

611

RETAIL CENSUS

Total Study Area

Precinct Analysis : Table (1)

By Precinct within the Hermanus

| All Retail Categories Based on store type | Precinct Code | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|--|------------------|---------------|----------------|--------------------|-------------------|-----------------|------------------|
| Hermanus Central | A | 61 184 | 996 | 16 300 | 394 | 2.53 | 63.6% |
| Hermanus Gateway | B | 7 182 | 190 | 26 500 | 47 | 4.05 | 12.2% |
| Hermanus Industrial | C | 12 173 | 172 | 14 100 | 96 | 1.79 | 11.0% |
| Sandbaai Industrial | D | 2 085 | 21 | 9 900 | 26 | 0.79 | 1.3% |
| Hemel en Aarde Village | E | 5 454 | 59 | 10 800 | 23 | 2.56 | 3.8% |
| Sandbaai | F | 5 676 | 55 | 9 700 | 30 | 1.84 | 3.5% |
| Onrus | G | 4 698 | 73 | 15 500 | 46 | 1.58 | 4.7% |
| | | | | | | | |
| | | | | | | | |
| Total all Precincts | | 98 452 | 1 565 | 15 900 | 662 | 2.36 | 100.0% |

Precinct Analysis : Table (2)

By Town within the study Area

| All Retail Categories Based on store type | Block Code | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|--|---------------|----------------|----------------|--------------------|-------------------|-----------------|------------------|
| Hermanus | A | 98 452 | 1 507 | 15 300 | 639 | 2.36 | 50.1% |
| Stanford | St | 7 889 | 76 | 9 600 | 61 | 1.24 | 2.5% |
| Gansbaai | G | 18 825 | 258 | 13 700 | 196 | 1.31 | 8.6% |
| Kleinmond | KL | 28 737 | 393 | 13 700 | 143 | 2.75 | 13.1% |
| Betty's Bay | Be | 7 197 | 76 | 10 500 | 40 | 1.89 | 2.5% |
| Caledon | C | 17 148 | 264 | 15 400 | 138 | 1.91 | 8.8% |
| Napier | N | 2 824 | 40 | 14 200 | 48 | 0.84 | 1.3% |
| Bredasdorp | Bre | 27 638 | 392 | 14 200 | 227 | 1.73 | 13.0% |
| Total all Towns | | 208 710 | 3 005 | 14 400 | 1 492 | 2.01 | 191.9% |

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RETAIL CENSUS

Table 3

Total Study Area

Structure of the Market by LifePlane

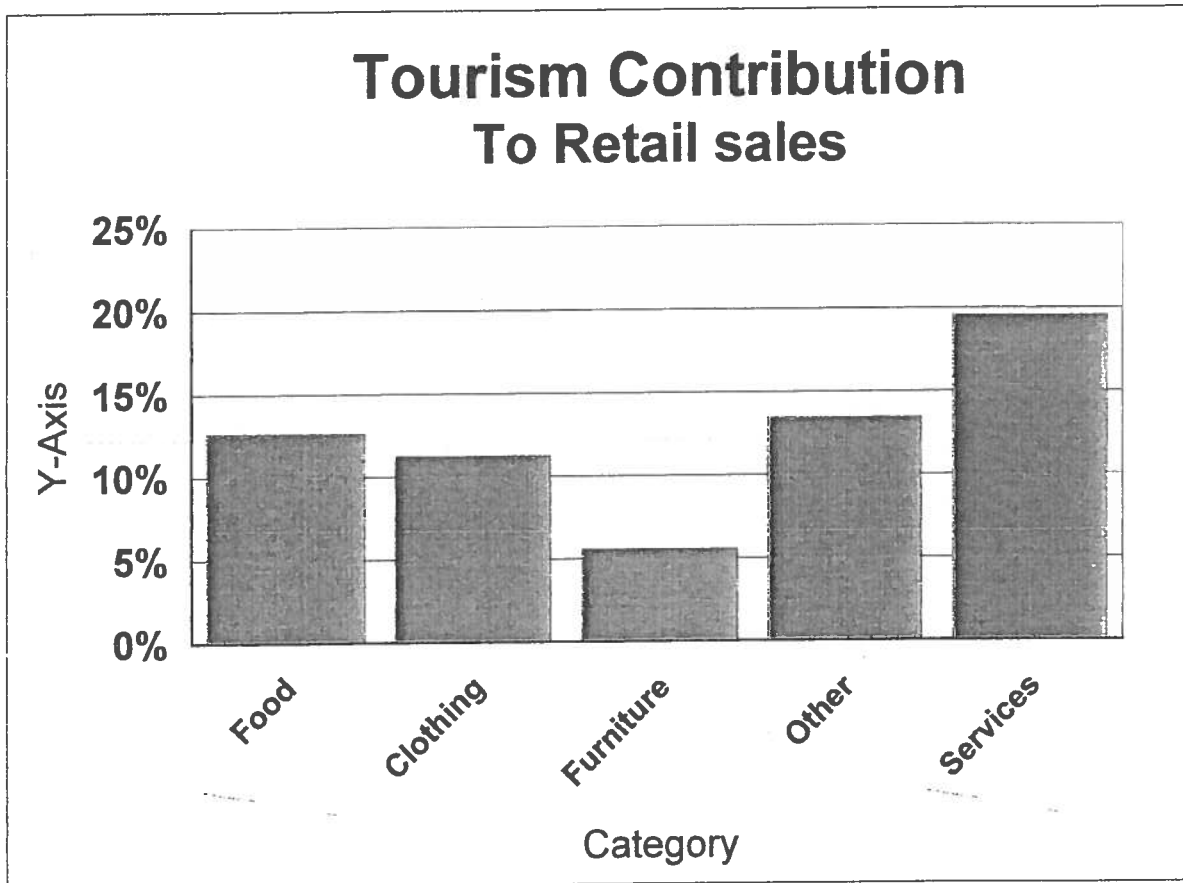
| Merchandise Groups | Total | AB | CD | EF |
|------------------------------------|-------------|------------|-------------|------------|
| Food and Groceries | 1447 | 290 | 725 | 433 |
| Clothing, Footwear and Accessories | 334 | 66 | 173 | 95 |
| Furniture and Appliances | 114 | 30 | 63 | 21 |
| All Other Retail Goods | 631 | 183 | 362 | 86 |
| Consumer Services | 573 | 191 | 334 | 49 |
| TOTAL Rmillion | 3099 | 760 | 1657 | 683 |

| Merchandise Groups | Total | AB | CD | EF |
|------------------------------------|-------------|------------|------------|------------|
| Food and Groceries | 100% | 20% | 50% | 30% |
| Clothing, Footwear and Accessories | 100% | 20% | 52% | 28% |
| Furniture and Appliances | 100% | 27% | 55% | 18% |
| All Other Retail Goods | 100% | 29% | 57% | 14% |
| Consumer Services | 100% | 33% | 58% | 8% |
| TOTAL | 100% | 25% | 53% | 22% |

| Merchandise Groups | Total | AB | CD | EF |
|------------------------------------|-------------|-------------|-------------|-------------|
| Food and Groceries | 47% | 38% | 44% | 63% |
| Clothing, Footwear and Accessories | 11% | 9% | 10% | 14% |
| Furniture and Appliances | 4% | 4% | 4% | 3% |
| All Other Retail Goods | 20% | 24% | 22% | 13% |
| Consumer Services | 18% | 25% | 20% | 7% |
| TOTAL | 100% | 100% | 100% | 100% |

Total Study Area
Estimated Contribution of Tourism by Category

| PRODUCT GROUP | Tourist Rmillion | % of Total |
|---|-------------------------|-------------------|
| <i>Based on Merchandise mix by store at group level</i> | | |
| Food and Groceries | 183 | 13% |
| Clothing, Footwear etc | 38 | 11% |
| Furniture and Appliances | 6 | 6% |
| All Other Retail Goods | 85 | 13% |
| Consumer Services | 112 | 20% |
| TOTAL | 423 | 14% |



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|---------------|-------------------------|
| Town : | Total Study Area |
|---------------|-------------------------|

SUMMARY TABLES**Method (1)**

| PRODUCT GROUP Based on Estimated Merchandise mix by store | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|---|---------------------|-----------------------|---------------------------|--------------------------|------------------------|
| Food and Groceries | 39 371 | 1 447 | 36 700 | 194 | 7.46 |
| Clothing, Footwear and Accessories | 19 125 | 334 | 17 500 | 142 | 2.36 |
| Furniture and Appliances | 11 126 | 114 | 10 200 | 81 | 1.40 |
| All Other Retail Goods | 54 049 | 631 | 11 700 | 411 | 1.54 |
| Consumer Services | 65 574 | 573 | 8 700 | 565 | 1.01 |
| Vacant Retail Space | 19 466 | 0 | 0 | 114 | 0.00 |
| TOTAL | 208 710 | 3 099 | 14 849 | 1507 | 2.06 |

* By Merchandise group

Method (2)

| PRODUCT GROUP Based on Store Type | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|---|---------------------|-----------------------|---------------------------|--------------------------|------------------------|
| Food and Groceries | 43 126 | 1 446 | 33 539 | 194 | 7.46 |
| Clothing, Footwear and Accessories | 19 298 | 323 | 16 800 | 142 | 2.28 |
| Furniture and Appliances | 11 728 | 120 | 10 200 | 81 | 1.48 |
| All Other Retail Goods | 52 964 | 605 | 11 400 | 411 | 1.47 |
| Consumer Services | 63 811 | 589 | 9 200 | 565 | 1.04 |
| Vacant Retail Space | 17 711 | 0 | 0 | 114 | 0.00 |
| TOTAL | 208 637 | 3 084 | 14 783 | 1507 | 2.05 |

Method (3)

| PRODUCT GROUP Based on Merchandise mix by store at group level | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|--|---------------------|-----------------------|---------------------------|--------------------------|------------------------|
| Food and Groceries | 43 126 | 1 446 | 33 500 | 194 | 7.46 |
| Clothing, Footwear and Accessories | 19 298 | 323 | 16 800 | 142 | 2.28 |
| Furniture and Appliances | 11 728 | 120 | 10 200 | 81 | 1.48 |
| Hardware and Motor | 9 079 | 106 | 11 700 | 71 | 1.50 |
| All Other Retail Goods | 43 842 | 499 | 11 400 | 340 | 1.47 |
| Consumer Services | 63 811 | 589 | 9 200 | 565 | 1.04 |
| Vacant Retail Space | 19 466 | 0 | 0 | 114 | 0.00 |
| TOTAL | 210 349 | 3 084 | 14 663 | 1507 | 2.05 |

Method (4) - Average

| PRODUCT GROUP An average of the 3 methods above | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|---|---------------------|-----------------------|---------------------------|--------------------------|------------------------|
| Food and Groceries | 41 874 | 1 446 | 34 500 | 194 | 7.46 |
| Clothing, Footwear and Accessories | 19 241 | 327 | 17 000 | 142 | 2.30 |
| Furniture and Appliances | 11 527 | 118 | 10 200 | 81 | 1.46 |
| All Other Retail Goods | 53 311 | 614 | 11 500 | 411 | 1.49 |
| Consumer Services | 64 399 | 584 | 9 100 | 565 | 1.03 |
| Vacant Retail Space | 18 881 | 0 | 0 | 114 | 0.00 |
| TOTAL | 209 232 | 3 089 | 14 765 | 1507 | 2.05 |

Method (1) This method is based on the estimated split of trading space allocated to each merchandise category within each store. It is probably the most accurate of all three methods used

Method (2) This approach estimates sales per store, and a single merchandise category is assigned per store. Supermarkets are for example assumed to be 100% food

Method (3) This approach is similar to (2) above, except that the agglomeration is done at merchandise group level rather than at category level

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|---------------|-------------------------|
| Town : | Total Study Area |
|---------------|-------------------------|

* By store Type

| ANALYSIS OF FOOD | GROSS | SALES | Trading | No. of | Sales/ |
|---------------------------------------|---------------|---------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Supermarkets, Hypermarkets | 27 815 | 1000.4 | 36 000 | 46 | 21.75 |
| Cafes & Forecourt stores | 2 260 | 68.1 | 30 100 | 25 | 2.72 |
| General Dealers | 0 | 0.0 | 0 | 0 | 0.00 |
| Cash and Carry | 1 011 | 30.9 | 30 500 | 4 | 7.72 |
| Take Aways | 2 167 | 63.6 | 29 400 | 25 | 2.55 |
| Specialist stores (Incl Butchers etc) | 9 873 | 283.4 | 28 700 | 94 | 3.02 |
| Total Food and Groceries | 43 126 | 1446.4 | 33 539 | 194 | 7.46 |

| ANALYSIS OF CLOTHING | GROSS | SALES | Trading | No. of | Sales/ |
|-------------------------------------|---------------|---------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Family Clothing | 8 271 | 147.08 | 17 800 | 40 | 3.68 |
| Menswear, Ladies, Children | 5 191 | 91.94 | 17 700 | 50 | 1.84 |
| Shoes | 1 099 | 18.24 | 16 600 | 12 | 1.52 |
| Sports clothing | 1 405 | 23.30 | 16 600 | 8 | 2.91 |
| Specialist Stores | 3 332 | 42.90 | 12 900 | 32 | 1.34 |
| Total Clothing, Footwear etc | 19 298 | 323.46 | 16 800 | 142 | 2.28 |

| ANALYSIS OF FURNITURE | GROSS | SALES | Trading | No. of | Sales/ |
|--|---------------|---------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Furniture & Appliances | 5 202 | 54.09 | 10 400 | 20 | 2.70 |
| Hi Fi / Tv / Video | 170 | 1.84 | 10 800 | 1 | 1.84 |
| Lamps & Lighting | 359 | 4.01 | 11 200 | 5 | 0.80 |
| Antiques | 2 237 | 22.53 | 10 100 | 14 | 1.61 |
| Specialists / Seconds / Garden | 3 761 | 37.61 | 10 000 | 41 | 0.92 |
| Total Furniture, Appliances etc | 11 728 | 120.07 | 10 200 | 81 | 1.48 |

| ANALYSIS OF OTHER GOODS | GROSS | SALES | Trading | No. of | Sales/ |
|--|---------------|--------------|----------------|---------------|---------------|
| Based on Store type | SQM | Rmill | Density | Stores* | Store |
| Hardware and Building materials | 6 620 | 77.2 | 11 700 | 53 | 1.46 |
| Motor Vehicles and Equipment | 2 460 | 29.1 | 11 800 | 18 | 1.61 |
| Books, Liquor, Florist, Chemist, Cosmetics | 19 745 | 244.1 | 12 400 | 150 | 1.63 |
| Bikes, Phones, Cameras, Jewell., Music Eq | 3 331 | 37.2 | 11 200 | 58 | 0.64 |
| Arms, camping, Gifts, Sport Eq, Housewares | 20 808 | 217.4 | 10 400 | 132 | 1.65 |
| Total Other Goods | 52 964 | 604.9 | 11 400 | 411 | 1.47 |

| ANALYSIS OF SERVICES | GROSS | SALES | Trading | No. of | Sales/ |
|-----------------------------|---------------|--------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Entertainment Serv. | 31 053 | 295.6 | 9 500 | 205 | 1.44 |
| Financial Services | 13 153 | 117.9 | 9 000 | 136 | 0.87 |
| Medical Services | 3 834 | 34.2 | 8 900 | 37 | 0.93 |
| Personal Services | 12 465 | 109.1 | 8 800 | 140 | 0.78 |
| Repair Services | 3 306 | 32.6 | 9 800 | 47 | 0.69 |
| Total Services | 63 811 | 589.4 | 9 200 | 565 | 1.04 |

| | | | | | |
|---------------|--------|--|--|-----|--|
| Vacant stores | 17 711 | | | 114 | |
|---------------|--------|--|--|-----|--|

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| Town : | Total Study Area |
|---------------|-------------------------|

| NON - RETAIL ANALYSIS | Non Retail | | Total | | Non - Retail % of Total | |
|---------------------------------------|--------------|---------------|--------------|--------------|-------------------------|--------------|
| ANALYSIS OF FOOD | GROSS SQM | GROSS SQM | Sales Rmill | Sales Rmill | Space % | Sales % |
| Based on store type | | | | | | |
| Supermarkets, Hypermarkets | 1 477 | 29 292 | 57.9 | 1 058 | 5.04% | 5.47% |
| Cafes & Forecourt stores | 0 | 2 260 | 0.0 | 68 | 0.00% | 0.00% |
| General Dealers | 0 | 0 | 0.0 | 0 | 0.00% | 0.00% |
| Cash and Carry | 494 | 1 505 | 15.6 | 46 | 32.81% | 33.52% |
| Take Aways | 0 | 2 167 | 0.0 | 64 | 0.00% | 0.00% |
| Specialist stores (Incl Butchers etc) | 854 | 10 726 | 31.5 | 315 | 7.96% | 10.01% |
| Total Food and Groceries | 2 825 | 45 950 | 105.0 | 1 551 | 6.15% | 6.77% |

* By store Type

| ANALYSIS OF CLOTHING | GROSS SQM | GROSS SQM | SALES Rmill | GROSS SQM | Space % | Sales % |
|-------------------------------------|-----------|---------------|-------------|------------|--------------|--------------|
| Based on store type | | | | | | |
| Family Clothing | 13 | 8 284 | 0.20 | 147 | 0.16% | 0.13% |
| Menswear, Ladies, Children | 0 | 5 191 | 0.00 | 92 | 0.00% | 0.00% |
| Shoes | 0 | 1 099 | 0.00 | 18 | 0.00% | 0.00% |
| Sports clothing | 0 | 1 405 | 0.00 | 23 | 0.00% | 0.00% |
| Specialist Stores | 40 | 3 372 | 0.53 | 43 | 1.19% | 1.23% |
| Total Clothing, Footwear etc | 54 | 19 352 | 0.73 | 324 | 0.28% | 0.23% |

| ANALYSIS OF FURNITURE | GROSS SQM | GROSS SQM | SALES Rmill | GROSS SQM | Space % | Sales % |
|--|--------------|---------------|--------------|------------|--------------|--------------|
| Based on store type | | | | | | |
| Furniture & Appliances | 308 | 5 510 | 3.29 | 57 | 5.59% | 5.73% |
| Hi Fi / Tv / Video | 17 | 187 | 0.18 | 2 | 9.09% | 9.09% |
| Lamps & Lighting | 151 | 510 | 1.71 | 6 | 29.62% | 29.95% |
| Antiques | 92 | 2 329 | 0.89 | 23 | 3.96% | 3.81% |
| Specialists / Seconds / Garden | 612 | 4 372 | 6.46 | 44 | 14.00% | 14.65% |
| Total Furniture, Appliances etc | 1 181 | 12 909 | 12.53 | 133 | 9.15% | 9.45% |

| ANALYSIS OF OTHER GOODS | GROSS SQM | GROSS SQM | SALES Rmill | GROSS SQM | Space % | Sales % |
|--|--------------|---------------|-------------|------------|---------------|---------------|
| Based on Store type | | | | | | |
| Hardware and Building materials | 2 263 | 8 883 | 26.9 | 104 | 25.48% | 25.84% |
| Motor Vehicles and Equipment | 787 | 3 247 | 9.3 | 38 | 24.25% | 24.21% |
| Books, Liquor, Florist, Chemist, Cosmetics | 1 311 | 21 056 | 15.9 | 260 | 6.23% | 6.12% |
| Bikes, Phones, Cameras, Jewell., Music Eq | 86 | 3 418 | 0.9 | 38 | 2.52% | 2.33% |
| Arms, camping, Gifts, Sport Eq, Housewares | 2 511 | 23 319 | 36.2 | 254 | 10.77% | 14.27% |
| Total Other Goods | 6 959 | 59 922 | 89.2 | 694 | 11.61% | 12.85% |

| ANALYSIS OF SERVICES | GROSS SQM | GROSS SQM | SALES Rmill | GROSS SQM | Space % | Sales % |
|-----------------------|--------------|---------------|-------------|------------|--------------|--------------|
| Based on store type | | | | | | |
| Entertainment Serv. | 92 | 31 144 | 0.8 | 296 | 0.29% | 0.28% |
| Financial Services | 2 059 | 15 212 | 19.5 | 137 | 13.53% | 14.19% |
| Medical Services | 45 | 3 879 | 0.1 | 34 | 1.15% | 0.27% |
| Personal Services | 458 | 12 923 | 3.9 | 113 | 3.55% | 3.47% |
| Repair Services | 1 182 | 4 488 | 12.1 | 45 | 26.34% | 27.03% |
| Total Services | 3 836 | 67 646 | 36.4 | 626 | 5.67% | 5.82% |

| | | | | | | |
|--------------------------------------|---------------|----------------|------------|--------------|--------------|--------------|
| Total Retail plus Non- Retail | 14 853 | 205 779 | 244 | 3 328 | 7.22% | 7.33% |
|--------------------------------------|---------------|----------------|------------|--------------|--------------|--------------|

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|---------------|-------------------------|
| Town : | Total Study Area |
|---------------|-------------------------|

Detailed Analysis : Table (1)

| FOOD & GROCERIES | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/Store | % of Category |
|-----------------------------------|------------------|--------------------|------------------------|-----------------------|--------------------|----------------------|
| Based on store type | | | | | | |
| Baker | 552 | 15 | 27 800 | 5 | 3.07 | 1.1% |
| Biltong | 273 | 9 | 34 500 | 10 | 0.94 | 0.6% |
| Butcher | 1804 | 56 | 31 200 | 17 | 3.31 | 3.9% |
| Cafe / Forecourt stores | 2260 | 68 | 30 100 | 25 | 2.72 | 4.7% |
| Cash & Carry | 1011 | 31 | 30 500 | 4 | 7.72 | 2.1% |
| Chicken Shop | 954 | 29 | 30 600 | 10 | 2.92 | 2.0% |
| Coffees | 54 | 2 | 30 600 | 1 | 1.65 | 0.1% |
| Delicatessen | 230 | 8 | 36 000 | 3 | 2.76 | 0.6% |
| Factory Shop - Foods | 506 | 11 | 21 900 | 3 | 3.69 | 0.8% |
| Farmstall | 563 | 11 | 18 900 | 3 | 3.54 | 0.7% |
| Greengrocer | 1932 | 75 | 39 000 | 9 | 8.38 | 5.2% |
| Homebakes | 1136 | 20 | 17 500 | 9 | 2.20 | 1.4% |
| IceCream / Frozen Yogurt | 49 | 2 | 36 000 | 2 | 0.88 | 0.1% |
| Pies | 110 | 4 | 36 000 | 1 | 3.97 | 0.3% |
| Specialist Foods / Organic | 1178 | 26 | 22 300 | 13 | 2.02 | 1.8% |
| Superette / Mini market | 3523 | 111 | 31 600 | 15 | 7.42 | 7.7% |
| Supermarket | 24292 | 889 | 36 600 | 31 | 28.68 | 61.3% |
| Sweets | 467 | 13 | 28 800 | 5 | 2.69 | 0.9% |
| Take away foods | 2167 | 64 | 29 400 | 23 | 2.77 | 4.4% |
| Tuckshop | 21 | 1 | 28 800 | 1 | 0.59 | 0.0% |
| Water Bar | 175 | 5 | 27 200 | 4 | 1.19 | 0.3% |
| TOTAL FOOD & GROCERIES | 43256 | 1450.9 | 33 500 | 194 | 93.12 | 100.0% |

| CLOTHING & FOOTWEAR | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/Store | % of Category |
|--------------------------------------|------------------|--------------------|------------------------|-----------------------|--------------------|----------------------|
| Based on store type | | | | | | |
| Accessories | 86 | 0.9 | 10 400 | 3 | 0.30 | 0.3% |
| Babywear | 32 | 0.6 | 18 000 | 1 | 0.57 | 0.2% |
| Childrens Clothing | 36 | 0.5 | 12 600 | 2 | 0.23 | 0.1% |
| Family Clothing | 8271 | 147.1 | 17 800 | 40 | 3.68 | 45.5% |
| Haberdashery | 522 | 5.5 | 10 500 | 5 | 1.10 | 1.7% |
| Ladies Clothing | 4077 | 72.4 | 17 700 | 38 | 1.90 | 22.4% |
| Ladies & mens clothing | 541 | 9.5 | 17 500 | 5 | 1.89 | 2.9% |
| Leather Clothing /Mohair /Cotton | 134 | 1.7 | 13 000 | 2 | 0.87 | 0.5% |
| Linen Shops | 1139 | 13.0 | 11 400 | 6 | 2.17 | 4.0% |
| Menswear | 437 | 7.9 | 18 000 | 3 | 2.62 | 2.4% |
| Outdoor / Adventure clothing | 147 | 2.5 | 16 900 | 1 | 2.49 | 0.8% |
| Shoes | 1099 | 18.2 | 16 600 | 12 | 1.52 | 5.6% |
| Sports Clothing | 1405 | 23.3 | 16 600 | 8 | 2.91 | 7.2% |
| Teen Clothing /Unisex | 69 | 1.2 | 18 000 | 1 | 1.23 | 0.4% |
| Ties / Socks / Shirts | 24 | 0.3 | 14 400 | 1 | 0.34 | 0.1% |
| Uniforms | 506 | 8.5 | 16 900 | 5 | 1.71 | 2.6% |
| Used Clothing | 774 | 10.4 | 13 400 | 9 | 1.15 | 3.2% |
| TOTAL CLOTHING & FOOTWEAR | 19298 | 323 | 16 800 | 142 | 2.28 | 100.0% |

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|---------------|-------------------------|
| Town : | Total Study Area |
|---------------|-------------------------|

Detailed Analysis : Table (2)

| FURNITURE & APPLIANCES | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/Store | % of Category |
|---|------------------|--------------------|------------------------|-----------------------|--------------------|----------------------|
| Based on store type | | | | | | |
| Antiques | 2237 | 22.5 | 10 100 | 14 | 1.61 | 21.8% |
| Appliances | 270 | 2.3 | 8 600 | 1 | 2.33 | 2.3% |
| Beds | 390 | 4.0 | 10 300 | 3 | 1.33 | 3.9% |
| Carpets & Rugs | 675 | 7.5 | 11 200 | 7 | 1.08 | 7.3% |
| Cupboards | 120 | 1.2 | 10 000 | 2 | 0.60 | 1.2% |
| Curtaining | 72 | 0.9 | 12 600 | 1 | 0.91 | 0.9% |
| Electrical Goods | 923 | 8.6 | 9 400 | 16 | 0.54 | 8.3% |
| Furniture | 4932 | 51.8 | 10 500 | 19 | 2.72 | 50.0% |
| Hi Fi / TV / Video / DvD | 170 | 1.8 | 10 800 | 1 | 1.84 | 1.8% |
| Kitchens | 244 | 2.6 | 10 500 | 4 | 0.64 | 2.5% |
| Lamps & Lighting | 359 | 4.0 | 11 200 | 5 | 0.80 | 3.9% |
| Second Hand furniture | 1336 | 0.0 | 0 | 8 | 0.00 | 0.0% |
| TOTAL FURNITURE & APPLIANCES | 10688 | 104 | 9 700 | 75 | 13.17 | 100.0% |

| OTHER RETAIL GOODS | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/Store | % of Category |
|--|------------------|--------------------|------------------------|-----------------------|--------------------|----------------------|
| Based on store type | | | | | | |
| Hardware & Building Materials | | | | | | |
| Blinds & Drapes | 136 | 1.7 | 12 600 | 2 | 0.86 | 2.3% |
| Building Materials | 2012 | 25.2 | 12 500 | 10 | 2.52 | 33.6% |
| Ceramic Tiles | 456 | 5.7 | 12 600 | 4 | 1.44 | 7.7% |
| Domestic Hardware | 2013 | 22.7 | 11 300 | 14 | 1.62 | 30.2% |
| Lawnmowers | 230 | 1.7 | 7 200 | 1 | 1.65 | 2.2% |
| Mirrors & Framing | 249 | 2.7 | 10 900 | 4 | 0.68 | 3.6% |
| Paint | 846 | 10.6 | 12 500 | 10 | 1.06 | 14.1% |
| Sanitary ware | 68 | 0.9 | 12 600 | 1 | 0.85 | 1.1% |
| Security Equipment | 64 | 0.6 | 8 800 | 1 | 0.56 | 0.7% |
| Swimming Pool Equipment | 322 | 3.1 | 9 600 | 2 | 1.55 | 4.1% |
| Timber & Boards | 224 | 2.4 | 10 900 | 4 | 0.61 | 3.3% |
| Hardware & Building Materials | 6326 | 75 | 11 900 | 51 | 11.18 | 100.0% |

| OTHER RETAIL GOODS | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/Store | % of Category |
|----------------------------------|------------------|--------------------|------------------------|-----------------------|--------------------|----------------------|
| Based on store type | | | | | | |
| Motor | | | | | | |
| Boats | 110 | 1.3 | 11 500 | 1 | 1.27 | 4.6% |
| Exhausts / Shocks / Tyres | 1464 | 17.3 | 11 800 | 10 | 1.73 | 62.3% |
| Motor accessories / safari equip | 147 | 1.3 | 8 800 | 1 | 1.30 | 4.7% |
| Motor showrooms (NewCars) | 632 | 8.0 | 12 600 | 1 | 7.96 | 28.7% |
| Motor Spares | 106 | 1.2 | 11 600 | 5 | 0.25 | 4.4% |
| Motor | 2350 | 28 | 11 800 | 17 | 11.24 | 100.0% |

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|---------------|-------------------------|
| Town : | Total Study Area |
|---------------|-------------------------|

Detailed Analysis : Table (3)

| OTHER RETAIL GOODS Based on store type | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|--|----------------------------|------------------------------|----------------------------------|---------------------------------|-------------------------------|--------------------------------|
| Miscellaneous - Semi durable goods | | | | | | |
| Baby goods | 82 | 1.1 | 13 700 | 1 | 1.13 | 0.5% |
| Beads | 364 | 3.2 | 8 800 | 3 | 1.07 | 1.5% |
| Bicycles | 444 | 4.1 | 9 200 | 6 | 0.68 | 1.9% |
| Camping & Outdoor | 221 | 2.0 | 9 000 | 1 | 1.98 | 0.9% |
| CD's Tapes and records | 190 | 2.2 | 11 600 | 2 | 1.11 | 1.0% |
| Ceramic ware (pottery) | 127 | 1.6 | 12 600 | 1 | 1.60 | 0.7% |
| Computer Equipment | 812 | 8.0 | 9 800 | 13 | 0.62 | 3.7% |
| Equestrian (Saddles, bridlesetc) | 15 | 0.2 | 12 600 | 1 | 0.19 | 0.1% |
| Fabric | 259 | 2.0 | 7 700 | 3 | 0.66 | 0.9% |
| General Dealer | 8542 | 84.8 | 9 900 | 36 | 2.35 | 39.6% |
| Gifts | 813 | 9.4 | 11 500 | 13 | 0.72 | 4.4% |
| Homeware | 331 | 4.1 | 12 400 | 3 | 1.37 | 1.9% |
| Interior Decor | 3127 | 39.7 | 12 700 | 15 | 2.65 | 18.6% |
| Kitchen Equipment | 49 | 0.4 | 7 600 | 1 | 0.37 | 0.2% |
| Luggage | 50 | 0.6 | 12 600 | 1 | 0.63 | 0.3% |
| Musical Instruments | 88 | 0.8 | 8 800 | 1 | 0.78 | 0.4% |
| Noveltie (Verimark) | 41 | 0.4 | 8 800 | 1 | 0.36 | 0.2% |
| Nursery | 2833 | 28.7 | 10 100 | 8 | 3.59 | 13.4% |
| Second Hand Goods | 1960 | 19.4 | 9 900 | 16 | 1.21 | 9.0% |
| Spy shop (Home security) | 45 | 0.4 | 7 900 | 2 | 0.18 | 0.2% |
| Toys and Hobbies | 414 | 4.4 | 10 600 | 4 | 1.10 | 2.1% |
| Miscellaneous - Semi durable goods | 20444 | 214 | 10 500 | 129 | 23.28 | 100.0% |

| OTHER RETAIL GOODS Based on store type | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|--|----------------------------|------------------------------|----------------------------------|---------------------------------|-------------------------------|--------------------------------|
| Miscellaneous - Non durable goods | | | | | | |
| Art Gallery | 3299 | 37.3 | 11 300 | 25 | 1.49 | 15.5% |
| Arts & Crafts | 2057 | 23.5 | 11 400 | 26 | 0.90 | 9.7% |
| Bath Products | 71 | 0.5 | 7 600 | 1 | 0.53 | 0.2% |
| Books & Stationery | 2363 | 28.8 | 12 200 | 20 | 1.44 | 11.9% |
| Bottle store | 5962 | 79.8 | 13 400 | 34 | 2.35 | 33.1% |
| Chemicals | 37 | 0.4 | 11 800 | 2 | 0.22 | 0.2% |
| Cosmetics & Perfumes | 159 | 1.7 | 10 500 | 1 | 1.67 | 0.7% |
| Florist | 474 | 4.7 | 9 900 | 4 | 1.17 | 1.9% |
| Gas | 208 | 2.4 | 11 700 | 3 | 0.81 | 1.0% |
| Health Shop /Beauty Products | 2035 | 27.4 | 13 400 | 13 | 2.10 | 11.3% |
| Packaging | 44 | 0.6 | 12 600 | 1 | 0.56 | 0.2% |
| Party Shop | 51 | 0.5 | 9 900 | 1 | 0.51 | 0.2% |
| Pet Shop | 479 | 5.4 | 11 200 | 7 | 0.77 | 2.2% |
| Pharmacy | 2482 | 31.0 | 12 500 | 11 | 2.81 | 12.8% |
| Tobacconist / Cigar shop | 26 | 0.2 | 8 800 | 1 | 0.23 | 0.1% |
| Miscellaneous - Non durable goods | 19493 | 241 | 12 400 | 146 | 16.20 | 100.0% |

620

| | |
|---------------|-------------------------|
| Town : | Total Study Area |
|---------------|-------------------------|

Detailed Analysis : Table (4)

| OTHER RETAIL GOODS | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|--------------------------------------|------------------|--------------------|------------------------|-----------------------|---------------------|----------------------|
| Based on store type | | | | | | |
| Miscellaneous - Durable goods | | | | | | |
| Braai equipment / pizza ovens | 39 | 0.3 | 8 800 | 1 | 0.35 | 0.9% |
| Cellphones | 1470 | 12.8 | 8 700 | 29 | 0.44 | 34.5% |
| Jewellers / Watches/ Silverware | 1045 | 12.6 | 12 100 | 22 | 0.57 | 34.0% |
| Sewing machines | 110 | 0.9 | 8 500 | 1 | 0.94 | 2.5% |
| Sports Equipment | 519 | 9.2 | 17 600 | 4 | 2.29 | 24.6% |
| Wrought Iron work | 147 | 1.3 | 8 800 | 1 | 1.30 | 3.5% |
| Miscellaneous - Durable goods | 3331 | 37 | 11 200 | 58 | 5.89 | 100.0% |

| CONSUMER SERVICES | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|----------------------------|------------------|--------------------|------------------------|-----------------------|---------------------|----------------------|
| Based on store type | | | | | | |
| Personal Services | | | | | | |
| Art Studio | 274 | 2.6 | 9 500 | 2 | 1.31 | 2.8% |
| Beautician | 1518 | 14.4 | 9 500 | 18 | 0.80 | 15.2% |
| Car Wash | 524 | 4.1 | 7 900 | 7 | 0.59 | 4.4% |
| Designers | 70 | 0.6 | 9 000 | 1 | 0.63 | 0.7% |
| Drycleaner / Laundry | 1102 | 9.2 | 8 300 | 18 | 0.51 | 9.7% |
| Educational | 240 | 2.0 | 8 400 | 5 | 0.40 | 2.1% |
| Engraving | 24 | 0.2 | 7 200 | 1 | 0.17 | 0.2% |
| Events | 141 | 1.3 | 9 000 | 4 | 0.32 | 1.3% |
| Funeral Parlour/ Memorials | 1474 | 13.0 | 8 800 | 11 | 1.18 | 13.7% |
| Gym and Keep fit | 3160 | 28.1 | 8 900 | 30 | 0.94 | 29.6% |
| Hairdressers | 2865 | 25.1 | 8 800 | 50 | 0.50 | 26.5% |
| Health Spa | 31 | 0.3 | 10 100 | 1 | 0.32 | 0.3% |
| Kennels | 573 | 4.4 | 7 600 | 3 | 1.46 | 4.6% |
| Massage | 32 | 0.3 | 9 000 | 1 | 0.29 | 0.3% |
| Nail bars | 83 | 0.7 | 8 200 | 2 | 0.34 | 0.7% |
| Photo processing | 208 | 1.8 | 8 500 | 4 | 0.44 | 1.9% |
| Photographic Studio | 96 | 0.7 | 7 200 | 3 | 0.23 | 0.7% |
| Tattoo Parlour | 49 | 0.4 | 7 200 | 1 | 0.35 | 0.4% |
| Personal Services | 10731 | 95 | 8 800 | 140 | 5.75 | 100.0% |

| CONSUMER SERVICES | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|---------------------------|------------------|--------------------|------------------------|-----------------------|---------------------|----------------------|
| Based on store type | | | | | | |
| Financial Services | | | | | | |
| Accountants | 18 | 0.2 | 9 000 | 1 | 0.16 | 0.1% |
| Banks | 5451 | 50.6 | 9 300 | 24 | 2.11 | 42.9% |
| Car rental | 82 | 0.7 | 9 000 | 1 | 0.74 | 0.6% |
| Cash Loans | 573 | 4.7 | 8 200 | 6 | 0.78 | 4.0% |
| Estate Agents | 3614 | 31.1 | 8 600 | 58 | 0.54 | 26.3% |
| Foreign Exchange | 35 | 0.3 | 9 000 | 1 | 0.31 | 0.3% |
| Insurance Brokers | 467 | 4.2 | 8 900 | 6 | 0.69 | 3.5% |
| Lawyers | 1073 | 9.5 | 8 800 | 10 | 0.95 | 8.0% |
| Other Financial | 476 | 3.8 | 8 000 | 8 | 0.47 | 3.2% |
| Post office / Agency | 1361 | 12.9 | 9 500 | 10 | 1.29 | 11.0% |
| Financial Services | 13153 | 118 | 9 000 | 136 | 8.04 | 100.0% |

| | |
|---------------|-------------------------|
| Town : | Total Study Area |
|---------------|-------------------------|

Detailed Analysis : Table (5)

| CONSUMER SERVICES | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|--------------------------|------------------|--------------------|------------------------|-----------------------|---------------------|----------------------|
| Based on store type | | | | | | |
| Medical Services | | | | | | |
| Dentists | 358 | 3.3 | 9 100 | 4 | 0.82 | 9.5% |
| General Practitioners | 942 | 8.4 | 8 900 | 8 | 1.05 | 24.6% |
| Muti Shop | 34 | 0.2 | 6 600 | 1 | 0.23 | 0.7% |
| Optometrists / Opticians | 1201 | 11.1 | 9 200 | 14 | 0.79 | 32.3% |
| Other medical services | 98 | 0.8 | 8 300 | 2 | 0.41 | 2.4% |
| Physiotherapists | 110 | 1.0 | 9 000 | 1 | 0.99 | 2.9% |
| Vets | 1091 | 9.5 | 8 700 | 7 | 1.35 | 27.7% |
| Medical Services | 3834 | 34 | 8 900 | 37 | 5.63 | 100.0% |

| CONSUMER SERVICES | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store | % of Category |
|--------------------------------|------------------|--------------------|------------------------|-----------------------|---------------------|----------------------|
| Based on store type | | | | | | |
| Entertainment Services | | | | | | |
| Bars /Taverns | 1446 | 11.3 | 7 800 | 10 | 1.13 | 3.8% |
| Booking Office (Computicket) | 692 | 7.1 | 10 300 | 8 | 0.89 | 2.4% |
| Catering Hire | 16 | 0 | 9 000 | 1 | 0.15 | 0.1% |
| Childrens entertainment / care | 831 | 6.0 | 7 200 | 2 | 2.99 | 2.0% |
| Coffee shop | 3342 | 43.0 | 12 900 | 30 | 1.43 | 14.5% |
| Entertainment Other | 463 | 3.0 | 6 400 | 4 | 0.75 | 1.0% |
| Information / Tourist offices | 490 | 4.4 | 9 000 | 6 | 0.74 | 1.5% |
| Internet Cafe | 304 | 2.5 | 8 200 | 6 | 0.42 | 0.8% |
| Libraries | 1144 | 9.9 | 8 600 | 5 | 1.97 | 3.3% |
| Restaurants | 20203 | 189.1 | 9 400 | 108 | 1.75 | 64.0% |
| Travel Agencies | 349 | 3.1 | 8 800 | 5 | 0.61 | 1.0% |
| Video Games | 318 | 2.6 | 8 100 | 3 | 0.86 | 0.9% |
| Video Hire | 1455 | 13.7 | 9 400 | 16 | 0.85 | 4.6% |
| Entertainment Services | 31036 | 295 | 9 500 | 205 | 14.38 | 100.0% |

| CONSUMER SERVICES | GROSS SQM | SALES Rmill | Trading Density | No of Stores* | Sales/ Store | % of Category |
|-------------------------------------|------------------|--------------------|------------------------|----------------------|---------------------|----------------------|
| Based on store type | | | | | | |
| Repairs & Servicing | | | | | | |
| Airconditioning | 41 | 0.4 | 10 600 | 1 | 0.44 | 1.3% |
| Electrical appliance repairs | 58 | 0.6 | 10 100 | 1 | 0.59 | 1.8% |
| Electrician | 348 | 3.2 | 9 300 | 5 | 0.65 | 9.9% |
| Flooring | 120 | 1.5 | 12 600 | 3 | 0.50 | 4.6% |
| Glass fitting | 733 | 8.7 | 11 800 | 6 | 1.44 | 26.6% |
| Hiring services | 313 | 2.6 | 8 400 | 5 | 0.53 | 8.1% |
| Lawnmower repairs | 103 | 0.8 | 7 800 | 1 | 0.81 | 2.5% |
| Locksmith / keys | 182 | 1.5 | 8 300 | 3 | 0.50 | 4.6% |
| Motor servicing & repairs | 284 | 2.2 | 7 900 | 3 | 0.75 | 6.9% |
| Other Services | 34 | 0.4 | 11 200 | 2 | 0.19 | 1.2% |
| Plumbing | 123 | 1.6 | 12 600 | 1 | 1.56 | 4.8% |
| Pool / garden maintenance | 118 | 1.5 | 12 600 | 1 | 1.48 | 4.6% |
| Printing | 236 | 2.0 | 8 600 | 5 | 0.41 | 6.3% |
| Security services | 466 | 4.2 | 9 000 | 6 | 0.70 | 12.9% |
| TV and Video repairs / installation | 148 | 1.3 | 8 700 | 4 | 0.32 | 3.9% |
| Repairs & servicing | 3306 | 33 | 9 800 | 47 | 10.86 | 100.0% |

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| |
|------------------------------|
| Town : Hermanus Total |
|------------------------------|

SUMMARY TABLES

Method (1)

| PRODUCT GROUP Based on Estimated Merchandise mix by store | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|--|---------------|----------------|--------------------|-------------------|-----------------|
| Food and Groceries | 17 876 | 722 | 40 400 | 70 | 10.32 |
| Clothing, Footwear and Accessories | 10 691 | 192 | 17 900 | 74 | 2.59 |
| Furniture and Appliances | 6 687 | 69 | 10 400 | 43 | 1.62 |
| All Other Retail Goods | 24 602 | 303 | 12 300 | 197 | 1.54 |
| Consumer Services | 31 190 | 279 | 8 900 | 245 | 1.14 |
| Vacant Retail Space | 7 407 | 0 | 0 | 28 | 0.00 |
| TOTAL | 98 452 | 1 565 | 15 901 | 657 | 2.38 |

* By Merchandise group

Method (2)

| PRODUCT GROUP Based on Store Type | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|--------------------------------------|---------------|----------------|--------------------|-------------------|-----------------|
| Food and Groceries | 20 291 | 742 | 36 562 | 70 | 10.60 |
| Clothing, Footwear and Accessories | 10 911 | 186 | 17 100 | 74 | 2.51 |
| Furniture and Appliances | 5 867 | 60 | 10 200 | 43 | 1.39 |
| All Other Retail Goods | 26 423 | 296 | 11 200 | 197 | 1.50 |
| Consumer Services | 29 432 | 277 | 9 400 | 245 | 1.13 |
| Vacant Retail Space | 5 529 | 0 | 0 | 28 | 0.00 |
| TOTAL | 98 452 | 1 561 | 15 853 | 657 | 2.38 |

Method (3)

| PRODUCT GROUP Based on Merchandise mix by store at group level | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|---|----------------|----------------|--------------------|-------------------|-----------------|
| Food and Groceries | 20 291 | 742 | 36 600 | 70 | 10.60 |
| Clothing, Footwear and Accessories | 10 911 | 186 | 17 100 | 74 | 2.51 |
| Furniture and Appliances | 5 867 | 60 | 10 200 | 43 | 1.39 |
| Hardware and Motor | 3 512 | 42 | 11 900 | 38 | 1.10 |
| All Other Retail Goods | 22 868 | 254 | 11 100 | 159 | 1.60 |
| Consumer Services | 29 432 | 277 | 9 400 | 245 | 1.13 |
| Vacant Retail Space | 7 407 | 0 | 0 | 28 | 0.00 |
| TOTAL | 100 288 | 1 561 | 15 563 | 657 | 2.38 |

Method (4) - Average

| PRODUCT GROUP An average of the 3 methods above | GROSS SQM | SALES Rmill | Trading Density | No. of Stores* | Sales/ Store |
|--|---------------|----------------|--------------------|-------------------|-----------------|
| Food and Groceries | 19 486 | 735 | 37 700 | 70 | 10.50 |
| Clothing, Footwear and Accessories | 10 837 | 188 | 17 300 | 74 | 2.54 |
| Furniture and Appliances | 6 140 | 63 | 10 300 | 43 | 1.47 |
| All Other Retail Goods | 25 801 | 298 | 11 600 | 197 | 1.51 |
| Consumer Services | 30 018 | 278 | 9 300 | 245 | 1.13 |
| Vacant Retail Space | 6 781 | 0 | 0 | 28 | 0.00 |
| TOTAL | 99 064 | 1 562 | 15 771 | 657 | 2.38 |

Method (1) This method is based on the estimated split of trading space allocated to each merchandise category within each store. It is probably the most accurate of all three methods used

Method (2) This approach estimates sales per store, and a single merchandise category is assigned per store. Supermarkets are for example assumed to be 100% food

Method (3) This approach is similar to (2) above, except that the agglomeration is done at merchandise group level rather than at category level

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| | |
|---------------|-----------------------|
| Town : | Hermanus Total |
|---------------|-----------------------|

| ANALYSIS OF FOOD | GROSS | SALES | Trading | No. of | Sales/ |
|---------------------------------------|---------------|--------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Supermarkets, Hypermarkets | 13 973 | 533.7 | 38 200 | 15 | 35.58 |
| Cafes & Forecourt stores | 528 | 18.8 | 35 600 | 5 | 3.76 |
| General Dealers | 0 | 0.0 | 0 | 0 | 0.00 |
| Cash and Carry | 953 | 28.8 | 30 200 | 3 | 9.59 |
| Take Aways | 1 153 | 35.4 | 30 700 | 11 | 3.22 |
| Specialist stores (Incl Butchers etc) | 3 685 | 125.2 | 34 000 | 36 | 3.48 |
| Total Food and Groceries | 20 291 | 741.9 | 36 562 | 70 | 10.60 |

* By store Type

| ANALYSIS OF CLOTHING | GROSS | SALES | Trading | No. of | Sales/ |
|-------------------------------------|---------------|---------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Family Clothing | 4 230 | 78.24 | 18 500 | 17 | 4.60 |
| Menswear, Ladies, Children | 2 955 | 53.59 | 18 100 | 28 | 1.91 |
| Shoes | 744 | 12.41 | 16 700 | 7 | 1.77 |
| Sports clothing | 832 | 13.89 | 16 700 | 3 | 4.63 |
| Specialist Stores | 2 150 | 27.96 | 13 000 | 19 | 1.47 |
| Total Clothing, Footwear etc | 10 911 | 186.08 | 17 100 | 74 | 2.51 |

| ANALYSIS OF FURNITURE | GROSS | SALES | Trading | No. of | Sales/ |
|--|--------------|--------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Furniture & Appliances | 1 949 | 20.32 | 10 400 | 8 | 2.54 |
| Hi Fi / Tv / Video | 170 | 1.84 | 10 800 | 1 | 1.84 |
| Lamps & Lighting | 263 | 2.95 | 11 200 | 3 | 0.98 |
| Antiques | 1 172 | 11.21 | 9 600 | 7 | 1.60 |
| Specialists / Seconds / Garden | 2 313 | 23.57 | 10 200 | 24 | 0.98 |
| Total Furniture, Appliances etc | 5 867 | 59.89 | 10 200 | 43 | 1.39 |

| ANALYSIS OF OTHER GOODS | GROSS | SALES | Trading | No. of | Sales/ |
|--|---------------|--------------|----------------|---------------|---------------|
| Based on Store type | SQM | Rmill | Density | Stores* | Store |
| Hardware and Building materials | 2 502 | 29.4 | 11 700 | 32 | 0.92 |
| Motor Vehicles and Equipment | 1 010 | 12.4 | 12 300 | 6 | 2.07 |
| Books, Liquor, Florist, Chemist, Cosmetics | 11 947 | 146.9 | 12 300 | 79 | 1.86 |
| Bikes, Phones, Cameras, Jewell., Music Eq | 1 411 | 18.5 | 13 100 | 28 | 0.66 |
| Arms, camping, Gifts, Sport Eq, Housewares | 9 552 | 88.5 | 9 300 | 52 | 1.70 |
| Total Other Goods | 26 423 | 295.7 | 11 200 | 197 | 1.50 |

| ANALYSIS OF SERVICES | GROSS | SALES | Trading | No. of | Sales/ |
|-----------------------------|---------------|--------------|----------------|---------------|---------------|
| Based on store type | SQM | Rmill | Density | Stores* | Store |
| Entertainment Serv. | 14 444 | 139.5 | 9 700 | 82 | 1.70 |
| Financial Services | 4 397 | 40.6 | 9 200 | 54 | 0.75 |
| Medical Services | 1 257 | 12.3 | 9 800 | 11 | 1.12 |
| Personal Services | 7 398 | 65.1 | 8 800 | 75 | 0.87 |
| Repair Services | 1 935 | 19.7 | 10 200 | 23 | 0.85 |
| Total Services | 29 432 | 277.2 | 9 400 | 245 | 1.13 |

| | | | | | |
|---------------|-------|--|--|----|--|
| Vacant stores | 5 529 | | | 28 | |
|---------------|-------|--|--|----|--|

| | |
|---------------|-----------------------|
| Town : | Hermanus Total |
|---------------|-----------------------|

| ANALYSIS OF FOOD Based on store type | Non Retail | Total | Non Retail | Total | Non - Retail % of Total | |
|---|--------------|---------------|-------------|-------------|-------------------------|--------------|
| | GROSS SQM | GROSS SQM | Sales Rmill | Sales Rmill | Space % | Sales % |
| Supermarkets, Hypermarkets | 1 082 | 15 056 | 43.7 | 577 | 7.19% | 7.57% |
| Cafes & Forecourt stores | 0 | 528 | 0.0 | 19 | 0.00% | 0.00% |
| General Dealers | 0 | 0 | 0.0 | 0 | 0.00% | 0.00% |
| Cash and Carry | 494 | 1 446 | 15.6 | 44 | 34.15% | 35.12% |
| Take Aways | 0 | 1 153 | 0.0 | 35 | 0.00% | 0.00% |
| Specialist stores (Incl Butchers etc) | 570 | 4 254 | 21.4 | 147 | 13.39% | 14.60% |
| Total Food and Groceries | 2 146 | 22 437 | 80.7 | 823 | 9.56% | 9.81% |

* By store Type

| ANALYSIS OF CLOTHING Based on store type | GROSS SQM | GROSS SQM | SALES Rmill | SALES Rmill | Space % | Sales % |
|---|-----------------|---------------|-------------|-------------|--------------|--------------|
| | Family Clothing | 0 | 4 230 | 0.00 | 78 | 0.00% |
| Menswear, Ladies, Children | 0 | 2 955 | 0.00 | 54 | 0.00% | 0.00% |
| Shoes | 0 | 744 | 0.00 | 12 | 0.00% | 0.00% |
| Sports clothing | 0 | 832 | 0.00 | 14 | 0.00% | 0.00% |
| Specialist Stores | 28 | 2 178 | 0.38 | 28 | 1.28% | 1.34% |
| Total Clothing, Footwear etc | 28 | 10 939 | 0.38 | 186 | 0.26% | 0.20% |

| ANALYSIS OF FURNITURE Based on store type | GROSS SQM | GROSS SQM | SALES Rmill | SALES Rmill | Space % | Sales % |
|--|------------------------|--------------|-------------|-------------|---------------|---------------|
| | Furniture & Appliances | 239 | 2 189 | 2.44 | 23 | 10.94% |
| Hi Fi / Tv / Video | 17 | 187 | 0.18 | 2 | 9.09% | 9.09% |
| Lamps & Lighting | 111 | 374 | 1.26 | 4 | 29.74% | 29.88% |
| Antiques | 77 | 1 249 | 0.76 | 12 | 6.14% | 6.32% |
| Specialists / Seconds / Garden | 496 | 2 809 | 5.14 | 29 | 17.66% | 17.91% |
| Total Furniture, Appliances etc | 940 | 6 807 | 9.78 | 70 | 13.82% | 14.03% |

| ANALYSIS OF OTHER GOODS Based on Store type | GROSS SQM | GROSS SQM | SALES Rmill | SALES Rmill | Space % | Sales % |
|--|---------------------------------|---------------|-------------|-------------|---------------|---------------|
| | Hardware and Building materials | 1 657 | 4 159 | 19.8 | 49 | 39.84% |
| Motor Vehicles and Equipment | 147 | 1 157 | 1.7 | 14 | 12.67% | 12.03% |
| Books, Liquor, Florist, Chemist, Cosmetics | 1 099 | 13 046 | 13.3 | 160 | 8.43% | 8.32% |
| Bikes, Phones, Cameras, Jewell., Music Eq | 37 | 1 448 | 0.4 | 19 | 2.55% | 1.95% |
| Arms, camping, Gifts, Sport Eq, Housewares | 1 404 | 10 956 | 17.4 | 106 | 12.82% | 16.41% |
| Total Other Goods | 4 344 | 30 766 | 52.6 | 348 | 14.12% | 15.10% |

| ANALYSIS OF SERVICES Based on store type | GROSS SQM | GROSS SQM | SALES Rmill | SALES Rmill | Space % | Sales % |
|---|---------------------|---------------|-------------|-------------|--------------|--------------|
| | Entertainment Serv. | 64 | 14 508 | 0.6 | 140 | 0.44% |
| Financial Services | 1 232 | 5 630 | 12.0 | 53 | 21.89% | 22.74% |
| Medical Services | 0 | 1 257 | 0.0 | 12 | 0.00% | 0.00% |
| Personal Services | 344 | 7 742 | 2.9 | 68 | 4.44% | 4.30% |
| Repair Services | 766 | 2 700 | 7.9 | 28 | 28.36% | 28.77% |
| Total Services | 2 406 | 31 838 | 23.4 | 301 | 7.56% | 7.79% |

| | | | | | | |
|--------------------------------------|--------------|----------------|------------|-------------|--------------|--------------|
| Total Retail and Non - Retail | 9 864 | 102 787 | 167 | 1728 | 9.60% | 9.66% |
|--------------------------------------|--------------|----------------|------------|-------------|--------------|--------------|

Market Potential Modelling

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Market Potential Modelling

1. Population

Population growth in the primary and secondary areas is projected to grow at slightly lower rates than was seen between 2001 and 2011, partly because growth is off a larger base each year but also because economic conditions are expected to be somewhat more constrained over this period.

Population Growth Rates Per Annum

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|------------|---------|-------|-------|-----------|-------|-------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2001-2011 | 6.20% | 6.45% | 6.20% | 3.80% | 4.20% | 5.40% | 1.00% | 1.00% |
| 2011-2013 | 5.00% | 5.00% | 5.00% | 3.77% | 3.50% | 4.00% | 2.00% | 2.00% |
| 2013-2016 | 4.80% | 4.80% | 4.80% | 3.50% | 3.50% | 3.50% | 2.50% | 2.50% |
| 2016- 2019 | 4.50% | 4.50% | 4.50% | 3.20% | 3.20% | 3.20% | 2.50% | 2.50% |
| 2019- 2024 | 4.00% | 4.00% | 4.00% | 3.20% | 3.20% | 3.20% | 2.50% | 2.50% |

Projected Population Levels

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|--------|--------|-----------|--------|--------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | 10 147 | 38 282 | 33 962 | 7 986 | 34 253 | 35 532 | 216 | 384 |
| 2013 | 11 187 | 42 206 | 37 443 | 8 600 | 36 693 | 38 432 | 225 | 400 |
| 2016 | 12 876 | 48 580 | 43 098 | 9 535 | 40 682 | 42 610 | 242 | 430 |
| 2019 | 14 694 | 55 438 | 49 182 | 10 479 | 44 714 | 46 833 | 261 | 463 |
| 2024 | 17 877 | 67 449 | 59 837 | 12 267 | 52 341 | 54 821 | 295 | 524 |

2. Economically Active Population

The economically active population is generally considered to include people between the ages of 16 and 60, and unemployment levels are calculated by relating the number of unemployed against the economically active population.

Not everyone in society in that 16 to 60 age group is in the "job market" however, for traditional cultural reasons as well as practicality. In most societies, a mother with young children, for example, would generally prefer not to work if the family's circumstances would permit.

Over the past few decades, working patterns have been changing, with the working population steadily growing as a percentage of the "economically active"

In this study we have assumed that the working population or more correctly "Earners" will grow at around 0.2% per annum. This is a slow growth rate, and does not impact significantly on the results.

Projected Economically Active Population Levels

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|--------|--------|-----------|--------|--------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | 5 495 | 22 870 | 22 150 | 4 662 | 20 289 | 22 406 | 123 | 229 |
| 2013 | 6 058 | 25 215 | 24 420 | 5 021 | 21 734 | 24 234 | 128 | 239 |
| 2016 | 7 016 | 29 242 | 28 319 | 5 598 | 24 280 | 27 078 | 139 | 259 |
| 2019 | 8 021 | 33 509 | 32 464 | 6 163 | 26 798 | 29 902 | 150 | 280 |
| 2024 | 9 776 | 40 917 | 39 647 | 7 227 | 31 485 | 35 139 | 170 | 318 |

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Projected number of Earners

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|--------|--------|-----------|--------|--------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | 6 394 | 18 280 | 14 534 | 5 960 | 18 845 | 17 711 | 121 | 183 |
| 2013 | 7 035 | 20 058 | 15 889 | 6 405 | 20 104 | 19 023 | 125 | 190 |
| 2016 | 8 132 | 23 159 | 18 256 | 7 130 | 22 375 | 21 092 | 135 | 205 |
| 2019 | 9 281 | 26 438 | 20 717 | 7 838 | 24 615 | 23 098 | 146 | 221 |
| 2024 | 11 293 | 32 160 | 25 063 | 9 176 | 28 825 | 26 932 | 165 | 250 |

The table below shows that amongst the AB LifePlane group in both the Primary and Secondary catchment areas, the Non - Earners as a percentage of the Economically Active portion of the population is negative. This indicates a high level of older people (over 60 years) who are still working, or earning an income. Bearing in mind the relatively old age profile of the area and the number of retirement estates, this is not surprising.

Non - Earners as a % of Economically Active Population

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|-------|-------|-----------|------|-------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | -16.4% | 20.1% | 34.4% | -27.8% | 7.1% | 21.0% | 1.9% | 20.1% |
| 2013 | -16.1% | 20.5% | 34.9% | -27.6% | 7.5% | 21.5% | 2.2% | 20.5% |
| 2016 | -15.9% | 20.8% | 35.5% | -27.4% | 7.8% | 22.1% | 2.4% | 20.8% |
| 2019 | -15.7% | 21.1% | 36.2% | -27.2% | 8.1% | 22.8% | 2.7% | 21.1% |
| 2024 | -15.5% | 21.4% | 36.8% | -27.0% | 8.4% | 23.4% | 2.9% | 21.4% |

3. Average Earnings

As with the population figures, information on wages and salaries was based on the 2001 census, adjusted to account for under-reporting, and projected to the present time based on data from the SA Reserve Bank economic reports as well as surveys conducted by the Bureau of Market Research and ourselves.

Future estimates of earnings were based on relative changes in living standards as shown in the table below. This reflects real growth in earnings, ie increases over and above the inflation rate.

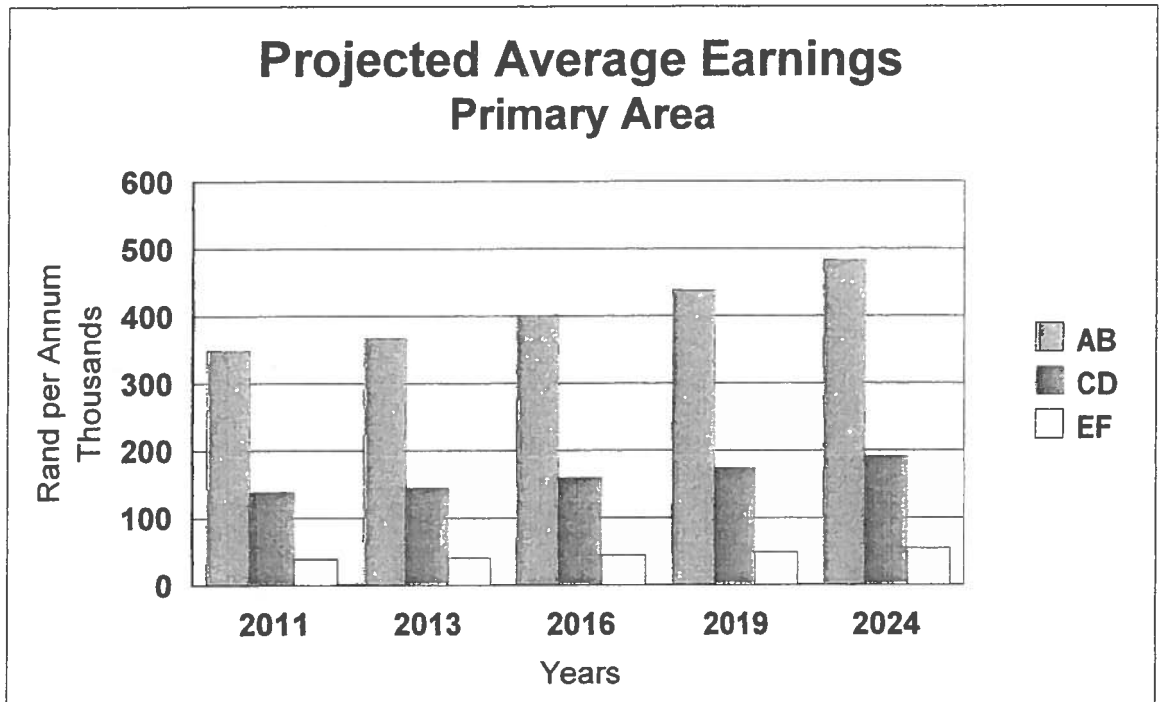
Projected Real Growth in Average Earnings

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|------|------|-----------|------|------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2013 | 2.5% | 2.5% | 2.7% | 2.5% | 2.5% | 2.7% | 2.5% | 2.5% |
| 2016 | 3.0% | 3.0% | 3.2% | 3.0% | 3.0% | 3.2% | 3.0% | 3.0% |
| 2019 | 3.0% | 3.0% | 3.2% | 3.0% | 3.0% | 3.2% | 3.0% | 3.0% |
| 2024 | 2.0% | 2.0% | 2.2% | 2.0% | 2.0% | 2.2% | 2.0% | 2.0% |

Projected Average Annual Earnings

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|---------|--------|-----------|---------|--------|-----------------|-----------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | 349 000 | 138 000 | 39 000 | 212 000 | 126 000 | 40 000 | 419 000 | 349 000 |
| 2013 | 367 000 | 145 000 | 41 000 | 223 000 | 132 000 | 42 000 | 440 000 | 367 000 |
| 2016 | 401 000 | 159 000 | 45 000 | 243 000 | 145 000 | 47 000 | 481 000 | 401 000 |
| 2019 | 438 000 | 174 000 | 49 000 | 266 000 | 158 000 | 51 000 | 525 000 | 438 000 |
| 2024 | 483 000 | 192 000 | 55 000 | 293 000 | 174 000 | 57 000 | 580 000 | 483 000 |

Data rounded



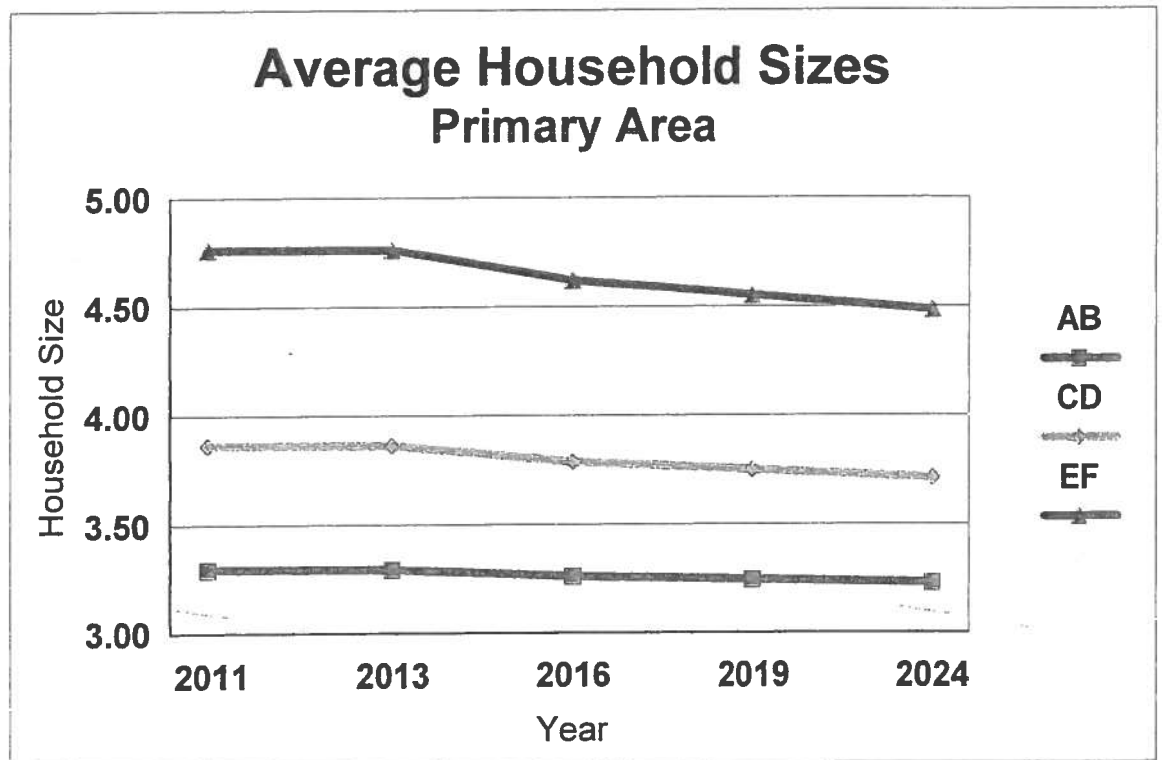
4. Household Size and Income

Household sizes have been steadily getting smaller as families choose to have less children, and this trend is likely to continue, particularly amongst the lower socio - economic groups as their education levels and living standards improve. The table below shows the household size levels projected for the study area.

Household Size

Average Household Size

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|------|------|-----------|------|------|-----------------|-----------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | 3.29 | 3.86 | 4.76 | 3.42 | 3.87 | 4.70 | 3.58 | 3.86 |
| 2013 | 3.29 | 3.86 | 4.76 | 3.42 | 3.87 | 4.70 | 3.58 | 3.86 |
| 2016 | 3.26 | 3.79 | 4.62 | 3.39 | 3.80 | 4.56 | 3.52 | 3.79 |
| 2019 | 3.24 | 3.75 | 4.55 | 3.37 | 3.76 | 4.49 | 3.50 | 3.75 |
| 2024 | 3.23 | 3.71 | 4.48 | 3.35 | 3.72 | 4.43 | 3.47 | 3.71 |



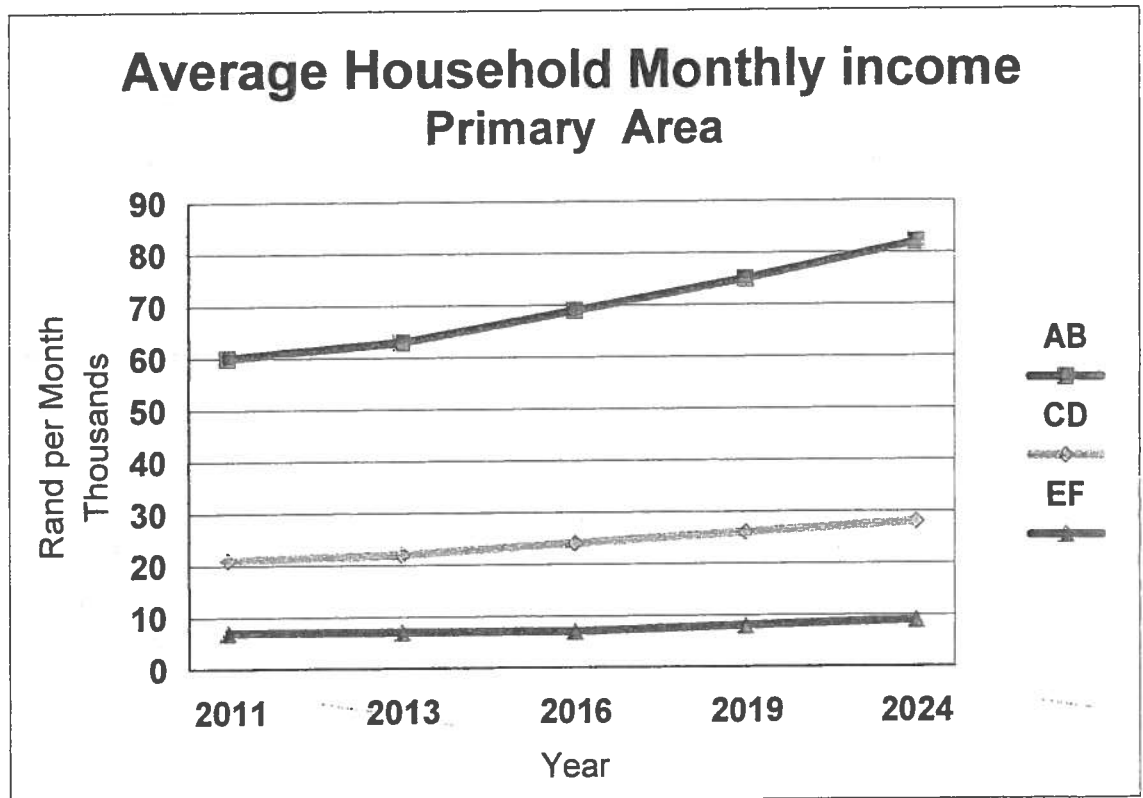
630

Income

The table and graph below shows the average monthly income levels projected for people living in the study area over the period .

Household Monthly Income

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|--------|-------|-----------|--------|--------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | 60 000 | 21 000 | 7 000 | 45 000 | 22 000 | 8 000 | 70 000 | 54 000 |
| 2013 | 63 000 | 22 000 | 7 000 | 47 000 | 23 000 | 8 000 | 73 000 | 56 000 |
| 2016 | 69 000 | 24 000 | 7 000 | 51 000 | 25 000 | 9 000 | 79 000 | 60 000 |
| 2019 | 75 000 | 26 000 | 8 000 | 56 000 | 27 000 | 9 000 | 86 000 | 65 000 |
| 2024 | 82 000 | 28 000 | 9 000 | 61 000 | 30 000 | 10 000 | 94 000 | 71 000 |



5. Shopping Population

Not everyone in the study area will shop at the proposed new centre. There will be a proportion of people who will not patronise the centre in any given year. This ratio will vary by population group, Life Plane, Age group and location. For the purpose of this study we have assumed that the site will be fairly centrally located and with easy access from Zwelihle, Mount Pleasant and Hawston.

The percentage of people likely to shop at the centre at least once a year is given in the table below. These figures are not expected to change over the forecast period, and reflect a mature, equilibrium position.

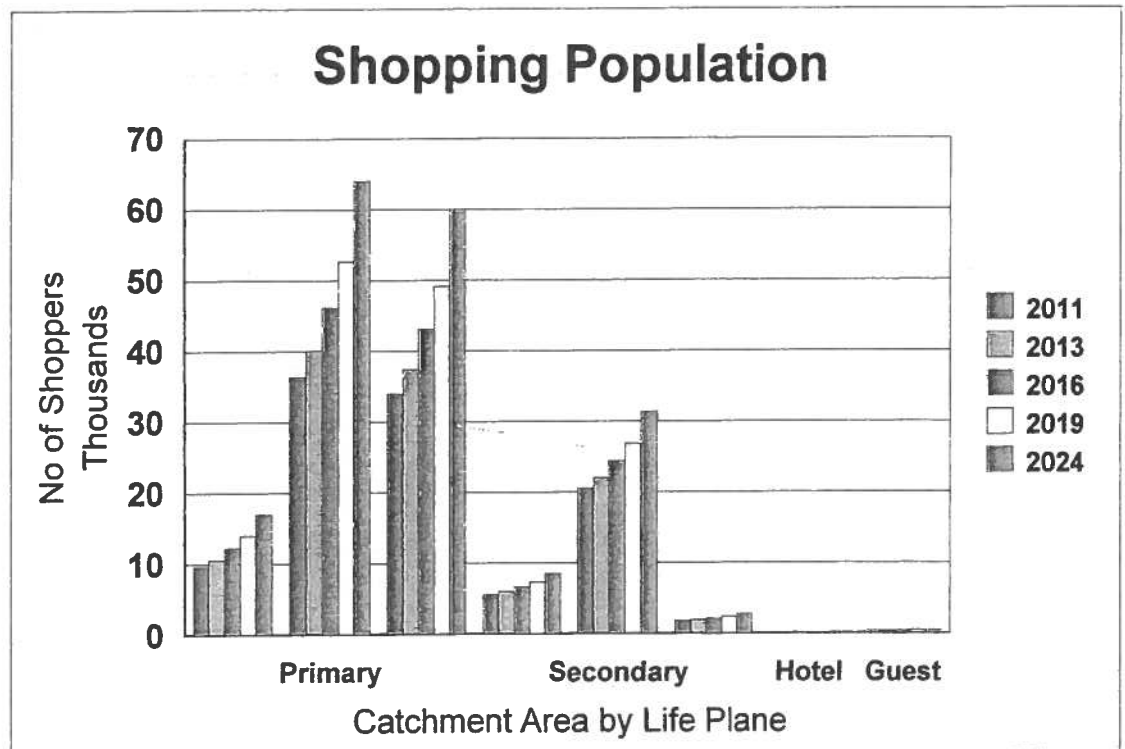
Percentage of Residents who will shop at the Centre

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|--------------------|---------|----|-----|-----------|----|----|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| All Forecast Years | 95 | 95 | 100 | 70 | 60 | 5 | 60 | 90 |

The Shopping population estimates are shown in the table and graph below

Shopping Population

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|-------|---------|--------|--------|-----------|--------|-------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| 2011 | 9 639 | 36 368 | 33 962 | 5 590 | 20 552 | 1 777 | 130 | 346 |
| 2013 | 10 627 | 40 096 | 37 443 | 6 020 | 22 016 | 1 922 | 135 | 360 |
| 2016 | 12 232 | 46 151 | 43 098 | 6 674 | 24 409 | 2 131 | 145 | 387 |
| 2019 | 13 959 | 52 666 | 49 182 | 7 336 | 26 828 | 2 342 | 156 | 417 |
| 2024 | 16 983 | 64 077 | 59 837 | 8 587 | 31 405 | 2 741 | 177 | 472 |



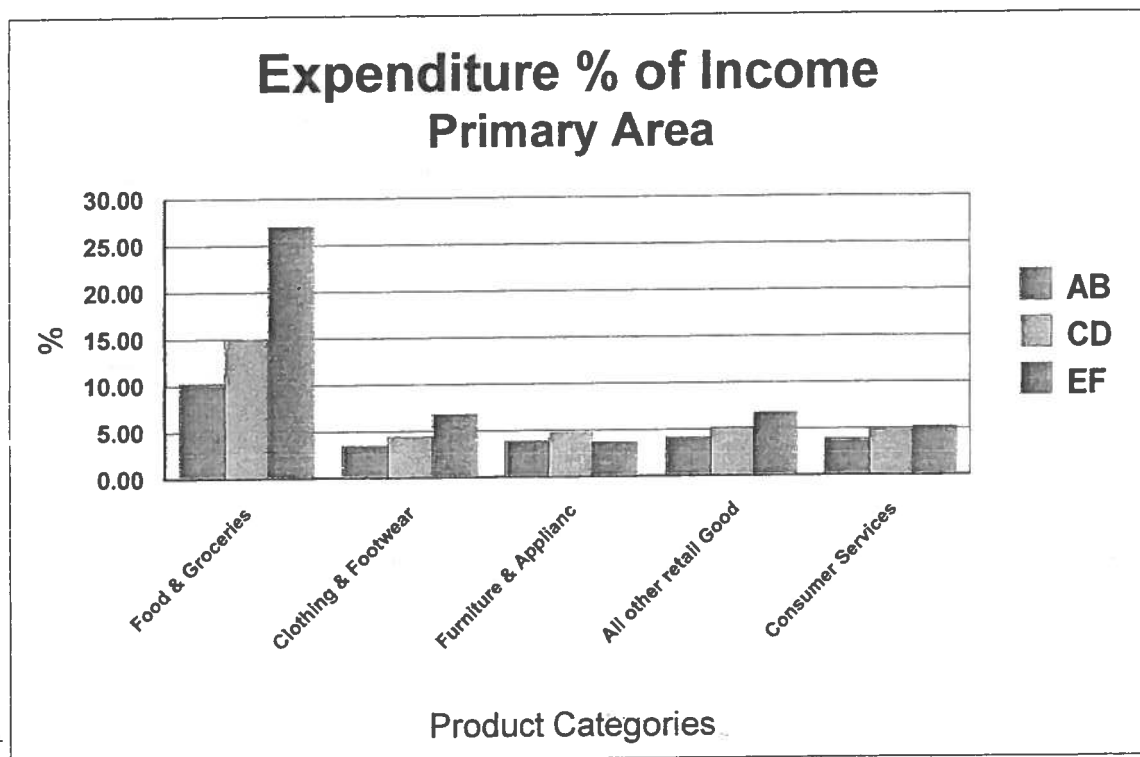
6. Expenditure Levels

The amount that people spend on retail goods and services varies by Lifeplane and Lifestage. In this study we have provided separate forecasts of population growth for the different Lifeplanes, but have made the assumption that the general age profile of resident will not alter sufficiently over the forecast period. The table and graph below show the percentage of income spent by category, according to their Lifeplane and income level.

Expenditure as a Percentage of Income for the year 2011

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|------------------------|---------|-------|-------|-----------|-------|-------|-----------------|-----------------|
| | AB | CD | EF | AB | CD | EF | | |
| Food & Groceries | 10.25 | 15.00 | 27.00 | 11.80 | 15.00 | 25.00 | 15.15 | 15.66 |
| Clothing & Footwear | 3.44 | 4.40 | 6.80 | 3.74 | 4.40 | 6.30 | 5.09 | 5.01 |
| Furniture & Appliances | 3.83 | 4.70 | 3.70 | 4.17 | 4.70 | 3.68 | 5.65 | 5.57 |
| All other retail Goods | 4.13 | 5.14 | 6.70 | 4.50 | 5.14 | 6.50 | 6.11 | 6.01 |
| Consumer Services | 3.89 | 4.80 | 5.20 | 4.24 | 4.80 | 5.00 | 5.75 | 5.66 |

The expenditure percentages do change over the forecast years as the income level of shoppers changes. Please see the detail tables for further information

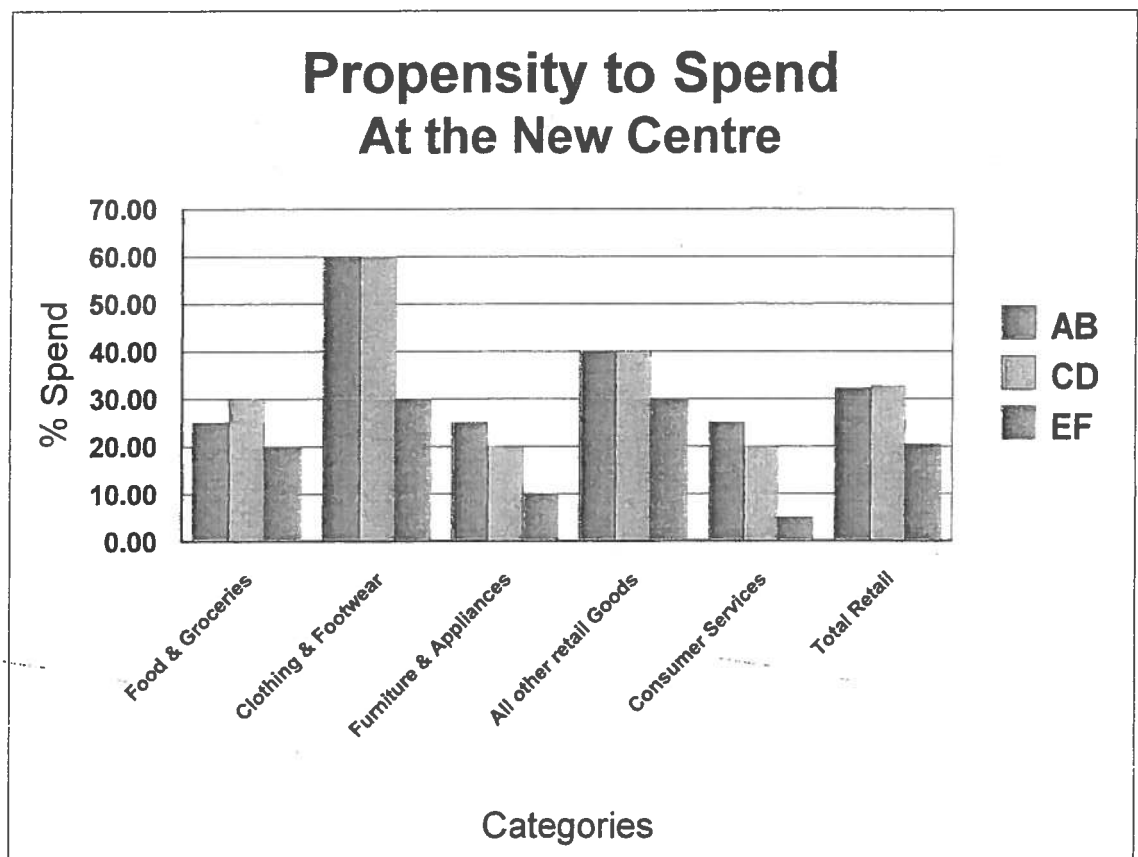


7. Propensity to Spend at the New Centre

Not all the shoppers will spend all their money at the new shopping centre. As the Consumer Survey showed, people will continue to support the existing stores both in Hermanus CBD as well as their local areas. The table below shows the estimated level of support the new centre is likely to draw by Lifeplane and catchment area.

Propensity to Spend at the New Centre

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|------------------------|---------|-------|-------|-----------|-------|-------|--------------|--------------|
| | AB | CD | EF | AB | CD | EF | | |
| Food & Groceries | 25.00 | 30.00 | 20.00 | 7.00 | 7.00 | 0.00 | 5.00 | 5.00 |
| Clothing & Footwear | 60.00 | 60.00 | 30.00 | 40.00 | 40.00 | 10.00 | 30.00 | 30.00 |
| Furniture & Appliances | 25.00 | 20.00 | 10.00 | 20.00 | 20.00 | 5.00 | 5.00 | 5.00 |
| All other retail Goods | 40.00 | 40.00 | 30.00 | 30.00 | 30.00 | 10.00 | 30.00 | 30.00 |
| Consumer Services | 25.00 | 20.00 | 5.00 | 10.00 | 10.00 | 5.00 | 10.00 | 10.00 |
| Total Retail | 32.14 | 32.60 | 20.40 | 17.33 | 16.96 | 3.69 | 13.17 | 13.02 |



8. Market Potential 2011

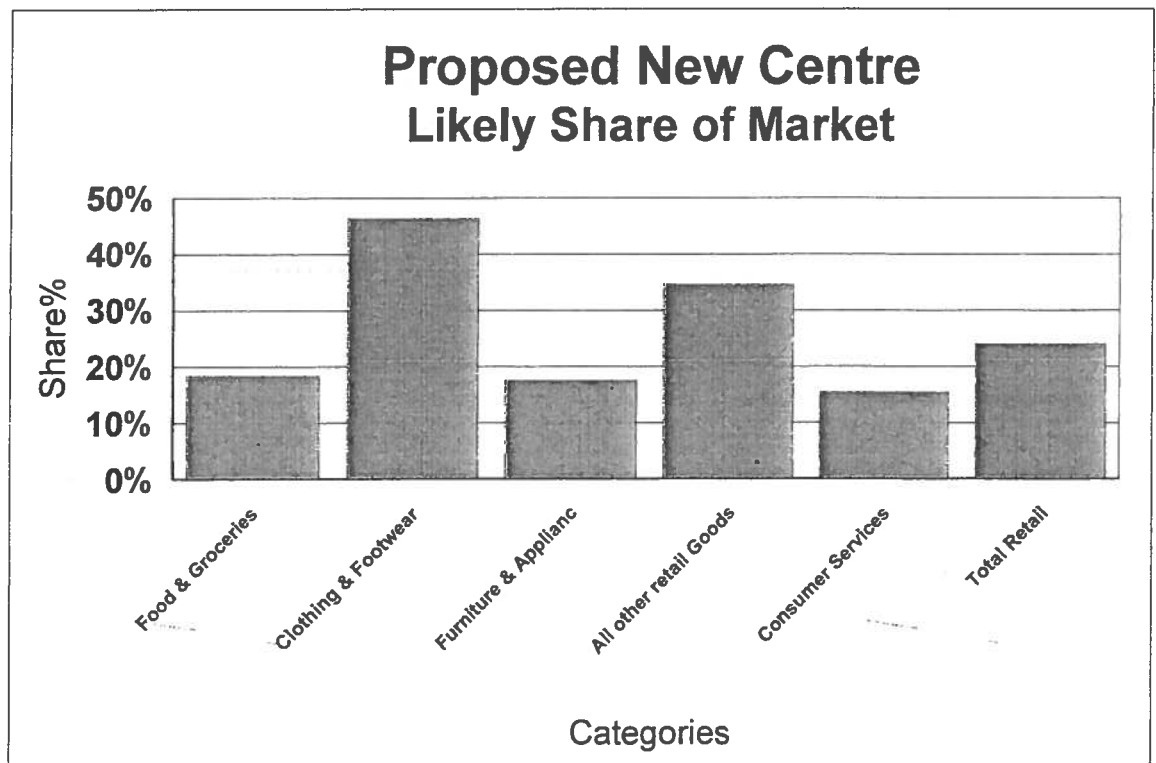
The number of shoppers times their average expenditure by product group times the propensity to spend at the centre gives us the potential market for the centre, which is shown in the table below.

New Centre: Market Potential 2011

R' Million

| Years | Primary | | | Secondary | | | Hotel Guests | Guest Houses |
|------------------------|---------|--------|-------|-----------|-------|------|-----------------|-----------------|
| | AB | CD | EF | AB | CD | EF | | |
| Food & Groceries | 54.32 | 108.21 | 30.36 | 7.30 | 14.95 | 0.00 | 0.23 | 0.45 |
| Clothing & Footwear | 43.78 | 63.48 | 11.47 | 13.22 | 25.06 | 0.22 | 0.46 | 0.87 |
| Furniture & Appliances | 20.28 | 22.60 | 2.08 | 7.37 | 13.38 | 0.07 | 0.09 | 0.16 |
| All other retail Goods | 35.04 | 49.44 | 11.30 | 11.93 | 21.96 | 0.23 | 0.56 | 1.04 |
| Consumer Services | 20.62 | 23.10 | 1.46 | 3.74 | 6.84 | 0.09 | 0.17 | 0.33 |
| Total Retail | 174.05 | 266.83 | 56.68 | 43.56 | 82.19 | 0.61 | 1.51 | 2.84 |

The new centre is likely to capture some 24% of the total retail potential of its shopping population. The graph following shows its potential market share by product category. As can be seen, the major category for the centre is Clothing and Footwear, followed by "All Other" goods, which includes many of the products stocked by a store like Game.



9. Market Potential Summary

The table below shows the overall development potential for a major "One - Stop" shopping centre in Hermanus from the present time through to 2024. The growth in development potential equates to about 3,2% per annum, slightly lower than the population growth projected for the area over that time. Converting the sales potential into warranted space requirements, we use a Trading Density estimate, which reflects the typical space productivity achievable by category in larger community or regional centres.

| Hermanus Centre Summary of Development Potential | | | | | | |
|---|--------------|---------------|---------------|---------------|---------------|---------------|
| Centre Market Potential | Term | 2011 | 2013 | 2016 | 2019 | 2024 |
| Food & Groceries | Rm | 238 | 273 | 336 | 411 | 536 |
| Clothing & Accessories | Rm | 177 | 201 | 243 | 288 | 376 |
| Furniture & Appliances | Rm | 70 | 79 | 97 | 118 | 153 |
| Other Goods | Rm | 155 | 176 | 215 | 262 | 341 |
| Consumer services | Rm | 64 | 72 | 89 | 108 | 141 |
| Total Retail Expenditure | Rm | 704 | 801 | 981 | 1 188 | 1 548 |
| Trading Densities | Term | | | | | |
| Food & Groceries | R/Sqm | 54 140 | 56 940 | 62 340 | 67 970 | 78 510 |
| Clothing & Accessories | R/Sqm | 25 990 | 27 340 | 29 930 | 32 630 | 37 690 |
| Furniture & Appliances | R/Sqm | 18 950 | 19 930 | 21 820 | 23 790 | 27 480 |
| Other Goods | R/Sqm | 21 660 | 22 780 | 24 940 | 27 190 | 31 410 |
| Consumer services | R/Sqm | 17 320 | 18 220 | 19 950 | 21 750 | 25 120 |
| Overall Trading density R/sq | R/Sqm | 27 400 | 28 800 | 31 600 | 34 500 | 39 800 |
| Warranted Floorspace | Term | | | | | |
| Food & Groceries | Sqm | 4 403 | 4 791 | 5 388 | 6 052 | 6 826 |
| Clothing & Accessories | Sqm | 6 826 | 7 351 | 8 118 | 8 825 | 9 975 |
| Furniture & Appliances | Sqm | 3 672 | 3 971 | 4 460 | 4 959 | 5 581 |
| Other Goods | Sqm | 7 136 | 7 722 | 8 640 | 9 636 | 10 854 |
| Consumer services | Sqm | 3 672 | 3 978 | 4 469 | 4 988 | 5 629 |
| Total Retail Space | Sqm | 25 709 | 27 813 | 31 076 | 34 461 | 38 865 |

10. Detailed Model Tabulations

Detailed tables follow showing the structure of the market in 2011 and projections for each of the forecast years.

| Details | Primary | | | | Secondary | | | | Tourism | Total | Grand |
|---------------------------------------|---------|---------|--------|-----------|-----------|---------|--------|-----------|---------|---------|---------|
| | AB | CD | EF | Sub-Total | AB | CD | EF | Sub-Total | | | |
| Population | 10 147 | 38 282 | 33 962 | 82 391 | 7 986 | 34 253 | 32 612 | 74 852 | 780 | 20 221 | 177 463 |
| Economically Active (16-60) Ratio | 54% | 60% | 65% | 61% | 58% | 59% | 63% | 61% | 60% | 60% | 61% |
| Economically Active Population | 5 495 | 22 870 | 22 150 | 50 515 | 4 662 | 20 289 | 20 564 | 45 515 | 468 | 12 075 | 108 106 |
| Non - Earners rate - % of Econ Active | -16% | 20% | 34% | 22% | -28% | 7% | 21% | 10% | 19% | 14% | 52% |
| Earning Population | 6 394 | 18 280 | 14 534 | 39 208 | 5 960 | 18 845 | 16 255 | 41 060 | 380 | 10 439 | 51 499 |
| Average salary / wage | 348 950 | 138 470 | 38 690 | 135 811 | 211 830 | 125 930 | 40 200 | 104 458 | 367 141 | 158 107 | 218 730 |
| Total Income PA Rmillion | 2 231.3 | 2 531.2 | 562.3 | 5 325 | 1 262.5 | 2 373.1 | 653.5 | 4 289 | 139 | 1 651 | 11 264 |
| Per Capita Income | 219 910 | 66 119 | 16 557 | 84 829 | 158 081 | 69 281 | 20 037 | 57 300 | 178 650 | 81 626 | 63 475 |
| Household Size | 3.3 | 3.9 | 4.8 | 4.1 | 3.4 | 3.9 | 4.7 | 4.1 | 3.3 | 3.6 | 4.1 |
| Number of Households | 3 081 | 9 908 | 7 133 | 20 122 | 2 335 | 8 840 | 6 937 | 18 112 | 237 | 5 567 | 43 801 |
| Household Monthly Income | 60 300 | 21 300 | 6 600 | 22 100 | 45 100 | 22 400 | 7 800 | 19 700 | 49 000 | 24 700 | 70 300 |
| Household Annual Income | 724 000 | 256 000 | 79 000 | 265 000 | 541 000 | 269 000 | 94 000 | 236 000 | 588 000 | 296 000 | 844 000 |
| Propensity to shop at the Centre % | 100 | 100 | 100 | 100 | 70 | 60 | 5 | 37 | 87 | 100 | 73 |
| Shopping Population | 10 147 | 38 282 | 33 962 | 82 391 | 5 590 | 20 552 | 1 631 | 27 773 | 682 | 20 122 | 130 286 |
| Source of Shoppers | 7.8% | 29.4% | 26.1% | 63.2% | 4.3% | 15.8% | 1.3% | 21.3% | 0.5% | 15.4% | 100.0% |
| Expenditure % of Income | | | | | | | | | | | |
| Food & Groceries (formal) | 10.25 | 15.00 | 27.00 | 14.28 | 11.80 | 15.00 | 25.00 | 20.49 | 13.59 | 14.62 | 16.04 |
| Clothing & Accessories | 3.44 | 4.40 | 6.80 | 4.25 | 3.74 | 4.40 | 6.30 | 6.14 | 4.64 | 4.12 | 4.74 |
| Furniture & Appliances | 3.83 | 4.70 | 3.70 | 4.23 | 4.17 | 4.70 | 3.68 | 6.59 | 3.93 | 4.57 | 4.90 |
| Other Goods | 3.83 | 5.14 | 6.70 | 4.75 | 4.50 | 5.14 | 6.50 | 7.23 | 5.59 | 5.03 | 5.45 |
| Consumer services | 3.89 | 4.80 | 5.20 | 4.46 | 4.24 | 4.80 | 5.00 | 6.75 | 5.26 | 4.74 | 5.11 |
| Total Retail Expenditure | 25.24 | 34.04 | 49.40 | 31.97 | 28.44 | 34.04 | 46.48 | 47.21 | 33.02 | 33.09 | 36.24 |
| Per Capita Expenditure R/Pa | | | | | | | | | | | |
| Food & Groceries | 22 541 | 9 918 | 4 470 | 9 227 | 18 654 | 10 392 | 5 009 | 11 739 | 24 286 | 11 937 | 10 181 |
| Clothing & Accessories | 7 570 | 2 909 | 1 126 | 2 748 | 5 912 | 3 048 | 1 262 | 3 520 | 8 298 | 3 360 | 3 007 |
| Furniture & Appliances | 8 415 | 3 108 | 613 | 2 733 | 6 588 | 3 256 | 737 | 3 779 | 7 015 | 3 730 | 3 110 |
| Other Goods | 8 416 | 3 399 | 1 109 | 3 073 | 7 114 | 3 561 | 1 302 | 4 144 | 9 988 | 4 108 | 3 461 |
| Consumer services | 8 557 | 3 176 | 861 | 2 884 | 6 698 | 3 327 | 1 002 | 3 869 | 9 403 | 3 872 | 3 247 |
| Total Retail Expenditure | 55 500 | 22 509 | 8 179 | 20 665 | 44 966 | 23 585 | 9 313 | 27 051 | 58 990 | 27 007 | 23 006 |
| Total Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 228.71 | 379.68 | 151.82 | 760.21 | 104.28 | 213.58 | 8.17 | 326.03 | 16.55 | 240 | 1 326 |
| Clothing & Accessories | 76.81 | 111.37 | 38.24 | 226.42 | 33.05 | 62.65 | 2.06 | 97.76 | 5.66 | 68 | 392 |
| Furniture & Appliances | 85.39 | 118.97 | 20.81 | 225.16 | 36.83 | 66.92 | 1.20 | 104.95 | 4.78 | 75 | 405 |
| Other Goods | 85.39 | 130.10 | 37.67 | 253.17 | 39.77 | 73.19 | 2.12 | 115.08 | 6.81 | 83 | 451 |
| Consumer services | 86.82 | 121.57 | 29.24 | 237.63 | 37.44 | 68.38 | 1.63 | 107.46 | 6.41 | 78 | 423 |
| Total Retail Expenditure | 563.13 | 861.69 | 277.78 | 1 702.60 | 251.37 | 484.72 | 15.19 | 751.28 | 40.21 | 543 | 2 997 |
| Propensity to spend at the centre | | | | | | | | | | | |
| Food & Groceries | 80 | 79 | 78 | 79 | 20 | 25 | 2 | 23 | 80 | 33 | 57 |
| Clothing & Accessories | 65 | 60 | 84 | 66 | 21 | 25 | 10 | 23 | 60 | 32 | 49 |
| Furniture & Appliances | 25 | 25 | 30 | 25 | 12 | 10 | 0 | 11 | 43 | 3 | 17 |
| Other Goods | 70 | 70 | 90 | 73 | 17 | 16 | 18 | 16 | 85 | 53 | 55 |
| Consumer services | 80 | 80 | 100 | 82 | 36 | 25 | 5 | 29 | 51 | 59 | 64 |
| Total Retail Expenditure | 68 | 68 | 79 | 70 | 21 | 22 | 5 | 21 | 69 | 36 | 51 |
| Centre Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 182.97 | 299.95 | 118.42 | 601.34 | 20.86 | 53.40 | 0.16 | 74.41 | 13.21 | 80 | 756 |
| Clothing & Accessories | 49.93 | 66.82 | 32.12 | 148.87 | 6.94 | 15.66 | 0.21 | 22.81 | 3.38 | 22 | 194 |
| Furniture & Appliances | 21.35 | 29.74 | 6.24 | 57.33 | 4.42 | 6.99 | 0.00 | 11.11 | 2.07 | 2 | 71 |
| Other Goods | 59.78 | 91.07 | 33.91 | 184.75 | 6.76 | 11.71 | 0.38 | 18.85 | 5.80 | 44 | 247 |
| Consumer services | 69.46 | 97.25 | 29.24 | 195.95 | 13.48 | 17.10 | 0.08 | 30.66 | 3.25 | 46 | 273 |
| Total Retail Expenditure | 383.48 | 584.84 | 219.93 | 1 188.25 | 52.46 | 104.56 | 0.83 | 157.85 | 27.70 | 194 | 1 540 |
| Trading Densities R/Sqm | | | | | | | | | | | |
| Food & Groceries | 43 320 | 43 320 | 43 320 | 43 320 | 43 320 | 43 320 | 43 320 | 43 320 | 43 320 | 43 320 | 43 320 |
| Clothing & Accessories | 20 790 | 20 790 | 20 790 | 20 790 | 20 790 | 20 790 | 20 790 | 20 790 | 20 790 | 20 790 | 20 790 |
| Furniture & Appliances | 15 160 | 15 160 | 15 160 | 15 160 | 15 160 | 15 160 | 15 160 | 15 160 | 15 160 | 15 160 | 15 160 |
| Other Goods | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 |
| Consumer services | 12 990 | 12 990 | 12 990 | 12 990 | 12 990 | 12 990 | 12 990 | 12 990 | 12 990 | 12 990 | 12 990 |
| Overall Trading density R/Sqm | 22 800 | 23 500 | 24 700 | 23 494 | 20 700 | 23 700 | 19 800 | 22 561 | 23 308 | 21 287 | 23 100 |
| Warranted Floorspace Sqm | | | | | | | | | | | |
| Food & Groceries | 4 224 | 6 924 | 2 734 | 13 881 | 481 | 1 233 | 4 | 1 718 | 305 | 1 854 | 17 453 |
| Clothing & Accessories | 2 402 | 3 214 | 1 545 | 7 161 | 334 | 753 | 10 | 1 097 | 162 | 1 056 | 9 314 |
| Furniture & Appliances | 1 408 | 1 962 | 412 | 3 782 | 292 | 441 | 0 | 733 | 136 | 136 | 4 651 |
| Other Goods | 3 451 | 5 258 | 1 958 | 10 667 | 390 | 676 | 22 | 1 089 | 335 | 2 525 | 14 280 |
| Consumer services | 5 347 | 7 487 | 2 251 | 15 085 | 1 038 | 1 316 | 6 | 2 360 | 250 | 3 552 | 20 997 |
| Total Retail Spcae | 16 832 | 24 845 | 8 899 | 50 576 | 2 535 | 4 420 | 42 | 6 996 | 1 189 | 9 124 | 66 696 |
| Contribution by sector | 25% | 37% | 13% | 76% | 4% | 7% | 0% | 10% | 2% | 14% | 100% |

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Hermanus Centre Market Potential

2011

Date 26-Oct-11

| Details | Primary | | | | Secondary | | | | Tourism | Total | Grand |
|-----------------------------------|---------|---------|--------|-----------|-----------|---------|--------|-----------|---------|---------|---------|
| | AB | CD | EF | Sub-Total | AB | CD | EF | Sub-Total | | | |
| Population | 10 147 | 38 282 | 33 962 | 82 391 | 7 986 | 34 253 | 35 532 | 77 772 | 900 | 19 939 | 180 102 |
| Economically Active (16-60) Rat | 54% | 60% | 65% | 61% | 58% | 59% | 63% | 61% | 60% | 60% | 61% |
| Economically Active Population | 5 495 | 22 870 | 22 150 | 50 515 | 4 662 | 20 289 | 22 406 | 47 357 | 540 | 11 907 | 109 779 |
| Non - Earners Rate (est) | -16% | 20% | 34% | 22% | -28% | 7% | 21% | 10% | 18% | 14% | 52% |
| Earning Population | 6 394 | 18 280 | 14 534 | 39 208 | 5 960 | 18 845 | 17 711 | 42 515 | 440 | 10 292 | 52 808 |
| Average salary / wage | 348 950 | 138 470 | 38 690 | 135 811 | 211 830 | 125 930 | 40 200 | 102 259 | 368 078 | 159 544 | 214 258 |
| Total Income PA Rmillion | 2 231.3 | 2 531.2 | 562.3 | 5 325 | 1 262.5 | 2 373.1 | 712.0 | 4 348 | 162 | 1 642 | 11 314 |
| Per Capita Income | 219 910 | 66 119 | 16 557 | 64 629 | 158 081 | 69 281 | 20 037 | 55 901 | 180 151 | 82 356 | 62 623 |
| Household Size | 3.3 | 3.9 | 4.8 | 4.1 | 3.4 | 3.9 | 4.7 | 4.2 | 3.9 | 3.7 | 4.1 |
| Number of Households | 3 081 | 9 908 | 7 133 | 20 122 | 2 335 | 8 840 | 7 558 | 18 734 | 229 | 5 449 | 44 305 |
| Household Monthly Income | 60 300 | 21 300 | 6 600 | 22 100 | 45 100 | 22 400 | 7 800 | 19 300 | 58 900 | 25 100 | 21 300 |
| Household Annual Income | 724 000 | 256 000 | 79 000 | 265 000 | 541 000 | 269 000 | 94 000 | 232 000 | 707 000 | 301 000 | 256 000 |
| Propensity to shop at the Centre | 95 | 95 | 100 | 97 | 70 | 60 | 5 | 36 | 86 | 99 | 71 |
| Shopping Population | 9 639 | 36 368 | 33 962 | 79 969 | 5 590 | 20 552 | 1 777 | 27 919 | 775 | 19 814 | 127 703 |
| Source of Shoppers | 7.5% | 28.5% | 26.6% | 62.6% | 4.4% | 16.1% | 1.4% | 21.9% | 0.6% | 15.5% | 100.0% |
| Expenditure % of Income | | | | | | | | | | | |
| Food & Groceries (formal) | 10.25 | 15.00 | 27.00 | 14.12 | 11.80 | 15.00 | 25.00 | 20.94 | 14.57 | 14.67 | 16.15 |
| Clothing & Accessories | 3.44 | 4.40 | 6.80 | 4.20 | 3.74 | 4.40 | 6.30 | 6.28 | 4.70 | 4.12 | 4.76 |
| Furniture & Appliances | 3.83 | 4.70 | 3.70 | 4.16 | 4.17 | 4.70 | 3.68 | 6.73 | 5.23 | 4.66 | 4.94 |
| Other Goods | 4.13 | 5.14 | 6.70 | 4.82 | 4.50 | 5.14 | 6.50 | 7.39 | 5.65 | 5.04 | 5.56 |
| Consumer services | 3.89 | 4.80 | 5.20 | 4.40 | 4.24 | 4.80 | 5.00 | 6.89 | 5.32 | 4.75 | 5.14 |
| Total Retail Expenditure | 25.54 | 34.04 | 49.40 | 31.69 | 28.44 | 34.04 | 46.48 | 48.22 | 35.47 | 33.24 | 36.56 |
| Per Capita Expenditure R/Pa | | | | | | | | | | | |
| Food & Groceries | 22 541 | 9 918 | 4 470 | 9 126 | 18 654 | 10 392 | 5 009 | 11 704 | 26 255 | 12 082 | 10 148 |
| Clothing & Accessories | 7 570 | 2 909 | 1 126 | 2 714 | 5 912 | 3 048 | 1 262 | 3 508 | 8 468 | 3 394 | 2 993 |
| Furniture & Appliances | 8 416 | 3 108 | 613 | 2 688 | 6 588 | 3 256 | 737 | 3 763 | 9 421 | 3 842 | 3 102 |
| Other Goods | 9 088 | 3 399 | 1 109 | 3 112 | 7 114 | 3 561 | 1 302 | 4 129 | 10 174 | 4 148 | 3 495 |
| Consumer services | 8 557 | 3 176 | 861 | 2 841 | 6 698 | 3 327 | 1 002 | 3 854 | 9 578 | 3 908 | 3 228 |
| Total Retail Expenditure | 56 172 | 22 509 | 8 179 | 20 481 | 44 966 | 23 585 | 9 313 | 26 958 | 63 896 | 27 373 | 22 966 |
| Total Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 217.28 | 360.70 | 151.82 | 729.79 | 104.28 | 213.58 | 8.90 | 326.76 | 20.35 | 239 | 1 296 |
| Clothing & Accessories | 72.97 | 105.80 | 38.24 | 217.01 | 33.05 | 62.65 | 2.24 | 97.94 | 6.56 | 67 | 382 |
| Furniture & Appliances | 81.12 | 113.02 | 20.81 | 214.95 | 36.83 | 66.92 | 1.31 | 105.06 | 7.30 | 76 | 396 |
| Other Goods | 87.61 | 123.60 | 37.67 | 248.88 | 39.77 | 73.19 | 2.31 | 115.27 | 7.89 | 82 | 446 |
| Consumer services | 82.48 | 115.49 | 29.24 | 227.21 | 37.44 | 68.38 | 1.78 | 107.61 | 7.43 | 77 | 412 |
| Total Retail Expenditure | 541.46 | 818.61 | 277.78 | 1 637.84 | 251.37 | 484.72 | 16.55 | 752.64 | 49.53 | 542 | 2 933 |
| Propensity to spend at the centre | | | | | | | | | | | |
| Food & Groceries | 25 | 30 | 20 | 26 | 7 | 7 | 0 | 7 | 7 | 10 | 18 |
| Clothing & Accessories | 60 | 60 | 30 | 55 | 40 | 40 | 10 | 39 | 30 | 30 | 46 |
| Furniture & Appliances | 25 | 20 | 10 | 21 | 20 | 20 | 5 | 20 | 5 | 5 | 18 |
| Other Goods | 40 | 40 | 30 | 38 | 30 | 30 | 10 | 30 | 30 | 30 | 35 |
| Consumer services | 25 | 20 | 5 | 20 | 10 | 10 | 5 | 10 | 10 | 10 | 15 |
| Total Retail Expenditure | 32 | 33 | 20 | 30 | 17 | 17 | 4 | 17 | 14 | 15 | 24 |
| Centre Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 54.32 | 108.21 | 30.36 | 192.89 | 7.30 | 14.95 | 0.00 | 22.25 | 1.35 | 23 | 238 |
| Clothing & Accessories | 43.78 | 63.48 | 11.47 | 118.74 | 13.22 | 25.06 | 0.22 | 38.50 | 1.97 | 20 | 177 |
| Furniture & Appliances | 20.28 | 22.60 | 2.08 | 44.97 | 7.37 | 13.38 | 0.07 | 20.82 | 0.37 | 4 | 70 |
| Other Goods | 35.04 | 49.44 | 11.30 | 95.78 | 11.93 | 21.96 | 0.23 | 34.12 | 2.37 | 25 | 155 |
| Consumer services | 20.62 | 23.10 | 1.46 | 45.18 | 3.74 | 6.84 | 0.09 | 10.67 | 0.74 | 8 | 64 |
| Total Retail Expenditure | 174.05 | 266.83 | 56.68 | 497.56 | 43.56 | 82.19 | 0.61 | 126.36 | 6.80 | 80 | 704 |
| Trading Densities R/Sqm | | | | | | | | | | | |
| Food & Groceries | 54 140 | 54 140 | 54 140 | 54 140 | 54 140 | 54 140 | 54 140 | 54 140 | 54 140 | 54 140 | 54 140 |
| Clothing & Accessories | 25 990 | 25 990 | 25 990 | 25 990 | 25 990 | 25 990 | 25 990 | 25 990 | 25 990 | 25 990 | 25 990 |
| Furniture & Appliances | 18 950 | 18 950 | 18 950 | 18 950 | 18 950 | 18 950 | 18 950 | 18 950 | 18 950 | 18 950 | 18 950 |
| Other Goods | 21 660 | 21 660 | 21 660 | 21 660 | 21 660 | 21 660 | 21 660 | 21 660 | 21 660 | 21 660 | 21 660 |
| Consumer services | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 | 17 320 |
| Overall Trading density R/sqm | 26 500 | 28 800 | 33 000 | 28 375 | 24 200 | 24 500 | 21 900 | 24 383 | 24 976 | 26 616 | 27 400 |
| Warranted Floorspace Sqm | | | | | | | | | | | |
| Food & Groceries | 1 003 | 1 999 | 561 | 3 563 | 135 | 276 | 0 | 411 | 25 | 430 | 4 403 |
| Clothing & Accessories | 1 685 | 2 443 | 441 | 4 569 | 509 | 964 | 9 | 1 482 | 76 | 776 | 6 826 |
| Furniture & Appliances | 1 070 | 1 193 | 110 | 2 373 | 389 | 706 | 3 | 1 098 | 19 | 201 | 3 672 |
| Other Goods | 1 618 | 2 283 | 522 | 4 422 | 551 | 1 014 | 11 | 1 575 | 109 | 1 138 | 7 136 |
| Consumer services | 1 191 | 1 334 | 84 | 2 609 | 216 | 395 | 5 | 616 | 43 | 447 | 3 672 |
| Total Retail Space | 6 567 | 9 250 | 1 718 | 17 535 | 1 799 | 3 355 | 28 | 5 182 | 272 | 2 992 | 25 709 |
| Contribution by sector | 25.5% | 36.0% | 6.7% | 68.2% | 7.0% | 13.1% | 0.1% | 20.2% | 1.1% | 11.6% | 100.0% |

Hermanus Centre Market Potential 2013 Date 26-Oct-11

| Details | Primary | | | | Secondary | | | | Tourism | Total | Grand |
|-----------------------------------|---------|---------|--------|-----------|-----------|---------|--------|-----------|---------|---------|---------|
| | AB | CD | EF | Sub-Total | AB | CD | EF | Sub-Total | | | |
| Population | 11 187 | 42 206 | 37 443 | 90 836 | 8 600 | 36 693 | 38 432 | 83 725 | 936 | 21 782 | 196 342 |
| Economically Active (16-60) Rat | 54% | 60% | 65% | 61% | 58% | 59% | 63% | 61% | 60% | 60% | 61% |
| Economically Active Population | 6 058 | 25 215 | 24 420 | 55 693 | 5 021 | 21 734 | 24 234 | 50 988 | 562 | 13 007 | 119 689 |
| Non - Earners Rate (est) | -16% | 20% | 35% | 23% | -28% | 7% | 22% | 11% | 19% | 14% | 53% |
| Earning Population | 7 035 | 20 058 | 15 889 | 42 981 | 6 405 | 20 104 | 19 023 | 45 532 | 456 | 11 191 | 56 723 |
| Average salary / wage | 366 620 | 145 480 | 40 810 | 142 980 | 222 550 | 132 310 | 42 400 | 107 441 | 387 191 | 167 167 | 227 566 |
| Total Income PM Rmillion | 2 579.1 | 2 918.0 | 648.4 | 6 145 | 1 425.4 | 2 660.0 | 806.6 | 4 892 | 177 | 1 871 | 12 908 |
| Per Capita Income | 230 549 | 69 136 | 17 318 | 67 655 | 165 757 | 72 494 | 20 987 | 58 430 | 188 589 | 85 890 | 65 744 |
| Household Size | 3.3 | 3.9 | 4.8 | 4.1 | 3.4 | 3.9 | 4.7 | 4.2 | 3.9 | 3.7 | 4.1 |
| Number of Households | 3 397 | 10 923 | 7 864 | 22 185 | 2 514 | 9 470 | 8 175 | 20 159 | 239 | 5 954 | 48 298 |
| Household Monthly Income | 63 266 | 22 261 | 6 871 | 23 085 | 47 245 | 23 407 | 8 222 | 20 222 | 61 681 | 26 200 | 22 300 |
| Household Annual Income | 759 000 | 267 000 | 82 000 | 277 000 | 567 000 | 281 000 | 99 000 | 243 000 | 740 000 | 314 000 | 268 000 |
| Propensity to shop at the Centre | 95 | 95 | 100 | 97 | 70 | 60 | 5 | 36 | 86 | 99 | 71 |
| Shopping Population | 10 627 | 40 096 | 37 443 | 88 166 | 6 020 | 22 016 | 1 922 | 29 957 | 807 | 21 652 | 139 775 |
| Source of Shoppers | 7.6% | 28.7% | 26.8% | 63.1% | 4.3% | 15.8% | 1.4% | 21.4% | 0.6% | 15.5% | 100.0% |
| Expenditure % of Income | | | | | | | | | | | |
| Food & Groceries (formal) | 10.10 | 15.00 | 27.00 | 14.05 | 11.60 | 14.95 | 25.00 | 20.82 | 14.34 | 14.57 | 16.04 |
| Clothing & Accessories | 3.39 | 4.40 | 6.80 | 4.18 | 3.71 | 4.30 | 6.30 | 6.18 | 4.65 | 3.98 | 4.69 |
| Furniture & Appliances | 3.77 | 4.70 | 3.70 | 4.13 | 4.13 | 4.69 | 3.68 | 6.71 | 5.17 | 4.64 | 4.90 |
| Other Goods | 4.07 | 5.14 | 6.70 | 4.79 | 4.46 | 5.10 | 6.50 | 7.34 | 5.58 | 5.01 | 5.52 |
| Consumer services | 3.83 | 4.80 | 5.20 | 4.37 | 4.19 | 4.78 | 5.00 | 6.86 | 5.26 | 4.72 | 5.10 |
| Total Retail Expenditure | 25.17 | 34.04 | 49.40 | 31.53 | 28.09 | 33.82 | 46.48 | 47.92 | 35.00 | 32.92 | 36.25 |
| Per Capita Expenditure R/Pa | | | | | | | | | | | |
| Food & Groceries | 23 285 | 10 370 | 4 676 | 9 509 | 19 228 | 10 838 | 5 247 | 12 165 | 27 043 | 12 510 | 10 543 |
| Clothing & Accessories | 7 818 | 3 042 | 1 178 | 2 826 | 6 152 | 3 117 | 1 322 | 3 612 | 8 772 | 3 418 | 3 086 |
| Furniture & Appliances | 8 691 | 3 249 | 641 | 2 798 | 6 839 | 3 400 | 772 | 3 922 | 9 752 | 3 986 | 3 223 |
| Other Goods | 9 386 | 3 554 | 1 160 | 3 240 | 7 385 | 3 697 | 1 364 | 4 289 | 10 531 | 4 305 | 3 630 |
| Consumer services | 8 837 | 3 320 | 901 | 2 958 | 6 953 | 3 464 | 1 049 | 4 010 | 9 915 | 4 053 | 3 353 |
| Total Retail Expenditure | 58 018 | 23 536 | 8 555 | 21 330 | 46 557 | 24 516 | 9 755 | 27 998 | 66 012 | 28 271 | 23 834 |
| Total Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 247.46 | 415.81 | 175.08 | 838.35 | 115.75 | 238.60 | 10.08 | 364.43 | 21.81 | 271 | 1 474 |
| Clothing & Accessories | 83.09 | 121.97 | 44.09 | 249.15 | 37.03 | 68.63 | 2.54 | 108.20 | 7.07 | 74 | 431 |
| Furniture & Appliances | 92.37 | 130.29 | 23.99 | 246.65 | 41.17 | 74.85 | 1.48 | 117.50 | 7.86 | 86 | 450 |
| Other Goods | 99.75 | 142.49 | 43.44 | 285.68 | 44.46 | 81.40 | 2.62 | 128.48 | 8.49 | 93 | 507 |
| Consumer services | 93.91 | 133.14 | 33.72 | 260.76 | 41.66 | 76.27 | 2.02 | 120.14 | 8.00 | 88 | 469 |
| Total Retail Expenditure | 616.57 | 943.69 | 320.32 | 1 880.59 | 280.26 | 539.75 | 18.74 | 838.75 | 53.24 | 612 | 3 331 |
| Propensity to spend at the centre | | | | | | | | | | | |
| Food & Groceries | 25 | 30 | 20 | 26 | 7 | 7 | 0 | 7 | 7 | 10 | 19 |
| Clothing & Accessories | 60 | 60 | 30 | 55 | 40 | 40 | 10 | 39 | 30 | 30 | 47 |
| Furniture & Appliances | 25 | 20 | 10 | 21 | 20 | 20 | 5 | 20 | 5 | 5 | 18 |
| Other Goods | 40 | 40 | 30 | 38 | 30 | 30 | 10 | 30 | 30 | 30 | 35 |
| Consumer services | 25 | 20 | 5 | 20 | 10 | 10 | 5 | 10 | 10 | 10 | 15 |
| Total Retail Expenditure | 32 | 33 | 20 | 30 | 17 | 17 | 4 | 17 | 14 | 15 | 24 |
| Centre Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 61.87 | 124.74 | 35.02 | 221.62 | 8.10 | 16.70 | 0.00 | 24.80 | 1.45 | 26 | 273 |
| Clothing & Accessories | 49.85 | 73.18 | 13.23 | 136.26 | 14.81 | 27.45 | 0.25 | 42.52 | 2.12 | 22 | 201 |
| Furniture & Appliances | 23.09 | 26.06 | 2.40 | 51.55 | 8.23 | 14.97 | 0.07 | 23.28 | 0.39 | 4 | 79 |
| Other Goods | 39.90 | 56.99 | 13.03 | 109.93 | 13.34 | 24.42 | 0.26 | 38.02 | 2.55 | 28 | 176 |
| Consumer services | 23.48 | 26.63 | 1.69 | 51.79 | 4.19 | 7.63 | 0.10 | 11.91 | 0.80 | 9 | 72 |
| Total Retail Expenditure | 198.19 | 307.61 | 65.36 | 571.15 | 48.67 | 91.17 | 0.69 | 140.53 | 7.32 | 90 | 801 |
| Trading Densities R/Sqm | | | | | | | | | | | |
| Food & Groceries | 56 940 | 56 940 | 56 940 | 56 940 | 56 940 | 56 940 | 56 940 | 56 900 | 56 940 | 56 940 | 56 940 |
| Clothing & Accessories | 27 340 | 27 340 | 27 340 | 27 340 | 27 340 | 27 340 | 27 340 | 27 300 | 27 340 | 27 340 | 27 340 |
| Furniture & Appliances | 19 930 | 19 930 | 19 930 | 19 930 | 19 930 | 19 930 | 19 930 | 19 900 | 19 930 | 19 930 | 19 930 |
| Other Goods | 22 780 | 22 780 | 22 780 | 22 780 | 22 780 | 22 780 | 22 780 | 22 800 | 22 780 | 22 780 | 22 780 |
| Consumer services | 18 220 | 18 220 | 18 220 | 18 220 | 18 220 | 18 220 | 18 220 | 18 200 | 18 220 | 18 220 | 18 220 |
| Overall Trading density R/sqm | 27 900 | 30 300 | 34 700 | 29 855 | 25 500 | 25 800 | 23 000 | 25 600 | 26 300 | 27 999 | 28 800 |
| Warranted Floorspace Sqm | | | | | | | | | | | |
| Food & Groceries | 1 087 | 2 191 | 615 | 3 892 | 142 | 293 | 0 | 436 | 25 | 463 | 4 791 |
| Clothing & Accessories | 1 823 | 2 677 | 484 | 4 984 | 542 | 1 004 | 9 | 1 555 | 78 | 812 | 7 351 |
| Furniture & Appliances | 1 159 | 1 307 | 120 | 2 586 | 413 | 751 | 4 | 1 168 | 20 | 217 | 3 971 |
| Other Goods | 1 751 | 2 502 | 572 | 4 826 | 585 | 1 072 | 12 | 1 669 | 112 | 1 227 | 7 722 |
| Consumer services | 1 289 | 1 461 | 93 | 2 843 | 230 | 419 | 6 | 654 | 44 | 482 | 3 978 |
| Total Retail Space | 7 109 | 10 138 | 1 884 | 19 131 | 1 912 | 3 539 | 30 | 5 482 | 279 | 3 200 | 27 813 |
| Contribution by sector | 25.6% | 36.5% | 6.8% | 68.8% | 6.9% | 12.7% | 0.1% | 19.7% | 1.0% | 11.5% | 100.0% |

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Hermanus Centre Market Potential 2016

Date 26-Oct-11

| Details | Primary | | | | Secondary | | | | Tourism | Total | Grand |
|-----------------------------------|---------|----------|--------|-----------|-----------|---------|---------|-----------|---------|---------|---------|
| | AB | CD | EF | Sub-Total | AB | CD | EF | Sub-Total | | | |
| Population | 12 876 | 48 580 | 43 098 | 104 554 | 9 535 | 40 682 | 42 610 | 92 827 | 1 008 | 24 778 | 222 159 |
| Economically Active (16-60) Rat | 54% | 60% | 66% | 62% | 59% | 60% | 64% | 61% | 60% | 60% | 61% |
| Economically Active Population | 7 016 | 29 242 | 28 319 | 64 577 | 5 598 | 24 280 | 27 078 | 56 956 | 609 | 14 902 | 136 435 |
| Non - Earners Rate (est) | -16% | 21% | 36% | 23% | -27% | 8% | 22% | 11% | 19% | 14% | 54% |
| Earning Population | 8 132 | 23 159 | 18 256 | 49 548 | 7 130 | 22 375 | 21 092 | 50 598 | 492 | 12 763 | 63 361 |
| Average salary / wage | 400 620 | 158 970 | 44 910 | 156 607 | 243 190 | 144 580 | 46 680 | 117 657 | 423 994 | 182 156 | 253 115 |
| Total Income PM Rmillion | 3 258.0 | 3 681.6 | 819.9 | 7 759 | 1 734.0 | 3 235.0 | 984.2 | 5 953 | 209 | 2 325 | 16 038 |
| Per Capita Income | 253 029 | 75 784 | 19 024 | 74 215 | 181 868 | 79 519 | 23 097 | 64 132 | 207 072 | 93 828 | 72 190 |
| Household Size | 3.3 | 3.8 | 4.6 | 4.0 | 3.4 | 3.8 | 4.6 | 4.1 | 3.8 | 3.6 | 4.0 |
| Number of Households | 3 950 | 12 828 | 9 330 | 26 107 | 2 816 | 10 713 | 9 342 | 22 870 | 262 | 6 880 | 55 858 |
| Household Monthly Income | 68 742 | 23 916 | 7 323 | 24 768 | 51 320 | 25 165 | 8 779 | 21 692 | 66 347 | 28 200 | 23 900 |
| Household Annual Income | 825 000 | 287 000 | 88 000 | 297 000 | 616 000 | 302 000 | 105 000 | 260 000 | 796 000 | 338 000 | 287 000 |
| Propensity to shop at the Centre | 95 | 95 | 100 | 97 | 70 | 60 | 5 | 36 | 86 | 99 | 72 |
| Shopping Population | 12 232 | 46 151 | 43 098 | 101 481 | 6 674 | 24 409 | 2 131 | 33 214 | 869 | 24 638 | 159 334 |
| Source of Shoppers | 7.7% | 29.0% | 27.0% | 63.7% | 4.2% | 15.3% | 1.3% | 20.8% | 0.5% | 15.5% | 100.0% |
| Expenditure % of Income | | | | | | | | | | | |
| Food & Groceries (formal) | 9.90 | 14.90 | 25.00 | 13.71 | 11.20 | 14.80 | 23.00 | 20.40 | 13.80 | 14.35 | 15.64 |
| Clothing & Accessories | 3.29 | 4.25 | 6.30 | 4.01 | 3.64 | 4.10 | 6.00 | 5.95 | 4.53 | 3.95 | 4.52 |
| Furniture & Appliances | 3.66 | 4.68 | 3.68 | 4.08 | 4.04 | 4.65 | 3.64 | 6.63 | 5.03 | 4.59 | 4.82 |
| Other Goods | 3.95 | 5.06 | 6.50 | 4.68 | 4.37 | 5.02 | 6.25 | 7.21 | 5.43 | 4.95 | 5.40 |
| Consumer services | 3.72 | 4.75 | 5.00 | 4.28 | 4.11 | 4.73 | 4.80 | 6.76 | 5.12 | 4.66 | 4.99 |
| Total Retail Expenditure | 24.52 | 33.64 | 46.48 | 30.76 | 27.36 | 33.30 | 43.69 | 46.95 | 33.91 | 32.50 | 35.37 |
| Per Capita Expenditure R/Pa | | | | | | | | | | | |
| Food & Groceries | 25 050 | 11 292 | 4 756 | 10 174 | 20 369 | 11 769 | 5 312 | 13 083 | 28 578 | 13 461 | 11 289 |
| Clothing & Accessories | 8 326 | 3 221 | 1 198 | 2 977 | 6 616 | 3 260 | 1 386 | 3 814 | 9 372 | 3 706 | 3 264 |
| Furniture & Appliances | 9 256 | 3 547 | 700 | 3 026 | 7 355 | 3 698 | 841 | 4 249 | 10 419 | 4 304 | 3 479 |
| Other Goods | 9 996 | 3 835 | 1 237 | 3 474 | 7 942 | 3 992 | 1 444 | 4 622 | 11 252 | 4 648 | 3 895 |
| Consumer services | 9 411 | 3 603 | 951 | 3 177 | 7 478 | 3 762 | 1 109 | 4 336 | 10 593 | 4 376 | 3 605 |
| Total Retail Expenditure | 62 039 | 25 497 | 8 842 | 22 829 | 49 759 | 26 481 | 10 091 | 30 107 | 70 214 | 30 495 | 25 531 |
| Total Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 306.42 | 521.13 | 204.97 | 1 032.52 | 135.95 | 287.27 | 11.32 | 434.53 | 24.82 | 332 | 1 799 |
| Clothing & Accessories | 101.85 | 148.64 | 51.65 | 302.15 | 44.15 | 79.58 | 2.95 | 126.69 | 8.14 | 91 | 520 |
| Furniture & Appliances | 113.22 | 163.68 | 30.17 | 307.08 | 49.09 | 90.26 | 1.79 | 141.13 | 9.05 | 106 | 554 |
| Other Goods | 122.27 | 176.97 | 53.29 | 352.54 | 53.01 | 97.44 | 3.08 | 153.52 | 9.77 | 115 | 621 |
| Consumer services | 115.12 | 166.30 | 40.99 | 322.41 | 49.91 | 91.83 | 2.36 | 144.10 | 9.20 | 108 | 574 |
| Total Retail Expenditure | 758.88 | 1 176.74 | 381.08 | 2 316.70 | 332.10 | 646.37 | 21.50 | 999.98 | 60.98 | 751 | 4 068 |
| Propensity to spend at the centre | | | | | | | | | | | |
| Food & Groceries | 25 | 30 | 20 | 27 | 7 | 7 | 0 | 7 | 7 | 10 | 19 |
| Clothing & Accessories | 60 | 60 | 30 | 55 | 40 | 40 | 10 | 39 | 30 | 30 | 47 |
| Furniture & Appliances | 25 | 20 | 10 | 21 | 20 | 20 | 5 | 20 | 5 | 5 | 18 |
| Other Goods | 40 | 40 | 30 | 38 | 30 | 30 | 10 | 30 | 30 | 30 | 35 |
| Consumer services | 25 | 20 | 5 | 20 | 10 | 10 | 5 | 10 | 10 | 10 | 16 |
| Total Retail Expenditure | 32 | 32 | 20 | 30 | 17 | 17 | 4 | 17 | 14 | 15 | 24 |
| Centre Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 76.60 | 156.34 | 40.99 | 273.94 | 9.52 | 20.11 | 0.00 | 29.63 | 1.65 | 32 | 336 |
| Clothing & Accessories | 61.11 | 89.19 | 15.50 | 165.79 | 17.66 | 31.83 | 0.30 | 49.79 | 2.44 | 27 | 243 |
| Furniture & Appliances | 28.31 | 32.74 | 3.02 | 64.06 | 9.82 | 18.05 | 0.09 | 27.96 | 0.45 | 5 | 97 |
| Other Goods | 48.91 | 70.79 | 15.99 | 135.69 | 15.90 | 29.23 | 0.31 | 45.44 | 2.93 | 34 | 215 |
| Consumer services | 28.78 | 33.26 | 2.05 | 64.09 | 4.99 | 9.18 | 0.12 | 14.29 | 0.92 | 11 | 89 |
| Total Retail Expenditure | 243.71 | 382.31 | 77.54 | 703.57 | 57.89 | 108.41 | 0.81 | 167.11 | 8.40 | 110 | 981 |
| Trading Densities R/Sqm | | | | | | | | | | | |
| Food & Groceries | 62 340 | 62 340 | 62 340 | 62 340 | 62 340 | 62 340 | 62 340 | 62 300 | 62 340 | 62 340 | 62 340 |
| Clothing & Accessories | 29 930 | 29 930 | 29 930 | 29 930 | 29 930 | 29 930 | 29 930 | 29 900 | 29 930 | 29 930 | 29 930 |
| Furniture & Appliances | 21 820 | 21 820 | 21 820 | 21 820 | 21 820 | 21 820 | 21 820 | 21 800 | 21 820 | 21 820 | 21 820 |
| Other Goods | 24 940 | 24 940 | 24 940 | 24 940 | 24 940 | 24 940 | 24 940 | 24 900 | 24 940 | 24 940 | 24 940 |
| Consumer services | 19 950 | 19 950 | 19 950 | 19 950 | 19 950 | 19 950 | 19 950 | 20 000 | 19 950 | 19 950 | 19 950 |
| Overall Trading density R/sqm | 30 600 | 33 300 | 37 700 | 32 690 | 27 825 | 28 189 | 25 153 | 28 000 | 28 700 | 30 645 | 31 600 |
| Warranted Floorspace Sqm | | | | | | | | | | | |
| Food & Groceries | 1 229 | 2 508 | 658 | 4 394 | 153 | 323 | 0 | 475 | 26 | 519 | 5 388 |
| Clothing & Accessories | 2 042 | 2 980 | 518 | 5 539 | 590 | 1 064 | 10 | 1 664 | 82 | 915 | 8 118 |
| Furniture & Appliances | 1 297 | 1 500 | 138 | 2 936 | 450 | 827 | 4 | 1 281 | 21 | 243 | 4 460 |
| Other Goods | 1 961 | 2 838 | 641 | 5 441 | 638 | 1 172 | 12 | 1 822 | 118 | 1 378 | 8 640 |
| Consumer services | 1 443 | 1 667 | 103 | 3 212 | 250 | 460 | 6 | 716 | 46 | 540 | 4 469 |
| Total Retail Space | 7 971 | 11 494 | 2 057 | 21 522 | 2 080 | 3 846 | 32 | 5 958 | 292 | 3 595 | 31 076 |
| Contribution by sector | 25.7% | 37.0% | 6.6% | 69.3% | 6.7% | 12.4% | 0.1% | 19.2% | 0.9% | 11.6% | 100.0% |

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Hermanus Centre

Market Potential

2019

Date 26-Oct-11

| Details | Primary | | | | Secondary | | | | Tourism | Total | Grand |
|-----------------------------------|---------|----------|---------|-----------|-----------|---------|---------|-----------|---------|---------|---------|
| | AB | CD | EF | Sub-Total | AB | CD | EF | Sub-Total | | | |
| Population | 14 694 | 55 438 | 49 182 | 119 314 | 10 479 | 44 714 | 46 833 | 102 027 | 1 086 | 27 965 | 249 305 |
| Economically Active (16-60) Rat | 55% | 60% | 65% | 62% | 59% | 60% | 64% | 62% | 61% | 60% | 62% |
| Economically Active Population | 8 021 | 33 509 | 32 464 | 73 994 | 6 163 | 26 798 | 29 902 | 62 863 | 659 | 16 879 | 153 736 |
| Non - Earners Rate (est) | -16% | 21% | 36% | 24% | -27% | 8% | 23% | 12% | 20% | 15% | 55% |
| Earning Population | 9 281 | 26 438 | 20 717 | 56 436 | 7 838 | 24 615 | 23 098 | 55 551 | 530 | 14 390 | 69 941 |
| Average salary / wage | 437 770 | 173 710 | 49 420 | 171 511 | 265 740 | 157 990 | 51 340 | 128 849 | 464 287 | 198 601 | 281 595 |
| Total Income PM Rmillion | 4 063.1 | 4 592.5 | 1 023.8 | 9 679 | 2 082.9 | 3 889.0 | 1 185.8 | 7 158 | 246 | 2 858 | 19 695 |
| Per Capita Income | 276 522 | 82 840 | 20 818 | 81 126 | 198 757 | 86 974 | 25 320 | 70 155 | 226 654 | 102 199 | 79 000 |
| Household Size | 3.2 | 3.7 | 4.6 | 4.0 | 3.4 | 3.8 | 4.5 | 4.0 | 3.8 | 3.6 | 3.9 |
| Number of Households | 4 530 | 14 787 | 10 809 | 30 126 | 3 110 | 11 893 | 10 424 | 25 428 | 285 | 7 826 | 63 380 |
| Household Monthly Income | 74 749 | 25 881 | 7 894 | 26 775 | 55 806 | 27 249 | 9 480 | 23 457 | 71 878 | 30 400 | 25 900 |
| Household Annual Income | 897 000 | 311 000 | 95 000 | 321 000 | 670 000 | 327 000 | 114 000 | 281 000 | 863 000 | 365 000 | 311 000 |
| Propensity to shop at the Centre | 95 | 95 | 100 | 97 | 70 | 60 | 5 | 36 | 86 | 99 | 72 |
| Shopping Population | 13 959 | 52 666 | 49 182 | 115 807 | 7 336 | 26 828 | 2 342 | 36 506 | 935 | 27 814 | 180 127 |
| Source of Shoppers | 7.7% | 29.2% | 27.3% | 64.3% | 4.1% | 14.9% | 1.3% | 20.3% | 0.5% | 15.4% | 100.0% |
| Expenditure % of Income | | | | | | | | | | | |
| Food & Groceries (formal) | 9.75 | 14.70 | 25.00 | 13.56 | 10.70 | 14.60 | 23.00 | 19.93 | 13.30 | 14.02 | 15.34 |
| Clothing & Accessories | 3.19 | 3.95 | 6.30 | 3.83 | 3.55 | 3.94 | 6.00 | 5.75 | 4.41 | 3.92 | 4.35 |
| Furniture & Appliances | 3.55 | 4.63 | 3.68 | 4.01 | 3.94 | 4.61 | 3.64 | 6.53 | 4.90 | 4.54 | 4.73 |
| Other Goods | 3.83 | 5.00 | 6.50 | 4.61 | 4.26 | 4.98 | 6.25 | 7.10 | 5.30 | 4.90 | 5.30 |
| Consumer services | 3.61 | 4.71 | 5.00 | 4.21 | 4.01 | 4.68 | 4.80 | 6.66 | 4.99 | 4.61 | 4.90 |
| Total Retail Expenditure | 23.94 | 32.99 | 46.48 | 30.22 | 26.46 | 32.81 | 43.69 | 45.96 | 32.90 | 31.99 | 34.61 |
| Per Capita Expenditure R/Pa | | | | | | | | | | | |
| Food & Groceries | 26 961 | 12 177 | 5 204 | 10 998 | 21 267 | 12 698 | 5 824 | 13 979 | 30 154 | 14 333 | 12 117 |
| Clothing & Accessories | 8 830 | 3 272 | 1 312 | 3 109 | 7 051 | 3 427 | 1 519 | 4 033 | 9 999 | 4 008 | 3 435 |
| Furniture & Appliances | 9 816 | 3 835 | 766 | 3 253 | 7 839 | 4 007 | 922 | 4 579 | 11 116 | 4 635 | 3 735 |
| Other Goods | 10 600 | 4 142 | 1 353 | 3 736 | 8 465 | 4 327 | 1 583 | 4 982 | 12 005 | 5 006 | 4 185 |
| Consumer services | 9 980 | 3 900 | 1 041 | 3 418 | 7 970 | 4 074 | 1 215 | 4 673 | 11 302 | 4 713 | 3 873 |
| Total Retail Expenditure | 66 187 | 27 327 | 9 676 | 24 515 | 52 592 | 28 533 | 11 062 | 32 246 | 74 577 | 32 695 | 27 345 |
| Total Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 376.35 | 641.34 | 255.96 | 1 273.65 | 156.01 | 340.67 | 13.64 | 510.32 | 28.20 | 399 | 2 183 |
| Clothing & Accessories | 123.26 | 172.33 | 64.50 | 360.09 | 51.73 | 91.94 | 3.56 | 147.22 | 9.35 | 111 | 619 |
| Furniture & Appliances | 137.02 | 202.00 | 37.68 | 376.70 | 57.50 | 107.50 | 2.16 | 167.16 | 10.40 | 129 | 673 |
| Other Goods | 147.97 | 218.14 | 66.55 | 432.66 | 62.10 | 116.09 | 3.71 | 181.89 | 11.23 | 139 | 754 |
| Consumer services | 139.31 | 205.38 | 51.19 | 395.88 | 58.46 | 109.29 | 2.85 | 170.60 | 10.57 | 131 | 698 |
| Total Retail Expenditure | 923.91 | 1 439.19 | 475.88 | 2 838.99 | 385.79 | 765.48 | 25.90 | 1 177.18 | 69.75 | 909 | 4 926 |
| Propensity to spend at the centre | | | | | | | | | | | |
| Food & Groceries | 25 | 30 | 20 | 27 | 7 | 7 | 0 | 7 | 7 | 10 | 19 |
| Clothing & Accessories | 60 | 60 | 30 | 55 | 40 | 40 | 10 | 39 | 30 | 30 | 47 |
| Furniture & Appliances | 25 | 20 | 10 | 21 | 20 | 20 | 5 | 20 | 5 | 5 | 18 |
| Other Goods | 40 | 40 | 30 | 38 | 30 | 30 | 10 | 30 | 30 | 30 | 35 |
| Consumer services | 25 | 20 | 5 | 20 | 10 | 10 | 5 | 10 | 10 | 10 | 16 |
| Total Retail Expenditure | 32 | 32 | 20 | 30 | 18 | 17 | 4 | 17 | 14 | 15 | 24 |
| Centre Market Potential Rm | | | | | | | | | | | |
| Food & Groceries | 94.09 | 192.40 | 51.19 | 337.68 | 10.92 | 23.85 | 0.00 | 34.77 | 1.88 | 39 | 411 |
| Clothing & Accessories | 73.95 | 103.40 | 19.35 | 196.70 | 20.69 | 36.77 | 0.36 | 57.82 | 2.81 | 33 | 288 |
| Furniture & Appliances | 34.26 | 40.40 | 3.77 | 78.42 | 11.50 | 21.50 | 0.11 | 33.11 | 0.52 | 6 | 118 |
| Other Goods | 59.19 | 87.26 | 19.97 | 166.41 | 18.63 | 34.83 | 0.37 | 53.83 | 3.37 | 42 | 262 |
| Consumer services | 34.83 | 41.08 | 2.56 | 78.46 | 5.85 | 10.93 | 0.14 | 16.92 | 1.06 | 13 | 108 |
| Total Retail Expenditure | 296.31 | 454.53 | 96.84 | 857.68 | 67.59 | 127.88 | 0.98 | 196.44 | 9.63 | 134 | 1 188 |
| Trading Densities R/Sqm | | | | | | | | | | | |
| Food & Groceries | 67 970 | 67 970 | 67 970 | 67 970 | 67 970 | 67 970 | 67 970 | 68 000 | 67 970 | 67 970 | 67 970 |
| Clothing & Accessories | 32 630 | 32 630 | 32 630 | 32 630 | 32 630 | 32 630 | 32 630 | 32 600 | 32 630 | 32 630 | 32 630 |
| Furniture & Appliances | 23 790 | 23 790 | 23 790 | 23 790 | 23 790 | 23 790 | 23 790 | 23 800 | 23 790 | 23 790 | 23 790 |
| Other Goods | 27 190 | 27 190 | 27 190 | 27 190 | 27 190 | 27 190 | 27 190 | 27 200 | 27 190 | 27 190 | 27 190 |
| Consumer services | 21 750 | 21 750 | 21 750 | 21 750 | 21 750 | 21 750 | 21 750 | 21 800 | 21 750 | 21 750 | 21 750 |
| Overall Trading density R/sqm | 33 400 | 36 300 | 41 100 | 35 706 | 30 300 | 30 700 | 27 400 | 30 500 | 31 300 | 33 361 | 34 500 |
| Warranted Floorspace Sqm | | | | | | | | | | | |
| Food & Groceries | 1 384 | 2 831 | 753 | 4 968 | 161 | 351 | 0 | 512 | 28 | 573 | 6 052 |
| Clothing & Accessories | 2 266 | 3 169 | 593 | 6 028 | 634 | 1 127 | 11 | 1 772 | 86 | 1 025 | 8 825 |
| Furniture & Appliances | 1 440 | 1 698 | 158 | 3 296 | 483 | 904 | 5 | 1 392 | 22 | 271 | 4 959 |
| Other Goods | 2 177 | 3 209 | 734 | 6 120 | 685 | 1 281 | 14 | 1 980 | 124 | 1 536 | 9 636 |
| Consumer services | 1 601 | 1 889 | 118 | 3 607 | 269 | 502 | 7 | 778 | 49 | 603 | 4 988 |
| Total Retail Space | 8 869 | 12 795 | 2 357 | 24 021 | 2 232 | 4 165 | 36 | 6 433 | 308 | 4 007 | 34 461 |
| Contribution by sector | 25.7% | 37.1% | 6.8% | 69.7% | 6.5% | 12.1% | 0.1% | 18.7% | 0.9% | 11.6% | 100.0% |