

# Population and Expenditure data combined

Target Area(s):

Layers; OX 5 1, OX 5 2, OX 5 3, OX20 1, OX29 8

Base Area(s):

Standard Geography; United Kingdom

Sorted On:

Default (Ascending)

Date:

02/10/2014

## Retail Planner

### Datasets based on post 2011 Census data

#### Consumer Retail Expenditure (Coarse) Post 2011 Census

##### 2012 Total Expenditure (in 2012 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail</b>						
Total Comparison	121,718,324	61.47	186,084,480,199	59.74	0.065	103
Total Convenience	76,304,888	38.53	125,420,870,559	40.26	0.061	96
<b>Total Retail</b>	<b>198,023,212</b>	<b>100.00</b>	<b>311,505,350,758</b>	<b>100.00</b>	<b>0.064</b>	<b>100</b>

##### 2012 Total Expenditure (in 2012 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Comparison</b>						
10% of Non-Durable household goods	287,389	0.24	413,433,187	0.22	0.070	106
Appliances for personal care	12,213,370	10.03	18,878,900,712	10.15	0.065	99
Audio-visual, photographic and information processing equipment	11,672,206	9.59	15,254,039,619	8.20	0.077	117
Bicycles	1,030,201	0.85	1,572,927,073	0.85	0.066	100
Books and stationery	5,388,276	4.43	7,128,407,811	3.83	0.076	116
Clothing materials and garments	25,101,819	20.62	45,396,910,081	24.40	0.055	85
Furniture and furnishings; carpets and other floor coverings	10,874,109	8.93	17,090,503,284	9.18	0.064	97
Games, toys and hobbies; sport and camping; musical instruments	14,833,759	12.19	20,584,390,928	11.06	0.072	110
Gardens, plants and flowers	2,935,771	2.41	3,463,000,029	1.86	0.085	130
Glassware, tableware and household utensils	3,304,777	2.72	4,823,417,146	2.59	0.069	105
Household textiles	3,454,944	2.84	5,765,788,129	3.10	0.060	92
Jewellery, clocks and watches	4,330,629	3.56	6,765,973,485	3.64	0.064	98
Major household appliances (electric or not)	4,296,746	3.53	5,533,715,428	2.97	0.078	119
Major tools and equipment	238,475	0.20	334,429,527	0.18	0.071	109
Materials for maintenance and repair of the dwelling	890,966	0.73	1,170,787,764	0.63	0.076	116
Medical goods and other pharmaceutical products	3,491,278	2.87	5,197,973,625	2.79	0.067	103
Other personal effects	2,521,985	2.07	4,196,139,099	2.26	0.060	92
Pets and related products	2,530,895	2.08	3,333,000,210	1.79	0.076	116
Recording media	2,966,321	2.44	4,148,998,264	2.23	0.072	109
Shoes and other footwear	4,164,335	3.42	7,918,643,197	4.26	0.053	80
Small electrical household appliances	660,232	0.54	802,390,958	0.43	0.082	126
Small tools and miscellaneous accessories	2,167,648	1.78	3,098,710,240	1.67	0.070	107
Therapeutic appliances and equipment	2,362,194	1.94	3,212,000,403	1.73	0.074	112
<b>Total Comparison</b>	<b>121,718,324</b>	<b>100.00</b>	<b>186,084,480,199</b>	<b>100.00</b>	<b>0.065</b>	<b>100</b>

##### 2012 Total Expenditure (in 2012 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Convenience</b>						

90% of Non-Durable household goods	2,586,418	3.39	3,720,791,924	2.97	0.070	114
Alcohol (off-trade)	10,428,336	13.67	16,315,804,940	13.01	0.064	105
Food and non-alcoholic beverages	55,154,676	72.28	89,390,007,613	71.27	0.062	101
Newspapers and periodicals	2,612,512	3.42	3,918,996,369	3.12	0.067	110
Tobacco	5,522,947	7.24	12,075,269,713	9.63	0.046	75
<b>Total Convenience</b>	<b>76,304,888</b>	<b>100.00</b>	<b>125,420,870,559</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

#### 2012 Total Expenditure (in 2012 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
<b>Core bulky goods</b>						
Core DIY Goods excluding gardening	4,671,894	14.00	6,726,424,221	14.51	0.070	97
Gardens, plants and flowers	2,935,771	8.80	3,463,000,029	7.47	0.085	118
Other Bulky Goods	25,755,646	77.20	36,169,194,828	78.02	0.071	99
<b>Core bulky goods</b>	<b>33,363,312</b>	<b>100.00</b>	<b>46,358,619,078</b>	<b>100.00</b>	<b>0.072</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>2012 Total Expenditure (in 2012 prices) Prescription Costs</b>						
Prescription costs	5,991,472	0.00	10,903,087,588	0.00	0.055	0

#### 2012 Total Expenditure per HH (in 2012 prices)

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Retail per HH</b>						
Total Comparison per HH	8,356	61.47	7,020	59.74	119.029	103
Total Convenience per HH	5,238	38.53	4,731	40.26	110.711	96
<b>Total Retail per HH</b>	<b>13,594</b>	<b>100.00</b>	<b>11,751</b>	<b>100.00</b>	<b>115.680</b>	<b>100</b>

#### 2012 Total Expenditure per HH (in 2012 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Comparison per HH</b>						
10% of Non-Durable household goods per HH	20	0.24	16	0.22	126.495	106
Appliances for personal care per HH	838	10.03	712	10.15	117.725	99
Audio-visual, photographic and information processing equipment per HH	801	9.59	575	8.20	139.244	117
Bicycles per HH	71	0.85	59	0.85	119.185	100
Books and stationery per HH	370	4.43	269	3.83	137.552	116
Clothing materials and garments per HH	1,723	20.62	1,713	24.40	100.621	85
Furniture and furnishings; carpets and other floor coverings per HH	746	8.93	645	9.18	115.784	97
Games, toys and hobbies; sport and camping; musical instruments per HH	1,018	12.19	777	11.06	131.136	110
Gardens, plants and flowers per HH	202	2.41	131	1.86	154.269	130
Glassware, tableware and household utensils per HH	227	2.72	182	2.59	124.680	105
Household textiles per HH	237	2.84	218	3.10	109.041	92
Jewellery, clocks and watches per HH	297	3.56	255	3.64	116.474	98
Major household appliances (electric or not) per HH	295	3.53	209	2.97	141.296	119
Major tools and equipment per HH	16	0.20	13	0.18	129.762	109
Materials for maintenance and repair of the dwelling per HH	61	0.73	44	0.63	138.481	116
Medical goods and other pharmaceutical products per HH	240	2.87	196	2.79	122.225	103
Other personal effects per HH	173	2.07	158	2.26	109.371	92
Pets and related products per HH	174	2.08	126	1.79	138.181	116
Recording media per HH	204	2.44	157	2.23	130.102	109
Shoes and other footwear per HH	286	3.42	299	4.26	95.698	80

Small electrical household appliances per HH	45	0.54	30	0.43	149.734	126
Tools and miscellaneous accessories per HH	165	1.98	130	1.84	127.537	107
Therapeutic appliances and equipment per HH	162	1.94	121	1.73	133.828	112
<b>Total Comparison per HH</b>	<b>8,356</b>	<b>100.00</b>	<b>7,020</b>	<b>100.00</b>	<b>119.029</b>	<b>100</b>

#### 2012 Total Expenditure per HH (in 2012 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
Total Convenience per HH						
90% of Non-Durable household goods per HH	178	3.39	140	2.97	126.495	114
Alcohol (off-trade) per HH	716	13.67	615	13.01	116.309	105
Food and non-alcoholic beverages per HH	3,786	72.28	3,372	71.27	112.280	101
Newspapers and periodicals per HH	179	3.42	148	3.12	121.309	110
Tobacco per HH	379	7.24	456	9.63	83.231	75
<b>Total Convenience per HH</b>	<b>5,238</b>	<b>100.00</b>	<b>4,731</b>	<b>100.00</b>	<b>110.711</b>	<b>100</b>

#### 2012 Total Expenditure per HH (in 2012 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
Core bulky goods per HH						
Core DIY Goods excluding gardening per HH	321	14.00	254	14.51	126.391	97
Gardens, plants and flowers per HH	202	8.80	131	7.47	154.269	118
Other Bulky Goods per HH	1,768	77.20	1,364	78.02	129.581	99
<b>Core bulky goods per HH</b>	<b>2,290</b>	<b>100.00</b>	<b>1,749</b>	<b>100.00</b>	<b>130.963</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
2012 Total Expenditure per HH (in 2012 prices) Prescription Costs						
Prescription costs per HH	411	0.00	411	0.00	99.998	0

#### 2012 Total Expenditure per Person (in 2012 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail per Person						
Total Comparison per Person	3,479	61.47	2,921	59.74	119.087	103
Total Convenience per Person	2,181	38.53	1,969	40.26	110.764	96
<b>Total Retail per Person</b>	<b>5,659</b>	<b>100.00</b>	<b>4,890</b>	<b>100.00</b>	<b>115.736</b>	<b>100</b>

#### 2012 Total Expenditure per Person (in 2012 prices) Comparison

	Target	Target %	Base	Base %	Penetration	Index
Total Comparison per Person						
10% of Non-Durable household goods per Person	8	0.24	6	0.22	126.556	106
Appliances for personal care per Person	349	10.03	296	10.15	117.781	99
Audio-visual, photographic and information processing equipment per Person	334	9.59	239	8.20	139.311	117
Bicycles per Person	29	0.85	25	0.85	119.242	100
Books and stationery per Person	154	4.43	112	3.83	137.618	116
Clothing materials and garments per Person	717	20.62	713	24.40	100.669	85
Furniture and furnishings; carpets and other floor coverings per Person	311	8.93	268	9.18	115.839	97
Games, toys and hobbies; sport and camping; musical instruments per Person	424	12.19	323	11.06	131.199	110
Gardens, plants and flowers per Person	84	2.41	54	1.86	154.343	130
Glassware, tableware and household utensils per Person	94	2.72	76	2.59	124.740	105
Household textiles per Person	99	2.84	91	3.10	109.094	92
Jewellery, clocks and watches per Person	124	3.56	106	3.64	116.530	98

Major household appliances (electric or not) per Person	123	3.53	87	2.97	141.365	119
Major tools and equipment per Person	7	0.20	5	0.18	129.824	109
Materials for maintenance and repair of the dwelling per Person	25	0.73	18	0.63	138.548	116
Medical goods and other pharmaceutical products per Person	100	2.87	82	2.79	122.284	103
Other personal effects per Person	72	2.07	66	2.26	109.423	92
Pets and related products per Person	72	2.08	52	1.79	138.247	116
Recording media per Person	85	2.44	65	2.23	130.164	109
Shoes and other footwear per Person	119	3.42	124	4.26	95.744	80
Small electrical household appliances per Person	19	0.54	13	0.43	149.806	126
Tools and miscellaneous accessories per Person	69	1.98	54	1.84	127.598	107
Therapeutic appliances and equipment per Person	68	1.94	50	1.73	133.893	112
<b>Total Comparison per Person</b>	<b>3,479</b>	<b>100.00</b>	<b>2,921</b>	<b>100.00</b>	<b>119.087</b>	<b>100</b>

#### 2012 Total Expenditure per Person (in 2012 prices) Convenience

	Target	Target %	Base	Base %	Penetration	Index
Total Convenience per Person						
90% of Non-Durable household goods per Person	74	3.39	58	2.97	126.555	114
Alcohol (off-trade) per Person	298	13.67	256	13.01	116.365	105
Food and non-alcoholic beverages per Person	1,576	72.28	1,403	71.27	112.334	101
Newspapers and periodicals per Person	75	3.42	62	3.12	121.367	110
Tobacco per Person	158	7.24	190	9.63	83.271	75
<b>Total Convenience per Person</b>	<b>2,181</b>	<b>100.00</b>	<b>1,969</b>	<b>100.00</b>	<b>110.764</b>	<b>100</b>

#### 2012 Total Expenditure per Person (in 2012 prices) Other Aggregations

	Target	Target %	Base	Base %	Penetration	Index
Core bulky goods per Person						
Core DIY Goods excluding gardening per Person	134	14.00	106	14.51	126.452	97
Gardens, plants and flowers per Person	84	8.80	54	7.47	154.343	118
Other Bulky Goods per Person	736	77.20	568	78.02	129.644	99
<b>Core bulky goods per Person</b>	<b>953</b>	<b>100.00</b>	<b>728</b>	<b>100.00</b>	<b>131.026</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
2012 Total Expenditure per Person (in 2012 prices) Prescription Costs						
Prescription costs per Person	171	0.00	171	0.00	100.046	0

#### Consumer Retail Expenditure (Fine) Post 2011 Census

##### 2012 Total Expenditure (in 2012 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail						
Total Comparison	121,718,324	61.47	186,084,480,199	59.74	0.065	103
Total Convenience	76,304,888	38.53	125,420,870,559	40.26	0.061	96
<b>Total Retail</b>	<b>198,023,212</b>	<b>100.00</b>	<b>311,505,350,758</b>	<b>100.00</b>	<b>0.064</b>	<b>100</b>

##### Alcohol (off trade)

	Target	Target %	Base	Base %	Penetration	Index
Alcohol (off-trade)						
Beer (off trade)	2,154,772	20.66	4,042,999,950	24.78	0.053	83
Spirits (off trade)	2,496,363	23.94	4,664,808,529	28.59	0.054	84
Wine, cider and perry (off trade)	5,777,201	55.40	7,607,996,461	46.63	0.076	119
<b>Alcohol (off-trade)</b>	<b>10,428,336</b>	<b>100.00</b>	<b>16,315,804,940</b>	<b>100.00</b>	<b>0.064</b>	<b>100</b>

**Appliances for personal care**

	Target	Target %	Base	Base %	Penetration	Index
<b>Appliances for personal care</b>						
Electric appliances for personal care	959,637	7.86	1,384,127,551	7.33	0.069	107
Other appliances, articles and prods for personal care	11,253,733	92.14	17,494,773,161	92.67	0.064	99
<b>Appliances for personal care</b>	<b>12,213,370</b>	<b>100.00</b>	<b>18,878,900,712</b>	<b>100.00</b>	<b>0.065</b>	<b>100</b>

**Audio-visual, photographic and information processing equipment**

	Target	Target %	Base	Base %	Penetration	Index
<b>Audio-visual, photographic and information processing equipment</b>						
Eqpt fr recptn, recrdng and reprdtn of sound and pics	3,131,301	26.83	4,587,150,418	30.07	0.068	89
Information processing equipment	5,382,099	46.11	7,383,392,809	48.40	0.073	95
Photographic and cine eqpt and optical instruments	2,780,218	23.82	2,687,853,318	17.62	0.103	135
Telephone and telefax equipment	378,589	3.24	595,643,074	3.90	0.064	83
<b>Audio-visual, photographic and information processing equipment</b>	<b>11,672,206</b>	<b>100.00</b>	<b>15,254,039,619</b>	<b>100.00</b>	<b>0.077</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Bicycles</b>						
Bicycles	1,030,201	0.00	1,572,927,073	0.00	0.066	0

**Books and Stationery**

	Target	Target %	Base	Base %	Penetration	Index
<b>Books and stationery</b>						
Books	2,263,646	42.01	3,045,023,568	42.72	0.074	98
Stationery and drawing materials and misc. printed matter	3,124,630	57.99	4,083,384,243	57.28	0.077	101
<b>Books and stationery</b>	<b>5,388,276</b>	<b>100.00</b>	<b>7,128,407,811</b>	<b>100.00</b>	<b>0.076</b>	<b>100</b>

**Clothing materials and garments**

	Target	Target %	Base	Base %	Penetration	Index
<b>Clothing materials and garments</b>						
Clothing materials	512,326	2.04	708,331,071	1.56	0.072	131
Garments	22,314,873	88.90	41,141,300,871	90.63	0.054	98
Other articles of clothing and clothing accessories	2,274,620	9.06	3,547,278,139	7.81	0.064	116
<b>Clothing materials and garments</b>	<b>25,101,819</b>	<b>100.00</b>	<b>45,396,910,081</b>	<b>100.00</b>	<b>0.055</b>	<b>100</b>

**Food and non-alcoholic beverages**

	Target	Target %	Base	Base %	Penetration	Index
<b>Food and non-alcoholic beverages</b>						
Bread and cereals	8,021,454	14.54	13,306,847,617	14.89	0.060	98
Coffee, tea and cocoa	1,642,920	2.98	2,614,938,747	2.93	0.063	102
Fish	2,096,432	3.80	3,299,544,916	3.69	0.064	103
Fruit	4,953,665	8.98	7,437,806,408	8.32	0.067	108
Fruit and vegetables; juices and other soft drinks	4,719,931	8.56	8,055,236,640	9.01	0.059	95
Meat	10,709,094	19.42	17,574,522,300	19.66	0.061	99
Milk, cheese and eggs	6,998,823	12.69	11,165,106,800	12.49	0.063	102
Oils and fats	1,150,094	2.09	1,958,981,651	2.19	0.059	95
Other food	1,407,428	2.55	2,305,729,746	2.58	0.061	99
Sugar, confectionery and ice cream	5,896,428	10.69	9,568,680,496	10.70	0.062	100
Vegetables	7,558,407	13.70	12,102,612,292	13.54	0.063	101
<b>Food and non-alcoholic beverages</b>	<b>55,154,676</b>	<b>100.00</b>	<b>89,390,007,613</b>	<b>100.00</b>	<b>0.062</b>	<b>100</b>

**Furniture and Furnishings**

	Target	Target %	Base	Base %	Penetration	Index
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**Furniture and furnishings; carpets and other floor coverings**

Carpets and other floor coverings	3,194,664	29.38	4,381,950,875	25.64	0.073	115
<b>Furniture and furnishings</b>	<b>7,679,446</b>	<b>70.62</b>	<b>12,708,552,409</b>	<b>74.36</b>	<b>0.060</b>	<b>95</b>
<b>Furniture and furnishings; carpets and other floor coverings</b>	<b>10,874,109</b>	<b>100.00</b>	<b>17,090,503,284</b>	<b>100.00</b>	<b>0.064</b>	<b>100</b>

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

	Target	Target %	Base	Base %	Penetration	Index
<b>Games, toys and hobbies; sport and camping; musical instruments</b>						
Equipment for sport camping and open-air recreation	1,693,087	11.41	2,753,161,022	13.38	0.062	85
<b>Games toys and hobbies</b>	<b>12,967,440</b>	<b>87.42</b>	<b>17,553,021,973</b>	<b>85.27</b>	<b>0.074</b>	<b>103</b>
Musical instrumnts and maj durables fr indoor recrtn	173,232	1.17	278,207,933	1.35	0.062	86
<b>Games, toys and hobbies; sport and camping; musical instruments</b>	<b>14,833,759</b>	<b>100.00</b>	<b>20,584,390,928</b>	<b>100.00</b>	<b>0.072</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Gardens, plants and flowers</b>						
Gardens, plants and flowers	2,935,771	0.00	3,463,000,029	0.00	0.085	0
<b>Glassware, tableware and household utensils</b>						
Glassware, tableware and household utensils	3,304,777	0.00	4,823,417,146	0.00	0.069	0
<b>Household textiles</b>						
Household textiles	3,454,944	0.00	5,765,788,129	0.00	0.060	0
<b>Jewellery, clocks and watches</b>						
Jewellery, clocks and watches	4,330,629	0.00	6,765,973,485	0.00	0.064	0
<b>Major household appliances</b>						
Major household appliances (electric or not)	4,296,746	0.00	5,533,715,428	0.00	0.078	0
<b>Major tools and equipment</b>						
Major tools and equipment	238,475	0.00	334,429,527	0.00	0.071	0
<b>Materials for maintenance and repair of the dwelling (Retail)</b>						
Materials for maintenance and repair of the dwelling	890,966	0.00	1,170,787,764	0.00	0.076	0

**Medical goods and other pharmaceutical products**

	Target	Target %	Base	Base %	Penetration	Index
<b>Medical goods and other pharmaceutical products</b>						
Other medical products	297,478	8.52	483,186,275	9.30	0.062	92
<b>Pharmaceutical products</b>	<b>3,193,799</b>	<b>91.48</b>	<b>4,714,787,350</b>	<b>90.70</b>	<b>0.068</b>	<b>101</b>
<b>Medical goods and other pharmaceutical products</b>	<b>3,491,278</b>	<b>100.00</b>	<b>5,197,973,625</b>	<b>100.00</b>	<b>0.067</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Newspapers and periodicals</b>						
Newspapers and periodicals	2,612,512	0.00	3,918,996,369	0.00	0.067	0
<b>Non-durable household goods</b>						
Non-durable household goods	2,873,789	0.00	4,134,198,804	0.00	0.070	0
<b>Other personal effects</b>						
Other personal effects	2,521,985	0.00	4,196,139,099	0.00	0.060	0
<b>Pets and related products</b>						
Pets and related products	2,530,895	0.00	3,333,000,210	0.00	0.076	0
<b>Recording media</b>						
Recording media	2,966,321	0.00	4,148,998,264	0.00	0.072	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Shoes and other footwear</b>						
Shoes and other footwear	4,164,335	0.00	7,918,643,197	0.00	0.053	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Small electrical household appliances</b>						
Small electrical household appliances	660,232	0.00	802,390,958	0.00	0.082	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Small tools and miscellaneous accessories</b>						
Small tools and miscellaneous accessories	2,167,648	0.00	3,098,710,240	0.00	0.070	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Therapeutic appliances and equipment</b>						
Therapeutic appliances and equipment	2,362,194	0.00	3,212,000,403	0.00	0.074	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Tobacco (Retail)</b>						
Tobacco	5,522,947	0.00	12,075,269,713	0.00	0.046	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Prescription costs</b>						
Prescription costs	5,991,472	0.00	10,903,087,588	0.00	0.055	0
	Target	Target %	Base	Base %	Penetration	Index
<b>Leisure</b>						
	Target	Target %	Base	Base %	Penetration	Index
<b>Total Leisure</b>						
Accommodation services	5,213,807	4.89	7,217,415,180	4.69	0.072	104
Cultural services	11,096,480	10.40	18,075,746,971	11.74	0.061	89
Education	9,993,201	9.37	14,264,000,629	9.27	0.070	101
Games of chance	11,354,290	10.64	10,144,999,842	6.59	0.112	161
Hairdressing salons and personal grooming estbshmnts	4,111,746	3.85	5,339,997,693	3.47	0.077	111
Insurance	5,180,185	4.86	7,066,096,180	4.59	0.073	106
Recreational and sporting services	6,198,959	5.81	6,961,687,080	4.52	0.089	128
Restaurants, cafes etc	38,075,220	35.69	63,426,804,634	41.21	0.060	87
Social protection	8,423,203	7.90	14,329,999,768	9.31	0.059	85
Other services	7,032,617	6.59	7,093,001,035	4.61	0.099	143
<b>Total Leisure</b>	<b>106,679,707</b>	<b>100.00</b>	<b>153,919,749,012</b>	<b>100.00</b>	<b>0.069</b>	<b>100</b>
<b>Accommodation services</b>						
	Target	Target %	Base	Base %	Penetration	Index
<b>Accommodation services</b>						
Holiday abroad	2,585,923	49.60	3,707,998,243	51.38	0.070	97
Holiday in the UK	2,610,797	50.07	3,456,376,341	47.89	0.076	105
Room hire	17,086	0.33	53,040,596	0.73	0.032	45
<b>Accommodation services</b>	<b>5,213,807</b>	<b>100.00</b>	<b>7,217,415,180</b>	<b>100.00</b>	<b>0.072</b>	<b>100</b>
<b>Cultural services</b>						
	Target	Target %	Base	Base %	Penetration	Index
<b>Cultural services</b>						
Cinema, theatre and museums etc.	2,735,269	24.65	4,388,668,452	24.28	0.062	102
TV, video, satellite rental, cable subscriptions, TV licences	6,651,081	59.94	10,932,436,625	60.48	0.061	99
Miscellaneous entertainments	1,358,598	12.24	2,131,040,827	11.79	0.064	104
Development of film, deposit for film development, passport photos, holiday and school photos	351,531	3.17	623,601,067	3.45	0.056	92
<b>Cultural services</b>	<b>11,096,480</b>	<b>100.00</b>	<b>18,075,746,971</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>
	Target	Target %	Base	Base %	Penetration	Index
<b>Cinema, theatre and museums etc.</b>						
Cinemas	645,187	23.59	1,085,040,183	24.72	0.060	95
Live entertainment: theatre, concerts, shows	1,426,097	52.14	2,254,330,000	51.37	0.063	101

Museums, zoological gardens, theme parks, houses and gardens	663,985	24.27	1,049,298,269	23.91	0.063	102
Cinema, theatre and museums etc.	2,735,269	100.00	4,388,668,452	100.00	0.062	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>TV, video, satellite rental, cable subscriptions, TV licences</b>						
TV licences	2,368,709	35.61	4,018,766,421	36.76	0.059	97
Satellite subscriptions	3,516,602	52.87	5,510,986,120	50.41	0.064	105
Rent for TV/Satellite/VCR	31,642	0.48	54,044,813	0.49	0.059	96
Cable subscriptions	649,024	9.76	1,193,877,707	10.92	0.054	89
TV slot meter payments	20,855	0.31	36,152,522	0.33	0.058	95
Video, cassette and CD hire	64,249	0.97	118,609,042	1.08	0.054	89
TV, video, satellite rental, cable subscriptions, TV licences	6,651,081	100.00	10,932,436,625	100.00	0.061	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Miscellaneous entertainments</b>						
Admissions to clubs, dances, discos, bingo	636,323	46.84	1,036,437,432	48.64	0.061	96
Social events and gatherings	281,275	20.70	410,008,934	19.24	0.069	108
Subscriptions for leisure activities and other subscriptions	441,001	32.46	684,594,461	32.12	0.064	101
Miscellaneous entertainments	1,358,598	100.00	2,131,040,827	100.00	0.064	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Development of film, deposit for film development, passport photos, holiday and school photos</b>						
Development of film, deposit for film development, passport photos, holiday and school photos	351,531	0.00	623,601,067	0.00	0.056	0
<b>Education</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Education</b>						
Education fees	9,531,039	95.38	13,647,170,760	95.68	0.070	100
Payments for school trips, other ad-hoc expenditure	462,162	4.62	616,829,869	4.32	0.075	107
Education	9,993,201	100.00	14,264,000,629	100.00	0.070	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Education fees</b>						
Nursery and primary education (education fees)	1,394,261	14.63	1,843,836,354	13.51	0.076	108
Secondary education (education fees)	2,924,795	30.69	3,864,666,159	28.32	0.076	108
Sixth form college/college education (education fees)	1,031,954	10.83	1,478,227,178	10.83	0.070	100
University education (education fees)	3,955,397	41.50	6,145,324,865	45.03	0.064	92
Other education (education fees)	224,631	2.36	315,116,204	2.31	0.071	102
Education fees	9,531,039	100.00	13,647,170,760	100.00	0.070	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Payments for school trips, other ad-hoc expenditure</b>						
Nursery and primary education (Payments for school trips, other ad-hoc expenditure)	142,684	30.87	189,417,717	30.71	0.075	101
Secondary education (Payments for school trips, other ad-hoc expenditure)	223,378	48.33	308,405,197	50.00	0.072	97
Sixth form college/college education (Payments for school trips, other ad-hoc expenditure)	31,760	6.87	39,760,428	6.45	0.080	107
University Education (including Other Education) (Payments for school trips, other ad-hoc expenditure)	64,341	13.92	79,246,527	12.85	0.081	108
Payments for school trips, other ad-hoc expenditure	462,162	100.00	616,829,869	100.00	0.075	100



## Games of chance

	Target	Target %	Base	Base %	Penetration	Index
<b>Games of chance</b>						
Football pools stakes	89,278	0.79	76,980,432	0.76	0.116	104
Bingo stakes excluding admission	757,838	6.67	819,546,210	8.08	0.093	83
Lottery	8,162,917	71.89	7,026,680,290	69.26	0.116	104
Bookmaker, tote, other betting stakes	2,344,257	20.65	2,221,792,910	21.90	0.106	94
<b>Games of chance</b>	<b>11,354,290</b>	<b>100.00</b>	<b>10,144,999,842</b>	<b>100.00</b>	<b>0.112</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Hairdressing salons and personal grooming establishments</b>						
Hairdressing salons and personal grooming establishments	4,111,746	0.00	5,339,997,693	0.00	0.077	0

## Insurance

	Target	Target %	Base	Base %	Penetration	Index
<b>Insurance</b>						
Dwelling insurance	2,179,478	42.07	3,253,000,771	46.04	0.067	91
Health insurance	1,595,208	30.79	1,477,000,105	20.90	0.108	147
Transport insurance	1,405,499	27.13	2,336,095,304	33.06	0.060	82
<b>Insurance</b>	<b>5,180,185</b>	<b>100.00</b>	<b>7,066,096,180</b>	<b>100.00</b>	<b>0.073</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Health insurance</b>						
Health insurance	1,595,208	0.00	1,477,000,105	0.00	0.108	0
<b>Dwelling insurance</b>						
Structure insurance	1,107,703	50.82	1,620,184,109	49.81	0.068	102
Contents insurance	1,027,932	47.16	1,570,056,973	48.26	0.066	98
Insurance for household appliances	43,842	2.01	62,759,689	1.93	0.070	104
<b>Dwelling insurance</b>	<b>2,179,478</b>	<b>100.00</b>	<b>3,253,000,771</b>	<b>100.00</b>	<b>0.067</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Transport insurance</b>						
Transport insurance	1,405,499	0.00	2,336,095,304	0.00	0.060	0

## Recreational and sporting services

	Target	Target %	Base	Base %	Penetration	Index
<b>Recreational and sporting services</b>						
Spectator sports: admission charges	905,013	14.60	1,061,567,632	15.25	0.085	96
Participant sports (excluding subscriptions)	1,185,425	19.12	1,212,745,511	17.42	0.098	110
Subscriptions to sports and social clubs	1,559,253	25.15	1,710,036,252	24.56	0.091	102
Leisure class fees	2,154,365	34.75	2,545,444,847	36.56	0.085	95
Hire of equipment for sport and open air recreation	394,903	6.37	431,892,838	6.20	0.091	103
<b>Recreational and sporting services</b>	<b>6,198,959</b>	<b>100.00</b>	<b>6,961,687,080</b>	<b>100.00</b>	<b>0.089</b>	<b>100</b>

## Restaurants, cafes etc

	Target	Target %	Base	Base %	Penetration	Index
<b>Restaurants, cafes etc</b>						
Restaurant and café meals	19,835,353	52.10	29,819,309,656	47.01	0.067	111
Alcoholic drinks (away from home)	8,776,026	23.05	15,394,714,928	24.27	0.057	95
Take away meals eaten at home	4,279,713	11.24	8,257,244,200	13.02	0.052	86
Other take-away and snack food	4,665,269	12.25	8,917,352,597	14.06	0.052	87
Contract catering (food)	518,859	1.36	1,038,183,253	1.64	0.050	83
<b>Restaurants, cafes etc</b>	<b>38,075,220</b>	<b>100.00</b>	<b>63,426,804,634</b>	<b>100.00</b>	<b>0.060</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Restaurant and café meals</b>						
Restaurant and café meals	19,835,353	0.00	29,819,309,656	0.00	0.067	0

<b>Alcoholic drinks (away from home)</b>						
Alcoholic drinks (away from home)	8,776,026	0.00	15,394,714,928	0.00	0.057	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Take away meals eaten at home</b>						
Take away meals eaten at home	4,279,713	0.00	8,257,244,200	0.00	0.052	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Other take-away and snack food</b>						
Other take-away and snack food : Hot and cold food	3,312,591	71.01	6,335,550,601	71.05	0.052	100
Other take-away and snack food : Confectionery	363,369	7.79	690,049,777	7.74	0.053	101
Other take-away and snack food : Ice cream	140,410	3.01	249,544,201	2.80	0.056	108
Other take-away and snack food : Soft drinks	848,899	18.20	1,642,208,018	18.42	0.052	99
<b>Other take-away and snack food</b>	<b>4,665,269</b>	<b>100.00</b>	<b>8,917,352,597</b>	<b>100.00</b>	<b>0.052</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Contract catering (food)</b>						
Contract catering (food)	518,859	0.00	1,038,183,253	0.00	0.050	0
<b>Social protection</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Social protection</b>						
Residential homes	994,255	11.80	1,617,779,610	11.29	0.062	105
Home help	1,325,748	15.74	2,147,090,341	14.98	0.062	105
Nursery, crèche, playschools	1,433,081	17.01	2,647,919,304	18.48	0.054	92
Child care payments	4,670,120	55.44	7,917,210,513	55.25	0.059	100
<b>Social protection</b>	<b>8,423,203</b>	<b>100.00</b>	<b>14,329,999,768</b>	<b>100.00</b>	<b>0.059</b>	<b>100</b>
<b>Other services</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Other services</b>						
Moving house	2,960,218	42.09	3,135,069,636	44.20	0.094	95
Bank, building society, post office, credit card charges	556,441	7.91	809,928,758	11.42	0.069	69
Other services and professional fees	3,515,959	50.00	3,148,002,641	44.38	0.112	113
<b>Other services</b>	<b>7,032,617</b>	<b>100.00</b>	<b>7,093,001,035</b>	<b>100.00</b>	<b>0.099</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Moving house</b>						
Moving and storage of furniture	509,998	17.23	553,326,309	17.65	0.092	98
Property transaction - purchase and sale	1,279,496	43.22	1,281,727,174	40.88	0.100	106
Property transaction - sale only	538,885	18.20	609,867,078	19.45	0.088	94
Property transaction - purchase only	319,023	10.78	348,100,407	11.10	0.092	97
Property transaction - other payments	312,816	10.57	342,048,668	10.91	0.092	97
<b>Moving house</b>	<b>2,960,218</b>	<b>100.00</b>	<b>3,135,069,636</b>	<b>100.00</b>	<b>0.094</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Bank, building society, post office, credit card charges</b>						
Bank and building society charges	510,514	91.75	740,107,085	91.38	0.069	100
Bank and Post Office counter charges (inc. Travellers cheques charges etc)	10,039	1.80	17,139,831	2.12	0.059	85
Annual standing charge for credit cards	35,889	6.45	52,681,842	6.50	0.068	99
<b>Bank, building society, post office, credit card charges</b>	<b>556,441</b>	<b>100.00</b>	<b>809,928,758</b>	<b>100.00</b>	<b>0.069</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Other services and professional fees</b>						
Other professional fees including court fines	554,568	15.77	482,011,522	15.31	0.115	103
<b>Legal fees</b>	<b>581,936</b>	<b>16.55</b>	<b>504,628,506</b>	<b>16.03</b>	<b>0.115</b>	<b>103</b>

Funeral expenses	1,476,917	42.01	1,289,300,377	40.96	0.115	103
TU and professional organisations	797,096	22.67	771,602,806	24.51	0.103	92
Other payments for services e.g. photocopying	105,442	3.00	100,459,430	3.19	0.105	94
Other services and professional fees	3,515,959	100.00	3,148,002,641	100.00	0.112	100

#### 2012 Total Expenditure per Household (in 2012 prices)

	Target	Target %	Base	Base %	Penetration	Index
Total Retail per Household						
Total Comparison per Household	8,356	61.47	7,020	59.74	119.029	103
Total Convenience per Household	5,238	38.53	4,731	40.26	110.711	96
Total Retail per Household	13,594	100.00	11,751	100.00	115.680	100

#### Alcohol (off trade) per Household

	Target	Target %	Base	Base %	Penetration	Index
Alcohol (off-trade) per HH						
Beer (off trade) per HH	148	20.66	153	24.78	96.985	83
Spirits (off trade) per HH	171	23.94	176	28.59	97.383	84
Wine, cider and perry (off trade) per HH	397	55.40	287	46.63	138.183	119
Alcohol (off-trade) per HH	716	100.00	615	100.00	116.309	100

#### appliances for personal care per Household

	Target	Target %	Base	Base %	Penetration	Index
Appliances for personal care per Household						
Electric appliances for personal care per Household	66	7.86	52	7.33	126.165	107
Other appliances, articles and prods for personal care per Household	773	92.14	660	92.67	117.057	99
Appliances for personal care per Household	838	100.00	712	100.00	117.725	100

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

	Target	Target %	Base	Base %	Penetration	Index
Audio-visual, photographic and information processing equipment per HH						
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Household	215	26.83	173	30.07	124.220	89
Information processing equipment per Household	369	46.11	279	48.40	132.649	95
Photographic and cine eqpt and optical instruments per Household	191	23.82	101	17.62	188.227	135
Telephone and telefax equipment per Household	26	3.24	22	3.90	115.662	83
Audio-visual, photographic and information processing equipment per HH	801	100.00	575	100.00	139.244	100

	Target	Target %	Base	Base %	Penetration	Index
Bicycles per Household						
Bicycles per Household	71	0.00	59	0.00	119.185	0

#### Books and Stationery per Household

	Target	Target %	Base	Base %	Penetration	Index
Books and stationery per HH						
Books per Household	155	42.01	115	42.72	135.278	98
Stationery and drawing materials and misc. printed matter per Household	214	57.99	154	57.28	139.247	101
Books and stationery per HH	370	100.00	269	100.00	137.552	100

#### Clothing materials and garments per Household

	Target	Target %	Base	Base %	Penetration	Index
Clothing materials and garments per HH						

Clothing materials per Household	35	2.04	27	1.56	131.619	131
Garments per Household	1,532	88.90	1,552	90.63	98.702	98
Other articles of clothing and clothing accessories per Household	156	9.06	134	7.81	116.687	116
Clothing materials and garments per HH	1,723	100.00	1,713	100.00	100.621	100

#### Food and non-alcoholic beverages per Household

	Target	Target %	Base	Base %	Penetration	Index
Food and non-alcoholic beverages per HH						
Bread and cereals per Household	551	14.54	502	14.89	109.695	98
Coffee, tea and cocoa per Household	113	2.98	99	2.93	114.331	102
Fish per Household	144	3.80	124	3.69	115.621	103
Fruit per Household	340	8.98	281	8.32	121.197	108
Fruit and vegetables; juices and other soft drinks per Household	324	8.56	304	9.01	106.627	95
Meat per Household	735	19.42	663	19.66	110.886	99
Milk, cheese and eggs per Household	480	12.69	421	12.49	114.070	102
Oils and fats per Household	79	2.09	74	2.19	106.834	95
Other food per Household	97	2.55	87	2.58	111.078	99
Sugar, confectionery and ice cream per Household	405	10.69	361	10.70	112.136	100
Vegetables per Household	519	13.70	457	13.54	113.647	101
Food and non-alcoholic beverages per HH	3,786	100.00	3,372	100.00	112.280	100

#### Furniture and Furnishings per Household

	Target	Target %	Base	Base %	Penetration	Index
Furniture and furnishings; carpets and other floor coverings per HH						
Carpets and other floor coverings per Household	219	29.38	165	25.64	132.668	115
Furniture and furnishings per Household	527	70.62	479	74.36	109.962	95
Furniture and furnishings; carpets and other floor coverings per HH	746	100.00	645	100.00	115.784	100

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

	Target	Target %	Base	Base %	Penetration	Index
Games, toys and hobbies; sport and camping; musical instruments per HH						
Equipment for sport camping and open-air recreation per Household	116	11.41	104	13.38	111.907	85
Games toys and hobbie per Households	890	87.42	662	85.27	134.435	103
Musical instrumnts and maj durables fr indoor recrtn per Household	12	1.17	10	1.35	113.310	86
Games, toys and hobbies; sport and camping; musical instruments per HH	1,018	100.00	777	100.00	131.136	100

	Target	Target %	Base	Base %	Penetration	Index
Gardens, plants and flowers per Household						
Gardens, plants and flowers per Household	202	0.00	131	0.00	154.269	0
Glassware, tableware and household utensils per Household						
Glassware, tableware and household utensils per Household	227	0.00	182	0.00	124.680	0
Household textiles per Household						
Household textiles per Household	237	0.00	218	0.00	109.041	0

<b>Jewellery, clocks and watches per Household</b>						
Jewellery, clocks and watches per Household	297	0.00	255	0.00	116.474	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Major household appliances per Household</b>						
Major household appliances (electric or not) per Household	295	0.00	209	0.00	141.296	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Major tools and equipment per Household</b>						
Major tools and equipment per Household	16	0.00	13	0.00	129.762	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Materials for maintenance and repair of the dwelling (Retail per Household)</b>						
Materials for maintenance and repair of the dwelling per Household	61	0.00	44	0.00	138.481	0
<b>Medical goods and other pharmaceutical products per Household</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Medical goods and other pharmaceutical products per HH</b>						
Other medical products per Household	20	8.52	18	9.30	112.034	92
Pharmaceutical products per Household	219	91.48	178	90.70	123.269	101
Medical goods and other pharmaceutical products per HH	240	100.00	196	100.00	122.225	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Newspapers and periodicals per Household</b>						
Newspapers and periodicals per Household	179	0.00	148	0.00	121.309	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Non-durable household goods per Household</b>						
Non-durable household goods per Household	197	0.00	156	0.00	126.495	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Other personal effects per Household</b>						
Other personal effects per Household	173	0.00	158	0.00	109.371	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Pets and related products per Household</b>						
Pets and related products per Household	174	0.00	126	0.00	138.181	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Recording media per Household</b>						
Recording media per Household	204	0.00	157	0.00	130.102	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Shoes and other footwear per Household</b>						
Shoes and other footwear per Household	286	0.00	299	0.00	95.698	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Small electrical household appliances per Household</b>						
Small electrical household appliances per Household	45	0.00	30	0.00	149.734	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Small tools and miscellaneous accessories per Household</b>						
Small tools and miscellaneous accessories per Household	149	0.00	117	0.00	127.296	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Therapeutic appliances and equipment per Household</b>						
Therapeutic appliances and equipment per Household	162	0.00	121	0.00	133.828	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Tobacco (Retail) per Household</b>						
Tobacco per Household	379	0.00	456	0.00	83.231	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>

Prescription costs per Household

Prescription costs per Household	411	0.00	411	0.00	99.998	0
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Leisure per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Total Leisure per Household</b>						
Accommodation services per Household	358	4.89	272	4.69	131.456	104
Cultural services per Household	762	10.40	682	11.74	111.711	89
Education per Household	686	9.37	538	9.27	127.489	101
Games of chance per Household	779	10.64	383	6.59	203.665	161
Hairdressing salons and personal grooming estbshmnts per Household	282	3.85	201	3.47	140.118	111
Insurance per Household	356	4.86	267	4.59	133.406	106
Recreational and sporting services per Household	426	5.81	263	4.52	162.036	128
Restaurants, cafes etc per Household	2,614	35.69	2,393	41.21	109.239	87
Social protection per Household	578	7.90	541	9.31	106.964	85
Other services per Household	483	6.59	268	4.61	180.424	143
<b>Total Leisure per Household</b>	<b>7,323</b>	<b>100.00</b>	<b>5,806</b>	<b>100.00</b>	<b>126.123</b>	<b>100</b>

Accommodation services per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Accommodation services per Household</b>						
Holiday abroad per Household	178	49.60	140	51.38	126.907	97
Holiday in the UK per Household	179	50.07	130	47.89	137.455	105
Room hire per Household	1	0.33	2	0.73	58.621	45
<b>Accommodation services per Household</b>	<b>358</b>	<b>100.00</b>	<b>272</b>	<b>100.00</b>	<b>131.456</b>	<b>100</b>

Cultural services per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Cultural services per Household</b>						
Cinema, theatre and museums etc. per Household	188	24.65	166	24.28	113.416	102
TV, video, satellite rental, cable subscriptions, TV licences per Household	457	59.94	412	60.48	110.709	99
Miscellaneous entertainments per Household	93	12.24	80	11.79	116.013	104
Development of film, deposit for film development, passport photos, holiday and school photos per Household	24	3.17	24	3.45	102.581	92
<b>Cultural services per Household</b>	<b>762</b>	<b>100.00</b>	<b>682</b>	<b>100.00</b>	<b>111.711</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Cinema, theatre and museums etc. per Household</b>						
Cinemas per Household	44	23.59	41	24.72	108.205	95
Live entertainment: theatre, concerts, shows per Household	98	52.14	85	51.37	115.117	101
Museums, zoological gardens, theme parks, houses and gardens per Household	46	24.27	40	23.91	115.151	102
<b>Cinema, theatre and museums etc. per Household</b>	<b>188</b>	<b>100.00</b>	<b>166</b>	<b>100.00</b>	<b>113.416</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>TV, video, satellite rental, cable subscriptions, TV licences per Household</b>						
TV licences per Household	163	35.61	152	36.76	107.257	97
Satellite subscriptions per Household	241	52.87	208	50.41	116.119	105
Rent for TV/Satellite/VCR per Household	2	0.48	2	0.49	106.542	96

Cable subscriptions per Household	45	9.76	45	10.92	98.926	89
TV slot meter payments per Household	1	0.31	1	0.33	104.975	95
Video, cassette and CD hire per Household	4	0.97	4	1.08	98.573	89
TV, video, satellite rental, cable subscriptions, TV licences per Household	457	100.00	412	100.00	110.709	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Miscellaneous entertainments per Household						
Admissions to clubs, dances, discos, bingo per Household	44	46.84	39	48.64	111.723	96
Social events and gatherings per Household	19	20.70	15	19.24	124.838	108
Subscriptions for leisure activities and other subscriptions per Household	30	32.46	26	32.12	117.224	101
Miscellaneous entertainments per Household	93	100.00	80	100.00	116.013	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Development of film, deposit for film development, passport photos, holiday and school photos per Household						
Development of film, deposit for film development, passport photos, holiday and school photos per Household	24	0.00	24	0.00	102.581	0
Education per Household						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Education per Household						
Education fees per Household	654	95.38	515	95.68	127.088	100
Payments for school trips, other ad-hoc expenditure per Household	32	4.62	23	4.32	136.344	107
Education per Household	686	100.00	538	100.00	127.489	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Education fees per Household						
Nursery and primary education (education fees) per Household	96	14.63	70	13.51	137.604	108
Secondary education (education fees) per Household	201	30.69	146	28.32	137.718	108
Sixth form college/college education (education fees) per Household	71	10.83	56	10.83	127.036	100
University education (education fees) per Household	272	41.50	232	45.03	117.126	92
Other education (education fees) per Household	15	2.36	12	2.31	129.720	102
Education fees per Household	654	100.00	515	100.00	127.088	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Payments for school trips, other ad-hoc expenditure per Household						
Nursery and primary education (Payments for school trips, other ad-hoc expenditure) per Household	10	30.87	7	30.71	137.076	101
Secondary education (Payments for school trips, other ad-hoc expenditure) per Household	15	48.33	12	50.00	131.803	97
Sixth form college/college education (Payments for school trips, other ad-hoc expenditure) per Household	2	6.87	1	6.45	145.358	107
University Education (including Other Education) (Payments for school trips, other ad-hoc expenditure) per Household	4	13.92	3	12.85	147.745	108
Payments for school trips, other ad-hoc expenditure per Household	32	100.00	23	100.00	136.344	100

## Games of chance per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Games of chance per Household</b>						
Football pools stakes per Household	6	0.79	3	0.76	211.043	104
Bingo stakes excluding admission per Household	52	6.67	31	8.08	168.272	83
Lottery per Household	560	71.89	265	69.26	211.399	104
Bookmaker, tote, other betting stakes per Household	161	20.65	84	21.90	192.004	94
<b>Games of chance per Household</b>	<b>779</b>	<b>100.00</b>	<b>383</b>	<b>100.00</b>	<b>203.665</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
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**Hairdressing salons and personal grooming establishments per Household**

Hairdressing salons and personal grooming establishments per Household	282	0.00	201	0.00	140.118	0
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## Insurance per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Insurance per Household</b>						
Dwelling insurance per Household	150	42.07	123	46.04	121.920	91
Health insurance per Household	110	30.79	56	20.90	196.537	147
Transport insurance per Household	96	27.13	88	33.06	109.483	82
<b>Insurance per Household</b>	<b>356</b>	<b>100.00</b>	<b>267</b>	<b>100.00</b>	<b>133.406</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
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**Health insurance per Household**

Health insurance per Household	110	0.00	56	0.00	196.537	0
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	Target	Target %	Base	Base %	Penetration	Index
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**Dwelling insurance per Household**

Structure insurance per Household	76	50.82	61	49.81	124.414	102
Contents insurance per Household	71	47.16	59	48.26	119.140	98
Insurance for household appliances per Household	3	2.01	2	1.93	127.120	104
<b>Dwelling insurance per Household</b>	<b>150</b>	<b>100.00</b>	<b>123</b>	<b>100.00</b>	<b>121.920</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
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**Transport insurance per Household**

Transport insurance per Household	96	0.00	88	0.00	109.483	0
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## Recreational and sporting services per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Recreational and sporting services per Household</b>						
Spectator sports: admission charges per Household	62	14.60	40	15.25	155.137	96
Participant sports (excluding subscriptions) per Household	81	19.12	46	17.42	177.874	110
Subscriptions to sports and social clubs per Household	107	25.15	65	24.56	165.928	102
Leisure class fees per Household	148	34.75	96	36.56	154.015	95
Hire of equipment for sport and open air recreation per Household	27	6.37	16	6.20	166.388	103
<b>Recreational and sporting services per Household</b>	<b>426</b>	<b>100.00</b>	<b>263</b>	<b>100.00</b>	<b>162.036</b>	<b>100</b>

## Restaurants, cafes etc per Household

	Target	Target %	Base	Base %	Penetration	Index
<b>Restaurants, cafes etc per Household</b>						
Restaurant and café meals per Household	1,362	52.10	1,125	47.01	121.046	111



Alcoholic drinks (away from home) per Household	602	23.05	581	24.27	103.737	95
Take away meals eaten at home per Household	294	11.24	311	13.02	94.317	86
Other take-away and snack food per Household	320	12.25	336	14.06	95.203	87
Contract catering (food) per Household	36	1.36	39	1.64	90.946	83
Restaurants, cafes etc per Household	2,614	100.00	2,393	100.00	109.239	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Restaurant and café meals per Household						
Restaurant and café meals per Household	1,362	0.00	1,125	0.00	121.046	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Alcoholic drinks (away from home) per Household						
Alcoholic drinks (away from home) per Household	602	0.00	581	0.00	103.737	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Take away meals eaten at home per Household						
Take away meals eaten at home per Household	294	0.00	311	0.00	94.317	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Other take-away and snack food per Household						
Other take-away and snack food : Hot and cold food per Household	227	71.01	239	71.05	95.146	100
Other take-away and snack food : Confectionery per Household	25	7.79	26	7.74	95.824	101
Other take-away and snack food : Ice cream per Household	10	3.01	9	2.80	102.390	108
Other take-away and snack food : Soft drinks per Household	58	18.20	62	18.42	94.067	99
Other take-away and snack food per Household	320	100.00	336	100.00	95.203	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Contract catering (food) per Household						
Contract catering (food) per Household	36	0.00	39	0.00	90.946	0
Social protection per Household						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Social protection per Household						
Residential homes per Household	68	11.80	61	11.29	111.837	105
Home help per Household	91	15.74	81	14.98	112.362	105
Nursery, crèche, playschools per Household	98	17.01	100	18.48	98.486	92
Child care payments per Household	321	55.44	299	55.25	107.341	100
Social protection per Household	578	100.00	541	100.00	106.964	100
Other services per Household						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Other services per Household						
Moving house per Household	203	42.09	118	44.20	171.824	95
Bank, building society, post office, credit card charges per Household	38	7.91	31	11.42	125.020	69
Other services and professional fees per Household	241	50.00	119	44.38	203.244	113
Other services per Household	483	100.00	268	100.00	180.424	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Moving house per Household						
Moving and storage of furniture per Household	35	17.23	21	17.65	167.724	98

Property transaction - purchase and sale per Household	88	43.22	48	40.88	181.657	106
Property transaction - sale only per Household	37	18.20	23	19.45	160.794	94
Property transaction - purchase only per Household	22	10.78	13	11.10	166.773	97
Property transaction - other payments per Household	21	10.57	13	10.91	166.421	97
Moving house per Household	203	100.00	118	100.00	171.824	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Bank, building society, post office, credit card charges per Household</b>						
Bank and building society charges per Household	35	91.75	28	91.38	125.522	100
Bank and Post Office counter charges (inc. Travellers cheques charges etc) per Household	1	1.80	1	2.12	106.581	85
Annual standing charge for credit cards per Household	2	6.45	2	6.50	123.967	99
Bank, building society, post office, credit card charges per Household	38	100.00	31	100.00	125.020	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Other services and professional fees per Household</b>						
Other professional fees including court fines per Household	38	15.77	18	15.31	209.366	103
Legal fees per Household	40	16.55	19	16.03	209.851	103
Funeral expenses per Household	101	42.01	49	40.96	208.454	103
TU and professional organisations per Household	55	22.67	29	24.51	187.986	92
Other payments for services e.g. photocopying per Household	7	3.00	4	3.19	190.999	94
Other services and professional fees per Household	241	100.00	119	100.00	203.244	100
<b>2012 Total Expenditure per Person (in 2012 prices)</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Total Retail per Person</b>						
Total Comparison per Person	3,479	61.47	2,921	59.74	119.087	103
Total Convenience per Person	2,181	38.53	1,969	40.26	110.764	96
Total Retail per Person	5,659	100.00	4,890	100.00	115.736	100
<b>Alcohol (off trade) per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Alcohol (off-trade) per Person</b>						
Beer (off trade) per Person	62	20.66	63	24.78	97.032	83
Spirits (off trade) per Person	71	23.94	73	28.59	97.430	84
Wine, cider and perry (off trade) per Person	165	55.40	119	46.63	138.250	119
Alcohol (off-trade) per Person	298	100.00	256	100.00	116.365	100
<b>appliances for personal care per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Appliances for personal care per Person</b>						
Electric appliances for personal care per Person	27	7.86	22	7.33	126.226	107
Other appliances, articles and prods for personal care per Person	322	92.14	275	92.67	117.113	99
Appliances for personal care per Person	349	100.00	296	100.00	117.781	100
<b>Audio-visual, photographic and information processing equipment per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Audio-visual, photographic and information processing equipment per Person</b>						

Eqpt fr recptn, recrdng and reprdtn of sound and pics per Person	89	26.83	72	30.07	124.279	89
Information processing equipment per Person	154	46.11	116	48.40	132.713	95
Photographic and cine eqpt and optical instruments per Person	79	23.82	42	17.62	188.318	135
Telephone and telefax equipment per Person	11	3.24	9	3.90	115.718	83
Audio-visual, photographic and information processing equipment per Person	334	100.00	239	100.00	139.311	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Bicycles per Person						
Bicycles per Person	29	0.00	25	0.00	119.242	0
<b>Books and Stationery per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Books and stationery per Person						
Books per Person	65	42.01	48	42.72	135.343	98
Stationery and drawing materials and misc. printed matter per Person	89	57.99	64	57.28	139.314	101
Books and stationery per Person	154	100.00	112	100.00	137.618	100
<b>Clothing materials and garments per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Clothing materials and garments per Person						
Clothing materials per Person	15	2.04	11	1.56	131.682	131
Garments per Person	638	88.90	646	90.63	98.749	98
Other articles of clothing and clothing accessories per Person	65	9.06	56	7.81	116.743	116
Clothing materials and garments per Person	717	100.00	713	100.00	100.669	100
<b>Food and non-alcoholic beverages per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Food and non-alcoholic beverages per Person						
Bread and cereals per Person	229	14.54	209	14.89	109.748	98
Coffee, tea and cocoa per Person	47	2.98	41	2.93	114.386	102
Fish per Person	60	3.80	52	3.69	115.676	103
Fruit per Person	142	8.98	117	8.32	121.255	108
Fruit and vegetables; juices and other soft drinks per Person	135	8.56	126	9.01	106.678	95
Meat per Person	306	19.42	276	19.66	110.940	99
Milk, cheese and eggs per Person	200	12.69	175	12.49	114.125	102
Oils and fats per Person	33	2.09	31	2.19	106.886	95
Other food per Person	40	2.55	36	2.58	111.131	99
Sugar, confectionery and ice cream per Person	169	10.69	150	10.70	112.190	100
Vegetables per Person	216	13.70	190	13.54	113.702	101
Food and non-alcoholic beverages per Person	1,576	100.00	1,403	100.00	112.334	100
<b>Furniture and Furnishings per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Furniture and furnishings; carpets and other floor coverings per Person						
Carpets and other floor coverings per Person	91	29.38	69	25.64	132.732	115
Furniture and furnishings per Person	219	70.62	199	74.36	110.015	95
Furniture and furnishings; carpets and other floor coverings per Person	311	100.00	268	100.00	115.839	100

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

	Target	Target %	Base	Base %	Penetration	Index
<b>Games, toys and hobbies; sport and camping; musical instruments per Person</b>						
Equipment for sport camping and open-air recreation per Person	48	11.41	43	13.38	111.961	85
<b>Games toys and hobbie per Persons</b>	<b>371</b>	<b>87.42</b>	<b>276</b>	<b>85.27</b>	<b>134.499</b>	<b>103</b>
Musical instrumnts and maj durables fr indoor recrtn per Person	5	1.17	4	1.35	113.365	86
<b>Games, toys and hobbies; sport and camping; musical instruments per Person</b>	<b>424</b>	<b>100.00</b>	<b>323</b>	<b>100.00</b>	<b>131.199</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Gardens, plants and flowers per Person</b>						
Gardens, plants and flowers per Person	84	0.00	54	0.00	154.343	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Glassware, tableware and household utensils per Person</b>						
Glassware, tableware and household utensils per Person	94	0.00	76	0.00	124.740	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Household textiles per Person</b>						
Household textiles per Person	99	0.00	91	0.00	109.094	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Jewellery, clocks and watches per Person</b>						
Jewellery, clocks and watches per Person	124	0.00	106	0.00	116.530	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Major household appliances per Person</b>						
Major household appliances (electric or not) per Person	123	0.00	87	0.00	141.365	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Major tools and equipment per Person</b>						
Major tools and equipment per Person	7	0.00	5	0.00	129.824	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Materials for maintenance and repair of the dwelling (Retail per Person)</b>						
Materials for maintenance and repair of the dwelling per Person	25	0.00	18	0.00	138.548	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Medical goods and other pharmaceutical products per Person</b>						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Medical goods and other pharmaceutical products per Person</b>						
Other medical products per Person	9	8.52	8	9.30	112.088	92
<b>Pharmaceutical products per Person</b>	<b>91</b>	<b>91.48</b>	<b>74</b>	<b>90.70</b>	<b>123.328</b>	<b>101</b>
<b>Medical goods and other pharmaceutical products per Person</b>	<b>100</b>	<b>100.00</b>	<b>82</b>	<b>100.00</b>	<b>122.284</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Newspapers and periodicals per Person</b>						
Newspapers and periodicals per Person	75	0.00	62	0.00	121.367	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Non-durable household goods per Person</b>						
Non-durable household goods per Person	82	0.00	65	0.00	126.556	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Other personal effects per Person</b>						
Other personal effects per Person	72	0.00	66	0.00	109.423	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Pets and related products per Person</b>						

Pets and related products per Person	72	0.00	52	0.00	138.247	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Recording media per Person	85	0.00	65	0.00	130.164	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Shoes and other footwear per Person	119	0.00	124	0.00	95.744	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Small electrical household appliances per Person	19	0.00	13	0.00	149.806	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Small tools and miscellaneous accessories per Person	62	0.00	49	0.00	127.358	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Therapeutic appliances and equipment per Person	68	0.00	50	0.00	133.893	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Tobacco (Retail) per Person	158	0.00	190	0.00	83.271	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Prescription costs per Person	171	0.00	171	0.00	100.046	0
Leisure per Person						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Total Leisure per Person						
Accommodation services per Person	149	4.89	113	4.69	131.520	104
Cultural services per Person	317	10.40	284	11.74	111.765	89
Education per Person	286	9.37	224	9.27	127.550	101
Games of chance per Person	324	10.64	159	6.59	203.763	161
Hairdressing salons and personal grooming estbshmnts per Person	118	3.85	84	3.47	140.185	111
Insurance per Person	148	4.86	111	4.59	133.470	106
Recreational and sporting services per Person	177	5.81	109	4.52	162.114	128
Restaurants, cafes etc per Person	1,088	35.69	996	41.21	109.292	87
Social protection per Person	241	7.90	225	9.31	107.016	85
Other services per Person	201	6.59	111	4.61	180.511	143
<b>Total Leisure per Person</b>	<b>3,049</b>	<b>100.00</b>	<b>2,416</b>	<b>100.00</b>	<b>126.184</b>	<b>100</b>

Accommodation services per Person

	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Accommodation services per Person						
Holiday abroad per Person	74	49.60	58	51.38	126.968	97
Holiday in the UK per Person	75	50.07	54	47.89	137.521	105
Room hire per Person	0	0.33	1	0.73	58.649	45
<b>Accommodation services per Person</b>	<b>149</b>	<b>100.00</b>	<b>113</b>	<b>100.00</b>	<b>131.520</b>	<b>100</b>

Cultural services per Person

	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Cultural services per Person						
Cinema, theatre and museums etc. per Person	78	24.65	69	24.28	113.471	102
TV, video, satellite rental, cable subscriptions, TV licences per Person	190	59.94	172	60.48	110.763	99
Miscellaneous entertainments per Person	39	12.24	33	11.79	116.069	104

Development of film, deposit for film development, passport photos, holiday and school photos per Person	10	3.17	10	3.45	102.630	92
Cultural services per Person	317	100.00	284	100.00	111.765	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Cinema, theatre and museums etc. per Person						
Cinemas per Person	18	23.59	17	24.72	108.257	95
Live entertainment: theatre, concerts, shows per Person	41	52.14	35	51.37	115.173	101
Museums, zoological gardens, theme parks, houses and gardens per Person	19	24.27	16	23.91	115.206	102
Cinema, theatre and museums etc. per Person	78	100.00	69	100.00	113.471	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
TV, video, satellite rental, cable subscriptions, TV licences per Person						
TV licences per Person	68	35.61	63	36.76	107.309	97
Satellite subscriptions per Person	101	52.87	87	50.41	116.175	105
Rent for TV/Satellite/VCR per Person	1	0.48	1	0.49	106.593	96
Cable subscriptions per Person	19	9.76	19	10.92	98.973	89
TV slot meter payments per Person	1	0.31	1	0.33	105.025	95
Video, cassette and CD hire per Person	2	0.97	2	1.08	98.620	89
TV, video, satellite rental, cable subscriptions, TV licences per Person	190	100.00	172	100.00	110.763	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Miscellaneous entertainments per Person						
Admissions to clubs, dances, discos, bingo per Person	18	46.84	16	48.64	111.777	96
Social events and gatherings per Person	8	20.70	6	19.24	124.898	108
Subscriptions for leisure activities and other subscriptions per Person	13	32.46	11	32.12	117.280	101
Miscellaneous entertainments per Person	39	100.00	33	100.00	116.069	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Development of film, deposit for film development, passport photos, holiday and school photos per Person						
Development of film, deposit for film development, passport photos, holiday and school photos per Person	10	0.00	10	0.00	102.630	0
Education per Person						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Education per Person						
Education fees per Person	272	95.38	214	95.68	127.150	100
Payments for school trips, other ad-hoc expenditure per Person	13	4.62	10	4.32	136.410	107
Education per Person	286	100.00	224	100.00	127.550	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Education fees per Person						
Nursery and primary education (education fees) per Person	40	14.63	29	13.51	137.670	108
Secondary education (education fees) per Person	84	30.69	61	28.32	137.785	108
Sixth form college/college education (education fees) per Person	29	10.83	23	10.83	127.097	100
University education (education fees) per Person	113	41.50	96	45.03	117.183	92
Other education (education fees) per Person	6	2.36	5	2.31	129.783	102
Education fees per Person	272	100.00	214	100.00	127.150	100

	Target	Target %	Base	Base %	Penetration	Index
<b>Payments for school trips, other ad-hoc expenditure per Person</b>						
Nursery and primary education (Payments for school trips, other ad-hoc expenditure) per Person	4	30.87	3	30.71	137.142	101
Secondary education (Payments for school trips, other ad-hoc expenditure) per Person	6	48.33	5	50.00	131.867	97
Sixth form college/college education (Payments for school trips, other ad-hoc expenditure) per Person	1	6.87	1	6.45	145.428	107
University Education (including Other Education) (Payments for school trips, other ad-hoc expenditure) per Person	2	13.92	1	12.85	147.817	108
<b>Payments for school trips, other ad-hoc expenditure per Person</b>	<b>13</b>	<b>100.00</b>	<b>10</b>	<b>100.00</b>	<b>136.410</b>	<b>100</b>

Games of chance per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Games of chance per Person</b>						
Football pools stakes per Person	3	0.79	1	0.76	211.145	104
Bingo stakes excluding admission per Person	22	6.67	13	8.08	168.353	83
Lottery per Person	233	71.89	110	69.26	211.501	104
Bookmaker, tote, other betting stakes per Person	67	20.65	35	21.90	192.096	94
<b>Games of chance per Person</b>	<b>324</b>	<b>100.00</b>	<b>159</b>	<b>100.00</b>	<b>203.763</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Hairdressing salons and personal grooming establishments per Person</b>						
Hairdressing salons and personal grooming establishments per Person	118	0.00	84	0.00	140.185	0

Insurance per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Insurance per Person</b>						
Dwelling insurance per Person	62	42.07	51	46.04	121.979	91
Health insurance per Person	46	30.79	23	20.90	196.632	147
Transport insurance per Person	40	27.13	37	33.06	109.536	82
<b>Insurance per Person</b>	<b>148</b>	<b>100.00</b>	<b>111</b>	<b>100.00</b>	<b>133.470</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
Health insurance per Person	46	0.00	23	0.00	196.632	0

	Target	Target %	Base	Base %	Penetration	Index
<b>Dwelling insurance per Person</b>						
Structure insurance per Person	32	50.82	25	49.81	124.473	102
Contents insurance per Person	29	47.16	25	48.26	119.197	98
Insurance for Person appliances per Person	1	2.01	1	1.93	127.181	104
<b>Dwelling insurance per Person</b>	<b>62</b>	<b>100.00</b>	<b>51</b>	<b>100.00</b>	<b>121.979</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
Transport insurance per Person	40	0.00	37	0.00	109.536	0

Recreational and sporting services per Person

	Target	Target %	Base	Base %	Penetration	Index
<b>Recreational and sporting services per Person</b>						
Spectator sports: admission charges per Person	26	14.60	17	15.25	155.212	96

Participant sports (excluding subscriptions) per Person	34	19.12	19	17.42	177.960	110
Subscriptions to sports and social clubs per Person	45	25.15	27	24.56	166.008	102
Leisure class fees per Person	62	34.75	40	36.56	154.090	95
Hire of equipment for sport and open air recreation per Person	11	6.37	7	6.20	166.468	103
Recreational and sporting services per Person	177	100.00	109	100.00	162.114	100

Restaurants, cafes etc per Person

	Target	Target %	Base	Base %	Penetration	Index
Restaurants, cafes etc per Person						
Restaurant and café meals per Person	567	52.10	468	47.01	121.104	111
Alcoholic drinks (away from home) per Person	251	23.05	242	24.27	103.787	95
Take away meals eaten at home per Person	122	11.24	130	13.02	94.362	86
Other take-away and snack food per Person	133	12.25	140	14.06	95.249	87
Contract catering (food) per Person	15	1.36	16	1.64	90.990	83
Restaurants, cafes etc per Person	1,088	100.00	996	100.00	109.292	100

	Target	Target %	Base	Base %	Penetration	Index
Restaurant and café meals per Person						
Restaurant and café meals per Person	567	0.00	468	0.00	121.104	0
Alcoholic drinks (away from home) per Person						
Alcoholic drinks (away from home) per Person	251	0.00	242	0.00	103.787	0
Take away meals eaten at home per Person						
Take away meals eaten at home per Person	122	0.00	130	0.00	94.362	0
Other take-away and snack food per Person						
Other take-away and snack food : Hot and cold food per Person	95	71.01	99	71.05	95.192	100
Other take-away and snack food : Confectionery per Person	10	7.79	11	7.74	95.871	101
Other take-away and snack food : Ice cream per Person	4	3.01	4	2.80	102.440	108
Other take-away and snack food : Soft drinks per Person	24	18.20	26	18.42	94.112	99
Other take-away and snack food per Person	133	100.00	140	100.00	95.249	100
Contract catering (food) per Person						
Contract catering (food) per Person	15	0.00	16	0.00	90.990	0

Social protection per Person

	Target	Target %	Base	Base %	Penetration	Index
Social protection per Person						
Residential homes per Person	28	11.80	25	11.29	111.891	105
Home help per Person	38	15.74	34	14.98	112.416	105
Nursery, crèche, playschools per Person	41	17.01	42	18.48	98.533	92
Child care payments per Person	133	55.44	124	55.25	107.392	100
Social protection per Person	241	100.00	225	100.00	107.016	100

Other services per Person

	Target	Target %	Base	Base %	Penetration	Index
Other services per Person						



Moving house per Person	85	42.09	49	44.20	171.907	95
Bank, building society, post office, credit card charges per Person	16	7.91	13	11.42	125.081	69
Other services and professional fees per Person	100	50.00	49	44.38	203.342	113
Other services per Person	201	100.00	111	100.00	180.511	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Moving house per Person						
Moving and storage of furniture per Person	15	17.23	9	17.65	167.805	98
Property transaction - purchase and sale per Person	37	43.22	20	40.88	181.744	106
Property transaction - sale only per Person	15	18.20	10	19.45	160.871	94
Property transaction - purchase only per Person	9	10.78	5	11.10	166.854	97
Property transaction - other payments per Person	9	10.57	5	10.91	166.502	97
Moving house per Person	85	100.00	49	100.00	171.907	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Bank, building society, post office, credit card charges per Person						
Bank and building society charges per Person	15	91.75	12	91.38	125.583	100
Bank and Post Office counter charges (inc. Travellers cheques charges etc) per Person	0	1.80	0	2.12	106.632	85
Annual standing charge for credit cards per Person	1	6.45	1	6.50	124.027	99
Bank, building society, post office, credit card charges per Person	16	100.00	13	100.00	125.081	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Other services and professional fees per Person						
Other professional fees including court fines per Person	16	15.77	8	15.31	209.467	103
Legal fees per Person	17	16.55	8	16.03	209.952	103
Funeral expenses per Person	42	42.01	20	40.96	208.555	103
TU and professional organisations per Person	23	22.67	12	24.51	188.076	92
Other payments for services e.g. photocopying per Person	3	3.00	2	3.19	191.091	94
Other services and professional fees per Person	100	100.00	49	100.00	203.342	100

#### Retail Business Turnover Potential Post 2011 Census

	Target	Target %	Base	Base %	Penetration	Index
All Retail Businesses in 2012						
Chemists	8,433,307	4.13	14,061,532,504	4.36	0.060	95
Confectioners, tobacconists, newsagents and supermarkets	84,966,521	41.65	136,165,662,686	42.23	0.062	99
Department Stores	26,676,364	13.08	40,817,197,521	12.66	0.065	103
Other Specialised Stores	59,138,234	28.99	93,522,274,383	29.01	0.063	100
Retail sale not in stores	16,053,386	7.87	23,808,436,741	7.38	0.067	107
Second Hand Shops	1,982,729	0.97	3,029,031,961	0.94	0.066	103
Specialised Food Stores	6,764,117	3.32	11,004,275,436	3.41	0.062	97
All Retail Businesses in 2012	204,014,657	100.00	322,408,411,232	100.00	0.063	100

#### Summary Demographics - Census 2011

##### Population and Households

Residence type

	Target	Target %	Base	Base %	Penetration	Index
All usual residents						
Lives in a household	34,049	98.58	55,071,113	98.21	0.062	100

Lives in a communal establishment	489	1.42	1,004,799	1.79	0.049	79
All usual residents	34,538	100.00	56,075,912	100.00	0.062	100

Gender

	Target	Target %	Base	Base %	Penetration	Index
All usual residents						
Males	16,883	48.88	27,573,376	49.17	0.061	99
Females	17,655	51.12	28,502,536	50.83	0.062	101
All usual residents	34,538	100.00	56,075,912	100.00	0.062	100

Age structure

	Target	Target %	Base	Base %	Penetration	Index
All usual residents						
Age 0 to 4	1,928	5.58	3,496,750	6.24	0.055	90
Age 5 to 7	1,146	3.32	1,927,039	3.44	0.060	97
Age 8 to 9	691	2.00	1,208,672	2.16	0.057	93
Age 10 to 14	1,940	5.62	3,258,677	5.81	0.060	97
Age 15	369	1.07	687,994	1.23	0.054	87
Age 16 to 17	847	2.45	1,391,235	2.48	0.061	99
Age 18 to 19	705	2.04	1,460,156	2.60	0.048	78
Age 20 to 24	1,609	4.66	3,807,245	6.79	0.042	69
Age 25 to 29	1,787	5.17	3,836,609	6.84	0.047	76
Age 30 to 44	6,692	19.38	11,515,165	20.54	0.058	94
Age 45 to 59	7,464	21.61	10,886,135	19.41	0.069	111
Age 60 to 64	2,382	6.90	3,377,162	6.02	0.071	115
Age 65 to 74	3,465	10.03	4,852,833	8.65	0.071	116
Age 75 to 84	2,549	7.38	3,115,552	5.56	0.082	133
Age 85 to 89	604	1.75	825,671	1.47	0.073	119
Age 90 and over	360	1.04	429,017	0.77	0.084	136
All usual residents	34,538	100.00	56,075,912	100.00	0.062	100

Living arrangements

	Target	Target %	Base	Base %	Penetration	Index
All usual residents aged 16 and over in households						
Living in a couple: Married or in a civil partnership	15,125	54.06	20,429,310	45.87	0.074	118
Living in a couple: Cohabiting	3,129	11.18	5,310,090	11.92	0.059	94
Non couple: Single (never married or in a civil partnership)	5,642	20.17	11,475,890	25.77	0.049	78
Non-couple: Married or in a civil partnership	300	1.07	640,114	1.44	0.047	75
Non-couple: Separated (still married, in civil partnership)	365	1.30	941,885	2.12	0.039	62
Non-couple: Divorced or formerly in a civil partnership	1,559	5.57	2,922,463	6.56	0.053	85
Non-couple: Widowed or surviving civil partnership partner	1,857	6.64	2,813,398	6.32	0.066	105
All usual residents aged 16 and over in households	27,977	100.00	44,533,150	100.00	0.063	100

Marital and civil partnership status

	Target	Target %	Base	Base %	Penetration	Index
All usual residents aged 16 and over						
Single (never married or registered in a civil partnership)	7,922	27.83	15,730,275	34.57	0.050	81
Married	15,572	54.71	21,196,684	46.59	0.074	117
In a registered Same-sex civil partnership	60	0.21	104,942	0.23	0.058	92
Separated (but still married or in a civil partnership)	489	1.72	1,195,882	2.63	0.041	65
Divorced or formerly in a civil partnership now dissolved	2,338	8.22	4,099,330	9.01	0.057	91
Widowed or surviving partner from a civil partnership	2,082	7.31	3,169,667	6.97	0.066	105
All usual residents aged 16 and over	28,463	100.00	45,496,780	100.00	0.063	100

## Household size

	Target	Target %	Base	Base %	Penetration	Index
<b>All household spaces with at least one usual resident</b>						
1 person in household	3,617	25.48	7,067,261	30.25	0.051	84
2 people in household	5,386	37.93	7,998,031	34.23	0.067	111
3 people in household	2,228	15.69	3,641,569	15.58	0.061	101
4 people in household	2,122	14.94	3,031,078	12.97	0.070	115
5 people in household	615	4.33	1,085,188	4.64	0.057	93
6 people in household	187	1.32	386,784	1.66	0.049	80
7 people in household	27	0.19	92,734	0.40	0.029	48
8 or more people in household	16	0.11	63,399	0.27	0.025	42
<b>All household spaces with at least one usual resident</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

## Household composition - Households

	Target	Target %	Base	Base %	Penetration	Index
<b>All households</b>						
1 person household: Aged 65 and over (HH)	1,887	13.29	2,903,930	12.43	0.065	107
1 person household: Other (HH)	1,730	12.19	4,163,331	17.82	0.042	68
1 family: All aged 65 and over (HH)	1,657	11.67	1,905,393	8.15	0.087	143
1 family: Mrd/civil ptrnrshp couple: No children (HH)	2,039	14.36	2,883,145	12.34	0.071	116
1 family: Mrd/civil ptrnrshp couple: Dependent children (HH)	2,553	17.98	3,557,230	15.22	0.072	118
1 family: Mrd/civil ptrnrshp couple: All children non-dep (HH)	977	6.88	1,316,880	5.64	0.074	122
1 family: Cohabiting couple: No children (HH)	781	5.50	1,233,571	5.28	0.063	104
1 family: Cohabiting couple: Dependent children (HH)	479	3.38	949,564	4.06	0.051	83
1 family: Cohabiting couple: All children non-dependent (HH)	62	0.44	115,099	0.49	0.054	89
1 family: Lone parent: Dependent children (HH)	644	4.53	1,671,396	7.15	0.039	63
1 family: Lone parent: All children non-dependent (HH)	461	3.25	816,368	3.49	0.057	93
Other household types: With dependent children (HH)	315	2.22	612,625	2.62	0.052	85
Other household types: All full-time students (HH)	22	0.16	132,352	0.57	0.017	27
Other household types: All aged 65 and over (HH)	48	0.34	66,167	0.28	0.073	119
Other household types: Other (HH)	542	3.82	1,038,993	4.45	0.052	86
<b>All households</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

## Household Composition - People

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents in households</b>						
1 person household: Total (ResHH)	3,613	10.61	7,067,261	12.83	0.051	83
1 person household: Aged 65 and over (ResHH)	1,885	5.54	2,903,930	5.27	0.065	105
1 person household: Other (ResHH)	1,728	5.08	4,163,331	7.56	0.042	67
1 family: Total (ResHH)	27,082	79.54	41,229,045	74.87	0.066	106
1 family: All aged 65 and over (ResHH)	3,311	9.73	3,811,606	6.92	0.087	141
1 family: Married couple: Total (ResHH)	17,371	51.02	24,417,052	44.34	0.071	115
1 family: Married couple: No children (ResHH)	4,035	11.85	5,709,618	10.37	0.071	114
1 family: Married couple: One dependent child (ResHH)	3,152	9.26	4,494,960	8.16	0.070	113

1 family: Married couple: 2+ dep. children (ResHH)	6,933	20.36	9,840,078	17.87	0.071	114
1 family: Married couple: All children non-dep. (ResHH)	3,251	9.55	4,372,396	7.94	0.074	120
1 family: Same-sex civil partnership couple: Total (ResHH)	40	0.12	69,676	0.13	0.057	92
1 family: Cohabiting couple: Total (ResHH)	3,564	10.47	6,453,320	11.72	0.055	89
1 family: Cohabiting couple: No children (ResHH)	1,560	4.58	2,467,142	4.48	0.063	102
1 family: Cohabiting couple: One dependent child (ResHH)	694	2.04	1,456,472	2.64	0.048	77
1 family: Cohabiting couple: 2+ dependent children (ResHH)	1,112	3.27	2,153,846	3.91	0.052	83
1 family: Cohabiting couple: All children non-dep. (ResHH)	198	0.58	375,860	0.68	0.053	85
1 family: Lone parent: Total (ResHH)	2,795	8.21	6,477,391	11.76	0.043	70
1 family: Lone parent: One dependent child (ResHH)	736	2.16	2,057,162	3.74	0.036	58
1 family: Lone parent: Two or more dependent children (ResHH)	1,049	3.08	2,614,022	4.75	0.040	65
1 family: Lone parent: All children non-dependent (ResHH)	1,011	2.97	1,806,207	3.28	0.056	91
Other household types: Total (ResHH)	3,354	9.85	6,774,807	12.30	0.050	80
Other household types: With one dependent child (ResHH)	725	2.13	1,267,742	2.30	0.057	92
Other household types: With 2+ dep. children (ResHH)	806	2.37	1,714,871	3.11	0.047	76
Other household types: All full-time students (ResHH)	63	0.19	499,132	0.91	0.013	20
Other household types: All aged 65 and over (ResHH)	113	0.33	152,136	0.28	0.074	120
Other household types: Other (ResHH)	1,647	4.84	3,140,926	5.70	0.053	85
<b>All usual residents in households</b>	<b>34,049</b>	<b>100.00</b>	<b>55,071,113</b>	<b>100.00</b>	<b>0.062</b>	<b>100</b>

Household composition (alternative child and adult definitions) - Households

	Target	Target %	Base	Base %	Penetration	Index
<b>All households</b>						
One person household: Total (HH)	3,617	25.48	7,067,261	30.25	0.051	84
One person household: One person aged 65 and over (HH)	1,887	13.29	2,903,930	12.43	0.065	107
One person household: One person aged under 65 (HH)	1,730	12.19	4,163,331	17.82	0.042	68
Other households: Total (HH)	10,580	74.52	16,298,783	69.75	0.065	107
Other HHs: No adults or 1 adult and 1+ children (HH)	422	2.97	1,205,255	5.16	0.035	58
Other HHS: 2 adults, 1 or more aged 65+, no children (HH)	2,409	16.97	2,961,286	12.67	0.081	134
Other HHS: 2 adults and one or two children (HH)	2,062	14.53	3,048,565	13.05	0.068	111
Other HHS: 2 adults, aged 16 to 64, no children (HH)	2,754	19.40	4,356,811	18.65	0.063	104
Other HHS: Two adults and three or more children (HH)	355	2.50	617,317	2.64	0.057	95
Other HHs: 3+ adults and 1+ children (HH)	694	4.89	1,232,868	5.28	0.056	93
Other HHs: Three or more adults and no children (HH)	1,885	13.27	2,876,681	12.31	0.066	108
<b>All households</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

Household composition (alternative child and adult definitions) - People

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents in households (ResHH)</b>						
One person household: Total (ResHH)	3,613	10.61	7,067,261	12.83	0.051	83

One person household : One person aged 65 and over (ResHH)	1,885	5.54	2,903,930	5.27	0.065	105
One person household : One person aged under 65 (ResHH)	1,728	5.08	4,163,331	7.56	0.042	67
Other households : Total (ResHH)	30,436	89.39	48,003,852	87.17	0.063	103
Other HHS: No adults or 1 adult and 1+ children (ResHH)	1,121	3.29	3,173,558	5.76	0.035	57
Other HHS: 2 adults, 1 or more aged 65+, no children (ResHH)	4,812	14.13	5,922,572	10.75	0.081	131
Other HHS: 2 adults and one or two children (ResHH)	7,370	21.64	10,736,026	19.49	0.069	111
Other HHS: 2 adults aged 16 to 64 and no children (ResHH)	5,502	16.16	8,713,622	15.82	0.063	102
Other HHS: 2 adults and three or more children (ResHH)	1,836	5.39	3,280,730	5.96	0.056	91
Other HHS: 3+ adults and one or more children (ResHH)	3,340	9.81	6,117,049	11.11	0.055	88
Other HHS: 3+ adults and no children (ResHH)	6,454	18.96	10,060,295	18.27	0.064	104
All usual residents in households (ResHH)	34,049	100.00	55,071,113	100.00	0.062	100

Families with dependent children

	Target	Target %	Base	Base %	Penetration	Index
All families in households						
No dependent children in family	6,457	61.84	8,990,056	57.03	0.072	108
One dependent child in family aged 0 to 4	612	5.86	1,122,419	7.12	0.055	82
One dependent child in family aged 5 to 11	348	3.33	713,826	4.53	0.049	74
One dependent child in family aged 12 to 18	754	7.22	1,288,765	8.18	0.059	88
Two dependent children in family; youngest aged 0 to 4	625	5.98	1,009,066	6.40	0.062	93
Two dependent children in family; youngest aged 5 to 11	710	6.80	993,119	6.30	0.072	108
Two dependent children in family; youngest aged 12 to 18	359	3.44	550,768	3.49	0.065	98
3+ dependent children in family; youngest aged 0 to 4	261	2.50	596,719	3.79	0.044	66
3+ dependent children in family; youngest aged 5 to 11	257	2.46	424,057	2.69	0.061	92
3+ dependent children in family; youngest aged 12 to 18	59	0.56	75,252	0.48	0.078	118
All families in households	10,442	100.00	15,764,047	100.00	0.066	100

HH - Dependent children by Adults not in employment and persons with long-term health problems

	Target	Target %	Base	Base %	Penetration	Index
All households						
No adults in employment: With dependent children	232	1.63	982,464	4.20	0.024	39
No adults in employment in household: No dependent children	3,942	27.76	6,861,894	29.37	0.057	95
Dependent children in household: All ages	3,991	28.11	6,792,627	29.07	0.059	97
Dependent children in household: Age 0 to 4	1,506	10.61	2,748,369	11.76	0.055	90
1 person with health problem, disability: Dependent children	491	3.46	1,088,011	4.66	0.045	74
1 person with health problem, disability: No dep. children	2,738	19.29	4,967,478	21.26	0.055	91
All households	14,197	100.00	23,366,044	100.00	0.061	100

Approximated Social Grade

	Target	Target %	Base	Base %	Penetration	Index
All Household Reference Persons aged 16 to 64						

Approximated Social Grade AB	3,193	32.75	3,917,833	22.69	0.082	144
Approximated Social Grade C1	2,976	30.53	5,323,332	30.83	0.056	99
Approximated Social Grade C2	2,098	21.52	3,585,803	20.77	0.059	104
Approximated Social Grade DE	1,483	15.21	4,439,612	25.71	0.033	59
All Household Reference Persons aged 16 to 64	9,749	100.00	17,266,580	100.00	0.057	100

Car or van availability

	Target	Target %	Base	Base %	Penetration	Index
All households						
No cars or vans in household	1,725	12.15	5,989,770	25.63	0.029	47
1 car or van in household	5,998	42.25	9,861,642	42.21	0.061	100
2 cars or vans in household	4,818	33.94	5,777,662	24.73	0.083	137
3 cars or vans in household	1,223	8.61	1,283,780	5.49	0.095	157
4 or more cars or vans in household	433	3.05	453,190	1.94	0.096	157
All households	14,197	100.00	23,366,044	100.00	0.061	100

	Target	Target %	Base	Base %	Penetration	Index
Number of cars and vans						
All cars or vans	21,207	0.00	27,294,656	0.00	0.078	0

Housing

Dwellings

	Target	Target %	Base	Base %	Penetration	Index
All dwellings						
Unshared dwelling	14,827	99.99	24,338,612	99.91	0.061	100
Shared dwelling: Two or more household spaces	1	0.01	21,268	0.09	0.005	8
All dwellings	14,828	100.00	24,359,880	100.00	0.061	100

Household Spaces

	Target	Target %	Base	Base %	Penetration	Index
All household spaces						
Household spaces with at least one usual resident	14,182	95.64	23,366,044	95.65	0.061	100
Household spaces with no usual residents	647	4.36	1,063,574	4.35	0.061	100
All household spaces	14,829	100.00	24,429,618	100.00	0.061	100

Accommodation Type - Household Spaces

	Target	Target %	Base	Base %	Penetration	Index
All household spaces						
Whole house or bungalow: Detached (HS)	5,016	33.83	5,512,289	22.56	0.091	150
Whole house or bungalow: Semi-detached (HS)	5,638	38.02	7,506,350	30.73	0.075	124
Whole house or bungalow: Terraced (inc. end-terrace) (HS)	2,835	19.12	6,028,348	24.68	0.047	77
Flat etc: Purpose-built block of flats or tenement (HS)	963	6.50	3,987,968	16.32	0.024	40
Flat etc: Part of converted/shared house (in. bed-sits) (HS)	200	1.35	1,017,335	4.16	0.020	32
Flat etc: In a commercial building (HS)	142	0.96	271,315	1.11	0.053	86
Caravan or other mobile or temporary structure (HS)	34	0.23	106,013	0.43	0.032	53
All household spaces	14,829	100.00	24,429,618	100.00	0.061	100

Accommodation type - People

	Target	Target %	Base	Base %	Penetration	Index
All usual residents in households						
Unshared dwelling: Total (ResHH)	34,049	100.00	54,945,714	99.77	0.062	100

Unshared dwelling: Whole house/bungalow: Total (ResHH)	32,063	94.17	46,291,451	84.06	0.069	112
Unshared dwelling: Whole house/bungalow: Detached (ResHH)	11,935	35.05	13,545,713	24.60	0.088	143
Unshared dwelling: Whole house/bungalow: Semi-det. (ResHH)	13,738	40.35	18,498,376	33.59	0.074	120
Unshared dwelling: Terraced (inc. end-terrace) (ResHH)	6,390	18.77	14,247,362	25.87	0.045	73
Unshared dwelling: Flat, maisonette, apartment: Tot (ResHH)	1,935	5.68	8,506,095	15.45	0.023	37
Unshared dwelling: Flat etc : Purpose-built block (ResHH)	1,417	4.16	6,504,800	11.81	0.022	35
Unshared dwelling: Flat etc : Part of a house (ResHH)	273	0.80	1,547,558	2.81	0.018	29
Unshared dwelling: Flat etc : In commercial building (ResHH)	246	0.72	453,737	0.82	0.054	88
Unshared dwelling: Caravan, mobile or temp structure (ResHH)	51	0.15	148,168	0.27	0.034	55
Shared dwelling	0	0.00	125,399	0.23	0.000	0
<b>All usual residents in households</b>	<b>34,049</b>	<b>100.00</b>	<b>55,071,113</b>	<b>100.00</b>	<b>0.062</b>	<b>100</b>

Tenure - Households

	Target	Target %	Base	Base %	Penetration	Index
<b>All households</b>						
Owned: Total (HH)	10,775	75.89	14,853,678	63.57	0.073	119
Owned: Owned outright (HH)	5,760	40.57	7,206,954	30.84	0.080	132
Owned: Owned with a mortgage or loan (HH)	5,015	35.32	7,646,724	32.73	0.066	108
Shared ownership (part owned and part rented) (HH)	120	0.84	178,236	0.76	0.067	111
Social rented: Total (HH)	1,272	8.96	4,118,461	17.63	0.031	51
Social rented: Rented from council (Local Authority) (HH)	274	1.93	2,208,080	9.45	0.012	20
Social rented: Other social rented (HH)	998	7.03	1,910,381	8.18	0.052	86
Private rented: Total (HH)	1,809	12.74	3,900,178	16.69	0.046	76
Private rented: Private landlord or letting agency (HH)	1,607	11.32	3,566,467	15.26	0.045	74
Private rented: Employer of a household member (HH)	56	0.40	57,099	0.24	0.099	163
Private rented: Relative or friend of household member (HH)	114	0.81	214,150	0.92	0.053	88
Private rented: Other (HH)	32	0.22	62,462	0.27	0.051	83
Living rent free (HH)	222	1.56	315,491	1.35	0.070	116
<b>All households</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

Tenure - People

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents in households</b>						
Owned: Total (ResHH)	26,036	76.47	35,813,691	65.03	0.073	118
Owned: Owned outright (ResHH)	11,292	33.16	14,156,368	25.71	0.080	129
Owned: Owned with a mortgage or loan (ResHH)	14,744	43.30	21,657,323	39.33	0.068	110
Shared ownership (part owned and part rented) (ResHH)	270	0.79	378,991	0.69	0.071	115
Social rented: Total (ResHH)	2,963	8.70	9,036,726	16.41	0.033	53
Social rented: Rented from Local Authority (ResHH)	671	1.97	4,911,077	8.92	0.014	22
Social rented: Other social rented (ResHH)	2,291	6.73	4,125,649	7.49	0.056	90
Private rented: Total (ResHH)	4,354	12.79	9,244,758	16.79	0.047	76

Private rented: Private landlord or letting agency (ResHH)	3,892	11.43	8,453,786	15.35	0.046	74
Private rented: Employer of a household member (ResHH)	148	0.44	157,060	0.29	0.095	153
Private rented: Relative or friend of HH member (ResHH)	237	0.70	481,428	0.87	0.049	80
Private rented: Other (ResHH)	76	0.22	152,484	0.28	0.050	81
Living rent free (ResHH)	426	1.25	596,947	1.08	0.071	115
<b>All usual residents in households</b>	<b>34,049</b>	<b>100.00</b>	<b>55,071,113</b>	<b>100.00</b>	<b>0.062</b>	<b>100</b>

Number of rooms

	Target	Target %	Base	Base %	Penetration	Index
<b>All household spaces with at least one usual resident</b>						
1 room	30	0.21	176,529	0.76	0.017	28
2 rooms	288	2.03	663,557	2.84	0.043	71
3 rooms	846	5.96	2,353,485	10.07	0.036	59
4 rooms	1,925	13.56	4,440,634	19.00	0.043	71
5 rooms	3,516	24.76	5,781,411	24.74	0.061	100
6 rooms	2,973	20.94	4,575,308	19.58	0.065	107
7 rooms	1,970	13.88	2,377,892	10.18	0.083	136
8 rooms	1,243	8.76	1,496,417	6.40	0.083	137
9 or more rooms	1,405	9.89	1,500,811	6.42	0.094	154
<b>All household spaces with at least one usual resident</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

Persons per room - Households

	Target	Target %	Base	Base %	Penetration	Index
<b>All households</b>						
Up to 0.5 persons per room (HH)	10,634	74.90	16,677,091	71.37	0.064	105
Over 0.5 and up to 1.0 persons per room (HH)	3,432	24.18	6,211,600	26.58	0.055	91
Over 1.0 and up to 1.5 persons per room (HH)	114	0.80	354,881	1.52	0.032	53
Over 1.5 persons per room (HH)	17	0.12	122,472	0.52	0.014	23
<b>All households</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

Persons per room - People

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents in households</b>						
Up to 0.5 persons per room (ResHH)	20,453	60.07	29,834,241	54.17	0.069	111
Over 0.5 and up to 1.0 persons per room (ResHH)	12,917	37.94	22,721,204	41.26	0.057	92
Over 1.0 and up to 1.5 persons per room (ResHH)	612	1.80	1,941,035	3.52	0.032	51
Over 1.5 persons per room (ResHH)	66	0.19	574,633	1.04	0.012	19
<b>All usual residents in households</b>	<b>34,049</b>	<b>100.00</b>	<b>55,071,113</b>	<b>100.00</b>	<b>0.062</b>	<b>100</b>

Central heating

	Target	Target %	Base	Base %	Penetration	Index
<b>All household spaces with at least one usual resident</b>						
No central heating	290	2.04	624,095	2.67	0.047	77
Gas central heating	10,778	75.92	18,380,370	78.66	0.059	97
Electric (including storage heaters) central heating	1,101	7.76	1,900,765	8.13	0.058	95
Oil central heating	1,130	7.96	962,129	4.12	0.118	193
Solid fuel (for example wood, coal) central heating	105	0.74	174,681	0.75	0.060	99
Other central heating	145	1.02	369,534	1.58	0.039	65
Two or more types of central heating	647	4.56	954,470	4.08	0.068	112
<b>All household spaces with at least one usual resident</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

Employment and Qualifications (Residential)



## Economic activity

	Target	Target %	Base	Base %	Penetration	Index
<b>Economically active: Total</b>						
Employee: Part-time	3,777	20.29	5,646,290	19.70	0.067	103
Employee: Full-time	10,801	58.03	15,815,912	55.18	0.068	105
Self-employed with employees: Part-time	120	0.64	155,638	0.54	0.077	119
Self-employed with employees: Full-time	485	2.61	757,378	2.64	0.064	99
Self-employed without employees: Part-time	799	4.29	1,033,823	3.61	0.077	119
Self-employed without employees: Full-time	1,461	7.85	2,040,822	7.12	0.072	110
Unemployed	549	2.95	1,799,536	6.28	0.031	47
Full-time student	622	3.34	1,410,470	4.92	0.044	68
<b>Economically active: Total</b>	<b>18,615</b>	<b>100.00</b>	<b>28,659,869</b>	<b>100.00</b>	<b>0.065</b>	<b>100</b>

	Target	Target %	Base	Base %	Penetration	Index
<b>Economically inactive: Total</b>						
Retired	3,753	59.23	5,682,192	45.58	0.066	130
Student (including full-time students)	955	15.07	2,389,711	19.17	0.040	79
Looking after home or family	757	11.95	1,781,530	14.29	0.043	84
Long-term sick or disabled	409	6.45	1,714,894	13.76	0.024	47
Other	463	7.30	898,344	7.21	0.052	101
<b>Economically inactive: Total</b>	<b>6,336</b>	<b>100.00</b>	<b>12,466,671</b>	<b>100.00</b>	<b>0.051</b>	<b>100</b>

## Occupation

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents aged 16 to 74 in employment</b>						
Managers, directors and senior officials	2,080	11.56	2,860,702	10.78	0.073	107
Professional occupations	3,917	21.78	4,615,759	17.40	0.085	125
Associate professional and technical occupations	2,298	12.78	3,366,313	12.69	0.068	101
Administrative and secretarial occupations	2,158	12.00	3,034,637	11.44	0.071	105
Skilled trades occupations	2,229	12.39	3,041,957	11.47	0.073	108
Caring, leisure and other service occupations	1,531	8.51	2,492,117	9.39	0.061	91
Sales and customer service occupations	1,243	6.91	2,240,869	8.45	0.056	82
Process, plant and machine operatives	975	5.42	1,919,017	7.23	0.051	75
Elementary occupations	1,557	8.66	2,954,965	11.14	0.053	78
<b>All usual residents aged 16 to 74 in employment</b>	<b>17,989</b>	<b>100.00</b>	<b>26,526,336</b>	<b>100.00</b>	<b>0.068</b>	<b>100</b>

## NS-Sec

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents aged 16 to 74</b>						
1. Higher managerial, administrative and professional	3,740	14.99	4,220,766	10.26	0.089	146
1.1 Large employers, higher managerial and administrative	712	2.85	967,013	2.35	0.074	121
1.2 Higher professional occupations	3,028	12.14	3,253,753	7.91	0.093	153
2. Lower managerial, administrative and professional	6,046	24.23	8,571,458	20.84	0.071	116
3. Intermediate occupations	3,424	13.73	5,240,440	12.74	0.065	108
4. Small employers and own account workers	2,446	9.80	3,872,779	9.42	0.063	104
5. Lower supervisory and technical occupations	1,858	7.45	2,857,185	6.95	0.065	107
6. Semi-routine occupations	3,037	12.17	5,789,519	14.08	0.053	86
7. Routine occupations	2,243	8.99	4,564,916	11.10	0.049	81
8. Never worked and long-term unemployed	611	2.45	2,301,614	5.60	0.027	44
L14.1 Never worked	404	1.62	1,594,690	3.88	0.025	42

<b>L14.2 Long-term unemployed</b>	207	0.83	706,924	1.72	0.029	48
<b>Not classified</b>	1,545	6.19	3,707,863	9.02	0.042	69
<b>L15 Full-time students</b>	1,545	6.19	3,707,863	9.02	0.042	69
<b>L17 Not classifiable for other reasons</b>	0	0.00	0	0.00	N/A	N/A
<b>All usual residents aged 16 to 74</b>	24,950	100.00	41,126,540	100.00	0.061	100

Year last worked

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents aged 16 to 74</b>						
<b>Currently in employment</b>	17,989	72.10	26,526,336	64.50	0.068	112
<b>Last worked in 2011</b>	253	1.02	496,838	1.21	0.051	84
<b>Last worked in 2010</b>	909	3.64	1,912,755	4.65	0.048	78
<b>Last worked in 2009</b>	635	2.54	1,121,760	2.73	0.057	93
<b>Last worked in 2008</b>	446	1.79	840,579	2.04	0.053	87
<b>Last worked in 2007</b>	363	1.46	624,883	1.52	0.058	96
<b>Last worked in 2006</b>	341	1.37	571,471	1.39	0.060	98
<b>Last worked in 2001 - 2005</b>	1,309	5.25	2,192,389	5.33	0.060	98
<b>Last worked before 2001</b>	1,627	6.52	3,547,600	8.63	0.046	76
<b>Never worked</b>	1,077	4.32	3,291,929	8.00	0.033	54
<b>All usual residents aged 16 to 74</b>	24,950	100.00	41,126,540	100.00	0.061	100

Lone parent households with dependent children

Employment by Gender

	Target	Target %	Base	Base %	Penetration	Index
<b>Male lone parent households</b>						
<b>Male lone parent: In part-time employment</b>	9	14.28	23,598	14.58	0.038	98
<b>Male lone parent: In full-time employment</b>	45	71.43	85,127	52.59	0.053	136
<b>Male lone parent: Not in employment</b>	9	14.28	53,151	32.83	0.017	44
<b>Male lone parent households</b>	63	100.00	161,876	100.00	0.039	100
<b>Female lone parent households</b>						
<b>Female lone parent: In part-time employment</b>	245	42.33	531,885	35.45	0.046	119
<b>Female lone parent: In full-time employment</b>	181	31.21	347,087	23.13	0.052	135
<b>Female lone parent: Not in employment</b>	153	26.46	621,357	41.41	0.025	64
<b>Female lone parent households</b>	579	100.00	1,500,329	100.00	0.039	100

Employment by Full-time/Part-time

	Target	Target %	Base	Base %	Penetration	Index
<b>Lone parent HHs with dependent children where lp aged 16-74</b>						
<b>Lone parent in part-time employment</b>	254	39.58	555,483	33.42	0.046	118
<b>Lone parent in full-time employment</b>	226	35.16	432,214	26.00	0.052	135
<b>Lone parent not in employment</b>	162	25.26	674,508	40.58	0.024	62
<b>Lone parent HHs with dependent children where lp aged 16-74</b>	642	100.00	1,662,205	100.00	0.039	100

Industry

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents aged 16 to 74 in employment</b>						
<b>Agriculture, forestry and fishing</b>	161	0.90	227,286	0.86	0.071	105
<b>Mining and quarrying</b>	25	0.14	46,478	0.18	0.054	79
<b>Manufacturing</b>	1,310	7.28	2,369,998	8.93	0.055	81
<b>Electricity, gas, steam and air conditioning supply</b>	78	0.43	151,051	0.57	0.052	76
<b>Water supply; sewerage, waste mgt. and remediation</b>	94	0.52	187,616	0.71	0.050	74

Construction	1,510	8.40	2,043,229	7.70	0.074	109
Wholesale and retail; repair of motor cycles and vehicles	2,557	14.21	4,220,124	15.91	0.061	89
Transport and storage	594	3.30	1,313,316	4.95	0.045	67
Accommodation and food service activities	841	4.67	1,484,838	5.60	0.057	83
Information and communication	1,147	6.38	1,055,356	3.98	0.109	160
Financial and insurance activities	292	1.62	1,145,488	4.32	0.026	38
Real estate activities	232	1.29	384,499	1.45	0.060	89
Professional, scientific and technical activities	1,497	8.32	1,745,743	6.58	0.086	126
Administrative and support service activities	717	3.98	1,293,788	4.88	0.055	82
Public administration, defence, compulsory social security	994	5.53	1,591,614	6.00	0.063	92
Education	2,809	15.62	2,628,063	9.91	0.107	158
Human health and social work activities	2,150	11.95	3,318,464	12.51	0.065	96
Other	981	5.45	1,319,385	4.97	0.074	110
All usual residents aged 16 to 74 in employment	17,989	100.00	26,526,336	100.00	0.068	100

#### Hours worked

	Target	Target %	Base	Base %	Penetration	Index
<b>Part-time</b>						
15 hours or less worked	1,773	34.43	2,543,578	32.95	0.070	104
16 to 30 hours worked	3,376	65.57	5,175,078	67.05	0.065	98
<b>Part-time</b>	5,149	100.00	7,718,656	100.00	0.067	100
	Target	Target %	Base	Base %	Penetration	Index
<b>Full-time</b>						
31 to 48 hours worked	10,412	81.09	15,293,318	81.31	0.068	100
49 or more hours worked	2,428	18.91	3,514,362	18.69	0.069	101
<b>Full-time</b>	12,840	100.00	18,807,680	100.00	0.068	100

#### Highest qualification level

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents aged 16 and over</b>						
No qualifications	5,245	18.43	10,307,327	22.66	0.051	81
Level 1 qualifications	3,689	12.96	6,047,384	13.29	0.061	98
Level 2 qualifications	3,989	14.01	6,938,433	15.25	0.058	92
Apprenticeship	1,407	4.94	1,631,777	3.59	0.086	138
Level 3 qualifications	3,064	10.76	5,617,802	12.35	0.055	87
Level 4 qualifications and above	9,735	34.20	12,383,477	27.22	0.079	126
Other qualifications	1,334	4.69	2,570,580	5.65	0.052	83
<b>All usual residents aged 16 and over</b>	28,463	100.00	45,496,780	100.00	0.063	100

#### Economic Activity of Full-time Students

	Target	Target %	Base	Base %	Penetration	Index
<b>Full-time students: Age 18 to 74</b>						
<b>FT Students Aged 18-74: Economically active: In employment</b>	334	41.47	836,788	33.78	0.040	123
<b>FT Students Aged 18-74: Economically active: Unemployed</b>	34	4.23	219,756	8.87	0.016	48
<b>FT Students Aged 18-74: Economically inactive</b>	437	54.30	1,420,951	57.35	0.031	95
<b>Full-time students: Age 18 to 74</b>	804	100.00	2,477,495	100.00	0.033	100

#### Means of Travel to Work

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents aged 16 to 74</b>						
Work mainly at or from home	1,287	5.16	1,422,708	3.46	0.091	149
Underground, metro, light rail, tram	31	0.13	1,028,800	2.50	0.003	5

Train	342	1.37	1,371,025	3.33	0.025	41
Bus, minibus or coach	2,103	8.43	1,949,442	4.74	0.108	178
Taxi	29	0.12	137,988	0.34	0.021	35
Motorcycle, scooter or moped	190	0.76	214,244	0.52	0.089	147
Driving a car or van	11,023	44.18	15,264,527	37.12	0.072	119
Passenger in a car or van	806	3.23	1,357,280	3.30	0.059	98
Bicycle	789	3.16	762,334	1.85	0.104	171
On foot	1,290	5.17	2,846,588	6.92	0.045	75
Other method of travel to work	97	0.39	171,400	0.42	0.057	94
Not in employment	6,961	27.90	14,600,204	35.50	0.048	79
<b>All usual residents aged 16 to 74</b>	<b>24,950</b>	<b>100.00</b>	<b>41,126,540</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

## Ethnicity and Country of Birth

Country of birth

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents</b>						
England	29,566	85.61	44,882,858	80.04	0.066	107
Northern Ireland	138	0.40	214,988	0.38	0.064	104
Scotland	545	1.58	733,218	1.31	0.074	121
Wales	513	1.49	2,732,624	4.87	0.019	30
United Kingdom not otherwise specified	3	0.01	7,214	0.01	0.042	68
Ireland	231	0.67	407,357	0.73	0.057	92
Other EU: Member countries in March 2001	575	1.66	921,251	1.64	0.062	101
Other EU: Accession countries April 2001 to March 2011	444	1.28	1,114,368	1.99	0.040	65
Other countries	2,523	7.30	5,062,034	9.03	0.050	81
<b>All usual residents</b>	<b>34,538</b>	<b>100.00</b>	<b>56,075,912</b>	<b>100.00</b>	<b>0.062</b>	<b>100</b>

Ethnic group

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents</b>						
White	32,034	92.75	48,209,395	85.97	0.066	108
Mixed/multiple ethnic group	640	1.85	1,224,400	2.18	0.052	85
Asian/Asian British: Indian	531	1.54	1,412,958	2.52	0.038	61
Asian/Asian British: Pakistani	141	0.41	1,124,511	2.01	0.013	20
Asian/Asian British: Bangladeshi	78	0.23	447,201	0.80	0.017	28
Asian/Asian British: Chinese	233	0.67	393,141	0.70	0.059	96
Asian/Asian British: Other Asian	291	0.84	835,720	1.49	0.035	57
Black	392	1.13	1,864,890	3.33	0.021	34
Arab	69	0.20	230,600	0.41	0.030	48
Other	130	0.38	333,096	0.59	0.039	63
<b>All usual residents</b>	<b>34,538</b>	<b>100.00</b>	<b>56,075,912</b>	<b>100.00</b>	<b>0.062</b>	<b>100</b>

Multiple ethnic groups

	Target	Target %	Base	Base %	Penetration	Index
<b>All households</b>						
One person household	3,617	25.48	7,067,261	30.25	0.051	84
All household members have the same ethnic group	9,247	65.13	14,274,034	61.09	0.065	107
Different ethnic groups between the generations only	253	1.78	513,116	2.20	0.049	81
Different ethnic groups within partnerships	860	6.06	1,052,420	4.50	0.082	135
Any other combination of multiple ethnic groups	220	1.55	459,213	1.97	0.048	79
<b>All households</b>	<b>14,197</b>	<b>100.00</b>	<b>23,366,044</b>	<b>100.00</b>	<b>0.061</b>	<b>100</b>

## Health

General health

	Target	Target %	Base	Base %	Penetration	Index
<b>All usual residents</b>						

Very good health	17,345	50.22	26,434,409	47.14	0.066	107
Good health	11,967	34.65	19,094,820	34.05	0.063	102
Fair health	4,014	11.62	7,401,881	13.20	0.054	88
Bad health	939	2.72	2,428,668	4.33	0.039	63
Very bad health	273	0.79	716,134	1.28	0.038	62
All usual residents	34,538	100.00	56,075,912	100.00	0.062	100

Provision of unpaid care

	Target	Target %	Base	Base %	Penetration	Index
All usual residents						
Provides no unpaid care	30,792	89.15	50,275,666	89.66	0.061	99
Provides 1 to 19 hours unpaid care a week	2,733	7.91	3,665,072	6.54	0.075	121
Provides 20 to 49 hours unpaid care a week	358	1.04	775,189	1.38	0.046	75
Provides 50 or more hours unpaid care a week	656	1.90	1,359,985	2.43	0.048	78
All usual residents	34,538	100.00	56,075,912	100.00	0.062	100

Summary Demographics - Household and Population estimates 2012 (Post 2011 Census)

	Target	Target %	Base	Base %	Penetration	Index
Household and Population estimates 2012						
ONS based Households 2012	14,567	0.00	26,508,806	0.00	0.055	0
ONS based Population 2012	34,991	0.00	63,704,997	0.00	0.055	0

ONS based Population 2012

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2012 - Gender						
Males	17,144	49.00	31,315,051	49.16	0.055	100
Females	17,847	51.00	32,389,946	50.84	0.055	100
ONS based Population 2012	34,991	100.00	63,704,997	100.00	0.055	100

	Target	Target %	Base	Base %	Penetration	Index
Population Estimates 2012 - Age						
Age 0-4	1,948	5.57	3,996,394	6.27	0.049	89
Age 5-14	3,804	10.87	7,217,358	11.33	0.053	96
Age 15-17	1,199	3.43	2,310,469	3.63	0.052	95
Age 18-24	2,280	6.52	5,948,292	9.34	0.038	70
Age 25-34	3,805	10.88	8,557,753	13.43	0.045	81
Age 35-44	4,604	13.16	8,603,638	13.51	0.054	97
Age 45-54	5,414	15.47	8,921,519	14.00	0.061	110
Age 55-64	4,552	13.01	7,308,618	11.47	0.062	113
Age 65-74	3,701	10.58	5,821,001	9.14	0.064	116
Age 75+	3,683	10.52	5,019,955	7.88	0.073	134
ONS based Population 2012	34,991	100.00	63,704,997	100.00	0.055	100

Summary Demographics - Household and Population projections 2012-based (Post 2011 Census)

	Target	Target %	Base	Base %	Penetration	Index
Summary Demographics - ONS based Households Projections						
ONS based Households Projection 2013	14,742	0.00	26,774,836	0.00	0.055	0
ONS based Households Projection 2014	14,917	0.00	27,050,175	0.00	0.055	0
ONS based Households Projection 2015	15,079	0.00	27,324,761	0.00	0.055	0
ONS based Households Projection 2016	15,243	0.00	27,597,721	0.00	0.055	0
ONS based Households Projection 2017	15,411	0.00	27,871,657	0.00	0.055	0
ONS based Households Projection 2018	15,563	0.00	28,153,027	0.00	0.055	0
ONS based Households Projection 2019	15,715	0.00	28,424,489	0.00	0.055	0
ONS based Households Projection 2020	15,861	0.00	28,692,066	0.00	0.055	0
ONS based Households Projection 2021	16,012	0.00	28,892,282	0.00	0.055	0
ONS based Households Projection 2022	16,157	0.00	29,139,261	0.00	0.055	0

ONS based Households Projection 2023	16,294	0.00	29,393,965	0.00	0.055	0
ONS based Households Projection 2024	16,427	0.00	29,648,005	0.00	0.055	0
ONS based Households Projection 2025	16,571	0.00	29,903,880	0.00	0.055	0
ONS based Households Projection 2026	16,711	0.00	30,164,463	0.00	0.055	0
ONS based Households Projection 2027	16,827	0.00	30,435,966	0.00	0.055	0
ONS based Households Projection 2028	16,972	0.00	30,720,219	0.00	0.055	0
ONS based Households Projection 2029	17,100	0.00	30,994,597	0.00	0.055	0
ONS based Households Projection 2030	17,213	0.00	31,264,112	0.00	0.055	0
ONS based Households Projection 2031	17,348	0.00	31,533,488	0.00	0.055	0
ONS based Households Projection 2032	17,484	0.00	31,807,127	0.00	0.055	0

#### Summary Demographics - ONS based Population Projections

	Target	Target %	Base	Base %	Penetration	Index
<b>Population Projections 2013 - Total</b>						
ONS based Population Projection 2013	35,358	0.00	64,241,652	0.00	0.055	0
<b>Population Projections 2014 - Total</b>						
ONS based Population Projection 2014	35,720	0.00	64,774,042	0.00	0.055	0
<b>Population Projections 2015 - Total</b>						
ONS based Population Projection 2015	36,083	0.00	65,297,262	0.00	0.055	0
<b>Population Projections 2016 - Total</b>						
ONS based Population Projection 2016	36,437	0.00	65,809,339	0.00	0.055	0
<b>Population Projections 2017</b>						
<b>Population Projections 2017 - Summary</b>						
<b>ONS based Population Projection 2017</b>						
	Target	Target %	Base	Base %	Penetration	Index
<b>ONS based Population Projection 2017 - Gender</b>						
Males (2017)	17,999	48.94	32,643,765	49.23	0.055	99
Females (2017)	18,779	51.06	33,664,150	50.77	0.056	101
ONS based Population Projection 2017	36,778	100.00	66,307,915	100.00	0.056	100
<b>ONS based Population Projection 2017 - Age</b>						
Age 0-4 (2017)	2,208	6.00	4,175,400	6.30	0.053	95
Age 5-14 (2017)	4,032	10.96	7,643,462	11.53	0.053	95
Age 15-17 (2017)	1,086	2.95	2,156,394	3.25	0.050	91
Age 18-24 (2017)	2,209	6.01	5,841,140	8.81	0.038	68
Age 25-34 (2017)	4,192	11.40	8,980,746	13.54	0.047	84
Age 35-44 (2017)	4,405	11.98	8,308,808	12.53	0.053	96
Age 45-54 (2017)	5,472	14.88	9,211,667	13.89	0.059	107
Age 55-64 (2017)	4,748	12.91	7,745,120	11.68	0.061	111
Age 65-74 (2017)	4,300	11.69	6,606,823	9.96	0.065	117
Age 75+ (2017)	4,126	11.22	5,638,355	8.50	0.073	132
ONS based Population Projection 2017	36,778	100.00	66,307,915	100.00	0.056	100
<b>Population Projections 2018 - Total</b>						
ONS based Population Projection 2018	37,108	0.00	66,799,337	0.00	0.056	0
<b>Population Projections 2019 - Total</b>						

ONS based Population Projection 2019	37,435	0.00	67,284,566	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Population Projections 2020 - Total						
ONS based Population Projection 2020	37,761	0.00	67,764,397	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Population Projections 2021 - Total						
ONS based Population Projection 2021	38,088	0.00	68,237,698	0.00	0.056	0
Population Projections 2022						
Population Projections 2022 - Summary						
ONS based Population Projection 2022						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
ONS based Population Projection 2022 - Gender						
Males (2022)	18,766	48.86	33,859,691	49.28	0.055	99
Females (2022)	19,638	51.14	34,851,743	50.72	0.056	101
ONS based Population Projection 2022	38,404	100.00	68,711,434	100.00	0.056	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
ONS based Population Projection 2022 - Age						
Age 0-4 (2022)	2,149	5.60	4,069,288	5.92	0.053	94
Age 5-14 (2022)	4,453	11.60	8,233,427	11.98	0.054	97
Age 15-17 (2022)	1,172	3.05	2,276,367	3.31	0.052	92
Age 18-24 (2022)	2,102	5.47	5,536,968	8.06	0.038	68
Age 25-34 (2022)	4,330	11.28	9,212,141	13.41	0.047	84
Age 35-44 (2022)	4,644	12.09	8,690,378	12.65	0.053	96
Age 45-54 (2022)	4,946	12.88	8,619,266	12.54	0.057	103
Age 55-64 (2022)	5,347	13.92	8,615,953	12.54	0.062	111
Age 65-74 (2022)	4,391	11.43	6,805,512	9.90	0.065	115
Age 75+ (2022)	4,869	12.68	6,652,134	9.68	0.073	131
ONS based Population Projection 2022	38,404	100.00	68,711,434	100.00	0.056	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Population Projections 2023 - Total						
ONS based Population Projection 2023	38,700	0.00	69,179,938	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Population Projections 2024 - Total						
ONS based Population Projection 2024	38,962	0.00	69,638,808	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Population Projections 2025 - Total						
ONS based Population Projection 2025	39,205	0.00	70,082,327	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
Population Projections 2026 - Total						
ONS based Population Projection 2026	39,420	0.00	70,505,032	0.00	0.056	0
Population Projections 2027						
Population Projections 2027 - Summary						
ONS based Population Projection 2027						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
ONS based Population Projection 2027 - Gender						
Males (2027)	19,296	48.73	34,960,131	49.30	0.055	99
Females (2027)	20,301	51.27	35,948,701	50.70	0.057	101
ONS based Population Projection 2027	39,597	100.00	70,908,832	100.00	0.056	100
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
ONS based Population Projection 2027 - Age						
Age 0-4 (2027)	2,090	5.28	3,965,105	5.59	0.053	94
Age 5-14 (2027)	4,553	11.50	8,396,217	11.84	0.054	97
Age 15-17 (2027)	1,288	3.25	2,502,350	3.53	0.052	92

Age 18-24 (2027)	2,153	5.44	5,717,393	8.06	0.038	67
Age 25-34 (2027)	4,254	10.74	8,955,277	12.63	0.048	85
Age 35-44 (2027)	5,017	12.67	9,333,539	13.16	0.054	96
Age 45-54 (2027)	4,444	11.22	8,171,404	11.52	0.054	97
Age 55-64 (2027)	5,571	14.07	8,971,242	12.65	0.062	111
Age 65-74 (2027)	4,587	11.59	7,226,201	10.19	0.064	114
Age 75+ (2027)	5,639	14.24	7,670,104	10.82	0.074	132
<b>ONS based Population Projection 2027</b>	<b>39,597</b>	<b>100.00</b>	<b>70,908,832</b>	<b>100.00</b>	<b>0.056</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Population Projections 2028 - Total</b>						
ONS based Population Projection 2028	39,778	0.00	71,305,226	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Population Projections 2029 - Total</b>						
ONS based Population Projection 2029	39,955	0.00	71,693,665	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Population Projections 2030 - Total</b>						
ONS based Population Projection 2030	40,120	0.00	72,072,943	0.00	0.056	0
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>Population Projections 2031 - Total</b>						
ONS based Population Projection 2031	40,287	0.00	72,444,713	0.00	0.056	0
Population Projections 2032						
Population Projections 2032 - Summary						
ONS based Population Projection 2032						
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>ONS based Population Projection 2032 - Gender</b>						
Males (2032)	19,695	48.69	35,902,495	49.31	0.055	99
Females (2032)	20,757	51.31	36,909,294	50.69	0.056	101
<b>ONS based Population Projection 2032</b>	<b>40,452</b>	<b>100.00</b>	<b>72,811,789</b>	<b>100.00</b>	<b>0.056</b>	<b>100</b>
	<b>Target</b>	<b>Target %</b>	<b>Base</b>	<b>Base %</b>	<b>Penetration</b>	<b>Index</b>
<b>ONS based Population Projection 2032 - Age</b>						
Age 0-4 (2032)	2,041	5.05	3,915,440	5.38	0.052	94
Age 5-14 (2032)	4,433	10.96	8,203,144	11.27	0.054	97
Age 15-17 (2032)	1,322	3.27	2,601,467	3.57	0.051	91
Age 18-24 (2032)	2,321	5.74	6,179,342	8.49	0.038	68
Age 25-34 (2032)	4,275	10.57	8,923,919	12.26	0.048	86
Age 35-44 (2032)	5,095	12.59	9,422,376	12.94	0.054	97
Age 45-54 (2032)	4,534	11.21	8,714,937	11.97	0.052	94
Age 55-64 (2032)	4,985	12.32	8,252,369	11.33	0.060	109
Age 65-74 (2032)	5,248	12.97	8,134,217	11.17	0.065	116
Age 75+ (2032)	6,199	15.32	8,464,578	11.63	0.073	132
<b>ONS based Population Projection 2032</b>	<b>40,452</b>	<b>100.00</b>	<b>72,811,789</b>	<b>100.00</b>	<b>0.056</b>	<b>100</b>