

TESCO STORES LIMITED - KIRKBY - ECONOMIC TABLES

TABLE 16: TRADE DRAW PATTERN OF PROPOSED COMPARISON SHOPPING 2012

Zone	Expenditure (£m)	Trade Draw (%)	Turnover Derived from Zone (£m)	Market Share (%)
PCA				
1	107.59	25.0%	52.96	49.2%
2	136.91	15.0%	31.77	23.2%
4	475.63	30.0%	63.55	13.4%
Sub Total	720.13	70.0%	148.28	20.6%
Rest of SA				
3	488.83	2.5%	5.30	1.1%
5	571.71	1.0%	2.12	0.4%
6	561.82	10.0%	21.18	3.8%
7	459.83	0.5%	1.06	0.2%
8	301.47	5.0%	10.59	3.5%
9	181.83	5.0%	10.59	5.8%
10	507.35	5.0%	10.59	2.1%
11	190.32	0.5%	1.06	0.6%
Sub Total	3263.16	29.5%	62.49	1.9%
Outside Study Area		0.5%	1.06	
TOTAL		100.0%	211.83	