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Table 1. Distribution of provincial department stores in England, c.1932, by county

	Department stores	Population (1931)	Department stores per 100,000
<i>south west</i>	56	2,710,077	2.1
Cornwall	5	173,242	2.9
Devon	15	732,968	2.0
Somerset	12	475,142	2.5
Dorset	7	239,352	2.9
Wiltshire	5	303,373	1.6
Gloucestershire	12	786,000	1.5
<i>south east</i>	155	8,622,342	1.8
Norfolk	18	504,846	3.6
Suffolk	8	401,114	2.0
Cambridgeshire	3	217,709	1.4
Huntingdonshire	1	56,206	1.8
Bedfordshire	4	220,525	1.8
Buckinghamshire	2	271,423	0.7
Oxfordshire	7	209,621	3.3
Hertfordshire	12	401,206	3.0
Berkshire	10	311,453	3.2
Essex	8	1,755,459	0.5
Kent	28	1,219,273	2.3
Sussex	16	769,859	2.1
Surrey	14	1,180,878	1.2
Hampshire	23	1,102,770	2.1
<i>north</i>	110	7,996,241	1.4
Northumberland	15	756,782	2.0
Durham	24	1,436,175	1.7
Yorkshire (North & East)	22	1,034,515	2.1
Yorkshire (West)	36	3,352,555	1.1
Westmorland	1	65,408	1.5
Cumberland	5	263,151	1.9
Cheshire	6	1,087,655	0.6
<i>midlands</i>	61	6,757,106	0.9
Hereford	2	111,767	1.8
Worcestershire	8	420,156	1.9
Shropshire	2	244,156	0.8
Staffordshire	7	1,431,175	0.5
Warwickshire	13	1,534,782	0.8
Derbyshire	3	757,332	0.4
Leicester (& Rutland)	5	559,191	0.9
Nottinghamshire	7	712,681	1.0
Northamptonshire	4	361,313	1.1
Lincolnshire	10	624,553	1.6
Total	377	26085766	1.4

Sources: Kelly's Directory; 1931 census

Note: excludes Lancashire and London

Table 2. Town size and distribution of department stores in provincial England, c. 1932: top twenty-five towns

By number of department stores (definite + possible)		By population, (1931) (italic = top 25 by provision)	
Newcastle	10+6	<i>Birmingham</i>	1002603
Sheffield	10+4	<i>Sheffield</i>	511757
Birmingham	7+9	<i>Leeds</i>	482809
Bournemouth	7+3	<i>Bristol</i>	397012
Leeds	7+3	<i>Hull</i>	313649
Brighton & Hove	8+1	<i>Bradford</i>	298041
Norwich	7+2	<i>Newcastle</i>	286255
Bristol	6+5	<i>Nottingham</i>	268801
Sunderland	7+1	<i>Portsmouth</i>	252421
Hull	5+5	<i>Leicester</i>	239111
Southampton	5+5	<i>Croydon</i>	233032
Plymouth	6+2	<i>Plymouth</i>	208182
Middlesbrough	6+1	<i>Brighton & Hove</i>	202420
Portsmouth	5+3	<i>Sunderland</i>	185903
Bradford	5+2	<i>Southampton</i>	176007
Leicester	5+2	Coventry	167046
Nottingham	5+1	Birkenhead	151513
Stockton on Tees	4+3	Derby	142406
Reading	5+0	Middlesbrough	138960
Croydon	4+2	Wolverhampton	133190
Gloucester	4+2	Great Ilford	131061
Carlisle	4+1	Southend-on-Sea	129783
Great Yarmouth	4+1	<i>Norwich</i>	126207
West Hartlepool	4+1	Stockport	125490
York	4+1	Gateshead	124545

Sources: Kelly's Directory; 1931 census

Note: excludes Lancashire and London

Table 3. Per capita distribution of department stores by town, c.1932 (percentages)

Region	1st quintile	2nd quintile	3rd quintile	4th quintile	5th quintile
Midlands (n = 30)	43	13	17	20	7
North (n = 28)	29	29	24	8	11
South East (n = 79)	13	18	22	23	25
South West (n = 27)	4	22	15	26	33

Sources: Kelly's Directory; 1931 census

Note: excludes Lancashire and London. For allocation of counties to regions, see Table 1.

Table 4. Proportion of stores from 1932 already trading as department stores in 1912 (selected counties)

	Number of department stores		1912 as % of 1932
	1932	1912	
<i>midlands</i>	36	24	66.6
Derbyshire	3	2	66.6
Leicester (& Rutland)	5	5	100.0
Lincolnshire	10	4	40.0
Northamptonshire	4	3	75.0
Nottinghamshire	7	5	71.4
Staffordshire	7	5	71.4
<i>north</i>	51	31	60.8
Cheshire	7	4	57.1
Cumberland	5	2	40.0
Durham	24	16	66.7
Northumberland	15	9	60.0
<i>south east</i>	102	67	65.7
Bedfordshire	4	2	50.0
Berkshire	10	4	40.0
Cambridgeshire	3	3	100.0
Essex	8	6	75.0
Hampshire (inc Isle of Wight)	23	18	78.3
Hertfordshire	12	7	58.3
Norfolk	18	11	61.1
Suffolk	8	4	50.0
Sussex	16	12	75.0
<i>south west</i>	44	28	63.6
Cornwall	5	1	20.0
Devon	15	10	66.7
Gloucestershire	12	10	83.3
Somerset	12	7	58.3

Source: Kelly's Directories

Note: excludes Lancashire and London

Table 5. The number of department stores in selected towns, c.1892-1932

	c.1892		c.1912		c.1932	
	No. of stores	Mean frontage	No. of stores	Mean frontage	No. of stores	Mean frontage
Brighton	3 or 4	4.3	5	6.1	7	8.8
Carlisle	1 or 2	3.0	3	7.0	4	14.0
Chester	2	2.5	3	3.3	3	5.0
Devizes	0		1	4.0	1	4.0
Hanley	2	3.5	2 or 3	6.3	4	6.3
Leamington Spa	1	3.0	3	3.7	3	6.0
Newark	0		1	4.0	1	4.0
Northwich	0		0 or 1	n/a	1	n/a
Sunderland	4	4.3	6	5.8	7	7.0
Total	13-15	3.4	24-26	5.1	31	6.9

Source: Kelly's Directories

Note: the street numbers for Bratt & Evans in Northwich were not given in the trade directories. The range of stores for Brighton and Carlisle in 1892 and Hanley and Northwich in 1912 reflects uncertainty over the status of particular shops as department stores at these dates.

Table 6. Department stores chains, c.1930

Company	Original store / headquarters	Location of branches
H. Binns, Son & Co.	Sunderland	Carlisle, Darlington, Middlesbrough, Newcastle, South Shields, West Hartlepool
Bobby & Co. Ltd	London	Bournemouth, Eastbourne, Exeter, Folkestone, Leamington Spa, Margate, Torquay
Featherstone's Ltd.		Canterbury, Gravesend, Maidstone, Rochester, Sheerness, Sittingbourne
William McIlroy Ltd		Aylesbury, Bath, High Wycombe, Newbury, Portsmouth, Southampton, Swindon
Lewis's	Liverpool	Birmingham, Leeds, Manchester, Sheffield
Plummer Roddis Ltd		Boscombe, Bournemouth, Brighton, Eastbourne, Folkestone, Hastings, Southampton, Weymouth
M. Robinson & Sons Ltd	Darlington	Stockton-on-Tees, West Hartlepool

Source: Kelly's Directories