

# 2009 Expenditure Data

Target Area(s):

Layers; CM 4, CM15, CM13, CM12, CM14, RM 3, RM 4, CM11

Base Area(s):

Standard Geography; United Kingdom

Sorted On:

Default (Ascending)

Date:

15/11/2010

## Retail Planner

### Consumer Retail Expenditure (Coarse)

#### 2009 Total Expenditure (in 2009 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail</b>						
Total Comparison	467,600,442	61.83	175,422,830,752	60.48	0.267	102
Total Convenience	288,653,793	38.17	114,625,471,439	39.52	0.252	97
<b>Total Retail</b>	<b>756,254,235</b>	<b>100.00</b>	<b>290,048,302,191</b>	<b>100.00</b>	<b>0.261</b>	<b>100</b>

#### 2009 Total Expenditure (in 2009 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Comparison</b>						
10% of Non-Durable household goods	1,107,216	0.24	423,180,457	0.24	0.262	98
Appliances for personal care	40,026,749	8.56	15,403,254,250	8.78	0.260	97
Audio-visual, photographic and information processing equipment	40,661,934	8.70	16,676,370,415	9.51	0.244	91
Bicycles	6,388,755	1.37	1,397,440,996	0.80	0.457	172
Books and stationery	18,954,306	4.05	7,696,413,107	4.39	0.246	92
Clothing materials and garments	95,344,159	20.39	37,536,243,949	21.40	0.254	95
Furniture and furnishings; carpets and other floor coverings	49,868,911	10.66	16,454,091,450	9.38	0.303	114
Games, toys and hobbies; sport and camping; musical instruments	47,433,310	10.14	19,338,161,857	11.02	0.245	92
Gardens, plants and flowers	10,308,926	2.20	3,608,999,493	2.06	0.286	107
Glassware, tableware and household utensils	10,714,231	2.29	3,761,348,907	2.14	0.285	107
Household textiles	16,318,098	3.49	5,802,324,987	3.31	0.281	106
Jewellery, clocks and watches	12,640,729	2.70	5,265,813,621	3.00	0.240	90
Major household appliances (electric or not)	13,533,715	2.89	4,856,766,251	2.77	0.279	105
Major tools and equipment	1,330,392	0.28	481,457,555	0.27	0.276	104
Materials for maintenance and repair of the dwelling	22,521,454	4.82	7,298,325,446	4.16	0.309	116
Medical goods and other pharmaceutical products	13,377,612	2.86	4,874,813,613	2.78	0.274	103
Other personal effects	5,603,069	1.20	2,290,116,080	1.31	0.245	92
Pets and related products	8,461,178	1.81	3,019,999,810	1.72	0.280	105
Recording media	14,124,819	3.02	5,541,499,582	3.16	0.255	96
Shoes and other footwear	15,536,601	3.32	6,093,389,231	3.47	0.255	96
Small electrical household appliances	2,041,854	0.44	689,161,823	0.39	0.296	111
Small tools and miscellaneous accessories	10,824,746	2.32	3,855,657,940	2.20	0.281	105
Therapeutic appliances and equipment	10,477,679	2.24	3,057,999,932	1.74	0.343	129
<b>Total Comparison</b>	<b>467,600,442</b>	<b>100.00</b>	<b>175,422,830,752</b>	<b>100.00</b>	<b>0.267</b>	<b>100</b>

## 2009 Total Expenditure (in 2009 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Convenience</b>						
90% of Non-Durable household goods	9,964,714	3.45	3,808,518,000	3.32	0.262	104
Alcohol (off-trade)	36,948,948	12.80	14,749,180,799	12.87	0.251	99
Food and non-alcoholic beverages	212,934,505	73.77	82,525,728,241	72.00	0.258	102
Newspapers and periodicals	10,454,523	3.62	4,005,999,430	3.49	0.261	104
Tobacco	18,351,103	6.36	9,536,044,969	8.32	0.192	76
<b>Total Convenience</b>	<b>288,653,793</b>	<b>100.00</b>	<b>114,625,471,439</b>	<b>100.00</b>	<b>0.252</b>	<b>100</b>

## 2009 Total Expenditure (in 2009 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
<b>Core bulky goods</b>						
Core DIY Goods excluding gardening	40,770,729	27.15	13,704,044,077	25.54	0.298	106
Gardens, plants and flowers	10,308,926	6.87	3,608,999,493	6.73	0.286	102
Other Bulky Goods	99,077,640	65.98	36,341,805,437	67.73	0.273	97
<b>Core bulky goods</b>	<b>150,157,295</b>	<b>100.00</b>	<b>53,654,849,007</b>	<b>100.00</b>	<b>0.280</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>2009 Total Expenditure (in 2009 prices) Prescription Costs</b>						
Prescription costs	27,967,082	0.00	11,548,306,328	0.00	0.242	0

## 2009 Total Expenditure per HH (in 2009 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail per HH</b>						
Total Comparison per HH	7,267	61.83	6,602	60.48	110.068	102
Total Convenience per HH	4,486	38.17	4,314	39.52	103.984	97
<b>Total Retail per HH</b>	<b>11,753</b>	<b>100.00</b>	<b>10,917</b>	<b>100.00</b>	<b>107.664</b>	<b>100</b>

## 2009 Total Expenditure per HH (in 2009 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Comparison per HH</b>						
10% of Non-Durable household goods per HH	17	0.24	16	0.24	108.038	98
Appliances for personal care per HH	622	8.56	580	8.78	107.302	97
Audio-visual, photographic and information processing equipment per HH	632	8.70	628	9.51	100.683	91
Bicycles per HH	99	1.37	53	0.80	188.779	172
Books and stationery per HH	295	4.05	290	4.39	101.693	92
Clothing materials and garments per HH	1,482	20.39	1,413	21.40	104.885	95
Furniture and furnishings; carpets and other floor coverings per HH	775	10.66	619	9.38	125.149	114
Games, toys and hobbies; sport and camping; musical instruments per HH	737	10.14	728	11.02	101.284	92
Gardens, plants and flowers per HH	160	2.20	136	2.06	117.950	107
Glassware, tableware and household utensils per HH	167	2.29	142	2.14	117.622	107
Household textiles per HH	254	3.49	218	3.31	116.128	106

Jewellery, clocks and watches per HH	196	2.70	198	3.00	99.124	90
Major household appliances (electric or not) per HH	210	2.89	183	2.77	115.064	105
Major tools and equipment per HH	21	0.28	18	0.27	114.102	104
Materials for maintenance and repair of the dwelling per HH	350	4.82	275	4.16	127.422	116
Medical goods and other pharmaceutical products per HH	208	2.86	183	2.78	113.316	103
Other personal effects per HH	87	1.20	86	1.31	101.028	92
Pets and related products per HH	132	1.81	114	1.72	115.690	105
Recording media per HH	220	3.02	209	3.16	105.251	96
Shoes and other footwear per HH	241	3.32	229	3.47	105.285	96
Small electrical household appliances per HH	32	0.44	26	0.39	122.342	111
Small tools and miscellaneous accessories per HH	168	2.32	145	2.20	115.929	105
Therapeutic appliances and equipment per HH	163	2.24	115	1.74	141.481	129
<b>Total Comparison per HH</b>	<b>7,267</b>	<b>100.00</b>	<b>6,602</b>	<b>100.00</b>	<b>110.068</b>	<b>100</b>

#### 2009 Total Expenditure per HH (in 2009 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Convenience per HH</b>						
90% of Non-Durable household goods per HH	155	3.45	143	3.32	108.039	104
Alcohol (off-trade) per HH	574	12.80	555	12.87	103.444	99
Food and non-alcoholic beverages per HH	3,309	73.77	3,106	72.00	106.544	102
Newspapers and periodicals per HH	162	3.62	151	3.49	107.762	104
Tobacco per HH	285	6.36	359	8.32	79.463	76
<b>Total Convenience per HH</b>	<b>4,486</b>	<b>100.00</b>	<b>4,314</b>	<b>100.00</b>	<b>103.984</b>	<b>100</b>

#### 2009 Total Expenditure per HH (in 2009 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
<b>Core bulky goods per HH</b>						
Core DIY Goods excluding gardening per HH	634	27.15	516	25.54	122.849	106
Gardens, plants and flowers per HH	160	6.87	136	6.73	117.950	102
Other Bulky Goods per HH	1,540	65.98	1,368	67.73	112.575	97
<b>Core bulky goods per HH</b>	<b>2,334</b>	<b>100.00</b>	<b>2,019</b>	<b>100.00</b>	<b>115.560</b>	<b>100</b>

#### 2009 Total Expenditure per HH (in 2009 prices) Prescription Costs

Prescription costs per HH	435	0.00	435	0.00	100.000	0
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#### 2009 Total Expenditure per Person (in 2009 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail per Person</b>						
Total Comparison per Person	3,106	61.83	2,836	60.48	109.514	102
Total Convenience per Person	1,917	38.17	1,853	39.52	103.461	97
<b>Total Retail per Person</b>	<b>5,023</b>	<b>100.00</b>	<b>4,689</b>	<b>100.00</b>	<b>107.122</b>	<b>100</b>

## 2009 Total Expenditure per Person (in 2009 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Comparison per Person</b>						
10% of Non-Durable household goods per Person	7	0.24	7	0.24	107.495	98
Appliances for personal care per Person	266	8.56	249	8.78	106.763	97
Audio-visual, photographic and information processing equipment per Person	270	8.70	270	9.51	100.177	91
Bicycles per Person	42	1.37	23	0.80	187.830	172
Books and stationery per Person	126	4.05	124	4.39	101.182	92
Clothing materials and garments per Person	633	20.39	607	21.40	104.358	95
Furniture and furnishings; carpets and other floor coverings per Person	331	10.66	266	9.38	124.520	114
Games, toys and hobbies; sport and camping; musical instruments per Person	315	10.14	313	11.02	100.774	92
Gardens, plants and flowers per Person	68	2.20	58	2.06	117.357	107
Glassware, tableware and household utensils per Person	71	2.29	61	2.14	117.031	107
Household textiles per Person	108	3.49	94	3.31	115.545	106
Jewellery, clocks and watches per Person	84	2.70	85	3.00	98.625	90
Major household appliances (electric or not) per Person	90	2.89	79	2.77	114.486	105
Major tools and equipment per Person	9	0.28	8	0.27	113.528	104
Materials for maintenance and repair of the dwelling per Person	150	4.82	118	4.16	126.781	116
Medical goods and other pharmaceutical products per Person	89	2.86	79	2.78	112.746	103
Other personal effects per Person	37	1.20	37	1.31	100.520	92
Pets and related products per Person	56	1.81	49	1.72	115.108	105
Recording media per Person	94	3.02	90	3.16	104.722	96
Shoes and other footwear per Person	103	3.32	99	3.47	104.756	96
Small electrical household appliances per Person	14	0.44	11	0.39	121.727	111
Small tools and miscellaneous accessories per Person	72	2.32	62	2.20	115.346	105
Therapeutic appliances and equipment per Person	70	2.24	49	1.74	140.770	129
<b>Total Comparison per Person</b>	<b>3,106</b>	<b>100.00</b>	<b>2,836</b>	<b>100.00</b>	<b>109.514</b>	<b>100</b>

## 2009 Total Expenditure per Person (in 2009 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Convenience per Person</b>						
90% of Non-Durable household goods per Person	66	3.45	62	3.32	107.496	104
Alcohol (off-trade) per Person	245	12.80	238	12.87	102.924	99
Food and non-alcoholic beverages per Person	1,414	73.77	1,334	72.00	106.008	102
Newspapers and periodicals per Person	69	3.62	65	3.49	107.220	104
Tobacco per Person	122	6.36	154	8.32	79.064	76
<b>Total Convenience per Person</b>	<b>1,917</b>	<b>100.00</b>	<b>1,853</b>	<b>100.00</b>	<b>103.461</b>	<b>100</b>

## 2009 Total Expenditure per Person (in 2009 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
<b>Core bulky goods per Person</b>						
Core DIY Goods excluding gardening per Person	271	27.15	222	25.54	122.231	106
Gardens, plants and flowers per Person	68	6.87	58	6.73	117.357	102
Other Bulky Goods per Person	658	65.98	587	67.73	112.009	97
<b>Core bulky goods per Person</b>	<b>997</b>	<b>100.00</b>	<b>867</b>	<b>100.00</b>	<b>114.979</b>	<b>100</b>

## 2009 Total Expenditure per Person (in 2009 prices) Prescription Costs

	Target	Target %	Base	Base %	Penetration	Index
Prescription costs per Person	186	0.00	187	0.00	99.497	0

## Consumer Retail Expenditure (Fine)

### 2009 Total Expenditure (in 2009 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail</b>						
Total Comparison	467,600,442	61.83	175,422,830,752	60.48	0.267	102
Total Convenience	288,653,793	38.17	114,625,471,439	39.52	0.252	97
<b>Total Retail</b>	<b>756,254,235</b>	<b>100.00</b>	<b>290,048,302,191</b>	<b>100.00</b>	<b>0.261</b>	<b>100</b>

### Alcohol (off trade)

	Target	Target %	Base	Base %	Penetration	Index
<b>Alcohol (off-trade)</b>						
Beer (off trade)	7,715,903	20.88	3,668,545,145	24.87	0.210	84
Spirits (off trade)	9,231,739	24.99	4,011,545,148	27.20	0.230	92
Wine, cider and perry (off trade)	20,001,306	54.13	7,069,090,506	47.93	0.283	113
<b>Alcohol (off-trade)</b>	<b>36,948,948</b>	<b>100.00</b>	<b>14,749,180,799</b>	<b>100.00</b>	<b>0.251</b>	<b>100</b>

### appliances for personal care

	Target	Target %	Base	Base %	Penetration	Index
<b>Appliances for personal care</b>						
Electric appliances for personal care	2,684,108	6.71	1,085,296,829	7.05	0.247	95
Other appliances, articles and prods for personal care	37,342,641	93.29	14,317,957,421	92.95	0.261	100
<b>Appliances for personal care</b>	<b>40,026,749</b>	<b>100.00</b>	<b>15,403,254,250</b>	<b>100.00</b>	<b>0.260</b>	<b>100</b>

## Audio-visual, photographic and information processing equipment

	Target	Target %	Base	Base %	Penetration	Index
<b>Audio-visual, photographic and information processing equipment</b>						
Eqpt fr recptn, recrdng and reprdn of sound and pics	12,384,111	30.46	5,281,315,421	31.67	0.235	96
Information processing equipment	11,927,300	29.33	5,829,958,950	34.96	0.205	84
Photographic and cine eqpt and optical instruments	13,454,208	33.09	4,526,557,231	27.14	0.297	122
Telephone and telefax equipment	2,896,316	7.12	1,038,538,813	6.23	0.279	114
Audio-visual, photographic and information processing equipment	40,661,934	100.00	16,676,370,415	100.00	0.244	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Bicycles</b>						
Bicycles	6,388,755	0.00	1,397,440,996	0.00	0.457	0

## Books and Stationery

	Target	Target %	Base	Base %	Penetration	Index
<b>Books and stationery</b>						
Books	7,410,185	39.10	3,120,899,901	40.55	0.237	96
Stationery and drawing materials and misc. printed matter	11,544,120	60.91	4,575,513,206	59.45	0.252	102
Books and stationery	18,954,306	100.00	7,696,413,107	100.00	0.246	100

## Clothing materials and garments

	Target	Target %	Base	Base %	Penetration	Index
<b>Clothing materials and garments</b>						
Clothing materials	998,209	1.05	582,494,737	1.55	0.171	67
Garments	88,868,992	93.21	34,910,336,318	93.00	0.255	100
Other articles of clothing and clothing accessories	5,476,958	5.74	2,043,412,894	5.44	0.268	106
Clothing materials and garments	95,344,159	100.00	37,536,243,949	100.00	0.254	100

## Food and non-alcoholic beverages

	Target	Target %	Base	Base %	Penetration	Index
<b>Food and non-alcoholic beverages</b>						
Bread and cereals	29,658,722	13.93	11,784,586,107	14.28	0.252	98
Coffee, tea and cocoa	6,665,769	3.13	2,646,709,925	3.21	0.252	98
Fish	8,695,150	4.08	3,025,518,316	3.67	0.287	111
Fruit	21,027,490	9.88	7,459,449,621	9.04	0.282	109
Fruit and vegetables; juices and other soft drinks	17,924,738	8.42	7,247,791,891	8.78	0.247	96
Meat	40,609,043	19.07	16,037,520,055	19.43	0.253	98
Milk, cheese and eggs	27,827,358	13.07	10,844,983,717	13.14	0.257	99
Oils and fats	3,807,354	1.79	1,483,582,036	1.80	0.257	99
Other food	5,386,387	2.53	2,165,040,815	2.62	0.249	96
Sugar, confectionery and ice cream	21,761,273	10.22	8,538,509,186	10.35	0.255	99
Vegetables	29,571,222	13.89	11,292,036,572	13.68	0.262	101
Food and non-alcoholic beverages	212,934,505	100.00	82,525,728,241	100.00	0.258	100

## Furniture and Furnishings

	Target	Target %	Base	Base %	Penetration	Index
<b>Furniture and furnishings; carpets and other floor coverings</b>						
Carpets and other floor coverings	10,648,281	21.35	3,920,056,639	23.82	0.272	90
Furniture and furnishings	39,220,631	78.65	12,534,034,811	76.18	0.313	103
Furniture and furnishings; carpets and other floor coverings	49,868,911	100.00	16,454,091,450	100.00	0.303	100

## Games, toys and hobbies; sport and camping; music instruments

	Target	Target %	Base	Base %	Penetration	Index
<b>Games, toys and hobbies; sport and camping; musical instruments</b>						
Equipment for sport camping and open-air recreation	7,691,663	16.22	2,504,674,752	12.95	0.307	125
Games toys and hobbies	39,208,099	82.66	16,630,998,697	86.00	0.236	96
Musical instrumnts and maj durables fr indoor recrtn	533,547	1.12	202,488,408	1.05	0.264	107
Games, toys and hobbies; sport and camping; musical instruments	47,433,310	100.00	19,338,161,857	100.00	0.245	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Gardens, plants and flowers</b>						
Gardens, plants and flowers	10,308,926	0.00	3,608,999,493	0.00	0.286	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Glassware, tableware and household utensils</b>						
Glassware, tableware and household utensils	10,714,231	0.00	3,761,348,907	0.00	0.285	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Household textiles</b>						
Household textiles	16,318,098	0.00	5,802,324,987	0.00	0.281	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Jewellery, clocks and watches</b>						
Jewellery, clocks and watches	12,640,729	0.00	5,265,813,621	0.00	0.240	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Major household appliances</b>						
Major household appliances (electric or not)	13,533,715	0.00	4,856,766,251	0.00	0.279	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Major tools and equipment</b>						
Major tools and equipment	1,330,392	0.00	481,457,555	0.00	0.276	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Materials for maintenance and repair of the dwelling (Retail)</b>						
Materials for maintenance and repair of the dwelling	22,521,454	0.00	7,298,325,446	0.00	0.309	0

## Medical goods and other pharmaceutical products

	Target	Target %	Base	Base %	Penetration	Index
<b>Medical goods and other pharmaceutical products</b>						
Other medical products	1,528,211	11.42	556,100,031	11.41	0.275	100
Pharmaceutical products	11,849,400	88.58	4,318,713,582	88.59	0.274	100
Medical goods and other pharmaceutical products	13,377,612	100.00	4,874,813,613	100.00	0.274	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Newspapers and periodicals</b>						
Newspapers and periodicals	10,454,523	0.00	4,005,999,430	0.00	0.261	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Non-durable household goods</b>						
Non-durable household goods	11,071,869	0.00	4,231,672,313	0.00	0.262	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Other personal effects</b>						
Other personal effects	5,603,069	0.00	2,290,116,080	0.00	0.245	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Pets and related products</b>						
Pets and related products	8,461,178	0.00	3,019,999,810	0.00	0.280	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Recording media</b>						
Recording media	14,124,819	0.00	5,541,499,582	0.00	0.255	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Shoes and other footwear</b>						
Shoes and other footwear	15,536,601	0.00	6,093,389,231	0.00	0.255	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Small electrical household appliances</b>						
Small electrical household appliances	2,041,854	0.00	689,161,823	0.00	0.296	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Small tools and miscellaneous accessories</b>						
Small tools and miscellaneous accessories	10,824,746	0.00	3,855,657,940	0.00	0.281	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Therapeutic appliances and equipment</b>						
Therapeutic appliances and equipment	10,477,679	0.00	3,057,999,932	0.00	0.343	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Tobacco (Retail)</b>						
Tobacco	18,351,103	0.00	9,536,044,969	0.00	0.192	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Prescription costs</b>						
Prescription costs	27,967,082	0.00	11,548,306,328	0.00	0.242	0
<b>Leisure</b>						
	Target	Target %	Base	Base %	Penetration	Index
<b>Total Leisure</b>						
Accommodation services	18,352,087	6.62	6,098,288,521	5.79	0.301	114
Cultural services	41,243,637	14.88	15,398,984,292	14.61	0.268	102
Games of chance	18,113,395	6.53	8,712,000,276	8.27	0.208	79
Hairdressing salons and personal grooming establishments	15,122,779	5.46	5,269,063,257	5.00	0.287	109
Recreational and sporting services	19,481,151	7.03	5,894,746,016	5.59	0.331	126
Restaurants, cafes etc	164,887,960	59.48	64,003,705,551	60.74	0.258	98
Total Leisure	277,201,008	100.00	105,376,787,913	100.00	0.263	100

## 2009 Total Expenditure per Household (in 2009 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail per Household</b>						
Total Comparison per Household	7,267	61.83	6,602	60.48	110.068	102
Total Convenience per Household	4,486	38.17	4,314	39.52	103.984	97
Total Retail per Household	11,753	100.00	10,917	100.00	107.664	100

## Alcohol (off trade) per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Alcohol (off-trade) per HH</b>						
Beer (off trade)	120	20.88	138	24.87	86.849	84
Spirits (off trade)	143	24.99	151	27.20	95.026	92
Wine, cider and perry (off trade)	311	54.13	266	47.93	116.833	113
Alcohol (off-trade) per HH	574	100.00	555	100.00	103.444	100

## appliances for personal care per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Appliances for personal care per Household</b>						
Electric appliances for personal care per Household	42	6.71	41	7.05	102.123	95
Other appliances, articles and prods for personal care per Household	580	93.29	539	92.95	107.695	100
Appliances for personal care per Household	622	100.00	580	100.00	107.302	100

## Audio-visual, photographic and information processing equipment per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Audio-visual, photographic and information processing equipment per HH</b>						
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Household	192	30.46	199	31.67	96.826	96
Information processing equipment per Household	185	29.33	219	34.96	84.479	84
Photographic and cine eqpt and optical instruments per Household	209	33.09	170	27.14	122.733	122
Telephone and telefax equipment per Household	45	7.12	39	6.23	115.158	114
Audio-visual, photographic and information processing equipment per HH	632	100.00	628	100.00	100.683	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Bicycles per Household</b>						
Bicycles per Household	99	0.00	53	0.00	188.779	0

## Books and Stationery per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Books and stationery per HH</b>						
Books per Household	115	39.10	117	40.55	98.044	96
Stationery and drawing materials and misc. printed matter per Household	179	60.91	172	59.45	104.182	102
Books and stationery per HH	295	100.00	290	100.00	101.693	100

## Clothing materials and garments per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Clothing materials and garments per HH</b>						
Clothing materials per Household	16	1.05	22	1.55	70.762	67
Garments per Household	1,381	93.21	1,314	93.00	105.116	100
Other articles of clothing and clothing accessories per Household	85	5.74	77	5.44	110.676	106
Clothing materials and garments per HH	1,482	100.00	1,413	100.00	104.885	100

## Food and non-alcoholic beverages per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Food and non-alcoholic beverages per HH</b>						
Bread and cereals per Household	461	13.93	444	14.28	103.922	98
Coffee, tea and cocoa per Household	104	3.13	100	3.21	103.996	98
Fish per Household	135	4.08	114	3.67	118.672	111
Fruit per Household	327	9.88	281	9.04	116.400	109
Fruit and vegetables; juices and other soft drinks per Household	279	8.42	273	8.78	102.122	96
Meat per Household	631	19.07	604	19.43	104.558	98
Milk, cheese and eggs per Household	432	13.07	408	13.14	105.953	99
Oils and fats per Household	59	1.79	56	1.80	105.970	99
Other food per Household	84	2.53	81	2.62	102.731	96
Sugar, confectionery and ice cream per Household	338	10.22	321	10.35	105.238	99
Vegetables per Household	460	13.89	425	13.68	108.136	101
Food and non-alcoholic beverages per HH	3,309	100.00	3,106	100.00	106.544	100

## Furniture and Furnishings per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Furniture and furnishings; carpets and other floor coverings per HH</b>						
Carpets and other floor coverings per Household	165	21.35	148	23.82	112.165	90
Furniture and furnishings per Household	610	78.65	472	76.18	129.210	103
Furniture and furnishings; carpets and other floor coverings per HH	775	100.00	619	100.00	125.149	100

## Games, toys and hobbies; sport and camping; music instruments per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Games, toys and hobbies; sport and camping; musical instruments per HH</b>						
Equipment for sport camping and open-air recreation per Household	120	16.22	94	12.95	126.806	125
Games toys and hobbie per Households	609	82.66	626	86.00	97.348	96
Musical instrumnts and maj durables fr indoor recrtn per Household	8	1.12	8	1.05	108.804	107
Games, toys and hobbies; sport and camping; musical instruments per HH	737	100.00	728	100.00	101.284	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Gardens, plants and flowers per Household</b>						
Gardens, plants and flowers per Household	160	0.00	136	0.00	117.950	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Glassware, tableware and household utensils per Household</b>						
Glassware, tableware and household utensils per Household	167	0.00	142	0.00	117.622	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Household textiles per Household</b>						
Household textiles per Household	254	0.00	218	0.00	116.128	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Jewellery, clocks and watches per Household</b>						
Jewellery, clocks and watches per Household	196	0.00	198	0.00	99.124	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Major household appliances per Household</b>						
Major household appliances (electric or not) per Household	210	0.00	183	0.00	115.064	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Major tools and equipment per Household</b>						
Major tools and equipment per Household	21	0.00	18	0.00	114.102	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Materials for maintenance and repair of the dwelling (Retail per Household)</b>						
Materials for maintenance and repair of the dwelling per Household	350	0.00	275	0.00	127.422	0

## Medical goods and other pharmaceutical products per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Medical goods and other pharmaceutical products per HH</b>						
Other medical products per Household	24	11.42	21	11.41	113.475	100
Pharmaceutical products per Household	184	88.58	163	88.59	113.296	100
Medical goods and other pharmaceutical products per HH	208	100.00	183	100.00	113.316	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Newspapers and periodicals per Household</b>						
Newspapers and periodicals per Household	162	0.00	151	0.00	107.762	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Non-durable household goods per Household</b>						
Non-durable household goods per Household	172	0.00	159	0.00	108.039	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Other personal effects per Household</b>						
Other personal effects per Household	87	0.00	86	0.00	101.028	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Pets and related products per Household</b>						
Pets and related products per Household	132	0.00	114	0.00	115.690	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Recording media per Household</b>						
Recording media per Household	220	0.00	209	0.00	105.251	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Shoes and other footwear per Household</b>						
Shoes and other footwear per Household	241	0.00	229	0.00	105.285	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Small electrical household appliances per Household</b>						
Small electrical household appliances per Household	32	0.00	26	0.00	122.342	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Small tools and miscellaneous accessories per Household</b>						
Small tools and miscellaneous accessories per Household	168	0.00	145	0.00	115.929	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Therapeutic appliances and equipment per Household</b>						
Therapeutic appliances and equipment per Household	163	0.00	115	0.00	141.481	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Tobacco (Retail) per Household</b>						
Tobacco per Household	285	0.00	359	0.00	79.463	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Prescription costs per Household</b>						
Prescription costs per Household	435	0.00	435	0.00	100.000	0

## Leisure per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Leisure per Household</b>						
Accommodation services per Household	285	6.62	230	5.79	124.265	114
Cultural services per Household	641	14.88	580	14.61	110.595	102
Games of chance per Household	282	6.53	328	8.27	85.853	79
Hairdressing salons and personal grooming establishments per Household	235	5.46	198	5.00	118.514	109
Recreational and sporting services per Household	303	7.03	222	5.59	136.465	126
Restaurants, cafes etc per Household	2,563	59.48	2,409	60.74	106.379	98
<b>Total Leisure per Household</b>	<b>4,308</b>	<b>100.00</b>	<b>3,966</b>	<b>100.00</b>	<b>108.623</b>	<b>100</b>

## 2009 Total Expenditure per Person (in 2009 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail per Person</b>						
Total Comparison per Person	3,106	61.83	2,836	60.48	109.514	102
Total Convenience per Person	1,917	38.17	1,853	39.52	103.461	97
<b>Total Retail per Person</b>	<b>5,023</b>	<b>100.00</b>	<b>4,689</b>	<b>100.00</b>	<b>107.122</b>	<b>100</b>

## Alcohol (off trade) per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Alcohol (off-trade) per Person</b>						
Beer (off trade)	51	20.88	59	24.87	86.412	84
Spirits (off trade)	61	24.99	65	27.20	94.548	92
Wine, cider and perry (off trade)	133	54.13	114	47.93	116.246	113
<b>Alcohol (off-trade) per Person</b>	<b>245</b>	<b>100.00</b>	<b>238</b>	<b>100.00</b>	<b>102.924</b>	<b>100</b>

## appliances for personal care per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Appliances for personal care per Person</b>						
Electric appliances for personal care per Person	18	6.71	18	7.05	101.609	95
Other appliances, articles and prods for personal care per Person	248	93.29	231	92.95	107.153	100
<b>Appliances for personal care per Person</b>	<b>266</b>	<b>100.00</b>	<b>249</b>	<b>100.00</b>	<b>106.763</b>	<b>100</b>

## Audio-visual, photographic and information processing equipment per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Audio-visual, photographic and information processing equipment per Person</b>						
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Person	82	30.46	85	31.67	96.340	96
Information processing equipment per Person	79	29.33	94	34.96	84.054	84
Photographic and cine eqpt and optical instruments per Person	89	33.09	73	27.14	122.116	122
Telephone and telefax equipment per Person	19	7.12	17	6.23	114.579	114
Audio-visual, photographic and information processing equipment per Person	270	100.00	270	100.00	100.177	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Bicycles per Person</b>						
Bicycles per Person	42	0.00	23	0.00	187.830	0

## Books and Stationery per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Books and stationery per Person</b>						
Books per Person	49	39.10	50	40.55	97.551	96
Stationery and drawing materials and misc. printed matter per Person	77	60.91	74	59.45	103.658	102
Books and stationery per Person	126	100.00	124	100.00	101.182	100

## Clothing materials and garments per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Clothing materials and garments per Person</b>						
Clothing materials per Person	7	1.05	9	1.55	70.406	67
Garments per Person	590	93.21	564	93.00	104.587	100
Other articles of clothing and clothing accessories per Person	36	5.74	33	5.44	110.120	106
Clothing materials and garments per Person	633	100.00	607	100.00	104.358	100

## Food and non-alcoholic beverages per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Food and non-alcoholic beverages per Person</b>						
Bread and cereals per Person	197	13.93	190	14.28	103.400	98
Coffee, tea and cocoa per Person	44	3.13	43	3.21	103.473	98
Fish per Person	58	4.08	49	3.67	118.075	111
Fruit per Person	140	9.88	121	9.04	115.815	109
Fruit and vegetables; juices and other soft drinks per Person	119	8.42	117	8.78	101.608	96
Meat per Person	270	19.07	259	19.43	104.032	98
Milk, cheese and eggs per Person	185	13.07	175	13.14	105.421	99
Oils and fats per Person	25	1.79	24	1.80	105.437	99
Other food per Person	36	2.53	35	2.62	102.215	96
Sugar, confectionery and ice cream per Person	145	10.22	138	10.35	104.709	99
Vegetables per Person	196	13.89	183	13.68	107.592	101
Food and non-alcoholic beverages per Person	1,414	100.00	1,334	100.00	106.008	100

## Furniture and Furnishings per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Furniture and furnishings; carpets and other floor coverings per Person</b>						
Carpets and other floor coverings per Person	71	21.35	63	23.82	111.601	90
Furniture and furnishings per Person	260	78.65	203	76.18	128.560	103
Furniture and furnishings; carpets and other floor coverings per Person	331	100.00	266	100.00	124.520	100

## Games, toys and hobbies; sport and camping; music instruments per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Games, toys and hobbies; sport and camping; musical instruments per Person</b>						
Equipment for sport camping and open-air recreation per Person	51	16.22	40	12.95	126.169	125
Games toys and hobbie per Persons	260	82.66	269	86.00	96.859	96
Musical instrumnts and maj durables fr indoor recrtn per Person	4	1.12	3	1.05	108.257	107
Games, toys and hobbies; sport and camping; musical instruments per Person	315	100.00	313	100.00	100.774	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Gardens, plants and flowers per Person</b>						
Gardens, plants and flowers per Person	68	0.00	58	0.00	117.357	0
<b>Glassware, tableware and household utensils per Person</b>						
Glassware, tableware and household utensils per Person	71	0.00	61	0.00	117.031	0
<b>Household textiles per Person</b>						
Household textiles per Person	108	0.00	94	0.00	115.545	0
<b>Jewellery, clocks and watches per Person</b>						
Jewellery, clocks and watches per Person	84	0.00	85	0.00	98.625	0
<b>Major household appliances per Person</b>						
Major household appliances (electric or not) per Person	90	0.00	79	0.00	114.486	0
<b>Major tools and equipment per Person</b>						
Major tools and equipment per Person	9	0.00	8	0.00	113.528	0
<b>Materials for maintenance and repair of the dwelling (Retail per Person)</b>						
Materials for maintenance and repair of the dwelling per Person	150	0.00	118	0.00	126.781	0

## Medical goods and other pharmaceutical products per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Medical goods and other pharmaceutical products per Person</b>						
Other medical products per Person	10	11.42	9	11.41	112.905	100
Pharmaceutical products per Person	79	88.58	70	88.59	112.726	100
Medical goods and other pharmaceutical products per Person	89	100.00	79	100.00	112.746	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Newspapers and periodicals per Person</b>						
Newspapers and periodicals per Person	69	0.00	65	0.00	107.220	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Non-durable household goods per Person</b>						
Non-durable household goods per Person	74	0.00	68	0.00	107.496	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Other personal effects per Person</b>						
Other personal effects per Person	37	0.00	37	0.00	100.520	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Pets and related products per Person</b>						
Pets and related products per Person	56	0.00	49	0.00	115.108	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Recording media per Person</b>						
Recording media per Person	94	0.00	90	0.00	104.722	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Shoes and other footwear per Person</b>						
Shoes and other footwear per Person	103	0.00	99	0.00	104.756	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Small electrical household appliances per Person</b>						
Small electrical household appliances per Person	14	0.00	11	0.00	121.727	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Small tools and miscellaneous accessories per Person</b>						
Small tools and miscellaneous accessories per Person	72	0.00	62	0.00	115.346	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Therapeutic appliances and equipment per Person</b>						
Therapeutic appliances and equipment per Person	70	0.00	49	0.00	140.770	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Tobacco (Retail) per Person</b>						
Tobacco per Person	122	0.00	154	0.00	79.064	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Prescription costs per Person</b>						
Prescription costs per Person	186	0.00	187	0.00	99.497	0

## Leisure per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Leisure per Person</b>						
Accommodation services per Person	122	6.62	99	5.79	123.640	114
Cultural services per Person	274	14.88	249	14.61	110.039	102
Games of chance per Person	120	6.53	141	8.27	85.421	79
Hairdressing salons and personal grooming establishments per Person	100	5.46	85	5.00	117.918	109
Recreational and sporting services per Person	129	7.03	95	5.59	135.779	126
Restaurants, cafes etc per Person	1,095	59.48	1,035	60.74	105.844	98
<b>Total Leisure per Person</b>	<b>1,841</b>	<b>100.00</b>	<b>1,703</b>	<b>100.00</b>	<b>108.077</b>	<b>100</b>

## Retail Business Turnover Potential

	Target	Target %	Base	Base %	Penetration	Index
<b>All Retail Businesses in 2009</b>						
Chemists	42,277,182	5.39	16,630,733,243	5.51	0.254	98
Confectioners, tobacconists, newsagents and supermarkets	320,110,954	40.82	125,610,784,132	41.65	0.255	98
Department Stores	95,288,557	12.15	35,237,879,546	11.68	0.270	104
Other Specialised Stores	241,842,551	30.84	92,700,638,434	30.74	0.261	100
Retail sale not in stores	58,130,183	7.41	20,972,325,118	6.95	0.277	107
Second Hand Shops	5,213,713	0.66	1,890,844,313	0.63	0.276	106
Specialised Food Stores	21,357,303	2.72	8,553,020,078	2.84	0.250	96
<b>All Retail Businesses in 2009</b>	<b>784,220,444</b>	<b>100.00</b>	<b>301,596,224,864</b>	<b>100.00</b>	<b>0.260</b>	<b>100</b>

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