

8E: METHODOLOGY TO DERIVE CONSUMER RETAIL EXPENDITURE PER HEAD BY ZONE

Leeds City Centre, Town and Local Centres Study

Methodology to Derive Consumer Retail Expenditure Per Head Estimates by Zone

Due to the large number of survey zones (16), it was agreed with Leeds City Council that instead of purchasing bespoke Experian expenditure estimates for each zone, it would be much more cost effective to use our in-house GIS (CACI, InSite) to produce 'initial' spend per head figures for all zones and then use these, in combination with selective data acquisitions from Experian, to produce a final consistent set of Experian based expenditure estimates for each zone for use in the study.

Our methodology is as follows:

1. Generate average consumer retail expenditure per head estimates for each zone, disaggregated by convenience and comparison goods, using our in-house CACI InSite system.
2. Rank the survey zones according to the absolute level of spend per head according to CACI.
3. For the following zones, purchase Experian spend per head figures:
 - Outer North East (Highest comparison goods spend per head total, according to CACI)
 - Outer South
 - Wakefield District
 - Inner East (Lowest comparison goods spend per head total, according to CACI)
4. The CACI and Experian spend per head estimates differ because they are derived in different ways. For example, the CACI figures exclude spending by special forms of trading (SFT) whereas Experian's include SFT. However, both

sets of figures reflect the variation in the affluence of the population across the survey area.

- Use the relationship between the CACI and acquired Experian spend per head figures for selected zones, to derive expenditure per head figures for all remaining zones ensuring consistency with the purchased Experian data. Carry out this analysis for all comparison goods, bulky comparison goods and convenience goods.

All Comparison Goods

Zone	CACI Initial Spend Per Head £		Actual and Estimated Experian Spend Per Head £
Outer North East (7)	3,174	→	3,562
Outer North West (8)	3,000		3,283
Selby District (12)	2,947		3,199
Harrogate District (11)	2,935		3,179
Inner North East (2)	2,848		3,040
Outer South (9)	2,833	→	3,016
Outer East (6)	2,732		2,925
Outer West (10)	2,708		2,903
Calderdale District (15)	2,644		2,845
Kirklees District (14)	2,625		2,828
Wakefield District (13)	2,611	→	2,815
Inner North West (3)	2,578		2,778
Bradford District (16)	2,543		2,739
Inner South (4)	2,424		2,606
Inner West (5)	2,416		2,597
Inner East (1)	2,177	→	2,330

Note: Figures in red are 'actual' Experian spend per head totals for all comparison goods. The Experian figures for the remaining zones have been estimated using the CACI figures.

Bulky Comparison Goods

Zone	Derived Experian All Comparison Goods Spend Per Head £		Actual and Estimated Experian Bulky Comparison Goods Spend Per Head £
Outer North East (7)	3,562	→	1,113
Outer North West (8)	3,283		1,007
Selby District (12)	3,199		975
Harrogate District (11)	3,179		967
Inner North East (2)	3,040		914
Outer South (9)	3,016	→	905
Outer East (6)	2,925		879
Outer West (10)	2,903		873
Calderdale District (15)	2,845		857
Kirklees District (14)	2,828		852
Wakefield District (13)	2,815	→	848
Inner North West (3)	2,778		836
Bradford District (16)	2,739		823
Inner South (4)	2,606		779
Inner West (5)	2,597		776
Inner East (1)	2,330	→	688

Note: Figures in red are 'actual' Experian spend per head totals for bulky comparison goods. The Experian figures for the remaining zones have been estimated using the derived Experian all comparison goods figures.

Convenience Goods

Zone	Initial CACI Spend Per Head £		Actual and Estimated Experian Spend Per Head £
Outer North East (7)	2,458	→	2,091
Outer North West (8)	2,411		2,024
Harrogate District (11)	2,388		1,991
Selby District (12)	2,370		1,966
Inner North West (3)	2,356		1,946
Inner North East (2)	2,351		1,939
Outer South (9)	2,325		1,902
Outer East (6)	2,316		1,889
Outer West (10)	2,306		1,875
Wakefield District (13)	2,297		1,862
Inner South (4)	2,276		1,832
Calderdale District (15)	2,268		1,686
Kirklees District (14)	2,240		1,821
Inner West (5)	2,214		1,781
Bradford District (16)	2,173		1,744
Inner East (1)	2,126	→	1,619

Note: Figures in red are 'actual' Experian spend per head totals for convenience goods. The Experian figures for the remaining zones have been estimated using the CACI figures.