



Appendix 3:

Household Survey Data Tabulations
By Zone (Filtered & Weighted)

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q01 Where did you last go to undertake your main food and grocery shopping?												
<i>Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	8.4%	40	5.0%	6	6.8%	5	6.5%	7	14.3%	12	10.8%	11
Booths, Westgate House, Brunswick Road, Penrith	3.7%	18	6.2%	7	4.0%	3	1.1%	1	3.4%	3	3.7%	4
Co-operative Food, Burrowgate, Penrith	3.6%	17	7.1%	8	1.4%	1	0.0%	0	4.9%	4	3.9%	4
Co-operative Food, King Street, Penrith	3.4%	16	7.9%	9	2.2%	2	1.1%	1	3.0%	3	2.0%	2
Morrisons, Brunswick Road, Penrith	44.0%	211	52.0%	60	40.4%	31	24.2%	25	36.4%	30	63.3%	65
Sainsbury's, Common Garden Square, Penrith	14.5%	69	15.8%	18	14.0%	11	12.9%	13	21.8%	18	9.0%	9
Spar, Burrowgate, Penrith	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Langwathby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Penrith	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Zone 2												
Co-operative Food, Market Place, Alston	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.3%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1
Local Shops, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkby Thore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkoswald	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Melmerby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Nenthead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	1.0%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	2.9%	14	0.0%	0	0.0%	0	13.5%	14	0.0%	0	0.0%	0
Spar, Appleby	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.7%	1	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Appleby	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Local Shops, Brough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Local Shops, Askham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Orton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Shap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Tebay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7												
Local Shops, Greystoke	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Stainton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Durham												
Asda, South Church Road, Bishop Auckland	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank Road, Carlisle	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler	2.2%	10	1.8%	2	5.4%	4	0.7%	1	0.0%	0	3.2%	3

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Way/Kingstown Retail Park, Carlisle												
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.5%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.4%	2	0.7%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	2.4%	12	2.1%	2	6.9%	5	2.8%	3	0.0%	0	1.0%	1
Tesco Metro, Victoria Viaduct, Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.5%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Aldi, Haugh Lane Industrial Estate, Hexham	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Alemouth Road, Hexham	0.6%	3	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Aldi, Appleby Road, Kendal	0.6%	3	0.0%	0	0.0%	0	2.5%	3	0.7%	1	0.0%	0
Asda, Burton Road, Kendal	3.2%	15	0.0%	0	0.0%	0	10.7%	11	5.2%	4	0.0%	0
Booths, Wainwrights Yard, Kendal	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	3.0%	15	0.0%	0	1.3%	1	7.3%	8	5.6%	5	1.3%	1
Local Shops, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other	1.4%	7	0.0%	0	1.1%	1	5.9%	6	0.0%	0	0.0%	0
Weighted base:		479		116		76		103		82		103
Sample:		482		98		92		92		101		99

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Q02 Which retailer do you purchase your main food internet/home delivery shopping from?												
<i>Those that shop via 'internet / home delivery' at Q01</i>												
Asda	58.2%	13	0.0%	0	76.0%	5	63.2%	7	100.0%	1	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	11.4%	3	0.0%	0	0.0%	0	23.8%	3	0.0%	0	0.0%	0
Tesco	27.3%	6	100.0%	3	24.0%	2	13.0%	1	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	1
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		22		3		7		11		1		1
Sample:		19		2		7		8		1		1

Q03 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?

Accessibility by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.5%	3	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	1
Car parking provision	6.0%	30	6.9%	8	9.4%	8	4.2%	5	6.9%	6	3.2%	3
Choice of food goods available	7.8%	39	5.8%	7	8.6%	7	10.1%	11	4.6%	4	9.8%	10
Choice of shops nearby selling non-food goods	0.5%	2	0.0%	0	0.0%	0	1.7%	2	0.7%	1	0.0%	0
Choice of shops selling food goods	0.7%	3	0.0%	0	0.0%	0	0.7%	1	1.7%	1	1.2%	1
Cleanliness	0.3%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always use it / preference for retailer	13.8%	69	18.3%	22	10.0%	8	8.5%	10	18.6%	15	13.5%	14
Internet shopping is easier / more convenient	2.7%	14	2.6%	3	4.7%	4	5.4%	6	0.0%	0	0.7%	1
Lower prices	10.0%	50	9.4%	11	13.6%	11	8.1%	9	9.5%	8	10.5%	11
Near to home	23.4%	117	24.0%	28	15.5%	13	23.1%	26	15.4%	13	35.8%	37
Near to work	0.8%	4	0.0%	0	3.7%	3	0.7%	1	0.0%	0	0.0%	0
Provision of leisure facilities nearby	1.0%	5	0.0%	0	1.3%	1	2.6%	3	0.0%	0	1.0%	1
Provision of services nearby, such as banks and other financial services	1.3%	6	0.0%	0	1.0%	1	3.9%	4	0.0%	0	1.0%	1
Public information, signposts and public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of food goods available	5.4%	27	8.1%	10	4.9%	4	2.3%	3	8.7%	7	3.2%	3
Quality of shops selling food goods	0.6%	3	0.7%	1	0.0%	0	0.0%	0	1.2%	1	1.0%	1
Reward scheme / loyalty points (e.g. clubcard / nectar card)	1.0%	5	2.1%	3	1.7%	1	0.0%	0	1.2%	1	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening/night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	1.8%	9	2.8%	3	1.3%	1	3.6%	4	0.0%	0	0.7%	1
Size of store - large	1.0%	5	0.7%	1	1.0%	1	1.9%	2	0.0%	0	1.0%	1
Size of store - small	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	2.9%	15	4.3%	5	3.8%	3	2.0%	2	1.3%	1	3.0%	3
Value for money	8.5%	42	4.9%	6	6.0%	5	10.2%	12	14.9%	12	7.3%	8
Other	4.1%	21	2.1%	3	6.6%	6	4.6%	5	7.6%	6	1.0%	1
Good / friendly staff	0.5%	3	0.7%	1	0.7%	1	0.0%	0	0.7%	1	0.7%	1
Good internal layout	0.8%	4	1.1%	1	0.0%	0	1.0%	1	1.7%	1	0.0%	0
Home delivery service	1.3%	6	1.8%	2	1.9%	2	1.2%	1	0.0%	0	1.3%	1
Not too busy	1.1%	5	0.0%	0	0.0%	0	1.0%	1	3.8%	3	1.0%	1
(Don't know / no reason in particular)	2.4%	12	2.4%	3	4.3%	4	2.0%	2	1.7%	1	2.0%	2
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Q04 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01) ?												
Change layout too often	1.1%	6	0.7%	1	0.0%	0	2.6%	3	1.3%	1	0.7%	1
Difficult to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult/ expensive parking	4.7%	24	4.5%	5	2.9%	2	2.4%	3	5.0%	4	8.7%	9
Don't offer non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Expensive	4.3%	22	2.8%	3	2.3%	2	5.2%	6	4.4%	4	6.6%	7
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	1.1%	6	0.0%	0	0.0%	0	0.7%	1	1.0%	1	3.8%	4
Lack of public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Limited range of goods	3.1%	16	2.8%	3	1.7%	1	2.9%	3	4.1%	3	3.9%	4
Limited stock on shelves	1.3%	7	1.1%	1	1.9%	2	2.5%	3	1.3%	1	0.0%	0
No petrol station	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	1.6%	8	1.3%	2	0.0%	0	1.2%	1	3.3%	3	2.2%	2
Poor quality	1.1%	5	3.2%	4	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Queues at checkouts / not enough checkouts open	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Self serve checkouts	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude/ unhelpful	0.7%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	2
Too busy / crowded	1.0%	5	0.7%	1	0.0%	0	2.0%	2	1.2%	1	0.7%	1
Too far away	0.9%	4	1.1%	1	0.0%	0	1.9%	2	1.0%	1	0.0%	0
Too small	1.0%	5	2.5%	3	0.7%	1	1.3%	2	0.0%	0	0.0%	0
Other	3.6%	18	3.9%	5	6.0%	5	2.3%	3	3.3%	3	3.0%	3
No home delivery service	0.8%	4	0.0%	0	0.0%	0	1.7%	2	2.3%	2	0.0%	0
Short sell by dates	1.5%	7	1.3%	2	1.0%	1	0.0%	0	4.5%	4	1.2%	1
(Don't know)	0.3%	2	0.0%	0	0.7%	1	0.0%	0	1.3%	1	0.0%	0
Nothing	71.7%	360	74.1%	88	79.6%	67	73.2%	83	64.8%	54	66.2%	68
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

Meanscore = [Visits per week; Daily = 7, Two times a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Less Often = 0.063, Only visited once = 0.01]

Q05 How often do you normally do your main food shopping at (DESTINATION MENTIONED AT Q01)?

Daily	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1
At least two times a week	9.1%	46	15.5%	18	2.0%	2	6.7%	8	4.6%	4	13.9%	14
At least once a week	62.1%	312	64.4%	76	64.3%	54	44.3%	50	75.2%	63	66.7%	69
At least once a fortnight	16.0%	80	12.0%	14	20.8%	17	24.8%	28	12.9%	11	9.6%	10
At least once a month	8.7%	44	5.9%	7	6.9%	6	17.7%	20	6.2%	5	5.7%	6
At least every two months	0.7%	4	0.7%	1	0.0%	0	1.2%	1	0.0%	0	1.3%	1
Less often	1.1%	5	1.4%	2	2.2%	2	0.7%	1	0.0%	0	1.0%	1
Have only visited once	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	9	0.0%	0	1.9%	2	4.6%	5	1.2%	1	1.0%	1
Mean:		0.95		1.04		0.87		0.79		0.94		1.07
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

Q06 How do you normally travel to (STORE MENTIONED AT Q01)?*Not those who shop via internet / home delivery at Q01*

Car / van (as driver)	76.6%	368	60.7%	70	85.2%	66	82.4%	84	77.4%	64	81.6%	84
Car / van (as passenger)	12.4%	60	10.0%	12	11.5%	9	13.5%	14	18.5%	15	9.9%	10
Bus, minibus or coach	0.9%	5	0.7%	1	0.7%	1	0.7%	1	2.0%	2	0.7%	1
Motorcycle, scooter or moped	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.6%	41	26.4%	30	2.5%	2	2.6%	3	0.7%	1	5.4%	6
Taxi	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.7%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Not applicable - goods delivered)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't know / varies)	0.3%	2	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Weighted base:		480		116		77		103		82		103
Sample:		483		98		93		92		101		99

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
--	-------	--------	--------	--------	--------	--------

Meanscore = [Number of minutes]

Q07 How long did your journey to (STORE MENTIONED AT Q01) take?

Not those who shop via internet / home delivery at Q01

1 - 5 minutes	27.3%	131	59.9%	69	4.4%	3	5.6%	6	3.6%	3	48.5%	50
6 - 10 minutes	20.5%	98	27.1%	31	14.9%	11	12.2%	13	23.2%	19	23.4%	24
11 - 15 minutes	12.0%	58	5.2%	6	16.7%	13	10.5%	11	22.5%	19	9.5%	10
16 - 20 minutes	16.8%	81	3.2%	4	28.6%	22	25.1%	26	27.0%	22	6.8%	7
21 - 25 minutes	5.9%	28	1.3%	2	7.8%	6	8.8%	9	11.0%	9	2.5%	3
26 - 30 minutes	10.1%	49	0.0%	0	13.1%	10	20.4%	21	10.7%	9	8.6%	9
31 - 45 minutes	4.6%	22	2.5%	3	10.1%	8	10.9%	11	0.0%	0	0.0%	0
46 - 60 minutes	2.1%	10	0.0%	0	3.6%	3	5.9%	6	1.3%	1	0.0%	0
(Don't know / can't remember)	0.7%	3	0.7%	1	0.7%	1	0.7%	1	0.7%	1	0.7%	1
<i>Mean:</i>		<i>16.0</i>		<i>8.1</i>		<i>22.1</i>		<i>24.2</i>		<i>18.1</i>		<i>10.4</i>
Weighted base:		480		116		77		103		82		103
Sample:		483		98		93		92		101		99

Q08 When you go main food shopping is your journey part of another journey? [MR]

Not those who shop via internet / home delivery at Q01

Yes – travelling to work	7.1%	34	9.3%	11	6.1%	5	6.8%	7	6.0%	5	6.7%	7
Yes – travelling from work	11.2%	54	18.8%	22	10.7%	8	9.7%	10	4.6%	4	9.9%	10
Yes – travelling to school / college	1.6%	8	0.0%	0	3.9%	3	0.0%	0	3.5%	3	1.7%	2
Yes – travelling from school / college	1.5%	7	1.3%	2	4.1%	3	0.0%	0	1.2%	1	1.7%	2
Yes – Other	1.9%	9	1.1%	1	3.2%	2	1.4%	1	3.3%	3	1.0%	1
Yes - leisure activity	1.8%	9	1.4%	2	3.2%	2	1.4%	1	1.0%	1	2.3%	2
Yes - non food shopping	1.2%	6	1.5%	2	2.2%	2	1.1%	1	1.3%	1	0.0%	0
Yes - visit health service (e.g. dentist / hospital / doctor)	1.1%	5	0.0%	0	1.8%	1	2.2%	2	2.0%	2	0.0%	0
Yes - visiting relatives / friends	1.0%	5	0.0%	0	1.3%	1	1.5%	2	0.7%	1	1.7%	2
No	76.8%	368	75.1%	87	70.8%	54	79.5%	82	77.7%	64	79.6%	82
(Don't know / varies)	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1
Weighted base:		480		116		77		103		82		103
Sample:		483		98		93		92		101		99

Q09 When do you do your main food shopping?

Weekdays during the day	47.7%	240	42.6%	51	43.2%	36	45.7%	52	61.1%	51	48.8%	50
Weekdays during the evening	14.1%	71	17.7%	21	11.9%	10	10.2%	12	17.1%	14	13.3%	14
Saturday	15.6%	78	16.8%	20	14.9%	13	19.8%	22	9.4%	8	15.1%	16
Sunday	3.2%	16	1.1%	1	2.0%	2	2.7%	3	1.3%	1	8.6%	9
(Don't know / varies)	19.5%	98	21.8%	26	28.0%	23	21.6%	25	11.2%	9	14.2%	15
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Q10 When you go main food shopping is your trip linked with any other activity? [MR]												
<i>Not those who shop via internet / home delivery at Q01</i>												
Yes – non-food shopping	23.2%	111	14.0%	16	26.4%	20	31.6%	32	31.4%	26	16.2%	17
Yes – leisure activity	11.8%	57	7.1%	8	20.1%	15	12.9%	13	12.0%	10	9.5%	10
Yes – visiting services such as banks and other financial institutions	8.6%	41	4.4%	5	13.8%	11	6.5%	7	13.2%	11	8.0%	8
Yes – other activity	2.5%	12	3.2%	4	2.1%	2	3.3%	3	1.0%	1	2.3%	2
Yes - get petrol	2.4%	11	2.5%	3	2.7%	2	1.8%	2	0.0%	0	4.3%	4
Yes - going for food / drinks	2.3%	11	2.5%	3	3.2%	2	2.2%	2	2.4%	2	1.3%	1
Yes - library	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	2
Yes - other food shopping	2.1%	10	2.9%	3	3.6%	3	3.0%	3	1.0%	1	0.0%	0
Yes - visit health service (e.g. dentist / hospital / doctor)	0.8%	4	0.7%	1	1.4%	1	0.0%	0	1.4%	1	0.7%	1
Yes - visiting relatives / friends	3.2%	15	1.1%	1	2.5%	2	9.4%	10	1.2%	1	1.4%	1
No	53.1%	255	65.9%	76	40.4%	31	39.5%	40	50.1%	41	64.3%	66
(Don't know)	0.9%	4	1.3%	2	0.7%	1	0.7%	1	0.0%	0	1.3%	1
Weighted base:		480		116		77		103		82		103
Sample:		483		98		93		92		101		99

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q11 Where do you do this linked trip?												
<i>Those who said 'Yes' at Q10 AND Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	1.0%	2	2.1%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	2.0%	4	7.8%	3	1.3%	1	1.3%	1	0.0%	0	0.0%	0
Sainsbury's, Common Garden Square, Penrith	1.5%	3	3.4%	1	2.0%	1	0.0%	0	2.7%	1	0.0%	0
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	68.6%	148	80.1%	30	56.2%	24	47.7%	29	78.7%	32	95.1%	34
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	1.3%	3	0.0%	0	0.0%	0	3.8%	2	1.4%	1	0.0%	0
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	4.0%	9	0.0%	0	0.0%	0	14.4%	9	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melkinton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 7												
Newton Rigg Village	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.3%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	7.6%	16	6.6%	3	20.9%	9	3.8%	2	2.7%	1	4.9%	2
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cumbria												
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Darlington												
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	1.5%	3	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	6.8%	15	0.0%	0	0.0%	0	20.2%	12	6.5%	3	0.0%	0
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Lancaster												
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.7%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett Town Centre	0.4%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West Region												
Boundary Mill, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange-over-Sands Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morecambe Town Centre	1.1%	2	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Weighted base:		216		38		42		60		41		35
Sample:		231		36		53		53		53		36

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	74.3%	373	76.8%	91	80.1%	67	79.5%	90	61.4%	51	71.5%	74
No	25.7%	129	23.2%	28	19.9%	17	20.5%	23	38.6%	32	28.5%	30
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q13 Where did you last go to undertake this 'top-up' shopping?												
<i>Those that do top up shopping at Q12 AND Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	3.2%	12	5.4%	5	1.3%	1	0.0%	0	7.8%	4	3.2%	2
Booths, Westgate House, Brunswick Road, Penrith	5.5%	20	9.7%	9	2.8%	2	0.0%	0	10.0%	5	6.3%	5
Co-operative Food, Burrowgate, Penrith	4.9%	18	7.3%	7	4.9%	3	0.0%	0	7.4%	4	6.0%	4
Co-operative Food, King Street, Penrith	7.8%	29	21.0%	19	6.3%	4	0.0%	0	4.9%	2	4.2%	3
Morrisons, Brunswick Road, Penrith	13.5%	50	13.1%	12	7.1%	5	0.0%	0	11.5%	6	37.2%	28
Sainsbury's, Common Garden Square, Penrith	8.6%	32	16.5%	15	7.3%	5	0.8%	1	10.8%	5	8.1%	6
Spar, Burrowgate, Penrith	2.5%	9	8.9%	8	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Local Shops, Langwathby	0.6%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Penrith	9.1%	34	15.2%	14	5.1%	3	0.0%	0	4.5%	2	19.3%	14
Zone 2												
Co-operative Food, Market Place, Alston	1.9%	7	0.0%	0	10.6%	7	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	3.9%	14	0.0%	0	17.8%	12	0.0%	0	0.0%	0	3.6%	3
Local Shops, Alston	2.0%	7	0.0%	0	11.2%	7	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkby Thore	0.5%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops, Kirkoswald	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lazonby	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Melmerby	0.2%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Nenthead	0.6%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	7.1%	26	0.0%	0	4.1%	3	26.3%	24	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.8%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	7.2%	27	0.0%	0	0.0%	0	29.1%	26	1.1%	1	0.0%	0
Spar, Appleby	1.4%	5	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	1.2%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0
Local Shops, Appleby	4.2%	16	0.0%	0	0.0%	0	17.3%	16	0.0%	0	0.0%	0
Local Shops, Brough	1.4%	5	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Local Shops, Kirkby Stephen	0.7%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	3.9%	14	0.0%	0	0.0%	0	0.0%	0	29.2%	14	0.0%	0
Local Shops, Askham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Local Shops, Orton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0
Local Shops, Shap	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local Shops, Tebay	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Zone 7												
Local Shops, Greystoke	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local Shops, Stainton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Durham												
Asda, South Church Road, Bishop Auckland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Chandler	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
Way/Kingstown Retail Park, Carlisle						
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.2%	1	0.9%	1	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.2%	1	0.9%	1	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.4%	2	0.0%	0	0.8%	1
Tesco Metro, Victoria Viaduct, Carlisle	0.2%	1	0.0%	0	0.8%	1
Outside Study Area - Haltwhistle						
Co-operative Food, Main Street, Haltwhistle	0.2%	1	0.0%	0	1.3%	1
Sainsbury's, Fair Hill, Haltwhistle	0.2%	1	0.0%	0	0.8%	1
Local Shops, Haltwhistle	0.3%	1	0.0%	0	1.7%	1
Outside Study Area - Hexham						
Aldi, Haugh Lane Industrial Estate, Hexham	0.2%	1	0.0%	0	0.8%	1
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal						
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0
Asda, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.9%	3	0.0%	0	0.0%	0
Local Shops, Kendal	0.4%	1	0.0%	0	0.0%	0
Outside Study Area - Keswick						
Booths, Tithebarn Street, Keswick	0.3%	1	0.0%	0	1.6%	1
Local Shops, Keswick	0.6%	2	0.0%	0	0.0%	0
Outside Study Area - Windermere						
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0
Others						
Other	0.3%	1	0.0%	0	0.0%	0
Weighted base:	369	91	65	90	49	74
Sample:	360	77	78	77	59	69

Weighted:

February 2013

Total Zone 1 Zone 2 Zone 3 Zone 6 Zone 7

Meanscore = [Proportion of shopping; Over 3/4 = 80, 1/2 to 3/4 = 62.5, 1/4 to 1/2 = 37.5, Less than 1/4 = 20]

Q14 Which retailer do you purchase your top up food internet/home delivery shopping from?

Those that do top up shopping at Q12 AND shop via internet / home delivery at Q13

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
Asda	0.0%	0	0.0%	0	0.0%	0
Morrisons	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	0.0%	0
Tesco	0.0%	0	0.0%	0	0.0%	0
Ocado	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0
Weighted base:	0	0	0	0	0	0
Sample:	0	0	0	0	0	0

Meanscore = [Visits per week; Daily = 7, Two times a week = 2, Once a week = 1, Once a fortnight = 0.5, Once a month = 0.25, Once every two months = 0.125, Less Often = 0.063, Only visited once = 0.01]

Q15 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?

Those that do top up shopping at Q12

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
Daily	9.1%	34	10.5%	10	11.4%	8
At least two times a week	43.0%	160	43.1%	39	40.4%	27
At least once a week	34.5%	129	34.4%	31	32.8%	22
At least once a fortnight	6.4%	24	9.3%	8	10.0%	7
At least once a month	3.1%	11	0.9%	1	2.9%	2
At least every two months	0.0%	0	0.0%	0	0.0%	0
Less often	0.5%	2	0.0%	0	0.8%	1
Have only visited once	0.2%	1	0.9%	1	0.0%	0
(Don't know / varies)	3.2%	12	0.9%	1	1.6%	1
Mean:	1.95	2.01	2.03	2.14	1.54	1.85
Weighted base:	373	91	67	90	51	74
Sample:	365	77	80	77	62	69

Q16 Of all the money you spend on food and household groceries what share goes to your main food shop?

Those that do top up shopping at Q12

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
Over 3/4	51.7%	193	51.5%	47	45.9%	31
1/2 to 3/4	33.5%	125	33.3%	30	36.7%	25
1/4 to 1/2	6.1%	23	6.4%	6	2.5%	2
Less than 1/4	1.4%	5	0.0%	0	1.6%	1
(Don't know)	7.4%	28	8.8%	8	13.3%	9
Mean:	70.0	70.6	70.2	66.8	70.2	72.8
Weighted base:	373	91	67	90	51	74
Sample:	365	77	80	77	62	69

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
Q17 Where did you last go to buy clothing or footwear goods?						
<i>Excl Nulls & SFT</i>						
Zone 1						
Aldi, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Common Garden Square, Penrith	2.7%	12	4.2%	5	2.6%	2
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	16.0%	68	13.4%	15	11.7%	9
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	0.0%	0	0.0%	0	0.0%	0
Zone 2						
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	0.4%	2	0.0%	0	0.0%	0
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.0%	0	0.0%	0	0.0%	0
Zone 6						
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0
Melkinthorpe Local Centre	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.3%	1	0.0%	0	0.0%	0
Zone 7						
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside						
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere						
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle						
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	1.3%	6	0.8%	1	1.5%	1	0.0%	0	0.0%	0	4.4%	4
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.8%	3	2.3%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	51.3%	219	64.2%	69	55.6%	41	44.3%	40	42.1%	31	46.5%	38
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	0.9%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3
Outside Study Area - Cumbria												
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Outside Study Area - Darlington												
Darlington Town Centre	0.4%	2	0.0%	0	0.0%	0	0.9%	1	1.1%	1	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	1.2%	5	0.0%	0	6.8%	5	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	0.8%	3	0.0%	0	1.5%	1	1.7%	2	1.1%	1	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morrisons, Old Showground, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	7.7%	33	1.5%	2	0.0%	0	19.4%	17	18.1%	13	0.8%	1
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	0.4%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.5%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.1%	2
Outside Study Area - Lancaster												
Lancaster City Centre	0.4%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	1.2%	5	2.6%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	2.1%	9	1.2%	1	3.3%	2	2.4%	2	1.5%	1	2.4%	2
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.5%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Consett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	1.0%	4	0.0%	0	2.8%	2	0.0%	0	0.7%	1	2.1%	2
Outside Study Area - North West Region												
Boundary Mill, Colne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Grange-over-Sands Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Liverpool City Centre	0.4%	2	1.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Morecambe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	1.0%	4	0.0%	0	0.8%	1	0.9%	1	1.1%	1	2.5%	2
York City Centre	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	1.9%	8	0.8%	1	3.0%	2	0.0%	0	1.4%	1	5.1%	4
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.6%	2	0.0%	0	1.9%	1	0.0%	0	1.5%	1	0.0%	0
Others												
Other	4.2%	18	2.7%	3	4.1%	3	9.7%	9	1.5%	1	2.5%	2
Weighted base:		427		108		73		90		74		83
Sample:		426		89		87		80		91		79

Q18 How do you normally travel to (LOCATION MENTIONED AT Q17)?

Those who purchase clothing or footwear at Q17 AND Not those that shop via internet / catalogue / TV shopping

Car / van (as driver)	71.0%	308	61.7%	67	80.4%	60	71.4%	67	71.3%	53	74.1%	61
Car / van (as passenger)	11.9%	52	15.0%	16	9.6%	7	11.2%	11	14.6%	11	8.3%	7
Bus, minibus or coach	5.1%	22	8.4%	9	2.2%	2	0.0%	0	7.8%	6	6.7%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.3%	14	9.9%	11	0.0%	0	0.0%	0	0.0%	0	4.2%	3
Taxi	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Train	6.7%	29	5.0%	5	6.0%	4	14.7%	14	3.3%	2	3.4%	3
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Not applicable - goods delivered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	6	0.0%	0	0.0%	0	2.8%	3	3.0%	2	1.7%	1
Weighted base:		434		108		74		94		75		83
Sample:		433		89		88		85		92		79

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q19 When you go shopping for clothing or footwear, do you link this trip with another activity? [MR]												
<i>Those who purchase clothing or footwear at Q17 AND Not those that shop via internet / catalogue / TV shopping</i>												
Yes – food shopping	13.0%	57	7.2%	8	16.5%	12	15.7%	15	19.2%	14	8.9%	7
Yes – non-food shopping	14.8%	64	11.7%	13	16.5%	12	12.7%	12	17.4%	13	17.2%	14
Yes – leisure activity	13.2%	57	10.4%	11	12.0%	9	19.0%	18	4.8%	4	18.9%	16
Yes – visiting services such as banks and other financial institutions	3.3%	14	2.7%	3	0.0%	0	3.1%	3	5.3%	4	5.4%	4
Yes – other activity	2.4%	10	2.0%	2	3.6%	3	3.6%	3	1.4%	1	1.3%	1
Yes - going for food / drinks	2.5%	11	3.8%	4	3.3%	2	0.8%	1	0.7%	1	3.3%	3
Yes - personal service such as dry cleaners or hairdressers	0.9%	4	0.8%	1	0.0%	0	1.5%	1	0.7%	1	1.3%	1
Yes - visit health service (e.g. dentist / hospital / doctor)	3.6%	15	2.4%	3	3.4%	3	1.6%	2	7.8%	6	3.8%	3
Yes - visiting relatives / friends	4.5%	19	3.5%	4	2.5%	2	7.1%	7	1.5%	1	7.1%	6
Yes - work	3.7%	16	5.3%	6	5.9%	4	0.8%	1	4.3%	3	2.3%	2
No	45.2%	196	51.9%	56	44.4%	33	40.2%	38	46.6%	35	41.7%	35
(Don't know / varies)	1.6%	7	1.1%	1	1.9%	1	2.0%	2	1.5%	1	1.7%	1
Weighted base:		434		108		74		94		75		83
Sample:		433		89		88		85		92		79

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?												
<i>Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burrowgate, Penrith	4.2%	13	8.7%	7	4.3%	2	1.5%	1	0.0%	0	4.1%	3
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	2.6%	8	4.2%	3	2.7%	1	0.0%	0	2.0%	1	3.0%	2
Sainsbury's, Common Garden Square, Penrith	3.0%	9	3.2%	3	3.8%	2	0.0%	0	0.0%	0	6.1%	5
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	24.9%	77	26.8%	21	18.4%	9	19.3%	10	25.9%	13	30.2%	23
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.3%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	0.6%	2	0.0%	0	0.0%	0	1.5%	1	2.2%	1	0.0%	0
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.4%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Melkinthorpe Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Zone 7												
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.4%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	0.6%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	1.0%	3	0.0%	0	1.7%	1	0.0%	0	2.2%	1	1.4%	1
Morrisons, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	40.9%	127	46.5%	37	40.2%	20	36.4%	19	39.5%	20	39.4%	30
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	3.6%	11	3.1%	3	1.1%	1	2.9%	2	3.8%	2	5.9%	5
Outside Study Area - Cumbria												
Windermere Town Centre	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Workington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Darlington												
Darlington Town Centre	0.9%	3	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.7%	2	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.4%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	1.1%	3	0.0%	0	0.0%	0	2.7%	1	4.1%	2	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	5.1%	16	2.1%	2	0.0%	0	13.9%	7	13.8%	7	0.0%	0
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Outside Study Area - Lancaster												
Lancaster City Centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	1.3%	4	1.1%	1	2.2%	1	2.7%	1	0.0%	0	0.9%	1
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	1.3%	4	0.0%	0	6.0%	3	0.0%	0	2.2%	1	0.0%	0
Outside Study Area - North West Region												
Boundary Mill, Colne	0.8%	3	0.0%	0	0.0%	0	2.9%	2	2.2%	1	0.0%	0
Grange-over-Sands Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morecambe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	1.4%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	3
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other	2.1%	6	1.6%	1	2.2%	1	4.4%	2	0.0%	0	2.3%	2
Weighted base:		311		80		51		52		51		77
Sample:		302		64		58		44		63		73

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Q21 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?												
<i>Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Common Garden Square, Penrith	1.1%	3	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	45.6%	102	56.0%	28	44.1%	15	29.2%	15	55.1%	19	46.5%	26
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	1.8%	4	0.0%	0	2.4%	1	0.0%	0	2.5%	1	4.2%	2
Zone 2												
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	1.2%	3	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melkinthorpe Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7												
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	27.9%	63	33.1%	17	37.5%	13	22.5%	11	7.9%	3	34.6%	19
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Outside Study Area - Cumbria												
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Darlington												
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.6%	1	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.5%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	8.9%	20	1.7%	1	0.0%	0	27.0%	14	15.6%	5	0.0%	0
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	2.5%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	1	8.2%	5
Outside Study Area - Lancaster												
Lancaster City Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	2.4%	5	2.5%	1	4.8%	2	2.7%	1	3.2%	1	0.0%	0
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	1.9%	4	1.7%	1	0.0%	0	5.8%	3	1.6%	1	0.0%	0
Outside Study Area - North West Region												
Boundary Mill, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange-over-Sands Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morecambe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.9%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.3%	1
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other	2.5%	6	0.0%	0	0.0%	0	2.3%	1	6.5%	2	4.2%	2
Weighted base:		225		50		34		51		34		55
Sample:		215		42		39		41		42		51

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Q22 Where did you last go to buy books CDs or DVDs?												
<i>Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	10.2%	22	20.7%	11	7.5%	2	0.0%	0	7.4%	3	13.0%	6
Sainsbury's, Common Garden Square, Penrith	2.3%	5	3.2%	2	0.0%	0	0.0%	0	5.6%	2	2.4%	1
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	36.5%	79	38.1%	20	34.4%	11	25.2%	12	40.4%	16	44.4%	20
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.3%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	1.1%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	2.8%	6	0.0%	0	0.0%	0	12.9%	6	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melkinthorpe Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Shap Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 7												
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	1.1%	2	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.9%	1
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.6%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	29.0%	63	34.8%	18	40.0%	13	22.2%	10	20.9%	8	28.6%	13
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cumbria												
Windermere Town Centre	0.5%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Darlington												
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	1.0%	2	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.5%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	1.2%	3	0.0%	0	0.0%	0	3.2%	2	2.7%	1	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Kendal Town Centre	5.8%	13	1.6%	1	0.0%	0	12.7%	6	14.7%	6	0.0%	0
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Outside Study Area - Lancaster												
Lancaster City Centre	1.1%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	1.2%	2	0.0%	0	0.0%	0	3.0%	1	2.8%	1	0.0%	0
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Outside Study Area - North West Region												
Boundary Mill, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange-over-Sands Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morecambe Town Centre	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	0.7%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other	1.5%	3	0.0%	0	0.0%	0	3.2%	2	0.0%	0	4.0%	2
Weighted base:		216		52		33		47		40		44
Sample:		218		42		40		41		51		44

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q23 Where did you last go to buy chemist goods (including health and beauty products)?												
<i>Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.7%	3	2.3%	3	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-operative Food, Burrowgate, Penrith	0.7%	3	0.8%	1	0.0%	0	0.0%	0	0.7%	1	1.8%	2
Co-operative Food, King Street, Penrith	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	13.7%	63	10.2%	11	12.7%	9	5.8%	6	14.9%	12	25.0%	25
Sainsbury's, Common Garden Square, Penrith	3.2%	15	4.1%	5	2.5%	2	0.8%	1	5.5%	4	3.4%	3
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	47.1%	218	73.4%	82	39.6%	29	10.5%	10	49.7%	39	57.6%	57
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	0.5%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Zone 2												
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	1.0%	5	0.0%	0	6.4%	5	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.7%	3	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.7%	3	0.0%	0	0.0%	0	2.7%	3	0.7%	1	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	8.5%	39	0.0%	0	4.3%	3	34.4%	34	2.8%	2	0.0%	0
Brough Town Centre	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	4.6%	21	0.0%	0	0.0%	0	21.6%	21	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melkinton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Zone 7												
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	0.6%	3	1.1%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	1.1%	5	2.1%	2	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	6.6%	30	4.0%	4	9.2%	7	8.2%	8	5.2%	4	7.0%	7
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cumbria												
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Darlington												
Darlington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.5%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	1.0%	5	0.0%	0	0.0%	0	1.5%	1	4.2%	3	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Kendal Town Centre	3.6%	17	0.0%	0	0.0%	0	7.7%	8	11.4%	9	0.0%	0
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside Study Area - Lancaster												
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Consett Town Centre	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside Study Area - North West Region												
Boundary Mill, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange-over-Sands Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morecambe Town Centre	0.3%	2	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Others												
Other	0.6%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Weighted base:		462		112		74		99		78		99
Sample:		462		94		89		88		95		96

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q24 Where did you last go to buy electrical items, such as televisions, washing machines and computers?												
<i>Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	0.9%	3	1.9%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Co-operative Food, Burrowgate, Penrith	1.1%	4	0.0%	0	1.0%	1	0.0%	0	1.3%	1	3.1%	2
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	1.8%	6	3.3%	3	1.5%	1	1.1%	1	0.9%	1	1.7%	1
Sainsbury's, Common Garden Square, Penrith	1.6%	6	1.4%	1	3.8%	2	0.0%	0	1.7%	1	1.6%	1
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	43.3%	156	58.0%	51	43.3%	25	11.1%	8	55.3%	35	46.6%	37
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2												
Co-operative Food, Market Place, Alston	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	4.4%	16	1.7%	2	1.0%	1	18.5%	13	0.9%	1	0.0%	0
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melkinton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7												
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	22.1%	79	24.6%	22	19.7%	11	29.0%	21	10.0%	6	24.4%	19
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	8.0%	29	3.8%	3	14.5%	8	1.9%	1	6.4%	4	14.6%	12
Outside Study Area - Cumbria												
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Study Area - Darlington												
Darlington Town Centre	0.7%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.6%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.3%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	1.0%	3	0.0%	0	0.0%	0	4.1%	3	0.9%	1	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	6.4%	23	0.0%	0	0.0%	0	22.1%	16	9.3%	6	1.7%	1
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	1.9%	7	0.0%	0	0.0%	0	2.1%	2	8.5%	5	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Lancaster												
Lancaster City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.5%	2	1.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	1.1%	4	2.9%	3	1.5%	1	0.0%	0	0.0%	0	0.9%	1
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West Region												
Boundary Mill, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange-over-Sands Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Morecambe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Others												
Other	1.3%	5	0.9%	1	1.0%	1	1.1%	1	0.0%	0	3.1%	2
Weighted base:		360		88		57		72		64		79
Sample:		358		75		66		63		78		76

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Q25 Where did you last go to buy DIY goods or gardening goods?												
<i>Excl Nulls & SFT</i>												
Zone 1												
Aldi, Ullswater Road, Penrith	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Booths, Westgate House, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Common Garden Square, Penrith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	59.8%	241	82.6%	80	56.8%	41	41.2%	33	42.0%	30	69.4%	58
B&Q, Bridge Lane, Penrith	16.9%	68	11.6%	11	14.0%	10	6.0%	5	33.1%	24	22.2%	19
Retail Parks, Penrith	0.7%	3	0.0%	0	1.5%	1	0.0%	0	0.8%	1	1.3%	1
Zone 2												
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.5%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Culgaith Village Centre	1.1%	4	0.0%	0	2.7%	2	2.3%	2	0.8%	1	0.0%	0
Kirkby Thore Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3												
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	2.3%	9	0.0%	0	0.0%	0	10.4%	8	1.5%	1	0.0%	0
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	3.8%	16	0.0%	0	0.0%	0	19.3%	16	0.0%	0	0.0%	0
Zone 6												
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melkinton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 7												
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside												
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Outside Study Area - Bowness-on-Windermere												
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle												
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	5.7%	23	4.5%	4	12.8%	9	5.0%	4	4.5%	3	2.5%	2
B&Q, London Road, Carlisle	0.5%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1
Retail Parks, Carlisle	1.3%	5	1.3%	1	4.1%	3	0.0%	0	1.5%	1	0.0%	0
Outside Study Area - Cumbria												
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Darlington												
Darlington Town Centre	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Kendal Town Centre	3.8%	15	0.0%	0	0.0%	0	11.2%	9	8.9%	6	0.0%	0
Aldi, Appleby Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Kendal	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Lancaster												
Lancaster City Centre	0.4%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
Outside Study Area - Newcastle						
Newcastle City Centre	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle	0.3%	1	0.0%	0	1.5%	1
Outside Study Area - North East Region						
Asda, Portrack Lane, Stockton on Tees	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0
Consett Town Centre	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West Region						
Boundary Mill, Colne	0.0%	0	0.0%	0	0.0%	0
Grange-over-Sands Town Centre	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0
Morecambe Town Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region						
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.3%	1	0.0%	0	1.7%	1
Outside Study Area - Preston						
Preston City Centre	0.2%	1	0.0%	0	0.0%	0
Outside Study Area - Scotland						
Gretna Gateway Outlet Village	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere						
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad						
Abroad	0.1%	1	0.0%	0	0.8%	1
Others						
Other	0.6%	2	0.0%	0	1.2%	1
Weighted base:	404	96	71	81	72	83
Sample:	397	80	83	69	87	78

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7
Q26 Where did you last go to buy furniture, carpets and floor coverings?						
<i>Excl Nulls & SFT</i>						
Zone 1						
Aldi, Ullswater Road, Penrith	0.4%	1	0.0%	0	0.0%	0
Booths, Westgate House, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burrowgate, Penrith	3.3%	11	2.9%	3	0.0%	0
Co-operative Food, King Street, Penrith	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Common Garden Square, Penrith	0.0%	0	0.0%	0	0.0%	0
Spar, Burrowgate, Penrith	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	34.5%	118	35.1%	30	23.7%	13
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Penrith	1.3%	4	1.0%	1	0.0%	0
Zone 2						
Co-operative Food, Market Place, Alston	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Henderson Buildings, Lazonby	0.0%	0	0.0%	0	0.0%	0
Alston Town Centre	0.5%	2	0.0%	0	3.1%	2
Culgaith Village Centre	0.0%	0	0.0%	0	0.0%	0
Kirkby Thore Village Centre	0.0%	0	0.0%	0	0.0%	0
Kirkoswald Village Centre	0.0%	0	0.0%	0	0.0%	0
Melmerby Village Centre	0.0%	0	0.0%	0	0.0%	0
Nenthead Village Centre	0.0%	0	0.0%	0	0.0%	0
Temple Sowerby Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 3						
Co-operative Food, The Sands, Appleby	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Market Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Redmayne Road, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0
Spar, Appleby	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Kirkby Stephen	0.0%	0	0.0%	0	0.0%	0
Appleby Town Centre	5.5%	19	0.0%	0	1.5%	1
Brough Town Centre	0.0%	0	0.0%	0	0.0%	0
Kirkby Stephen Town Centre	0.9%	3	0.0%	0	0.0%	0
Zone 6						
Co-operative Food, Main Street, Shap	0.0%	0	0.0%	0	0.0%	0
Tebay Village Centre	0.0%	0	0.0%	0	0.0%	0
Barton Local Centre	0.0%	0	0.0%	0	0.0%	0
Melkinthorpe Local Centre	0.0%	0	0.0%	0	0.0%	0
Orton Village Centre	0.0%	0	0.0%	0	0.0%	0
Shap Village Centre	0.0%	0	0.0%	0	0.0%	0
Zone 7						
Newton Rigg Village	0.0%	0	0.0%	0	0.0%	0
Plumpton Village Centre	0.0%	0	0.0%	0	0.0%	0
Skirsgill Local Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Ambleside						
Tesco Express, Market Place, Ambleside	0.0%	0	0.0%	0	0.0%	0
Ambleside Town Centre	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Bowness-on-Windermere						
Tesco Express, Bowness-on-Windermere	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Carlisle						
Aldi, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0
Aldi, London/Petterill Bank	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1	Zone 2	Zone 3	Zone 6	Zone 7						
Road, Carlisle												
Asda, Chandler Way/Kingstown Retail Park, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Wigton Road, Morton, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Lowther Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, English Street, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingstown Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Northgate, Scotland Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Church Street, Caldewgate, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Warwick Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Victoria Viaduct, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	38.5%	132	52.4%	45	44.9%	24	33.3%	21	33.4%	20	26.7%	21
B&Q, London Road, Carlisle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Carlisle	4.4%	15	1.9%	2	10.9%	6	4.6%	3	1.7%	1	4.6%	4
Outside Study Area - Cumbria												
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Darlington												
Darlington Town Centre	0.4%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Outside Study Area - Haltwhistle												
Co-operative Food, Main Street, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Fair Hill, Haltwhistle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haltwhistle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Hexham												
Tesco Extra, Alemouth Road, Hexham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hexham Town Centre	1.1%	4	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Kendal												
Asda, Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths, Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Library Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Old Showground, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	3.0%	10	0.0%	0	1.0%	1	10.6%	7	4.9%	3	0.0%	0
Aldi, Appleby Road, Kendal	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Retail Parks, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Keswick												
Booths, Tithebarn Street, Keswick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Outside Study Area - Lancaster												
Lancaster City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Manchester												
Manchester City Centre	0.5%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Merseyside												
Aintree Village Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column % ges.

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
Outside Study Area - Newcastle												
Newcastle City Centre	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Retail Parks, Newcastle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North East Region												
Asda, Portrack Lane, Stockton on Tees	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnard Castle Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Consett Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	2.7%	9	3.4%	3	3.9%	2	0.0%	0	3.2%	2	3.1%	2
Outside Study Area - North West Region												
Boundary Mill, Colne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grange-over-Sands Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Liverpool City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morecambe Town Centre	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Yorkshire and Humber Region												
Leeds City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Preston												
Preston City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Scotland												
Gretna Gateway Outlet Village	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Windermere												
Booths, The Old Station, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Abroad												
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others												
Other	1.4%	5	0.0%	0	1.5%	1	3.6%	2	2.6%	2	0.0%	0
Weighted base:		342		87		54		63		61		78
Sample:		335		73		62		54		74		72

Q27 Do the people who live in your house, including you, make use of electronic home shopping, (i.e. internet, mobile phone or TV shopping)? [MR]

Yes, Internet	68.6%	345	59.3%	70	74.9%	63	70.0%	79	67.7%	56	73.6%	76
Yes, portable internet shopping (through mobile phone)	10.6%	53	12.7%	15	12.9%	11	7.7%	9	7.6%	6	12.0%	12
Yes, TV Shopping	6.4%	32	6.0%	7	5.3%	4	7.0%	8	3.7%	3	9.4%	10
No	29.6%	149	38.5%	46	25.1%	21	26.8%	30	29.9%	25	25.8%	27
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

GEN Gender of respondent.

Male	30.0%	151	35.9%	43	30.9%	26	26.4%	30	18.4%	15	35.9%	37
Female	70.0%	351	64.1%	76	69.1%	58	73.6%	83	81.6%	68	64.1%	66
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

AGE Could I ask, how old are you?

18 – 24 years	1.8%	9	2.7%	3	0.0%	0	0.6%	1	1.9%	2	3.2%	3
25 – 34 years	5.2%	26	1.3%	2	3.8%	3	10.3%	12	5.1%	4	5.1%	5
35 – 44 years	21.2%	106	20.7%	25	20.5%	17	24.6%	28	18.3%	15	20.9%	22
45 – 54 years	22.9%	115	24.6%	29	29.0%	24	13.2%	15	19.2%	16	29.5%	31
55 – 64 years	23.1%	116	19.6%	23	24.9%	21	22.7%	26	29.1%	24	21.4%	22
65+ years	23.5%	118	26.9%	32	19.8%	17	25.6%	29	25.4%	21	18.8%	19
(Refused)	2.3%	12	4.2%	5	1.9%	2	3.0%	3	1.0%	1	1.0%	1
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7		
ADU How many adults, including yourself, live in your household (16 years and above)?												
One	22.4%	113	26.3%	31	16.0%	13	27.6%	31	21.4%	18	18.4%	19
Two	59.3%	298	55.9%	66	58.2%	49	59.3%	67	64.7%	54	59.8%	62
Three	11.6%	58	11.2%	13	17.1%	14	10.4%	12	7.9%	7	11.8%	12
Four or more	5.6%	28	3.9%	5	8.7%	7	1.7%	2	6.0%	5	9.0%	9
(Refused)	1.1%	5	2.8%	3	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

CHI How many children aged 15 or below are there living in your household?

One	14.8%	74	12.1%	14	20.6%	17	17.3%	20	8.4%	7	15.5%	16
Two	13.9%	70	14.2%	17	16.3%	14	14.5%	16	10.5%	9	13.7%	14
Three	3.8%	19	2.6%	3	0.0%	0	7.5%	8	1.2%	1	6.1%	6
Four or more	1.1%	5	0.0%	0	2.2%	2	1.2%	1	2.4%	2	0.0%	0
(Refused)	1.0%	5	1.7%	2	0.0%	0	1.0%	1	1.2%	1	1.0%	1
(None)	65.5%	329	69.3%	82	60.9%	51	58.5%	66	76.3%	63	63.7%	66
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

CAR How many cars does your household own or have the use of?

None	6.4%	32	14.8%	18	2.0%	2	2.0%	2	4.7%	4	6.4%	7
One	46.3%	233	46.9%	56	38.6%	32	50.4%	57	48.6%	40	45.6%	47
Two	35.8%	180	30.2%	36	43.1%	36	35.7%	40	37.9%	31	34.8%	36
Three or more	10.2%	51	4.3%	5	16.4%	14	10.9%	12	8.9%	7	12.2%	13
(Refused)	1.3%	7	3.8%	5	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

EMP Is the chief wage earner in full-time or part-time employment?

Full-time	55.7%	280	54.0%	64	60.3%	51	54.1%	61	48.4%	40	61.7%	64
Part-time	9.3%	47	7.7%	9	8.1%	7	12.1%	14	10.4%	9	8.2%	9
Retired - with company / private pension	21.0%	105	21.2%	25	22.7%	19	19.5%	22	22.0%	18	20.1%	21
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled	0.8%	4	0.0%	0	1.0%	1	1.0%	1	2.3%	2	0.0%	0
Retired - basic state pension only	7.8%	39	7.8%	9	4.9%	4	9.4%	11	11.0%	9	6.1%	6
Unemployed	1.2%	6	1.4%	2	1.0%	1	1.2%	1	1.0%	1	1.2%	1
(Refused)	4.1%	21	7.9%	9	1.9%	2	2.7%	3	4.9%	4	2.7%	3
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

HOM Do you own your own home?

Yes	77.7%	390	73.1%	87	79.5%	67	76.2%	86	72.8%	61	86.9%	90
No	18.9%	95	20.3%	24	20.5%	17	20.6%	23	25.0%	21	9.4%	10
(Refused)	3.4%	17	6.7%	8	0.0%	0	3.2%	4	2.2%	2	3.7%	4
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	97.2%	488	95.1%	113	99.0%	83	97.7%	111	97.7%	81	97.0%	100
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.3%	11	4.9%	6	0.0%	0	2.3%	3	2.3%	2	1.0%	1
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100

Bridge Lane, Penrith Telephone Household Survey

For WYG Planning & Environment

Weighted:

February 2013

	Total	Zone 1		Zone 2		Zone 3		Zone 6		Zone 7	
QUOTA Zone											
Zone 1	23.6%	119	100.0%	119	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	16.7%	84	0.0%	0	100.0%	84	0.0%	0	0.0%	0	0.0%
Zone 3	22.6%	113	0.0%	0	0.0%	0	100.0%	113	0.0%	0	0.0%
Zone 6	16.6%	83	0.0%	0	0.0%	0	0.0%	0	100.0%	83	0.0%
Zone 7	20.6%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:		502		119		84		113		83	
Sample:		502		100		100		100		102	

PC Postcode Sector

CA101	11.9%	60	0.0%	0	71.6%	60	0.0%	0	0.0%	0	0.0%	0
CA102	6.9%	35	0.0%	0	0.0%	0	0.0%	0	41.6%	35	0.0%	0
CA103	9.7%	49	0.0%	0	0.0%	0	0.0%	0	58.4%	49	0.0%	0
CA110	8.1%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.3%	41
CA117	7.6%	38	32.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA118	16.1%	81	68.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CA119	12.5%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.7%	63
CA166	12.3%	62	0.0%	0	0.0%	0	54.8%	62	0.0%	0	0.0%	0
CA174	10.2%	51	0.0%	0	0.0%	0	45.2%	51	0.0%	0	0.0%	0
CA8 7	0.9%	5	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0
CA9 3	3.8%	19	0.0%	0	22.8%	19	0.0%	0	0.0%	0	0.0%	0
Weighted base:		502		119		84		113		83		103
Sample:		502		100		100		100		102		100