D and E Limited are going to open a new shop selling fashion boots. The boots are good quality and are aimed at young women. D and E Limited have narrowed down the choice of where to locate the new shop to two nearby towns.

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|  | **Town Y** | **Town Z** |
| **Population** | 30,000 | 10,000 |
| **% in age group**  0-9  10-25  26-40  41-65  66+ | 15  30  30  30  5 | 20  35  30  10  5 |
| **Unemployment** | Low | High |
| **Crime Rate** | Low | Low |
| **Shopping Centre** | Large – about 100 shops | Small – about 40 shops |
| **Parking Facilities** | Large car parks but queues build up at busy times | Plenty of parking available – no problems at busy times |
| **Types of shops in the shopping centre** | Clothes shops, shoe shops, banks, household goods, food shops | Food shops, household goods, clothes shops, post office, banks |

**Activity 20.3 –**

1. Read the information on the two towns and then select which one will be the best location for the new shop. Justify your choice.

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1. What other information is needed to help make the final decision? Explain why the information is needed.

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