



**Expenditure Estimates:
Consumer Retail/
Leisure Goods & Services/
Business Turnover Potential**

2011 RELEASE

PRODUCT GUIDE



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All estimates sum to the latest official estimates of consumer expenditure as given in the ONS (Office for National Statistics) United Kingdom National Accounts (ONS Blue Book), after allowing for differences in coverage and rounding. Population and household counts have been derived by Pitney Bowes Business Insight from the official Government mid-year population and household estimates. Output Area centroid grid co-ordinates are sourced directly from the official 2001 Output Area centroids are issued by ONS and GROS (General Register Office for Scotland). No responsibility for the accuracy or comprehensiveness of the data is accepted by ONS or GROS.

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August 2011

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Introduction

Welcome to the suite of products that go to make up the 2011 Release of **Expenditure Estimates: Consumer Retail/Leisure Goods & Services/Business Turnover Potential**.

Product Overviews

The following individual products are described in this Guide:

- ♦ **Consumer Retail Expenditure**2
- ♦ **Leisure Goods & Services Expenditure**2
- ♦ **Retail Business Turnover Potential**2

All three products described in the Guide provide small area estimates for the base year of 2010 (the latest year for which actual data is available), based on 2010 prices, for all Census Output Areas (approximately 220,000), and for all Postcode Sectors (approximately 9,000), in the United Kingdom.

As well as the overall expenditure totals, all products also provide both small area and aggregated estimates per Household and per Person.

Output Area level data provides the greatest accuracy and flexibility since data is held at the very finest level of spatial resolution - averaging about 125 households per Output Area.

Note Standalone files for the products described in this Guide contain data at Output Area and Postcode Sector level.

AnySite® (Pitney Bowes Business Insight's demographic analysis software) can include the same data at multiple geography levels, for example Output Area, Postcode Sector, Postal District, Ward, Government Office Region.

Pitney Bowes Business Insight has been producing these definitive local estimates since 1981, and testing them at countless local planning inquiries since then. The estimates are used by leading retailers and market analysts for the evaluation of branch performance, site assessment, and market planning. If you would like more information about any of the products mentioned, please contact Pitney Bowes Business Insight Sales for more information, on +44 (0)1753 848200.

Consumer Retail Expenditure

The Consumer Retail Expenditure figures contain the consumer expenditure estimates broken down by retail category. The estimates are available for 2009, 2010 and 2011† - all in current prices. Additional [Expenditure Projections for 2016 and 2021](#) are also available if required.

For the database details, refer to [Description of the Consumer Retail Expenditure Database on page 17](#).

Leisure Goods & Services Expenditure

Leisure Goods & Services Expenditure provides details on all aspects of leisure spending, from flowers, toys and books, to restaurants, hotels and hairdressing. The estimates are available for 2009, 2010 and 2011† - all in current prices.

Additional [Expenditure Projections for 2016 and 2021](#) are also available if required.

For the database details, refer to [Description of the Leisure Goods & Services Expenditure Database on page 33](#).

Expenditure Projections for 2016 and 2021

For both Consumer Retail Expenditure and Leisure Goods & Services Expenditure, projections for both 2016 and 2021 are available as separate products.

Using Oxford Economics' latest forecasts, these projections provide small area snapshots of what is likely to happen to spending seven and twelve years on from the base year.

The results are much more targeted to the prospects for a particular locality than, for example, simply taking the latest expenditure estimates for the area and increasing them in line with national trend-based projections for the appropriate category of goods. This is partly because our consumer spending forecasts enable us to take account of changes in the underlying forces driving different elements of consumer spending in a much more sophisticated way than by simply extrapolating trends. But, equally importantly, it is because our local and regional forecasts allow us to take account of how underlying differences in economic performance in different parts of the country are likely to affect relative spending power in different locations.

Retail Business Turnover Potential

Retail Business Turnover Potential contains the estimated turnovers for different types of store during 2009, based on 2009 prices. Modelled and forecast estimates for other years are not available.

For the database details, refer to [Description of the Retail Business Turnover Potential Database on page 41](#).

† Although **actual** data for 2010 and 2012 is not yet available, some concrete data on UK spending by goods and service category is available for these years. Up-to-date knowledge on employment by industry and region is also applied, providing an indication of what has been happening to spending potential in different parts of the country. Where no data is available, substitute estimates from local economic forecasting are used.

Getting Started

This chapter explains the file names used in the different products, and provides you with overall instructions for installing the data.

In this chapter:

- ♦ **File Names**4
 - ♦ **Consumer Retail Expenditure**4
 - ♦ **Leisure Goods & Services Expenditure**6
 - ♦ **Retail Business Turnover Potential**7
- ♦ **Copying Files onto Your System**8

File Names

The 2011 release contains the files listed below and overleaf.

Note The part of the file name relating to the year can be interpreted as follows: 'by' = 'estimates' (2009), '1y' = 'base year' (2010), 'cy' = 'current year' (2011), '7y' = 'estimates' + 7 (2016), '12y' = 'estimates' + 12 (2021).

Note The '_oa' suffix relates to Output Area level expenditure files, and the '_sc' suffix to Postcode Sector level expenditure files. The '_uk' suffix signifies overall Base expenditure for the United Kingdom.

Consumer Retail Expenditure

Consumer Retail Expenditure: 2011 release - 2009 data

Expenditure Type	File Names
2009 (Estimates) Consumer Retail Expenditure Total	expbyt_oa expbyt_sc expbyt_uk
2009 (Estimates) Consumer Retail Expenditure per Household	expbyh_oa expbyh_sc expbyh_uk
2009 (Estimates) Consumer Retail Expenditure per Person	expbyp_oa expbyp_sc expbyp_uk
2009 (Estimates) Population / Household Base	ppupd_09_oa ppupd_09_sc ppupd_09_uk

Consumer Retail Modelled Expenditure: 2011 re lease- 2010/11 data

Expenditure Type	File Names
2010 (Base Year) Consumer Retail Modelled Expenditure Totals	expm1yt_oa expm1yt_sc expm1yt_uk
2010 (Base Year) Consumer Retail Modelled Expenditure per Household	expm1yh_oa expm1yh_sc expm1yh_uk
2010 (Base Year) Consumer Retail Modelled Expenditure per Person	expm1yp_oa expm1yp_sc expm1yp_uk
2010 (Base Year) Population / Household Base	ppupd_10_oa ppupd_10_sc ppupd_10_uk
2011 (Current Year) Consumer Retail Modelled Expenditure Totals	expmcyt_oa expmcyt_sc expmcyt_uk

Consumer Retail Modelled Expenditure: 2011 re lease - 2009/10 data

Expenditure Type	File Names
2011 (Current Year) Consumer Retail Modelled Expenditure per Household	expmcyh_oa expmcyh_sc expmcyh_uk
2011 (Current Year) Consumer Retail Modelled Expenditure per Person	expmcyh_oa expmcyh_sc expmcyh_uk
2011 (Current Year) Population / Household Base	ppupd_11_oa ppupd_11_sc ppupd_11_uk

Consumer Retail Forecast Expenditure: 2011 re lease- 2016/21 data

Expenditure Type	File Name
2016 (Estimates + 7) Consumer Retail Forecast Expenditure Totals	expf7yt_oa expf7yt_sc expf7yt_uk
2016 (Estimates + 7) Consumer Retail Modelled Expenditure per Household	expm7yh_oa expm7yh_sc expm7yh_uk
2016 (Estimates + 7) Consumer Retail Forecast Expenditure per Person	expf7yp_oa expf7yp_sc expf7yp_uk
2016 (Estimates + 7) Population / Household Base	ppupd_16_oa ppupd_16_sc ppupd_16_uk
2021 (Estimates + 12) Consumer Retail Forecast Expenditure Totals	expf12yt_oa expf12yt_sc expf12yt_uk
2021 (Estimates + 12) Consumer Retail Modelled Expenditure per Household	expm12yh_oa expm12yh_sc expm12yh_uk
2021 (Estimates + 12) Consumer Retail Forecast Expenditure per Person	expf12yp_oa expf12yp_sc expf12yp_uk
2021 (Estimates + 12) Population / Household Base	ppupd_21_oa ppupd_21_sc ppupd_21_uk

Leisure Goods & Services Expenditure

Leisure Goods & Services Expenditure: 2011 release - 2009/10 data

Expenditure Type	File Name
2009 (Estimates) Leisure Goods & Services Expenditure Totals	lgsbyt_oa lgsbyt_sc lgsbyt_uk
2009 (Estimates) Leisure Goods & Services Expenditure per Household	lgsbyh_oa lgsbyh_sc lgsbyh_uk
2009 (Estimates) Leisure Goods & Services Expenditure per Person	lgsbyp_oa lgsbyp_sc lgsbyp_uk
2009 (Estimates) Population / Household Base	ppupd_09_oa ppupd_09_sc ppupd_09_uk
2010 (Base Year) Leisure Goods & Services Modelled Expenditure Totals	lgsm1yt_oa lgsm1yt_sc lgsm1yt_uk
2010 (Base Year) Leisure Goods & Services Modelled Expenditure per Household	lgsm1yh_oa lgsm1yh_sc lgsm1yh_uk
2010 (Base Year) Leisure Goods & Services Modelled Expenditure per Person	lgsm1yp_oa lgsm1yp_sc lgsm1yp_uk
2010 (Base Year) Population / Household Base	ppupd_10_oa ppupd_10_sc ppupd_10_uk

Leisure Goods & Services Modelled Expenditure: 2011 release - 2011 data

Expenditure Type	File Name
2011 (Current Year) Leisure Goods & Services Modelled Expenditure Totals	lgsmcyt_oa lgsmcyt_sc lgsmcyt_uk
2011 (Current Year) Leisure Goods & Services Modelled Expenditure per Household	lgsmcyh_oa lgsmcyh_sc lgsmcyh_uk
2011 (Current Year) Leisure Goods & Services Modelled Expenditure per Person	lgsmcyp_oa lgsmcyp_sc lgsmcyp_uk
2011 (Current Year) Population / Household Base	ppupd_11_oa ppupd_11_sc ppupd_11_uk

Leisure Goods & Services Forecast Expenditure: 2011 release - 2016/21 data

Expenditure Type	File Name
2016 (Estimates + 7) Leisure Goods & Services Forecast Expenditure Totals	lgsf7yt_oa lgsf7yt_sc lgsf7yt_uk
2016 (Estimates + 7) Leisure Goods & Services Forecast Expenditure per Household	lgsf7yh_oa lgsf7yh_sc lgsf7yh_uk
2016 (Estimates+ 7) Leisure Goods & Services Forecast Expenditure per Person	lgsf7yp_oa lgsf7yp_sc lgsf7yp_uk
2016 (Estimates+ 7) Population / Household Base	ppupd_16_oa ppupd_16_sc ppupd_16_uk
2021 (Estimates + 12) Leisure Goods & Services Forecast Expenditure Totals	lgsf12yt_oa lgsf12yt_sc lgsf12yt_uk
2021 (Estimates + 12) Leisure Goods & Services Forecast Expenditure per Household	lgsf12yh_oa lgsf12yh_sc lgsf12yh_uk
2021 (Estimates + 12) Leisure Goods & Services Forecast Expenditure per Person	lgsf12yp_oa lgsf12yp_sc lgsf12yp_uk
2021 (Estimates + 12) Population / Household Base	ppupd_21_oa ppupd_21_sc ppupd_21_uk

Retail Business Turnover Potential

Retail Business Turnover Potential Expenditure: 2011 release - 2009 data

Expenditure Type	File Name
2009 (Estimates) Retail Business Turnover Potential Totals	busbyt_oa busbyt_sc busbyt_uk
2009 (Estimates) Retail Business Turnover Potential Expenditure per Household	busbyh_oa busbyh_sc busbyh_uk
2009 (Estimates) Retail Business Turnover Potential Expenditure per Person	busbyp_oa busbyp_sc busbyp_uk
2009 (Estimates) Population / Household Base	ppupd_09_oa ppupd_09_sc ppupd_09_uk

File Types

Each file can be associated with a set of five different file types:

.DAT	Data file
.ID	Identification file
.IND	Index file
.MAP	Map file
.TAB	Tabular file

The Base Table file sets are made up of two file types:

.DAT	Data file
.TAB	Tabular file

The Reference file sets are made up of three file types:

.DAT	Data file
.IND	Index file
.TAB	Tabular file

Note To use the database correctly, you must have access to all file types in each file set. All the files must be located in the same directory.

Copying Files onto Your System

The data is supplied on disk to ISO 9660 standard and may be used either directly from the disk, or copied to your hard drive. We recommend that the data is installed into a discrete directory on your hard drive that is separate from any program or application directories.

Note Data copied from the disk will remain read-only unless the file attributes are reset.

To copy the files onto your system:

1. Insert the disk into your disk drive.
2. Run Windows Explorer.
3. Double click on the disk drive icon to display the disk contents.
4. Select **all** the files associated with the file set you want to copy.
5. Copy the files to the desired, discrete directory on your computer.

Introduction to the Expenditure Databases

This chapter contains some overall information about the expenditure databases, including the characteristics and fields that are common to all three databases.

In this chapter:

- ♦ **Spatial Referencing**10
- ♦ **Display Characteristics**10
- ♦ **Field Suffixes**10
- ♦ **Aggregation, Population and Household Fields**11
- ♦ **Population and Household Definitions**13
- ♦ **2001 Census Wards**13

Spatial Referencing

All three databases use the following projection and co-ordinates.

Projection	British National Grid
Co-ordinates	British National Grid co-ordinates to ten centimetre resolution (one metre in Scotland)

Display Characteristics

All objects are displayed as **points**.

Field Suffixes

The suffixes to database fields can be interpreted as follows:

- **'by'** for **'estimates' (2009)**
- **'1y'** for **'base year' (2010)**
- **'cy'** for **'current year' (2011)**
- **'7y'** for **2016**
- **'12y'** for **2021**.

Note The suffixes implying modelled and forecast expenditure (i.e. '1y' 'cy' '7y' and '12y') are not used in the Retail Business Turnover Potential database (refer to [Description of the Retail Business Turnover Potential Database on page 41](#)).

Aggregation, Population and Household Fields

All three databases use the following fields to produce small area and aggregated expenditure figures, and estimates per Household and per Person.

CODE	For Output Area and Postcode Sector tables, this refers to the full Census ten-character output area reference and postal sector name. For Base tables, this refers to the United Kingdom as a whole.	Character(10)	Yes
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2001 Census Ward Name Reference (REF_WD)

Field	Description	Type (Width)	Indexed
WARD	Full Census six or seven-character ward reference.	Character(7)	Yes
WARD_NAM	2001 Census ward name.	Character(100)	No

2001 Census Local Government Area Name Reference (REF_LG)

Field	Description	Type (Width)	Indexed
LGA	Four -character Census local government area reference.	Character(4)	Yes
LGA_NAM	2001 Census local government area name.	Character(50)	No

2001 Census County Name Reference (REF_CO)

Field	Description	Type (Width)	Indexed
COUNTY	Five-character Census county reference with inner and outer London separately identified.	Character(5)	Yes
CNTY_NAM	2001 Census county name as used in the Census with inner and outer London separately identified.	Character(50)	No

Population and Household Definitions

The details of the population and household counts included in the databases are given below.

Usually Resident Population

The 2001 Census was conducted on a resident basis. This means that the statistics relate to where people usually live, as opposed to where they are on Census night. Students and schoolchildren studying away from the family home were counted as resident at their term-time address. As in 1981 and 1991, residents absent from home on Census night were required to be included on the Census form at their usual/resident address. Wholly absent households were legally required to complete a Census form on their return. No information was provided on people present, but not usually resident (Persons Present Population Base 1991). The 2005 Population Update counts are provided on the same basis.

Private Households

A household comprises one person living alone, or a group of people (not necessarily related) living at the same address with common housekeeping—that is, sharing either a living room or sitting room or at least one meal a day.

2001 Census Wards

The sections below contain information about the 2001 Census Wards.

England and Wales

The wards in England and the electoral divisions in Wales are those that were legally in existence on 31 December 2002, with the following exceptions:

- Middlesbrough, Redcar and Cleveland, and Rutland, where new boundaries that were imminent were used.
- Wards/electoral divisions that were below the Census Area Statistics confidentiality threshold of 100 residents and 40 households, which were merged with a neighbour.

Each combination of merged wards has been named for the ward with the greatest population, with the names of the other wards that were included in the merged area in parentheses in alphabetical order, e.g. "Tower (including Aldgate, Billingsgate, and Lime Street)".

2001 Census Wards

The following wards were below the CAS threshold and have been merged with a neighbour:

Ward:		Merged with:	
00AAFB	Aldgate	00AAFZ	Tower
00AAFC	Bassishaw	00AAFE	Bishopsgate
00AAFD	Billingsgate	00AAFZ	Tower
00AAFE	Bishopsgate	00AAFE	Bishopsgate
00AAFF	Bread Street	00AAFY	Queenhithe
00AAFG	Bridge and Bridge Without	00AAGB	Walbrook
00AAFH	Broad Street	00AAFE	Bishopsgate
00AAFJ	Candlewick	00AAGB	Walbrook
00AAFK	Castle Baynard	00AAFS	Farringdon Within
00AAFL	Cheap	00AAFY	Queenhithe
00AAFM	Coleman Street	00AAFE	Bishopsgate
00AAFN	Cordwainer	00AAFY	Queenhithe
00AAFP	Cornhill	00AAGB	Walbrook
00AAFR	Dowgate	00AAGB	Walbrook
00AAFS	Farringdon Within	00AAFS	Farringdon Within
00AAFU	Langbourn	00AAGB	Walbrook
00AAFW	Lime Street	00AAFZ	Tower
00AAFY	Queenhithe	00AAFY	Queenhithe
00AAFZ	Tower	00AAFZ	Tower
00AAGA	Vintry	00AAFY	Queenhithe
00AAGB	Walbrook	00AAGB	Walbrook
15UHFA	Bryher	15UHFB	St. Agnes
15UHFB	St. Agnes	15UHFB	St. Agnes
30UHGN	Ellel	30UHGN	Ellel
30UHGH	University	30UHGN	Ellel

Note Although the 2001 Census wards for England and Wales are those that were legally in existence on 31 December 2002, they include wards that were not planned to be operative until May 2004. A complete list of wards along with the dates they are expected to be operative may be obtained from the Office for National Statistics, or at http://www.statistics.gov.uk/census2001/downloads/cn_output_areas.xls

Scotland

Scottish Census geography is based on the set of postcodes and their boundaries, which were frozen in December 2000. Scottish Output Areas for 2001 were created as groups of postcodes, nesting as well as possible into the following areas in descending order of preference (where not all postcodes in the Output Area belong to a single combination of these area types):

- Council Area
- 2001 locality
- 1991 Output Area
- postal sector
- 2001 electoral ward

Scottish CAS Wards were created by aggregating Output Areas and are only best fit for electoral wards. No census information is available for true electoral wards. The threshold for CAS Wards in Scotland is 20 households and 50 persons.

Northern Ireland

Northern Ireland Census geography is based on electoral wards. Northern Irish Output Areas nest within electoral wards, but also respect unit postcodes. Northern Ireland Census Wards are equivalent to the electoral wards created following the 1992 Boundary Commission review. There were no changes to these wards between 1992 and 2001.

CAS Wards and Standard Table Wards

For England, Wales and Scotland, two separate ward rosters were used for 2001 Census output. For the CAS table output, which includes a medium level of detail, a population and household threshold was set to ensure a minimum size for each ward and to prevent inadvertent disclosure of personal information. In England and Wales, the threshold for CAS Wards was 100 people and 40 households. In Scotland, the threshold was 50 people and 20 households. As noted above, wards that failed to meet the threshold for release of CAS results were merged with a neighbour before the results were issued.

In addition to the CAS tables, more detailed output was released by the Census Offices as Standard Tables. Because these contained more detail, the disclosure risk was higher, and so the Standard Tables threshold was correspondingly higher at 1,000 people and 400 households for both England and Wales and Scotland. Again, wards that failed to meet the Standard Tables threshold were merged with a neighbour. The Standard Tables ward roster contains fewer wards than the CAS Ward roster because a greater number of wards failed the confidentiality threshold and had to be merged with a neighbour.

2001 Census Wards

Because Standard Tables are unavailable at Output Area level, the 2001 Census data sets provided by Pitney Bowes MapInfo use CAS wards throughout. These correspond to the wards used in the CAS and Univariate Table source data.

Northern Ireland only has a single set of 2001 Census wards, and does not have separate CAS and Standard Table ward rosters. Even though nine wards in Northern Ireland failed to achieve the Standard Table threshold of 1,000 people and 400 households, it was decided to release ward-level statistics for these wards on the basis that the risk of disclosure would not be increased by doing so.

Description of the Consumer Retail Expenditure Database

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Expenditure Categories

Pitney Bowes Goods Category		Consumer Trends COICOP Categories
1.	Food	01.1.1 Bread and cereals 01.1.2 Meat 01.1.3 Fish 01.1.4 Milk, cheese and eggs 01.1.5 Oils and fats 01.1.6 Fruit 01.1.7 Vegetables 01.1.8 Sugar and sweet products 01.1.9 Food products n.e.c. 01.2.1 Coffee, tea and cocoa 01.2.2 Mineral water and soft drinks
2.	Alcoholic drink	02.1.1 Spirits 02.1.2 Wine 02.1.3 Beers
3.	Tobacco	02.2 Tobacco
4.1	Books	09.5.1 Books
4.2	Newspapers and magazines	09.5.2 Newspapers and periodicals
5.1	Footwear	03.2.1 Shoes and other footwear 03.2.2 Repair and hire of footwear
5.2	Clothing	03.1.1 Clothing materials 03.1.2 Garments 03.1.3 Other articles of clothing/accessories 03.1.4 Cleaning, repair and hire of clothing
6.1	Furniture and floor coverings	05.1.1 Furniture and furnishings 05.1.2 Carpets and other floor coverings
6.2	Household textiles and soft furnishings	05.2 Household textiles

Pitney Bowes Goods Category		Consumer Trends COICOP Categories
7.1	Domestic appliances	05.3.1 Major household appliances 05.3.2 Small electric household appliances
7.2	Audio-visual, photographic and optical goods	09.1.1 Audio visual equipment 09.1.2 Photographic and optical equipment 09.1.3 Information processing equipment 09.1.4 Recording media
7.3	Telephone and fax equipment	08.2 Telephone and fax equipment
8.1	China, glass and utensils	05.4 Household utensils
8.2	DIY and decorators' supplies	04.3.1 Materials for maintenance and repair of the dwelling
8.3	Tools & equipment for house & garden	05.5.1 Major tools and equipment 05.5.2 Small tools and minor accessories
8.4	Gardens, plants and flowers	09.3.3 Gardens, plants and flowers
9.1	Chemists' goods	06.1.1 Pharmaceutical products 06.1.2 Other medical products 06.1.3 Therapeutic equipment 12.1.2 Electric appliances for personal care 12.1.3 Other products for personal care
9.2	Jewellery, watches and clocks	12.3.1 Jewellery, clocks and watches
9.3	Non-durable household goods	05.6.1 Non-durable household goods
9.4	Bicycles	07.1.3 Bicycles
9.5	Recreational goods	09.2.2 Musical instruments and major durables for indoor recreation 09.3.1 Games, toys and hobbies 09.3.2 Sports, camping and open-air recreation equipment 09.3.4 Pets and related products
9.6	Other miscellaneous goods	09.5.3 Miscellaneous printed matter 09.5.4 Stationery and drawing materials 12.3.2 Other personal effects

Detailed Category Breakdown

Food

All food and non-alcoholic beverages bought by households for consumption at home. Personal expenditure on food and drink from catering establishments for consumption on or off the premises is excluded. Thus expenditure at cafes, restaurants, hotels, fish and chip shops, fast food outlets, canteens, office dining rooms, schools and communal establishments is excluded. Personal expenditure on food from vending machines and from catering services is also excluded.

Alcoholic Drink

All alcoholic drink bought by consumers from retail outlets, wine and spirit merchants, and off-licences for consumption at home. Low or non-alcoholic beverages that are generally alcoholic, such as non-alcoholic beer, are included in this category. Alcoholic drink for immediate consumption from non-retail outlets such as public houses, hotels, restaurants, other commercial catering establishments and non-profit making clubs is excluded.

Tobacco

All consumer expenditure on tobacco products, cigarettes, cigars, pipe tobacco etc., including purchases of tobacco in restaurants, cafés, bars, service stations, etc.

Books, Newspapers and Magazines

Books

All consumer retail expenditure on books, including atlases, dictionaries, encyclopaedias, textbooks, guidebooks and musical scores; scrapbooks and albums for children; and bookbinding costs. Pre-recorded tapes and compact discs of novels, plays, poetry, etc. and pre-recorded diskettes and CD-ROMs containing books, dictionaries, encyclopaedias, foreign language trainers, etc. in the form of software (see [Audio-Visual Equipment, Photographic and Optical Goods](#)); and stamp albums (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)) are excluded.

Newspapers and Magazines

All consumer retail expenditure on newspapers, magazines and other periodicals. Expenditure on maps and globes (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)) is excluded.

Clothing and Footwear

Footwear

All consumer retail expenditure on shoes and other footwear (including boots, slippers, etc. but excluding orthopaedic footwear, which is included under [Chemists' Goods](#)); sports footwear suitable for everyday or leisure wear (but excluding game-specific footwear such as ski boots,

football boots, golfing shoes and other such footwear fitted with ice-skates, rollers, spikes, studs, etc., which is included under **Recreational Goods** and **Other Miscellaneous Goods**); gaiters, leggings and similar articles (but excluding shin-guards, cricket pads and other such protective apparel for sport, which are included under **Recreational Goods** and **Other Miscellaneous Goods**); shoelaces; parts of footwear, such as heels, soles, etc., purchased by households with the intention of repairing footwear themselves; and repair and hire of footwear. Hosiery and babies' booties made of fabric are excluded (included under **Clothing**).

Clothing

All consumer expenditure on garments for men, women, children (3 to 13 years) and infants (0 to 2 years), either ready-to-wear or made-to-measure, in all materials (including leather, furs, plastics and rubber), for everyday wear, for sport or for work. Includes hosiery (excluding medical hosiery, which is included under **Chemists' Goods**) and underwear; ties, handkerchiefs, scarves, squares, gloves (including gardening gloves and working gloves, but excluding rubber gloves, which are included under **Non-Durable Household Goods**), mittens, muffs, belts, braces, aprons, smocks, bibs, sleeve protectors, hats, caps, berets, bonnets, etc.; clothing materials, knitting yarns, sewing threads and dressmaking notions (buckles, ribbons etc.). Also includes cleaning, repair and hire of clothing. Does not include protective gear for sports (see **Recreational Goods** and **Other Miscellaneous Goods**), but does include cycle and motorcycle helmets. All babies' nappies (included under **Chemists' Goods**) are also excluded.

Furniture, Floor Coverings and Household Textiles

Furniture and Floor Coverings

All consumer retail expenditure on beds, sofas, couches, tables, chairs, cupboards, chests of drawers and bookshelves; baby furniture such as cradles, high chairs and playpens (but excluding carrycots, pushchairs etc. which are included under **Recreational Goods** and **Other Miscellaneous Goods**); base mattresses and mattresses (but not futons, which are included under **Household Textiles and Soft Furnishings**); pictures, sculptures, engravings, tapestries and other art objects including reproductions of works of art and other ornaments (but excluding works of art and antique furniture acquired primarily as stores of value); lighting equipment such as ceiling lights, standard lamps, globe lights and bedside lamps; screens, folding partitions and other furniture and fixtures; bathroom cabinets; blinds (non-fabric); camping and garden furniture; mirrors, candle holders and candlesticks; loose carpets, fitted carpets, linoleum and other such floor coverings (but excluding bathroom mats, rush mats and doormats, which are included under **Household Textiles and Soft Furnishings**, and antique floor coverings acquired primarily as stores of value). Includes the delivery and installation of furniture and fixture when applicable, and the laying of floor coverings.

Household Textiles and Soft Furnishings

All consumer retail expenditure on bedlinen such as sheets, pillowcases, blankets, travelling rugs, plaids, eiderdowns, counterpanes and mosquito nets (but excluding electric blankets, which are included under **Domestic Appliances**); bedding such as futons, pillows, bolsters and hammocks (but excluding mattresses, which are included under **Furniture and Floor Coverings**); air mattresses and sleeping bags, which are included under **Recreational Goods** and **Other Miscellaneous Goods**); furnishing fabrics, curtain material, curtains, double curtains, awnings, door

curtains and fabric blinds; table linen and bathroom linen such as tablecloths, table napkins, towels and face cloths; other household textiles such as shopping bags, laundry bags, shoe bags, covers for clothes and furniture, flags, sunshades, etc.; cloth bought by the piece (but excluding Clothing materials, which are included under [Clothing](#)); oilcloth; bathroom mats, rush mats and doormats; and the repair of the above articles. Fabric wall coverings (see [DIY and Decorators' Supplies](#)) and tapestries (see [Furniture and Floor Coverings](#)) are excluded.

Audio-Visual Equipment and Other Durable Goods

Domestic Appliances

All consumer retail expenditure on domestic electrical and gas appliances, such as washing machines, dryers, drying cabinets, dishwashers, ironing and pressing machines; cookers, spit roasters, hobs, ranges, ovens and microwave ovens; refrigerators, freezers and fridge-freezers; vacuum cleaners, steam-cleaning machines, carpet shampooing machines and machines for scrubbing, waxing and polishing floors; other major household appliances such as safes, sewing machines, knitting machines, water softeners, etc.; air-conditioners, humidifiers, space heaters, water heaters, ventilators and extractor hoods; coffee mills, coffee-makers, juice extractors, can-openers, food mixers, deep fryers, meat grills, knives, toasters, ice cream makers, sorbet makers, yoghurt makers, hotplates, irons, kettles, fans, electric blankets, etc. Includes delivery and installation of the appliances when applicable. Audio-visual equipment (see [Audio-Visual Equipment, Photographic and Optical Goods](#)); non-electric household scales (see [China, Glass & Utensils](#)); non-electric personal weighing machines and baby scales (see [Chemists' Goods](#)); and power tools and lawnmowers (see [China, Glass & Utensils](#)) are excluded, as are appliances that are built into the structure of the building.

Audio-Visual Equipment, Photographic and Optical Goods

All consumer retail expenditure on radio sets, car radios, radio clocks, two-way radios, amateur radio receivers and transmitters; television sets, video cassette players and recorders, television aerials of all types; gramophones, tape players and recorders, cassette players and recorders, CD-players, personal stereos, stereo systems and their constituent units (turntables, tuners, amplifiers, speakers, etc.), microphones and earphones; personal computers, visual display units, printers and miscellaneous accessories accompanying them; computer software packages such as operating systems, applications, languages, etc.; telefax and telephone-answering facilities provided by personal computers; calculators, including pocket calculators; typewriters and word processors; still cameras, movie cameras and sound-recording cameras, video cameras and camcorders, film and slide projectors, enlargers and film processing equipment, accessories (screens, viewers, lenses, flash attachments, filters, exposure meters, etc.); binoculars, microscopes, telescopes and compasses. Also includes pre-recorded and blank media such as records and compact discs; pre-recorded and unrecorded tapes, cassettes, video cassettes, diskettes and CD-ROMs for tape recorders, cassette recorders, video recorders and personal computers; unexposed films (including processing costs where included), cartridges and disks for photographic and cinematographic use; and photographic supplies such as paper and flashbulbs. Excludes video game software, video game cassettes and video game CD-ROMs, video game computers that plug into a television set, typewriter ribbons, toner and ink cartridges, slide rules, non-prescription sunglasses, and musical instruments (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)); prescription and non-

prescription spectacles, and contact lenses (see [Chemists' Goods](#)); batteries (see [China, Glass & Utensils](#)); and development of films and printing of photographs where not included in the price of the film.

Telephone and Fax Equipment

All consumer retail expenditure on telephones, radio-telephones, telefax machines, telephone-answering machines and telephone loudspeakers; and the repair of such equipment. Telefax and telephone-answering facilities provided by personal computers (see [Audio-Visual Equipment, Photographic and Optical Goods](#)) are excluded.

Hardware and DIY Supplies

China, Glass & Utensils

All consumer retail expenditure on glassware, crystal ware, ceramic ware and chinaware of the kind used for table, kitchen, bathroom, toilet, office and indoor decoration; cutlery, flatware and silverware; non-electric kitchen utensils of all materials such as saucepans, stewpots and pressure cookers, frying pans, coffee mills, puree makers, mincers, hotplates, household scales and other such mechanical devices; non-electric household articles of all materials such as containers for bread, coffee, spices etc., waste bins, waste paper baskets, laundry baskets, portable money boxes and strong boxes, towel rails, bottle racks, irons and ironing boards, letter boxes, feeding bottles, thermos flasks and ice boxes.

DIY and Decorators' Supplies

All consumer retail expenditure on products such and materials such as renderings, wallpapers, fabric wall coverings, plaster, cement, putty, wallpaper pastes etc., purchased for minor maintenance and repair of the dwelling; small plumbing items (pipes, taps, joints etc.); window panes; paint and varnishes; surfacing material (floorboards, ceramic tiles, etc.); and brushes and scrapers for paint, varnish and wallpaper. Excludes hand tools, door fittings, power sockets, wiring flex and lamp bulbs (see [Tools & Equipment for House & Garden](#)); lighting equipment such as ceiling lights, standard lamps, globe lights and bedside lamps (see [Furniture and Floor Coverings](#)); and products, materials and fixtures used for major maintenance and repair or for extension and conversion of the dwelling.

Tools & Equipment for House & Garden

All consumer retail expenditure on motorized tools and equipment such as electric drills, saws, sanders and hedge cutters, garden tractors, lawnmowers, cultivators, chainsaws and water pumps; garden tools such as wheelbarrows, watering cans, hoses, spades, shovels, rakes, forks, scythes, sickles and secateurs; hand tools such as saws, hammers, screwdrivers, wrenches, spanners, pliers, trimming knives, rasps and files; ladders and steps; charges for leasing or rental of do-it-yourself machinery and equipment; door fittings (hinges, handles and locks), fittings for radiators and fireplaces, other metal articles for the house (curtain rails, carpet rods, hooks etc) or for the garden (chains, grids, stakes and hoop segments for fencing and bordering); small electrical accessories such as power sockets, switches, wiring flex, electric bulbs, fluorescent lighting tubes, torches, flashlights, hand lamps, electric batteries for general use, bells and alarms.

Gardens, Plants and Flowers

All consumer retail expenditure on natural or artificial flowers and foliage, plants, shrubs, bulbs, tubers, seeds, fertilizers, composts, garden peat, turf for lawns, specially treated soils for ornamental gardens, horticultural preparations, pots and pot holders (but excluding garden tools and equipment, which are included under [Tools & Equipment for House & Garden](#), gardening gloves, which are included under [Clothing](#), and garden furniture, which is included under [Furniture and Floor Coverings](#)), natural and artificial Christmas trees; delivery charges for flowers and plants.

Other goods

Chemists' Goods

All consumer retail expenditure on prescription and non-prescription medicinal preparations, medicinal drugs, patent medicines, serums and vaccines, vitamins and minerals, cod liver oil and halibut liver oil, oral contraceptives; clinical thermometers, adhesive and non-adhesive bandages, hypodermic syringes, first-aid kits, hot-water bottles and ice bags, medical hosiery items such as elasticated stockings and knee supports, pregnancy tests, condoms and other non-oral contraceptive devices; corrective eyeglasses and contact lenses, hearing aids, glass eyes, artificial limbs and other prosthetic devices, orthopaedic braces and supports, orthopaedic footwear, surgical belts, trusses and supports, neck braces, medical massage equipment and health lamps, powered and unpowered wheelchairs and invalid carriages, "special" beds, crutches, electronic and other devices for monitoring blood pressure, etc., dentures (excluding fitting costs), and the repair of such articles; electric razors and hair trimmers, hand-held and hood hairdryers, curling tongs and styling combs, sunlamps, vibrators, electric toothbrushes and other electric appliances for dental hygiene, etc., and the repair of such articles; non-electric appliances: razors and hair trimmers and blades therefor, scissors, nail files, combs, shaving brushes, hairbrushes, toothbrushes, nail brushes, hairpins, curlers, personal weighing machines, baby scales, etc.; articles for personal hygiene: toilet soap, medicinal soap, cleansing oil and milk, shaving soap, shaving cream and foam, toothpaste, etc.; toilet paper, paper handkerchiefs, paper towels, sanitary towels, cotton wool, cotton tops, babies' napkins (nappies), toilet sponges, etc.; beauty products such as lipstick, nail varnish, make-up and make-up removal products (including powder compacts, brushes and powder puffs), hair lacquers and lotions, pre-shave and after-shave products, sunbathing products, hair removers, perfumes and toilet waters, personal deodorants, bath products, etc. Excludes protective goggles, belts and supports for sport, and sunglasses not fitted with corrective lenses (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)); handkerchiefs made of fabric (see [Clothing](#)); and the hire of therapeutic equipment.

Jewellery, Silverware, Watches and Clocks

All consumer retail expenditure on precious stones and metals and jewellery fashioned out of such stones and metals; costume jewellery, cuff links and tiepins; clocks, watches, stopwatches, alarm clocks, travel clocks; and the repair of such articles. Excludes silverware (see [China, Glass & Utensils](#)); radio clocks (see [Audio-Visual Equipment, Photographic and Optical Goods](#)); wall thermometers and barometers (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)); and precious stones and metals and jewellery fashioned out of such stones and metals acquired primarily as stores of value.

Non-Durable Household Goods

All consumer retail expenditure on cleaning and maintenance products such as soaps, washing powders, washing liquids, scouring powders, detergents, disinfectant bleaches, softeners, conditioners, window-cleaning products, waxes, polishes, dyes, unblocking agents, disinfectants, insecticides, pesticides, fungicides and distilled water; articles for cleaning such as brooms, scrubbing brushes, dustpans and dust brushes, dusters, tea towels, floorcloths, household sponges, scourers, steel wool and chamois leathers; paper products such as filters, tablecloths and table napkins, kitchen paper, vacuum cleaner bags and cardboard tableware, including aluminium foil and plastic bin liners; other non-durable household articles such as matches, candles, lamp wicks, methylated spirits, clothes-pegs, clothes hangers, pins, safety pins, sewing needles, knitting needles, thimbles, nails, screws, nuts and bolts, tacks, washers, glues and adhesive tapes for household use, string, twine and rubber gloves; polishes, creams and other shoe-cleaning articles; and fire extinguishers for households. Excludes brushes and scrapers for paint, varnish and wallpaper (see [DIY and Decorators' Supplies](#)); horticultural products for the upkeep of ornamental gardens (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)); paper handkerchiefs, toilet paper, toilet soaps, toilet sponges and other products for personal hygiene (see [Chemists' Goods](#)); and cigarette, cigar and pipe lighters and lighter fuel (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)).

Bicycles

All consumer retail expenditure on bicycles and tricycles of all types, including rickshaws. Excludes toy bicycles and tricycles (see [Recreational Goods](#) and [Other Miscellaneous Goods](#)) and cycle helmets and clothing (see [Clothing](#)).

Recreational Goods

All consumer retail expenditure on musical instruments of all sizes, including electronic musical instruments, such as pianos, organs, violins, guitars, drums, trumpets, clarinets, flutes, recorders, harmonicas, etc.; billiard tables, ping-pong tables, pinball machines, gaming machines, etc.; gymnastic, physical education and sport equipment such as balls, shuttlecocks, nets, rackets, bats, skis, golf clubs, foils, sabres, poles, weights, discuses, javelins, dumb-bells, chest expanders and other body-building equipment; parachutes and other sky-diving equipment; firearms and ammunition for hunting, sport and personal protection; fishing rods and other equipment for fishing; equipment for beach and open-air games, such as bowls, croquet, frisbee, volleyball, and inflatable boats, rafts and swimming pools; camping equipment such as tents and accessories, sleeping bags, backpacks, air mattresses and inflating pumps, camping stoves and barbecues; repair of sports goods and camping equipment; toys of all kinds including dolls, soft toys, toy cars and trains, toy bicycles and tricycles, toy construction sets, puzzles, plasticine, electronic games, masks, disguises, jokes, novelties, fireworks and rockets, festoons and Christmas tree decorations; card games, parlour games, chess sets and the like; stamp-collecting requisites (used or cancelled postage stamps, stamp albums, etc., but excluding unused postage stamps), other items for collections (coins, medals, minerals, zoological and botanical specimens, etc., but excluding collectors' items falling into the category of works of art or antiques, which are included under [Furniture and Floor Coverings](#)), and other tools and articles not elsewhere classified for hobbies; video-game software, video-game cassettes and video-game CD-ROMs; video-game computers that plug into a television set; pets (excluding horses and ponies), pet foods, veterinary and grooming products for pets (excluding veterinary services), collars, leashes, kennels, birdcages, fish tanks and cat litter, etc.

Other Miscellaneous Goods

Writing pads, envelopes, account books, notebooks, diaries, etc.; pens, pencils, fountain pens, ballpoint pens, felt-tip pens, inks, erasers, pencil sharpeners, etc.; stencils, carbon paper, typewriter ribbons, inking pads, correcting fluids, etc.; paper punches, paper cutters, paper scissors, office glues and adhesives, staplers and staples, paper clips, drawing pins, etc.; drawing and painting materials such as canvas, paper, card, paints, crayons, pastels and brushes; toner and ink cartridges; educational materials such as exercise books, slide rules, geometry instruments, slates, chalks and pencil boxes (but excluding children's scrapbooks, which are included under **Books**); posters, plain or picture postcards (but excluding pre-franked postcards and aerogrammes), calendars; catalogues and advertising material; greeting cards and visiting cards, announcement and message cards; maps and globes; travel goods and other carriers of personal effects: suitcases, trunks, travel bags, attaché cases, satchels, hand-bags, wallets, purses, etc.; articles for babies such as baby carriages, pushchairs, carrycots, recliners, car beds and seats, back-carriers, front carriers, reins and harnesses, etc. (but excluding baby clothing, which is included under **Clothing**, baby furniture, which is included under **Furniture and Floor Coverings**, feeding bottles, which are included under **China, Glass & Utensils**, and nappies, which are included under **Chemists' Goods**); articles for smokers such as pipes, lighters, cigarette cases, cigar cutters, ashtrays, etc.; miscellaneous personal articles such as non-prescription sunglasses, walking sticks and canes, umbrellas and parasols, fans, keyrings, etc.; funerary articles such as coffins, gravestones, urns, etc.; lighter fuel; wall thermometers and barometers; and the repair of personal effects.

Bulky Goods

The bulky goods category is made up of Furniture and floor coverings (not the larger "furniture, floor coverings and household textiles" group) and Domestic appliances.

Total DIY Related Goods

This provides a total figure for all DIY related spend, including repair & maintenance materials; tools & equipment for house & garden; gardens, plants & flowers; % of cleaning materials; % of furniture & floor coverings.

Consumer Retail & Services Expenditure Totals

*Field	Description	Type (width)	Indexed
tefdg_xx	Total expenditure on food in £ sterling	Decimal(12,0)	No
tealc_xx	Total expenditure on alcoholic drink in £ sterling	Decimal(12,0)	No
tetob_xx	Total expenditure on tobacco in £ sterling	Decimal(12,0)	No
tebnm_xx	Total expenditure on books, newspapers and magazines in £ sterling	Decimal(12,0)	No
tebks_xx	Total expenditure on books in £ sterling	Decimal(12,0)	No
tenws_xx	Total expenditure on newspapers & magazines in £ sterling	Decimal(12,0)	No
tecfw_xx	Total expenditure on clothing & footwear in £ sterling	Decimal(12,0)	No
teftw_xx	Total expenditure on footwear in £ sterling	Decimal(12,0)	No
teclo_xx	Total expenditure on clothing in £ sterling	Decimal(12,0)	No
tefft_xx	Total expenditure on furniture, floor coverings and household textiles in £ sterling	Decimal(12,0)	No
tefrn_xx	Total expenditure on furniture & floor coverings in £ sterling	Decimal(12,0)	No
tetsf_xx	Total expenditure on household textiles and soft furnishings in £ sterling	Decimal(12,0)	No
teavd_xx	Total expenditure on audio-visual equipment and other durable goods in £ sterling	Decimal(12,0)	No
tedom_xx	Total expenditure on domestic appliances in £ sterling	Decimal(12,0)	No
teavo_xx	Total expenditure on audio-visual equipment, photographic and optical goods in £ sterling	Decimal(12,0)	No
tetel_xx	Total expenditure on telephone and fax equipment in £ sterling	Decimal(12,0)	No
tehwd_xx	Total expenditure on hardware and DIY supplies in £ sterling	Decimal(12,0)	No
tecg_u_xx	Total expenditure on china, glass and utensils in £ sterling	Decimal(12,0)	No
termm_xx	Total expenditure on repair & maintenance materials in £ sterling	Decimal(12,0)	No

*Field	Description	Type (width)	Indexed
teteq_xx	Total expenditure on tools & equipment for house & garden in £ sterling	Decimal(12,0)	No
tegar_xx	Total expenditure on gardens, plants & flowers in £ sterling	Decimal(12,0)	No
teoth_xx	Total expenditure on other goods in £ sterling	Decimal(12,0)	No
techm_xx	Total expenditure on chemists' goods in £ sterling	Decimal(12,0)	No
tejwl_xx	Total expenditure on jewellery, watches and clocks in £ sterling	Decimal(12,0)	No
tecln_xx	Total expenditure on non-durable household goods in £ sterling	Decimal(12,0)	No
tecec_xx	Total expenditure on bicycles in £ sterling	Decimal(12,0)	No
terec_xx	Total expenditure on recreational goods in £ sterling	Decimal(12,0)	No
temis_xx	Total expenditure on miscellaneous goods in £ sterling	Decimal(12,0)	No
tecnv_xx	Total expenditure on convenience goods in £ sterling	Decimal(12,0)	No
tecmp_xx	Total expenditure on comparison goods in £ sterling	Decimal(12,0)	No
tegds_xx	Total retail expenditure in £ sterling. Includes expenditure on all the above categories.	Decimal(12,0)	No
teblk_xx	Total expenditure on bulky goods in £ sterling	Decimal(12,0)	No
tediy_xx	Total expenditure on DIY related goods in £ sterling	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Consumer Retail Expenditure per Household

*Field	Description	Type (width)	Indexed
hefdg_xx	Household expenditure on food in £ sterling	Decimal(12,0)	No
healc_xx	Household expenditure on alcoholic drink in £ sterling	Decimal(12,0)	No
hetob_xx	Household expenditure on tobacco in £ sterling	Decimal(12,0)	No
hebnm_xx	Household expenditure on books, newspapers and magazines in £ sterling	Decimal(12,0)	No
hebks_xx	Household expenditure on books in £ sterling	Decimal(12,0)	No
henws_xx	Household expenditure on newspapers & magazines in £ sterling	Decimal(12,0)	No
hecfw_xx	Household expenditure on clothing & footwear in £ sterling	Decimal(12,0)	No
heftw_xx	Household expenditure on footwear in £ sterling	Decimal(12,0)	No
heclo_xx	Household expenditure on clothing in £ sterling	Decimal(12,0)	No
hefft_xx	Household expenditure on furniture, floor coverings and household textiles in £ sterling	Decimal(12,0)	No
hefrn_xx	Household expenditure on furniture & floor coverings in £ sterling	Decimal(12,0)	No
hetsf_xx	Household expenditure on household textiles and soft furnishings in £ sterling	Decimal(12,0)	No
heavd_xx	Household expenditure on audio-visual equipment and other durable goods in £ sterling	Decimal(12,0)	No
hedom_xx	Household expenditure on domestic appliances in £ sterling	Decimal(12,0)	No
heavo_xx	Household expenditure on audio-visual equipment, photographic and optical goods in £ sterling	Decimal(12,0)	No
hetel_xx	Household expenditure on telephone and fax equipment in £ sterling	Decimal(12,0)	No
hehwd_xx	Household expenditure on hardware and DIY supplies in £ sterling	Decimal(12,0)	No
hecg_u_xx	Household expenditure on china, glass and utensils in £ sterling	Decimal(12,0)	No

*Field	Description	Type (width)	Indexed
hermm_xx	Household expenditure on repair & maintenance materials in £ sterling	Decimal(12,0)	No
heteq_xx	Household expenditure on tools & equipment for house & garden in £ sterling	Decimal(12,0)	No
hegar_xx	Household expenditure on gardens, plants & flowers in £ sterling	Decimal(12,0)	No
heoth_xx	Household expenditure on other goods in £ sterling	Decimal(12,0)	No
hechm_xx	Household expenditure on chemists' goods in £ sterling	Decimal(12,0)	No
hejwl_xx	Household expenditure on jewellery, watches and clocks in £ sterling	Decimal(12,0)	No
hecln_xx	Household expenditure on non-durable household goods in £ sterling	Decimal(12,0)	No
hecyc_xx	Household expenditure on bicycles in £ sterling	Decimal(12,0)	No
herec_xx	Household expenditure on recreational goods in £ sterling	Decimal(12,0)	No
hemis_xx	Household expenditure on miscellaneous goods in £ sterling	Decimal(12,0)	No
hecnv_xx	Household expenditure on convenience goods in £ sterling	Decimal(12,0)	No
hecmp_xx	Household expenditure on comparison goods in £ sterling	Decimal(12,0)	No
hegds_xx	Total Household retail expenditure in £ sterling. Includes expenditure on all the above categories.	Decimal(12,0)	No
heblk_xx	Total Household expenditure on bulky goods in £ sterling	Decimal(12,0)	No
hediy_xx	Total Household expenditure on DIY related goods in £ sterling	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Consumer Retail Expenditure per Person

*Field	Description	Type (width)	Indexed
pefdg_xx	expenditure per person on food in £ sterling	Decimal(12,0)	No
pealc_xx	expenditure per person on alcoholic drink in £ sterling	Decimal(12,0)	No
petob_xx	expenditure per person on tobacco in £ sterling	Decimal(12,0)	No
pebnm_xx	expenditure per person on books, newspapers and magazines in £ sterling	Decimal(12,0)	No
pebks_xx	expenditure per person on books in £ sterling	Decimal(12,0)	No
penws_xx	expenditure per person on newspapers & magazines in £ sterling	Decimal(12,0)	No
pecfw_xx	expenditure per person on clothing & footwear in £ sterling	Decimal(12,0)	No
peftw_xx	expenditure per person on footwear in £ sterling	Decimal(12,0)	No
peclo_xx	expenditure per person on clothing in £ sterling	Decimal(12,0)	No
pefft_xx	expenditure per person on furniture, floor coverings and household textiles in £ sterling	Decimal(12,0)	No
pefrn_xx	expenditure per person on furniture & floor coverings in £ sterling	Decimal(12,0)	No
petsf_xx	expenditure per person on household textiles and soft furnishings in £ sterling	Decimal(12,0)	No
peavd_xx	expenditure per person on audio-visual equipment and other durable goods in £ sterling	Decimal(12,0)	No
pedom_xx	expenditure per person on domestic appliances in £ sterling	Decimal(12,0)	No
peavo_xx	expenditure per person on audio-visual equipment, photographic and optical goods in £ sterling	Decimal(12,0)	No
petel_xx	expenditure per person on telephone and fax equipment in £ sterling	Decimal(12,0)	No
pehwd_xx	expenditure per person on hardware and DIY supplies in £ sterling	Decimal(12,0)	No
pecgu_xx	expenditure per person on china, glass and utensils in £ sterling	Decimal(12,0)	No

*Field	Description	Type (width)	Indexed
permm_xx	expenditure per person on repair & maintenance materials in £ sterling	Decimal(12,0)	No
peteq_xx	expenditure per person on tools & equipment for house & garden in £ sterling	Decimal(12,0)	No
pegar_xx	expenditure per person on gardens, plants & flowers in £ sterling	Decimal(12,0)	No
peoth_xx	expenditure per person on other goods in £ sterling	Decimal(12,0)	No
pechm_xx	expenditure per person on chemists' goods in £ sterling	Decimal(12,0)	No
pejwl_xx	expenditure per person on jewellery, watches and clocks in £ sterling	Decimal(12,0)	No
pecln_xx	expenditure per person on non-durable goods in £ sterling	Decimal(12,0)	No
pecyc_xx	expenditure per person on bicycles in £ sterling	Decimal(12,0)	No
perec_xx	expenditure per person on recreational goods in £ sterling	Decimal(12,0)	No
pemis_xx	expenditure per person on miscellaneous goods in £ sterling	Decimal(12,0)	No
pecnv_xx	expenditure per person on convenience goods in £ sterling	Decimal(12,0)	No
pecmp_xx	expenditure per person on comparison goods in £ sterling	Decimal(12,0)	No
pegds_xx	Total Retail Expenditure per person in £ sterling. Includes expenditure on all the above categories.	Decimal(12,0)	No
peblk_xx	Total expenditure per person on bulky goods in £ sterling	Decimal(12,0)	No
pediy_xx	Total expenditure per person on DIY related goods in £ sterling	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Description of the Leisure Goods & Services Expenditure Database

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- ♦ Detailed Category Breakdown.35
- ♦ Leisure Goods & Services Expenditure Totals37
- ♦ Leisure Goods & Services Expenditure per Household.....38
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Expenditure Categories

Pitney Bowes Leisure Category	Consumer Trends COICOP Categories
Audio-visual, photo and optical	9.1.1 Audio visual equipment 9.1.2 Photographic and optical equipment 9.1.3 Information processing equipment 9.1.4 Recording media
Gardens, flowers and plants	9.3.3 Gardens, plants and flowers
Recreational goods	Sum of 9.2.1, 9.2.2, 9.3.1, 9.3.2 and 9.3.4 (see below)
Major and minor durables for indoor and outdoor recreation	9.2.1 Major durables for outdoors recreation 9.2.2 Musical instruments and major durables for indoor recreation
Games, toys and hobbies	9.3.1 Games, toys and hobbies
Sports, camping and open-air recreational equipment	9.3.2 Sports, camping and open air recreation equipment
Pets and related products	9.3.4 Pets and related products
Books	9.5.1 Books
Recreational and cultural services	9.4.1 Recreational and sporting services 9.4.2 Cultural services 9.4.3 Games of chance
Restaurants, cafes and canteens	11.1.1 Restaurants and cafes 11.1.2 Canteens
Accommodation services	11.2 Accommodation Services
Hairdressing and personal grooming	12.1.1 Hairdressing and personal grooming

Detailed Category Breakdown

Audio-visual, photo and optical

Radios, record players, amplifiers, speakers, tape machines, CD and DVD machines, personal stereos, televisions, videocassette recorders, aerials; cameras, camcorders, projectors, screens, binoculars, microscopes, telescopes and other photographic equipment; personal computers, printers, calculators, word processors, typewriters; records, pre-recorded tapes and CDs, pre-recorded videos and DVDs, floppy disks, blank tapes, videotapes, CD-Rs, unexposed films.

Gardens, flowers and plants

Flowers, shrubs, bulbs, seeds, fertilisers, composts, turf.

Recreational goods

This category is the sum of major and minor durables for indoor and outdoor recreation; games, toys, and hobbies; sports, camping, and open-air recreational equipment; and pets and related products.

Major and minor durables for indoor and outdoor recreation

Caravans, camper vans, trailers, aeroplanes, helicopters, gliders, air balloons, boats, animals for recreation and associated equipment; musical instruments of all sizes and types; billiard, snooker and ping-pong tables, pinball and gaming machines.

Games, toys and hobbies

Games, toys, toy bicycles, electronic games, fireworks, stamps for collecting, coins, hobby tools and requisites.

Sports, camping and open-air recreational equipment

Supply and repair of balls, shuttlecocks, gymnastic equipment, bats, rackets, weights, parachutes, recreational firearms, fishing equipment, inflatable boats, tents, sleeping bags, camping stoves, barbecues.

Pets and related products

Pets, pet foods, veterinary products, grooming goods, collars, leads, cages, kennels, tanks, litter trays.

Books

Books, atlases, encyclopaedias, text books, musical scores.

Recreational and cultural services

Services provided by sports stadia, racecourses, rinks, golf courses, pools, courts, bowling alleys, gyms, fairs, parks, dancing and skating; cinemas, theatres, concerts, circuses, TV licences, TV rental, satellite subscription, video hire, hire of musicians, clowns, performers, photographers, film processing; lotteries, scratchcards, betting, gaming, gambling.

Restaurants, cafes and canteens

Catering services, meals, alcohol, snacks and drinks sold by restaurants, pubs, cafes , etc.; catering services of works canteens, office restaurants, school and educational establishment canteens.

Accommodation services

Accommodation in hotels, motels, inns, "bed and breakfast" establishments, caravan sites, youth hostels, boarding schools, universities and other educational establishment accommodation.

Hairdressing and personal grooming

Hairdressing salons, barbers, beauty shops, manicures, pedicures, Turkish baths, saunas, solariums, non-medical massages, etc. Excludes spas and fitness centres.

Total Leisure Goods

Total expenditure for audio-visual, photo and optical; gardens, flowers and plants; major and minor durables for indoor and outdoor recreation; games, toys and hobbies; sports, camping and open-air recreations; pets and related products; books.

Total Leisure Services

Total expenditure for recreational and cultural services; restaurants, cafes and canteens; accommodation services; hairdressing and personal grooming.

Leisure Goods & Services Expenditure Totals

*Field	Description	Type (width)	Indexed
tladv_xx	Total expenditure on audiovisual goods, in £ sterling	Decimal(12,0)	No
tlgar_xx	Total expenditure on gardens, plants and flowers, in £ sterling	Decimal(12,0)	No
tlrec_xx	Total expenditure on recreational goods, in £ sterling	Decimal(12,0)	No
tldur_xx	Total expenditure on durables for indoor/outdoor recreation, in £ sterling	Decimal(12,0)	No
tltoy_xx	Total expenditure on games, toys and hobbies, in £ sterling	Decimal(12,0)	No
tlspt_xx	Total expenditure on sports goods, in £ sterling	Decimal(12,0)	No
tlpet_xx	Total expenditure on pets and related products, in £ sterling	Decimal(12,0)	No
tlbks_xx	Total expenditure on books, in £ sterling	Decimal(12,0)	No
tlrcs_xx	Total expenditure on recreational and cultural services, in £ sterling	Decimal(12,0)	No
tlrst_xx	Total expenditure on restaurants, in £ sterling	Decimal(12,0)	No
tlhot_xx	Total expenditure on hotels, in £ sterling	Decimal(12,0)	No
tlhpg_xx	Total expenditure on hair and personal grooming, in £ sterling	Decimal(12,0)	No
tlgds_xx	Total expenditure on leisure goods, in £ sterling	Decimal(12,0)	No
tlsvs_xx	Total expenditure on leisure services, in £ sterling	Decimal(12,0)	No
tltot_xx	2008 total leisure spend, in £ sterling	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Leisure Goods & Services Expenditure per Household

*Field	Description	Type (width)	Indexed
hladv_xx	Household expenditure on audiovisual goods, in £ sterling	Decimal(12,0)	No
hlgar_xx	Household expenditure on gardens, plants and flowers, in £ sterling	Decimal(12,0)	No
hlrec_xx	Household expenditure on recreational goods, in £ sterling	Decimal(12,0)	No
hldur_xx	Household expenditure on durables for indoor/outdoor recreation, in £ sterling	Decimal(12,0)	No
hltoy_xx	Household expenditure on games, toys and hobbies, in £ sterling	Decimal(12,0)	No
hlspt_xx	Household expenditure on sports goods, in £ sterling	Decimal(12,0)	No
hlpet_xx	Household expenditure on pets and related products, in £ sterling	Decimal(12,0)	No
hlbks_xx	Household expenditure on books, in £ sterling	Decimal(12,0)	No
hlrcs_xx	Household expenditure on recreational and cultural services, in £ sterling	Decimal(12,0)	No
hlrst_xx	Household expenditure on restaurants, in £ sterling	Decimal(12,0)	No
hlhot_xx	Household expenditure on hotels, in £ sterling	Decimal(12,0)	No
hlhpg_xx	Household expenditure on hair and personal grooming, in £ sterling	Decimal(12,0)	No
hlgds_xx	Household expenditure on leisure goods, in £ sterling	Decimal(12,0)	No
hlsvs_xx	Household expenditure on leisure services, in £ sterling	Decimal(12,0)	No
hltot_xx	Total Household leisure spend, in £ sterling	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Leisure Goods & Services Expenditure per Person

Field	Description	Type (width)	Indexed
* pladv_xx	Expenditure per person on audiovisual goods, in £ sterling	Decimal(12,0)	No
plgar_xx	Expenditure per person on gardens, plants and flowers, in £ sterling	Decimal(12,0)	No
plrec_xx	Expenditure per person on recreational goods, in £ sterling	Decimal(12,0)	No
pldur_xx	Expenditure per person on durables for indoor/outdoor recreation, in £ sterling	Decimal(12,0)	No
pltoy_xx	Expenditure per person on games, toys and hobbies, in £ sterling	Decimal(12,0)	No
plspt_xx	Expenditure per person on sports goods, in £ sterling	Decimal(12,0)	No
plpet_xx	Expenditure per person on pets and related products, in £ sterling	Decimal(12,0)	No
plbks_xx	Expenditure per person on books, in £ sterling	Decimal(12,0)	No
plrcs_xx	Expenditure per person on recreational and cultural services, in £ sterling	Decimal(12,0)	No
plrst_xx	Expenditure per person on restaurants, in £ sterling	Decimal(12,0)	No
plhot_xx	Expenditure per person on hotels, in £ sterling	Decimal(12,0)	No
plhpg_xx	Expenditure per person on hair and personal grooming, in £ sterling	Decimal(12,0)	No
plgds_xx	Expenditure per person on leisure goods, in £ sterling	Decimal(12,0)	No
plsvs_xx	Expenditure per person on leisure services, in £ sterling	Decimal(12,0)	No
pltot_xx	Total leisure spend per person, in £ sterling	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Description of the Retail Business Turnover Potential Database

In this chapter:

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Broad and Detailed Business Categories

This section describes Pitney Bowes Business Insight's Broad and Detailed Business categories. The categories include:

- **1. Mainly Food, Alcoholic Drink and Tobacco Stores**
- **2. Stores Specialising in the Retail Sale of Clothing, Footwear and Leather Goods**
- **3. Stores Specialising in the Retail Sale of Household Goods**
- **4. Stores Specialising in the Retail Sale of Other Goods**
- **5. Non-Specialised Stores without Food, Alcoholic Drink or Tobacco Predominating (SIC92 class 52.12)**
- **6. Non-Store Businesses (SIC92 group 52.6)**
- **7. Repair of Household and Personal Goods (SIC92 group 52.7)**

1. Mainly Food, Alcoholic Drink and Tobacco Stores

The Mainly Food, Alcoholic Drink and Tobacco Stores category includes the following subcategories:

- **1.1 Non-Specialised Stores with Food, Alcoholic Drink or Tobacco Predominating (SIC92 class 52.11)**
- **1.2 Specialised Food Stores**
- **1.3 Stores Specialising in the Retail Sale of Alcoholic and Other Beverages (SIC92 class 52.25)**
- **1.4 Stores Specialising in the Retail Sale of Tobacco (SIC92 class 52.26)**

1.1 Non-Specialised Stores with Food, Alcoholic Drink or Tobacco Predominating (SIC92 class 52.11)

The Non-Specialised Stores with Food, Alcoholic Drink or Tobacco Predominating sub-category includes stores selling a large variety of goods, of which food products, beverages or tobacco are predominant. Apart from their main sales of food products, beverages or tobacco, stores may have several other lines of merchandise such as clothing, furniture, domestic appliances, hardware, cosmetics, etc.

Examples: Asda Stores, Fortnum and Mason, J Sainsbury, Martin Retail Group, Netto Foodstores, Waitrose

This class also includes all non-specialist local co-operative societies.

1.2 Specialised Food Stores

The Specialised Food Stores sub-category includes:

- **1.2.1 Fruit and Vegetables (SIC92 class 52.21)**
- **1.2.2 Meat and Meat Products (SIC92 class 52.22)**
- **1.2.3 Fish, Crustaceans and Molluscs (SIC92 class 52.23)**
- **1.2.4 Bread, Cakes, Flour Confectionery and Sugar Confectionery (SIC92 class 52.24)**
- **1.2.5 Other Food, Beverages and Tobacco in Specialised Stores (SIC92 class 52.27)**

1.2.1 Fruit and Vegetables (SIC92 class 52.21)

The Fruit and Vegetables class includes stores that sell fruits and vegetables.

Example: Stokes

1.2.2 Meat and Meat Products (SIC92 class 52.22)

The Meat and Meat Products class includes stores that sell meat and meat products. Includes the retail sales of poultry and game.

Example: Dewhurst Butchers

1.2.3 Fish, Crustaceans and Molluscs (SIC92 class 52.23)

The Fish, Crustaceans and Molluscs class includes stores that specialise in the sale of fish, crustaceans and molluscs.

1.2.4 Bread, Cakes, Flour Confectionery and Sugar Confectionery (SIC92 class 52.24)

The Bread, Cakes, Flour Confectionery and Sugar Confectionery class includes stores that specialise in the sale of bread, cakes, flour and sugar confectionery.

Examples: A C Skelton and Sons, Greggs

1.2.5 Other Food, Beverages and Tobacco in Specialised Stores (SIC92 class 52.27)

The Other Food, Beverages and Tobacco in Specialised Stores class includes stores that sell other foods, beverages and tobacco. Includes the retail sale of dairy produce, eggs and edible oils and fats.

Examples: Cooplands (Doncaster), Morning Noon and Night

1.3 Stores Specialising in the Retail Sale of Alcoholic and Other Beverages (SIC92 class 52.25)

The Stores Specialising in the Retail Sale of Alcoholic and Other Beverages includes stores that sell alcoholic and other beverages.

Examples: Oddbins, Unwins, Victoria Wine Co

1.4 Stores Specialising in the Retail Sale of Tobacco (SIC92 class 52.26)

The Stores Specialising in the Retail Sale of Tobacco sub-category includes stores that sell tobacco.

Examples: Lawrence Hunt & Co, Rippleglen

2. Stores Specialising in the Retail Sale of Clothing, Footwear and Leather Goods

The Stores Specialising in the Retail Sale of Clothing, Footwear and Leather Goods category contains the following sub-categories:

- [2.1 Stores Specialising in the Retail Sale of Clothing \(SIC92 class 52.42\)](#)
- [2.2 Stores specialising in the Retail Sale of Footwear and Leather Goods \(SIC92 class 52.43\)](#)

2.1 Stores Specialising in the Retail Sale of Clothing (SIC92 class 52.42)

Stores specialising in the retail sale of articles of clothing, articles of fur, and clothing accessories such as gloves, ties, braces, etc.

Examples: Austin Reed, Bridal Fashions, Dixon Sports, Mackays Stores, Marks & Spencer, Matalan Discount Club (Cash & Carry), Monsoon

2.2 Stores specialising in the Retail Sale of Footwear and Leather Goods (SIC92 class 52.43)

Stores specialising in the retail sale of footwear, leather goods and travel accessories of leather and leather substitutes.

Examples: Bally UK Sales, Clarks, Russell and Bromley, Schuh

3. Stores Specialising in the Retail Sale of Household Goods

The Stores Specialising in the Retail Sale of Household Goods category includes the following sub-categories:

- **3.1 Stores Specialising in the Retail Sale of Textiles (SIC92 class 52.41)**
- **3.2 Stores Specialising in the Retail Sale of Furniture, Lighting and Household Articles (SIC92 class 52.44)**
- **3.3 Stores Specialising in the Retail Sale of Electrical Household Appliances and Radio and Television Goods (SIC92 class 52.45)**
- **3.4 Stores Specialising in the Retail Sale of Hardware, Paints and Glass (SIC92 class 52.46)**

3.1 Stores Specialising in the Retail Sale of Textiles (SIC92 class 52.41)

The Stores Specialising in the Retail Sale of Textiles sub-category includes stores specialising in the retail sales of fabrics; knitting yarn; basic materials for rug, tapestry or embroidery making; household textiles such as sheets, tablecloths or towels; haberdashery, needles, sewing threads, etc.

Example: C & H Fabrics, Fabric Land

3.2 Stores Specialising in the Retail Sale of Furniture, Lighting and Household Articles (SIC92 class 52.44)

The Stores Specialising in the Retail Sale of Furniture, Lighting and Household Articles sub-category includes stores specialising in the retail sale of furniture; lighting equipment; non-electrical household appliances; household utensils; cutlery, crockery, glassware, china and pottery; curtains, net curtains and other household furnishing articles of textile materials; wood, cork goods (excluding cork floor tiles) and wickerwork goods; household articles and equipment not elsewhere classified. This class excludes stores specialising in the retail sale of antiques, which are classified as second-hand goods.

Examples: Courts Furnishers (UK), Habitat UK, Harveys Furnishing Group, Robert Dyas, Royal Doulton (UK)

3.3 Stores Specialising in the Retail Sale of Electrical Household Appliances and Radio and Television Goods (SIC92 class 52.45)

The Stores Specialising in the Retail Sale of Electrical Household Appliances and Radio and Television Goods sub-category includes stores specialising in the retail sale of electrical household appliances: radio and television goods and other household audio/visual equipment; musical records and audio/visual tapes, CDs and cassettes.

Examples: Comet Group, HMV, Scottish Power

3.4 Stores Specialising in the Retail Sale of Hardware, Paints and Glass (SIC92 class 52.46)

The Stores Specialising in the Retail Sale of Hardware, Paints and Glass sub-category includes stores specialising in the retail sale of do-it-yourself materials and equipment; lawn mowers, however operated; hardware; paints, varnishes and lacquers; and other building materials such as bricks, wood and sanitary equipment.

Examples: B&Q, Graham Group, Homebase Group, Wickes Building Supplies

4. Stores Specialising in the Retail Sale of Other Goods

The Stores Specialising in the Retail Sale of Other Goods category includes the following subcategories:

- **4.1 Dispensing Chemists and Stores Specialising in the Retail Sale of Medical and Orthopaedic Goods, Cosmetic and Toilet Articles (SIC92 group 52.3)**
- **4.2 Stores Specialising in the Retail Sale of Books, Newspapers and Stationery (SIC92 class 52.47)**
- **4.3 Stores Specialising in the Retail Sale of Other New Goods (SIC92 class 52.48)**
- **4.4 Stores Specialising in the Retail Sale of Second-Hand Goods (SIC92 class 52.50)**

4.1 Dispensing Chemists and Stores Specialising in the Retail Sale of Medical and Orthopaedic Goods, Cosmetic and Toilet Articles (SIC92 group 52.3)

The Dispensing Chemists and Stores Specialising in the Retail Sale of Medical and Orthopaedic Goods, Cosmetic and Toilet Articles sub-category comprises SIC92 classes 52.31 (dispensing chemists), 52.32 (retail sale of medical and orthopaedic goods) and 52.33 (retail sale of cosmetic and toilet articles).

Examples: Lloyds Chemists, Scholl Consumer Products, Superdrug, Yves Rocher (London)

4.2 Stores Specialising in the Retail Sale of Books, Newspapers and Stationery (SIC92 class 52.47)

The Stores Specialising in the Retail Sale of Books, Newspapers and Stationery sub-category includes stores that sell books, newspapers and stationery. This class also includes stores specialising in the retail sale of other supplies such as pens, pencils, paper, etc. This class excludes stores specialising in the retail sale of second-hand or antique books, which are classified as secondhand goods.

Examples: Rymans, Staples, Waterstones, W H Smith

4.3 Stores Specialising in the Retail Sale of Other New Goods (SIC92 class 52.48)

The Stores Specialising in the Retail Sale of Other New Goods sub-category includes stores specialising in the retail sale of sports goods, fishing gear, camping goods, boats and bicycles; games and toys, stamps and coins; jewellery, clocks and watches; wallpaper; floor coverings; photographic, optical and precision equipment; office supplies and equipment; computers and non-customised software; flowers, plants, seeds, fertilisers, pet animals and pet foods; souvenirs, craft work and religious articles; household fuel oil, bottled gas, coal and wood; weapons and ammunition; non-food products not elsewhere classified.

Examples: Allied Carpets, Allsports (Retail), Birthdays, Country Garden Centres, Dolland and Aitchison, Hamleys of London, Notcutts, PC World, Pet City, Sportsworld (GB), The Carphone Warehouse, Wyevale Garden Centres, Wax Lyrical, YHA Adventure Shops.

4.4 Stores Specialising in the Retail Sale of Second-Hand Goods (SIC92 class 52.50)

The Stores Specialising in the Retail Sale of Second-Hand Goods sub-category includes stores specialising in the retail sale of antiques, second-hand books and other second-hand goods. This class excludes stores specialising in the retail sale of second-hand vehicles, which are classified in the Motoring sector.

Examples: Partridge Fine Arts, Scope

5. Non-Specialised Stores without Food, Alcoholic Drink or Tobacco Predominating (SIC92 class 52.12)

The Non-Specialised Stores without Food, Alcoholic Drink or Tobacco Predominating category includes stores selling a large variety of goods of which food products, beverages and tobacco should not be predominant. It includes activities of department stores carrying a general line of merchandise including clothes, furniture, appliances, hardware, cosmetics, jewellery, toys, sporting goods, etc.

Examples: Harrods, John Lewis, Mothercare UK, Oxfam, The National Trust (Enterprises), Woolworths

6. Non-Store Businesses (SIC92 group 52.6)

The Non-Store Businesses category comprises SIC92 classes 52.61, 52.62 and 52.63. This category includes retail businesses selling any kind of product by mail order; via television, radio and telephone; in a usually moveable stall either along a public road or on a fixed market place; by door-to-door sales persons; by vending machines, by mobile sellers. Mail order trading is defined as where goods are sent to the buyer, who made the choice on the basis of advertisements, catalogues, models or any other means of advertising.

Examples: Betterware UK, Dolphin Showers, Freemans, GUS Home Shopping, Lakeland, Software Warehouse, Vendcare Services, Weekender Ladies Wear

7. Repair of Household and Personal Goods (SIC92 group 52.7)

The Repair of Household and Personal Goods category includes businesses specialising in repair of boots, shoes, and other articles of leather; repair of electrical household goods; repair of watches, clocks and jewellery; repair of bicycles; alteration of clothing; repair not elsewhere classified.

Retail Business Turnover Potential Expenditure Totals

*Field	Description	Type(Width)	Indexed
tbfat_xx	Mainly food, alcoholic drink and tobacco stores - total turnover potential	Decimal(12,0)	No
tbnsf_xx	Non-specialised stores (mainly food, alcoholic drink and tobacco) - total turnover potential	Decimal(12,0)	No
tbfds_xx	Stores specialising in food - total turnover potential	Decimal(12,0)	No
tbfru_xx	Stores specialising in fruit and vegetables - total turnover potential	Decimal(12,0)	No
tbmea_xx	Stores specialising in meat and meat products - total turnover potential	Decimal(12,0)	No
tbfish_xx	Stores specialising in fish, crustaceans and molluscs - total turnover potential	Decimal(12,0)	No
tbbrd_xx	Stores specialising in bread, cakes, flour confectionery and sugar confectionery - total turnover potential	Decimal(12,0)	No
tbofd_xx	Stores specialising in other foods and beverages - total turnover potential	Decimal(12,0)	No
tbalc_xx	Stores specialising in alcoholic drink - total turnover potential	Decimal(12,0)	No
tbto_b_xx	Stores specialising in tobacco - total turnover potential	Decimal(12,0)	No
tbcfl_xx	Stores specialising in clothing, footwear and leather goods - total turnover potential	Decimal(12,0)	No
tbclo_xx	Stores specialising in clothing - total turnover potential	Decimal(12,0)	No
tbflg_xx	Stores specialising in footwear and leather goods - total turnover potential	Decimal(12,0)	No
tbh_hg_xx	Stores specialising in household goods - total turnover potential	Decimal(12,0)	No
tbtex_xx	Stores specialising in household textiles - total turnover potential	Decimal(12,0)	No

*Field	Description	Type(Width)	Indexed
tbflh_xx	Stores specialising in furniture, lighting and household articles - total turnover potential	Decimal(12,0)	No
tbelc_xx	Stores specialising in electrical household appliances, radio and TV - total turnover potential	Decimal(12,0)	No
tbhgp_xx	Stores specialising in hardware, glass and paints - total turnover potential	Decimal(12,0)	No
tbosp_xx	Stores specialising in other goods - total turnover potential	Decimal(12,0)	No
tbchm_xx	Stores specialising in pharmaceutical and medical goods, cosmetics and toiletries - total turnover potential	Decimal(12,0)	No
tbnbs_xx	Stores specialising in books, newspapers and stationery - total turnover potential	Decimal(12,0)	No
tbonw_xx	Stores specialising in other new goods - total turnover potential	Decimal(12,0)	No
tbsec_xx	Stores specialising in second-hand goods - total turnover potential	Decimal(12,0)	No
tbns0_xx	Non-specialised stores (not mainly food, alcoholic drink and tobacco) - total turnover potential	Decimal(12,0)	No
tbcnv_xx	Convenience store retail businesses - total turnover potential	Decimal(12,0)	No
tbcmp_xx	Comparison store retail businesses - total turnover potential	Decimal(12,0)	No
tbcms_xx	Specialised comparison store retail businesses - total turnover potential	Decimal(12,0)	No
tbcmn_xx	Non-specialised (mixed) comparison store retail businesses - total turnover potential	Decimal(12,0)	No
tbnst_xx	Non-store businesses - total turnover potential	Decimal(12,0)	No
tbalr_xx	All retail businesses - total turnover potential	Decimal(12,0)	No

*Field	Description	Type(Width)	Indexed
tbrep_xx	Repairers of personal and household goods - total turnover potential	Decimal(12,0)	No
tbalb_xx	All businesses - total turnover potential	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Retail Business Turnover Potential Expenditure per Household

*Field	Description	Type(Width)	Indexed
hbfat_xx	Mainly food, alcoholic drink and tobacco stores - total turnover potential per household	Decimal(12,0)	No
hbnsf_xx	Non-specialised stores (mainly food, alcoholic drink and tobacco) - total turnover potential per household	Decimal(12,0)	No
hbfds_xx	Stores specialising in food - total turnover potential per household	Decimal(12,0)	No
hbfru_xx	Stores specialising in fruit and vegetables - total turnover potential per household	Decimal(12,0)	No
hbmea_xx	Stores specialising in meat and meat products - total turnover potential per household	Decimal(12,0)	No
hbfish_xx	Stores specialising in fish, crustaceans and molluscs - total turnover potential per household	Decimal(12,0)	No
hbbrd_xx	Stores specialising in bread, cakes, flour confectionery and sugar confectionery - total turnover potential per household	Decimal(12,0)	No
hbofd_xx	Stores specialising in other foods and beverages - total turnover potential per household	Decimal(12,0)	No
hbalc_xx	Stores specialising in alcoholic drink - total turnover potential per household	Decimal(12,0)	No
hbtob_xx	Stores specialising in tobacco - total turnover potential per household	Decimal(12,0)	No

*Field	Description	Type(Width)	Indexed
hbcfl_xx	Stores specialising in clothing, footwear and leather goods - total turnover potential per household	Decimal(12,0)	No
hbclo_xx	Stores specialising in clothing - total turnover potential per household	Decimal(12,0)	No
hbflg_xx	Stores specialising in footwear and leather goods - total turnover potential per household	Decimal(12,0)	No
hbhng_xx	Stores specialising in household goods - total turnover potential per household	Decimal(12,0)	No
hbtex_xx	Stores specialising in household textiles - total turnover potential per household	Decimal(12,0)	No
hbflh_xx	Stores specialising in furniture, lighting and household articles - total turnover potential per household	Decimal(12,0)	No
hbelc_xx	Stores specialising in electrical household appliances, radio and TV - total turnover potential per household	Decimal(12,0)	No
hbhgp_xx	Stores specialising in hardware, glass and paints - total turnover potential per household	Decimal(12,0)	No
hbosp_xx	Stores specialising in other goods - total turnover potential per household	Decimal(12,0)	No
hbchm_xx	Stores specialising in pharmaceutical and medical goods, cosmetics and toiletries - total turnover potential per household	Decimal(12,0)	No
hbbns_xx	Stores specialising in books, newspapers and stationery - total turnover potential per household	Decimal(12,0)	No
hbonw_xx	Stores specialising in other new goods - total turnover potential per household	Decimal(12,0)	No
hbsec_xx	Stores specialising in second-hand goods - total turnover potential per household	Decimal(12,0)	No
hbnso_xx	Non-specialised stores (not mainly food, alcoholic drink and tobacco) - total turnover potential per household	Decimal(12,0)	No
hbcnv_xx	Convenience store retail businesses - total turnover potential per household	Decimal(12,0)	No

*Field	Description	Type(Width)	Indexed
hbcmp_xx	Comparison store retail businesses - total turnover potential per household	Decimal(12,0)	No
hbcms_xx	Specialised comparison store retail businesses - total turnover potential per household	Decimal(12,0)	No
hbcmn_xx	Non-specialised (mixed) comparison store retail businesses - total turnover potential per household	Decimal(12,0)	No
hbnst_xx	Non-store businesses - total turnover potential per household	Decimal(12,0)	No
hbalr_xx	All retail businesses - total turnover potential per household	Decimal(12,0)	No
hbrep_xx	Repairers of personal and household goods - total turnover potential per household	Decimal(12,0)	No
hbalb_xx	All businesses - total turnover potential per household	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).

Retail Business Turnover Potential Expenditure per Person

*Field	Description	Type(Width)	Indexed
pbfat_xx	Mainly food, alcoholic drink and tobacco stores - total turnover potential per person	Decimal(12,0)	No
pbnsf_xx	Non-specialised stores (mainly food, alcoholic drink and tobacco) - total turnover potential per person	Decimal(12,0)	No
pbfds_xx	Stores specialising in food - total turnover potential per person	Decimal(12,0)	No
pbfru_xx	Stores specialising in fruit and vegetables - total turnover potential per person	Decimal(12,0)	No
pbmea_xx	Stores specialising in meat and meat products - total turnover potential per person	Decimal(12,0)	No
pbfsh_xx	Stores specialising in fish, crustaceans and molluscs - total turnover potential per person	Decimal(12,0)	No

*Field	Description	Type(Width)	Indexed
pbbrd_xx	Stores specialising in bread, cakes, flour confectionery and sugar confectionery - total turnover potential per person	Decimal(12,0)	No
pbofd_xx	Stores specialising in other foods and beverages - total turnover potential per person	Decimal(12,0)	No
pbalc_xx	Stores specialising in alcoholic drink - total turnover potential per person	Decimal(12,0)	No
pbtab_xx	Stores specialising in tobacco - total turnover potential per person	Decimal(12,0)	No
pbclf_xx	Stores specialising in clothing, footwear and leather goods - total turnover potential per person	Decimal(12,0)	No
pbclo_xx	Stores specialising in clothing - total turnover potential per person	Decimal(12,0)	No
pbflg_xx	Stores specialising in footwear and leather goods - total turnover potential per person	Decimal(12,0)	No
pbhng_xx	Stores specialising in household goods - total turnover potential per person	Decimal(12,0)	No
pbtex_xx	Stores specialising in household textiles - total turnover potential per person	Decimal(12,0)	No
pbflh_xx	Stores specialising in furniture, lighting and household articles - total turnover potential per person	Decimal(12,0)	No
pbelc_xx	Stores specialising in electrical household appliances, radio and TV - total turnover potential per person	Decimal(12,0)	No
pbhgp_xx	Stores specialising in hardware, glass and paints - total turnover potential per person	Decimal(12,0)	No
pbosp_xx	Stores specialising in other goods - total turnover potential per person	Decimal(12,0)	No
pbchm_xx	Stores specialising in pharmaceutical and medical goods, cosmetics and toiletries - total turnover potential per person	Decimal(12,0)	No
pbbsn_xx	Stores specialising in books, newspapers and stationery - total turnover potential per person	Decimal(12,0)	No

*Field	Description	Type(Width)	Indexed
pbonw_xx	Stores specialising in other new goods - total turnover potential per person	Decimal(12,0)	No
pbsec_xx	Stores specialising in second-hand goods - total turnover potential per person	Decimal(12,0)	No
pbnso_xx	Non-specialised stores (not mainly food, alcoholic drink and tobacco) - total turnover potential per person	Decimal(12,0)	No
pbcnv_xx	Convenience store retail businesses - total turnover potential per person	Decimal(12,0)	No
pbcmp_xx	Comparison store retail businesses - total turnover potential per person	Decimal(12,0)	No
pbcms_xx	Specialised comparison store retail businesses - total turnover potential per person	Decimal(12,0)	No
pbcmn_xx	Non-specialised (mixed) comparison store retail businesses - total turnover potential per person	Decimal(12,0)	No
pbnst_xx	Non-store businesses - total turnover potential per person	Decimal(12,0)	No
pbalr_xx	All retail businesses - total turnover potential per person	Decimal(12,0)	No
pbrep_xx	Repairers of personal and household goods - total turnover potential per person	Decimal(12,0)	No
pbalb_xx	All businesses - total turnover potential per person	Decimal(12,0)	No

* For Census Administration, Postcode Lookup, and Coordinates, refer to [Aggregation, Population and Household Fields on page 11](#).