

Per Capita Expenditure (Convenience Goods)		2012	2013	2014	2015	2016	2017	2018
Zone 7 (PO7 5)		£2,017	£2,005	£2,021	£2,037	£2,053	£2,070	£2,086
Zone 8 (PO7 8)		£1,892	£1,880	£1,895	£1,910	£1,926	£1,941	£1,957
Zone 9 (PO7 7)		£1,964	£1,952	£1,967	£1,983	£1,999	£2,015	£2,031
Zone 10 (PO8 8)		£1,902	£1,890	£1,906	£1,921	£1,936	£1,952	£1,967
Zone 11 (PO7 6)		£1,934	£1,922	£1,937	£1,953	£1,969	£1,984	£2,000
Growth Rate		-0.60%	-0.60%	0.80%	0.80%	0.80%	0.80%	0.80%

Per Capita Expenditure (Comparison Goods)		2012	2013	2014	2015	2016	2017	2018
Zone 7 (PO7 5)		£3,229	£3,332	£3,429	£3,528	£3,631	£3,736	£3,844
Zone 8 (PO7 8)		£2,923	£3,017	£3,104	£3,194	£3,287	£3,382	£3,480
Zone 9 (PO7 7)		£3,006	£3,103	£3,193	£3,285	£3,381	£3,479	£3,579
Zone 10 (PO8 8)		£3,013	£3,110	£3,200	£3,293	£3,388	£3,486	£3,587
Zone 11 (PO7 6)		£3,219	£3,322	£3,419	£3,518	£3,620	£3,725	£3,833
Growth Rate		3.10%	3.20%	2.90%	2.90%	2.90%	2.90%	2.90%

Per Capita Expenditure (Convenience Goods) (Excluding SFT)		2012	2013	2014	2015	2016	2017	2018
Zone 7 (PO7 5)		£1,974	£1,954	£1,966	£1,976	£1,987	£1,997	£2,007
Zone 8 (PO7 8)		£1,852	£1,833	£1,844	£1,853	£1,864	£1,873	£1,882
Zone 9 (PO7 7)		£1,922	£1,903	£1,914	£1,924	£1,935	£1,944	£1,954
Zone 10 (PO8 8)		£1,862	£1,843	£1,854	£1,863	£1,874	£1,883	£1,893
Zone 11 (PO7 6)		£1,893	£1,874	£1,885	£1,894	£1,906	£1,915	£1,924
SFT Rate		2.10%	2.50%	2.70%	3.00%	3.20%	3.50%	3.80%

Table 2b. Per Capita Expenditure (Comparison Goods)							
	2012	2013	2014	2015	2016	2017	2018
Zone 7 (PO7 5)	£2,890	£2,972	£3,031	£3,094	£3,159	£3,220	£3,287
Zone 8 (PO7 8)	£2,616	£2,691	£2,744	£2,801	£2,860	£2,915	£2,976
Zone 9 (PO7 7)	£2,691	£2,768	£2,822	£2,881	£2,941	£2,999	£3,060
Zone 10 (PO8 8)	£2,697	£2,774	£2,829	£2,888	£2,948	£3,005	£3,067
Zone 11 (PO7 6)	£2,881	£2,964	£3,022	£3,085	£3,149	£3,211	£3,277
SFT Rate	10.50%	10.80%	11.60%	12.30%	13.00%	13.80%	14.50%

Source:

1. Expenditure estimates at 2012 from Experian Micromarketer Report 2013
2. Annual growth rates derived from Experian Retail Planner Briefing Note 11 (Figures 1a and 1b)
3. Excludes Special Forms of Trading (adjusted to exclude sales from stores) derived from Experian Retail Planner Briefing Note 11 (Appendix 3)
4. 2011 Prices