

TESCO STORES LIMITED - KIRKBY - ECONOMIC TABLES

TABLE 15: TRADE DRAW PATTERN OF PROPOSED TESCO 2012 - CONVENIENCE GOODS

Zone	Expenditure (£m)	Trade Draw (%)	Turnover Derived from Zone (£m)	Market Share (%)
PCA				
1	51.07	30.0%	18.67	36.6%
2	60.86	10.0%	6.22	10.2%
4	217.38	35.0%	21.78	10.0%
Sub Total	329.31	75.0%	46.67	14.2%
Rest of SA				
3	218.07	1.0%	0.62	0.3%
5	271.69	0.5%	0.31	0.1%
6	253.73	12.5%	7.78	3.1%
7	198.39	0.5%	0.31	0.2%
8	129.21	5.0%	3.11	2.4%
9	80.36	2.5%	1.56	1.9%
10	229.67	2.5%	1.56	0.7%
11	85.74	0.0%	0.00	0.0%
Sub Total	1466.86	24.5%	15.25	1.0%
Outside Study Area		0.5%	0.31	
TOTAL		100.0%	62.23	

Notes:

1. Same trade draw pattern assumed for Tesco non food turnover