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 informa	tion processing equipment		
	Target	Base	Penetration
Audio-visual, photographic and information processi	ng equipment		
Eqpt fr recptn, recrding and reprdtn of sound and pics	3,679,213	5,127,043,348	0.072
nformation processing equipment	3,774,155	5,580,015,344	0.068
Photographic and cine eqpt and optical	4,792,680	4,764,666,662	0.101
nstruments			
instruments Telephone and telefax equipment	835,726	929,836,526	0.090

Books and Stationery

Bicycles **Bicycles**

	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

Target

3,004,509

Clothing materials and garments

Penetration Target Base

1,440,619,318

Base

0.209

Penetration

Clathian materials			
Clothing materials Garments	352,156	588,772,122	0.060
Other articles of clothing and clothing	38,423,012	37,342,425,221	0.103
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			
Food and non-clockelie bossesses	Target	Base	Penetration
Food and non-alcoholic beverages	11 050 400	10 200 201 001	0.000
Bread and cereals	11,858,466	12,328,381,201	0.096
Coffee, tea and cocoa Fish	2,885,807	2,897,827,255	0.100
Fruit	3,585,868	3,493,420,669	0.103
	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 coveri	drugartyst contents	0.040.000.007	0.440
Carpets and other floor coverings Furniture and furnishings	4,271,040	3,813,880,667	0.112
	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
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp	ing; music instruments	16,275,871,519 Base	0.119 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air	ing; music instruments		
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation	Target struments 3,255,776	Base 2,689,179,667	Penetration 0.121
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies	Target struments 3,255,776 16,311,065	Base 2,689,179,667 16,910,113,398	Penetration 0.121 0.097
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn	Target struments 3,255,776	Base 2,689,179,667	Penetration 0.121
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr	Target struments 3,255,776 16,311,065	Base 2,689,179,667 16,910,113,398	Penetration 0.121 0.097
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments	Target instruments 3,255,776 16,311,065 71,455	Base 2,689,179,667 16,910,113,398 143,635,757	Penetration 0.121 0.097 0.050
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers	Target 15,255,776 16,311,065 71,455 19,638,296 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base	Penetration 0.121 0.097 0.050 0.100 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments	Target 13,255,776 16,311,065 71,455 19,638,296 Target 3,475,267	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers	Target 15,255,776 16,311,065 71,455 19,638,296 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base	Penetration 0.121 0.097 0.050 0.100 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils	Target 13,255,776 16,311,065 71,455 19,638,296 Target 3,475,267	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers	Target 13,255,776 16,311,065 71,455 19,638,296 Target 3,475,267	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household	Target 15,255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household	Target 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils	Target 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles	Target instruments 3,255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles	Target 1,255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.085
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles	Target instruments 3,255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.085
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles	Target 1,3255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target 5,735,361	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.085 Penetration 0.100
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches	Target struments 3,255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.085 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches Major household appliances	Target astruments 3,255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target 5,735,361 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313 Base	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.085 Penetration 0.100 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches	Target 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target 5,735,361 Target 6,194,611	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313 Base 5,271,245,426	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.100 Penetration 0.100 Penetration 0.118
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches Major household appliances Major household appliances (electric or not)	Target astruments 3,255,776 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target 5,735,361 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313 Base	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.085 Penetration 0.100 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches Major household appliances Major household appliances (electric or not)	Target 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target 5,735,361 Target 6,194,611 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313 Base 5,271,245,426 Base	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.100 Penetration 0.1108 Penetration 0.1108 Penetration 0.1118 Penetration
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical in Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables frindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches Major household appliances Major household appliances (electric or not)	Target 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target 5,735,361 Target 6,194,611	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313 Base 5,271,245,426	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.100 Penetration 0.100 Penetration 0.118
Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches Major household appliances Major household appliances (electric or not)	Target 16,311,065 71,455 19,638,296 Target 3,475,267 Target 4,350,968 Target 5,011,008 Target 5,735,361 Target 6,194,611 Target	Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313 Base 5,271,245,426 Base	Penetration 0.121 0.097 0.050 0.100 Penetration 0.091 Penetration 0.111 Penetration 0.100 Penetration 0.1108 Penetration 0.1108 Penetration 0.1118 Penetration

Materials for maintenance and repair of the dwelling (F	Retail)		
Materials for maintenance and repair of the dwelling	7,217,078	7,167,626,086	0.101
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	×111		
Shoes and other footwear	6,681,302	6,776,838,421	0.099
	Target	Base	Penetration
Small electrical household appliances			

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			

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

11,880,306

2010 Total Expenditure per Household (in 2010 prices)

Base	Penetration
	Base

12,167,230,434

0.098

Prescription costs

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	l		
Appliances for personal care per Household	Target	Base	Penetration
Electric appliances for personal care per	52	43	119.925
Household	32	+0	115.525
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 H	ousehold	
	Target	Base	Penetration
Audio-visual, photographic and information processing ed	1245-1245-1245-1245-1245-1245-1245-1245-		
Eqpt fr recptn, recrding 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	400		400.047
instruments per Household	183	177	103.017
Telephone and telefax equipment per Household	32	35	92.050
Audio-visual, photographic and information	499	611	81.686
processing equipment per HH			
Bicycles per Household	Target	Base	Penetration
Bicycles per Household	115	54	213.594
	110	34	213.334
Books and Stationery per Household			
	Target	Base	Penetration
Books and stationery per HH		_400	
Books per Household	118	115	102.343
Stationery and drawing materials and misc.	170	167	101.852
printed matter per Household			
Books and stationery per HH	288	282	102.053
Clothing materials and garments per House	hold		
	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 Hou	sehold		
	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	110.39
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	92.61
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			
Furniture and furnishings; carpets and other floor covering	Target	Base	Penetration
Carpets and other floor coverings per	igs per nn		
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 campi	ng; music instruments per Hou	usehold	
	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical in	struments 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
Gardens, plants and flowers per Household	Target	Base	Penetration
Gardens, plants and flowers per Household	133	143	92.712
	Target	Base	Penetration
Glassware, tableware and household utensils per Househ			1 onotration
Glassware, tableware and household	166	146	113.792
utensils per Household	10 mm	140	113.792
Household toytiles per Household	Target	Base	Penetration
Household textiles per Household Household textiles per Household	191	220	06 012
nouseriola textiles per riouseriola		Base	86.813 Penetration
Jewellery, clocks and watches per Household	Target	Dase	Penetration
Jewellery, clocks and watches per	040		la a allor
Household	219	214	102.120
	Target	Base	Penetration
Major household appliances per Household			
Major household appliances (electric or not) per Household	236	196	120.355
Major tools and equipment per Household	Target	Base	Penetration
Major tools and equipment per Household	21	17	122.374
Materials for maintenance and repair of the dwelling (Reta	Target uil per Household)	Base	Penetration
Materials for maintenance and repair of the dwelling (Note and Indiana)	275	267	103.122
Medical goods and other pharmaceutical pi	roducts per Household		
	Target	Base	Penetration
Medical goods and other pharmaceutical products per HH	, (5)	_400	· Silettation
Other medical products per Household	21	20	103.150

Pharmaceutical products per Household	175	162	108.224
Medical goods and other pharmaceutical	196	182	107.664
products per HH	GRADING COMM	80.500.8	VISCOUTE CO.
lewspapers and periodicals per Household	Target	Base	Penetration
	***	787	00.555
lewspapers and periodicals per Household	144	154	93.593
	Target	Base	Penetration
lon-durable household goods per Household			
lon-durable household goods per lousehold	179	167	107.511
	Target	Base	Penetration
Other personal effects per Household	*		
ther personal effects per Household	88	95	92.414
	Target	Base	Penetration
ets and related products per Household			
ets and related products per Household	115	125	92.134
	Target	Base	Penetration
ecording media per Household	100011 W 0.0		507557 0707 071
ecording media per Household	205	199	102.843
	Target	Base	Penetration
hoes and other footwear per Household			
hoes and other footwear per Household	255	252	100.971
	Target	Base	Penetration
mall electrical household appliances per Household	iouSti M .TiTi		
mall electrical household appliances per	35	29	124.365
ousehold			
mall tools and miscellaneous accessories per Household	Target	Base	Penetration
mail tools and miscellaneous accessories per nousehold		10 - 2021	NA 64 (1995) 20 (1995) 20 (1995)
er Household	175	140	125.239
	Target	Base	Penetration
herapeutic appliances and equipment per Household			
herapeutic appliances and equipment per ousehold	145	106	136.700
	Target	Base	Penetration
obacco (Retail) per Household			
obacco per Household	339	425	79.921
	Target	Base	Penetration
rescription costs per Household			
rescription costs per Household	453	453	100.000
eisure per Household			
	Tt		
otal Leisure per Household	Target	Base	Penetration
ccommodation services per Household	282	253	111.554
ultural services per Household	690	619	111.517
sames of chance per Household	240	330	72.828
airdressing salons and personal grooming stablishments per Household	197	190	103.867
ecreational and sporting services per ousehold	320	220	145.375
estaurants, cafes etc per Household	2,584	2,464	104.868
otal Leisure per Household	4,314	4,076	105.840
010 Total Expenditure per Person (in 2010 pr	ices)		
	Target	Base	Penetration
otal Retail per Person			
otal Comparison per Person	2,919	2,927	99.704

Total Retail per Person	4,743	4,881	97.185
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 Pe	erson	
Andrew description	Target	Base	Penetration
Audio-visual, photographic and information processing eq Eqpt fr recptn, recrding 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	×		
, ,	Torrest	Pers	Penetration
Books and stationery per Person	Target	Base	renetiation
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	ı .		
	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 Pers	on		
	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	126	127	99.259
drinks per Person			
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 coveri	ngs 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 camp	ing; music instruments per Per	rson	_
	Torget	Page	Donatration
Games, toys and hobbies; sport and camping; musical in	Target	Base	Penetration
Equipment for sport camping and open-air	reformations up the sector of the residence of the properties of the sector of the sec	10	440.050
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
	Target	Base	Penetration
Glassware, tableware and household utensils per Person			
Glassware, tableware and household utensils per Person	67	63	107.335
	Target	Base	Penetration
Household textiles per Person	A 2 A 2 A 2 A 2 A 2 A 2 A 2 A 2 A 2 A 2		
Household textiles per Person	78	95	81.887
	Target	Base	Penetration
Jewellery, clocks and watches per Person	and the state of t		
Jewellery, clocks and watches per Person	89	92	96.325
nde uttrect noutres 🛩 Er verb auteropet nerschij telekunter das situ intelektion ■ Departs och koletic Statismor.			
	Target	Base	Penetration
Major household appliances per Person			
Major household appliances (electric or not) per Person	96	85	113.526
	Target	Base	Penetration
Major tools and equipment per Person			
Major tools and equipment per Person	8	7	115.430
	Target	Base	Penetration
Materials for maintenance and repair of the dwelling (Ret	ail per Person)		
Materials for maintenance and repair of the dwelling per Person	112	115	97.270
Medical goods and other pharmaceutical p	roducts per Person		
	Target	Base	Penetration
Medical goods and other pharmaceutical products per Pe	erson		
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	121		
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

²⁰¹¹ Experian Ltd
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Area Profile Report

Target Area(s):

Three Rivers - North Zone

Base Area(s):

Standard Geography; United Kingdom

Sorted On:

Date:

Default (Ascending) 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)			
Alaskal (aff trads)	Target	Base	Penetration
Alcohol (off-trade)	2,901,993	2 450 000 022	0.084
Beer (off trade) Spirits (off trade)	2,901,993 3,676,384	3,450,000,023 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	17,307,376	16,477,068,088	0.105
personal care			
Appliances for personal care	18,568,848	17,636,569,103	0.105
Appliances for personal care Audio-visual, photographic and informati	on processing equipment	17,636,569,103 Base	0.105 Penetration
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and repretent of	on processing equipment		
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing	on processing equipment Target g equipment	Base	Penetration
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics	Target 9 equipment 3,808,379	Base 5,127,043,348	Penetration 0.074
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical	Target g equipment 3,808,379 3,810,505	Base 5,127,043,348 5,580,015,344	Penetration 0.074 0.068
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments	Target g equipment 3,808,379 3,810,505 4,562,804	Base 5,127,043,348 5,580,015,344 4,764,666,662	Penetration 0.074 0.068 0.096
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information	Target g equipment 3,808,379 3,810,505 4,562,804 687,145	5,127,043,348 5,580,015,344 4,764,666,662 929,836,526	Penetration 0.074 0.068 0.096 0.074
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information processing equipment Bicycles	Target g equipment 3,808,379 3,810,505 4,562,804 687,145 12,868,832 Target	5,127,043,348 5,580,015,344 4,764,666,662 929,836,526 16,401,561,880 Base	Penetration 0.074 0.068 0.096 0.074 0.079 Penetration
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information processing equipment	Target g equipment 3,808,379 3,810,505 4,562,804 687,145 12,868,832	5,127,043,348 5,580,015,344 4,764,666,662 929,836,526 16,401,561,880	Penetration 0.074 0.068 0.096 0.074 0.079
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information processing equipment Bicycles	Target g equipment 3,808,379 3,810,505 4,562,804 687,145 12,868,832 Target	5,127,043,348 5,580,015,344 4,764,666,662 929,836,526 16,401,561,880 Base	Penetration 0.074 0.068 0.096 0.074 0.079 Penetration
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information processing equipment Bicycles Bicycles Books and Stationery	Target g equipment 3,808,379 3,810,505 4,562,804 687,145 12,868,832 Target	5,127,043,348 5,580,015,344 4,764,666,662 929,836,526 16,401,561,880 Base	Penetration 0.074 0.068 0.096 0.074 0.079 Penetration
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information processing equipment Bicycles Bicycles Books and Stationery	Target g equipment 3,808,379 3,810,505 4,562,804 687,145 12,868,832 Target 3,183,691 Target	Base 5,127,043,348 5,580,015,344 4,764,666,662 929,836,526 16,401,561,880 Base 1,440,619,318	Penetration 0.074 0.068 0.096 0.074 0.079 Penetration 0.221 Penetration
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information processing equipment Bicycles Bicycles Bicycles Books and Stationery Books and stationery Books Stationery and drawing materials and misc.	Target g equipment 3,808,379 3,810,505 4,562,804 687,145 12,868,832 Target 3,183,691	Base 5,127,043,348 5,580,015,344 4,764,666,662 929,836,526 16,401,561,880 Base 1,440,619,318	Penetration 0.074 0.068 0.096 0.074 0.079 Penetration 0.221
Appliances for personal care Audio-visual, photographic and informati Audio-visual, photographic and information processing Eqpt fr recptn, recrding and reprdtn of sound and pics Information processing equipment Photographic and cine eqpt and optical instruments Telephone and telefax equipment Audio-visual, photographic and information processing equipment Bicycles Bicycles Bicycles Books and Stationery Books and stationery	Target g equipment 3,808,379 3,810,505 4,562,804 687,145 12,868,832 Target 3,183,691 Target 3,108,966	Base 5,127,043,348 5,580,015,344 4,764,666,662 929,836,526 16,401,561,880 Base 1,440,619,318 Base 3,093,662,408	Penetration 0.074 0.068 0.096 0.074 0.079 Penetration 0.221 Penetration 0.101

Clothing materials and garments

Target Base Penetration

Clothing materials and garments

Clothing materials	385,990	588,772,122	0.0
Garments	36,958,910	37,342,425,221	0.0
Other articles of clothing and clothing accessories	2,298,546	2,267,758,562	0.1
Clothing materials and garments	39,643,446	40,198,955,905	0.0
Food and non-alcoholic beverages			
	Target	Base	Penetration
Food and non-alcoholic beverages			
Bread and cereals	10,896,593	12,328,381,201	0.0
Coffee, tea and cocoa	2,735,070	2,897,827,255	0.0
Fish	3,523,287	3,493,420,669	0.1
Fruit	8,017,018	7,836,699,205	0.1
Fruit and vegetables; juices and other soft drinks	7,214,843	7,926,731,466	0.0
Meat	15,122,974	16,490,608,124	0.0
Milk, cheese and eggs	10,325,693	11,096,631,590	0.0
Oils and fats	1,530,730	1,757,099,160	0.0
Other food	1,926,972	2,326,968,268	0.0
Sugar, confectionery and ice cream	7,999,880	9,046,683,025	0.0
Vegetables	11,374,744	11,841,617,278	0.0
Food and non-alcoholic beverages	80,667,804	87,042,667,241	0.0
Furniture and Furnishings			
From November 2 and 6 and 16 leaves and 16 a	Target	Base	Penetrat
Furniture and furnishings; carpets and other floor covering	igs .		
	1050000		
Carpets and other floor coverings	4,358,069	3,813,880,667	
Carpets and other floor coverings Furniture and furnishings	4,358,069 16,238,335	3,813,880,667 12,461,990,852	
Carpets and other floor coverings			0.1
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other	16,238,335 20,596,404	12,461,990,852	0.1
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings	16,238,335 20,596,404	12,461,990,852	0.1
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings	16,238,335 20,596,404 ng; music instruments Target	12,461,990,852 16,275,871,519	0.1 0.1 Penetrati
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi	16,238,335 20,596,404 ng; music instruments Target	12,461,990,852 16,275,871,519	0.1 0.1 Penetrati
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air	16,238,335 20,596,404 ng; music instruments Target	12,461,990,852 16,275,871,519 Base	0.1
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127	12,461,990,852 16,275,871,519 Base 2,689,179,667	0.1 0.1 Penetrati 0.1
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398	0.1 0.1 Penetrati 0.1 0.0
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instrumnts; sport and camping; musical instruments	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757	0.1 Penetrat 0.1 0.0 0.0
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base	0.1 0.2 Penetrat 0.2 0.0 0.0
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Games, toys and hobbies; sport and camping; musical instruments	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859	0. Penetrat 0. 0. Penetrat 0. 0. 0. 0.
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Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859	Penetrat 0. 0. 0. 0. 0. 0. 0. Penetrat 0. Penetrat
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257 Target	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base	0. Penetrat 0. 0. 0. Penetrat 0. Penetrat 0. O. Penetrat 0.
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257 Target 4,335,708 Target	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base	Penetrat 0.0 0.1 0.1 0.1 Penetrat 0.7 Penetrat 0.7 Penetrat 0.7 Penetrat
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257 Target 4,335,708 Target 5,131,822	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383	Penetrat 0. 0. 0. 0. 0. 0. 0. Penetrat 0. Penetrat 0. Penetrat 0. Penetrat 0.
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Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical instequipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables froindoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Household textiles	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257 Target 4,335,708 Target 5,131,822 Target	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base	Penetrat 0.0 0.0 0.0 0.0 Penetrat 0.1 Penetrat 0.2 Penetrat 0.4 Penetrat
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257 Target 4,335,708 Target 5,131,822 Target 5,761,211	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313	Penetrat 0. 0. 0. 0. 0. 0. Penetrat 0. Penetrat 0. Penetrat 0. Penetrat 0. Penetrat 0. O. Penetrat 0. O. Penetrat 0. O. Penetrat
Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical instequence to sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables from the standor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257 Target 4,335,708 Target 5,131,822 Target	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base	Penetrat 0. 0. 0. 0. 0. Penetrat 0. Penetrat 0. Penetrat 0. Penetrat 0. Penetrat 0. O. Penetrat 0.
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Carpets and other floor coverings Furniture and furnishings Furniture and furnishings; carpets and other floor coverings Games, toys and hobbies; sport and campi Games, toys and hobbies; sport and camping; musical ins Equipment for sport camping and open-air recreation Games toys and hobbies Musical instrumnts and maj durables fr indoor recrtn Games, toys and hobbies; sport and camping; musical instruments Gardens, plants and flowers Gardens, plants and flowers Gardens, plants and flowers Glassware, tableware and household utensils Glassware, tableware and household utensils Household textiles Household textiles Jewellery, clocks and watches Jewellery, clocks and watches Major household appliances Major household appliances (electric or not)	16,238,335 20,596,404 ng; music instruments Target struments 3,822,127 16,527,805 89,818 20,439,750 Target 4,440,257 Target 4,335,708 Target 5,131,822 Target 5,761,211 Target	12,461,990,852 16,275,871,519 Base 2,689,179,667 16,910,113,398 143,635,757 19,742,928,822 Base 3,838,999,859 Base 3,915,978,152 Base 5,911,626,383 Base 5,751,950,313 Base	Penetrat 0.1 0.1 0.1 0.2 0.2 Penetrat 0.2 Penetrat 0.3 Penetrat 0.4 Penetrat 0.6 Penetrat 0.7 Penetrat 0.7 Penetrat 0.7 Penetrat 0.7 Penetrat
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Materials for maintenance and repair of the dwelling (Re	tail)		
Materials for maintenance and repair of the dwelling	6,685,235	7,167,626,086	0.093
Medical goods and other pharmaceutical բ	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
New distrible household woods	Target	Base	Penetration
Non-durable household goods Non-durable household goods	4 900 125	4,472,835,510	0.109
Non-durable nousehold goods	4,890,135		
Other personal effects	Target	Base	Penetration
Other personal effects	2,102,602	2,559,992,980	0.082
	Target	Base	Penetration
Pets and related products	rangot	Susc	renetration
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
Small tools and miscellaneous accessories	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
	0,007,100	12,101,200,404	0.001
Leisure			
*	Target	Base	Penetration
Total Leisure	0.007.407	0.700.004.000	2.322
Accommodation services	8,297,127	6,793,021,293	0.122
Cultural services Games of chance	17,831,941 5,944,043	16,615,342,398 8,859,000,161	0.107 0.067
Hairdressing salons and personal grooming			
establishments	5,646,716	5,097,514,391	0.111
Decreational and sporting convices	9.025.019	E 040 00E E00	0.454

8,925,018

63,771,403

110,416,248

2010 Total Expenditure per Household (in 2010 prices)

Target Base Penetration

5,910,835,530

66,188,212,211

109,463,925,984

0.151

0.096

0.101

Restaurants, cafes etc

Total Leisure

Recreational and sporting services

Total Comparison per Household	8,562	6,788	126.1
Total Convenience per Household	5,049	4,530	111.4
Total Retail per Household	13,611	11,318	120.2
Alcohol (off trade) per Household			
Alaphal (off trada) nor HU	Target	Base	Penetration
Alcohol (off-trade) per HH	422	100	100.5
Beer (off trade) Spirits (off trade)	133 168	128	103.5
Wine, cider and perry (off trade)	382	157 274	107.1 139.0
Alcohol (off-trade) per HH	683	560	121.9
appliances for personal care per Household		330	121.0
	Target	Base	Penetrat
Appliances for personal care per Household	.a.gst	5450	1 chetrue
Electric appliances for personal care per		F-12	
Household	58	43	133.8
Other appliances, articles and prods for personal care per Household	793	614	129.2
Appliances for personal care per Household	851	657	129.
Audio-visual, photographic and information	processing equipment per H	ousehold	
	Target	Base	Penetrat
Audio-visual, photographic and information processing equ	uipment per HH		
Eqpt fr recptn, recrding and reprdtn of sound and pics per Household	175	191	91.4
Information processing equipment per Household	175	208	84.0
Photographic and cine eqpt and optical instruments per Household	209	177	117.8
Telephone and telefax equipment per Household	31	35	90.9
Audio-visual, photographic and information processing equipment per HH	590	611	96.5
Bicycles per Household	Target	Base	Penetrat
Bicycles per Household	146	54	074.6
	146	54	271.9
Books and Stationery per Household			
	Target	Base	Penetrat
Books and stationery per HH			
Books per Household	142	115	123.6
Stationery and drawing materials and misc. printed matter per Household	193	167	116.0
Books and stationery per HH	336	282	119.1
Clothing materials and garments per Housel		202	113.
	Target	Base	Penetrat
Clothing materials and garments per HH		- 533	. 5.151.41
Clothing materials per Household	18	22	80.6
Garments per Household	1,693	1,390	121.7
Other articles of clothing and clothing	105	84	124.7
accessories per Household Clothing materials and garments per HH	1,816	1,497	121.3
Food and non-alcoholic beverages per Hous	ehold		
	Target	Base	Penetrat
Food and non-alcoholic beverages per HH			
Bread and cereals per Household	499	459	108.7
Coffee, tea and cocoa per Household	125	108	116.1
Fish per Household	161	130	124.1

uit per Household uit and vegetables; juices and other soft	367	292	125.889
inks per Household	331	295	112.006
eat per Household	693	614	112.852
lk, cheese and eggs per Household	473	413	114.508
Is and fats per Household	70	65	107.204
her food per Household	88	87	101.904
gar, confectionery and ice cream per usehold	367	337	108.818
getables per Household	521	441	118.206
od and non-alcoholic beverages per HH	3,696	3,241	114.045
urniture and Furnishings per Household			
rniture and furnishings; carpets and other floor covering	Target	Base	Penetration
rpets and other floor coverings per	200	142	140.616
rniture and furnishings per Household	744	464	160.348
rniture and furnishings; carpets and other or coverings per HH	944	606	155.724
ames, toys and hobbies; sport and campin	g; music instruments per Ho	pusehold	
	Target	Base	Penetration
mes, toys and hobbies; sport and camping; musical inst	ruments per HH		
uipment for sport camping and open-air reation per Household	175	100	174.901
mes toys and hobbie per Households	757	630	120.275
sical instrumnts and maj durables fr oor recrtn per Household	4	5	76.950
mes, toys and hobbies; sport and mping; musical instruments per HH	937	735	127.401
rdens, plants and flowers per Household	Target	Base	Penetration
rdens, plants and flowers per Household	203	143	142.331
	Target	Base	Penetration
assware, tableware and household utensils per Househo	ld		
ssware, tableware and household nsils per Household	199	146	136.247
nishs per riouseholu	Target	Page	Ponetration
usehold textiles per Household	rarget	Base	Penetration
usehold textiles per Household	235	220	106.825
	Target	Base	Penetration
vellery, clocks and watches per Household			
vellery, clocks and watches per usehold	264	214	123.256
20011010	Target	Base	Penetration
or household appliances per Household	laryet	Dase	renetration
or household appliances (electric or not)	293	196	149.378
Household			
jor tools and equipment per Household	Target	Base	Penetration
or tools and equipment per Household	24	17	143.120
	Target	Base	
terials for maintenance and repair of the dwelling (Retail	er wer en income	Dase	Penetration
erials for maintenance and repair of the elling per Household	306	267	114.776
dical goods and other pharmaceutical pro	oducts per Household		
dical goods and other pharmaceutical pro		Paga	Donatratio-
dical goods and other pharmaceutical pro	oducts per Household Target	Base	Penetration

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			
on-durable household goods per	224	167	134.538
Household			
Other personal effects per Household	Target	Base	Penetration
Other personal effects per Household Other personal effects per Household	96	95	101.071
other personal cricers per riodscriota	Target	Base	Penetration
Pets and related products per Household	raiget	Dase	renetiation
	400	405	400.000
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
Shara and ather factors and Harris hald	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	42	29	145.954
Household			
Small tools and missellaneous accessories nor Household	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
nouseriola	Torque	Base	Penetration
Tobacco (Retail) per Household	Target	Dase	Penetration
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			
Leisure per riouseriora			
	Target	Base	Penetration
Total Leisure per Household			
Accommodation services per Household	380	253	150.305
Cultural services per Household Games of chance per Household	817 272	619 330	132.068 82.567
Hairdressing salons and personal grooming			
establishments per Household	259	190	136.316
Recreational and sporting services per	409	220	185.810
Household	2,922		
Restaurants, cafes etc per Household Total Leisure per Household	5,059	2,464 4,076	118.564 124.128
2010 Total Expenditure per Person (in 2010 p	251800000	7,010	124,120
10ta			
	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
Alcohol (off trade) per Person			
	Target	Base	Penetration
Alcohol (off-trade) per Person	60000 100 TO 00000		
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	24	40	400.044
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 P	erson	
	Target	Base	Penetration
Audio-visual, photographic and information processing equ	15 16 16 18 7 0		
Eqpt fr recptn, recrding 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			
books and otationery per recison			
	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			
orothing materials and garments per recon			
	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 Perso	on		
	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
Figh nor Boroon		EC.	120.180
Fish per Person	67	56	120.100

108.460 109.279 110.883 103.810 98.678 105.373 114.463
110.883 103.810 98.678 105.373 114.463
103.810 98.678 105.373 114.463 110.434
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114.463 110.434
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Penetration
Penetration
136.164
155.271
150.793
Penetration
169.364
116.467
74.514
123.367
Penetration
137.824
Penetration
131.933
Penetration
Penetration
103.443
Penetration
, , , , , , , , , , , , , , , , , , , ,
119.353
Penetration
144.648
Penetration
138.588
Penetration
111.142
Donatesti
Penetration
103.330
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	111.14
	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
Ownell standard because the latest Property of the Control of the	Target	Base	Penetration
Small electrical household appliances per Person			
Small electrical household appliances per Person	17	12	141.333
0	Target	Base	Penetration
Small tools and miscellaneous accessories per Person			
Small tools and miscellaneous accessories per Person	93	60	154.669
The same of the same line and the same state of	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 Games of chance per Person	341 114	267	127.886
Hairdressing salons and personal grooming		142	79.953
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

²⁰¹¹ Experian Ltd
2011 Experian Ltd
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Area Profile Report

Target Area(s):

Three Rivers - South Zone

Base Area(s):

Retail Planner

Standard Geography; United Kingdom

Sorted On:

Default (Ascending) 14/03/2012

Date:

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			
Appliances for personal care	Target	Base	Penetration
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 informat	on processing equipment		
	Target	Base	Penetration
Audio-visual, photographic and information processing	g equipment		
Eqpt fr recptn, recrding 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

Books and Stationery

processing equipment

Bicycles

	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

Target

2,527,039

Clothing materials and garments

Target Base Penetration

Base

1,440,619,318

Penetration

0.175

Clothing materials and garments

Olathia and a late			
Clothing materials Garments	383,784	588,772,122	0.06
Other articles of clothing and clothing	35,577,445	37,342,425,221	0.09
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			
Food and a second of the second	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 cover	ings		
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 Toor coverings	20,571,061	16,275,871,519	0.126
Games, toys and hobbies; sport and camp Games, toys and hobbies; sport and camping; musical ir	Target	Base	Penetration
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	150,766	143,635,757	0.009
ndoor recrtn Games, toys and hobbies; sport and	-55-5 - 65-6 - 65	(2007) - 05000 04 (04000000 0440	
camping; musical instruments	18,369,672	19,742,928,822	0.093
Gardens, plants and flowers	Target	Base	Penetration
Gardens, plants and flowers	4,199,092	3,838,999,859	0.109
	Target	Base	Penetration
Glassware, tableware and household utensils			
Glassware, tableware and household	4.040.040	0.045.070.450	2000
utensils	4,219,943	3,915,978,152	0.108
	Target	Base	Penetration
lousehold textiles			
lousehold textiles	5,394,601	5,911,626,383	0.091
	Target	Base	
lewellery, clocks and watches			Penetration
lewellery, clocks and watches			Penetration
WWW.	6,163,201	5.751.950.313	
		5,751,950,313	0.107
fajor household appliances	6,163,201 Target	5,751,950,313 Base	
	Target	Base	0.107 Penetration
	Target 5,941,489	Base 5,271,245,426	0.107 Penetration 0.113
Major household appliances Major household appliances (electric or not) Major tools and equipment	Target	Base	0.107 Penetration
Major household appliances (electric or not)	Target 5,941,489 Target	5,271,245,426 Base	0.107 Penetration 0.113 Penetration
	Target 5,941,489	Base 5,271,245,426	0.107 Penetration 0.113

Materials for maintenance and repair of the dwelling (Re	etail)		
Materials for maintenance and repair of the dwelling	5,984,192	7,167,626,086	0.084
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	8.8		
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
011	Target	Base	Penetration
Other personal effects			
Other personal effects	2,365,254	2,559,992,980	0.092
Data and related and dust	Target	Base	Penetration
Pets and related products Pets and related products	0.000 700		THE PARTY OF THE P
rets and related products	2,829,796	3,350,999,791	0.084
Pagarding modia	Target	Base	Penetration
Recording media Recording media	4.070.700		127770
Recording media	4,372,703	5,348,057,628	0.082
Shoes and other footwear	Target	Base	Penetration
Shoes and other footwear	5.062.202	6.770.000.404	
Sinces and other footwear	5,962,302	6,776,838,421	0.088
Small electrical household appliances	Target	Base	Penetration
Small electrical household appliances	841,081	765 000 560	0.440
oman distribut household apphances		765,928,568	0.110
Small tools and miscellaneous accessories	Target	Base	Penetration
Small tools and miscellaneous accessories	4,351,830	3,753,530,748	0.116
	Target	Base	Penetration
Therapeutic appliances and equipment	raiget	Dase	renetration
Therapeutic appliances and equipment	3,512,576	2,855,000,114	0.123
700 YOUR TO BE	Target	Base	Penetration
Tobacco (Retail)	Jangor	Dusc	renetration
Горассо	5,854,823	11,404,788,715	0.051
	Target	Base	Penetration
Prescription costs	3	200	i chettation
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
dairdressing salons and personal grooming stablishments	5,353,005	5,097,514,391	0.105
Recreational and sporting services	8,404,172	5,910,835,530	0.142
	The same of the Control of the Contr		

64,911,711

108,219,330

2010 Total Expenditure per Household (in 2010 prices)

Target Base Penetration

66,188,212,211

109,463,925,984

0.098

0.099

Restaurants, cafes etc

Total Leisure

Total Comparison per Household	8,438	6,788	124.31
Total Convenience per Household	4,984	4,530	110.03
Total Retail per Household	13,422	11,318	118.59
Alcohol (off trade) per Household			
Alaska (off (as a) as a little	Target	Base	Penetratio
Alcohol (off-trade) per HH	***		
Beer (off trade) Spirits (off trade)	126	128	97.94
Wine, cider and perry (off trade)	151	157	96.06
Alcohol (off-trade) per HH	376 653	274	136.97
		560	116.54
appliances for personal care per Household			
Appliances for personal care per Household	Target	Base	Penetratio
Electric appliances for personal care per	= 4		
Household	56	43	130.01
Other appliances, articles and prods for personal care per Household	781	614	127.37
Appliances for personal care per Household	838	657	127.552
Audia visual ulada musiki and i f			
Audio-visual, photographic and information	processing equipment per H	ousehold	
Audio-visual, photographic and information processing ec	Target	Base	Penetration
Eqpt fr recptn, recrding and reprdtn of	urpment per mi		
sound and pics per Household	169	191	88.77
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
Bicycles per Household	Target	Base	Penetration
Bicycles per Household	110	54	000.00
CONTROL OF A CONTROL OF THE CONTROL OF CONTR	119	54	222.380
Books and Stationery per Household			
Books and stationery per HH	Target	Base	Penetration
Books per Household	154	445	
Stationery and drawing materials and misc.	154	115	133.454
printed matter per Household	193	167	115.546
Books and stationery per HH	346	282	122.866
Clothing materials and garments per House	hold		
	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	120.38
	sehold		
Food and non-alcoholic beverages per Hous	onora		
Food and non-alcoholic beverages per Hous	Target	Base	Penetration
Food and non-alcoholic beverages per Hous Food and non-alcoholic beverages per HH		Base	Penetration
Food and non-alcoholic beverages per HH		Base 459	
	Target		Penetration 108.161 114.092

Fruit per Household	378	292	129.474
Fruit and vegetables; juices and other soft drinks per Household	335	295	113.336
fleat per Household	671	614	109.223
Milk, cheese and eggs per Household	470	413	113.666
Dils 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
rurniture and furnishings; carpets and other floor covering	ngs per HH		
Carpets and other floor coverings per Household	219	142	153.905
urniture and furnishings per Household	752	464	162.167
urniture and furnishings; carpets and other loor coverings per HH	971	606	160.231
Games, toys and hobbies; sport and campi	Target	ousehold Base	Penetration
ames, toys and hobbies; sport and camping; musical ins	struments per HH		
quipment for sport camping and open-air ecreation per Household	153	100	152.443
ames toys and hobbie per Households	707	630	112.344
lusical instrumnts and maj durables fr ndoor recrtn per Household	7	5	133.068
ames, toys and hobbies; sport and amping; musical instruments per HH	867	735	117.957
ardens, plants and flowers per Household	Target	Base	Penetration
ardens, plants and flowers per Household	198	143	138.666
	Target	Base	Penetration
		Dasc	
		Dase	
lassware, tableware and household		146	136.615
lassware, tableware and household	old		136.615 Penetration
lassware, tableware and household tensils per Household	old 199	146	
lassware, tableware and household tensils per Household ousehold textiles per Household	old 199	146	
lassware, tableware and household tensils per Household ousehold textiles per Household	old 199 Target	146 B ase	Penetration
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household	old 199 Target 255	146 Base 220	Penetration
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per	old 199 Target 255	146 Base 220	Penetration 115.687 Penetration
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per	old 199 Target 255 Target	146 Base 220 Base	Penetration 115.687 Penetration 135.839
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold	old 199 Target 255 Target	146 Base 220 Base	Penetration 115.687 Penetration
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold ajor household appliances per Household	199 Target 255 Target 291 Target	146 Base 220 Base	Penetration 115.687 Penetration 135.839
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold ajor household appliances per Household ajor household appliances (electric or not)	old 199 Target 255 Target	146 Base 220 Base	Penetration 115.687 Penetration 135.839
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold ajor household appliances per Household ajor household appliances (electric or not) er Household	199 Target 255 Target 291 Target	146 Base 220 Base 214 Base	Penetration 115.687 Penetration 135.839 Penetration
lassware, tableware and household censils per Household cousehold textiles per Household cousehold textiles per Household cousehold textiles per Household cousehold textiles per Household cousehold cousehold cousehold cousehold appliances per Household cousehold appliances (electric or not) cousehold cousehold	199 Target 255 Target 291 Target 280 Target	146 Base 220 Base 214 Base	Penetration 115.687 Penetration 135.839 Penetration 142.895
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold ajor household appliances per Household ajor household appliances (electric or not) or Household ajor tools and equipment per Household	199 Target 255 Target 291 Target 280 Target	146 Base 220 Base 214 Base	Penetration 115.687 Penetration 135.839 Penetration 142.895
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold ajor household appliances per Household ajor household appliances (electric or not) er Household ajor tools and equipment per Household ajor tools and equipment per Household	199 Target 255 Target 291 Target 280 Target 23 Target	146 Base 220 Base 214 Base 196 Base	Penetration 115.687 Penetration 135.839 Penetration 142.895 Penetration
Slassware, tableware and household utensils per Househ Slassware, tableware and household Itensils per Household Idousehold textiles per Household Idousehold Idousehold Idousehold Idousehold Idousehold Idousehold Idousehold appliances per Household Idousehold	199 Target 255 Target 291 Target 280 Target 23 Target	146 Base 220 Base 214 Base 196 Base	Penetration 115.687 Penetration 135.839 Penetration 142.895 Penetration
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold ajor household appliances per Household ajor household appliances (electric or not) er Household ajor tools and equipment per Household ajor tools and equipment per Household ajor tools and equipment per Household aterials for maintenance and repair of the dwelling (Retain aterials for maintenance and repair of the welling per Household	Target 255 Target 291 Target 280 Target 23 Target 199 Target	146 Base 220 Base 214 Base 196 Base 17	Penetration 115.687 Penetration 135.839 Penetration 142.895 Penetration 138.523 Penetration
lassware, tableware and household tensils per Household ousehold textiles per Household ousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold ajor household appliances per Household ajor household appliances (electric or not) er Household ajor tools and equipment per Household ajor tools and equipment per Household ajor tools and equipment per Household aterials for maintenance and repair of the dwelling (Retain aterials for maintenance and repair of the welling per Household	Target 255 Target 291 Target 280 Target 23 Target il per Household) 282 oducts per Household	146 Base 220 Base 214 Base 196 Base 17 Base	Penetration 115.687 Penetration 135.839 Penetration 142.895 Penetration 138.523 Penetration 105.843
stassware, tableware and household tensils per Household lousehold textiles per Household lousehold textiles per Household ewellery, clocks and watches per Household ewellery, clocks and watches per ousehold lajor household appliances per Household lajor household appliances (electric or not) er Household lajor tools and equipment per Household lajor tools and equipment per Household lajor tools and equipment per Household	Target 255 Target 291 Target 280 Target 23 Target 199 Target	146 Base 220 Base 214 Base 196 Base 17	Penetration 115.687 Penetration 135.839 Penetration 142.895 Penetration 138.523 Penetration

119.31	162	193	Pharmaceutical products per Household
118.22	182	215	Medical goods and other pharmaceutical products per HH
Penetratio	Base	Target	
			Newspapers and periodicals per Household
112.63	154	173	Newspapers and periodicals per Household
Penetratio	Base	Target	No. 1 and 1
			Non-durable household goods per Household
129.05	167	215	Non-durable household goods per Household
Penetratio	Base	Target	Other personal effects per Household
117.13	95	112	Other personal effects per Household
Penetratio	Base	Target	
renetratio	Dusc		Pets and related products per Household
107.05	125	134	Pets and related products per Household
Penetratio	Base	Target	
			Recording media per Household
103.65	199	206	Recording media per Household
Penetratio	Base	Target	Shoes and other footwear per Household
111.53	252	281	Shoes and other footwear per Household
Penetratio	Base	Target	
renetration	Dase	ranger.	Small electrical household appliances per Household
139.21	29	40	Small electrical household appliances per Household
Penetration	Base	Target	
renetration	Dase	. u. got	Small tools and miscellaneous accessories per Household
146.98	140	205	Small tools and miscellaneous accessories per Household
Penetration	Base	Target	
· onoticulo			Therapeutic appliances and equipment per Household
155.97	106	166	lerapeutic appliances and equipment per Household
Penetration	Base	Target	
			Tobacco (Retail) per Household
65.082	425	276	Tobacco per Household
Penetration	Base	Target	Prescription costs per Household
100.000	453	453	Prescription costs per Household
100.000			_eisure per Household
# 1000-000 - 111000 - 111000 - 111000	Pa-1999	Tarant	
Penetration	Base	Target	otal Leisure per Household
145.993	253	369	accommodation services per Household
126.810	619	785	Cultural services per Household
73.093	330	241	Sames of chance per Household
133.129	190	253	lairdressing salons and personal grooming stablishments per Household
180.252	220	397	Recreational and sporting services per lousehold
124.330	2,464	3,064	Restaurants, cafes etc per Household
125.334	4,076	5,108	otal Leisure per Household
		prices)	2010 Total Expenditure per Person (in 2010 p
Penetration	Base	Target	
. 5	1000 TO F T	securi - 8600	otal Retail per Person
119.726	2,927	3,505	otal Comparison per Person
105.972	1,953	2,070	otal Convenience per Person

Total Retail per Person	5,575	4,881	114.222
Alcohol (off trade) per Person			
De 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	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 P	erson	
Audiovieual photographic and information	Target	Base	Penetration
Audio-visual, photographic and information processing eq	uipment per Person		
Eqpt fr recptn, recrding and reprdtn of sound and pics per Person	70	82	85.501
nformation processing equipment per Person	67	90	74.291
Photographic and cine eqpt and optical nstruments per Person	93	77	121.682
elephone 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	Danatustian
ooks and stationery per Person	raiget	Dase	Penetration
ooks per Person	64	50	128.531
tationery and drawing materials and misc.			
rinted 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
lothing materials and garments per Person			
lothing materials per Person	8	9	79.588
arments per Person	697	600	116.327
ther articles of clothing and clothing	43	36	119.005
lothing materials and garments per Person	748	645	115.940
ood and non-alcoholic beverages per Perso	on		
	Target	Base	Penetration
ood and non-alcoholic beverages per Person		D436	renetration
read and cereals per Person	206	198	104 171
read and cereals per Person offee, tea and cocoa per Person	206 51	198 47	104.171 109.883
THE CONTRACTOR OF THE CONTRACT		198 47 56	104.171 109.883 124.263

Fruit and vegetables; juices and other soft	139	127	109.15
drinks per Person Meat per Person			
Milk, cheese and eggs per Person	279 195	265 178	105.19
Oils and fats per Person	29	28	109.47 103.03
Other food per Person	38	37	102.87
Sugar, confectionery and ice cream per Person	150	145	103.17
Vegetables per Person	218	. 190	114.58
Food and non-alcoholic beverages per Person	1,532	1,398	109.594
Furniture and Furnishings per Person			
Furniture and furnishings; carpets and other floor coverin	Target	Base	Penetration
Carpets and other floor coverings per	gs per Person		
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 campi	ng; music instruments per Per	rson	
	Target	Base	Penetration
Games, toys and hobbies; sport and camping; musical ins		Dase	renetration
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
Gardens, plants and flowers per Person	Target	Base	Penetration
Gardens, plants and flowers per Person	82	62	133.551
	Target	Base	
Glassware, tableware and household utensils per Person	raiget	Dase	Penetration
Glassware, tableware and household utensils per Person	83	63	131.576
	Target	Page	Б
Household textiles per Person	raiget	Base	Penetration
Household textiles per Person	106	95	111.420
	Target	Base	
Jewellery, clocks and watches per Person	raiga.	base	Penetration
lewellery, clocks and watches per Person	121	92	420,000
y, erono and materios per residen	121	92	130.828
	Target	Base	Penetration
Major household appliances per Person			
Major household appliances (electric or not) per Person	116	85	137.623
delegate and environ 1 to 5	Target	Base	Penetration
Major tools and equipment per Person	200		
Major tools and equipment per Person	10	7	133.413
Interiolo for maintana	Target	Base	Penetration
Materials for maintenance and repair of the dwelling (Retai	ı per Person)		
Materials for maintenance and repair of the welling per Person	117	115	101.939
Medical goods and other pharmaceutical pro	oducts per Person		
	Target	Base	Penetration
Medical goods and other pharmaceutical products per Per			
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	rarget	Dase	Penetration
Other personal effects per Person	46	41	112.810
	Target	Base	Penetration
Pets and related products per Person		2400	renetration
Pets and related products per Person	55	54	103.107
	Target	Base	Penetration
Recording media per Person	gerteral - an al-		
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	16	12	134.078
Person			
Small tools and miscellaneous accessories per Person	Target	Base	Penetration
Small tools and miscellaneous accessories			
per Person	85	60	141.560
N N	Target	Base	Penetration
Therapeutic appliances and equipment per Person			
Therapeutic appliances and equipment per	69	46	150.220
Person			100.220
Tobassa (Retail) per Bernen	Target	Base	Penetration
Гоbассо (Retail) per Person Гоbассо per Person	445	400	
Tobacco per Person	115	183	62.681
Prescription costs per Person	Target	Base	Penetration
Prescription costs per Person	188	195	06 244
	100	193	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
lairdressing salons and personal grooming stablishments 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

²⁰¹¹ Experian Ltd
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