Appendix 7

Current and Future Catchment and Market Shares maps for Convenience Goods

and

Catchment and Market Shares for Asda at St James End
Morrisons – Kettering Road, Spinney Hill Catchment
Netto – Kingsthorpe Road Catchment

• Primary
• Secondary
• Tertiary
• Quaternary

2001 Census Local Authority Districts

Scale: 1:300,000

© 2006 EACCI Limited. All rights reserved.

27 May, 2008
Aldi – St James End Market Shares

Selected Store Location
Grocery Expenditure Flows
- 0% to 1%
- 1% to 2.5%
- 2.5% to 5%
- 5% to 10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- 50% to 75%
- 75% to 100%

Scale 1:300,000

©2006 NAVTEQ. All rights reserved.
©CA/CI LINKED 2006
14 July 2006
Asda – Kingsthorpe Market Shares

Grocery Expenditure Flows

- 0% to 1%
- 1% to 2.5%
- 2.5% to 5%
- 5% to 10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- 50% to 75%
- 75% to 100%

Scale 1:300,000

©2008 NAVTEQ. All rights reserved.
©CAD Ltd, 2008
14 July, 2008
Aldi – St James End Future Catchment

New Catchment
• Primary
• Secondary
• Tertiary
• Quaternary

2001 Census Local Authority Districts

© 2006 NAVTEQ. All rights reserved.
SCAC Limited. 2008
16 July 2008
Marks and Spencer – Abington Street Future Catchment

New Catchment
• Primary
• Secondary
• Tertiary
• Quaternary

2001 Census Local Authority Districts

© 2006 NAVTEQ. All rights reserved.
ECAI Limited. 2008
16 July, 2008
Asda – Kingsthorpe Future Catchment

New

Current

Primary

Secondary

Tertiary

Quaternary

2001 Census Local Authority Districts

© 2006 NAVTEQ. All rights reserved.

ECAI Limited, 2008

16 July, 2008