

Know your customers better with household expenditure data...



- Living Costs and Food Survey (LCF) data can show you where demand is highest for your products and services
- Using LCF data you can create a thematic hot/cold map to visualise the postcode sectors that have a higher propensity to spend on your types of products and services
- Analyse weekly household expenditure on specific grocery items to understand trends and identify areas of growth
- Recognise how your customers' personal expenditure choices affect your bottom line
- Understand the lifestyles of your customers such as whether they holiday abroad, do they have private health care, what newspaper they read and the types of transport they use



The LCF provides detailed information on weekly household spend across the UK on a range of product categories from menswear, alcohol and recreation to home improvements and baked goods.

Collected by the Office for National Statistics, it is an invaluable source of socio-economic data as well as providing primary information for the Retail Prices Index.

The LCF Survey will help you to understand the lifestyles, behaviours and attitudes of your customers.

Give us a call on [01904 701020](tel:01904701020) to find out how you can start using LCF data to enhance your business.

Living Costs and Food Survey

Use LCF expenditure data to enhance your geodemographic data...

Do you want to know if the 'Urban Challengers' in your area have started saving more, or if the 'Affluent Owners' have reduced their expenditure on foreign holidays?

We use the latest LCF data to keep our geodemographic classification, P² People & Places (P²) up-to-date. P² also includes the latest Census and British Population Survey (BPS) data to provide clients with one of the most **comprehensive, current and cost-effective** classifications available.

P² enables our clients to **focus on the right types of people**. It provides the insight required to understand their customers' lifestyles and the things that are important to them.

To find out more about P² People & Places visit www.p2peopleandplaces.co.uk.

For more information about LCF data get in touch on **01904 701020** or email: sales@beacon-dodsworth.co.uk.

LCF data is available as a specific pack, categories, or the full dataset as shown on the following page.



Living Costs and Food Survey

Leisure

- Cable TV Subscriptions
- Clothing Footwear
- Communication
- Eating Out Restaurant Café Meals
- Holiday Abroad Accommodation
- Holiday in UK Accommodation
- Holidays Abroad
- Holiday Spending
- Holidays UK
- Magazines Periodicals
- Newspapers
- Package Holiday Abroad
- Package Holiday UK
- Participation Sports
- Recreation Culture
- Restaurants Hotels
- Satellite Subscriptions
- Sports and Social Clubs
- TV Licences

Financial

- Charitable Donations and Subscriptions
- Consumption Expenditure
- Council Tax Domestic Rates
- Gambling Payments
- Income Tax Payments
- Miscellaneous Goods and Services
- Mortgage Interest Payments
- National Insurance Contribution
- Non-Consumption Expenditure
- Pay Off Loan to Clear Debt
- Pension Payment Contributions
- Savings Investments
- Tax Payments

Food & Drink

- Alcohol
- Alcoholic Beverages Away from Home
- Alcoholic Beverages Brought Home
- Alcoholic Beverages Home Tobacco Narcotics
- Bread
- Butter
- Cheese and Curd
- Coffee
- Cooking Oils
- Eggs
- Fish
- Food Non-Alcoholic Beverages
- Fresh Fruit
- Fresh Vegetables
- Fresh Fruit Vegetables
- Fruit Juice
- Junk Food Drink
- Margarine Vegetable Fats Peanut Butter
- Meat
- Milk
- Mineral Springwater
- Pasta
- Take Away Meal Eaten at Home
- Tea

Health

- Accessories Repairs Spectacles Lenses
- Health Expenditure
- Medical Insurance
- Medicines Medical Goods Non-NHS
- NHS Hospital Services
- NHS Prescription Charges Payments
- Private Hospital Services
- Purchase Spectacles Lenses Prescription Sunglasses
- Tobacco

Household

- Education
- Furnishings Household Equipment
- Furniture and Furnishings
- Household Maintenance Repair
- Household Rent Net
- Household Insurance

Transport

- Airfares
- Bus Coach Fares
- Petrol
- Diesel
- Public Transport
- Purchase 2nd Car Van
- Purchase New Car Van
- Rail Tube Fares
- Transport

Utilities

- Coal and Coke
- Electricity
- Gas
- Housing Fuel and Power

Income

- Disposable Normal Weekly Household Income
- Gross Normal Weekly Household Income
- Total Expenditure

Many other variables available. Get in touch to find out more – 01904 701020.