



Catchment Map Definition

Catchment Map Definition

For an established shopping location there are four major approaches to the question:

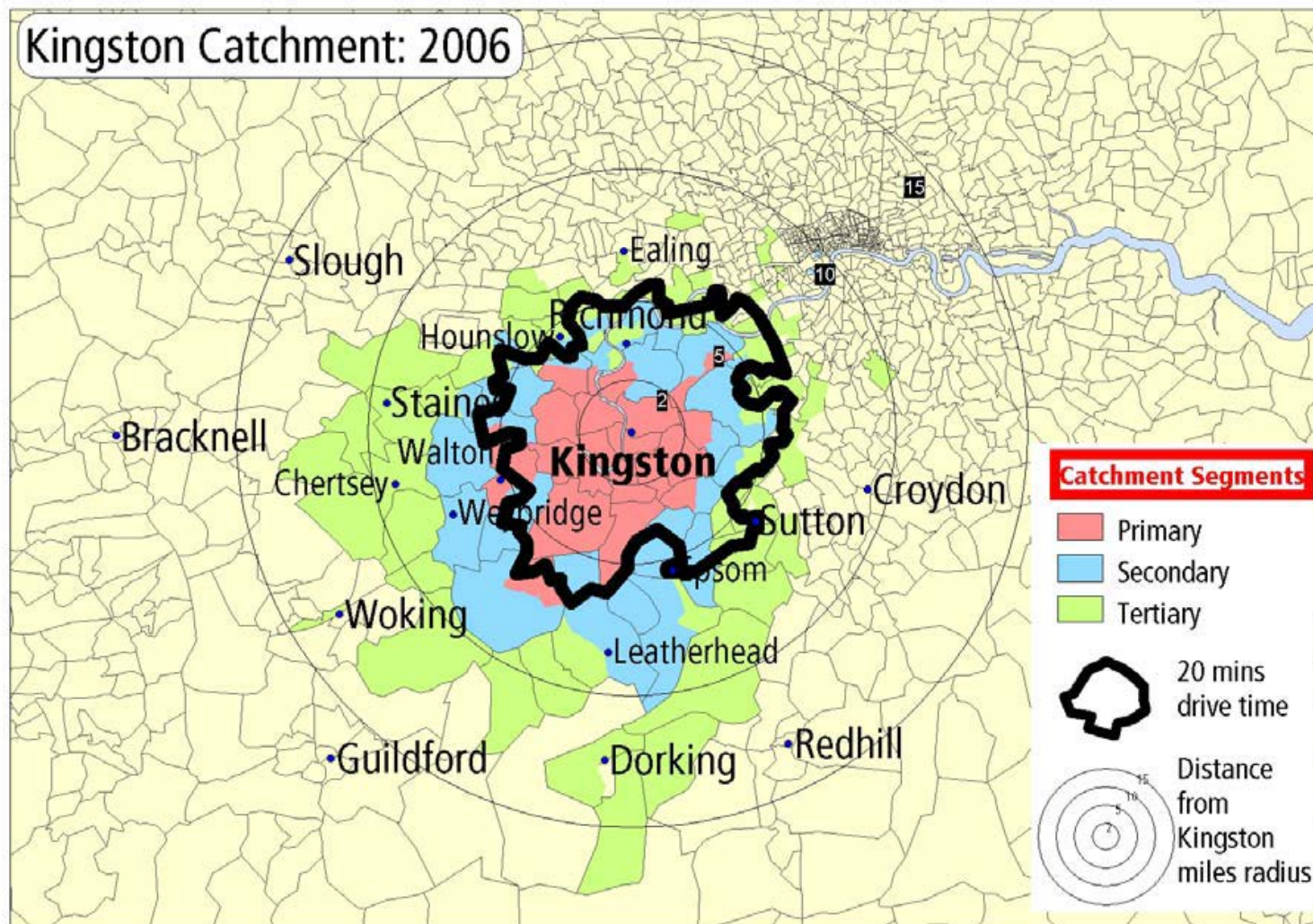
Distance – from the shopping location to the shopper's home or place of work. The simplest method but it disregards physical elements, such as rivers and motorways, that affect travel between two points

Isochrones – Greek for drive time contours – from the shopping location to the shopper's home or place of work. Method is based on a series of assumptions about average travel speed along different classes of road. The major weakness is that, when used in isolation, no account is taken of competitive effects

Gravity models – combine isochrones with an estimate of the attractiveness of each shopping location. This estimate is based on the amount of shopping and, in some models, on its quality. The degree of estimation and assumption required is the weakness of all gravity models

Analogue models – based on actual shopper behaviour – favoured by FSP which generally uses one of two compatible models: National Survey of Local Shopping Patterns (NSLSP) is the world's largest survey of shopping patterns. It has been conducted for over twelve years, has over 20 million responses and produces a fully dispersed national sample. Each respondent identifies the location mainly used for shopping for food, clothing and footwear (a proxy for comparison goods) and bulky goods (such as large electrical items and furniture) o Post code collection from shoppers in the town calibrated by the number of shoppers. The sample is taken over a full trading week and seasonal factors taken into account

Catchment Map Definition





**FSP RETAIL BUSINESS
CONSULTANTS**

19 Manor Courtyard
Hughenden Avenue
High Wycombe
UK, HP13 5RE

T +44(0)1494 474740
F +44(0)1494 474262
admin@fspretail.co.uk

www.fspretail.co.uk
www.snap-shop.co.uk