

# **PORTSMOUTH SHOPPING STUDY: UPDATE**

**On behalf of**

**PORTSMOUTH CITY COUNCIL**

## **APPENDIX 5**

**Experian Data**

# **PORTSMOUTH SHOPPING STUDY: UPDATE**

**On behalf of**

**PORTSMOUTH CITY COUNCIL**

## **Appendix 5A**

**Survey Area Consumer Retail Expenditure Data**

## Consumer Retail Expenditure (Coarse Categories)

**Target Area:** Zone 1  
**Base used:** United Kingdom  
**Prepared for:** Colliers CRE  
**Date report created:** 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,746	1,548	91
<b>Total Comparison per person</b>	3,286	2,516	105
<b>Total Expenditure per person</b>	5,033	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,245	1,068	94
Tobacco per person	136	151	73
Alcohol (off-trade) per person	217	201	87
Newspapers and periodicals per person	88	78	91
90% of Non-Durable household goods per person	60	49	98
<b>Total Convenience per person</b>	1,746	1,548	91
<b>Comparison</b>			
Clothing materials and garments per person	586	536	88
Shoes and other footwear per person	83	81	82
Materials for maintenance, repair of the dwelling per person	180	122	119
Furniture and furnishings; carpets, oth floor cover per person	405	299	109
Household textiles per person	95	84	91
Major household appliances (electric or not) per person	91	75	97
Small electrical household appliances per person	13	10	110
Small tools and miscellaneous accessories per person	74	51	118
Glassware, tableware and household utensils per person	154	89	140
10% of Non-Durable household goods per person	7	5	98
Major tools and equipment per person	13	9	112
Medical goods and other pharmaceutical products per person	93	62	121
Therapeutic appliances and equipment per person	109	58	152
Bicycles per person	20	17	95
Recording media per person	124	85	118
Games, toys and hobbies; sport and camp; mus instr per person	272	227	97
Gardens, plants and flowers per person	103	59	140
Pets and related products per person	80	40	161
Books and stationery per person	149	109	111
Audio-visual, photographic and info processing eqpt per person	252	201	101
Appliances for personal care per person	255	204	101
Jewellery, clocks and watches per person	86	64	109
Other personal effects per person	44	28	126
<b>Total Comparison per person</b>	3,286	2,516	105
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	417	277	122
Core DIY Goods excluding gardening per person	314	218	117
Core bulky goods per person	1,124	822	110
<b>Total Other Aggregations per person</b>	1,856	1,317	114

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.

## Consumer Retail Expenditure (Coarse Categories)

**Target Area:** Zone 2  
**Base used:** United Kingdom  
**Prepared for:** Colliers CRE  
**Date report created:** 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,630	1,548	91
<b>Total Comparison per person</b>	3,073	2,516	106
<b>Total Expenditure per person</b>	4,703	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,146	1,068	93
Tobacco per person	149	151	86
Alcohol (off-trade) per person	201	201	86
Newspapers and periodicals per person	78	78	87
90% of Non-Durable household goods per person	55	49	97
<b>Total Convenience per person</b>	1,630	1,548	91
<b>Comparison</b>			
Clothing materials and garments per person	567	536	91
Shoes and other footwear per person	80	81	86
Materials for maintenance, repair of the dwelling per person	154	122	109
Furniture and furnishings; carpets, oth floor cover per person	368	299	106
Household textiles per person	87	84	89
Major household appliances (electric or not) per person	88	75	100
Small electrical household appliances per person	12	10	108
Small tools and miscellaneous accessories per person	68	51	115
Glassware, tableware and household utensils per person	136	89	132
10% of Non-Durable household goods per person	6	5	97
Major tools and equipment per person	12	9	112
Medical goods and other pharmaceutical products per person	83	62	116
Therapeutic appliances and equipment per person	95	58	141
Bicycles per person	17	17	84
Recording media per person	130	85	132
Games, toys and hobbies; sport and camp; mus instr per person	259	227	99
Gardens, plants and flowers per person	84	59	123
Pets and related products per person	69	40	150
Books and stationery per person	133	109	106
Audio-visual, photographic and info processing eqpt per person	266	201	114
Appliances for personal care per person	234	204	99
Jewellery, clocks and watches per person	89	64	120
Other personal effects per person	37	28	112
<b>Total Comparison per person</b>	3,073	2,516	106
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	360	277	112
Core DIY Goods excluding gardening per person	276	218	110
Core bulky goods per person	1,045	822	110
<b>Total Other Aggregations per person</b>	1,682	1,317	110

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.

## Consumer Retail Expenditure (Coarse Categories)

Target Area: Zone 3  
 Base used: United Kingdom  
 Prepared for: Colliers CRE  
 Date report created: 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,693	1,548	91
<b>Total Comparison per person</b>	3,204	2,516	106
<b>Total Expenditure per person</b>	4,897	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,197	1,068	93
Tobacco per person	143	151	79
Alcohol (off-trade) per person	211	201	87
Newspapers and periodicals per person	84	78	89
90% of Non-Durable household goods per person	58	49	97
<b>Total Convenience per person</b>	1,693	1,548	91
<b>Comparison</b>			
Clothing materials and garments per person	572	536	88
Shoes and other footwear per person	82	81	84
Materials for maintenance, repair of the dwelling per person	173	122	117
Furniture and furnishings; carpets, oth floor cover per person	379	299	105
Household textiles per person	92	84	91
Major household appliances (electric or not) per person	88	75	96
Small electrical household appliances per person	12	10	105
Small tools and miscellaneous accessories per person	72	51	117
Glassware, tableware and household utensils per person	160	89	150
10% of Non-Durable household goods per person	6	5	97
Major tools and equipment per person	13	9	119
Medical goods and other pharmaceutical products per person	89	62	119
Therapeutic appliances and equipment per person	101	58	144
Bicycles per person	19	17	90
Recording media per person	127	85	124
Games, toys and hobbies; sport and camp; mus instr per person	264	227	97
Gardens, plants and flowers per person	96	59	133
Pets and related products per person	80	40	167
Books and stationery per person	137	109	105
Audio-visual, photographic and info processing eqpt per person	266	201	110
Appliances for personal care per person	255	204	103
Jewellery, clocks and watches per person	84	64	109
Other personal effects per person	37	28	110
<b>Total Comparison per person</b>	3,204	2,516	106
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	398	277	119
Core DIY Goods excluding gardening per person	302	218	115
Core bulky goods per person	1,092	822	110
<b>Total Other Aggregations per person</b>	1,791	1,317	113

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.

## Consumer Retail Expenditure (Coarse Categories)

**Target Area:** Zone 4  
**Base used:** United Kingdom  
**Prepared for:** Colliers CRE  
**Date report created:** 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,624	1,548	89
<b>Total Comparison per person</b>	3,194	2,516	107
<b>Total Expenditure per person</b>	4,818	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,159	1,068	92
Tobacco per person	121	151	68
Alcohol (off-trade) per person	208	201	87
Newspapers and periodicals per person	79	78	85
90% of Non-Durable household goods per person	57	49	96
<b>Total Convenience per person</b>	1,624	1,548	89
<b>Comparison</b>			
Clothing materials and garments per person	571	536	90
Shoes and other footwear per person	78	81	82
Materials for maintenance, repair of the dwelling per person	178	122	123
Furniture and furnishings; carpets, oth floor cover per person	383	299	108
Household textiles per person	96	84	96
Major household appliances (electric or not) per person	89	75	99
Small electrical household appliances per person	12	10	101
Small tools and miscellaneous accessories per person	73	51	120
Glassware, tableware and household utensils per person	165	89	156
10% of Non-Durable household goods per person	6	5	96
Major tools and equipment per person	13	9	122
Medical goods and other pharmaceutical products per person	87	62	118
Therapeutic appliances and equipment per person	112	58	163
Bicycles per person	20	17	98
Recording media per person	123	85	122
Games, toys and hobbies; sport and camp; mus instr per person	255	227	95
Gardens, plants and flowers per person	100	59	142
Pets and related products per person	80	40	169
Books and stationery per person	135	109	105
Audio-visual, photographic and info processing eqpt per person	252	201	106
Appliances for personal care per person	247	204	102
Jewellery, clocks and watches per person	83	64	109
Other personal effects per person	36	28	107
<b>Total Comparison per person</b>	3,194	2,516	107
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	409	277	125
Core DIY Goods excluding gardening per person	309	218	120
Core bulky goods per person	1,095	822	112
<b>Total Other Aggregations per person</b>	1,813	1,317	116

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.

## Consumer Retail Expenditure (Coarse Categories)

**Target Area:** Zone 5  
**Base used:** United Kingdom  
**Prepared for:** Colliers CRE  
**Date report created:** 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,658	1,548	88
<b>Total Comparison per person</b>	3,269	2,516	107
<b>Total Expenditure per person</b>	4,926	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,175	1,068	91
Tobacco per person	127	151	69
Alcohol (off-trade) per person	218	201	89
Newspapers and periodicals per person	80	78	84
90% of Non-Durable household goods per person	58	49	96
<b>Total Convenience per person</b>	1,658	1,548	88
<b>Comparison</b>			
Clothing materials and garments per person	591	536	91
Shoes and other footwear per person	82	81	84
Materials for maintenance, repair of the dwelling per person	172	122	116
Furniture and furnishings; carpets, oth floor cover per person	388	299	107
Household textiles per person	94	84	92
Major household appliances (electric or not) per person	91	75	99
Small electrical household appliances per person	12	10	104
Small tools and miscellaneous accessories per person	73	51	118
Glassware, tableware and household utensils per person	164	89	153
10% of Non-Durable household goods per person	6	5	96
Major tools and equipment per person	14	9	125
Medical goods and other pharmaceutical products per person	88	62	117
Therapeutic appliances and equipment per person	111	58	158
Bicycles per person	16	17	88
Recording media per person	130	85	126
Games, toys and hobbies; sport and camp; mus instr per person	261	227	95
Gardens, plants and flowers per person	97	59	135
Pets and related products per person	80	40	165
Books and stationery per person	141	109	107
Audio-visual, photographic and info processing eqpt per person	273	201	112
Appliances for personal care per person	258	204	104
Jewellery, clocks and watches per person	87	64	113
Other personal effects per person	37	28	110
<b>Total Comparison per person</b>	3,269	2,516	107
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	401	277	119
Core DIY Goods excluding gardening per person	304	218	115
Core bulky goods per person	1,113	822	112
<b>Total Other Aggregations per person</b>	1,817	1,317	114

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.

## Consumer Retail Expenditure (Coarse Categories)

**Target Area:** Zone 6  
**Base used:** United Kingdom  
**Prepared for:** Colliers CRE  
**Date report created:** 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,557	1,548	90
<b>Total Comparison per person</b>	2,981	2,516	106
<b>Total Expenditure per person</b>	4,538	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,102	1,068	92
Tobacco per person	137	151	81
Alcohol (off-trade) per person	193	201	86
Newspapers and periodicals per person	72	78	83
90% of Non-Durable household goods per person	54	49	98
<b>Total Convenience per person</b>	1,557	1,548	90
<b>Comparison</b>			
Clothing materials and garments per person	565	536	94
Shoes and other footwear per person	77	81	85
Materials for maintenance, repair of the dwelling per person	142	122	104
Furniture and furnishings; carpets, oth floor cover per person	364	299	109
Household textiles per person	86	84	91
Major household appliances (electric or not) per person	92	75	109
Small electrical household appliances per person	12	10	110
Small tools and miscellaneous accessories per person	66	51	116
Glassware, tableware and household utensils per person	128	69	129
10% of Non-Durable household goods per person	6	5	98
Major tools and equipment per person	12	9	117
Medical goods and other pharmaceutical products per person	78	62	113
Therapeutic appliances and equipment per person	95	58	147
Bicycles per person	19	17	101
Recording media per person	124	85	130
Games, toys and hobbies; sport and camp; mus instr per person	258	227	102
Gardens, plants and flowers per person	83	59	126
Pets and related products per person	66	40	148
Books and stationery per person	126	109	103
Audio-visual, photographic and info processing eqpt per person	242	201	108
Appliances for personal care per person	217	204	95
Jewellery, clocks and watches per person	87	64	122
Other personal effects per person	35	28	111
<b>Total Comparison per person</b>	2,981	2,516	106
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	346	277	112
Core DIY Goods excluding gardening per person	263	218	108
Core bulky goods per person	1,008	822	110
<b>Total Other Aggregations per person</b>	1,616	1,317	110

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.



## Consumer Retail Expenditure (Coarse Categories)

**Target Area:** Zone 7  
**Base used:** United Kingdom  
**Prepared for:** Colliers CRE  
**Date report created:** 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,532	1,548	94
<b>Total Comparison per person</b>	2,745	2,516	104
<b>Total Expenditure per person</b>	4,277	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,067	1,068	95
Tobacco per person	165	151	104
Alcohol (off-trade) per person	177	201	84
Newspapers and periodicals per person	72	78	87
90% of Non-Durable household goods per person	51	49	99
<b>Total Convenience per person</b>	1,532	1,548	94
<b>Comparison</b>			
Clothing materials and garments per person	517	536	92
Shoes and other footwear per person	75	81	88
Materials for maintenance, repair of the dwelling per person	135	122	105
Furniture and furnishings; carpets, oth floor cover per person	323	299	103
Household textiles per person	73	84	82
Major household appliances (electric or not) per person	80	75	101
Small electrical household appliances per person	12	10	112
Small tools and miscellaneous accessories per person	60	51	111
Glassware, tableware and household utensils per person	114	89	122
10% of Non-Durable household goods per person	6	5	99
Major tools and equipment per person	10	9	106
Medical goods and other pharmaceutical products per person	71	62	109
Therapeutic appliances and equipment per person	83	58	137
Bicycles per person	17	17	92
Recording media per person	121	85	135
Games, toys and hobbies; sport and camp; mus instr per person	251	227	105
Gardens, plants and flowers per person	74	59	119
Pets and related products per person	64	40	152
Books and stationery per person	113	109	98
Audio-visual, photographic and info processing eqpt per person	234	201	111
Appliances for personal care per person	202	204	94
Jewellery, clocks and watches per person	81	64	121
Other personal effects per person	30	28	103
<b>Total Comparison per person</b>	2,745	2,516	104
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	317	277	109
Core DIY Goods excluding gardening per person	243	218	106
Core bulky goods per person	921	822	106
<b>Total Other Aggregations per person</b>	1,481	1,317	107

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.

## Consumer Retail Expenditure (Coarse Categories)

**Target Area:** Zone 8  
**Base used:** United Kingdom  
**Prepared for:** Colliers CRE  
**Date report created:** 25-Nov-2004

## 2003 Expenditure per Person (in 2003 prices)

	Target Area £	Base £	Index
<b>Total Convenience per person</b>	1,738	1,548	90
<b>Total Comparison per person</b>	3,326	2,516	106
<b>Total Expenditure per person</b>	5,064	4,064	100
<b>Convenience</b>			
Food and non-alcoholic beverages per person	1,235	1,068	93
Tobacco per person	140	151	74
Alcohol (off-trade) per person	218	201	87
Newspapers and periodicals per person	85	78	87
90% of Non-Durable household goods per person	60	49	97
<b>Total Convenience per person</b>	1,738	1,548	90
<b>Comparison</b>			
Clothing materials and garments per person	600	536	90
Shoes and other footwear per person	84	81	83
Materials for maintenance, repair of the dwelling per person	180	122	118
Furniture and furnishings; carpets, oth floor cover per person	405	299	109
Household textiles per person	101	84	96
Major household appliances (electric or not) per person	95	75	101
Small electrical household appliances per person	13	10	105
Small tools and miscellaneous accessories per person	75	51	119
Glassware, tableware and household utensils per person	156	89	141
10% of Non-Durable household goods per person	7	5	97
Major tools and equipment per person	13	9	116
Medical goods and other pharmaceutical products per person	93	62	119
Therapeutic appliances and equipment per person	111	58	154
Bicycles per person	20	17	92
Recording media per person	130	85	122
Games, toys and hobbies; sport and camp; mus instr per person	270	227	96
Gardens, plants and flowers per person	101	59	136
Pets and related products per person	79	40	159
Books and stationery per person	147	109	109
Audio-visual, photographic and info processing eqpt per person	258	201	103
Appliances for personal care per person	255	204	100
Jewellery, clocks and watches per person	92	64	115
Other personal effects per person	40	28	115
<b>Total Comparison per person</b>	3,326	2,516	106
Prescription costs per person	119	119	
<b>Other Aggregations per Person</b>			
Core DIY Goods per person	417	277	121
Core DIY Goods excluding gardening per person	316	218	117
Core bulky goods per person	1,135	822	111
<b>Total Other Aggregations per person</b>	1,868	1,317	114

Please note: Total comparison expenditure is equivalent to the sum of all comparison coarse categories, plus 10 per cent of expenditure on non-durable household goods. Similarly, total convenience expenditure is equivalent to the sum of all convenience coarse categories, except non-durable household goods for which only 90 per cent is classified as convenience goods.