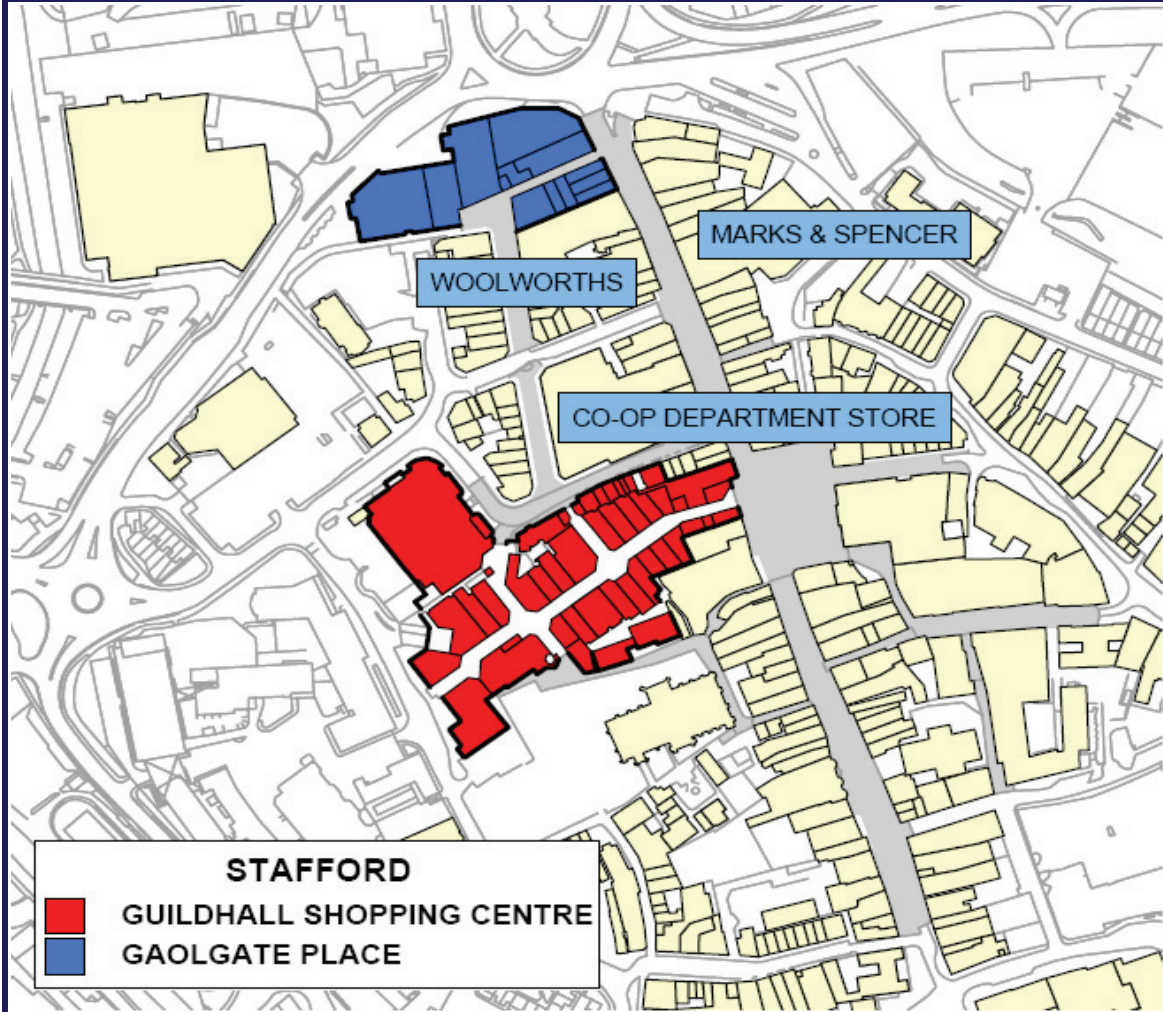


## Experian Top Towns: Stafford - Key Facts



### Key Experian Retail Indicators - 2008

Total Outlets	343			
Total Floorspace (sq ft)	993,400			
	<b>Centre</b>	<b>%</b>	<b>UK %</b>	<b>Index</b>
Vacant Outlets	22	6.4	10.8	60
Vacant Floorspace (sq ft)	83,400	8.4	9.2	92
Multiple Outlets	168	49.0	33.7	145
Comparison Outlets	181	52.8	46.0	115

### Catchment Area Information



#### Population Figures

Total population	220,784
Shopper population	69,734
Retention	32%

(Data source: Where Britain Shops)

#### Retail Expenditure (£m/Year)

Total comparison	602
Total convenience	339
Total retail	940

(Data source: Where Britain Shops)

#### Mosaic Profile

	Centre %	Index
A Symbols of Success	11.5	110
B Happy Families	16.1	136
C Suburban Comfort	17.2	110
D Ties of Community	16.1	98
E Urban Intelligence	2.6	37
F Welfare Borderline	1.0	17
G Municipal Dependency	5.0	75
H Blue Collar Enterprise	13.3	114
I Twilight Subsistence	2.7	97
J Grey Perspectives	5.6	80
K Rural Isolation	8.9	168

(Data source: Experian Mosaic UK)

#### For more information:

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