

Moray Retail Study 2021

Final Report

Appendix B: Experian Area Expenditure Report

For Moray Council

February 2022



Hargest Planning Ltd

Moray Retail Study 2021

Final Report

Appendix B: Experian Area Expenditure Report

For Moray Council

February 2022

reference:

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Area Comparison Report



Target Area(s):
Date:

Layers; Clip
01/07/2021

Retail Planner

Consumer Retail Expenditure (Coarse)

2019 Total Expenditure (in 2019 prices)

2019 Total Expenditure per Person (in 2019 prices)

	1	2	3	4	5	6	7	8
Total Retail per Person	6,003	6,695	6,348	6,009	5,873	5,924	5,735	6,521
Total Comparison per Person	3,577	4,144	3,816	3,596	3,456	3,460	3,325	3,919
Total Convenience per Person	2,426	2,551	2,532	2,413	2,417	2,464	2,410	2,602

2019 Total Expenditure per Person (in 2019 prices) Comparison

	1	2	3	4	5	6	7	8
Total Comparison per Person	3,577	4,144	3,816	3,596	3,456	3,460	3,325	3,919
10% of Non-Durable household goods per Person	5	6	5	5	4	4	4	5
Appliances for personal care per Person	335	346	334	332	261	291	285	326
Audio-visual, photographic and information processing equipment per Person	379	377	378	345	559	418	431	397
Bicycles per Person	20	32	30	22	26	26	20	32
Books and stationery per Person	115	159	142	122	114	120	114	150
Clothing materials and garments per Person	810	871	817	755	685	712	662	815
Furniture and furnishings; carpets and other floor coverings per Person	272	288	269	260	212	218	216	257
Games, toys and hobbies; sport and camping; musical instruments per Person	407	455	398	434	328	361	365	402
Gardens, plants and flowers per Person	71	118	92	77	86	82	75	107
Glassware, tableware and household utensils per Person	109	126	119	103	126	104	101	114
Household textiles per Person	108	133	110	101	91	90	88	114
Jewellery, clocks and watches per Person	134	161	160	140	102	127	124	161
Major household appliances (electric or not) per Person	89	150	123	131	109	112	117	132
Major tools and equipment per Person	8	14	12	10	11	12	10	14
Materials for maintenance and repair of the dwelling per Person	15	16	16	15	15	17	16	17
Medical goods and other pharmaceutical products per Person	145	187	158	159	119	143	139	173
Other personal effects per Person	75	88	80	79	65	69	70	81
Pets and related products per Person	92	176	153	145	147	170	148	182
Recording media per Person	119	119	114	91	132	113	95	120
Shoes and other footwear per Person	134	143	150	133	149	141	132	150
Small electrical household appliances per Person	20	18	16	13	13	13	11	16
Small tools and miscellaneous accessories per Person	56	77	65	53	48	51	43	72
Therapeutic appliances and equipment per Person	58	86	73	70	53	63	59	81

2019 Total Expenditure per Person (in 2019 prices) Convenience

	1	2	3	4	5	6	7	8
Total Convenience per Person	2,426	2,551	2,532	2,413	2,417	2,464	2,410	2,602
90% of Non-Durable household goods per Person	44	51	48	44	37	40	39	48
Alcohol (off-trade) per Person	319	386	372	335	353	341	330	386
Food and non-alcoholic beverages per Person	1,569	1,706	1,654	1,565	1,534	1,576	1,521	1,699
Newspapers and periodicals per Person	52	67	65	56	74	64	65	71
Tobacco per Person	442	340	393	412	419	443	455	398

2019 Total Expenditure per Person (in 2019 prices) Other Aggregations

	1	2	3	4	5	6	7	8
Core bulky goods per Person	895	1,045	961	896	1,045	914	912	1,002
Core DIY Goods excluding gardening per Person	111	141	126	110	100	106	95	134
Gardens, plants and flowers per Person	71	118	92	77	86	82	75	107
Other Bulky Goods per Person	713	786	743	710	859	726	742	761

2019 Total Expenditure per Person (in 2019 prices) Prescription Costs

	1	2	3	4	5	6	7	8
Prescription costs per Person	170	160	172	167	169	169	170	170

Consumer Retail Expenditure (Fine)

2019 Total Expenditure (in 2019 prices)

2019 Total Expenditure per Person (in 2019 prices)

	1	2	3	4	5	6	7	8
Total Retail per Person	6,003	6,695	6,348	6,009	5,873	5,924	5,735	6,521
Total Comparison per Person	3,577	4,144	3,816	3,596	3,456	3,460	3,325	3,919
Total Convenience per Person	2,426	2,551	2,532	2,413	2,417	2,464	2,410	2,602

Alcohol (off trade) per Person

	1	2	3	4	5	6	7	8
Alcohol (off-trade) per Person	319	386	372	335	353	341	330	386
Beer (off trade) per Person	78	88	83	82	68	79	78	88
Spirits (off trade) per Person	123	137	138	122	151	136	128	141
Wine, cider and perry (off trade) per Person	118	162	151	131	134	126	125	157

Appliances for personal care per Person

	1	2	3	4	5	6	7	8
Appliances for personal care per Person	335	346	334	332	261	291	285	326
Electric appliances for personal care per Person	36	32	35	39	32	35	37	33
Other appliances, articles and prods for personal care per Person	298	314	299	293	230	256	248	293
Audio-visual, photographic and information processing equipment per Person	1	2	3	4	5	6	7	8
Audio-visual, photographic and information processing equipmei	379	377	378	345	559	418	431	397
Eqpt fr recptn, recrdng and reprdtn of sound and pics per Person	143	134	132	121	206	152	156	139
Information processing equipment per Person	165	153	155	154	252	175	199	161
Photographic and cine eqpt and optical instruments per Person	44	67	68	46	80	69	54	75
Telephone and telefax equipment per Person	26	23	24	24	21	22	22	22
Bicycles per Person	1	2	3	4	5	6	7	8
Bicycles per Person	20	32	30	22	26	26	20	32
Books and Stationery per Person	1	2	3	4	5	6	7	8
Books and stationery per Person	115	159	142	122	114	120	114	150
Books per Person	43	65	58	50	43	48	45	64
Stationery and drawing materials and misc. printed matter per Pt	73	94	84	73	72	72	69	86
Clothing materials and garments per Person	1	2	3	4	5	6	7	8
Clothing materials and garments per Person	810	871	817	755	685	712	662	815
Clothing materials per Person	12	17	15	13	16	16	14	18
Garments per Person	747	782	736	695	604	640	603	728
Other articles of clothing and clothing accessories per Person	51	72	65	48	64	56	45	70
Food and non-alcoholic beverages per Person	1	2	3	4	5	6	7	8
Food and non-alcoholic beverages per Person	1,569	1,706	1,654	1,565	1,534	1,576	1,521	1,699
Bread and cereals per Person	263	280	273	261	252	263	255	280
Coffee, tea and cocoa per Person	40	52	47	46	51	48	49	51
Fish per Person	51	61	58	52	54	53	51	61
Fruit per Person	136	163	155	137	146	144	133	162
Fruit and vegetables; juices and other soft drinks per Person	139	139	133	135	126	131	131	134
Meat per Person	298	315	306	292	274	287	281	312
Milk, cheese and eggs per Person	152	175	168	154	164	162	154	176
Oils and fats per Person	34	42	41	36	41	41	38	44
Other food per Person	40	45	43	40	37	39	36	43
Sugar, confectionery and ice cream per Person	215	217	221	215	208	216	212	222
Vegetables per Person	200	217	209	197	182	192	182	213
Furniture and Furnishings per Person	1	2	3	4	5	6	7	8
Furniture and furnishings; carpets and other floor coverings per F	272	288	269	260	212	218	216	257
Carpets and other floor coverings per Person	71	70	74	77	71	70	73	70
Furniture and furnishings per Person	201	218	196	183	141	149	143	187
Games, toys and hobbies; sport and camping; music instruments per Person	1	2	3	4	5	6	7	8
Games, toys and hobbies; sport and camping; musical instrumeni	407	455	398	434	328	361	365	402
Equipment for sport camping and open-air recreation per Person	67	78	56	58	46	50	48	61
Games toys and hobbie per Persons	339	376	341	375	281	310	315	339
Musical instrumnts and maj durables fr indoor recrtn per Person	1	1	1	1	1	1	1	1
Gardens, plants and flowers per Person	1	2	3	4	5	6	7	8
Gardens, plants and flowers per Person	71	118	92	77	86	82	75	107
Glassware, tableware and household utensils per Person	1	2	3	4	5	6	7	8
Glassware, tableware and household utensils per Person	109	126	119	103	126	104	101	114
Household textiles per Person	1	2	3	4	5	6	7	8
Household textiles per Person	108	133	110	101	91	90	88	114
Jewellery, clocks and watches per Person	1	2	3	4	5	6	7	8
Jewellery, clocks and watches per Person	134	161	160	140	102	127	124	161
Major household appliances per Person	1	2	3	4	5	6	7	8
Major household appliances (electric or not) per Person	89	150	123	131	109	112	117	132
Major tools and equipment per Person	1	2	3	4	5	6	7	8
Major tools and equipment per Person	8	14	12	10	11	12	10	14
Materials for maintenance and repair of the dwelling (Retail per Person)	1	2	3	4	5	6	7	8
Materials for maintenance and repair of the dwelling per Person	15	16	16	15	15	17	16	17
Medical goods and other pharmaceutical products per Person	1	2	3	4	5	6	7	8
Medical goods and other pharmaceutical products per Person	145	187	158	159	119	143	139	173
Other medical products per Person	18	27	22	21	16	18	17	24
Pharmaceutical products per Person	127	161	137	137	103	126	123	149

	1	2	3	4	5	6	7	8
Newspapers and periodicals per Person								
Newspapers and periodicals per Person	52	67	65	56	74	64	65	71
	1	2	3	4	5	6	7	8
Non-durable household goods per Person								
Non-durable household goods per Person	49	57	53	49	42	44	43	53
	1	2	3	4	5	6	7	8
Other personal effects per Person								
Other personal effects per Person	75	88	80	79	65	69	70	81
	1	2	3	4	5	6	7	8
Pets and related products per Person								
Pets and related products per Person	92	176	153	145	147	170	148	182
	1	2	3	4	5	6	7	8
Recording media per Person								
Recording media per Person	119	119	114	91	132	113	95	120
	1	2	3	4	5	6	7	8
Shoes and other footwear per Person								
Shoes and other footwear per Person	134	143	150	133	149	141	132	150
	1	2	3	4	5	6	7	8
Small electrical household appliances per Person								
Small electrical household appliances per Person	20	18	16	13	13	13	11	16
	1	2	3	4	5	6	7	8
Small tools and miscellaneous accessories per Person								
Small tools and miscellaneous accessories per Person	56	77	65	53	48	51	43	72
	1	2	3	4	5	6	7	8
Therapeutic appliances and equipment per Person								
Therapeutic appliances and equipment per Person	58	86	73	70	53	63	59	81
	1	2	3	4	5	6	7	8
Tobacco (Retail) per Person								
Tobacco per Person	442	340	393	412	419	443	455	398
	1	2	3	4	5	6	7	8
Prescription costs per Person								
Prescription costs per Person	170	160	172	167	169	169	170	170
Leisure per Person								
	1	2	3	4	5	6	7	8
Total Leisure per Person	3,037	3,162	3,067	2,837	2,520	2,568	2,424	2,938
Accommodation services per Person								
Accommodation services per Person	165	194	189	153	164	156	139	185
Cultural services per Person								
Cultural services per Person	340	371	357	338	300	309	295	353
Education per Person								
Education per Person	202	183	184	167	164	160	153	182
Games of chance per Person								
Games of chance per Person	250	205	222	227	177	205	204	210
Hairdressing salons and personal grooming estbshmnts per Persc								
Hairdressing salons and personal grooming estbshmnts per Persc	105	121	108	97	88	89	83	105
Insurance per Person								
Insurance per Person	87	112	103	89	90	89	81	106
Recreational and sporting services per Person								
Recreational and sporting services per Person	139	139	133	114	158	114	120	119
Restaurants, cafes etc per Person								
Restaurants, cafes etc per Person	1,206	1,259	1,231	1,180	1,006	1,062	1,013	1,192
Social protection per Person								
Social protection per Person	313	266	269	244	177	182	164	214
Other services per Person								
Other services per Person	229	312	272	228	196	201	171	272
Accommodation services per Person								
	1	2	3	4	5	6	7	8
Accommodation services per Person								
Accommodation services per Person	165	194	189	153	164	156	139	185
Holiday abroad per Person								
Holiday abroad per Person	68	81	79	60	69	62	56	77
Holiday in the UK per Person								
Holiday in the UK per Person	96	111	108	91	94	93	83	106
Room hire per Person								
Room hire per Person	2	2	2	2	2	1	1	2
Cultural services per Person								
	1	2	3	4	5	6	7	8
Cultural services per Person								
Cultural services per Person	340	371	357	338	300	309	295	353
Cinema, theatre and museums etc. per Person								
Cinema, theatre and museums etc. per Person	80	98	94	76	70	67	59	91
TV, video, satellite rental, cable subscriptions, TV licences per Per								
TV, video, satellite rental, cable subscriptions, TV licences per Per	205	222	213	214	185	200	196	216
Miscellaneous entertainments per Person								
Miscellaneous entertainments per Person	49	47	45	44	40	38	37	41
Development of film, deposit for film development, passport phc								
Development of film, deposit for film development, passport phc	6	5	5	4	4	4	3	4
	1	2	3	4	5	6	7	8
Cinema, theatre and museums etc. per Person								
Cinema, theatre and museums etc. per Person	80	98	94	76	70	67	59	91
Cinemas per Person								
Cinemas per Person	19	20	18	16	11	11	11	16
Live entertainment: theatre, concerts, shows per Person								
Live entertainment: theatre, concerts, shows per Person	41	61	58	40	45	43	34	59
Museums, zoological gardens, theme parks, houses and gardens								
Museums, zoological gardens, theme parks, houses and gardens	20	18	18	19	13	13	14	16
	1	2	3	4	5	6	7	8
TV, video, satellite rental, cable subscriptions, TV licences per Per								
TV, video, satellite rental, cable subscriptions, TV licences per Per	205	222	213	214	185	200	196	216
TV licences per Person								
TV licences per Person	102	105	102	106	90	99	98	104
Satellite subscriptions per Person								
Satellite subscriptions per Person	59	80	77	77	67	73	72	80
Rent for TV/Satellite/VCR per Person								
Rent for TV/Satellite/VCR per Person	1	1	1	1	1	1	1	1
Cable subscriptions per Person								
Cable subscriptions per Person	7	4	4	4	3	3	3	3
TV slot meter payments per Person								
TV slot meter payments per Person	0	0	0	0	0	0	0	0
Video, cassette and CD hire per Person								
Video, cassette and CD hire per Person	36	32	30	26	24	24	22	28
	1	2	3	4	5	6	7	8
Miscellaneous entertainments per Person								
Miscellaneous entertainments per Person	49	47	45	44	40	38	37	41
Admissions to clubs, dances, discos, bingo per Person								
Admissions to clubs, dances, discos, bingo per Person	28	24	24	25	21	20	20	20
Social events and gatherings per Person								
Social events and gatherings per Person	6	6	5	5	4	4	4	5
Subscriptions for leisure activities and other subscriptions per Pe								
Subscriptions for leisure activities and other subscriptions per Pe	16	17	17	15	15	14	13	16

	1	2	3	4	5	6	7	8
Development of film, deposit for film development, passport photos, holiday and school photos per Person								
Development of film, deposit for film development, passport phc Education per Person	6	5	5	4	4	4	3	4
	1	2	3	4	5	6	7	8
Education per Person	202	183	184	167	164	160	153	182
Education fees per Person	190	171	172	158	154	151	145	171
Payments for school trips, other ad-hoc expenditure per Person	13	12	12	10	10	9	8	11
	1	2	3	4	5	6	7	8
Education fees per Person	190	171	172	158	154	151	145	171
Nursery and primary education (education fees) per Person	46	41	40	34	35	33	31	40
Secondary education (education fees) per Person	24	21	20	18	17	16	15	19
Sixth form college/college education (education fees) per Person	8	7	6	6	6	6	5	6
University education (education fees) per Person	98	85	88	80	78	76	73	86
Other education (education fees) per Person	14	17	17	20	20	20	21	19
	1	2	3	4	5	6	7	8
Payments for school trips, other ad-hoc expenditure per Person	13	12	12	10	10	9	8	11
Nursery and primary education (Payments for school trips, other	8	7	7	6	6	6	5	7
Secondary education (Payments for school trips, other ad-hoc ex	5	5	5	4	3	3	3	4
Sixth form college/college education (Payments for school trips, t	0	0	0	0	0	0	0	0
University Education (including Other Education) (Payments for s	0	0	0	0	0	0	0	0
Games of chance per Person								
	1	2	3	4	5	6	7	8
Games of chance per Person	250	205	222	227	177	205	204	210
Football pools stakes per Person	3	2	3	3	2	2	2	2
Bingo stakes excluding admission per Person	19	12	13	13	10	11	11	12
Lottery per Person	154	141	156	155	132	153	152	154
Bookmaker, tote, other betting stakes per Person	74	49	50	55	34	39	39	42
	1	2	3	4	5	6	7	8
Hairdressing salons and personal grooming establishments per Person								
Hairdressing salons and personal grooming establishments per P	105	121	108	97	88	89	83	105
Insurance per Person								
	1	2	3	4	5	6	7	8
Insurance per Person	87	112	103	89	90	89	81	106
Dwelling insurance per Person	51	68	62	54	57	55	50	65
Health insurance per Person	9	13	12	9	9	9	8	12
Transport insurance per Person	27	31	28	27	24	25	23	29
	1	2	3	4	5	6	7	8
Health insurance per Person								
Health insurance per Person	9	13	12	9	9	9	8	12
	1	2	3	4	5	6	7	8
Dwelling insurance per Person	51	68	62	54	57	55	50	65
Structure insurance per Person	23	31	28	24	27	25	23	30
Contents insurance per Person	23	31	28	24	25	24	22	29
Insurance for Person appliances per Person	5	6	6	6	5	6	5	6
	1	2	3	4	5	6	7	8
Transport insurance per Person								
Transport insurance per Person	27	31	28	27	24	25	23	29
Recreational and sporting services per Person								
	1	2	3	4	5	6	7	8
Recreational and sporting services per Person	139	139	133	114	158	114	120	119
Spectator sports: admission charges per Person	11	9	9	9	8	7	7	8
Participant sports (excluding subscriptions) per Person	25	33	31	24	29	28	22	31
Subscriptions to sports and social clubs per Person	49	46	47	41	80	44	56	39
Leisure class fees per Person	52	48	44	39	37	32	34	40
Hire of equipment for sport and open air recreation per Person	2	2	2	1	3	2	2	2
Restaurants, cafes etc per Person								
	1	2	3	4	5	6	7	8
Restaurants, cafes etc per Person	1,206	1,259	1,231	1,180	1,006	1,062	1,013	1,192
Restaurant and café meals per Person	588	668	652	593	549	557	514	643
Alcoholic drinks (away from home) per Person	236	242	225	215	170	177	170	215
Take away meals eaten at home per Person	196	162	164	179	130	152	157	152
Other take-away and snack food per Person	172	170	175	178	145	164	159	167
Contract catering (food) per Person	14	16	15	15	12	13	12	15
	1	2	3	4	5	6	7	8
Restaurant and café meals per Person								
Restaurant and café meals per Person	588	668	652	593	549	557	514	643
	1	2	3	4	5	6	7	8
Alcoholic drinks (away from home) per Person								
Alcoholic drinks (away from home) per Person	236	242	225	215	170	177	170	215
	1	2	3	4	5	6	7	8
Take away meals eaten at home per Person								
Take away meals eaten at home per Person	196	162	164	179	130	152	157	152

	1	2	3	4	5	6	7	8
Other take-away and snack food per Person	172	170	175	178	145	164	159	167
Other take-away and snack food : Hot and cold food per Person	128	131	133	134	107	122	117	127
Other take-away and snack food : Confectionery per Person	9	9	9	10	8	9	9	9
Other take-away and snack food : Ice cream per Person	5	5	5	5	5	6	5	6
Other take-away and snack food : Soft drinks per Person	29	25	27	29	24	27	28	26
	1	2	3	4	5	6	7	8
Contract catering (food) per Person								
Contract catering (food) per Person	14	16	15	15	12	13	12	15
Social protection per Person								
	1	2	3	4	5	6	7	8
Social protection per Person	313	266	269	244	177	182	164	214
Residential homes per Person	0	0	0	0	0	0	0	0
Home help per Person	41	38	34	33	23	22	21	27
Nursery, crèche, playschools per Person	98	102	97	86	69	71	59	86
Child care payments per Person	173	125	138	124	86	90	84	101
Other services per Person								
	1	2	3	4	5	6	7	8
Other services per Person	229	312	272	228	196	201	171	272
Moving house per Person	113	166	142	122	114	116	99	148
Bank, building society, post office, credit card charges per Person	28	31	30	29	21	24	20	28
Other services and professional fees per Person	88	115	100	77	61	62	52	96
	1	2	3	4	5	6	7	8
Moving house per Person	113	166	142	122	114	116	99	148
Moving and storage of furniture per Person	18	31	26	21	22	22	19	28
Property transaction - purchase and sale per Person	49	64	55	46	41	42	34	54
Property transaction - sale only per Person	19	29	24	20	19	19	16	26
Property transaction - purchase only per Person	18	30	27	27	24	24	23	28
Property transaction - other payments per Person	8	12	10	8	8	8	7	11
	1	2	3	4	5	6	7	8
Bank, building society, post office, credit card charges per Person	28	31	30	29	21	24	20	28
Bank and building society charges per Person	25	27	26	25	18	21	18	24
Bank and Post Office counter charges (inc. Travellers cheques ch	0	0	0	0	0	0	0	0
Annual standing charge for credit cards per Person	3	4	4	3	3	3	2	4
	1	2	3	4	5	6	7	8
Other services and professional fees per Person	88	115	100	77	61	62	52	96
Other professional fees including court fines per Person	13	16	14	11	8	8	7	13
Legal fees per Person	23	31	28	20	18	17	13	26
Funeral expenses per Person	24	31	27	21	15	15	14	25
TU and professional organisations per Person	24	34	28	21	18	19	16	28
Other payments for services e.g. photocopying per Person	5	3	4	4	2	2	2	3

2020 Experian Ltd

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