

Area Profile Report

Target Area(s): Three Rivers - East Zone
 Base Area(s): Standard Geography; United Kingdom
 Sorted On: Default (Ascending)
 Date: 14/03/2012

Retail Planner

Consumer Retail Expenditure (Fine)

2010 Total Expenditure (in 2010 prices)

	Target	Base	Penetration
Total Retail			
Total Comparison	188,158,407	182,308,788,482	0.103
Total Convenience	117,629,520	121,651,861,724	0.097
Total Retail	305,787,927	303,960,650,206	0.101

Alcohol (off trade)

	Target	Base	Penetration
Alcohol (off-trade)			
Beer (off trade)	3,057,242	3,450,000,023	0.089
Spirits (off trade)	3,615,191	4,221,608,962	0.086
Wine, cider and perry (off trade)	7,610,312	7,372,115,621	0.103
Alcohol (off-trade)	14,282,744	15,043,724,606	0.095

appliances for personal care

	Target	Base	Penetration
Appliances for personal care			
Electric appliances for personal care	1,357,734	1,159,501,015	0.117
Other appliances, articles and prods for personal care	18,016,576	16,477,068,088	0.109
Appliances for personal care	19,374,311	17,636,569,103	0.110

Audio-visual, photographic and information processing equipment

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment			
Eqpt fr recptn, recrdng and reprdtn of sound and pics	3,679,213	5,127,043,348	0.072
Information processing equipment	3,774,155	5,580,015,344	0.068
Photographic and cine eqpt and optical instruments	4,792,680	4,764,666,662	0.101
Telephone and telefax equipment	835,726	929,836,526	0.090
Audio-visual, photographic and information processing equipment	13,081,774	16,401,561,880	0.080

	Target	Base	Penetration
Bicycles			
Bicycles	3,004,509	1,440,619,318	0.209

Books and Stationery

	Target	Base	Penetration
Books and stationery			
Books	3,091,480	3,093,662,408	0.100
Stationery and drawing materials and misc. printed matter	4,450,542	4,475,136,181	0.100
Books and stationery	7,542,022	7,568,798,589	0.100

Clothing materials and garments

	Target	Base	Penetration
Clothing materials and garments			

Clothing materials	352,156	588,772,122	0.060
Garments	38,423,012	37,342,425,221	0.103
Other articles of clothing and clothing accessories	2,586,187	2,267,758,562	0.114
Clothing materials and garments	41,361,355	40,198,955,905	0.103

Food and non-alcoholic beverages

	Target	Base	Penetration
Food and non-alcoholic beverages			
Bread and cereals	11,858,466	12,328,381,201	0.096
Coffee, tea and cocoa	2,885,807	2,897,827,255	0.100
Fish	3,585,868	3,493,420,669	0.103
Fruit	8,447,009	7,836,699,205	0.108
Fruit and vegetables; juices and other soft drinks	8,144,562	7,926,731,466	0.103
Meat	15,803,655	16,490,608,124	0.096
Milk, cheese and eggs	10,965,335	11,096,631,590	0.099
Oils and fats	1,588,883	1,757,099,160	0.090
Other food	2,224,017	2,326,968,268	0.096
Sugar, confectionery and ice cream	8,690,801	9,046,683,025	0.096
Vegetables	12,247,816	11,841,617,278	0.103
Food and non-alcoholic beverages	86,442,219	87,042,667,241	0.099

Furniture and Furnishings

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings			
Carpets and other floor coverings	4,271,040	3,813,880,667	0.112
Furniture and furnishings	15,057,781	12,461,990,852	0.121
Furniture and furnishings; carpets and other floor coverings	19,328,821	16,275,871,519	0.119

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments			
Equipment for sport camping and open-air recreation	3,255,776	2,689,179,667	0.121
Games toys and hobbies	16,311,065	16,910,113,398	0.097
Musical instrumnts and maj durables fr indoor recrtn	71,455	143,635,757	0.050
Games, toys and hobbies; sport and camping; musical instruments	19,638,296	19,742,928,822	0.100
	Target	Base	Penetration
Gardens, plants and flowers			
Gardens, plants and flowers	3,475,267	3,838,999,859	0.091
	Target	Base	Penetration
Glassware, tableware and household utensils			
Glassware, tableware and household utensils	4,350,968	3,915,978,152	0.111
	Target	Base	Penetration
Household textiles			
Household textiles	5,011,008	5,911,626,383	0.085
	Target	Base	Penetration
Jewellery, clocks and watches			
Jewellery, clocks and watches	5,735,361	5,751,950,313	0.100
	Target	Base	Penetration
Major household appliances			
Major household appliances (electric or not)	6,194,611	5,271,245,426	0.118
	Target	Base	Penetration
Major tools and equipment			
Major tools and equipment	539,445	451,462,488	0.120
	Target	Base	Penetration

Materials for maintenance and repair of the dwelling (Retail)

Materials for maintenance and repair of the dwelling	7,217,078	7,167,626,086	0.101
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Medical goods and other pharmaceutical products

	Target	Base	Penetration
Medical goods and other pharmaceutical products			
Other medical products	541,995	538,132,387	0.101
Pharmaceutical products	4,584,913	4,338,817,346	0.106
Medical goods and other pharmaceutical products	5,126,908	4,876,949,733	0.105

	Target	Base	Penetration
Newspapers and periodicals			
Newspapers and periodicals	3,778,890	4,135,115,631	0.091

	Target	Base	Penetration
Non-durable household goods			
Non-durable household goods	4,695,379	4,472,835,510	0.105

	Target	Base	Penetration
Other personal effects			
Other personal effects	2,309,991	2,559,992,980	0.090

	Target	Base	Penetration
Pets and related products			
Pets and related products	3,014,594	3,350,999,791	0.090

	Target	Base	Penetration
Recording media			
Recording media	5,370,380	5,348,057,628	0.100

	Target	Base	Penetration
Shoes and other footwear			
Shoes and other footwear	6,681,302	6,776,838,421	0.099

	Target	Base	Penetration
Small electrical household appliances			
Small electrical household appliances	930,080	765,928,568	0.121

	Target	Base	Penetration
Small tools and miscellaneous accessories			
Small tools and miscellaneous accessories	4,590,015	3,753,530,748	0.122

	Target	Base	Penetration
Therapeutic appliances and equipment			
Therapeutic appliances and equipment	3,810,757	2,855,000,114	0.134

	Target	Base	Penetration
Tobacco (Retail)			
Tobacco	8,899,812	11,404,788,715	0.078

	Target	Base	Penetration
Prescription costs			
Prescription costs	11,880,306	12,167,230,434	0.098

Leisure

	Target	Base	Penetration
Total Leisure			
Accommodation services	7,399,187	6,793,021,293	0.109
Cultural services	18,091,951	16,615,342,398	0.109
Games of chance	6,299,690	8,859,000,161	0.071
Hairdressing salons and personal grooming establishments	5,169,752	5,097,514,391	0.101
Recreational and sporting services	8,390,205	5,910,835,530	0.142
Restaurants, cafes etc	67,773,223	66,188,212,211	0.102
Total Leisure	113,124,006	109,463,925,984	0.103

2010 Total Expenditure per Household (in 2010 prices)

	Target	Base	Penetration
Total Retail per Household			

Total Comparison per Household	7,175	6,788	105.701
Total Convenience per Household	4,486	4,530	99.029
Total Retail per Household	11,661	11,318	103.031

Alcohol (off trade) per Household

	Target	Base	Penetration
Alcohol (off-trade) per HH			
Beer (off trade)	117	128	90.756
Spirits (off trade)	138	157	87.704
Wine, cider and perry (off trade)	290	274	105.724
Alcohol (off-trade) per HH	545	560	97.235

appliances for personal care per Household

	Target	Base	Penetration
Appliances for personal care per Household			
Electric appliances for personal care per Household	52	43	119.925
Other appliances, articles and prods for personal care per Household	687	614	111.984
Appliances for personal care per Household	739	657	112.506

Audio-visual, photographic and information processing equipment per Household

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment per HH			
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Household	140	191	73.494
Information processing equipment per Household	144	208	69.271
Photographic and cine eqpt and optical instruments per Household	183	177	103.017
Telephone and telefax equipment per Household	32	35	92.050
Audio-visual, photographic and information processing equipment per HH	499	611	81.686

	Target	Base	Penetration
Bicycles per Household			
Bicycles per Household	115	54	213.594

Books and Stationery per Household

	Target	Base	Penetration
Books and stationery per HH			
Books per Household	118	115	102.343
Stationery and drawing materials and misc. printed matter per Household	170	167	101.852
Books and stationery per HH	288	282	102.053

Clothing materials and garments per Household

	Target	Base	Penetration
Clothing materials and garments per HH			
Clothing materials per Household	13	22	61.257
Garments per Household	1,465	1,390	105.379
Other articles of clothing and clothing accessories per Household	99	84	116.796
Clothing materials and garments per HH	1,577	1,497	105.377

Food and non-alcoholic beverages per Household

	Target	Base	Penetration
Food and non-alcoholic beverages per HH			
Bread and cereals per Household	452	459	98.512
Coffee, tea and cocoa per Household	110	108	101.990
Fish per Household	137	130	105.126

Fruit per Household	322	292	110.391
Fruit and vegetables; juices and other soft drinks per Household	311	295	105.230
Meat per Household	603	614	98.149
Milk, cheese and eggs per Household	418	413	101.203
Oils and fats per Household	61	65	92.611
Other food per Household	85	87	97.884
Sugar, confectionery and ice cream per Household	331	337	98.386
Vegetables per Household	467	441	105.928
Food and non-alcoholic beverages per HH	3,296	3,241	101.709

Furniture and Furnishings per Household

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings per HH			
Carpets and other floor coverings per Household	163	142	114.692
Furniture and furnishings per Household	574	464	123.748
Furniture and furnishings; carpets and other floor coverings per HH	737	606	121.626

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments per HH			
Equipment for sport camping and open-air recreation per Household	124	100	123.994
Games toys and hobbie per Households	622	630	98.787
Musical instrumnts and maj durables fr indoor recrtn per Household	3	5	50.949
Games, toys and hobbies; sport and camping; musical instruments per HH	749	735	101.872

	Target	Base	Penetration
Gardens, plants and flowers per Household			
Gardens, plants and flowers per Household	133	143	92.712
Glassware, tableware and household utensils per Household			
Glassware, tableware and household utensils per Household	166	146	113.792
Household textiles per Household			
Household textiles per Household	191	220	86.813
Jewellery, clocks and watches per Household			
Jewellery, clocks and watches per Household	219	214	102.120
Major household appliances per Household			
Major household appliances (electric or not) per Household	236	196	120.355
Major tools and equipment per Household			
Major tools and equipment per Household	21	17	122.374
Materials for maintenance and repair of the dwelling (Retail per Household)			
Materials for maintenance and repair of the dwelling per Household	275	267	103.122

Medical goods and other pharmaceutical products per Household

	Target	Base	Penetration
Medical goods and other pharmaceutical products per HH			
Other medical products per Household	21	20	103.150

Pharmaceutical products per Household	175	162	108.224
Medical goods and other pharmaceutical products per HH	196	182	107.664
	Target	Base	Penetration
Newspapers and periodicals per Household			
Newspapers and periodicals per Household	144	154	93.593
	Target	Base	Penetration
Non-durable household goods per Household			
Non-durable household goods per Household	179	167	107.511
	Target	Base	Penetration
Other personal effects per Household			
Other personal effects per Household	88	95	92.414
	Target	Base	Penetration
Pets and related products per Household			
Pets and related products per Household	115	125	92.134
	Target	Base	Penetration
Recording media per Household			
Recording media per Household	205	199	102.843
	Target	Base	Penetration
Shoes and other footwear per Household			
Shoes and other footwear per Household	255	252	100.971
	Target	Base	Penetration
Small electrical household appliances per Household			
Small electrical household appliances per Household	35	29	124.365
	Target	Base	Penetration
Small tools and miscellaneous accessories per Household			
Small tools and miscellaneous accessories per Household	175	140	125.239
	Target	Base	Penetration
Therapeutic appliances and equipment per Household			
Therapeutic appliances and equipment per Household	145	106	136.700
	Target	Base	Penetration
Tobacco (Retail) per Household			
Tobacco per Household	339	425	79.921
	Target	Base	Penetration
Prescription costs per Household			
Prescription costs per Household	453	453	100.000
Leisure per Household			
	Target	Base	Penetration
Total Leisure per Household			
Accommodation services per Household	282	253	111.554
Cultural services per Household	690	619	111.517
Games of chance per Household	240	330	72.828
Hairdressing salons and personal grooming establishments per Household	197	190	103.867
Recreational and sporting services per Household	320	220	145.375
Restaurants, cafes etc per Household	2,584	2,464	104.868
Total Leisure per Household	4,314	4,076	105.840

2010 Total Expenditure per Person (in 2010 prices)

	Target	Base	Penetration
Total Retail per Person			
Total Comparison per Person	2,919	2,927	99.704
Total Convenience per Person	1,825	1,953	93.410

Total Retail per Person	4,743	4,881	97.185
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Alcohol (off trade) per Person

	Target	Base	Penetration
Alcohol (off-trade) per Person			
Beer (off trade)	47	55	85.606
Spirits (off trade)	56	68	82.727
Wine, cider and perry (off trade)	118	118	99.725
Alcohol (off-trade) per Person	222	242	91.717

appliances for personal care per Person

	Target	Base	Penetration
Appliances for personal care per Person			
Electric appliances for personal care per Person	21	19	113.120
Other appliances, articles and prods for personal care per Person	279	265	105.630
Appliances for personal care per Person	301	283	106.122

Audio-visual, photographic and information processing equipment per Person

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment per Person			
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Person	57	82	69.324
Information processing equipment per Person	59	90	65.340
Photographic and cine eqpt and optical instruments per Person	74	77	97.172
Telephone and telefax equipment per Person	13	15	86.826
Audio-visual, photographic and information processing equipment per Person	203	263	77.051

	Target	Base	Penetration
Bicycles per Person			
Bicycles per Person	47	23	201.474

Books and Stationery per Person

	Target	Base	Penetration
Books and stationery per Person			
Books per Person	48	50	96.536
Stationery and drawing materials and misc. printed matter per Person	69	72	96.073
Books and stationery per Person	117	122	96.262

Clothing materials and garments per Person

	Target	Base	Penetration
Clothing materials and garments per Person			
Clothing materials per Person	5	9	57.781
Garments per Person	596	600	99.399
Other articles of clothing and clothing accessories per Person	40	36	110.169
Clothing materials and garments per Person	642	645	99.397

Food and non-alcoholic beverages per Person

	Target	Base	Penetration
Food and non-alcoholic beverages per Person			
Bread and cereals per Person	184	198	92.922
Coffee, tea and cocoa per Person	45	47	96.203
Fish per Person	56	56	99.160
Fruit per Person	131	126	104.127

Fruit and vegetables; juices and other soft drinks per Person	126	127	99.259
Meat per Person	245	265	92.580
Milk, cheese and eggs per Person	170	178	95.461
Oils and fats per Person	25	28	87.355
Other food per Person	35	37	92.330
Sugar, confectionery and ice cream per Person	135	145	92.804
Vegetables per Person	190	190	99.918
Food and non-alcoholic beverages per Person	1,341	1,398	95.937

Furniture and Furnishings per Person

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings per Person			
Carpets and other floor coverings per Person	66	61	108.184
Furniture and furnishings per Person	234	200	116.726
Furniture and furnishings; carpets and other floor coverings per Person	300	261	114.724

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments per Person			
Equipment for sport camping and open-air recreation per Person	51	43	116.958
Games toys and hobbie per Persons	253	272	93.182
Musical instrumnts and maj durables fr indoor recrtn per Person	1	2	48.058
Games, toys and hobbies; sport and camping; musical instruments per Person	305	317	96.092

	Target	Base	Penetration
Gardens, plants and flowers per Person			
Gardens, plants and flowers per Person	54	62	87.451
Glassware, tableware and household utensils per Person			
Glassware, tableware and household utensils per Person	67	63	107.335
Household textiles per Person			
Household textiles per Person	78	95	81.887
Jewellery, clocks and watches per Person			
Jewellery, clocks and watches per Person	89	92	96.325
Major household appliances per Person			
Major household appliances (electric or not) per Person	96	85	113.526
Major tools and equipment per Person			
Major tools and equipment per Person	8	7	115.430
Materials for maintenance and repair of the dwelling (Retail per Person)			
Materials for maintenance and repair of the dwelling per Person	112	115	97.270

Medical goods and other pharmaceutical products per Person

	Target	Base	Penetration
Medical goods and other pharmaceutical products per Person			
Other medical products per Person	8	9	97.297
Pharmaceutical products per Person	71	70	102.083

Medical goods and other pharmaceutical products per Person	80	78	101.555
	Target	Base	Penetration
Newspapers and periodicals per Person			
Newspapers and periodicals per Person	59	66	88.282
	Target	Base	Penetration
Non-durable household goods per Person			
Non-durable household goods per Person	73	72	101.410
	Target	Base	Penetration
Other personal effects per Person			
Other personal effects per Person	36	41	87.170
	Target	Base	Penetration
Pets and related products per Person			
Pets and related products per Person	47	54	86.906
	Target	Base	Penetration
Recording media per Person			
Recording media per Person	83	86	97.007
	Target	Base	Penetration
Shoes and other footwear per Person			
Shoes and other footwear per Person	104	109	95.242
	Target	Base	Penetration
Small electrical household appliances per Person			
Small electrical household appliances per Person	14	12	117.308
	Target	Base	Penetration
Small tools and miscellaneous accessories per Person			
Small tools and miscellaneous accessories per Person	71	60	118.132
	Target	Base	Penetration
Therapeutic appliances and equipment per Person			
Therapeutic appliances and equipment per Person	59	46	128.944
	Target	Base	Penetration
Tobacco (Retail) per Person			
Tobacco per Person	138	183	75.386
	Target	Base	Penetration
Prescription costs per Person			
Prescription costs per Person	184	195	94.326
Leisure per Person			
	Target	Base	Penetration
Total Leisure per Person			
Accommodation services per Person	115	109	105.224
Cultural services per Person	281	267	105.189
Games of chance per Person	98	142	68.696
Hairdressing salons and personal grooming establishments per Person	80	82	97.973
Recreational and sporting services per Person	130	95	137.125
Restaurants, cafes etc per Person	1,051	1,063	98.917
Total Leisure per Person	1,755	1,758	99.834

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Area Profile Report

Target Area(s): Three Rivers - North Zone
 Base Area(s): Standard Geography; United Kingdom
 Sorted On: Default (Ascending)
 Date: 14/03/2012

Retail Planner

Consumer Retail Expenditure (Fine)

2010 Total Expenditure (in 2010 prices)

	Target	Base	Penetration
Total Retail			
Total Comparison	186,869,413	182,308,788,482	0.103
Total Convenience	110,185,864	121,651,861,724	0.091
Total Retail	297,055,277	303,960,650,206	0.098

Alcohol (off trade)

	Target	Base	Penetration
Alcohol (off-trade)			
Beer (off trade)	2,901,993	3,450,000,023	0.084
Spirits (off trade)	3,676,384	4,221,608,962	0.087
Wine, cider and perry (off trade)	8,327,622	7,372,115,621	0.113
Alcohol (off-trade)	14,905,999	15,043,724,606	0.099

appliances for personal care

	Target	Base	Penetration
Appliances for personal care			
Electric appliances for personal care	1,261,472	1,159,501,015	0.109
Other appliances, articles and prods for personal care	17,307,376	16,477,068,088	0.105
Appliances for personal care	18,568,848	17,636,569,103	0.105

Audio-visual, photographic and information processing equipment

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment			
Eqpt fr recptn, recrdng and reprdtn of sound and pics	3,808,379	5,127,043,348	0.074
Information processing equipment	3,810,505	5,580,015,344	0.068
Photographic and cine eqpt and optical instruments	4,562,804	4,764,666,662	0.096
Telephone and telefax equipment	687,145	929,836,526	0.074
Audio-visual, photographic and information processing equipment	12,868,832	16,401,561,880	0.079

	Target	Base	Penetration
Bicycles			
Bicycles	3,183,691	1,440,619,318	0.221

Books and Stationery

	Target	Base	Penetration
Books and stationery			
Books	3,108,966	3,093,662,408	0.101
Stationery and drawing materials and misc. printed matter	4,220,196	4,475,136,181	0.094
Books and stationery	7,329,162	7,568,798,589	0.097

Clothing materials and garments

	Target	Base	Penetration
Clothing materials and garments			

Clothing materials	385,990	588,772,122	0.066
Garments	36,958,910	37,342,425,221	0.099
Other articles of clothing and clothing accessories	2,298,546	2,267,758,562	0.101
Clothing materials and garments	39,643,446	40,198,955,905	0.099

Food and non-alcoholic beverages

	Target	Base	Penetration
Food and non-alcoholic beverages			
Bread and cereals	10,896,593	12,328,381,201	0.088
Coffee, tea and cocoa	2,735,070	2,897,827,255	0.094
Fish	3,523,287	3,493,420,669	0.101
Fruit	8,017,018	7,836,699,205	0.102
Fruit and vegetables; juices and other soft drinks	7,214,843	7,926,731,466	0.091
Meat	15,122,974	16,490,608,124	0.092
Milk, cheese and eggs	10,325,693	11,096,631,590	0.093
Oils and fats	1,530,730	1,757,099,160	0.087
Other food	1,926,972	2,326,968,268	0.083
Sugar, confectionery and ice cream	7,999,880	9,046,683,025	0.088
Vegetables	11,374,744	11,841,617,278	0.096
Food and non-alcoholic beverages	80,667,804	87,042,667,241	0.093

Furniture and Furnishings

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings			
Carpets and other floor coverings	4,358,069	3,813,880,667	0.114
Furniture and furnishings	16,238,335	12,461,990,852	0.130
Furniture and furnishings; carpets and other floor coverings	20,596,404	16,275,871,519	0.127

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments			
Equipment for sport camping and open-air recreation	3,822,127	2,689,179,667	0.142
Games toys and hobbies	16,527,805	16,910,113,398	0.098
Musical instrumnts and maj durables fr indoor recrtn	89,818	143,635,757	0.063
Games, toys and hobbies; sport and camping; musical instruments	20,439,750	19,742,928,822	0.104
Gardens, plants and flowers			
Gardens, plants and flowers	4,440,257	3,838,999,859	0.116
Glassware, tableware and household utensils			
Glassware, tableware and household utensils	4,335,708	3,915,978,152	0.111
Household textiles			
Household textiles	5,131,822	5,911,626,383	0.087
Jewellery, clocks and watches			
Jewellery, clocks and watches	5,761,211	5,751,950,313	0.100
Major household appliances			
Major household appliances (electric or not)	6,398,680	5,271,245,426	0.121
Major tools and equipment			
Major tools and equipment	525,065	451,462,488	0.116

Materials for maintenance and repair of the dwelling (Retail)

Materials for maintenance and repair of the dwelling	6,685,235	7,167,626,086	0.093
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Medical goods and other pharmaceutical products

	Target	Base	Penetration
Medical goods and other pharmaceutical products			
Other medical products	466,640	538,132,387	0.087
Pharmaceutical products	4,133,293	4,338,817,346	0.095
Medical goods and other pharmaceutical products	4,599,932	4,876,949,733	0.094

	Target	Base	Penetration
Newspapers and periodicals			
Newspapers and periodicals	3,856,802	4,135,115,631	0.093

	Target	Base	Penetration
Non-durable household goods			
Non-durable household goods	4,890,135	4,472,835,510	0.109

	Target	Base	Penetration
Other personal effects			
Other personal effects	2,102,602	2,559,992,980	0.082

	Target	Base	Penetration
Pets and related products			
Pets and related products	3,492,895	3,350,999,791	0.104

	Target	Base	Penetration
Recording media			
Recording media	5,017,399	5,348,057,628	0.094

	Target	Base	Penetration
Shoes and other footwear			
Shoes and other footwear	5,953,971	6,776,838,421	0.088

	Target	Base	Penetration
Small electrical household appliances			
Small electrical household appliances	908,442	765,928,568	0.119

	Target	Base	Penetration
Small tools and miscellaneous accessories			
Small tools and miscellaneous accessories	4,872,007	3,753,530,748	0.130

	Target	Base	Penetration
Therapeutic appliances and equipment			
Therapeutic appliances and equipment	3,525,032	2,855,000,114	0.124

	Target	Base	Penetration
Tobacco (Retail)			
Tobacco	6,354,127	11,404,788,715	0.056

	Target	Base	Penetration
Prescription costs			
Prescription costs	9,887,435	12,167,230,434	0.081

Leisure

	Target	Base	Penetration
Total Leisure			
Accommodation services	8,297,127	6,793,021,293	0.122
Cultural services	17,831,941	16,615,342,398	0.107
Games of chance	5,944,043	8,859,000,161	0.067
Hairdressing salons and personal grooming establishments	5,646,716	5,097,514,391	0.111
Recreational and sporting services	8,925,018	5,910,835,530	0.151
Restaurants, cafes etc	63,771,403	66,188,212,211	0.096
Total Leisure	110,416,248	109,463,925,984	0.101

2010 Total Expenditure per Household (in 2010 prices)

	Target	Base	Penetration
Total Retail per Household			

Total Comparison per Household	8,562	6,788	126.136
Total Convenience per Household	5,049	4,530	111.459
Total Retail per Household	13,611	11,318	120.262

Alcohol (off trade) per Household

	Target	Base	Penetration
Alcohol (off-trade) per HH			
Beer (off trade)	133	128	103.511
Spirits (off trade)	168	157	107.165
Wine, cider and perry (off trade)	382	274	139.007
Alcohol (off-trade) per HH	683	560	121.931

appliances for personal care per Household

	Target	Base	Penetration
Appliances for personal care per Household			
Electric appliances for personal care per Household	58	43	133.880
Other appliances, articles and prods for personal care per Household	793	614	129.259
Appliances for personal care per Household	851	657	129.562

Audio-visual, photographic and information processing equipment per Household

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment per HH			
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Household	175	191	91.407
Information processing equipment per Household	175	208	84.034
Photographic and cine eqpt and optical instruments per Household	209	177	117.844
Telephone and telefax equipment per Household	31	35	90.939
Audio-visual, photographic and information processing equipment per HH	590	611	96.552

	Target	Base	Penetration
Bicycles per Household			
Bicycles per Household	146	54	271.950

Books and Stationery per Household

	Target	Base	Penetration
Books and stationery per HH			
Books per Household	142	115	123.666
Stationery and drawing materials and misc. printed matter per Household	193	167	116.047
Books and stationery per HH	336	282	119.161

Clothing materials and garments per Household

	Target	Base	Penetration
Clothing materials and garments per HH			
Clothing materials per Household	18	22	80.675
Garments per Household	1,693	1,390	121.794
Other articles of clothing and clothing accessories per Household	105	84	124.728
Clothing materials and garments per HH	1,816	1,497	121.357

Food and non-alcoholic beverages per Household

	Target	Base	Penetration
Food and non-alcoholic beverages per HH			
Bread and cereals per Household	499	459	108.766
Coffee, tea and cocoa per Household	125	108	116.146
Fish per Household	161	130	124.110

Fruit per Household	367	292	125.889
Fruit and vegetables; juices and other soft drinks per Household	331	295	112.006
Meat per Household	693	614	112.852
Milk, cheese and eggs per Household	473	413	114.508
Oils and fats per Household	70	65	107.204
Other food per Household	88	87	101.904
Sugar, confectionery and ice cream per Household	367	337	108.818
Vegetables per Household	521	441	118.206
Food and non-alcoholic beverages per HH	3,696	3,241	114.045

Furniture and Furnishings per Household

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings per HH			
Carpets and other floor coverings per Household	200	142	140.616
Furniture and furnishings per Household	744	464	160.348
Furniture and furnishings; carpets and other floor coverings per HH	944	606	155.724

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments per HH			
Equipment for sport camping and open-air recreation per Household	175	100	174.901
Games toys and hobbie per Households	757	630	120.275
Musical instrumnts and maj durables fr indoor recrt n per Household	4	5	76.950
Games, toys and hobbies; sport and camping; musical instruments per HH	937	735	127.401

	Target	Base	Penetration
Gardens, plants and flowers per Household			
Gardens, plants and flowers per Household	203	143	142.331
	Target	Base	Penetration
Glassware, tableware and household utensils per Household			
Glassware, tableware and household utensils per Household	199	146	136.247
	Target	Base	Penetration
Household textiles per Household			
Household textiles per Household	235	220	106.825
	Target	Base	Penetration
Jewellery, clocks and watches per Household			
Jewellery, clocks and watches per Household	264	214	123.256
	Target	Base	Penetration
Major household appliances per Household			
Major household appliances (electric or not) per Household	293	196	149.378
	Target	Base	Penetration
Major tools and equipment per Household			
Major tools and equipment per Household	24	17	143.120
	Target	Base	Penetration
Materials for maintenance and repair of the dwelling (Retail per Household)			
Materials for maintenance and repair of the dwelling per Household	306	267	114.776

Medical goods and other pharmaceutical products per Household

	Target	Base	Penetration
Medical goods and other pharmaceutical products per HH			
Other medical products per Household	21	20	106.709

Pharmaceutical products per Household	189	162	117.228
Medical goods and other pharmaceutical products per HH	211	182	116.068
	Target	Base	Penetration
Newspapers and periodicals per Household			
Newspapers and periodicals per Household	177	154	114.775
	Target	Base	Penetration
Non-durable household goods per Household			
Non-durable household goods per Household	224	167	134.538
	Target	Base	Penetration
Other personal effects per Household			
Other personal effects per Household	96	95	101.071
	Target	Base	Penetration
Pets and related products per Household			
Pets and related products per Household	160	125	128.268
	Target	Base	Penetration
Recording media per Household			
Recording media per Household	230	199	115.449
	Target	Base	Penetration
Shoes and other footwear per Household			
Shoes and other footwear per Household	273	252	108.115
	Target	Base	Penetration
Small electrical household appliances per Household			
Small electrical household appliances per Household	42	29	145.954
	Target	Base	Penetration
Small tools and miscellaneous accessories per Household			
Small tools and miscellaneous accessories per Household	223	140	159.726
	Target	Base	Penetration
Therapeutic appliances and equipment per Household			
Therapeutic appliances and equipment per Household	162	106	151.938
	Target	Base	Penetration
Tobacco (Retail) per Household			
Tobacco per Household	291	425	68.561
	Target	Base	Penetration
Prescription costs per Household			
Prescription costs per Household	453	453	100.000
Leisure per Household			
	Target	Base	Penetration
Total Leisure per Household			
Accommodation services per Household	380	253	150.305
Cultural services per Household	817	619	132.068
Games of chance per Household	272	330	82.567
Hairdressing salons and personal grooming establishments per Household	259	190	136.316
Recreational and sporting services per Household	409	220	185.810
Restaurants, cafes etc per Household	2,922	2,464	118.564
Total Leisure per Household	5,059	4,076	124.128

2010 Total Expenditure per Person (in 2010 prices)

	Target	Base	Penetration
Total Retail per Person			
Total Comparison per Person	3,575	2,927	122.142
Total Convenience per Person	2,108	1,953	107.930

Total Retail per Person	5,684	4,881	116.454
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Alcohol (off trade) per Person

	Target	Base	Penetration
Alcohol (off-trade) per Person			
Beer (off trade)	56	55	100.233
Spirits (off trade)	70	68	103.771
Wine, cider and perry (off trade)	159	118	134.606
Alcohol (off-trade) per Person	285	242	118.070

appliances for personal care per Person

	Target	Base	Penetration
Appliances for personal care per Person			
Electric appliances for personal care per Person	24	19	129.641
Other appliances, articles and prods for personal care per Person	331	265	125.166
Appliances for personal care per Person	355	283	125.460

Audio-visual, photographic and information processing equipment per Person

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment per Person			
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Person	73	82	88.513
Information processing equipment per Person	73	90	81.373
Photographic and cine eqpt and optical instruments per Person	87	77	114.113
Telephone and telefax equipment per Person	13	15	88.060
Audio-visual, photographic and information processing equipment per Person	246	263	93.495

	Target	Base	Penetration
Bicycles per Person			
Bicycles per Person	61	23	263.340

Books and Stationery per Person

	Target	Base	Penetration
Books and stationery per Person			
Books per Person	59	50	119.751
Stationery and drawing materials and misc. printed matter per Person	81	72	112.373
Books and stationery per Person	140	122	115.389

Clothing materials and garments per Person

	Target	Base	Penetration
Clothing materials and garments per Person			
Clothing materials per Person	7	9	78.120
Garments per Person	707	600	117.937
Other articles of clothing and clothing accessories per Person	44	36	120.779
Clothing materials and garments per Person	759	645	117.515

Food and non-alcoholic beverages per Person

	Target	Base	Penetration
Food and non-alcoholic beverages per Person			
Bread and cereals per Person	208	198	105.322
Coffee, tea and cocoa per Person	52	47	112.469
Fish per Person	67	56	120.180
Fruit per Person	153	126	121.903

Fruit and vegetables; juices and other soft drinks per Person	138	127	108.460
Meat per Person	289	265	109.279
Milk, cheese and eggs per Person	198	178	110.883
Oils and fats per Person	29	28	103.810
Other food per Person	37	37	98.678
Sugar, confectionery and ice cream per Person	153	145	105.373
Vegetables per Person	218	190	114.463
Food and non-alcoholic beverages per Person	1,543	1,398	110.434

Furniture and Furnishings per Person

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings per Person			
Carpets and other floor coverings per Person	83	61	136.164
Furniture and furnishings per Person	311	200	155.271
Furniture and furnishings; carpets and other floor coverings per Person	394	261	150.793

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments per Person			
Equipment for sport camping and open-air recreation per Person	73	43	169.364
Games toys and hobbie per Persons	316	272	116.467
Musical instrumnts and maj durables fr indoor recrtn per Person	2	2	74.514
Games, toys and hobbies; sport and camping; musical instruments per Person	391	317	123.367

	Target	Base	Penetration
Gardens, plants and flowers per Person			
Gardens, plants and flowers per Person	85	62	137.824
Glassware, tableware and household utensils per Person			
Glassware, tableware and household utensils per Person	83	63	131.933
Household textiles per Person			
Household textiles per Person	98	95	103.443
Jewellery, clocks and watches per Person			
Jewellery, clocks and watches per Person	110	92	119.353
Major household appliances per Person			
Major household appliances (electric or not) per Person	122	85	144.648
Major tools and equipment per Person			
Major tools and equipment per Person	10	7	138.588
Materials for maintenance and repair of the dwelling (Retail per Person)			
Materials for maintenance and repair of the dwelling per Person	128	115	111.142

Medical goods and other pharmaceutical products per Person

	Target	Base	Penetration
Medical goods and other pharmaceutical products per Person			
Other medical products per Person	9	9	103.330
Pharmaceutical products per Person	79	70	113.517

Medical goods and other pharmaceutical products per Person	88	78	112.393
	Target	Base	Penetration
Newspapers and periodicals per Person			
Newspapers and periodicals per Person	74	66	111.141
	Target	Base	Penetration
Non-durable household goods per Person			
Non-durable household goods per Person	94	72	130.279
	Target	Base	Penetration
Other personal effects per Person			
Other personal effects per Person	40	41	97.871
	Target	Base	Penetration
Pets and related products per Person			
Pets and related products per Person	67	54	124.207
	Target	Base	Penetration
Recording media per Person			
Recording media per Person	96	86	111.794
	Target	Base	Penetration
Shoes and other footwear per Person			
Shoes and other footwear per Person	114	109	104.692
	Target	Base	Penetration
Small electrical household appliances per Person			
Small electrical household appliances per Person	17	12	141.333
	Target	Base	Penetration
Small tools and miscellaneous accessories per Person			
Small tools and miscellaneous accessories per Person	93	60	154.669
	Target	Base	Penetration
Therapeutic appliances and equipment per Person			
Therapeutic appliances and equipment per Person	67	46	147.127
	Target	Base	Penetration
Tobacco (Retail) per Person			
Tobacco per Person	122	183	66.390
	Target	Base	Penetration
Prescription costs per Person			
Prescription costs per Person	189	195	96.834
Leisure per Person			
	Target	Base	Penetration
Total Leisure per Person			
Accommodation services per Person	159	109	145.546
Cultural services per Person	341	267	127.886
Games of chance per Person	114	142	79.953
Hairdressing salons and personal grooming establishments per Person	108	82	132.000
Recreational and sporting services per Person	171	95	179.927
Restaurants, cafes etc per Person	1,220	1,063	114.810
Total Leisure per Person	2,113	1,758	120.198

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Area Profile Report

Target Area(s): Three Rivers - South Zone
 Base Area(s): Standard Geography; United Kingdom
 Sorted On: Default (Ascending)
 Date: 14/03/2012

Retail Planner

Consumer Retail Expenditure (Fine)

2010 Total Expenditure (in 2010 prices)

	Target	Base	Penetration
Total Retail			
Total Comparison	178,767,361	182,308,788,482	0.098
Total Convenience	105,584,919	121,651,861,724	0.087
Total Retail	284,352,281	303,960,650,206	0.094

Alcohol (off trade)

	Target	Base	Penetration
Alcohol (off-trade)			
Beer (off trade)	2,665,321	3,450,000,023	0.077
Spirits (off trade)	3,199,044	4,221,608,962	0.076
Wine, cider and perry (off trade)	7,965,217	7,372,115,621	0.108
Alcohol (off-trade)	13,829,582	15,043,724,606	0.092

appliances for personal care

	Target	Base	Penetration
Appliances for personal care			
Electric appliances for personal care	1,189,086	1,159,501,015	0.103
Other appliances, articles and prods for personal care	16,555,627	16,477,068,088	0.101
Appliances for personal care	17,744,713	17,636,569,103	0.101

Audio-visual, photographic and information processing equipment

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment			
Eqpt fr recptn, recrdng and reprdtn of sound and pics	3,590,297	5,127,043,348	0.070
Information processing equipment	3,395,189	5,580,015,344	0.061
Photographic and cine eqpt and optical instruments	4,748,432	4,764,666,662	0.100
Telephone and telefax equipment	679,467	929,836,526	0.073
Audio-visual, photographic and information processing equipment	12,413,384	16,401,561,880	0.076

	Target	Base	Penetration
Bicycles			
Bicycles	2,527,039	1,440,619,318	0.175

Books and Stationery

	Target	Base	Penetration
Books and stationery			
Books	3,256,656	3,093,662,408	0.105
Stationery and drawing materials and misc. printed matter	4,078,738	4,475,136,181	0.091
Books and stationery	7,335,394	7,568,798,589	0.097

Clothing materials and garments

	Target	Base	Penetration
Clothing materials and garments			

Clothing materials	383,784	588,772,122	0.065
Garments	35,577,445	37,342,425,221	0.095
Other articles of clothing and clothing accessories	2,210,305	2,267,758,562	0.098
Clothing materials and garments	38,171,534	40,198,955,905	0.095

Food and non-alcoholic beverages

	Target	Base	Penetration
Food and non-alcoholic beverages			
Bread and cereals	10,518,268	12,328,381,201	0.085
Coffee, tea and cocoa	2,607,926	2,897,827,255	0.090
Fish	3,555,373	3,493,420,669	0.102
Fruit	8,003,569	7,836,699,205	0.102
Fruit and vegetables; juices and other soft drinks	7,086,453	7,926,731,466	0.089
Meat	14,207,492	16,490,608,124	0.086
Milk, cheese and eggs	9,949,182	11,096,631,590	0.090
Oils and fats	1,482,717	1,757,099,160	0.084
Other food	1,960,519	2,326,968,268	0.084
Sugar, confectionery and ice cream	7,644,779	9,046,683,025	0.085
Vegetables	11,112,606	11,841,617,278	0.094
Food and non-alcoholic beverages	78,128,884	87,042,667,241	0.090

Furniture and Furnishings

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings			
Carpets and other floor coverings	4,630,043	3,813,880,667	0.121
Furniture and furnishings	15,941,019	12,461,990,852	0.128
Furniture and furnishings; carpets and other floor coverings	20,571,061	16,275,871,519	0.126

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments			
Equipment for sport camping and open-air recreation	3,233,646	2,689,179,667	0.120
Games toys and hobbies	14,985,260	16,910,113,398	0.089
Musical instrumnts and maj durables fr indoor recrtn	150,766	143,635,757	0.105
Games, toys and hobbies; sport and camping; musical instruments	18,369,672	19,742,928,822	0.093

	Target	Base	Penetration
Gardens, plants and flowers			
Gardens, plants and flowers	4,199,092	3,838,999,859	0.109
Glassware, tableware and household utensils			
Glassware, tableware and household utensils	4,219,943	3,915,978,152	0.108
Household textiles			
Household textiles	5,394,601	5,911,626,383	0.091
Jewellery, clocks and watches			
Jewellery, clocks and watches	6,163,201	5,751,950,313	0.107
Major household appliances			
Major household appliances (electric or not)	5,941,489	5,271,245,426	0.113
Major tools and equipment			
Major tools and equipment	493,300	451,462,488	0.109
	Target	Base	Penetration

Materials for maintenance and repair of the dwelling (Retail)

Materials for maintenance and repair of the dwelling	5,984,192	7,167,626,086	0.084
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Medical goods and other pharmaceutical products

	Target	Base	Penetration
Medical goods and other pharmaceutical products			
Other medical products	464,497	538,132,387	0.086
Pharmaceutical products	4,083,383	4,338,817,346	0.094
Medical goods and other pharmaceutical products	4,547,881	4,876,949,733	0.093

	Target	Base	Penetration
Newspapers and periodicals			
Newspapers and periodicals	3,673,816	4,135,115,631	0.089

	Target	Base	Penetration
Non-durable household goods			
Non-durable household goods	4,553,113	4,472,835,510	0.102

	Target	Base	Penetration
Other personal effects			
Other personal effects	2,365,254	2,559,992,980	0.092

	Target	Base	Penetration
Pets and related products			
Pets and related products	2,829,796	3,350,999,791	0.084

	Target	Base	Penetration
Recording media			
Recording media	4,372,703	5,348,057,628	0.082

	Target	Base	Penetration
Shoes and other footwear			
Shoes and other footwear	5,962,302	6,776,838,421	0.088

	Target	Base	Penetration
Small electrical household appliances			
Small electrical household appliances	841,081	765,928,568	0.110

	Target	Base	Penetration
Small tools and miscellaneous accessories			
Small tools and miscellaneous accessories	4,351,830	3,753,530,748	0.116

	Target	Base	Penetration
Therapeutic appliances and equipment			
Therapeutic appliances and equipment	3,512,576	2,855,000,114	0.123

	Target	Base	Penetration
Tobacco (Retail)			
Tobacco	5,854,823	11,404,788,715	0.051

	Target	Base	Penetration
Prescription costs			
Prescription costs	9,597,505	12,167,230,434	0.079

Leisure

	Target	Base	Penetration
Total Leisure			
Accommodation services	7,822,771	6,793,021,293	0.115
Cultural services	16,619,965	16,615,342,398	0.100
Games of chance	5,107,706	8,859,000,161	0.058
Hairdressing salons and personal grooming establishments	5,353,005	5,097,514,391	0.105
Recreational and sporting services	8,404,172	5,910,835,530	0.142
Restaurants, cafes etc	64,911,711	66,188,212,211	0.098
Total Leisure	108,219,330	109,463,925,984	0.099

2010 Total Expenditure per Household (in 2010 prices)

	Target	Base	Penetration
Total Retail per Household			

Total Comparison per Household	8,438	6,788	124.312
Total Convenience per Household	4,984	4,530	110.031
Total Retail per Household	13,422	11,318	118.597

Alcohol (off trade) per Household

	Target	Base	Penetration
Alcohol (off-trade) per HH			
Beer (off trade)	126	128	97.941
Spirits (off trade)	151	157	96.067
Wine, cider and perry (off trade)	376	274	136.974
Alcohol (off-trade) per HH	653	560	116.543

appliances for personal care per Household

	Target	Base	Penetration
Appliances for personal care per Household			
Electric appliances for personal care per Household	56	43	130.010
Other appliances, articles and prods for personal care per Household	781	614	127.379
Appliances for personal care per Household	838	657	127.552

Audio-visual, photographic and information processing equipment per Household

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment per HH			
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Household	169	191	88.776
Information processing equipment per Household	160	208	77.137
Photographic and cine eqpt and optical instruments per Household	224	177	126.343
Telephone and telefax equipment per Household	32	35	92.639
Audio-visual, photographic and information processing equipment per HH	586	611	95.949

	Target	Base	Penetration
Bicycles per Household			
Bicycles per Household	119	54	222.380

Books and Stationery per Household

	Target	Base	Penetration
Books and stationery per HH			
Books per Household	154	115	133.454
Stationery and drawing materials and misc. printed matter per Household	193	167	115.546
Books and stationery per HH	346	282	122.866

Clothing materials and garments per Household

	Target	Base	Penetration
Clothing materials and garments per HH			
Clothing materials per Household	18	22	82.637
Garments per Household	1,679	1,390	120.783
Other articles of clothing and clothing accessories per Household	104	84	123.563
Clothing materials and garments per HH	1,802	1,497	120.381

Food and non-alcoholic beverages per Household

	Target	Base	Penetration
Food and non-alcoholic beverages per HH			
Bread and cereals per Household	497	459	108.161
Coffee, tea and cocoa per Household	123	108	114.092
Fish per Household	168	130	129.023

Fruit per Household	378	292	129.474
Fruit and vegetables; juices and other soft drinks per Household	335	295	113.336
Meat per Household	671	614	109.223
Milk, cheese and eggs per Household	470	413	113.666
Oils and fats per Household	70	65	106.978
Other food per Household	93	87	106.811
Sugar, confectionery and ice cream per Household	361	337	107.130
Vegetables per Household	525	441	118.970
Food and non-alcoholic beverages per HH	3,688	3,241	113.792

Furniture and Furnishings per Household

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings per HH			
Carpets and other floor coverings per Household	219	142	153.905
Furniture and furnishings per Household	752	464	162.167
Furniture and furnishings; carpets and other floor coverings per HH	971	606	160.231

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments per HH			
Equipment for sport camping and open-air recreation per Household	153	100	152.443
Games toys and hobbie per Households	707	630	112.344
Musical instrumnts and maj durables fr indoor recrtn per Household	7	5	133.068
Games, toys and hobbies; sport and camping; musical instruments per HH	867	735	117.957

	Target	Base	Penetration
Gardens, plants and flowers per Household			
Gardens, plants and flowers per Household	198	143	138.666
Glassware, tableware and household utensils per Household			
Glassware, tableware and household utensils per Household	199	146	136.615
Household textiles per Household			
Household textiles per Household	255	220	115.687
Jewellery, clocks and watches per Household			
Jewellery, clocks and watches per Household	291	214	135.839
Major household appliances per Household			
Major household appliances (electric or not) per Household	280	196	142.895
Major tools and equipment per Household			
Major tools and equipment per Household	23	17	138.523
Materials for maintenance and repair of the dwelling (Retail per Household)			
Materials for maintenance and repair of the dwelling per Household	282	267	105.843

Medical goods and other pharmaceutical products per Household

	Target	Base	Penetration
Medical goods and other pharmaceutical products per HH			
Other medical products per Household	22	20	109.428

Pharmaceutical products per Household	193	162	119.312
Medical goods and other pharmaceutical products per HH	215	182	118.221
	Target	Base	Penetration
Newspapers and periodicals per Household			
Newspapers and periodicals per Household	173	154	112.632
	Target	Base	Penetration
Non-durable household goods per Household			
Non-durable household goods per Household	215	167	129.050
	Target	Base	Penetration
Other personal effects per Household			
Other personal effects per Household	112	95	117.131
	Target	Base	Penetration
Pets and related products per Household			
Pets and related products per Household	134	125	107.057
	Target	Base	Penetration
Recording media per Household			
Recording media per Household	206	199	103.654
	Target	Base	Penetration
Shoes and other footwear per Household			
Shoes and other footwear per Household	281	252	111.537
	Target	Base	Penetration
Small electrical household appliances per Household			
Small electrical household appliances per Household	40	29	139.214
	Target	Base	Penetration
Small tools and miscellaneous accessories per Household			
Small tools and miscellaneous accessories per Household	205	140	146.982
	Target	Base	Penetration
Therapeutic appliances and equipment per Household			
Therapeutic appliances and equipment per Household	166	106	155.974
	Target	Base	Penetration
Tobacco (Retail) per Household			
Tobacco per Household	276	425	65.082
	Target	Base	Penetration
Prescription costs per Household			
Prescription costs per Household	453	453	100.000

Leisure per Household

	Target	Base	Penetration
Total Leisure per Household			
Accommodation services per Household	369	253	145.993
Cultural services per Household	785	619	126.810
Games of chance per Household	241	330	73.093
Hairdressing salons and personal grooming establishments per Household	253	190	133.129
Recreational and sporting services per Household	397	220	180.252
Restaurants, cafes etc per Household	3,064	2,464	124.330
Total Leisure per Household	5,108	4,076	125.334

2010 Total Expenditure per Person (in 2010 prices)

	Target	Base	Penetration
Total Retail per Person			
Total Comparison per Person	3,505	2,927	119.726
Total Convenience per Person	2,070	1,953	105.972

Total Retail per Person	5,575	4,881	114.222
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Alcohol (off trade) per Person

	Target	Base	Penetration
Alcohol (off-trade) per Person			
Beer (off trade)	52	55	94.328
Spirits (off trade)	63	68	92.523
Wine, cider and perry (off trade)	156	118	131.921
Alcohol (off-trade) per Person	271	242	112.244

appliances for personal care per Person

	Target	Base	Penetration
Appliances for personal care per Person			
Electric appliances for personal care per Person	23	19	125.213
Other appliances, articles and prods for personal care per Person	325	265	122.680
Appliances for personal care per Person	348	283	122.847

Audio-visual, photographic and information processing equipment per Person

	Target	Base	Penetration
Audio-visual, photographic and information processing equipment per Person			
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Person	70	82	85.501
Information processing equipment per Person	67	90	74.291
Photographic and cine eqpt and optical instruments per Person	93	77	121.682
Telephone and telefax equipment per Person	13	15	89.222
Audio-visual, photographic and information processing equipment per Person	243	263	92.409

	Target	Base	Penetration
Bicycles per Person			
Bicycles per Person	50	23	214.176

Books and Stationery per Person

	Target	Base	Penetration
Books and stationery per Person			
Books per Person	64	50	128.531
Stationery and drawing materials and misc. printed matter per Person	80	72	111.283
Books and stationery per Person	144	122	118.333

Clothing materials and garments per Person

	Target	Base	Penetration
Clothing materials and garments per Person			
Clothing materials per Person	8	9	79.588
Garments per Person	697	600	116.327
Other articles of clothing and clothing accessories per Person	43	36	119.005
Clothing materials and garments per Person	748	645	115.940

Food and non-alcoholic beverages per Person

	Target	Base	Penetration
Food and non-alcoholic beverages per Person			
Bread and cereals per Person	206	198	104.171
Coffee, tea and cocoa per Person	51	47	109.883
Fish per Person	70	56	124.263
Fruit per Person	157	126	124.698

Fruit and vegetables; juices and other soft drinks per Person	139	127	109.155
Meat per Person	279	265	105.194
Milk, cheese and eggs per Person	195	178	109.473
Oils and fats per Person	29	28	103.032
Other food per Person	38	37	102.870
Sugar, confectionery and ice cream per Person	150	145	103.177
Vegetables per Person	218	190	114.581
Food and non-alcoholic beverages per Person	1,532	1,398	109.594

Furniture and Furnishings per Person

	Target	Base	Penetration
Furniture and furnishings; carpets and other floor coverings per Person			
Carpets and other floor coverings per Person	91	61	148.227
Furniture and furnishings per Person	313	200	156.184
Furniture and furnishings; carpets and other floor coverings per Person	403	261	154.320

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

	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical instruments per Person			
Equipment for sport camping and open-air recreation per Person	63	43	146.819
Games toys and hobbie per Persons	294	272	108.200
Musical instrumnts and maj durables fr indoor recrtn per Person	3	2	128.159
Games, toys and hobbies; sport and camping; musical instruments per Person	360	317	113.605

	Target	Base	Penetration
Gardens, plants and flowers per Person			
Gardens, plants and flowers per Person	82	62	133.551
Glassware, tableware and household utensils per Person			
Glassware, tableware and household utensils per Person	83	63	131.576
Household textiles per Person			
Household textiles per Person	106	95	111.420
Jewellery, clocks and watches per Person			
Jewellery, clocks and watches per Person	121	92	130.828
Major household appliances per Person			
Major household appliances (electric or not) per Person	116	85	137.623
Major tools and equipment per Person			
Major tools and equipment per Person	10	7	133.413
Materials for maintenance and repair of the dwelling (Retail per Person)			
Materials for maintenance and repair of the dwelling per Person	117	115	101.939

Medical goods and other pharmaceutical products per Person

	Target	Base	Penetration
Medical goods and other pharmaceutical products per Person			
Other medical products per Person	9	9	105.391
Pharmaceutical products per Person	80	70	114.910

Medical goods and other pharmaceutical products per Person	89	78	113.860
	Target	Base	Penetration
Newspapers and periodicals per Person			
Newspapers and periodicals per Person	72	66	108.477
	Target	Base	Penetration
Non-durable household goods per Person			
Non-durable household goods per Person	89	72	124.289
	Target	Base	Penetration
Other personal effects per Person			
Other personal effects per Person	46	41	112.810
	Target	Base	Penetration
Pets and related products per Person			
Pets and related products per Person	55	54	103.107
	Target	Base	Penetration
Recording media per Person			
Recording media per Person	86	86	99.830
	Target	Base	Penetration
Shoes and other footwear per Person			
Shoes and other footwear per Person	117	109	107.423
	Target	Base	Penetration
Small electrical household appliances per Person			
Small electrical household appliances per Person	16	12	134.078
	Target	Base	Penetration
Small tools and miscellaneous accessories per Person			
Small tools and miscellaneous accessories per Person	85	60	141.560
	Target	Base	Penetration
Therapeutic appliances and equipment per Person			
Therapeutic appliances and equipment per Person	69	46	150.220
	Target	Base	Penetration
Tobacco (Retail) per Person			
Tobacco per Person	115	183	62.681
	Target	Base	Penetration
Prescription costs per Person			
Prescription costs per Person	188	195	96.311
Leisure per Person			
	Target	Base	Penetration
Total Leisure per Person			
Accommodation services per Person	153	109	140.607
Cultural services per Person	326	267	122.132
Games of chance per Person	100	142	70.396
Hairdressing salons and personal grooming establishments per Person	105	82	128.218
Recreational and sporting services per Person	165	95	173.602
Restaurants, cafes etc per Person	1,273	1,063	119.743
Total Leisure per Person	2,122	1,758	120.710

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