**Use checklist to peer assess this sample section of analysis**

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| --- | --- |
| **Have they?**  |  |
| Described results in detail |  |
| Used evidence in my description such as data and referred to figure numbers |  |
| Made analytical comments |  |
| Drawn together my findings and made comparisons between different types of data |  |
| Answered all of the sub questions and the main task question |  |
| Used locational specific information to help explain the results  |  |
| Referred to appropriate geographical theory and key terminology where appropriate  |  |
| Tried to keep writing concise and within approx 1000 words |  |

*Please note this sample analysis is NOT based on your data collected.*

**Sub question:** **Does a high environmental quality attract people to buy high order goods?**

The land use map for Katy Mills (figure 3.10) shows that Katy Mills has the highest amount of high order shops and services with many designer fashion shops (such as Coach and Kate Spade) yet the environmental quality at site 2, La Centerra was the highest with a score of 65/100 (as shown by the environmental quality graph on figure 3.8)- Katy Mills had an environmental quality of 59/100. The land use map for La Centerra does show that it does have high order shops (see figure 3.11), such as Sephora but far fewer than the vast quantity at Katy Mills. La Centerra could be considered the CBD of Katy. It was constructed in 2007 to support the growth of the Luxury master planned community of Cinco Ranch. The population of Cinco Ranch was 18,274 at the 2010 census- this is considered part of the wider Katy area and this growth in residential population has meant an increase in **threshold population** leading to more shops and services being offered in the Katy area. The demographics of the surrounding area (i.e. a median income of $111,000) mean that the nature of the shopping center needed to be high end. As shown on the annotated images (see figure 3.4 and 5) they have tried to make this area attractive by installing lakes, faux architecture and green spaces for families- these things have increased the environmental quality of the area.

Katy Mills still attracts far more shoppers than any other site despite a slightly lower environmental quality than La Centerra. Katy Mills would be considered at the top of the modern shopping hierarchy as one of the regional shopping centers in the Greater Houston area. Its higher count of shoppers (350 on the day we visited as shown on figure 3.1) and greater sphere of influence (as shown by figure 3.2) is probably due to the far greater range of shops and the additional attractions that have been added (highlighted on the land use map on figure 3.10 and the annotated image figure 3.7) such as cinemas, amusement arcades and fun rides. The questionnaire results (figure 3.8) highlighted that many of the people who visit Katy Mills do so to use the attractions and not just to shop.

Site 1 had an average environmental quality of 50/ 100 despite being predominantly for low order goods. This is because of the nature of the supermarkets found there- Whole foods (a high-end store focusing on healthy produce). Site 4, Old Town Katy had the lowest environmental quality. This may be due to reconstruction and building work going on after Hurricane Harvey or the fact that there are more small independent stores that cannot afford to invest as much into the up keep of the area.

In conclusion, it is more the nature of the shopping center rather than the high order goods that influences environmental quality.

What have they done well?

What could they do to improve?

What grade would they get and why?

