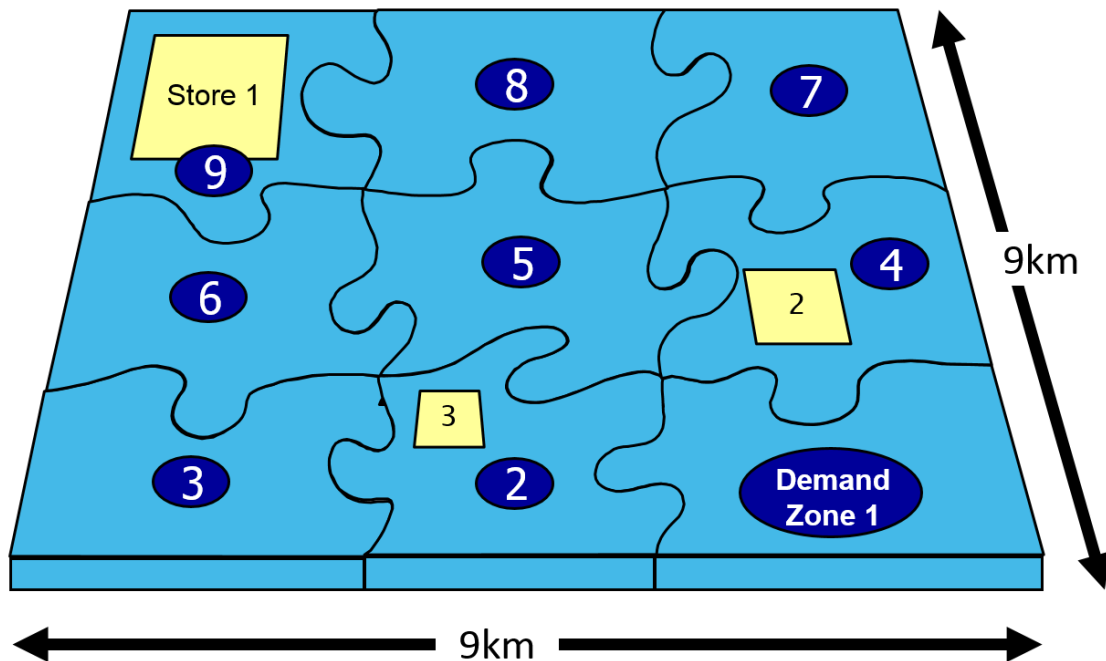National Centre for Research Methods

Here is a hypothetical city which comprises nine distinct neighbourhoods (demand zones 1-9) and three retail stores (assume that these are grocery stores, stores 1-3).

- Each demand zone contains approximately 1,000 households and a weekly retail expenditure of **£100,000**.
- Store 1 is a large hypermarket (approx. 60,000 square foot)
- Store 2 is a mid-sized supermarket (approx. 30,000 square foot)
- Store 3 is a smaller format discount store (approx. 10,000 square foot)

Based only on the information above:

1. Where are residents of demand zone 6 most likely to shop?

2. Which store is likely to have the largest catchment area?

3. Which demand zones have best access to grocery foodstore provision?

4. Which store is likely to experience the 'best' trading performance? (*In this context the definition of 'best' is entirely your choice!*)

5. Is store 2 likely to generate a revenue in excess of £250,000 per week?