	45
Zone 7	Swords	105
Zone 8	Blanchardstown	95
Zone 9	Clondalkin	97
Zone 10	Tallaght	94
Zone 11	Rathfarnham	61
Zone 12	Dundrum	93
Zone 13	Dun Laoghaire	115
Zone 14	Kells	25
Zone 15	Navan	99
Zone 16	Trim	30
Zone 17	Naas	98
Zone 18	Kildare	47
Zone 19	Athy	27
Zone 20	Blessington	17
Zone 21	Bray/Wicklow	77
Zone 22	Arklow	27
Zone 23	Louth	86
Zone 24	Cavan and Monaghan	119
Zone 25	Longford and West Meath	104
Zone 26	Offaly and Laois	132
Zone 27	Carlow and Kilkenny	134
Zone 28	Wexford	129
	Republic of Ireland	4,267

Sources: Central Statistics Office, Experian

Appendix 2A – Average Expenditure per Head on all Retail Goods by Zone (Euros per Head)

Total Retail - Expenditure per Head by Zone (Euros)

Zone	Zone Name	Available Expenditure 2006 (€ per Head)	Index (ROI=100)
Zone 1	Dublin City Centre	5697	98
Zone 2	Dublin North West	5933	102
Zone 3	Dublin North East	5913	101
Zone 4	Dublin South East	6003	103
Zone 5	Dublin South West	6042	104
Zone 6	Skerries	5458	94
Zone 7	Swords	6252	107
Zone 8	Blanchardstown	6448	111
Zone 9	Clondalkin	6323	108
Zone 10	Tallaght	5992	103
Zone 11	Rathfarnham	6267	107
Zone 12	Dundrum	6317	108
Zone 13	Dun Laoghaire	6268	107
Zone 14	Kells	5824	100
Zone 15	Navan	5565	95
Zone 16	Trim	5122	88
Zone 17	Naas	5476	94
Zone 18	Kildare	5082	87
Zone 19	Athy	5341	92
Zone 20	Blessington	5811	100
Zone 21	Bray/Wicklow	5276	90
Zone 22	Arklow	5801	99
Zone 23	Louth	4865	83
Zone 24	Cavan and Monaghan	5788	99
Zone 25	Longford and West Meath	5356	92
Zone 26	Offaly and Laois	5549	95
Zone 27	Carlow and Kilkenny	5656	97
Zone 28	Wexford	5693	98
	Republic of Ireland	5,835	100

Sources: Central Statistics Office, Experian

Appendix 2B – Average Expenditure per Head on Convenience Goods by Zone (Euros per Head)

Convenience Goods - Expenditure per Head by Zone (Euros)			
Zone	**Zone Name**	**Available Expenditure 2006 (€ per Head)**	**Index (ROI=100)**
Zone 1	Dublin City Centre	2354	92
Zone 2	Dublin North West	2533	99
Zone 3	Dublin North East	2531	99
Zone 4	Dublin South East	2490	98
Zone 5	Dublin South West	2553	100
Zone 6	Skerries	2513	99
Zone 7	Swords	2695	106
Zone 8	Blanchardstown	2734	107
Zone 9	Clondalkin	2695	106
Zone 10	Tallaght	2576	101
Zone 11	Rathfarnham	2668	105
Zone 12	Dundrum	2688	105
Zone 13	Dun Laoghaire	2672	105
Zone 14	Kells	2495	98
Zone 15	Navan	2534	99
Zone 16	Trim	2398	94
Zone 17	Naas	2514	99
Zone 18	Kildare	2406	94
Zone 19	Athy	2444	96
Zone 20	Blessington	2534	99
Zone 21	Bray/Wicklow	2465	97
Zone 22	Arklow	2554	100
Zone 23	Louth	2388	94
Zone 24	Cavan and Monaghan	2509	98
Zone 25	Longford and West Meath	2451	96
Zone 26	Offaly and Laois	2472	97
Zone 27	Carlow and Kilkenny	2499	98
Zone 28	Wexford	2505	98
	Republic of Ireland	2,548	100

Sources: Central Statistics Office, Experian

Appendix 2C – Average Expenditure per Head on Comparison Goods by Zone (Euros per Head)

Comparison Goods - Expenditure per head by Zone (Euros)			
Zone	**Zone Name**	**Available Expenditure 2006 (€ per Head)**	**Index (ROI=100)**
Zone 1	Dublin City Centre	3344	102
Zone 2	Dublin North West	3400	103
Zone 3	Dublin North East	3382	103
Zone 4	Dublin South East	3513	107
Zone 5	Dublin South West	3489	106
Zone 6	Skerries	2945	90
Zone 7	Swords	3557	108
Zone 8	Blanchardstown	3714	113
Zone 9	Clondalkin	3628	110
Zone 10	Tallaght	3415	104
Zone 11	Rathfarnham	3599	109
Zone 12	Dundrum	3629	110
Zone 13	Dun Laoghaire	3597	109
Zone 14	Kells	3328	101
Zone 15	Navan	3031	92
Zone 16	Trim	2724	83
Zone 17	Naas	2962	90
Zone 18	Kildare	2676	81
Zone 19	Athy	2898	88
Zone 20	Blessington	3277	100
Zone 21	Bray/Wicklow	2811	86
Zone 22	Arklow	3247	99
Zone 23	Louth	2477	75
Zone 24	Cavan and Monaghan	3279	100
Zone 25	Longford and West Meath	2905	88
Zone 26	Offaly and Laois	3077	94
Zone 27	Carlow and Kilkenny	3157	96
Zone 28	Wexford	3188	97
	Republic of Ireland	3,287	100

Sources: Central Statistics Office, Experian

Appendix 2D – Average Expenditure per Head on Non-bulky Comparison Goods by Zone (Euros per Head)

Zone	Zone Name	Available Expenditure 2006 (€ per Head)	Index (ROI=100)
Zone 1	Dublin City Centre	2386	105
Zone 2	Dublin North West	2373	104
Zone 3	Dublin North East	2385	105
Zone 4	Dublin South East	2496	109
Zone 5	Dublin South West	2409	106
Zone 6	Skerries	1995	87
Zone 7	Swords	2525	111
Zone 8	Blanchardstown	2671	117
Zone 9	Clondalkin	2592	114
Zone 10	Tallaght	2423	106
Zone 11	Rathfarnham	2547	112
Zone 12	Dundrum	2556	112
Zone 13	Dun Laoghaire	2528	111
Zone 14	Kells	2276	100
Zone 15	Navan	2099	92
Zone 16	Trim	1826	80
Zone 17	Naas	2005	88
Zone 18	Kildare	1804	79
Zone 19	Athy	1985	87
Zone 20	Blessington	2277	100
Zone 21	Bray/Wicklow	1869	82
Zone 22	Arklow	2262	99
Zone 23	Louth	1706	75
Zone 24	Cavan and Monaghan	2286	100
Zone 25	Longford and West Meath	1987	87
Zone 26	Offaly and Laois	2118	93
Zone 27	Carlow and Kilkenny	2184	96
Zone 28	Wexford	2209	97
	Republic of Ireland	2,281	100

Sources: Central Statistics Office, Experian

Appendix 2E – Average Expenditure per Head on Bulky Comparison Goods by Zone (Euros per Head)

Bulky Comparison Goods - Expenditure per Head by Zone (Euros)

Zone	Zone Name	Available Expenditure 2006 (€ per Head)	Index (ROI=100)
Zone 1	Dublin City Centre	958	95
Zone 2	Dublin North West	1027	102
Zone 3	Dublin North East	997	99
Zone 4	Dublin South East	1017	101
Zone 5	Dublin South West	1080	107
Zone 6	Skerries	950	94
Zone 7	Swords	1032	103
Zone 8	Blanchardstown	1043	104
Zone 9	Clondalkin	1037	103
Zone 10	Tallaght	992	99
Zone 11	Rathfarnham	1052	105
Zone 12	Dundrum	1073	107
Zone 13	Dun Laoghaire	1069	106
Zone 14	Kells	1052	105
Zone 15	Navan	931	93
Zone 16	Trim	899	89
Zone 17	Naas	958	95
Zone 18	Kildare	872	87
Zone 19	Athy	913	91
Zone 20	Blessington	1000	99
Zone 21	Bray/Wicklow	942	94
Zone 22	Arklow	985	98
Zone 23	Louth	771	77
Zone 24	Cavan and Monaghan	994	99
Zone 25	Longford and West Meath	918	91
Zone 26	Offaly and Laois	959	95
Zone 27	Carlow and Kilkenny	973	97
Zone 28	Wexford	979	97
	Republic of Ireland	1,006	100

Sources: Central Statistics Office, Experian

Appendix 3A – Total Retail Goods Expenditure Forecasts (Euros, 2006 prices)

Total Retail Expenditure Forecasts												
	Data	Forecasts (€millions)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	7,217	7,650	8,050	8,417	8,800	9,224	9,676	10,148	10,633	11,150	11,694	4.9%
- % Change		*6.0%*	*5.2%*	*4.6%*	*4.6%*	*4.8%*	*4.9%*	*4.9%*	*4.8%*	*4.9%*	*4.9%*	
Mid-East	2,582	2,743	2,891	3,028	3,172	3,329	3,497	3,671	3,850	4,039	4,239	5.1%
- % Change		*6.2%*	*5.4%*	*4.7%*	*4.7%*	*5.0%*	*5.0%*	*5.0%*	*4.9%*	*4.9%*	*4.9%*	
Republic of Ireland	24,741	26,011	27,149	28,158	29,201	30,354	31,577	32,836	34,113	35,461	36,861	4.1%
- % Change		*5.1%*	*4.4%*	*3.7%*	*3.7%*	*3.9%*	*4.0%*	*4.0%*	*3.9%*	*4.0%*	*3.9%*	

Sources: Central Statistics Office, Experian

Appendix 3B – Convenience Goods Expenditure Forecasts (Euros, 2006 prices)

Convenience Goods Expenditure Forecasts												
	Data	Forecasts (€millions)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	3,076	3,177	3,248	3,322	3,413	3,511	3,608	3,703	3,796	3,890	3,983	2.6%
- % Change		*3.3%*	*2.2%*	*2.3%*	*2.7%*	*2.9%*	*2.8%*	*2.6%*	*2.5%*	*2.5%*	*2.4%*	
Mid-East	1,182	1,226	1,259	1,291	1,331	1,373	1,415	1,456	1,496	1,536	1,577	2.9%
- % Change		*3.7%*	*2.6%*	*2.6%*	*3.1%*	*3.2%*	*3.0%*	*2.9%*	*2.7%*	*2.7%*	*2.6%*	
Republic of Ireland	10,804	11,083	11,254	11,429	11,659	11,907	12,148	12,376	12,591	12,804	13,009	1.9%
- % Change		*2.6%*	*1.5%*	*1.5%*	*2.0%*	*2.1%*	*2.0%*	*1.9%*	*1.7%*	*1.7%*	*1.6%*	

Sources: Central Statistics Office, Experian

Appendix 3C – Comparison Goods Expenditure Forecasts (Euros, 2006 prices)

Comparison Goods Expenditure Forecasts	Data	Forecasts (€millions)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	4,141	4,473	4,801	5,095	5,387	5,713	6,068	6,444	6,837	7,260	7,711	6.4%
- % Change		*8.0%*	*7.3%*	*6.1%*	*5.7%*	*6.0%*	*6.2%*	*6.2%*	*6.1%*	*6.2%*	*6.2%*	
Mid-East	1,400	1,516	1,632	1,737	1,841	1,956	2,082	2,215	2,354	2,503	2,662	6.6%
- % Change		*8.3%*	*7.7%*	*6.4%*	*6.0%*	*6.3%*	*6.4%*	*6.4%*	*6.3%*	*6.4%*	*6.4%*	
Republic of Ireland	13,936	14,928	15,895	16,730	17,542	18,446	19,429	20,460	21,522	22,657	23,852	5.5%
- % Change		*7.1%*	*6.5%*	*5.3%*	*4.9%*	*5.2%*	*5.3%*	*5.3%*	*5.2%*	*5.3%*	*5.3%*	

Sources: Central Statistics Office, Experian

Appendix 3D – Non-bulky Comparison Goods Expenditure Forecasts (Euros, 2006 prices)

Non-bulky Comparison Goods Expenditure Forecasts	Data	Forecasts (€millions)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	2,924	3,163	3,410	3,629	3,849	4,083	4,331	4,586	4,848	5,127	5,423	6.4%
- % Change		*8.2%*	*7.8%*	*6.4%*	*6.1%*	*6.1%*	*6.1%*	*5.9%*	*5.7%*	*5.7%*	*5.8%*	
Mid-East	953	1,033	1,116	1,190	1,264	1,342	1,424	1,508	1,594	1,684	1,781	6.5%
- % Change		*8.4%*	*8.1%*	*6.6%*	*6.2%*	*6.2%*	*6.1%*	*5.9%*	*5.7%*	*5.7%*	*5.7%*	
Republic of Ireland	9,669	10,375	11,098	11,715	12,323	12,965	13,635	14,314	15,001	15,720	16,479	5.5%
- % Change		*7.3%*	*7.0%*	*5.6%*	*5.2%*	*5.2%*	*5.2%*	*5.0%*	*4.8%*	*4.8%*	*4.8%*	

Sources: Central Statistics Office, Experian

Appendix 3E – Bulky Comparison Goods Expenditure Forecasts (Euros, 2006 prices)

Bulky Comparison Goods Expenditure Forecasts												
	Data	Forecasts (€millions)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	1,217	1,310	1,391	1,466	1,538	1,630	1,737	1,858	1,989	2,134	2,288	6.5%
- % Change		*7.6%*	*6.2%*	*5.4%*	*4.9%*	*5.9%*	*6.6%*	*7.0%*	*7.0%*	*7.3%*	*7.2%*	
Mid-East	447	484	516	547	577	614	658	707	760	819	881	7.0%
- % Change		*8.2%*	*6.8%*	*6.0%*	*5.5%*	*6.4%*	*7.1%*	*7.5%*	*7.5%*	*7.7%*	*7.7%*	
Republic of Ireland	4,267	4,553	4,796	5,014	5,218	5,481	5,794	6,146	6,522	6,937	7,373	5.6%
- % Change		*6.7%*	*5.3%*	*4.5%*	*4.1%*	*5.0%*	*5.7%*	*6.1%*	*6.1%*	*6.4%*	*6.3%*	

Sources: Central Statistics Office, Experian

Appendix 4A – Total Retail Goods Expenditure Forecasts (Euros per Head, 2006 prices)

Retail Spending per head forecasts	Data	Forecasts (€ per Head)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	6,079	6,338	6,562	6,752	6,950	7,172	7,410	7,655	7,904	8,168	8,444	3.3%
- % Change		4.3%	3.5%	2.9%	2.9%	3.2%	3.3%	3.3%	3.2%	3.3%	3.4%	
Mid-east	5,432	5,643	5,821	5,970	6,124	6,299	6,485	6,676	6,868	7,073	7,286	3.0%
- % Change		3.9%	3.2%	2.6%	2.6%	2.9%	3.0%	2.9%	2.9%	3.0%	3.0%	
Republic of Ireland	5,835	6,062	6,254	6,412	6,575	6,759	6,956	7,158	7,361	7,577	7,802	2.9%
- % Change		3.9%	3.2%	2.5%	2.5%	2.8%	2.9%	2.9%	2.8%	2.9%	3.0%	

Sources: Central Statistics Office, Experian

Appendix 4B – Convenience Goods Expenditure Forecasts (Euros per Head, 2006 prices)

Convenience goods spend per head forecasts	Data	Forecasts (€ per Head)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	2,591	2,632	2,648	2,665	2,695	2,730	2,763	2,794	2,822	2,850	2,876	*1.1%*
- % Change		1.6%	0.6%	0.6%	1.1%	1.3%	1.2%	1.1%	1.0%	1.0%	0.9%	
Mid-east	2,487	2,523	2,534	2,546	2,570	2,598	2,624	2,648	2,669	2,690	2,710	*0.9%*
- % Change		1.4%	0.4%	0.5%	1.0%	1.1%	1.0%	0.9%	0.8%	0.8%	0.7%	
Republic of Ireland	2,548	2,583	2,592	2,602	2,625	2,652	2,676	2,698	2,717	2,736	2,754	*0.8%*
- % Change		1.4%	0.4%	0.4%	0.9%	1.0%	0.9%	0.8%	0.7%	0.7%	0.6%	

Sources: Central Statistics Office, Experian

Appendix 4C – Comparison Goods Expenditure Forecasts (Euros per Head, 2006 prices)

Comparison goods spend per head forecasts

	Data	Forecasts (€ per Head)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	3,488	3,706	3,914	4,087	4,254	4,442	4,647	4,861	5,082	5,319	5,568	4.8%
- % Change		6.2%	5.6%	4.4%	4.1%	4.4%	4.6%	4.6%	4.5%	4.7%	4.7%	
Mid-east	2,944	3,120	3,287	3,424	3,554	3,701	3,861	4,028	4,199	4,383	4,576	4.5%
- % Change		6.0%	5.4%	4.2%	3.8%	4.1%	4.3%	4.3%	4.3%	4.4%	4.4%	
Republic of Ireland	3,287	3,479	3,661	3,810	3,950	4,108	4,280	4,460	4,644	4,841	5,049	4.4%
- % Change		5.8%	5.2%	4.0%	3.7%	4.0%	4.2%	4.2%	4.1%	4.2%	4.3%	

Sources: Central Statistics Office, Experian

Appendix 4D – Non-bulky Comparison Goods Expenditure Forecasts (Euros per Head, 2006 prices)

Non-bulky goods spend per head forecasts

	Data	Forecasts (€ per Head)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	2,463	2,621	2,780	2,911	3,039	3,175	3,317	3,460	3,604	3,756	3,916	4.7%
- % Change		6.4%	6.1%	4.7%	4.4%	4.5%	4.5%	4.3%	4.2%	4.2%	4.3%	
Mid-east	2,004	2,125	2,247	2,345	2,440	2,539	2,641	2,742	2,844	2,949	3,061	4.3%
- % Change		6.0%	5.8%	4.4%	4.0%	4.0%	4.0%	3.8%	3.7%	3.7%	3.8%	
Republic of Ireland	2,281	2,418	2,557	2,668	2,775	2,887	3,004	3,120	3,237	3,359	3,488	4.3%
- % Change		6.0%	5.7%	4.3%	4.0%	4.0%	4.0%	3.9%	3.7%	3.8%	3.8%	

Sources: Central Statistics Office, Experian

Appendix 4E – Bulky Comparison Goods Expenditure Forecasts (Euros per Head, 2006 prices)

Bulky goods spend per head forecasts												
	Data	Forecasts (€ per Head)										Annual Average Growth (%)
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2007-16
Dublin	1,025	1,085	1,134	1,176	1,215	1,267	1,330	1,402	1,478	1,563	1,652	4.9%
- % Change		5.8%	4.5%	3.7%	3.3%	4.3%	5.0%	5.4%	5.5%	5.7%	5.7%	
Mid-east	940	995	1,040	1,079	1,114	1,162	1,220	1,286	1,356	1,433	1,515	4.9%
- % Change		5.8%	4.5%	3.7%	3.3%	4.3%	5.0%	5.4%	5.5%	5.7%	5.7%	
Republic of Ireland	1,006	1,061	1,105	1,142	1,175	1,221	1,276	1,340	1,407	1,482	1,561	4.5%
- % Change		5.4%	4.1%	3.3%	2.9%	3.9%	4.6%	5.0%	5.0%	5.3%	5.3%	

Sources: Central Statistics Office, Experian

Appendix B

About us

Who we are

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Experian's Business Strategies Division provides an understanding of consumers, markets and economies in the UK and around the world, past, present and future. Its focus is consumer profiling and market segmentation, retail property analysis, economic forecasting and public policy research, supporting businesses, policy makers and investors in making tactical and strategic decisions. As part of the Experian group, it has access to a wealth of research data and innovative software solutions. The division's economic research team is devoted to analysing national, regional and local economies for a range of public and private sector clients. Its statisticians, econometricians, sociologists, geographers, market researchers and economists carry out extensive research into the underlying drivers of social, economic and market change.

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APPENDIX 6a

Methodology for Estimating Existing (2007) Retail Floorspace Stock

Review and Update of the 2001 Greater Dublin Area (GDA) Retail Strategy

Methodology for Estimating Existing (September 2007) Retail Floorspace Stock and Retail Development Pipeline within the GDA

The retail floorspace in the quantitative need assessment is categorised into convenience goods, non-bulky comparison goods and bulky comparison goods/retail warehousing using the definitions set out in **Table 1**.

Table 1: Use Category Definitions

Convenience	Food Alcoholic and non alcoholic beverages Tobacco Non-durable household goods
Non-bulky Comparison	Clothing and footwear Furniture, furnishings and household equipment (excluding non-durable household goods) Medical and pharmaceutical products, therapeutic appliances and equipment Educational and recreation equipment and accessories Books, newspapers and magazines Goods for personal care and goods not elsewhere classified The value of repairs is excluded in all cases.
Bulky Comparison	Goods generally sold from retail warehouses where DIY goods or goods such as flatpack furniture are of such a size that they would normally be taken away by car and not be manageable by customers travelling by foot, cycle or bus, or that large floor areas would be required to display them e.g. furniture in room sets, or not large individually, but part of a collective purchase which would be bulky e.g. wallpaper, paint.

Source: Retail Planning: Guidelines for Planning Authorities, Annex 1, January 2005

The floorspace data relates to properties in 'retail use' only, meaning services normally found on the high street (such as banks, post offices, hairdressers, travel agents and cafes) are excluded. Also excluded are car showrooms.

In order to calculate the existing (September 2007) retail floorspace in the GDA, the retail floorspace data generated by DTZ Pieda Consulting for 2001[1] is used as a start point and baseline. Each Council within the GDA then provided details of retail planning applications that had received planning consent since 2001. Information for each application included the amount of floorspace by type, location and status (i.e. permission, under construction or built). The floorspace of each application was then reduced by 20% in order to exclude service uses, which (based on Goad retail floorspace statistics) typically account for this proportion of space in most new developments and existing centres in the GDA. Only schemes that had been completed were included at this point. The addition of the DTZ Pieda Consulting (2001) baseline retail floorspace totals and completions (excluding services) between 2001-07 provide the estimates of the current (September 2007) retail goods floorspace stock by centre, Council area and for the GDA as a whole.

Schemes that are cited by the Councils as being under construction, and/or with planning consent but not yet built, as at September 2007, are defined as retail floorspace in the 'pipeline'. Service use floorspace has again been excluded by assuming an across the board reduction of 20%. In practice, the retail development pipeline at the time of the publication of this Update GDA Retail Strategy is likely to be larger than that presented, since the Councils are likely to have given consent to a number of additional schemes. It is also worth noting that the 'pipeline' does not include retail proposals.

Spreadsheets have been created for each county. These tables summarise by centre and broad retail goods category the retail goods floorspace supply in 2001, the amount of new floorspace built between 2001 and September 2007, the existing retail floorspace stock and lastly, the quantum of retail floorspace in the pipeline. The total amount of retail floorspace (existing (2007) shopping floorspace, plus pipeline) is also given.

For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Councils, a 50/50 split has been assumed.

In converting the gross floorspace data provided by the Councils in the planning applications to net retail floorspace (sales space) the following ratios have been adopted.

Convenience Goods – 66:100 net to gross
Non-bulky Comparison Goods – 66:100 net to gross
Bulky Comparison Goods – 90:100 net to gross

The ratios for non-bulky and bulky comparison goods are in line with those used by DTZ Pieda Consulting in 2001. The ratio for convenience goods is the same as for non-bulky comparison goods and reflects the floorspace mix in modern, larger format supermarkets and superstores.

[1] DTZ Pieda Consulting, GDA Retail Planning Strategy, Working Paper 4, Retail Floorspace Analysis, Appendix 1

APPENDIX 6b

Existing Retail Floorspace and Retail Development Pipeline

All Counties: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

Centre	Convenience Goods						
	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)
Dublin City All Total	139,312	9,771	7,817	147,129	34,133	27,307	174,436
Fingal Total	32,311	9,705	7,764	40,075	2,766	2,213	42,288
South Dublin Total	38,940	10,121	8,097	47,037	12,519	11,445	58,482
Dun Laoghaire Rathdown Total	41,939	12,143	9,714	51,653	15,909	12,727	64,381
County Meath Total	23,878	5,986	4,788	28,666	2,328	1,862	30,529
County Kildare Total	26,739	19,702	15,762	42,501	9,221	7,377	49,878
County Wicklow Total	27,324	4,685	3,748	31,072	4,353	3,482	34,554
Total	330,443	72,112	57,690	388,133	81,229	66,413	454,546

Centre	Non-Bulky Comparison Goods						
	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)
Dublin City All Total	409,662	9,138	7,310	416,972	60,686	48,549	465,521
Fingal Total	50,241	29,562	23,650	73,891	4,122	3,297	77,188
South Dublin Total	68,329	4,194	3,355	71,684	16,099	14,170	85,854
Dun Laoghaire Rathdown Total	56,980	26,073	20,859	77,839	42,095	33,676	111,514
County Meath Total	35,073	5,131	4,105	39,178	2,280	1,824	41,002
County Kildare Total	29,724	22,348	17,879	47,603	34,356	27,485	75,087
County Wicklow Total	33,085	5,895	4,716	37,801	20,904	16,723	54,525
Total	683,094	102,342	81,873	764,967	180,542	145,724	910,691

Centre	Retail Warehousing & Bulky Comparison Goods						
	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Dublin City All Total	54,767	1,649	1,319	56,086	869	695	56,781
Fingal Total	29,887	20,507	16,406	46,293	57,858	46,287	92,580
South Dublin Total	37,504	23,468	18,774	56,278	36,934	29,547	85,825
Dun Laoghaire Rathdown Total	27,544	16,200	12,960	40,504	14,510	11,608	52,112
County Meath Total	6,893	31,556	25,245	32,138	22,202	17,762	49,899
County Kildare Total	10,982	21,416	17,132	28,114	8,231	6,585	34,700
County Wicklow Total	5,636	0	0	5,636	7,144	5,715	11,351
Total	173,213	114,795	91,836	265,049	147,749	118,199	383,248

Centre	All Retail Floorspace						
	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Dublin City All Total	603,741	20,558	16,446	620,187	95,687	76,550	696,737
Fingal Total	112,439	59,774	47,819	160,258	64,746	51,797	212,055
South Dublin Total	144,773	37,783	30,226	174,999	65,553	55,162	230,162
Dun Laoghaire Rathdown Total	126,463	54,416	43,533	169,996	72,514	58,011	228,007
County Meath Total	65,844	42,672	34,138	99,982	26,810	21,448	121,430
County Kildare Total	67,445	63,466	50,773	118,218	51,808	41,446	159,664
County Wicklow Total	66,045	10,580	8,464	74,509	32,401	25,921	100,430
Total	1,186,750	289,249	231,399	1,418,149	409,519	330,336	1,748,485

Date of Preparation: 25/03/08
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Dublin City: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

	Convenience Goods							Non-Bulky Comparison Goods						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)
Dublin City Centre	37,262	0	0	37,262	3,430	2,744	40,006	284,989	5,897	4,718	289,707	7,049	5,639	295,346
ILAC SC	212	0	0	212	2,449	1,959	2,171	16,178	1,000	800	16,978	7,307	5,845	22,823
Irish Life Mall	674	0	0	674	0	0	674	786	0	0	786	0	0	786
Jervis Shopping Centre	2,867	0	0	2,867	0	0	2,867	19,355	0	0	19,355	0	0	19,355
Phibsboro SC	1,379	0	0	1,379	743	594	1,973	393	0	0	393	2,674	2,139	2,532
Powercourt SC	96	0	0	96	0	0	96	17,515	0	0	17,515	0	0	17,515
St Stephens Green SC	1,600	0	0	1,600	0	0	1,600	19,846	0	0	19,846	0	0	19,846
The Park SC	1,309	0	0	1,309	720	576	1,885	271	0	0	271	0	0	271
Dublin City Centre Total	**45,399**	**0**	**0**	**45,399**	**7,342**	**5,873**	**51,272**	**359,333**	**6,897**	**5,518**	**364,851**	**17,029**	**13,623**	**378,474**
Artane	3,548	0	0	3,548	2,078	1,663	5,211	1,993	0	0	1,993	0	0	1,993
Balgriffin	0	0	0	0	2,779	2,223	2,223	0	0	0	0	5,976	4,781	4,781
Bayside	490	0	0	490	0	0	490	155	0	0	155	0	0	155
Beaumont	419	0	0	419	0	0	419	164	0	0	164	0	0	164
Clonshaugh	54	0	0	54	0	0	54	112	0	0	112	0	0	112
Clontarf	1,493	0	0	1,493	0	0	1,493	1,028	0	0	1,028	0	0	1,028
Coolock	145	0	0	145	396	317	462	293	0	0	293	396	317	610
Coolock Retail Park	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Northside SC & Northside Rt Pk	4,056	0	0	4,056	0	0	4,056	5,027	0	0	5,027	0	0	5,027
Darndale	0	3,598	2,879	2,879	0	0	2,879	0	0	0	0	4,297	3,437	3,437
Donaghmede	2,615	0	0	2,615	3,790	3,032	5,647	5,178	0	0	5,178	12,982	10,386	15,564
Donnycarney	283	0	0	283	0	0	283	346	0	0	346	0	0	346
Edenmore	922	0	0	922	0	0	922	252	0	0	252	0	0	252
Darndale	0	0	0	0	0	0	0	49	0	0	49	0	0	49
Fairview	196	0	0	196	0	0	196	643	0	0	643	0	0	643
Kilbarrack	2,596	0	0	2,596	0	0	2,596	324	0	0	324	0	0	324
Killester	987	0	0	987	0	0	987	385	0	0	385	0	0	385
Kilmore	60	0	0	60	0	0	60	0	0	0	0	0	0	0
Marino	704	0	0	704	0	0	704	678	0	0	678	0	0	678
Raheny	765	0	0	765	0	0	765	577	0	0	577	0	0	577
Dublin City North East Total	**19,333**	**3,598**	**2,879**	**22,212**	**9,043**	**7,235**	**29,446**	**17,204**	**0**	**0**	**17,204**	**23,650**	**18,920**	**36,124**
Ashtown	2,252	0	0	2,252	0	0	2,252	432	0	0	432	0	0	432
Ballymun	4,485	0	0	4,485	4,462	3,569	8,054	1,056	0	0	1,056	10,461	8,369	9,425
Cabra	2,019	0	0	2,019	0	0	2,019	540	0	0	540	0	0	540
Drumcondra	2,833	0	0	2,833	0	0	2,833	1,204	0	0	1,204	0	0	1,204
Finglas	12,080	0	0	12,080	3,447	2,758	14,838	3,698	1,963	1,570	5,268	4,248	3,399	8,667
Glasnevin	2,382	0	0	2,382	1,076	861	3,243	340	0	0	340	0	0	340
Santry	3,761	1,362	1,089	4,850	1,092	874	5,724	337	0	0	337	0	0	337
Omni Park	12,828	0	0	12,828	1,420	1,136	13,964	6,615	0	0	6,615	1,320	1,056	7,671
Whitehall	1,037	0	0	1,037	0	0	1,037	249	0	0	249	0	0	249
Dublin City North West Total	**43,677**	**1,362**	**1,089**	**44,766**	**11,497**	**9,197**	**53,963**	**14,471**	**1,963**	**1,570**	**16,041**	**16,029**	**12,824**	**28,865**
Ballsbridge	214	0	0	214	0	0	214	98	0	0	98	0	0	98
Baggot St Upper - Mespil Rd	1,443	0	0	1,443	0	0	1,443	944	0	0	944	0	0	944
Clonskeagh-Milltown	212	0	0	212	0	0	212	100	0	0	100	0	0	100
Donnybrook	625	0	0	625	0	0	625	540	0	0	540	0	0	540
Harold's Cross	470	0	0	470	0	0	470	1,003	0	0	1,003	0	0	1,003
Merrion	2,609	0	0	2,609	0	0	2,609	333	0	0	333	0	0	333
Ranelagh	777	0	0	777	0	0	777	1,275	0	0	1,275	0	0	1,275
Rathgar	551	0	0	551	0	0	551	839	0	0	839	0	0	839
Rathmines	4,085	0	0	4,085	890	712	4,797	4,587	0	0	4,587	0	0	4,587
Ringsend	423	0	0	423	719	576	999	163	0	0	163	0	0	163
Sandymount	1,068	0	0	1,068	0	0	1,068	442	0	0	442	0	0	442
Terenure	617	0	0	617	0	0	617	1,048	0	0	1,048	0	0	1,048
Dublin City South East Total	**13,094**	**0**	**0**	**13,094**	**1,610**	**1,288**	**14,382**	**11,372**	**0**	**0**	**11,372**	**0**	**0**	**11,372**
Ballyfermot	3,557	0	0	3,557	0	0	3,557	621	0	0	621	0	0	621
Chapelizod	86	0	0	86	0	0	86	0	0	0	0	0	0	0
Crumlin	5,538	0	0	5,538	0	0	5,538	2,552	0	0	2,552	0	0	2,552
Dolphin's Barn	0	1,159	927	927	1,465	1,172	2,099	0	0	0	0	1,122	898	898
Drimnagh	436	0	0	436	0	0	436	247	0	0	247	0	0	247
Gallanstown	0	0	0	0	155	124	124	0	0	0	0	0	0	0
Greenhills North	92	0	0	92	0	0	92	0	0	0	0	0	0	0
Inchicore	378	528	422	800	0	0	800	275	278	222	497	0	0	497
Island Bridge	161	0	0	161	0	0	161	0	0	0	0	0	0	0
Kilmainham	440	0	0	440	2,286	1,828	2,268	112	0	0	112	2,855	2,284	2,396
Kimmage	2,481	0	0	2,481	0	0	2,481	1,753	0	0	1,753	0	0	1,753
Rialto	0	2,036	1,629	1,629	736	589	2,218	0	0	0	0	0	0	0
Royal Liver Retail Park	611	0	0	611	0	0	611	149	0	0	149	0	0	149
Terenure	681	0	0	681	0	0	681	907	0	0	907	0	0	907
Walkinstown	3,348	1,088	871	4,219	0	0	4,219	666	0	0	666	0	0	666
Dublin City South West Total	**17,809**	**4,811**	**3,849**	**21,658**	**4,642**	**3,713**	**25,372**	**7,282**	**278**	**222**	**7,504**	**3,977**	**3,181**	**10,685**
Dublin City All Total	**139,312**	**9,771**	**7,817**	**147,129**	**34,133**	**27,307**	**174,436**	**409,662**	**9,138**	**7,310**	**416,972**	**60,686**	**48,549**	**465,521**

	Retail Warehousing & Bulky Comparison Goods							All Retail Floorspace						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Dublin City Centre	9,745	0	0	9,745	0	0	9,745	331,996	5,897	4,718	336,714	10,479	8,383	345,097
ILAC SC	0	0	0	0	0	0	0	16,390	1,000	800	17,190	9,756	7,805	24,995
Irish Life Mall	0	0	0	0	0	0	0	1,460	0	0	1,460	0	0	1,460
Jervis Shopping Centre	0	0	0	0	0	0	0	22,222	0	0	22,222	0	0	22,222
Phibsboro SC	0	0	0	0	0	0	0	1,772	0	0	1,772	3,416	2,733	4,505
Powercourt SC	0	0	0	0	0	0	0	17,611	0	0	17,611	0	0	17,611
St Stephens Green SC	0	0	0	0	0	0	0	21,446	0	0	21,446	0	0	21,446
The Park SC	0	0	0	0	0	0	0	1,580	0	0	1,580	720	576	2,156
Dublin City Centre Total	**9,745**	**0**	**0**	**9,745**	**0**	**0**	**9,745**	**414,477**	**6,897**	**5,518**	**419,995**	**24,371**	**19,497**	**439,492**
Artane	600	0	0	600	0	0	600	6,141	0	0	6,141	2,078	1,663	7,804
Balgriffin	0	0	0	0	0	0	0	0	0	0	0	8,755	7,004	7,004
Bayside	0	0	0	0	0	0	0	645	0	0	645	0	0	645
Beaumont	0	0	0	0	0	0	0	583	0	0	583	0	0	583
Clonshaugh	0	0	0	0	0	0	0	166	0	0	166	0	0	166
Clontarf	0	0	0	0	0	0	0	2,521	0	0	2,521	0	0	2,521
Coolock	4,425	0	0	4,425	0	0	4,425	4,863	0	0	4,863	792	634	5,497
Coolock Retail Park	6,526	1,649	1,319	7,845	0	0	7,845	6,526	1,649	1,319	7,845	0	0	7,845
Northside SC & Northside Rt Pk	1,455	0	0	1,455	0	0	1,455	10,538	0	0	10,538	0	0	10,538
Darndale	0	0	0	0	0	0	0	0	3,598	2,879	2,879	4,297	3,437	6,316
Donaghmede	0	0	0	0	0	0	0	7,793	0	0	7,793	16,772	13,418	21,211
Donnycarney	0	0	0	0	0	0	0	629	0	0	629	0	0	629
Edenmore	0	0	0	0	0	0	0	1,174	0	0	1,174	0	0	1,174
Darndale	0	0	0	0	0	0	0	49	0	0	49	0	0	49
Fairview	860	0	0	860	0	0	860	1,699	0	0	1,699	0	0	1,699
Kilbarrack	0	0	0	0	0	0	0	2,920	0	0	2,920	0	0	2,920
Killester	0	0	0	0	0	0	0	1,372	0	0	1,372	0	0	1,372
Kilmore	4,320	0	0	4,320	0	0	4,320	4,380	0	0	4,380	0	0	4,380
Marino	0	0	0	0	0	0	0	1,382	0	0	1,382	0	0	1,382
Raheny	0	0	0	0	0	0	0	1,342	0	0	1,342	0	0	1,342
Dublin City North East Total	**18,186**	**1,649**	**1,319**	**19,505**	**0**	**0**	**19,505**	**54,723**	**5,247**	**4,198**	**58,921**	**32,694**	**26,155**	**85,076**
Ashtown	0	0	0	0	0	0	0	2,684	0	0	2,684	0	0	2,684
Ballymun	0	0	0	0	0	0	0	5,541	0	0	5,541	14,923	11,938	17,479
Cabra	0	0	0	0	0	0	0	2,559	0	0	2,559	0	0	2,559
Drumcondra	0	0	0	0	0	0	0	4,037	0	0	4,037	0	0	4,037
Finglas	320	0	0	320	0	0	320	16,098	1,963	1,570	17,668	7,696	6,156	23,825
Glasnevin	916	0	0	916	0	0	916	3,638	0	0	3,638	1,076	861	4,499
Santry	2,360	0	0	2,360	0	0	2,360	6,458	1,362	1,089	7,547	1,092	874	8,421
Omni Park	2,805	0	0	2,805	0	0	2,805	22,248	0	0	22,248	2,740	2,192	24,440
Whitehall	0	0	0	0	0	0	0	1,286	0	0	1,286	0	0	1,286
Dublin City North West Total	**6,401**	**0**	**0**	**6,401**	**0**	**0**	**6,401**	**64,549**	**3,324**	**2,660**	**67,209**	**27,526**	**22,021**	**89,229**
Ballsbridge	0	0	0	0	0	0	0	312	0	0	312	0	0	312
Baggot St Upper - Mespil Rd	0	0	0	0	0	0	0	2,387	0	0	2,387	0	0	2,387
Clonskeagh-Milltown	0	0	0	0	0	0	0	312	0	0	312	0	0	312
Donnybrook	0	0	0	0	0	0	0	1,165	0	0	1,165	0	0	1,165
Harold's Cross	0	0	0	0	0	0	0	1,473	0	0	1,473	0	0	1,473
Merrion	0	0	0	0	0	0	0	2,942	0	0	2,942	0	0	2,942
Ranelagh	0	0	0	0	0	0	0	2,052	0	0	2,052	0	0	2,052
Rathgar	0	0	0	0	0	0	0	1,390	0	0	1,390	0	0	1,390
Rathmines	0	0	0	0	0	0	0	8,672	0	0	8,672	890	712	9,384
Ringsend	0	0	0	0	0	0	0	586	0	0	586	719	576	1,162
Sandymount	0	0	0	0	0	0	0	1,510	0	0	1,510	0	0	1,510
Terenure	0	0	0	0	0	0	0	1,665	0	0	1,665	0	0	1,665
Dublin City South East Total	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**24,466**	**0**	**0**	**24,466**	**1,610**	**1,288**	**25,754**
Ballyfermot	8,414	0	0	8,414	0	0	8,414	12,592	0	0	12,592	0	0	12,592
Chapelizod	0	0	0	0	0	0	0	86	0	0	86	0	0	86
Crumlin	0	0	0	0	0	0	0	8,090	0	0	8,090	0	0	8,090
Dolphin's Barn	0	0	0	0	0	0	0	0	1,159	927	927	2,587	2,070	2,997
Drimnagh	0	0	0	0	0	0	0	683	0	0	683	0	0	683
Gallanstown	0	0	0	0	869	695	695	0	0	0	0	1,024	819	819
Greenhills North	0	0	0	0	0	0	0	92	0	0	92	0	0	92
Inchicore	0	0	0	0	0	0	0	653	806	645	1,298	0	0	1,298
Island Bridge	0	0	0	0	0	0	0	161	0	0	161	0	0	161
Kilmainham	0	0	0	0	0	0	0	552	0	0	552	5,140	4,112	4,664
Kimmage	0	0	0	0	0	0	0	4,234	0	0	4,234	0	0	4,234
Rialto	11,941	0	0	11,941	0	0	11,941	11,941	2,036	1,629	13,570	736	589	14,159
Royal Liver Retail Park	0	0	0	0	0	0	0	760	0	0	760	0	0	760
Terenure	80	0	0	80	0	0	80	1,668	0	0	1,668	0	0	1,668
Walkinstown	0	0	0	0	0	0	0	4,014	1,088	871	4,885	0	0	4,885
Dublin City South West Total	**20,435**	**0**	**0**	**20,435**	**869**	**695**	**21,130**	**45,526**	**5,089**	**4,071**	**49,597**	**9,487**	**7,589**	**57,187**
Dublin City All Total	**54,767**	**1,649**	**1,319**	**56,086**	**869**	**695**	**56,781**	**603,741**	**20,558**	**16,446**	**620,187**	**95,687**	**76,550**	**696,737**

Notes:
* For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Council, we assumed a 50/50 split.

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Fingal: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

	Convenience Goods							Non-Bulky Comparison Goods						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)
Baldoyle	230	0	0	230	0	0	230	247	0	0	247	0	0	247
Balbriggan	3,259	494	395	3,654	507	406	4,060	3,563	494	395	3,958	507	406	4,364
Ballymun North/IKEA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Bay	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Blakestown	0	658	526	526	0	0	526	0	0	0	0	0	0	0
Blanchardstown Village	2,214	0	0	2,214	0	0	2,214	1,080	0	0	1,080	0	0	1,080
Blanchardstown SC/Rt Pk	4,781	0	0	4,781	0	0	4,781	25,561	3,700	2,960	28,521	0	0	28,521
West End Rt Pk	836	0	0	836	0	0	836	0	0	0	0	0	0	0
Coolmine Industrial Estate	30	0	0	30	0	0	30	0	0	0	0	0	0	0
Carpenterstown	160	0	0	160	0	0	160	71	0	0	71	0	0	71
Castleknock	710	0	0	710	0	0	710	229	0	0	229	0	0	229
Clonsilla	155	0	0	155	0	0	155	32	0	0	32	0	0	32
Corduff	54	0	0	54	0	0	54	0	0	0	0	0	0	0
Donabate	988	0	0	988	0	0	988	186	0	0	186	0	0	186
Finglas North	0	3,522	2,818	2,818	0	0	2,818	0	17,172	13,738	13,738	0	0	13,738
Hartstown	768	0	0	768	0	0	768	147	0	0	147	857	685	832
Howth	783	0	0	783	271	217	1,000	519	0	0	519	271	217	736
Huntstown	112	0	0	112	0	0	112	90	0	0	90	0	0	90
Mulhuddart	0	2,061	1,649	1,649	0	0	1,649	50	2,061	1,649	1,699	0	0	1,699
Lusk	496	695	556	1,052	0	0	1,052	50	243	194	244	0	0	244
Malahide	1,551	0	0	1,551	0	0	1,551	4,580	0	0	4,580	0	0	4,580
Portmarnock	1,951	0	0	1,951	354	284	2,235	441	0	0	441	354	284	725
Roselawn SC	2,010	0	0	2,010	0	0	2,010	874	0	0	874	0	0	874
Rush	688	0	0	688	0	0	688	385	0	0	385	0	0	385
Santry North	0	0	0	0	1,116	893	893	0	0	0	0	1,116	893	893
Sutton	1,932	0	0	1,932	0	0	1,932	602	0	0	602	0	0	602
Skerries	2,764	0	0	2,764	0	0	2,764	2,114	0	0	2,114	0	0	2,114
Swords	5,839	2,274	1,819	7,658	517	414	8,072	9,420	5,892	4,713	14,133	1,016	813	14,947
Fingal Total	**32,311**	**9,705**	**7,764**	**40,075**	**2,766**	**2,213**	**42,288**	**50,241**	**29,562**	**23,650**	**73,891**	**4,122**	**3,297**	**77,188**

	Retail Warehousing & Bulky Comparison Goods							All Retail Floorspace						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Baldoyle	0	0	0	0	0	0	0	477	0	0	477	0	0	477
Balbriggan	0	4,280	3,424	3,424	0	0	3,424	6,822	5,269	4,215	11,037	1,014	811	11,848
Ballymun North/IKEA	0	0	0	0	19,235	15,388	15,388	0	0	0	0	19,235	15,388	15,388
Bay	0	0	0	0	7,176	5,741	5,741	0	0	0	0	7,176	5,741	5,741
Blakestown	0	0	0	0	0	0	0	0	658	526	526	0	0	526
Blanchardstown Village	0	0	0	0	0	0	0	3,294	0	0	3,294	0	0	3,294
Blanchardstown SC/Rt Pk	13,526	0	0	13,526	0	0	13,526	43,868	3,700	2,960	46,828	0	0	46,828
West End Rt Pk	7,106	5,247	4,198	11,304	0	0	11,304	7,942	5,247	4,198	12,140	0	0	12,140
Coolmine Industrial Estate	3,142	0	0	3,142	0	0	3,142	3,172	0	0	3,172	0	0	3,172
Carpenterstown	0	0	0	0	0	0	0	231	0	0	231	0	0	231
Castleknock	0	0	0	0	0	0	0	939	0	0	939	0	0	939
Clonsilla	0	0	0	0	0	0	0	187	0	0	187	0	0	187
Corduff	0	0	0	0	0	0	0	54	0	0	54	0	0	54
Donabate	0	0	0	0	0	0	0	1,174	0	0	1,174	0	0	1,174
Finglas North	0	0	0	0	3,191	2,552	2,552	0	20,694	16,555	16,555	3,191	2,552	19,108
Hartstown	0	0	0	0	0	0	0	915	0	0	915	857	685	1,600
Howth	0	0	0	0	0	0	0	1,302	0	0	1,302	543	434	1,736
Huntstown	0	0	0	0	0	0	0	202	0	0	202	0	0	202
Mulhuddart	0	0	0	0	18,000	14,400	14,400	50	4,122	3,298	3,348	18,000	14,400	17,748
Lusk	1,140	0	0	1,140	0	0	1,140	1,686	938	750	2,436	0	0	2,436
Malahide	0	0	0	0	0	0	0	6,131	0	0	6,131	0	0	6,131
Portmarnock	0	0	0	0	807	646	646	2,392	0	0	2,392	1,516	1,213	3,605
Roselawn SC	0	0	0	0	0	0	0	2,884	0	0	2,884	0	0	2,884
Rush	0	0	0	0	0	0	0	1,073	0	0	1,073	0	0	1,073
Santry North	0	0	0	0	9,450	7,560	7,560	0	0	0	0	11,682	9,346	9,346
Sutton	0	0	0	0	0	0	0	2,534	0	0	2,534	0	0	2,534
Skerries	0	0	0	0	0	0	0	4,878	0	0	4,878	0	0	4,878
Swords	4,973	10,980	8,784	13,757	0	0	13,757	20,232	19,146	15,316	35,548	1,534	1,227	36,775
Fingal Total	**29,887**	**20,507**	**16,406**	**46,293**	**57,858**	**46,287**	**92,580**	**112,439**	**59,774**	**47,819**	**160,258**	**64,746**	**51,797**	**212,055**

Notes:
* For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Council, we assumed a 50/50 split.

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South Dublin: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

	Convenience Goods							Non-Bulky Comparison Goods							Retail Warehousing & Bulky Comparison Goods							All Retail Floorspace						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Ashleaf SC, Crumlin Cross	2,358	0	0	2,358	0	0	2,358	2,894	0	0	2,894	1,259	1,007	3,901	0	0	0	0	0	0	0	5,252	0	0	5,252	1,259	1,007	6,259
Ballyboden	320	0	0	320	0	0	320	30	0	0	30	0	0	30	0	0	0	0	0	0	0	350	0	0	350	0	0	350
Ballyfermot West	0	1,086	869	869	0	0	869	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,086	869	869	0	0	869
Ballymount	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,552	3,642	3,642	12,233	9,786	13,428	0	4,552	3,642	3,642	12,233	9,786	13,428
Mill Centre, Clondalkin	2,512	0	0	2,512	0	0	2,512	4,306	0	0	4,306	0	0	4,306	0	0	0	0	0	0	0	6,818	0	0	6,818	0	0	6,818
Clondalkin	2,334	2,212	1,770	4,104	0	0	4,104	2,711	0	0	2,711	0	0	2,711	0	1,305	1,044	1,044	0	0	1,044	5,045	3,517	2,814	7,859	0	0	7,859
Edmondstown	618	0	0	618	0	0	618	0	0	0	0	0	0	0	0	0	0	0	0	0	0	618	0	0	618	0	0	618
Firhouse	838	0	0	838	0	0	838	251	0	0	251	0	0	251	0	0	0	0	0	0	0	1,089	0	0	1,089	0	0	1,089
Greenhills	24	0	0	24	0	0	24	271	0	0	271	0	0	271	0	0	0	0	0	0	0	295	0	0	295	0	0	295
Jobstown	134	0	0	134	0	0	134	0	0	0	0	0	0	0	0	0	0	0	0	0	0	134	0	0	134	0	0	134
Kilnamanagh	1,616	0	0	1,616	0	0	1,616	1,656	0	0	1,656	1,008	807	2,463	0	0	0	0	0	0	0	3,272	0	0	3,272	1,008	807	4,079
Kilnarden	27	0	0	27	0	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	0	0	27	0	0	27
Kimmage South	385	0	0	385	0	0	385	131	0	0	131	0	0	131	0	0	0	0	0	0	0	516	0	0	516	0	0	516
Knocklyon	1,932	0	0	1,932	0	0	1,932	280	0	0	280	0	0	280	0	0	0	0	0	0	0	2,212	0	0	2,212	0	0	2,212
Liffey Valley Rt Pk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15,602	3,345	2,676	18,278	0	0	18,278	15,602	3,345	2,676	18,278	0	0	18,278
Liffey Valley SC	1,564	0	0	1,564	0	0	1,564	22,586	3,006	2,405	24,991	3,127	2,502	27,493	0	0	0	0	0	0	0	24,150	3,006	2,405	26,555	3,127	2,502	29,057
Lucan	6,771	1,064	851	7,622	0	0	7,622	4,457	0	0	4,457	0	0	4,457	0	0	0	0	0	0	0	11,228	1,064	851	12,079	0	0	12,079
Lucan Rt Pk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,821	0	0	4,821	0	0	4,821	4,821	0	0	4,821	0	0	4,821
Neilstown	249	0	0	249	0	0	249	92	0	0	92	0	0	92	0	0	0	0	0	0	0	341	0	0	341	0	0	341
Newcastle	187	0	0	187	0	0	187	279	0	0	279	0	0	279	0	0	0	0	0	0	0	466	0	0	466	0	0	466
Oldbawn	894	0	0	894	0	0	894	390	0	0	390	0	0	390	0	0	0	0	0	0	0	1,284	0	0	1,284	0	0	1,284
Palmerstown	1,840	1,125	900	2,740	0	0	2,740	751	0	0	751	0	0	751	0	0	0	0	0	0	0	2,591	1,125	900	3,491	0	0	3,491
Rathcoole	500	0	0	500	0	0	500	478	0	0	478	0	0	478	0	0	0	0	0	0	0	978	0	0	978	0	0	978
Rathfarnham	87	0	0	87	0	0	87	39	0	0	39	0	0	39	0	0	0	0	0	0	0	126	0	0	126	0	0	126
Rathfarnham SC	2,314	0	0	2,314	0	0	2,314	2,165	0	0	2,165	0	0	2,165	0	0	0	0	0	0	0	4,479	0	0	4,479	0	0	4,479
Ronanstown/Fonthill	0	1,096	877	877	1,116	893	1,770	0	0	0	0	0	0	0	7,165	4,507	3,606	10,771	8,853	7,083	17,853	7,165	5,603	4,483	11,648	9,969	7,975	19,623
Rowlagh Village	0	623	498	498	0	0	498	0	528	422	422	0	0	422		0	0	0	0	0	0	0	1,151	921	921	0	0	921
Saggart	22	0	0	22	4,253	3,402	3,424	16	0	0	16	4,253	3,402	3,418	0	0	0	0	0	0	0	38	0	0	38	8,506	6,805	6,843
Tallaght *	1,041	1,796	1,437	2,478	7,150	7,150	9,628	488	660	528	1,016	6,452	6,452	7,468	6,322	9,758	7,806	14,128	15,848	12,678	26,807	7,851	12,214	9,771	17,622	29,450	26,280	43,902
Templeogue	821	0	0	821	0	0	821	490	0	0	490	0	0	490	0	0	0	0	0	0	0	1,311	0	0	1,311	0	0	1,311
The Square, Tallaght	9,209	0	0	9,209	0	0	9,209	23,287	0	0	23,287	0	0	23,287	0	0	0	0	0	0	0	32,496	0	0	32,496	0	0	32,496
Walkinstown South	163	1,119	895	1,058	0	0	1,058	147	0	0	147	0	0	147	3,594	0	0	3,594	0	0	3,594	3,904	1,119	895	4,799	0	0	4,799
Woodstown	180	0	0	180	0	0	180	134	0	0	134	0	0	134	0	0	0	0	0	0	0	314	0	0	314	0	0	314
South Dublin Total	**38,940**	**10,121**	**8,097**	**47,037**	**12,519**	**11,445**	**58,482**	**68,329**	**4,194**	**3,355**	**71,684**	**16,099**	**14,170**	**85,854**	**37,504**	**23,468**	**18,774**	**56,278**	**36,934**	**29,547**	**85,825**	**144,773**	**37,783**	**30,226**	**174,999**	**65,553**	**55,162**	**230,162**

Notes:

* For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Council, we assumed a 50/50 split.

* For Tallaght the reduction for services figure is 50%. This proportion has been dirived from the Councils own survey of the pipeline schemes which are currently under construction / partially let.

Date of Preparation: 25/03/08
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Dun Laoghaire Rathdown: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

	Convenience Goods							Non-Bulky Comparison Goods						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)
Ballinteer	2,741	2,904	2,323	5,064	0	0	5,064	707	660	528	1,235	0	0	1,235
Ballybrack	2,794	0	0	2,794	0	0	2,794	687	0	0	687	0	0	687
Blackrock & Frascati SCs	4,819	0	0	4,819	0	0	4,819	6,975	0	0	6,975	0	0	6,975
Blackrock	1,352	0	0	1,352	0	0	1,352	1,671	0	0	1,671	0	0	1,671
Boostertown	120	0	0	120	0	0	120	207	0	0	207	0	0	207
Bray North	105	0	0	105	0	0	105	0	0	0	0	0	0	0
Cabinteely	346	0	0	346	0	0	346	258	0	0	258	0	0	258
Carrickmines	0	462	370	370	3,282	2,625	2,995	0	0	0	0	3,630	2,904	2,904
Churchtown	1,446	0	0	1,446	0	0	1,446	500	0	0	500	0	0	500
Cornelscourt	2,725	0	0	2,725	0	0	2,725	3,308	0	0	3,308	0	0	3,308
Dalkey	925	0	0	925	0	0	925	549	0	0	549	0	0	549
Deansgrange	1,169	1,188	950	2,119	1,254	1,003	3,123	312	0	0	312	0	0	312
Dundrum *	4,492	2,782	2,226	6,718	-1,781	-1,425	5,293	4,848	20,518	16,414	21,262	13,834	11,067	32,330
Dun L & Bloomfields SCs	6,474	0	0	6,474	0	0	6,474	5,233	0	0	5,233	0	0	5,233
Dun Laoghaire	1,350	462	370	1,720	0	0	1,720	9,311	924	739	10,050	0	0	10,050
Foxrock	235	0	0	235	0	0	235	190	0	0	190	0	0	190
Glasthule	379	0	0	379	0	0	379	512	0	0	512	0	0	512
Glenageary	211	0	0	211	0	0	211	168	0	0	168	0	0	168
Goatstown	207	0	0	207	0	0	207	245	0	0	245	0	0	245
Killiney	757	0	0	757	0	0	757	300	0	0	300	0	0	300
Kilternan	78	0	0	78	0	0	78	0	0	0	0	0	0	0
Leopardstown	287	1,705	1,364	1,651	0	0	1,651	422	341	273	695	0	0	695
Loughlinstown	90	0	0	90	0	0	90	28	0	0	28	0	0	28
Monkstown	441	0	0	441	0	0	441	486	0	0	486	0	0	486
Nutgrove	3,681	0	0	3,681	1,229	983	4,664	9,088	0	0	9,088	8,737	6,990	16,078
Sallynoggin	223	0	0	223	0	0	223	110	0	0	110	0	0	110
Sandyford	792	2,640	2,112	2,904	4,417	3,533	6,437	328	3,630	2,904	3,232	7,071	5,657	8,889
Shankill	960	0	0	960	0	0	960	459	0	0	459	0	0	459
Stepaside	95	0	0	95	2,178	1,742	1,837	0	0	0	0	660	528	528
Stillorgan	1,030	0	0	1,030	0	0	1,030	4,535	0	0	4,535	0	0	4,535
Stillorgan SC	1,435	0	0	1,435	5,331	4,265	5,700	5,513	0	0	5,513	8,162	6,530	12,043
Windy Arbour	180	0	0	180	0	0	180	30	0	0	30	0	0	30
Dun Laoghaire Rathdown Total	**41,939**	**12,143**	**9,714**	**51,653**	**15,909**	**12,727**	**64,381**	**56,980**	**26,073**	**20,859**	**77,839**	**42,095**	**33,676**	**111,514**

	Retail Warehousing & Bulky Comparison Goods							All Retail Floorspace						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Ballinteer	0	0	0	0	0	0	0	3,448	3,564	2,851	6,299	0	0	6,299
Ballybrack	0	0	0	0	0	0	0	3,481	0	0	3,481	0	0	3,481
Blackrock & Frascati SCs	0	0	0	0	0	0	0	11,794	0	0	11,794	0	0	11,794
Blackrock	1,120	0	0	1,120	0	0	1,120	4,143	0	0	4,143	0	0	4,143
Boostertown	0	0	0	0	0	0	0	327	0	0	327	0	0	327
Bray North	5,425	0	0	5,425	0	0	5,425	5,530	0	0	5,530	0	0	5,530
Cabinteely	0	0	0	0	0	0	0	604	0	0	604	0	0	604
Carrickmines	0	16,200	12,960	12,960	6,595	5,276	18,236	0	16,662	13,330	13,330	13,507	10,805	24,135
Churchtown	0	0	0	0	0	0	0	1,946	0	0	1,946	0	0	1,946
Cornelscourt	0	0	0	0	0	0	0	6,033	0	0	6,033	0	0	6,033
Dalkey	0	0	0	0	0	0	0	1,474	0	0	1,474	0	0	1,474
Deansgrange	592	0	0	592	0	0	592	2,073	1,188	950	3,023	1,254	1,003	4,027
Dundrum *	445	0	0	445	0	0	445	9,785	23,300	18,640	28,425	12,054	9,643	38,068
Dun L & Bloomfields SCs	0	0	0	0	0	0	0	11,707	0	0	11,707	0	0	11,707
Dun Laoghaire	0	0	0	0	0	0	0	10,661	1,386	1,109	11,770	0	0	11,770
Foxrock	0	0	0	0	0	0	0	425	0	0	425	0	0	425
Glasthule	288	0	0	288	0	0	288	1,179	0	0	1,179	0	0	1,179
Glenageary	0	0	0	0	0	0	0	379	0	0	379	0	0	379
Goatstown	0	0	0	0	0	0	0	452	0	0	452	0	0	452
Killiney	0	0	0	0	0	0	0	1,057	0	0	1,057	0	0	1,057
Kilternan	516	0	0	516	0	0	516	594	0	0	594	0	0	594
Leopardstown	0	0	0	0	0	0	0	709	2,046	1,637	2,346	0	0	2,346
Loughlinstown	0	0	0	0	0	0	0	118	0	0	118	0	0	118
Monkstown	0	0	0	0	0	0	0	927	0	0	927	0	0	927
Nutgrove	4,087	0	0	4,087	0	0	4,087	16,856	0	0	16,856	9,966	7,973	24,829
Sallynoggin	6,397	0	0	6,397	0	0	6,397	6,730	0	0	6,730	0	0	6,730
Sandyford	8,534	0	0	8,534	7,915	6,332	14,866	9,654	6,270	5,016	14,670	19,403	15,522	30,192
Shankill	0	0	0	0	0	0	0	1,419	0	0	1,419	0	0	1,419
Stepaside	0	0	0	0	0	0	0	95	0	0	95	2,838	2,270	2,365
Stillorgan	140	0	0	140	0	0	140	5,705	0	0	5,705	0	0	5,705
Stillorgan SC	0	0	0	0	0	0	0	6,948	0	0	6,948	13,493	10,794	17,742
Windy Arbour	0	0	0	0	0	0	0	210	0	0	210	0	0	210
Dun Laoghaire Rathdown Total	**27,544**	**16,200**	**12,960**	**40,504**	**14,510**	**11,608**	**52,112**	**126,463**	**54,416**	**43,533**	**169,996**	**72,514**	**58,011**	**228,007**

Notes:
* Phase II (pipeline) will incorporate the demolition of the existing Dundrum Shopping Centre (7,500 sq m gross of non-bulky comparison goods & 4,500 sq m gross of convenience goods).
* For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Council, we assumed a 50/50 split.

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County Meath: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

Centre	Convenience Goods: 2001 Estimate	Convenience Goods: 2001-2007 Completions	Convenience Goods: Completions (excluding services floorspace at 20%)	Convenience Goods: 2007 Existing (excluding completions services floorspace)	Convenience Goods: Pipeline as at Sept 2007	Convenience Goods: Pipeline (excluding services floorspace at 20%)	Convenience Goods: Total (Existing and Pipeline excluding services)	Non-Bulky Comparison Goods: 2001 Estimate	Non-Bulky Comparison Goods: 2001-2007 Completions	Non-Bulky Comparison Goods: Completions (excluding services floorspace at 20%)	Non-Bulky Comparison Goods: 2007 Existing (excluding completions services floorspace)	Non-Bulky Comparison Goods: Pipeline as at Sept 2007	Non-Bulky Comparison Goods: Pipeline (excluding services floorspace at 20%)	Non-Bulky Comparison Goods: Total (Existing and Pipeline excluding services)
Ashbourne	2,074	1,852	1,482	3,556	0	0	3,556	982	1,191	953	1,935	0	0	1,935
Athboy	795	0	0	795	0	0	795	1,125	0	0	1,125	0	0	1,125
Bettystown	2,450	0	0	2,450	0	0	2,450	450	0	0	450	0	0	450
Drogheda Rt Pk	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Dunboyne	690	0	0	690	744	595	1,285	885	0	0	885	744	595	1,480
Duleek	1,127	0	0	1,127	0	0	1,127	420	0	0	420	0	0	420
Dunshaughlin	784	0	0	784	0	0	784	1,454	0	0	1,454	0	0	1,454
Kells	1,811	0	0	1,811	0	0	1,811	3,450	0	0	3,450	0	0	3,450
Laytown	585	0	0	585	0	0	585	40	0	0	40	0	0	40
Navan	8,018	4,134	3,307	11,325	0	0	11,325	17,935	3,940	3,152	21,087	0	0	21,087
Oldcastle	1,727	0	0	1,727	0	0	1,727	2,238	0	0	2,238	0	0	2,238
Ratoath	191	0	0	191	0	0	191	624	0	0	624	0	0	624
Slane	600	0	0	600	0	0	600	513	0	0	513	0	0	513
Trim	3,026	0	0	3,026	1,584	1,267	4,293	4,957	0	0	4,957	1,536	1,229	6,186
County Meath Total	**23,878**	**5,986**	**4,788**	**28,666**	**2,328**	**1,862**	**30,529**	**35,073**	**5,131**	**4,105**	**39,178**	**2,280**	**1,824**	**41,002**

Centre	Retail Warehousing & Bulky Comparison Goods: 2001 Estimate	Retail Warehousing & Bulky Comparison Goods: 2001-2007 Completions	Retail Warehousing & Bulky Comparison Goods: Completions (excluding services floorspace at 20%)	Retail Warehousing & Bulky Comparison Goods: 2007 Existing (excluding completions services floorspace)	Retail Warehousing & Bulky Comparison Goods: Pipeline as at Sept 2007	Retail Warehousing & Bulky Comparison Goods: Pipeline (excluding services floorspace at 20%)	Retail Warehousing & Bulky Comparison Goods: Total (Existing and Pipeline)	All Retail Floorspace: 2001 Estimate	All Retail Floorspace: 2001-2007 Completions	All Retail Floorspace: Completions (excluding services floorspace at 20%)	All Retail Floorspace: 2007 Existing (excluding completions services floorspace)	All Retail Floorspace: Pipeline as at Sept 2007	All Retail Floorspace: Pipeline (excluding services floorspace at 20%)	All Retail Floorspace: Total (Existing and Pipeline)
Ashbourne	0	8,911	7,129	7,129	4,144	3,315	10,444	3,056	11,954	9,563	12,619	4,144	3,315	15,934
Athboy	0	0	0	0	0	0	0	1,920	0	0	1,920	0	0	1,920
Bettystown	0	0	0	0	0	0	0	2,900	0	0	2,900	0	0	2,900
Drogheda Rt Pk	0	12,565	10,052	10,052	2,520	2,016	12,068	0	12,565	10,052	10,052	2,520	2,016	12,068
Dunboyne	0	0	0	0	0	0	0	1,575	0	0	1,575	1,488	1,190	2,765
Duleek	0	0	0	0	0	0	0	1,547	0	0	1,547	0	0	1,547
Dunshaughlin	600	0	0	600	0	0	600	2,838	0	0	2,838	0	0	2,838
Kells	0	0	0	0	0	0	0	5,261	0	0	5,261	0	0	5,261
Laytown	0	0	0	0	0	0	0	625	0	0	625	0	0	625
Navan	5,193	10,080	8,064	13,257	15,539	12,431	25,688	31,146	18,154	14,523	45,669	15,539	12,431	58,100
Oldcastle	1,100	0	0	1,100	0	0	1,100	5,065	0	0	5,065	0	0	5,065
Ratoath	0	0	0	0	0	0	0	815	0	0	815	0	0	815
Slane	0	0	0	0	0	0	0	1,113	0	0	1,113	0	0	1,113
Trim	0	0	0	0	0	0	0	7,983	0	0	7,983	3,120	2,496	10,479
County Meath Total	**6,893**	**31,556**	**25,245**	**32,138**	**22,202**	**17,762**	**49,899**	**65,844**	**42,672**	**34,138**	**99,982**	**26,810**	**21,448**	**121,430**

Notes:
* For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Council, we assumed a 50/50 split.

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County Kildare: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

Centre	Convenience Goods: 2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)	Non-Bulky Comparison Goods: 2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)
Athy	3,362	1,286	1,029	4,391	0	0	4,391	4,080	0	0	4,080	3,301	2,641	6,721
Ballymore Eustace	439	0	0	439	0	0	439	52	0	0	52	0	0	52
Castledermot	1,174	0	0	1,174	0	0	1,174	35	0	0	35	0	0	35
Celbridge	2,292	3,835	3,068	5,360	0	0	5,360	1,881	908	727	2,608	0	0	2,608
Clane	281	2,524	2,019	2,300	0	0	2,300	487	0	0	487	0	0	487
Coill Dubh	0	0	0	0	712	570	570	0	0	0	0	0	0	0
Kilcock	660	0	0	660	0	0	660	555	0	0	555	0	0	555
Kilcullen	630	0	0	630	0	0	630	549	0	0	549	0	0	549
Kildare	715	0	0	715	0	0	715	1,200	8,150	6,520	7,720	0	0	7,720
Kill	504	0	0	504	0	0	504	111	0	0	111	0	0	111
Leixlip	2,424	1,286	1,029	3,453	0	0	3,453	1,656	0	0	1,656	0	0	1,656
Maynooth	3,077	4,970	3,976	7,053	1,112	890	7,943	2,655	0	0	2,655	7,055	5,644	8,299
Monasterevin	478	1,848	1,478	1,956	0	0	1,956	1,337	0	0	1,337	1,327	1,061	2,398
Naas	4,944	0	0	4,944	3,631	2,905	7,849	5,210	0	0	5,210	15,075	12,060	17,270
Newbridge	4,347	2,889	2,311	6,658	1,286	1,029	7,687	8,781	11,516	9,213	17,994	4,632	3,706	21,699
Prosperous	879	0	0	879	0	0	879	323	0	0	323	0	0	323
Rathangan	400	0	0	400	0	0	400	352	0	0	352	0	0	352
Sallins	133	1,065	852	985	2,480	1,984	2,969	460	1,775	1,420	1,880	2,967	2,373	4,253
County Kildare Total	**26,739**	**19,702**	**15,762**	**42,501**	**9,221**	**7,377**	**49,878**	**29,724**	**22,348**	**17,879**	**47,603**	**34,356**	**27,485**	**75,087**

Centre	Retail Warehousing & Bulky Comparison Goods: 2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)	All Retail Floorspace: 2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Athy	0	0	0	0	0	0	0	7,442	1,286	1,029	8,471	3,301	2,641	11,111
Ballymore Eustace	135	0	0	135	0	0	135	626	0	0	626	0	0	626
Castledermot	0	0	0	0	0	0	0	1,209	0	0	1,209	0	0	1,209
Celbridge	0	0	0	0	0	0	0	4,173	4,743	3,795	7,968	0	0	7,968
Clane	0	0	0	0	3,150	2,520	2,520	768	2,524	2,019	2,787	3,150	2,520	5,307
Coill Dubh	0	0	0	0	0	0	0	0	0	0	0	712	570	570
Kilcock	300	0	0	300	0	0	300	1,515	0	0	1,515	0	0	1,515
Kilcullen	0	0	0	0	0	0	0	1,179	0	0	1,179	0	0	1,179
Kildare	1,110	0	0	1,110	0	0	1,110	3,025	8,150	6,520	9,545	0	0	9,545
Kill	0	0	0	0	0	0	0	615	0	0	615	0	0	615
Leixlip	400	0	0	400	0	0	400	4,480	1,286	1,029	5,509	0	0	5,509
Maynooth	0	0	0	0	0	0	0	5,732	4,970	3,976	9,708	8,167	6,533	16,241
Monasterevin	0	0	0	0	0	0	0	1,815	1,848	1,478	3,293	1,327	1,061	4,355
Naas	0	21,416	17,132	17,132	5,081	4,065	21,198	10,154	21,416	17,132	27,286	23,787	19,030	46,316
Newbridge	8,437	0	0	8,437	0	0	8,437	21,565	14,405	11,524	33,089	5,918	4,734	37,823
Prosperous	0	0	0	0	0	0	0	1,202	0	0	1,202	0	0	1,202
Rathangan	0	0	0	0	0	0	0	752	0	0	752	0	0	752
Sallins	600	0	0	600	0	0	600	1,193	2,840	2,272	3,465	5,447	4,358	7,823
County Kildare Total	**10,982**	**21,416**	**17,132**	**28,114**	**8,231**	**6,585**	**34,700**	**67,445**	**63,466**	**50,773**	**118,218**	**51,808**	**41,446**	**159,664**

Notes:
* For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Council, we assumed a 50/50 split.

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County Wicklow: Existing (2007) Retail Floorspace and Retail Development Pipeline (All Figures in Sq M Net)

	Convenience Goods							Non-Bulky Comparison Goods						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline excluding services)
Arklow	3,889	3,387	2,710	6,599	1,525	1,220	7,818	4,129	3,870	3,096	7,225	7,276	5,821	13,045
Ashford	389	0	0	389	0	0	389	564	0	0	564	0	0	564
Aughrim	245	0	0	245	444	355	600	72	0	0	72	1,540	1,232	1,304
Avoca	132	0	0	132	0	0	132	518	0	0	518	0	0	518
Baltinglass	1,631	0	0	1,631	877	702	2,333	661	0	0	661	921	737	1,398
Blessington	893	1,298	1,038	1,931	0	0	1,931	601	1,026	821	1,422	0	0	1,422
Bray	8,805	0	0	8,805	1,507	1,205	10,010	16,783	1,000	800	17,583	4,290	3,432	21,015
Carnew	714	0	0	714	0	0	714	180	0	0	180	0	0	180
Delgany	141	0	0	141	0	0	141		0	0	0	0	0	0
Dunlavin	254	0	0	254	0	0	254	103	0	0	103	0	0	103
Enniskerry	227	0	0	227	0	0	227	436	0	0	436	0	0	436
Greystones	4,556	0	0	4,556	0	0	4,556	1,837	0	0	1,837	0	0	1,837
Kilcoole	200	0	0	200	0	0	200	40	0	0	40	0	0	40
Newtownmountkennedy	369	0	0	369	0	0	369	1,043	0	0	1,043	0	0	1,043
Rathdrum	541	0	0	541	0	0	541	671	0	0	671	776	620	1,291
Rathnew	202	0	0	202	0	0	202	247	0	0	247	0	0	247
Roundwood	334	0	0	334	0	0	334	74	0	0	74	0	0	74
Shillelagh	187	0	0	187	0	0	187	12	0	0	12	0	0	12
Tinahealy	198	0	0	198	0	0	198	575	0	0	575	0	0	575
Wicklow	3,417	0	0	3,417	0	0	3,417	4,539	0	0	4,539	6,102	4,881	9,420
County Wicklow Total	**27,324**	**4,685**	**3,748**	**31,072**	**4,353**	**3,482**	**34,554**	**33,085**	**5,895**	**4,716**	**37,801**	**20,904**	**16,723**	**54,525**

	Retail Warehousing & Bulky Comparison Goods							All Retail Floorspace						
Centre	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)	2001 Estimate	2001-2007 Completions	Completions (excluding services floorspace at 20%)	2007 Existing (excluding completions services floorspace)	Pipeline as at Sept 2007	Pipeline (excluding services floorspace at 20%)	Total (Existing and Pipeline)
Arklow	540	0	0	540	0	0	540	8,558	7,257	5,805	14,363	8,800	7,040	21,404
Ashford	432	0	0	432	0	0	432	1,385	0	0	1,385	0	0	1,385
Aughrim	0	0	0	0	0	0	0	317	0	0	317	1,984	1,587	1,904
Avoca	0	0	0	0	0	0	0	650	0	0	650	0	0	650
Baltinglass	0	0	0	0	0	0	0	2,292	0	0	2,292	1,799	1,439	3,731
Blessington	0	0	0	0	2,205	1,764	1,764	1,494	2,323	1,859	3,353	2,205	1,764	5,117
Bray	3,078	0	0	3,078	0	0	3,078	28,666	1,000	800	29,466	5,797	4,637	34,103
Carnew	0	0	0	0	0	0	0	894	0	0	894	0	0	894
Delgany	0	0	0	0	0	0	0	141	0	0	141	0	0	141
Dunlavin	0	0	0	0	0	0	0	357	0	0	357	0	0	357
Enniskerry	1,586	0	0	1,586	0	0	1,586	2,249	0	0	2,249	0	0	2,249
Greystones	0	0	0	0	0	0	0	6,393	0	0	6,393	0	0	6,393
Kilcoole	0	0	0	0	0	0	0	240	0	0	240	0	0	240
Newtownmountkennedy	0	0	0	0	0	0	0	1,412	0	0	1,412	0	0	1,412
Rathdrum	0	0	0	0	0	0	0	1,212	0	0	1,212	776	620	1,832
Rathnew	0	0	0	0	0	0	0	449	0	0	449	0	0	449
Roundwood	0	0	0	0	0	0	0	408	0	0	408	0	0	408
Shillelagh	0	0	0	0	0	0	0	199	0	0	199	0	0	199
Tinahealy	0	0	0	0	0	0	0	773	0	0	773	0	0	773
Wicklow	0	0	0	0	4,939	3,951	3,951	7,956	0	0	7,956	11,041	8,833	16,789
County Wicklow Total	**5,636**	**0**	**0**	**5,636**	**7,144**	**5,715**	**11,351**	**66,045**	**10,580**	**8,464**	**74,509**	**32,401**	**25,921**	**100,430**

Notes:
* For those applications where the floorspace division between convenience goods and non-bulky comparison goods was not provided by the Council, we assumed a 50/50 split.

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APPENDIX 6c

Retail Development Pipeline –
Turnover Estimates for 2016

Table A - Schedule of Retail Commitments for Convenience Goods in the GDA (i.e. Schemes with Planning Consent as at September 2007)

Region	County	Centre	Gross Retail Floorspace (sq m)	Net Retail Floorspace (sq m)	Assumed Sales Density in 2016 (€ psm net)	Estimated Turnover in 2016 (€m)
Dublin	Dublin City	Dublin City Centre	11,124	5,873	12,551	73.7
		Other Centres	40,593	21,434	12,551	269.0
		Sub total	**51,717**	**27,307**		**342.7**
	Fingal	Blanchardstown	0	0	12,551	0.0
		Swords	784	414	12,551	5.2
		Other Centres	3,407	1,799	12,551	22.6
		Sub total	**4,191**	**2,213**		**27.8**
	South Dublin	Liffey Valley	0	0	12,551	0.0
		Tallaght	21,667	7,150	12,551	89.7
		Other Centres	8,135	4,295	12,551	53.9
		Sub total	**29,802**	**11,445**		**143.6**
	DLR	Dundrum	-2,698	-1,425	12,551	-17.9
		Dun Laoghaire	0	0	12,551	0.0
		Other Centres	26,803	14,152	12,551	177.6
		Sub total	**24,105**	**12,727**		**159.7**
Sub Total Dublin			**109,815**	**53,692**		**673.9**
Mid East	Meath	Navan	0	0	12,551	0.0
		Other Centres	3,527	1,862	12,551	23.4
		Sub total	**3,527**	**1,862**		**23.4**
	Kildare	Celbridge/Leixlip/Maynooth	1,685	890	12,551	11.2
		Kilcullen/Naas/Newbridge	7,449	3,933	12,551	49.4
		Other Centres	4,837	2,554	12,551	32.1
		Sub total	**13,971**	**7,377**		**92.6**
	Wicklow	Bray	2,283	1,205	12,551	15.1
		Wicklow	0	0	12,551	0.0
		Other Centres	4,312	2,277	12,551	28.6
		Sub total	**6,595**	**3,482**		**43.7**
Sub Total Mid East			**24,093**	**12,721**		**159.7**
Total for GDA			**133,908**	**66,413**		**833.5**

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Table B - Schedule of Retail Commitments for Non-bulky Comparison Goods in the GDA (i.e. Schemes with Planning Consent as at September 2007)

Region	County	Centre	Gross Retail Floorspace (sq m)	Net Retail Floorspace (sq m)	Assumed Sales Density in 2016 (€ psm net)	Estimated Turnover in 2016 (€m)
Dublin	Dublin City	Dublin City Centre	25,802	13,623	9,352	127.4
		Other Centres	66,146	34,926	9,352	326.6
		Sub total	**91,948**	**48,549**		**454.0**
	Fingal	Blanchardstown	0	0	9,352	0.0
		Swords	1540	813	9,352	7.6
		Other Centres	4,705	2,484	9,352	23.2
		Sub total	**6,245**	**3,297**		**30.8**
	South Dublin	Liffey Valley	4,738	2,502	9,352	23.4
		Tallaght	19,552	6,452	9,352	60.3
		Other Centres	9,879	5,216	9,352	48.8
		Sub total	**34,169**	**14,170**		**132.5**
	DLR	Dundrum	20,961	11,067	9,352	103.5
		Dun Laoghaire	0	0	9,352	0.0
		Other Centres	42,819	22,609	9,352	211.4
		Sub total	**63,780**	**33,676**		**314.9**
Sub Total Dublin			**196,142**	**99,692**		**932.3**
Mid East	Meath	Navan	0	0	9,352	0.0
		Other Centres	3,455	1,824	9,352	17.1
		Sub total	**3,455**	**1,824**		**17.1**
	Kildare	Celbridge/Leixlip/Maynooth	10,689	5,644	9,352	52.8
		Kilcullen/Naas/Newbridge	29,859	15,766	9,352	147.4
		Other Centres	11,506	6,075	9,352	56.8
		Sub total	**52,054**	**27,485**		**257.0**
	Wicklow	Bray	6,500	3,432	9,352	32.1
		Wicklow	9,245	4,881	9,352	45.6
		Other Centres	15,928	8,410	9,352	78.7
		Sub total	**31,673**	**16,723**		**156.4**
Sub Total Mid East			**87,182**	**46,032**		**430.5**
Total for GDA			**283,324**	**145,724**		**1,362.8**

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Table C - Schedule of Retail Commitments for Bulky Comparison Goods in the GDA (i.e. Schemes with Planning Consent as at September 2007)

Region	County	Centre	Gross Retail Floorspace (sq m)	Net Retail Floorspace (sq m)	Assumed Sales Density in 2016 (€ psm net)	Estimated Turnover in 2016 (€m)
Dublin	Dublin City	Dublin City Centre	0	0	5,845	0.0
		Other Centres	965	695	5,845	4.1
		Sub total	**965**	**695**		**4.1**
	Fingal	Blanchardstown	0	0	5,845	0.0
		Swords	0	0	5,845	0.0
		Other Centres	64,287	46,287	5,845	270.5
		Sub total	**64,287**	**46,287**		**270.5**
	South Dublin	Liffey Valley	0	0	5,845	0.0
		Tallaght	17,609	12,678	5,845	74.1
		Other Centres	23,429	16,869	5,845	98.6
		Sub total	**41,038**	**29,547**		**172.7**
	DLR	Dundrum	0	0	5,845	0.0
		Dun Laoghaire	0	0	5,845	0.0
		Other Centres	16,122	11,608	5,845	67.8
		Sub total	**16,122**	**11,608**		**67.8**
Sub Total Dublin			**122,412**	**88,137**		**515.2**
Mid East	Meath	Navan	17,265	12,431	5,845	72.7
		Other Centres	7,404	5,331	5,845	31.2
		Sub total	**24,669**	**17,762**		**103.8**
	Kildare	Celbridge/Leixlip/Maynooth	0	0	5,845	0.0
		Kilcullen/Naas/Newbridge	5,646	4,065	5,845	23.8
		Other Centres	3,500	2,520	5,845	14.7
		Sub total	**9,146**	**6,585**		**38.5**
	Wicklow	Bray	0	0	5,845	0.0
		Wicklow	5,488	3,951	5,845	23.1
		Other Centres	2,450	1,764	5,845	10.3
		Sub total	**7,938**	**5,715**		**33.4**
Sub Total Mid East			**41,753**	**30,062**		**175.7**
Total for GDA			**164,165**	**118,199**		**690.9**

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Table D - Schedule of Retail Commitments for All Comparison Goods in the GDA (i.e. Schemes with Planning Consent as at September 2007)

Region	County	Centre	Gross Retail Floorspace (sq m)	Net Retail Floorspace (sq m)	Estimated Turnover in 2016 (€m)
Dublin	Dublin City	Dublin City Centre	25,802	13,623	127.4
		Other Centres	67,111	35,621	330.7
		Sub total	**92,913**	**49,244**	**458.1**
	Fingal	Blanchardstown	0	0	0.0
		Swords	1540	813	7.6
		Other Centres	68,992	48,771	293.8
		Sub total	**70,532**	**49,584**	**301.4**
	South Dublin	Liffey Valley	4738	2502	23.4
		Tallaght	37,161	19,130	134.4
		Other Centres	33,308	22,085	147.4
		Sub total	**75,207**	**43,717**	**305.2**
	DLR	Dundrum	20,961	11,067	103.5
		Dun Laoghaire	0	0	0.0
		Other Centres	58,941	34,217	279.3
		Sub total	**79,902**	**45,284**	**382.8**
Sub Total Dublin			**318,554**	**187,829**	**1,447.5**
Mid East	Meath	Navan	17265	12431	72.7
		Other Centres	10,859	7,155	48.2
		Sub total	**346,678**	**19,586**	**120.9**
	Kildare	Celbridge/Leixlip/Maynooth	10,689	5,644	52.8
		Kilcullen/Naas/Newbridge	35,505	19,831	171.2
		Other Centres	15,006	8,595	71.5
		Sub total	**61,200**	**34,070**	**295.5**
	Wicklow	Bray	6,500	3,432	32.1
		Wicklow	14,733	8,832	68.7
		Other Centres	18,378	10,174	89.0
		Sub total	**39,611**	**22,438**	**189.8**
Sub Total Mid East			**447,489**	**76,094**	**606.2**
Total for GDA			**766,043**	**263,923**	**2,053.7**

Notes:
Estimated 2016 turnover derived by adding together turnover totals from Tables B and C.

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APPENDIX 7a

Methodology for Assessing
Quantitative Retail Need/Capacity

Methodology for Assessing Quantitative Retail Need / Capacity

Step 1 **Catchment Area Definition and Study Time Frame**

Step 1A The catchment (or survey) area should be defined with regard to the study objective.

Step 1B The catchment should then be subdivided into zones (or sub-areas) to reflect the number and location of retail centres and the accessibility between them.

The number of zones will depend on the size of the sample for the household survey. Ideally a minimum of around 100 interviews should be carried out within each zone.

Zone boundaries are normally defined in terms of administrative boundaries or postal geography.

Step 1C An assessment will normally adopt the current year as its starting point or “base year”. The end year, or “forecast year”, will normally be determined by the end date of the Plan.

In preparing quantitative need studies it is normally helpful to also produce need estimates for selected intermediate years, since this will show how floorspace need (if any) changes or grows over time.

Step 1D A constant price base must be adopted for the quantitative need assessment. Thus all monetary figures are given in real values and discounted for the affects of price inflation.

Step 2 **Analyse Consumer Demand**

Step 2A Population estimates for each zone at the base year are required. Each of the zone populations must then be projected forwards to the forecast year(s).

Step 2B Estimates of retail expenditure per head are required for either the catchment area as a whole or ideally for each zone.

Estimates are also likely to be required for different categories of goods; the most common are: convenience goods and comparison goods.

All expenditure data providers produce estimates for user defined areas which reflect the socio-demographics and affluence of the localities.

It is essential that the expenditure per head estimates are adjusted to the correct price base (see Step 1D) and also that spending on special forms of trading is excluded (i.e. this is expenditure that does not take place in shops e.g. that through mail order, through vending machines and also over the internet).

Step 2C **Projection of Expenditure Per Head Estimates Through to the Forecast Year(s)**

National expenditure growth forecasts are published by a number of organisations (e.g. Experian).

Step 2D Total available retail expenditure (for each goods category) should be calculated for the survey area and the constituent zones at both the base year and the forecast year(s). Thus the “growth” in available expenditure can be identified.

Total available expenditure at any particular year will originate from two sources:- inside the survey area and from outside the survey area.

Within the survey area – generated expenditure is calculated by multiplying the resident population by the estimate of average spend per head. This calculation can also be undertaken for each zone.

Outside the survey area – it is likely that there will be an in-flow of retail expenditure from people living outside the survey area. This is likely to be particularly significant if the survey area contains higher order centres and/or a popular tourist centre. The main types of in-flow are as follows:-

- Long distance shopping trips – the amount of spending from this source can be determined from household surveys carried out in adjoining areas or should be estimated by reference to the best available sources.

- Workers – a large daily working population will generate retail expenditure. For major commuter areas the spending produced by workers who live outside the survey area should be estimated and included.

- Tourists – visitors from the UK and overseas may for certain locations be an important generator of retail expenditure. Using survey data where available the spending from this source must also be estimated and included.

Estimates must be made of the extent to which the scale of in-flow retail expenditure will change through to the forecast year(s) in real terms.

Step 3 **Analyse Retail Supply**

Step 3A The existing stock of retail floorspace in the Plan area must be determined by the main goods categories analysed at Step 2B. This is essential since it is virtually impossible to provide a robust estimate of future quantitative need if the current floorspace supply is unknown.

All retail floorspace must be included – in centre, edge of centre and out-of-centre.

If existing stock figures are unavailable, it will normally be necessary to undertake or commission a thorough retail audit of the current retail provision.

Comprehensive information on the quantity of the existing retail offer / floorspace stock will inform the assessment of whether the retail economy is currently trading at equilibrium or not (see Step 4A below).

Step 3B A household survey should be commissioned to establish the existing pattern of shopper behaviour and retail consumer expenditure flows within the Plan area and between the Plan area and adjoining areas.

This survey as a minimum should cover the whole of the Plan area. However, there are important benefits if the survey can be extended to cover other adjoining and nearby areas (i.e. it can then inform on the extent of in-flow expenditure from beyond the Plan area).

The most cost-effective form of household survey is by telephone. As stated at Step 1B, a minimum of 100 completed interviews per zone is recommended.

The survey should quantify shopper behaviour separately for the main goods categories.

Step 3C The household survey results can then be applied to the totals of available expenditure by zone (from Step 2D) in order to estimate the existing retail turnovers of centres and stores within the Plan area.

For centres which attract long distance shopping trips and/or which benefit from commuter and tourist expenditure (see Step 2D), allowances must be made for turnover contributions from these sources.

The actual centre and store turnovers derived from the household survey should, wherever possible, be cross-checked against actual turnover figures from other sources (e.g. the retailers themselves) where these are available.

The household survey will determine the actual levels of available retail expenditure retained by individual centres and the Plan area as a whole. These are the base year market shares and can be calculated for each main category of goods.

Step 3D A "benchmark" turnover for each of the main goods categories must be derived for the Plan area as a whole and for each centre. When compared to the actual turnovers calculated at Step 3C, this allows one to determine whether the existing floorspace is under or over-trading.

Benchmark turnovers are estimated from published data. If company average sales densities for leading retailers are used, these should be weighted up or down as appropriate to reflect local circumstances (e.g. the affluence of the area, the type and size of stores and the costs of the location to retailers).

Step 4 Retail Demand vs. Retail Supply in the Base Year

Step 4A It is necessary to test the adequacy of existing retail provision in the Plan area. If actual turnovers (from Step 3C) exceed the benchmark turnovers (from Step 3D) then it can be said that the current floorspace stock is over-trading, and that there is an existing need for additional floorspace. Conversely, if actual turnovers are less than the benchmark turnovers then there is an existing over-supply of floorspace. Lastly, if actual and benchmark turnovers are the same (or close) then the Plan area's retail economy for that category of goods can be said to be in equilibrium.

The extent of the existing retail floorspace over or under-supply can be estimated by converting the existing turnover surplus or deficit into floorspace by applying an appropriate average sales density.

Step 5 Changes in Retail Demand and Retail Supply through to the Forecast Year(s)

Step 5A Step 2D estimated the total available retail expenditure within the Plan area at the forecast year(s) for each of the main goods categories. The base year market shares (from Step 3C) may then be applied in order to obtain estimates of the levels of retained available expenditure at the forecast year(s).

It should be considered whether the application of the base year market shares are appropriate at the forecast year(s) in relation to the Plan area as a whole and/or individual centres. If it is considered that expenditure outflow (or leakage) is too high, or a centre is not achieving its true retailing potential, then a case could be made for increasing the market share(s). Alternatively, if it is thought that the proportion of expenditure being retained is too high, then the market share(s) could be reduced.

In either situation, the adjustment of the market shares should be the result of an interactive process, which focuses on realistic expectations of trade retention within individual zones within the Plan area.

It should also be borne in mind that adjusting the market share of a centre will have direct implications for the market shares of other centres. Similarly, increasing the market share for the Plan area as a whole will mean adjoining areas will lose their share of available expenditure

Step 5B Step 3D estimated the benchmark retail turnovers generated within the Plan area in the base year for the main categories of goods. These turnovers must then be projected to the forecast (year(s)) by taking into account any expected improvements in store efficiency (i.e. sales densities).

Step 5C The monetary difference between the total potential retained expenditure at 5A and the forecast retail turnover at 5B gives a measure of the quantitative need for additional retail floorspace within the Plan area since the base year. Such floorspace need estimates will be inclusive of (any) retail commitments. If there is an expenditure surplus this is converted into a floorspace total by dividing through by an appropriate average sales density. Similarly, if there is an expenditure deficit, a floorspace over-supply can be calculated in the same way.

Step 5D To arrive at a final estimate of overall quantitative need the floorspace outputs from Step 5C must take into account (any) surplus or deficit of available expenditure generated at Step 4A due to (any) over/under-trading.

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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Date of Preparation: 30/04/08

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. Esitmates 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.

Date of Preparation: 30/04/08

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).

Date of Preparation: 30/04/08

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).

Date of Preparation: 30/04/08

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.

Date of Preparation: 30/04/08

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	1.0	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	0.5	0.0	0.4	0.0	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	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**	**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)

Date of Preparation: 30/04/08

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	1.1	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)

Date of Preparation: 30/04/08

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

Consumer Demand: Where the Money Comes From (Zone, County and Region)

Retail Supply: Where the Money is Spent	Dublin: Dublin City					Dublin: Fingal			Dublin: South Dublin			Dublin: Dun Laoghaire-Rathdown		SUB TOTAL DUBLIN
	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	
WITHIN GDA														
Dublin City Centre - Metropolitan Centre	206.3	43.7	169.5	94.8	73.1	17.1	77.9	33.1	36.7	67.3	64.0	57.9	85.1	1026.5
Others	15.2	118.2	47.4	7.4	11.6	3.1	10.7	0.0	0.0	2.6	4.6	1.5	7.6	229.8
SUB TOTAL: DUBLIN CITY COUNTY	221.5	161.9	216.9	102.2	84.7	20.2	88.5	33.1	36.7	69.9	68.5	59.4	92.7	1,256.3
Swords - Major Town Centre	0.0	4.4	23.5	0.0	0.0	39.0	133.0	0.0	0.0	0.0	0.0	0.0	0.0	199.9
Blanchardstown - Major Town Centre	7.0	74.1	37.9	1.9	4.7	12.8	17.2	199.8	10.8	1.9	0.6	0.6	2.9	372.3
Others	2.6	0.0	0.0	0.0	0.0	6.9	3.2	0.0	0.0	0.9	0.0	0.0	0.0	13.5
SUB TOTAL: FINGAL COUNTY	9.6	78.5	61.5	1.9	4.7	58.7	153.3	199.8	10.8	2.8	0.6	0.6	2.9	585.7
Liffey Valley - Major Town Centre	2.7	0.0	0.6	0.9	60.9	0.4	0.4	0.0	161.5	14.9	2.3	2.8	0.0	247.6
Tallaght - Major Town Centre	0.0	0.0	11.0	0.8	9.8	0.0	0.0	0.0	3.6	83.4	5.8	2.3	0.0	116.7
Others	2.1	0.9	0.0	0.0	3.3	0.2	0.0	0.1	15.7	11.9	4.4	1.2	0.0	39.7
SUB TOTAL: SOUTH DUBLIN COUNTY	4.9	0.9	11.6	1.7	74.1	0.6	0.4	0.1	180.8	110.2	12.6	6.2	0.0	404.0
Dundrum - Major Town Centre	10.9	1.7	16.5	47.6	20.7	1.4	7.3	0.4	9.2	34.4	46.2	117.6	86.2	400.3
Dun Laoghaire - Major Town Centre	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	39.7	41.7
Others	1.7	6.5	0.0	2.3	1.0	0.0	0.9	0.0	0.0	0.7	8.9	22.4	34.8	79.1
SUB TOTAL: DLR COUNTY	12.9	8.2	16.5	50.5	21.7	1.4	8.2	0.4	9.2	35.0	55.1	141.2	160.7	521.1
Navan - County Town Centre	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Others	0.0	0.0	0.0	0.0	0.0	0.4	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.4
SUB TOTAL: MEATH COUNTY	0.5	0.0	0.0	0.0	0.0	0.6	0.0	1.0	0.0	0.0	0.0	0.0	0.0	2.1
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.7	0.0	0.0	0.0	1.6	0.0	0.0	0.0	1.0	0.0	0.0	0.0	3.3
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
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
SUB TOTAL: KILDARE COUNTY	0.0	0.7	0.0	2.7	0.0	1.6	0.0	0.0	0.0	1.0	0.0	0.5	0.0	6.5
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	1.8	1.8
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
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
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	1.8	1.8
SUB TOTAL: GDA	249.3	250.1	306.4	159.0	185.2	83.1	250.4	234.5	237.5	218.9	136.8	208.0	258.1	2,777.4
OUTSIDE GDA														
All Centres / Stores	0.8	0.0	4.6	3.8	4.2	8.8	1.3	0.0	0.0	1.6	1.9	5.0	1.9	33.9
SUB TOTAL OUTSIDE GDA	0.8	0.0	4.6	3.8	4.2	8.8	1.3	0.0	0.0	1.6	1.9	5.0	1.9	33.9
TOTAL (FOR HOUSEHOLD SURVEY AREA)	250.1	250.1	311.0	162.9	189.4	91.9	251.7	234.5	237.5	220.5	138.8	213.0	260.0	2,811.3

Retail Supply: Where the Money is Spent	Mid East: Meath			Mid East: Kildare			Mid East: Wicklow			SUB TOTAL MID EAST	GDA Hinterland: Louth	GDA Hinterland: Cavan and Monaghan	GDA Hinterland: Longford and West Meath	GDA Hinterland: Offaly and Laois	GDA Hinterland: Carlow and Kilkenny	GDA Hinterland: Wexford	SUB TOTAL GDA HINTERLAND	TOTAL HOUSEHOLD SURVEY AREA	Expenditure Drawn From Survey Area (Zones 1-28)	Estimated Inflow Expenditure (1)	Total Comparison Goods Turnover Potential
	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	3.2	24.8	6.9	52.5	16.0	2.8	8.1	27.5	5.8	147.7	12.9	32.6	42.2	33.8	38.9	0.0	160.3	1,334.4	1,334.4	896.0	2,230.4
Others	0.0	1.6	0.1	1.7	3.1	0.4	0.0	1.5	0.5	8.8	8.1	0.0	0.0	0.0	0.0	0.0	8.1	246.7	246.7	0.0	246.7
SUB TOTAL: DUBLIN CITY COUNTY	3.2	26.4	7.1	54.2	19.1	3.2	8.1	28.9	6.3	156.4	21.0	32.6	42.2	33.8	38.9	0.0	168.4	1,581.1	1,581.1	896.0	2,477.1
Swords - Major Town Centre	0.0	1.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	201.4	201.4	0.0	201.4
Blanchardstown - Major Town Centre	9.8	60.3	8.4	2.4	0.5	0.0	0.1	2.6	0.4	84.5	0.0	21.6	12.8	16.2	0.0	0.0	50.6	507.4	507.4	0.0	507.4
Others	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.2	1.0	0.0	0.0	0.0	0.2	0.0	3.0	3.2	17.7	17.7	0.0	17.7
SUB TOTAL: FINGAL COUNTY	9.8	61.7	8.7	3.1	0.5	0.0	0.1	2.6	0.6	87.0	0.0	21.6	12.8	16.4	0.0	3.0	53.8	726.5	726.5	0.0	726.5
Liffey Valley - Major Town Centre	0.4	0.8	4.4	21.4	1.9	0.7	2.7	0.3	0.0	32.6	0.0	5.1	25.1	0.0	0.7	0.0	30.9	311.1	311.1	0.0	311.1
Tallaght - Major Town Centre	0.0	0.0	0.0	5.7	2.3	0.0	2.7	0.0	0.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	127.4	127.4	0.0	127.4
Others	0.0	0.0	0.0	1.2	0.0	0.2	0.0	0.0	0.2	1.6	0.0	0.0	0.0	0.0	0.0	4.0	4.0	45.3	45.3	0.0	45.3
SUB TOTAL: SOUTH DUBLIN COUNTY	0.4	0.8	4.4	28.3	4.2	0.9	5.4	0.3	0.2	45.0	0.0	5.1	25.1	0.0	0.7	4.0	34.9	483.8	483.8	0.0	483.8
Dundrum - Major Town Centre	0.3	1.2	0.4	3.4	0.0	0.4	0.0	71.5	4.0	81.3	0.0	3.0	0.0	24.3	0.0	4.4	31.7	513.3	513.3	0.0	513.3
Dun Laoghaire - Major Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	5.3	0.2	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	47.7	47.7	0.0	47.7
Others	0.1	0.0	0.3	0.5	0.0	0.0	0.0	5.3	0.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	85.2	85.2	0.0	85.2
SUB TOTAL: DLR COUNTY	0.6	1.2	0.9	3.9	0.0	0.4	0.0	82.1	4.2	93.3	0.0	3.0	0.0	24.3	0.0	4.4	31.7	646.1	646.1	0.0	646.1
Navan - County Town Centre	23.7	64.9	23.2	0.8	0.0	0.0	0.0	0.0	0.0	112.4	0.0	19.0	0.0	0.0	0.0	0.0	19.0	132.1	132.1	0.0	132.1
Others	0.9	27.3	5.2	0.0	0.0	0.0	0.0	0.0	0.0	33.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.9	34.9	0.0	34.9
SUB TOTAL: MEATH COUNTY	24.6	92.1	28.4	0.8	0.0	0.0	0.0	0.0	0.0	145.9	0.0	19.0	0.0	0.0	0.0	0.0	19.0	167.0	167.0	0.0	167.0
Naas/Newbridge/Kilcullen - County Town Centre	0.3	0.0	2.6	96.7	56.9	28.4	11.9	1.6	0.0	198.5	0.0	0.0	0.0	66.7	8.4	0.0	75.2	276.9	276.9	0.0	276.9
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	2.2	9.7	0.0	0.0	0.0	0.0	0.0	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.9	11.9	0.0	11.9
Others	0.0	0.0	0.0	0.7	5.4	4.3	0.0	0.0	0.1	10.5	0.0	0.0	0.0	2.7	0.4	0.0	3.0	16.8	16.8	0.0	16.8
SUB TOTAL: KILDARE COUNTY	0.3	0.0	4.8	107.1	62.4	32.7	11.9	1.6	0.1	220.9	0.0	0.0	0.0	69.4	8.8	0.0	78.2	305.6	305.6	0.0	305.6
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.8	0.7	15.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.2	17.2	0.0	17.2
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.2	0.0	5.6	0.0	5.9	0.0	5.9	0.0	0.0	0.0	6.3	12.2	18.1	18.1	0.0	18.1
Others	0.0	0.0	0.0	0.0	0.0	0.0	3.2	7.5	41.4	52.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	52.1	52.1	0.0	52.1
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	0.0	0.0	0.2	3.2	27.9	42.0	73.4	0.0	5.9	0.0	0.0	0.0	6.3	12.2	87.4	87.4	0.0	87.4
SUB TOTAL: GDA	39.0	182.3	54.2	197.3	86.1	37.4	28.8	143.4	53.4	822.0	21.0	87.2	80.1	143.9	48.4	17.7	398.2	3,997.6	3,997.6	896.0	4,893.6
OUTSIDE GDA																					
All Centres / Stores	11.5	33.1	3.8	0.0	7.8	19.2	8.9	5.3	7.1	96.6	161.4	176.3	139.2	137.1	240.8	263.6	1,118.3	1,248.8			
SUB TOTAL OUTSIDE GDA	11.5	33.1	3.8	0.0	7.8	19.2	8.9	5.3	7.1	96.6	161.4	176.3	139.2	137.1	240.8	263.6	1,118.3	1,248.8			
TOTAL (FOR HOUSEHOLD SURVEY AREA)	50.5	215.3	58.0	197.3	93.9	56.6	37.7	148.7	60.6	918.6	182.3	263.5	219.3	281.0	289.2	281.2	1,516.5	5,246.4			

Notes:
For each cell, the monetary figure is derived by multiplying the 2007 available non-bulky comparison goods expenditure in the zone (Table 5, Column A) by the 2007 market share of the specified centre in that zone (Table 6a).
(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)

Date of Preparation: 30/04/08

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

Consumer Demand: Where the Money Comes From (Zone, County and Region)

Retail Supply: Where the Money is Spent	Dublin													SUB TOTAL DUBLIN
	Dublin City					Fingal			South Dublin			Dun Laoghaire-Rathdown		
	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	
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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
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	0.4
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
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
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
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
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
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
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
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
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
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
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
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
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

Retail Supply: Where the Money is Spent	Mid East									SUB TOTAL MID EAST	GDA Hinterland						SUB TOTAL GDA HINTERLAND	TOTAL HOUSEHOLD SURVEY AREA	Expenditure Drawn From Survey Area (Zones 1-28)	Estimated Inflow Expenditure (1)	Total Comparison Goods Turnover Potential
	Meath			Kildare			Wicklow				Louth	Cavan and Monaghan	Longford and West Meath	Offaly and Laois	Carlow and Kilkenny	Wexford					
	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	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	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	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	0.5	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	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	0.0	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	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	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	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	0.0	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	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	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	0.0	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	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	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	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	0.8	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	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	0.3	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	0.6	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	0.2	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	0.3	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	0.2	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.6	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	1.4	3.4	21.9	26.8	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	0.2	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	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	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	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)	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)

Date of Preparation: 30/04/08

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

Consumer Demand: Where the Money Comes From (Zone, County and Region)

Retail Supply: Where the Money is Spent	Dublin: Dublin City Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Fingal Zone 6	Zone 7	Zone 8	South Dublin Zone 9	Zone 10	Zone 11	Dun Laoghaire-Rathdown Zone 12	Zone 13	SUB TOTAL DUBLIN
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
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
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
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
Blanchardstown - 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
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
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
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
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	215.4
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
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
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
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
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
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
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
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
SUB TOTAL: MEATH COUNTY	0.5	0.8	0.0	0.0	0.0	0.6	0.0	1.6	0.0	0.3	0.0	0.0	0.0	3.8
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
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
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
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
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
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
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
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
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
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
SUB TOTAL OUTSIDE GDA	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
TOTAL (FOR HOUSEHOLD SURVEY AREA)	350.5	358.4	441.1	229.2	274.3	135.7	354.6	326.0	332.4	310.8	196.1	302.4	369.9	3,981.3

Retail Supply: Where the Money is Spent	Mid East: Meath Zone 14	Zone 15	Zone 16	Kildare Zone 17	Zone 18	Zone 19	Wicklow Zone 20	Zone 21	Zone 22	SUB TOTAL MID EAST	GDA Hinterland: Louth Zone 23	Cavan and Monaghan Zone 24	Longford and West Meath Zone 25	Offaly and Laois Zone 26	Carlow and Kilkenny Zone 27	Wexford Zone 28	SUB TOTAL GDA HINTERLAND	TOTAL HOUSEHOLD SURVEY AREA
WITHIN GDA																		
Dublin City Centre - Metropolitan Centre	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
Others	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
SUB TOTAL: DUBLIN CITY COUNTY	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
Swords - Major Town Centre	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
Blanchardstown - Major Town Centre	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
Others	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
SUB TOTAL: FINGAL COUNTY	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
Liffey Valley - Major Town Centre	0.4	0.8	5.3	29.1	2.6	0.7	2.9	2.2	0.0	44.1	0.0	5.1	26.9	6.0	0.7	0.0	38.6	446.5
Tallaght - Major Town Centre	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
Others	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
SUB TOTAL: SOUTH DUBLIN COUNTY	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
Dundrum - Major Town Centre	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
Dun Laoghaire - Major Town Centre	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
Others	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
SUB TOTAL: DLR COUNTY	0.9	2.3	1.5	7.1	0.8	0.6	0.0	90.9	4.5	108.6	2.6	4.2	0.0	24.3	0.0	6.1	37.2	840.2
Navan - County Town Centre	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
Others	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
SUB TOTAL: MEATH COUNTY	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
Naas/Newbridge/Kilcullen - County Town Centre	0.6	0.0	3.7	158.8	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
Leixlip/Maynooth/Celbridge - Town and/or District Centre	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
Others	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
SUB TOTAL: KILDARE COUNTY	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
Bray - Major Town Centre	0.0	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
Wicklow - County Town Centre	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
Others	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
SUB TOTAL: WICKLOW COUNTY	0.2	0.0	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
SUB TOTAL: GDA	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
OUTSIDE GDA																		
All Centres / Stores	20.9	53.3	6.2	0.6	10.4	29.8	12.5	17.8	8.9	160.3	238.0	270.8	223.2	227.3	364.3	381.6	1,705.2	1,968.5
SUB TOTAL OUTSIDE GDA	20.9	53.3	6.2	0.6	10.4	29.8	12.5	17.8	8.9	160.3	238.0	270.8	223.2	227.3	364.3	381.6	1,705.2	1,968.5
TOTAL (FOR HOUSEHOLD SURVEY AREA)	73.8	311.0	86.5	291.5	139.3	82.7	54.2	223.7	86.9	1,349.5	264.7	377.9	320.6	408.2	418.0	405.9	2,195.4	7,526.2

Retail Supply: Where the Money is Spent	Expenditure Drawn From Survey Area (Zones 1-28) A	Estimated Inflow Expenditure (1) B	Total Comparison Goods Turnover Potential C = A + B	Comparison Goods Floorspace (sq.m. net) (2) D	Average Sales Density (€ per sq.m. net) E = C / D	Benchmark Average Sales Density (€ per sq.m net) (3) F	Benchmark Comparison Goods Turnovewr (€m) G = F x D	Extent of Any Over / Under Trading (€m) H = C - G
WITHIN GDA								
Dublin City Centre - Metropolitan Centre	1,627.2	1,039.0	2,666.2	374,596	7,118	7,000	2,622.2	44.0
Others	420.9	0.0	420.9	98,463	4,275	4,000	393.9	27.1
SUB TOTAL: DUBLIN CITY COUNTY	2,048.1	1,039.0	3,087.1	473,058			3,016.0	71.1
Swords - Major Town Centre	341.6	0.0	341.6	27,890	12,248	10,000	278.9	62.7
Blanchardstown - Major Town Centre	680.1	0.0	680.1	55,305	12,298	10,000	553.0	127.1
Others	40.9	0.0	40.9	36,989	1,106	3,500	129.5	-88.6
SUB TOTAL: FINGAL COUNTY	1,062.6	0.0	1,062.6	120,184			961.4	101.2
Liffey Valley - Major Town Centre	446.5	0.0	446.5	43,269	10,318	10,000	432.7	13.8
Tallaght - Major Town Centre	227.7	0.0	227.7	38,431	5,925	7,000	269.0	-41.3
Others	74.1	0.0	74.1	46,262	1,601	3,500	161.9	-87.8
SUB TOTAL: SOUTH DUBLIN COUNTY	748.3	0.0	748.3	127,962			863.6	-115.4
Dundrum - Major Town Centre	584.1	0.0	584.1	21,707	26,906	12,000	260.5	323.6
Dun Laoghaire - Major Town Centre	68.3	0.0	68.3	15,283	4,471	5,000	76.4	-8.1
Others	187.8	0.0	187.8	81,352	2,308	3,500	284.7	-97.0
SUB TOTAL: DLR COUNTY	840.2	0.0	840.2	118,343			621.6	218.5
Navan - County Town Centre	192.5	0.0	192.5	34,344	5,605	5,500	188.9	3.6
Others	56.3	0.0	56.3	36,971	1,523	3,500	129.4	-73.1
SUB TOTAL: MEATH COUNTY	248.8	0.0	248.8	71,315			318.3	-69.5
Naas/Newbridge/Kilcullen - County Town Centre	412.8	0.0	412.8	48,773	8,463	5,500	268.3	144.5
Leixlip/Maynooth/Celbridge - Town and/or District Centre	15.1	0.0	15.1	7,319	2,058	4,000	29.3	-14.2
Others	23.5	0.0	23.5	19,626	1,195	3,500	68.7	-45.2
SUB TOTAL: KILDARE COUNTY	451.3	0.0	451.3	75,717			366.2	85.1
Bray - Major Town Centre	54.1	0.0	54.1	20,661	2,619	5,000	103.3	-49.2
Wicklow - County Town Centre	24.9	0.0	24.9	4,539	5,480	4,500	20.4	4.4
Others	79.5	0.0	79.5	18,237	4,359	3,500	63.8	15.7
SUB TOTAL: WICKLOW COUNTY	158.5	0.0	158.5	43,437			187.6	-29.1
SUB TOTAL: GDA	5,557.7	1,039.0	6,596.7	1,030,016			6,334.8	261.9

Notes:
This table is calculated by adding together Tables 7a and 7b.
(1) Derived by adding together Table 7a (Column B) and Table 7b (Column B)
(2) Retail floorspace data for 2001 sourced from the 2001 DTZ Pieda report (Working Paper 4 - Retail Floorspace Analysis) and updated to September 2007 by including data on retail floorspace completions (2001-2007) provided by the consultant Councils of the GDA (see Appendix 6).
(3) Benchmark average sales densities estimated by Colliers CRE.

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	0.6	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**	**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.

Date of Preparation: 30/04/08

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	0.0	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
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	0.0	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**	**0.5**	**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**	**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	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	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	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	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**	**0.0**	**1.8**	**8.0**	**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**	**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 Appensix 4c).

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).

Date of Preparation: 30/04/08

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.

Date of Preparation: 30/04/08

APPENDIX 7c

The Need for Additional
Convenience Goods Floorspace

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

CONTENTS

Date of Preparation: 30/04/08

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. Esitmates 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.

Date of Preparation: 30/04/08

TABLE 2 - EXPENDITURE ON CONVENIENCE 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	2,354	2,391	2,613	259	11.0%	222	9.3%
		Zone 2 Dublin North West	2,533	2,573	2,812	279	11.0%	239	9.3%
		Zone 3 Dublin North East	2,531	2,571	2,809	278	11.0%	238	9.3%
		Zone 4 Dublin South East	2,490	2,529	2,764	274	11.0%	234	9.3%
		Zone 5 Dublin South West	2,553	2,593	2,834	281	11.0%	240	9.3%
	Fingal	Zone 6 Skerries	2,513	2,553	2,789	276	11.0%	237	9.3%
		Zone 7 Swords	2,695	2,738	2,991	296	11.0%	254	9.3%
		Zone 8 Blanchardstown	2,734	2,777	3,035	301	11.0%	257	9.3%
	South Dublin	Zone 9 Clondalkin	2,695	2,738	2,991	296	11.0%	254	9.3%
		Zone 10 Tallaght	2,576	2,617	2,859	283	11.0%	243	9.3%
		Zone 11 Rathfarnham	2,668	2,710	2,961	293	11.0%	251	9.3%
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	2,688	2,731	2,984	296	11.0%	253	9.3%
		Zone 13 Dun Laoghaire	2,672	2,714	2,966	294	11.0%	252	9.3%
Mid East	Meath	Zone 14 Kells	2,495	2,531	2,719	224	9.0%	188	7.4%
		Zone 15 Navan	2,534	2,571	2,761	227	9.0%	191	7.4%
		Zone 16 Trim	2,398	2,433	2,613	215	9.0%	180	7.4%
	Kildare	Zone 17 Naas	2,514	2,550	2,739	225	9.0%	189	7.4%
		Zone 18 Kildare	2,406	2,441	2,622	216	9.0%	181	7.4%
		Zone 19 Athy	2,444	2,479	2,663	219	9.0%	184	7.4%
	Wicklow	Zone 20 Blessington	2,534	2,571	2,761	227	9.0%	191	7.4%
		Zone 21 Bray/Wicklow	2,465	2,501	2,686	221	9.0%	185	7.4%
		Zone 22 Arklow	2,554	2,591	2,783	229	9.0%	192	7.4%
GDA Hinterland	Louth	Zone 23 Louth	2,388	2,421	2,581	193	8.1%	160	6.6%
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	2,509	2,543	2,712	203	8.1%	168	6.6%
	Longford and West Meath	Zone 25 Longford and West Meath	2,451	2,485	2,649	198	8.1%	164	6.6%
	Offaly and Laois	Zone 26 Offaly and Laois	2,472	2,506	2,672	200	8.1%	166	6.6%
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	2,499	2,533	2,701	202	8.1%	168	6.6%
	Wexford	Zone 28 Wexford	2,505	2,539	2,708	203	8.1%	168	6.6%

Notes:
(1) Average consumer expenditure per head on convenience 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)

Date of Preparation: 30/04/08

TABLE 3 - EXPENDITURE ON CONVENIENCE 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	2,269	2,276	2,422	153	6.7%	146	6.4%
		Zone 2 Dublin North West	2,442	2,450	2,606	165	6.7%	157	6.4%
		Zone 3 Dublin North East	2,440	2,448	2,604	164	6.7%	157	6.4%
		Zone 4 Dublin South East	2,400	2,408	2,562	162	6.7%	154	6.4%
		Zone 5 Dublin South West	2,461	2,469	2,627	166	6.7%	158	6.4%
	Fingal	Zone 6 Skerries	2,423	2,430	2,586	163	6.7%	156	6.4%
		Zone 7 Swords	2,598	2,606	2,773	175	6.7%	167	6.4%
		Zone 8 Blanchardstown	2,636	2,644	2,813	178	6.7%	169	6.4%
	South Dublin	Zone 9 Clondalkin	2,598	2,606	2,773	175	6.7%	167	6.4%
		Zone 10 Tallaght	2,483	2,491	2,651	167	6.7%	159	6.4%
		Zone 11 Rathfarnham	2,572	2,580	2,745	173	6.7%	165	6.4%
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	2,591	2,599	2,766	175	6.7%	166	6.4%
		Zone 13 Dun Laoghaire	2,576	2,584	2,749	174	6.7%	165	6.4%
Mid East	Meath	Zone 14 Kells	2,405	2,410	2,520	115	4.8%	111	4.6%
		Zone 15 Navan	2,443	2,447	2,560	117	4.8%	112	4.6%
		Zone 16 Trim	2,312	2,316	2,422	111	4.8%	106	4.6%
	Kildare	Zone 17 Naas	2,423	2,428	2,539	116	4.8%	111	4.6%
		Zone 18 Kildare	2,319	2,324	2,430	111	4.8%	107	4.6%
		Zone 19 Athy	2,356	2,360	2,469	113	4.8%	108	4.6%
	Wicklow	Zone 20 Blessington	2,443	2,447	2,560	117	4.8%	112	4.6%
		Zone 21 Bray/Wicklow	2,376	2,381	2,490	114	4.8%	109	4.6%
		Zone 22 Arklow	2,462	2,467	2,580	118	4.8%	113	4.6%
GDA Hinterland	Louth	Zone 23 Louth	2,302	2,305	2,393	91	3.9%	88	3.8%
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	2,419	2,421	2,514	95	3.9%	93	3.8%
	Longford and West Meath	Zone 25 Longford and West Meath	2,363	2,365	2,456	93	3.9%	90	3.8%
	Offaly and Laois	Zone 26 Offaly and Laois	2,383	2,386	2,477	94	3.9%	91	3.8%
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	2,409	2,412	2,504	95	3.9%	92	3.8%
	Wexford	Zone 28 Wexford	2,415	2,418	2,510	95	3.9%	92	3.8%

Notes:
(1) Expenditure per head on convenience goods has been discounted by 3.6% and 4.8% (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 7.3% 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).

Date of Preparation: 30/04/08

TABLE 4 - TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE 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	252.3	329.7	77.4	30.7%
		Zone 2 Dublin North West	273.1	310.4	37.4	13.7%
		Zone 3 Dublin North East	337.6	381.2	43.6	12.9%
		Zone 4 Dublin South East	166.2	199.6	33.5	20.1%
		Zone 5 Dublin South West	205.3	231.8	26.6	12.9%
	Fingal	Zone 6 Skerries	118.4	156.4	38.0	32.1%
		Zone 7 Swords	274.7	387.4	112.6	41.0%
		Zone 8 Blanchardstown	245.4	308.1	62.7	25.5%
	South Dublin	Zone 9 Clondalkin	252.5	344.8	92.3	36.6%
		Zone 10 Tallaght	239.8	279.5	39.7	16.6%
		Zone 11 Rathfarnham	148.7	151.8	3.2	2.1%
	Dun Laoghaire-Rathdown	Zone 12 Dundrum	229.0	274.4	45.4	19.8%
		Zone 13 Dun Laoghaire	281.0	338.6	57.5	20.5%
SUB TOTAL DUBLIN			**3023.9**	**3693.7**	**669.8**	**22.1%**
Mid East	Meath	Zone 14 Kells	56.6	63.2	6.6	11.7%
		Zone 15 Navan	266.2	332.4	66.2	24.9%
		Zone 16 Trim	77.9	94.0	16.1	20.6%
	Kildare	Zone 17 Naas	253.3	303.7	50.4	19.9%
		Zone 18 Kildare	128.2	162.7	34.5	26.9%
		Zone 19 Athy	71.4	84.3	12.9	18.1%
	Wicklow	Zone 20 Blessington	42.9	57.5	14.6	34.0%
		Zone 21 Bray/Wicklow	200.9	276.6	75.7	37.7%
		Zone 22 Arklow	70.0	87.0	17.0	24.3%
SUB TOTAL MID EAST			**1167.5**	**1461.5**	**294.0**	**25.2%**
GDA Hinterland	Louth	Zone 23 Louth	261.5	318.4	57.0	21.8%
	Cavan and Monaghan	Zone 24 Cavan and Monaghan	296.3	360.8	64.6	21.8%
	Longford and West Meath	Zone 25 Longford and West Meath	277.1	363.2	86.1	31.1%
	Offaly and Laois	Zone 26 Offaly and Laois	336.0	413.9	77.9	23.2%
	Carlow and Kilkenny	Zone 27 Carlow and Kilkenny	339.0	412.0	73.0	21.5%
	Wexford	Zone 28 Wexford	326.7	416.0	89.3	27.3%
SUB TOTAL GDA HINTERLAND			**1836.6**	**2284.4**	**447.8**	**24.4%**
TOTAL (ALL ZONES, COUNTIES, REGIONS)			**6028.1**	**7439.7**	**1411.6**	**23.4%**

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

Date of Preparation: 30/04/08

TABLE 5 - UNADJUSTED CONVENIENCE 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					Dublin Fingal			South Dublin			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	58.6	4.4	3.4	6.6	3.3	0.6	0.0	0.0	0.4	0.6	2.8	0.6	0.0	0.1	0.5	3.0	6.6	1.2	1.4	4.4	0.1	0.0	0.0	0.0	1.9	0.0	4.6	0.0
Others	30.3	86.0	80.6	61.3	68.0	5.6	12.4	1.5	3.5	2.7	24.2	3.0	0.0	0.0	0.2	1.2	1.1	2.1	5.1	4.5	0.0	0.0	0.1	7.9	0.0	0.4	3.9	0.0
SUB TOTAL: DUBLIN CITY COUNTY	**88.9**	**90.4**	**84.0**	**67.8**	**71.3**	**6.2**	**12.4**	**1.5**	**3.9**	**3.3**	**27.0**	**3.6**	**0.0**	**0.1**	**0.7**	**4.2**	**7.7**	**3.3**	**6.5**	**8.9**	**0.1**	**0.0**	**0.1**	**7.9**	**1.9**	**0.4**	**8.5**	**0.0**
Swords - Major Town Centre	0.0	1.0	1.0	0.0	1.3	32.9	49.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blanchardstown - Major Town Centre	2.0	5.0	0.0	0.0	1.7	1.2	2.7	76.8	2.8	1.0	0.4	0.0	0.0	0.0	7.1	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.5	0.4	4.4	0.0	0.0	46.8	23.0	20.6	0.0	0.2	0.9	0.8	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: FINGAL COUNTY	**2.5**	**6.3**	**5.4**	**0.0**	**3.0**	**80.9**	**75.2**	**97.3**	**2.8**	**1.1**	**1.3**	**0.8**	**0.0**	**0.0**	**8.9**	**0.2**	**0.0**	**4.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Liffey Valley - Major Town Centre	1.8	0.0	0.3	0.0	1.2	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tallaght - Major Town Centre	0.3	0.0	3.6	0.4	6.4	0.0	0.0	0.0	0.0	45.8	3.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	2.6	0.9	0.0	5.3	16.2	0.0	1.2	0.0	91.8	42.8	51.9	9.4	0.4	0.0	0.0	2.9	4.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	1.0
SUB TOTAL: SOUTH DUBLIN COUNTY	**4.6**	**0.9**	**3.9**	**5.7**	**23.8**	**0.0**	**1.2**	**0.0**	**91.9**	**88.7**	**55.5**	**9.4**	**0.8**	**0.0**	**0.0**	**2.9**	**4.0**	**1.5**	**1.5**	**6.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.2**	**1.0**
Dundrum - Major Town Centre	0.3	1.5	3.9	9.6	0.7	0.0	0.0	0.0	0.0	2.0	6.9	35.6	8.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.7	0.0	0.0	1.6	0.0	0.0
Dun Laoghaire - Major Town Centre	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.8	21.6	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	2.7	0.0	0.0	4.8	0.4	0.2	0.0	0.2	0.2	1.4	6.5	46.5	63.4	0.0	0.0	0.2	0.0	5.2	0.0	0.0	12.4	0.0	0.8	0.8	0.0	0.2	0.0	0.0
SUB TOTAL: DLR COUNTY	**3.1**	**1.5**	**3.9**	**15.4**	**1.1**	**0.2**	**0.0**	**0.2**	**0.2**	**3.5**	**13.3**	**82.8**	**93.8**	**0.0**	**0.0**	**0.6**	**0.0**	**5.2**	**0.2**	**0.0**	**14.3**	**0.0**	**1.5**	**0.8**	**0.0**	**1.8**	**0.0**	**0.0**
Navan - County Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	34.4	35.3	16.4	1.4	1.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	0.8	0.0	0.0	0.0	1.8	0.0	0.0	0.2	0.0	0.5	0.6	0.0	34.6	36.9	49.3	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0
SUB TOTAL: MEATH COUNTY	**0.1**	**0.8**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**0.2**	**0.3**	**0.5**	**0.6**	**0.0**	**69.0**	**72.2**	**65.8**	**1.6**	**1.2**	**0.6**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	8.3	55.2	65.3	32.8	17.4	0.0	0.0	0.0	0.0	0.0	3.9	0.0	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	0.9	0.5	0.0	0.0	0.0	0.0	0.5	14.5	23.0	0.3	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	0.0	7.2	14.7	18.2	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
SUB TOTAL: KILDARE COUNTY	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**0.0**	**0.9**	**0.8**	**0.0**	**0.0**	**0.0**	**0.2**	**0.5**	**22.9**	**85.4**	**80.3**	**51.0**	**17.4**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**	**3.9**	**0.0**	**0.0**
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	4.2	2.8	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.3	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Others	0.0	0.0	0.0	0.6	0.0	0.6	3.4	0.0	0.0	0.0	0.0	0.0	0.2	1.8	1.7	0.0	0.2	0.0	0.0	49.2	39.1	96.2	0.0	0.0	0.0	0.1	0.0	0.6
SUB TOTAL: WICKLOW COUNTY	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**4.8**	**6.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**1.8**	**1.7**	**0.0**	**0.2**	**0.0**	**0.0**	**49.2**	**83.6**	**96.4**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.9**
SUB TOTAL: GDA	**99.3**	**99.9**	**97.2**	**89.5**	**99.2**	**95.9**	**95.0**	**99.0**	**100.0**	**97.8**	**97.7**	**97.3**	**95.3**	**71.0**	**84.0**	**96.5**	**98.9**	**95.4**	**59.8**	**82.4**	**98.1**	**96.5**	**1.6**	**11.0**	**1.9**	**6.4**	**13.8**	**1.9**
OUTSIDE GDA																												
All Centres / Stores	0.7	0.1	2.8	10.5	0.8	4.1	5.0	1.0	0.0	2.2	2.3	2.7	4.7	29.0	16.0	3.5	1.1	4.6	40.2	17.6	1.9	3.5	98.4	89.0	98.1	93.6	86.2	98.1
SUB TOTAL OUTSIDE GDA	**0.7**	**0.1**	**2.8**	**10.5**	**0.8**	**4.1**	**5.0**	**1.0**	**0.0**	**2.2**	**2.3**	**2.7**	**4.7**	**29.0**	**16.0**	**3.5**	**1.1**	**4.6**	**40.2**	**17.6**	**1.9**	**3.5**	**98.4**	**89.0**	**98.1**	**93.6**	**86.2**	**98.1**
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 persons survey carried out in Dublin City Centre and at Dundrum (see Appendix 3).

Date of Preparation: 30/04/08

TABLE 6 - ESTIMATED CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES IN THE BASE YEAR, 2007 (€ MILLION)

Consumer Demand: Where the Money Comes From (Zone, County and Region)

Retail Supply: Where the Money is Spent	Dublin: Dublin City					Dublin: Dublin Fingal			Dublin: South Dublin			Dublin: Dublin Dun Laoghaire-Rathdown		SUB TOTAL DUBLIN
	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	
WITHIN GDA														
Dublin City Centre - Metropolitan Centre	147.9	12.1	11.4	10.9	6.8	0.7	0.0	0.0	1.0	1.4	4.1	1.3	0.0	197.7
Others	76.6	234.8	272.2	101.8	139.5	6.7	34.1	3.7	8.7	6.4	36.0	7.0	0.0	927.5
SUB TOTAL: DUBLIN CITY COUNTY	224.4	246.9	283.6	112.7	146.4	7.3	34.1	3.7	9.7	7.9	40.2	8.3	0.0	1125.1
Swords - Major Town Centre	0.0	2.7	3.5	0.0	2.7	38.9	135.9	0.0	0.0	0.0	0.0	0.0	0.0	183.7
Blanchardstown - Major Town Centre	5.0	13.6	0.0	0.0	3.5	1.5	7.4	188.4	7.2	2.3	0.6	0.0	0.0	229.5
Others	1.2	1.1	14.7	0.0	0.0	55.4	63.2	50.5	0.0	0.4	1.3	1.9	0.0	189.6
SUB TOTAL: FINGAL COUNTY	6.2	17.3	18.2	0.0	6.2	95.8	206.6	238.9	7.2	2.7	1.9	1.9	0.0	602.8
Liffey Valley - Major Town Centre	4.5	0.0	1.0	0.0	2.5	0.0	0.0	0.0	0.3	0.3	0.1	0.0	0.0	8.7
Tallaght - Major Town Centre	0.7	0.0	12.1	0.7	13.2	0.0	0.0	0.0	0.0	109.7	5.2	0.0	1.1	142.7
Others	6.5	2.4	0.0	8.8	33.2	0.0	3.3	0.0	231.8	102.7	77.2	21.5	1.1	488.5
SUB TOTAL: SOUTH DUBLIN COUNTY	11.7	2.4	13.2	9.4	48.9	0.0	3.3	0.0	232.1	212.7	82.6	21.5	2.2	639.9
Dundrum - Major Town Centre	0.8	4.1	13.1	16.0	1.5	0.0	0.0	0.0	0.0	4.8	10.2	81.6	24.7	156.7
Dun Laoghaire - Major Town Centre	0.1	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.7	60.8	64.4
Others	6.9	0.0	0.0	8.0	0.8	0.2	0.0	0.4	0.5	3.5	9.6	106.4	178.1	314.3
SUB TOTAL: DLR COUNTY	7.8	4.1	13.1	25.5	2.2	0.2	0.0	0.4	0.5	8.5	19.8	189.7	263.5	535.5
Navan - County Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	1.1
Others	0.0	2.1	0.0	0.0	0.0	2.1	0.0	0.0	0.5	0.0	0.7	1.5	0.0	6.9
SUB TOTAL: MEATH COUNTY	0.3	2.1	0.0	0.0	0.0	2.1	0.0	0.0	0.5	0.8	0.7	1.5	0.0	8.1
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.7	0.0	0.0	0.0	3.2
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	1.2	0.0	0.0	0.0	3.6
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
SUB TOTAL: KILDARE COUNTY	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	2.4	1.9	0.0	0.0	0.0	6.8
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	5.0	7.7	0.0	0.0	0.0	0.0	0.0	1.5	14.2
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
Others	0.0	0.0	0.0	1.0	0.0	0.7	9.4	0.0	0.0	0.0	0.0	0.0	0.5	11.5
SUB TOTAL: WICKLOW COUNTY	0.0	0.0	0.0	1.0	0.0	5.7	17.1	0.0	0.0	0.0	0.0	0.0	1.9	25.7
SUB TOTAL: GDA	250.4	272.8	328.1	148.7	203.6	113.5	261.1	242.9	252.5	234.4	145.2	222.9	267.7	2943.9
OUTSIDE GDA														
All Centres / Stores	1.9	0.2	9.5	17.5	1.6	4.9	13.7	2.5	0.0	5.3	3.4	6.2	13.3	80.1
SUB TOTAL OUTSIDE GDA	1.9	0.2	9.5	17.5	1.6	4.9	13.7	2.5	0.0	5.3	3.4	6.2	13.3	80.1
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	252.3	273.1	337.6	166.2	205.3	118.4	274.7	245.4	252.5	239.8	148.7	229.0	281.0	3023.9

Retail Supply: Where the Money is Spent	Mid East: Meath			Mid East: Kildare			Mid East: Wicklow			SUB TOTAL MID EAST	GDA Hinterland: Louth	GDA Hinterland: Cavan and Monaghan	GDA Hinterland: Longford and West Meath	GDA Hinterland: Offaly and Laois	GDA Hinterland: Carlow and Kilkenny	GDA Hinterland: Wexford	SUB TOTAL GDA HINTERLAND	TOTAL HOUSEHOLD SURVEY AREA
	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	0.0	1.3	2.4	16.7	1.6	1.0	1.9	0.3	0.0	25.1	0.0	0.0	5.4	0.0	15.7	0.0	21.1	244.0
Others	0.0	0.5	0.9	2.7	2.6	3.6	1.9	0.0	0.0	12.3	0.2	23.4	0.0	1.3	13.3	0.0	38.1	977.9
SUB TOTAL: DUBLIN CITY COUNTY	0.0	1.7	3.3	19.4	4.2	4.6	3.8	0.3	0.0	37.4	0.2	23.4	5.4	1.3	29.0	0.0	59.2	1221.8
Swords - Major Town Centre	0.0	2.3	0.0	0.0	5.1	0.0	0.0	0.0	0.0	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	191.1
Blanchardstown - Major Town Centre	0.0	18.9	0.2	0.0	0.0	0.0	0.2	0.0	0.0	19.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	248.8
Others	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.1	0.0	0.0	0.1	192.3
SUB TOTAL: FINGAL COUNTY	0.0	23.7	0.2	0.0	5.1	0.0	0.2	0.0	0.0	29.3	0.0	0.0	0.0	0.1	0.0	0.0	0.1	632.2
Liffey Valley - 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	0.0	0.0	0.0	0.0	0.0	8.7
Tallaght - Major Town Centre	0.0	0.0	0.0	0.1	0.0	0.0	2.7	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	145.5
Others	0.0	0.0	2.2	10.0	1.9	1.0	0.0	0.0	0.0	15.2	0.0	0.0	0.0	0.0	17.7	3.4	21.1	524.8
SUB TOTAL: SOUTH DUBLIN COUNTY	0.0	0.0	2.2	10.2	1.9	1.0	2.7	0.0	0.0	18.0	0.0	0.0	0.0	0.0	17.7	3.4	21.1	679.0
Dundrum - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	3.8	1.9	0.0	0.0	5.2	0.0	0.0	7.2	167.7
Dun Laoghaire - Major Town Centre	0.0	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	64.9
Others	0.0	0.0	0.2	0.0	6.7	0.0	0.0	24.9	0.0	31.8	2.1	2.3	0.0	0.8	0.0	0.0	5.1	351.3
SUB TOTAL: DLR COUNTY	0.0	0.0	0.5	0.0	6.7	0.2	0.0	28.7	0.0	36.1	4.0	2.3	0.0	6.0	0.0	0.0	12.3	583.9
Navan - County Town Centre	19.5	93.9	12.8	3.6	1.5	0.4	0.0	0.0	0.0	131.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	132.8
Others	19.6	98.3	38.5	0.4	0.0	0.0	0.0	0.0	0.1	156.8	0.0	0.0	0.0	0.7	0.0	0.0	0.7	164.5
SUB TOTAL: MEATH COUNTY	39.1	192.1	51.3	4.0	1.5	0.4	0.0	0.0	0.1	288.5	0.0	0.0	0.0	0.7	0.0	0.0	0.7	297.3
Naas/Newbridge/Kilcullen - County Town Centre	0.1	0.0	6.5	139.8	83.8	23.4	7.5	0.0	0.0	261.0	0.0	0.0	0.0	13.1	0.0	0.0	13.1	277.3
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	1.3	11.3	58.2	0.4	0.0	0.0	0.0	0.0	71.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	74.8
Others	0.0	0.0	0.0	18.4	18.8	13.0	0.0	0.0	0.0	50.2	0.0	6.8	0.0	0.0	0.0	0.0	6.8	57.0
SUB TOTAL: KILDARE COUNTY	0.1	1.3	17.8	216.3	103.0	36.4	7.5	0.0	0.0	382.4	0.0	6.8	0.0	13.1	0.0	0.0	19.9	409.2
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	71.0	0.2	71.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	85.4
Wicklow - County Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.5	0.0	18.5	0.0	0.0	0.0	0.0	0.0	1.1	1.1	19.6
Others	1.0	4.5	0.0	0.5	0.0	0.0	21.1	78.5	67.3	173.0	0.0	0.0	0.0	0.3	0.0	1.9	2.1	186.7
SUB TOTAL: WICKLOW COUNTY	1.0	4.5	0.0	0.5	0.0	0.0	21.1	168.0	67.5	262.7	0.0	0.0	0.0	0.3	0.0	2.9	3.2	291.7
SUB TOTAL: GDA	40.2	223.5	75.2	250.5	122.4	42.7	35.4	197.0	67.6	1054.5	4.2	32.5	5.4	21.6	46.7	6.3	116.7	4115.0
OUTSIDE GDA																		
All Centres / Stores	16.4	42.7	2.7	2.9	5.8	28.7	7.5	3.9	2.4	113.1	257.3	263.8	271.7	314.4	292.3	320.4	1719.9	1913.1
SUB TOTAL OUTSIDE GDA	16.4	42.7	2.7	2.9	5.8	28.7	7.5	3.9	2.4	113.1	257.3	263.8	271.7	314.4	292.3	320.4	1719.9	1913.1
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	56.6	266.2	77.9	253.3	128.2	71.4	42.9	200.9	70.0	1167.5	261.5	296.3	277.1	336.0	339.0	326.7	1836.6	6028.1

Retail Supply: Where the Money is Spent	Expenditure Drawn From Survey Area (Zones 1-28)	Estimated Inflow Expenditure (1)	Total Convenience Goods Turnover	Convenience Goods Floorspace (sq.m. net) (2)	Average Sales Density (€ per sq.m. net)	Benchmark Average Sales Density (€ per sq.m net) (3)	Benchmark Convenience Goods Turnover (€m)	Extent of Any Over / Under Trading (€m)
	A	B	C = A + B	D	E = C / D	F	G = F x D	H = C - G
WITHIN GDA								
Dublin City Centre - Metropolitan Centre	244.0	92.0	336.0	45,399	7,400	9,000	408.6	-72.6
Others	977.9	0.0	977.9	101,730	9,612	8,000	813.8	164.0
SUB TOTAL: DUBLIN CITY COUNTY	1221.8	92.0	1313.8	147,129			1222.4	91.4
Swords - Major Town Centre	191.1	0.0	191.1	7,658	24,949	14,000	107.2	83.8
Blanchardstown - Major Town Centre	248.8	0.0	248.8	9,841	25,280	14,000	137.8	111.0
Others	192.3	0.0	192.3	22,576	8,519	8,000	180.6	11.7
SUB TOTAL: FINGAL COUNTY	632.2	0.0	632.2	40,075			425.6	206.6
Liffey Valley - Major Town Centre	8.7	0.0	8.7	1,564	5,585	9,000	14.1	-5.3
Tallaght - Major Town Centre	145.5	0.0	145.5	11,687	12,451	12,000	140.2	5.3
Others	524.8	0.0	524.8	33,786	15,533	8,000	270.3	254.5
SUB TOTAL: SOUTH DUBLIN COUNTY	679.0	0.0	679.0	47,037			424.6	254.4
Dundrum - Major Town Centre	167.7	0.0	167.7	6,718	24,968	14,000	94.0	73.7
Dun Laoghaire - Major Town Centre	64.9	0.0	64.9	8,194	7,917	9,000	73.7	-8.9
Others	351.3	0.0	351.3	36,742	9,560	8,000	293.9	57.3
SUB TOTAL: DLR COUNTY	583.9	0.0	583.9	51,653			461.7	122.1
Navan - County Town Centre	132.8	0.0	132.8	11,325	11,729	10,000	113.2	19.6
Others	164.5	0.0	164.5	17,342	9,484	8,000	138.7	25.7
SUB TOTAL: MEATH COUNTY	297.3	0.0	297.3	28,666			252.0	45.3
Naas/Newbridge/Kilcullen - County Town Centre	277.3	0.0	277.3	11,602	23,902	14,000	162.4	114.9
Leixlip/Maynooth/Celbridge - Town and/or District Centre	74.8	0.0	74.8	15,866	4,716	9,000	142.8	-68.0
Others	57.0	0.0	57.0	15,033	3,793	8,000	120.3	-63.2
SUB TOTAL: KILDARE COUNTY	409.2	0.0	409.2	42,501			425.5	-16.3
Bray - Major Town Centre	85.4	0.0	85.4	8,805	9,694	10,000	88.1	-2.7
Wicklow - County Town Centre	19.6	0.0	19.6	3,417	5,734	9,000	30.8	-11.2
Others	186.7	0.0	186.7	18,850	9,905	8,000	150.8	35.9
SUB TOTAL: WICKLOW COUNTY	291.7	0.0	291.7	31,072			269.6	22.1
SUB TOTAL: GDA	4115.0	92.0	4207.0	388,133			3481.4	725.6

Notes:
For each cell, the monetary figure is derived by multiplying the 2007 available convenience goods expenditure in the zone (excl. SFT) (Table 4) by the 2007 market share of the specified centre in that zone (Table 5).
(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.
(2) Retail floorspace data for 2001 sourced from the 2001 DTZ Pieda report (Working Paper 4 - Retail Floorspace Analysis) and updated to September 2007 by including data on retail floorspace completions (2001-2007) provided by the constituent Councils of the GDA - see Appendix 6.
(3) Benchmark average sales densities estimated by Colliers CRE.

TABLE 7 - ADJUSTED CONVENIENCE GOODS CENTRE 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					Dublin Fingal			South Dublin			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	58.9	4.4	3.8	7.0	3.4	0.6	0.0	0.0	0.4	0.6	2.8	0.6	0.0	0.1	0.5	3.0	6.6	1.2	1.4	4.4	0.1	0.0	0.0	0.0	1.9	0.0	4.6	0.0
Others	30.5	86.1	82.1	67.9	68.4	5.6	12.4	1.5	3.5	2.7	24.2	3.0	0.0	0.0	0.2	1.2	1.1	2.1	5.1	4.5	0.0	0.0	0.1	7.9	0.0	0.4	3.9	0.0
SUB TOTAL: DUBLIN CITY COUNTY	**89.4**	**90.5**	**85.9**	**74.9**	**71.8**	**6.2**	**12.4**	**1.5**	**3.9**	**3.3**	**27.0**	**3.6**	**0.0**	**0.1**	**0.7**	**4.2**	**7.7**	**3.3**	**6.5**	**8.9**	**0.1**	**0.0**	**0.1**	**7.9**	**1.9**	**0.4**	**8.5**	**0.0**
Swords - Major Town Centre	0.0	1.0	1.0	0.0	1.3	34.1	51.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blanchardstown - Major Town Centre	2.0	5.0	0.0	0.0	1.7	1.5	3.0	77.3	2.8	1.0	0.4	0.0	0.0	0.0	7.1	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.5	0.4	4.4	0.0	0.0	48.0	24.5	20.8	0.0	0.2	0.9	0.8	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL: FINGAL COUNTY	**2.5**	**6.3**	**5.4**	**0.0**	**3.0**	**83.6**	**78.5**	**98.1**	**2.8**	**1.1**	**1.3**	**0.8**	**0.0**	**0.0**	**8.9**	**0.2**	**0.0**	**4.0**	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Liffey Valley - Major Town Centre	1.8	0.0	0.3	0.0	1.2	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tallaght - Major Town Centre	0.3	0.0	3.6	0.4	6.4	0.0	0.0	0.0	0.0	46.6	3.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	2.6	0.9	0.0	5.3	16.2	0.0	1.2	0.0	91.8	43.5	53.2	9.4	0.4	0.0	0.0	2.9	4.0	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	1.0
SUB TOTAL: SOUTH DUBLIN COUNTY	**4.6**	**0.9**	**3.9**	**5.7**	**23.8**	**0.0**	**1.2**	**0.0**	**91.9**	**90.2**	**57.0**	**9.4**	**0.8**	**0.0**	**0.0**	**2.9**	**4.0**	**1.5**	**1.5**	**6.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.2**	**1.0**
Dundrum - Major Town Centre	0.3	1.5	3.9	9.6	0.7	0.0	0.0	0.0	0.0	2.0	6.9	36.0	9.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.7	0.0	0.0	1.6	0.0	0.0
Dun Laoghaire - Major Town Centre	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.8	24.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	2.7	0.0	0.0	4.8	0.4	0.2	0.0	0.2	0.2	1.4	6.5	46.9	64.9	0.0	0.0	0.2	0.0	5.2	0.0	0.0	11.4	0.0	0.8	0.8	0.0	0.2	0.0	0.0
SUB TOTAL: DLR COUNTY	**3.1**	**1.5**	**3.9**	**15.4**	**1.1**	**0.2**	**0.0**	**0.2**	**0.2**	**3.5**	**13.3**	**84.7**	**97.9**	**0.0**	**0.0**	**0.6**	**0.0**	**5.2**	**0.2**	**0.0**	**13.3**	**0.0**	**1.5**	**0.8**	**0.0**	**1.8**	**0.0**	**0.0**
Navan - County Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	46.6	40.6	16.7	1.4	1.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Others	0.0	0.8	0.0	0.0	0.0	1.8	0.0	0.0	0.2	0.0	0.5	0.6	0.0	44.3	42.3	51.3	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0
SUB TOTAL: MEATH COUNTY	**0.1**	**0.8**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**0.2**	**0.3**	**0.5**	**0.6**	**0.0**	**90.9**	**82.9**	**68.0**	**1.6**	**1.2**	**0.6**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	8.3	55.6	67.3	53.7	16.4	0.0	0.0	0.0	0.0	0.0	3.9	0.0	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	0.9	0.5	0.0	0.0	0.0	0.0	0.5	14.5	23.2	1.4	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	0.0	7.3	15.7	31.2	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
SUB TOTAL: KILDARE COUNTY	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**0.0**	**0.9**	**0.8**	**0.0**	**0.0**	**0.0**	**0.2**	**0.5**	**22.9**	**86.1**	**84.4**	**84.9**	**16.4**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**	**3.9**	**0.0**	**0.0**
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	4.2	2.8	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.8	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.3	0.0	0.0	0.0	0.0	0.0	0.3
Others	0.0	0.0	0.0	0.6	0.0	0.6	3.4	0.0	0.0	0.0	0.0	0.0	0.2	1.8	1.7	0.0	0.2	0.0	0.0	64.0	39.6	98.2	0.0	0.0	0.0	0.1	0.0	0.6
SUB TOTAL: WICKLOW COUNTY	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**4.8**	**6.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**1.8**	**1.7**	**0.0**	**0.2**	**0.0**	**0.0**	**64.0**	**85.9**	**98.8**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.9**
SUB TOTAL: GDA	**99.7**	**100.0**	**99.1**	**96.5**	**99.7**	**98.6**	**98.3**	**99.7**	**100.0**	**99.3**	**99.1**	**99.2**	**99.4**	**92.9**	**94.7**	**98.7**	**99.6**	**99.5**	**93.7**	**96.2**	**99.3**	**98.9**	**1.6**	**11.0**	**1.9**	**6.4**	**13.8**	**1.9**
OUTSIDE GDA																												
All Centres / Stores	0.3	0.0	0.9	3.5	0.3	1.4	1.7	0.3	0.0	0.7	0.9	0.8	0.6	7.1	5.3	1.3	0.4	0.5	6.3	3.8	0.7	1.1	98.4	89.0	98.1	93.6	86.2	98.1
SUB TOTAL OUTSIDE GDA	**0.3**	**0.0**	**0.9**	**3.5**	**0.3**	**1.4**	**1.7**	**0.3**	**0.0**	**0.7**	**0.9**	**0.8**	**0.6**	**7.1**	**5.3**	**1.3**	**0.4**	**0.5**	**6.3**	**3.8**	**0.7**	**1.1**	**98.4**	**89.0**	**98.1**	**93.6**	**86.2**	**98.1**
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 5, to reflect retail planning policy aims and aspirations for certain centres and Council areas.

TABLE 8 - CONVENIENCE GOODS EXPENDITURE PATTERN AND CENTRE TURNOVER ESTIMATES, 2016 (€ MILLION)																																			
Centre	Consumer Demand: Where the Money Comes From (Zone, County and Region)																																		
	Dublin													SUB TOTAL DUBLIN	Mid East									SUB TOTAL MID EAST	GDA Hinterland						SUB TOTAL GDA HINTERLAND	TOTAL HOUSEHOLD SURVEY AREA	Expenditure Drawn From Survey Area (Zones 1-28)	Estimated Inflow Expenditure (1)	Convenience Goods Turnover
	Dublin City					Dublin Fingal			South Dublin			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	194.2	13.8	14.5	14.0	7.9	0.9	0.0	0.0	1.4	1.7	4.2	1.6	0.0	254.1	0.0	1.6	2.9	20.1	2.0	1.2	2.5	0.4	0.0	30.6	0.0	0.0	7.1	0.0	19.1	0.0	26.2	310.9	310.9	124.8	435.7
Others	100.6	267.3	312.9	135.5	158.6	8.8	48.1	4.6	11.9	7.5	36.8	8.3	0.0	1101.0	0.0	0.6	1.1	3.2	3.3	4.3	2.6	0.0	0.0	15.2	0.2	28.5	0.0	1.6	16.1	0.0	46.4	1162.5	1162.5	0.0	1162.5
SUB TOTAL: DUBLIN CITY COUNTY	**294.8**	**281.1**	**327.4**	**149.5**	**166.5**	**9.7**	**48.1**	**4.6**	**13.3**	**9.2**	**41.0**	**9.9**	**0.0**	**1355.0**	**0.0**	**2.2**	**3.9**	**23.3**	**5.4**	**5.5**	**5.1**	**0.4**	**0.0**	**45.8**	**0.2**	**28.5**	**7.1**	**1.6**	**35.2**	**0.0**	**72.6**	**1473.4**	**1473.4**	**124.8**	**1598.2**
Swords - Major Town Centre	0.0	3.1	3.9	0.0	3.0	53.3	197.6	0.0	0.0	0.0	0.0	0.0	0.0	260.9	0.0	2.8	0.0	0.0	6.5	0.0	0.0	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	270.3	270.3	0.0	270.3
Blanchardstown - Major Town Centre	6.6	15.4	0.0	0.0	3.9	2.3	11.6	238.1	9.8	2.7	0.6	0.0	0.0	291.1	0.0	23.6	0.2	0.0	0.0	0.0	0.3	0.0	0.0	24.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	315.3	315.3	0.0	315.3
Others	1.5	1.2	16.6	0.0	0.0	75.1	94.9	64.1	0.0	0.5	1.3	2.2	0.0	257.4	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.2	0.0	0.0	0.2	260.8	260.8	0.0	260.8
SUB TOTAL: FINGAL COUNTY	**8.1**	**19.7**	**20.5**	**0.0**	**7.0**	**130.7**	**304.1**	**302.2**	**9.8**	**3.2**	**2.0**	**2.2**	**0.0**	**809.5**	**0.0**	**29.7**	**0.2**	**0.0**	**6.5**	**0.0**	**0.3**	**0.0**	**0.0**	**36.7**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.2**	**846.3**	**846.3**	**0.0**	**846.3**
Liffey Valley - Major Town Centre	5.8	0.0	1.2	0.0	2.8	0.0	0.0	0.0	0.5	0.3	0.1	0.0	0.0	10.7	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	10.7	10.7	0.0	10.7
Tallaght - Major Town Centre	0.9	0.0	13.7	0.8	14.9	0.0	0.0	0.0	0.0	130.2	5.6	0.0	1.4	167.4	0.0	0.0	0.0	0.1	0.0	0.0	3.7	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	171.2	171.2	0.0	171.2
Others	8.5	2.7	0.0	10.5	37.5	0.0	4.6	0.0	316.5	121.6	80.8	25.7	1.3	609.9	0.0	0.0	2.7	12.0	2.4	1.2	0.0	0.0	0.0	18.3	0.0	0.0	0.0	0.0	21.6	4.3	25.9	654.1	654.1	0.0	654.1
SUB TOTAL: SOUTH DUBLIN COUNTY	**15.3**	**2.7**	**14.9**	**11.3**	**55.2**	**0.0**	**4.6**	**0.0**	**317.0**	**252.1**	**86.5**	**25.7**	**2.7**	**788.1**	**0.0**	**0.0**	**2.7**	**12.2**	**2.4**	**1.2**	**3.7**	**0.0**	**0.0**	**22.1**	**0.0**	**0.0**	**0.0**	**0.0**	**21.6**	**4.3**	**25.9**	**836.1**	**836.1**	**0.0**	**836.1**
Dundrum - Major Town Centre	1.0	4.6	14.8	19.3	1.7	0.0	0.0	0.0	0.0	5.5	10.4	98.8	30.5	186.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.0	5.2	2.4	0.0	0.0	6.5	0.0	0.0	8.8	200.6	200.6	0.0	200.6
Dun Laoghaire - Major Town Centre	0.2	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.3	0.0	4.9	81.3	88.5	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	89.0	89.0	0.0	89.0
Others	9.0	0.0	0.0	9.6	0.9	0.2	0.0	0.5	0.7	4.0	9.8	128.7	219.7	383.3	0.0	0.0	0.2	0.0	8.5	0.0	0.0	31.5	0.0	40.3	2.5	2.8	0.0	1.0	0.0	0.0	6.3	429.8	429.8	0.0	429.8
SUB TOTAL: DLR COUNTY	**10.2**	**4.6**	**14.8**	**30.7**	**2.5**	**0.2**	**0.0**	**0.5**	**0.7**	**9.9**	**20.3**	**232.4**	**331.5**	**658.3**	**0.0**	**0.0**	**0.6**	**0.0**	**8.5**	**0.2**	**0.0**	**36.8**	**0.0**	**46.0**	**4.9**	**2.8**	**0.0**	**7.4**	**0.0**	**0.0**	**15.1**	**719.5**	**719.5**	**0.0**	**719.5**
Navan - County Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	1.4	29.5	135.0	15.7	4.4	1.9	0.5	0.0	0.0	0.0	186.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	188.3	188.3	0.0	188.3
Others	0.0	2.4	0.0	0.0	0.0	2.7	0.0	0.0	0.7	0.0	0.7	1.7	0.0	8.4	28.0	140.6	48.2	0.5	0.0	0.0	0.0	0.0	0.1	217.4	0.0	0.0	0.0	0.9	0.0	0.0	0.9	226.7	226.7	0.0	226.7
SUB TOTAL: MEATH COUNTY	**0.4**	**2.4**	**0.0**	**0.0**	**0.0**	**2.7**	**0.0**	**0.0**	**0.7**	**0.9**	**0.7**	**1.7**	**0.0**	**9.8**	**57.5**	**275.6**	**63.9**	**4.9**	**1.9**	**0.5**	**0.0**	**0.0**	**0.1**	**404.3**	**0.0**	**0.0**	**0.0**	**0.9**	**0.0**	**0.0**	**0.9**	**415.0**	**415.0**	**0.0**	**415.0**
Naas/Newbridge/Kilcullen - County Town Centre	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.8	0.0	0.0	0.0	4.1	0.1	0.0	7.8	168.9	109.5	45.3	9.4	0.0	0.0	341.0	0.0	0.0	0.0	16.1	0.0	0.0	16.1	361.2	361.2	0.0	361.2
Leixlip/Maynooth/Celbridge - Town and/or District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	1.4	0.0	0.0	0.0	4.7	0.0	1.7	13.7	70.5	2.3	0.0	0.0	0.0	0.0	88.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	92.8	92.8	0.0	92.8
Others	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	22.2	25.5	26.3	0.0	0.0	0.0	74.0	0.0	8.3	0.0	0.0	0.0	0.0	8.3	82.3	82.3	0.0	82.3
SUB TOTAL: KILDARE COUNTY	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.3**	**0.0**	**0.0**	**3.3**	**2.2**	**0.0**	**0.1**	**0.0**	**8.8**	**0.1**	**1.7**	**21.5**	**261.5**	**137.3**	**71.6**	**9.4**	**0.0**	**0.0**	**503.1**	**0.0**	**8.3**	**0.0**	**16.1**	**0.0**	**0.0**	**24.4**	**536.3**	**536.3**	**0.0**	**536.3**
Bray - Major Town Centre	0.0	0.0	0.0	0.0	0.0	6.6	10.9	0.0	0.0	0.0	0.0	0.0	1.8	19.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	101.8	0.2	102.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	121.3	121.3	0.0	121.3
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	0.0	0.0	0.0	26.3	0.3	26.6	0.0	0.0	0.0	0.0	0.0	1.4	1.4	27.9	27.9	0.0	27.9
Others	0.0	0.0	0.0	1.2	0.0	0.9	13.2	0.0	0.0	0.0	0.0	0.0	0.5	15.9	1.1	5.7	0.0	0.6	0.0	0.0	36.8	109.5	85.5	239.2	0.0	0.0	0.0	0.4	0.0	2.4	2.7	257.9	257.9	0.0	257.9
SUB TOTAL: WICKLOW COUNTY	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**7.5**	**24.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.3**	**35.2**	**1.1**	**5.7**	**0.0**	**0.6**	**0.0**	**0.0**	**36.8**	**237.6**	**86.0**	**367.8**	**0.0**	**0.0**	**0.0**	**0.4**	**0.0**	**3.7**	**4.1**	**407.1**	**407.1**	**0.0**	**407.1**
SUB TOTAL: GDA	**328.7**	**310.5**	**377.6**	**192.7**	**231.2**	**154.1**	**380.9**	**307.3**	**344.8**	**277.5**	**150.5**	**272.1**	**336.5**	**3664.6**	**58.8**	**314.7**	**92.8**	**302.4**	**161.9**	**79.0**	**55.3**	**274.8**	**86.1**	**1425.8**	**5.1**	**39.5**	**7.1**	**26.6**	**56.8**	**8.0**	**143.1**	**5233.6**	**5233.6**	**124.8**	**5358.3**
OUTSIDE GDA																																			
All Centres / Stores	1.0	0.0	3.4	7.0	0.7	2.2	6.6	0.9	0.0	2.0	1.4	2.2	2.0	29.4	4.5	17.6	1.2	1.2	0.8	5.3	2.2	1.9	1.0	35.7	313.3	321.3	356.1	387.3	355.3	407.9	2141.3	2206.4			
SUB TOTAL OUTSIDE GDA	**1.0**	**0.0**	**3.4**	**7.0**	**0.7**	**2.2**	**6.6**	**0.9**	**0.0**	**2.0**	**1.4**	**2.2**	**2.0**	**29.4**	**4.5**	**17.6**	**1.2**	**1.2**	**0.8**	**5.3**	**2.2**	**1.9**	**1.0**	**35.7**	**313.3**	**321.3**	**356.1**	**387.3**	**355.3**	**407.9**	**2141.3**	**2206.4**			
TOTAL AVAILABLE EXPENDITURE (WITHIN HOUSEHOLD SURVEY AREA - FROM TABLE 4)	**329.7**	**310.4**	**381.2**	**199.6**	**231.8**	**156.4**	**387.4**	**308.1**	**344.8**	**279.5**	**151.8**	**274.4**	**338.6**	**3694.0**	**63.2**	**332.4**	**94.0**	**303.7**	**162.7**	**84.3**	**57.5**	**276.6**	**87.0**	**1461.6**	**318.4**	**360.8**	**363.2**	**413.9**	**412.0**	**416.0**	**2284.4**	**7440.0**			

Notes:
For each cell, the monetary figure is derived by multiplying the 2016 available convenience goods expenditure in the zone (exclu. SFT) (Table 4) by the adjusted convenience goods market share of the specified centre in that zone (Table 7).
(1) Estimated by Colliers CRE (see Appendix 5c).

TABLE 9 - CALCULATION OF POTENTIAL CONVENIENCE 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 6, C)	(Table 8, C)			
Dublin City Centre - Metropolitan Centre	336.0	435.7	18.8	416.9	80.9
Others	977.9	1,162.5	37.4	1,125.2	147.3
SUB TOTAL: DUBLIN CITY COUNTY	**1,313.8**	**1,598.2**	**56.1**	**1,542.1**	**228.2**
Swords - Major Town Centre	191.1	270.3	4.9	265.3	74.3
Blanchardstown - Major Town Centre	248.8	315.3	6.3	308.9	60.2
Others	192.3	260.8	8.3	252.5	60.2
SUB TOTAL: FINGAL COUNTY	**632.2**	**846.3**	**19.5**	**826.8**	**194.6**
Liffey Valley - Major Town Centre	8.7	10.7	0.6	10.1	1.4
Tallaght - Major Town Centre	145.5	171.2	6.4	164.8	19.3
Others	524.8	654.1	12.4	641.7	116.9
SUB TOTAL: SOUTH DUBLIN COUNTY	**679.0**	**836.1**	**19.5**	**816.6**	**137.5**
Dundrum - Major Town Centre	167.7	200.6	4.3	196.3	28.6
Dun Laoghaire - Major Town Centre	64.9	89.0	3.4	85.7	20.8
Others	351.3	429.8	13.5	416.3	65.0
SUB TOTAL: DLR COUNTY	**583.9**	**719.5**	**21.2**	**698.3**	**114.4**
Navan - County Town Centre	132.8	188.3	5.2	183.1	50.2
Others	164.5	226.7	6.4	220.3	55.9
SUB TOTAL: MEATH COUNTY	**297.3**	**415.0**	**11.6**	**403.4**	**106.1**
Naas/Newbridge/Kilcullen - County Town Centre	277.3	361.2	7.5	353.7	76.4
Leixlip/Maynooth/Celbridge - Town and/or District Centre	74.8	92.8	6.6	86.2	11.4
Others	57.0	82.3	5.5	76.8	19.8
SUB TOTAL: KILDARE COUNTY	**409.2**	**536.3**	**19.5**	**516.8**	**107.6**
Bray - Major Town Centre	85.4	121.3	4.0	117.2	31.9
Wicklow - County Town Centre	19.6	27.9	1.4	26.5	6.9
Others	186.7	257.9	6.9	250.9	64.2
SUB TOTAL: WICKLOW COUNTY	**291.7**	**407.1**	**12.4**	**394.7**	**103.0**
TOTAL: GDA	**4,207.0**	**5,358.3**	**159.8**	**5,198.5**	**991.5**

Notes:
(1) It is assumed that all existing convenience goods floorspace at the base year (2007) will achieve a real sales productivity gain of 0.5% 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 convenience goods turnovers of each centre as set out in Table 6 (Column G).

Date of Preparation: 30/04/08

TABLE 10 - NEED FOR ADDITIONAL CONVENIENCE GOODS FLOORSPACE AT 2016						
Centre	Potential Headroom Expenditure by 2016 (€m)	Adjustment for Over / Under Trading in Base Year (€m)	Adjusted Headroom Expenditure by 2016 (€m)	Assumed Sales Density in 2016 (1) (€ per sq.m net)	Estimated Retail Floorspace Need in 2016 (sq.m net)	Estimated Retail Floorspace Need in 2016 (sq.m gross) (2)
	A	B	C = A + B	D	E = C / D	F
	(Table 9, E)	(Table 6, H)				
Dublin City Centre - Metropolitan Centre	80.9	-72.6	8.3	12,551	662	1,003
Others	147.3	164.0	311.3	12,551	24,805	37,583
SUB TOTAL: DUBLIN CITY COUNTY	**228.2**	**91.4**	**319.6**		**25,467**	**38,586**
Swords - Major Town Centre	74.3	83.8	158.1	12,551	12,598	19,088
Blanchardstown - Major Town Centre	60.2	111.0	171.2	12,551	13,638	20,664
Others	60.2	11.7	71.9	12,551	5,727	8,677
SUB TOTAL: FINGAL COUNTY	**194.6**	**206.6**	**401.2**		**31,963**	**48,429**
Liffey Valley - Major Town Centre	1.4	-5.3	-4.0	12,551	-318	-481
Tallaght - Major Town Centre	19.3	5.3	24.6	12,551	1,956	2,964
Others	116.9	254.5	371.4	12,551	29,591	44,835
SUB TOTAL: SOUTH DUBLIN COUNTY	**137.5**	**254.4**	**392.0**		**31,230**	**47,318**
Dundrum - Major Town Centre	28.6	73.7	102.3	12,551	8,149	12,347
Dun Laoghaire - Major Town Centre	20.8	-8.9	11.9	12,551	950	1,439
Others	65.0	57.3	122.3	12,551	9,747	14,769
SUB TOTAL: DLR COUNTY	**114.4**	**122.1**	**236.5**		**18,846**	**28,555**
Navan - County Town Centre	50.2	19.6	69.8	12,551	5,562	8,428
Others	55.9	25.7	81.6	12,551	6,502	9,852
SUB TOTAL: MEATH COUNTY	**106.1**	**45.3**	**151.4**		**12,065**	**18,280**
Naas/Newbridge/Kilcullen - County Town Centre	76.4	114.9	191.3	12,551	15,243	23,096
Leixlip/Maynooth/Celbridge - Town and/or District Centre	11.4	-68.0	-56.6	12,551	-4,508	-6,830
Others	19.8	-63.2	-43.5	12,551	-3,462	-5,245
SUB TOTAL: KILDARE COUNTY	**107.6**	**-16.3**	**91.3**		**7,273**	**11,020**
Bray - Major Town Centre	31.9	-2.7	29.2	12,551	2,326	3,524
Wicklow - County Town Centre	6.9	-11.2	-4.3	12,551	-340	-514
Others	64.2	35.9	100.1	12,551	7,979	12,089
SUB TOTAL: WICKLOW COUNTY	**103.0**	**22.1**	**125.1**		**9,965**	**15,099**
TOTAL: GDA	**991.5**	**725.6**	**1,717.1**		**136,809**	**207,286**

Notes:
(1) The derivation of the 2016 assumed average 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.

Date of Preparation: 30/04/08

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