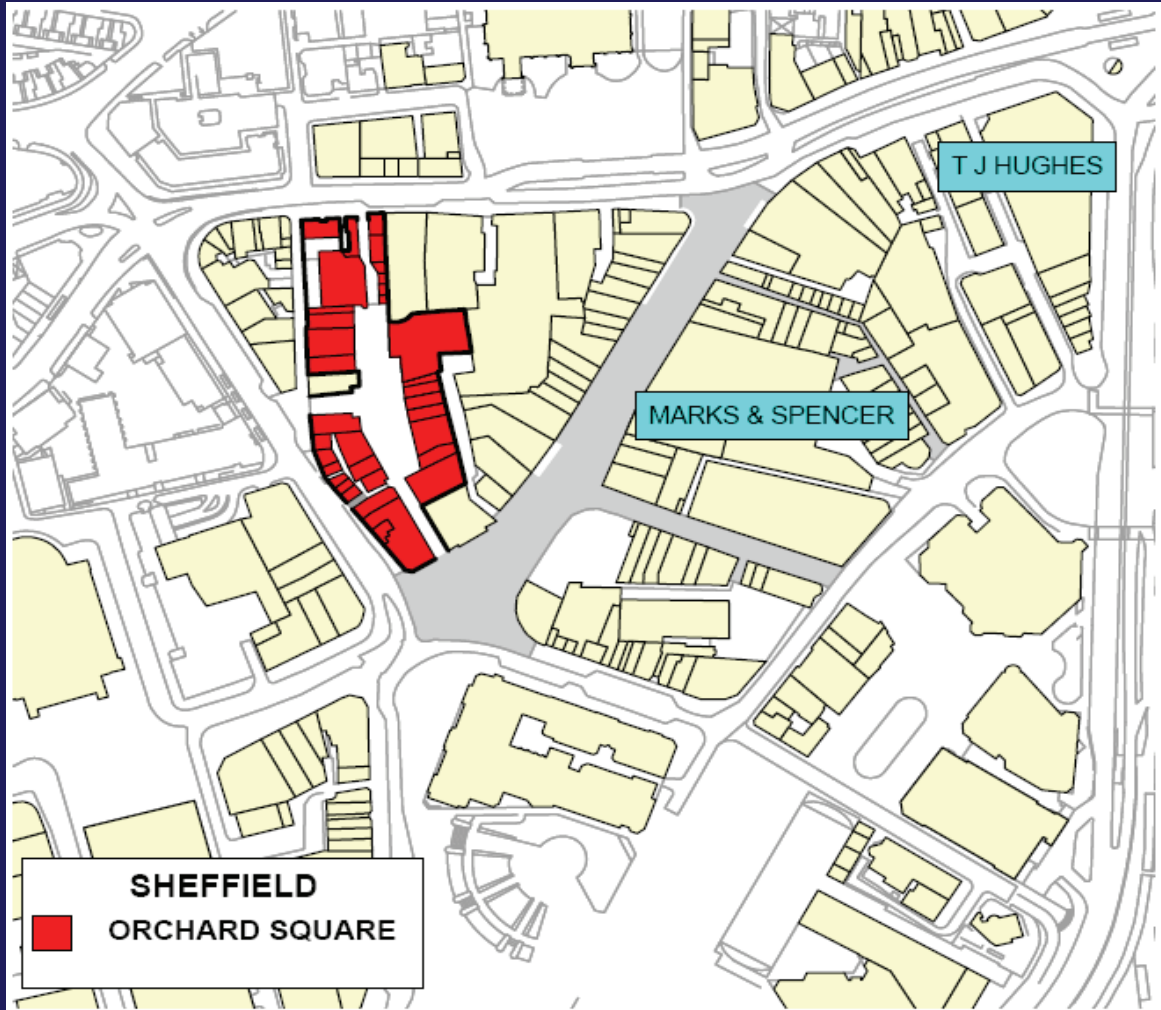


Experian Top Towns: Sheffield Central - Key Facts



Key Experian Retail Indicators - 2008

Total Outlets	521			
Total Floorspace (sq ft)	1,558,500			
	Centre	%	UK %	Index
Vacant Outlets	74	14.2	10.8	132
Vacant Floorspace (sq ft)	161,800	10.4	9.2	113
Multiple Outlets	263	50.5	33.7	150
Comparison Outlets	235	45.1	46.0	98

Catchment Area Information



Population Figures

Total population	528,944
Shopper population	207,268
Retention	39%

(Data source: Where Britain Shops)

Retail Expenditure (£m/Year)

Total comparison	1,365
Total convenience	783
Total retail	2,148

(Data source: Where Britain Shops)

Mosaic Profile

A Symbols of Success	
B Happy Families	
C Suburban Comfort	
D Ties of Community	
E Urban Intelligence	
F Welfare Borderline	
G Municipal Dependency	
H Blue Collar Enterprise	
I Twilight Subsistence	
J Grey Perspectives	
K Rural Isolation	

Centre %	Index
8.3	79
7.4	62
12.4	79
18.4	112
13.4	196
6.1	112
16.6	254
8.5	73
3.9	143
3.9	57
1.1	21

(Data source: Experian Mosaic UK)

For more information:

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