

**APPENDIX 7:  
STATISTICAL ANALYSIS**

**WYG PLANNING & DESIGN  
WEST CUMBRIA RETAIL STUDY**

**TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)**

ZONE	POPULATION						PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2005	2009	2014	2017	2019	2023	2005	2009	2014	2019	2023
<b>1 - Wigton</b>	19,975	20,827	21,920	22,582	23,043	23,995	1,664	1,773	1,910	2,058	2,184
<b>2 - Maryport</b>	16,078	16,292	16,571	16,734	16,902	17,243	1,604	1,709	1,841	1,983	2,105
<b>3- Cockermouth</b>	17,073	17,502	18,041	18,373	18,597	19,055	1,672	1,782	1,919	2,068	2,194
<b>4 - Keswick</b>	9,848	10,144	10,542	10,781	10,946	11,285	1,688	1,799	1,938	2,087	2,215
<b>5 - Workington</b>	34,257	34,457	34,627	34,717	34,782	34,913	1,609	1,714	1,847	1,990	2,112
<b>6 - Whitehaven</b>	40,597	41,385	41,869	42,089	42,267	42,625	1,633	1,740	1,874	2,019	2,143
<b>7 - Copeland Central</b>	16,841	17,333	17,660	17,810	17,931	18,176	1,709	1,821	1,962	2,113	2,243
<b>8 - Millom</b>	11,851	12,136	12,356	12,466	12,550	12,719	1,656	1,764	1,901	2,048	2,173
<b>TOTAL</b>	166,520	170,076	173,586	175,552	177,020	180,011					

**Notes:**

a. Post code sectors

1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9

2 - CA15 6, CA15 7, CA15 8

3 - CA13 0, CA13 9, CA7 2

4 - CA12 4, CA12 5, CA7 1

5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5

6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9

7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0

8 - LA18 4, LA18 5, LA19 5, LA20 6

b. Per Capita expenditure from MapInfo AnySite software (2005 data)

c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and 2006 and 2007 (2.4%) together with OEF forecasts from MapInfo Information Brief 08/02 (September 2008) at 1.5% per annum

d. Population from MapInfo AnySite software (Usually Resident Population at 2005)

e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2009 and 2017 identified by MapInfo

**2005 PRICES**

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**TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)**

ZONE	EXPENDITURE £(m) CONVENIENCE				GROWTH CONVENIENCE		
	2009	2014	2019	2023	'09-'14	'09-'19	'09-'23
1	36.93	41.87	47.41	52.40	4.94	10.49	15.48
2	27.84	30.51	33.52	36.30	2.67	5.68	8.46
3	31.18	34.62	38.45	41.81	3.44	7.27	10.63
4	18.24	20.43	22.85	25.00	2.18	4.60	6.76
5	59.07	63.95	69.20	73.73	4.88	10.13	14.65
6	72.01	78.48	85.35	91.35	6.47	13.34	19.35
7	31.56	34.64	37.89	40.77	3.08	6.33	9.21
8	21.41	23.49	25.70	27.64	2.07	4.29	6.23
<b>TOTAL</b>	<b>298.25</b>	<b>327.99</b>	<b>360.38</b>	<b>389.01</b>	<b>29.74</b>	<b>62.13</b>	<b>90.76</b>

**TABLE 2B: MAIN / TOP-UP SPLIT (2009)**

ZONE	EXPENDITURE £(m) CONVENIENCE - 2009		
	MAIN	TOP-UP	TOTAL
1	30.09	6.83	<b>36.93</b>
2	23.61	4.23	<b>27.84</b>
3	25.91	5.27	<b>31.18</b>
4	15.95	2.30	<b>18.24</b>
5	49.38	9.69	<b>59.07</b>
6	58.83	13.18	<b>72.01</b>
7	26.58	4.99	<b>31.56</b>
8	18.12	3.30	<b>21.41</b>
<b>TOTAL</b>	<b>248.47</b>	<b>49.78</b>	<b>298.25</b>

**Notes:**

a. Post code sectors

1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9

2 - CA15 6, CA15 7, CA15 8

3 - CA13 0, CA13 9, CA7 2

4 - CA12 4, CA12 5, CA7 1

5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5

6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9

7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0

8 - LA18 4, LA18 5, LA19 5, LA20 6

b. Per Capita expenditure from MapInfo AnySite software (2005 data)

c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and 2006 and 2007 (2.4%) together with OEF forecasts from MapInfo Information Brief 08/02 (September 2008) at 1.5% per annum

d. Population from MapInfo AnySite software (Usually Resident Population at 2005)

e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2009 and 2017 identified by MapInfo

**2005 PRICES**

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		1		2		3		4		5		6		7		8	
	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
<b>WEST CUMBRIA</b>																		
<b>Allerdale</b>																		
<b>Workington</b>																		
Aldi, Derwent Drive	1.1	0.7	0.0	0.0	0.0	1.5	0.0	0.0	1.1	0.0	3.6	2.5	1.1	0.0	0.0	0.0	0.0	0.0
Co-op Alldays, Harrington Road	0.1	1.9	1.1	0.0	0.0	1.5	0.0	1.7	0.0	0.0	0.0	7.6	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, 62-64 Pow Street	0.6	2.5	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	2.4	11.9	0.0	0.0	0.0	0.0	0.0	0.0
Marks and Spencer, Pow Street	1.4	2.0	0.0	0.0	1.2	0.0	1.2	0.0	0.0	0.0	4.8	9.3	0.0	0.0	1.2	0.0	0.0	0.0
Morrisons, Derwent Drive	15.5	4.8	7.4	1.4	31.4	1.5	9.4	0.0	4.4	0.0	47.3	21.2	1.6	0.0	0.0	0.0	0.0	0.0
Tesco	14.0	6.2	3.2	1.4	40.7	7.7	15.3	6.8	4.4	0.0	37.0	22.0	0.5	0.0	0.0	0.0	1.1	0.0
Spar, Westfield Drive, Workington	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	0.1	4.3	0.0	5.8	0.0	1.5	0.0	0.0	0.0	0.0	0.6	15.2	0.0	0.7	0.0	0.0	0.0	0.0
Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>32.8</b>	<b>23.1</b>	<b>11.7</b>	<b>8.6</b>	<b>74.5</b>	<b>13.7</b>	<b>25.9</b>	<b>8.5</b>	<b>9.9</b>	<b>0.0</b>	<b>95.7</b>	<b>93.1</b>	<b>3.2</b>	<b>0.7</b>	<b>1.2</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>
<b>Cockermouth</b>																		
Aldi, Low Road	1.4	0.5	2.1	0.0	0.0	0.0	7.1	3.4	5.5	3.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Foodstore, Station Road	0.2	0.8	0.0	0.0	0.0	0.0	2.4	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Station Street	6.6	5.6	2.1	0.0	3.5	0.0	54.1	54.2	6.6	3.9	1.2	1.7	0.0	0.0	1.2	0.0	0.0	0.0
Local Shops	0.0	0.9	0.0	0.0	0.0	0.0	0.0	10.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>8.2</b>	<b>7.8</b>	<b>4.2</b>	<b>0.0</b>	<b>3.5</b>	<b>0.0</b>	<b>63.6</b>	<b>76.3</b>	<b>12.1</b>	<b>7.8</b>	<b>1.8</b>	<b>1.7</b>	<b>0.0</b>	<b>0.0</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Maryport</b>																		
Co-op Foodstore, Curzon Street	1.7	4.1	1.1	0.0	14.0	40.0	1.2	1.7	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron, Senhouse Street	0.7	1.5	1.1	0.0	5.8	15.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Curzon Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	0.0	1.6	0.0	0.0	0.0	13.8	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.4</b>	<b>7.2</b>	<b>2.2</b>	<b>0.0</b>	<b>19.8</b>	<b>69.2</b>	<b>1.2</b>	<b>3.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Wigton</b>																		
Somerfield, Station Road	3.5	3.0	27.7	23.2	0.0	0.0	0.0	0.0	2.2	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, King Street	0.7	1.3	4.3	10.1	0.0	0.0	0.0	0.0	2.2	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, King Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Solway Street	0.0	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Queen Street	0.0	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	0.0	1.3	0.0	10.1	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>4.2</b>	<b>6.0</b>	<b>32.0</b>	<b>46.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>4.4</b>	<b>6.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Aspatria</b>																		
Co-op Foodstore, King Street	0.1	1.4	1.1	7.2	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	0.0	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>1.6</b>	<b>1.1</b>	<b>8.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Silloth</b>																		
Co-op Foodstore, Caldew Street	0.5	1.7	4.3	11.6	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	0.0	0.4	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market	0.0	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>2.3</b>	<b>4.3</b>	<b>15.8</b>	<b>0.0</b>	<b>3.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
Local Shops, Other	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL ALLERDALE</b>	<b>48.2</b>	<b>48.9</b>	<b>55.5</b>	<b>79.2</b>	<b>97.8</b>	<b>86.0</b>	<b>90.7</b>	<b>93.3</b>	<b>26.4</b>	<b>13.8</b>	<b>98.1</b>	<b>95.6</b>	<b>3.2</b>	<b>0.7</b>	<b>2.4</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>
<b>Copeland</b>																		
<b>Whitehaven</b>																		
Aldi, Preston Street	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	2.7	5.9	0.0	0.0	0.0
Iceland, Preston Street	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.3	2.0	0.0	0.0	0.0
Lidl, Bridges Retail Park	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Netto, The Ginns	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	2.1	0.0	3.5	0.0	0.0	0.0
Morrisons, Flattwalks	14.2	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	43.2	24.7	35.3	3.7	3.3	0.0
Tesco, North Shore	14.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	43.7	24.0	32.9	5.6	0.0	0.0
Spar, Richmond Hill Road	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0
Local Shops	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0	0.0	0.0	0.0	0.0
Market	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>30.8</b>	<b>20.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.2</b>	<b>0.0</b>	<b>92.7</b>	<b>74.1</b>	<b>79.6</b>	<b>9.3</b>	<b>3.3</b>	<b>0.0</b>
<b>Millom</b>																		
Co-op Alldays, Lapstone Road	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	16.9
Somerfield, Lapstone Road	1.8	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.4	60.0
Local Shops	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2
<b>Sub-Total</b>	<b>1.9</b>	<b>6.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>25.5</b>	<b>86.1</b>
<b>Cleator Moor</b>																		
Co-op Foodstore, Leconfield Street	0.6	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	11.3	0.0	3.7	0.0	0.0
Spar, High Street	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Local Shops	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0
Market	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.6</b>	<b>5.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.6</b>	<b>18.6</b>	<b>0.0</b>	<b>3.7</b>	<b>0.0</b>	<b>0.0</b>
<b>Egremont</b>																		
Co-op Foodstore, Main Street	1.1	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.8	48.1	0.0	0.0
Local Shops	0.0	0.5	0.0	0.0	0.0	0.0</												

Seascale																		
Local Shops	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	14.8	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.2</b>	<b>14.8</b>	<b>0.0</b>	<b>0.0</b>
Local Shops, Other	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	7.4	0.0	0.0
<b>SUB-TOTAL COPELAND</b>	<b>34.5</b>	<b>38.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.2</b>	<b>0.0</b>	<b>95.3</b>	<b>95.4</b>	<b>92.6</b>	<b>88.9</b>	<b>28.8</b>	<b>86.1</b>
<b>SUB-TOTAL WEST CUMBRIA</b>	<b>82.7</b>	<b>87.5</b>	<b>55.5</b>	<b>79.2</b>	<b>97.8</b>	<b>86.0</b>	<b>90.7</b>	<b>93.3</b>	<b>26.4</b>	<b>13.8</b>	<b>99.3</b>	<b>95.6</b>	<b>98.5</b>	<b>96.1</b>	<b>95.0</b>	<b>88.9</b>	<b>29.9</b>	<b>86.1</b>
<b>OUTSIDE WEST CUMBRIA</b>																		
<b>Lake District National Park</b>																		
<b>Keswick</b>																		
Booths, Tithebarn Street, Keswick	2.6	2.1	0.0	0.0	0.0	0.0	0.0	0.0	41.8	43.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Foodstore, St James Court, Keswick	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	8.8	13.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shorley Lane, Keswick	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.1	11.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Keswick	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Keswick	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>3.4</b>	<b>3.8</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>53.9</b>	<b>76.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Carlisle</b>																		
Aldi, Kingstown Road, Carlisle	0.1	0.4	1.1	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Parkhouse, Carlisle	1.3	0.0	8.5	0.0	0.0	0.0	1.2	0.0	1.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
M&S Simply Food, Broadfield, Carlisle	0.2	0.2	1.1	1.4	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Wigton Road, Carlisle	0.1	0.4	1.1	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingsdown Road, Carlisle	1.6	0.0	10.6	0.0	1.2	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Metro, Victoria Viaduct, Carlisle	0.9	0.0	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Warwick Road, Carlisle	0.6	0.0	4.3	0.0	0.0	0.0	0.0	0.0	1.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Charlotte Street, Carlisle	0.0	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, St Nicholas Gate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Scotland Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Hutton Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Newtown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Denton Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Petteril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Fuse Hill Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Lamb Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	0.0	0.4	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>4.8</b>	<b>1.6</b>	<b>34.1</b>	<b>11.5</b>	<b>1.2</b>	<b>0.0</b>	<b>4.8</b>	<b>0.0</b>	<b>2.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Eden District</b>																		
Aldi, Ullswater Road, Penrith	0.4	0.0	1.1	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	5.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.7</b>	<b>0.1</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>9.9</b>	<b>2.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Barrow-in-Furness Borough</b>																		
Aldi, Hindpool Road, Barrow	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Asda, Walney Road, Barrow	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.9	1.5
Lidl, Walney Road, Barrow	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Local Shops, Barrow	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	3.1
Tesco, Barrow	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.6	0.0
Morrisons, The Strand, Barrow	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0
Iceland, Hindpool Road, Barrow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Risedale Road, Barrow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>3.8</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>52.2</b>	<b>4.6</b>
<b>South Lakeland District</b>																		
Aldi, Appleby Road, Kendal	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Oubas Hill, Canal Street, Ulverston	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0
Booths, Victoria Street, Windermere	0.0	0.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Compston Road, Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.3</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.3</b>	<b>0.0</b>
Local Shops, Other	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.7	0.0	4.6	0.0	0.0
<b>Other</b>																		
Other	0.6	6.0	3.2	8.7	0.0	12.3	1.2	6.8	1.1	3.9	0.0	4.2	0.0	3.3	0.0	5.6	1.1	9.2
<b>Sub-total</b>	<b>0.6</b>	<b>6.0</b>	<b>3.2</b>	<b>8.7</b>	<b>0.0</b>	<b>12.3</b>	<b>1.2</b>	<b>6.8</b>	<b>1.1</b>	<b>3.9</b>	<b>0.0</b>	<b>4.2</b>	<b>0.0</b>	<b>3.3</b>	<b>0.0</b>	<b>5.6</b>	<b>1.1</b>	<b>9.2</b>
<b>SUB-TOTAL OUTSIDE WEST CUMBRIA</b>	<b>13.6</b>	<b>12.8</b>	<b>38.4</b>	<b>20.2</b>	<b>1.2</b>	<b>13.8</b>	<b>6.0</b>	<b>6.8</b>	<b>68.2</b>	<b>84.4</b>	<b>0.0</b>	<b>4.2</b>	<b>0.5</b>	<b>4.0</b>	<b>0.0</b>	<b>10.2</b>	<b>56.6</b>	<b>13.8</b>
Internet / home delivery	3.4	0.1	6.4	0.0	1.2	0.0	3.5	0.0	5.5	2.0	0.6	0.0	1.1	0.0	4.7	0.0	13.3	0.0
<b>TOTAL</b>	<b>99.7</b>	<b>100.4</b>	<b>100.3</b>	<b>99.4</b>	<b>100.2</b>	<b>99.8</b>	<b>100.2</b>	<b>100.1</b>	<b>100.1</b>	<b>100.2</b>	<b>99.9</b>	<b>99.8</b>	<b>100.1</b>	<b>100.1</b>	<b>99.7</b>	<b>99.1</b>	<b>99.8</b>	<b>99.9</b>

**Notes:**

a. Post code sectors

1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9

2 - CA15 6, CA15 7, CA15 8

3 - CA13 0, CA13 9, CA7 2

4 - CA12 4, CA12 5, CA7 1

5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5

6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9

7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0

8 - LA18 4, LA18 5, LA19 5, LA20 6

b. Per Capita expenditure from MapInfo AnySite software (2005 data)

c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and 2006 and 2007 (2.4%) together with OEF forecasts from MapInfo Information Brief 08/02 (September 2008) at 1.5% per annum

d. Population from MapInfo AnySite software (Usually Resident Population at 2005)

e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2009 and 2017 identified by MapInfo

f. Main/ 'top-up' split derived from West Cumbria Household Survey (May 2008)

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**



Seascale																			
Local Shops	1.06	0.32	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.74	0.00	0.00
<b>Sub-Total</b>	<b>1.06</b>	<b>0.32</b>	<b>0.74</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.32</b>	<b>0.74</b>	<b>0.00</b>	<b>0.00</b>
Local Shops, Other	0.72	0.00	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.37	0.00	0.00
<b>SUB-TOTAL COPELAND</b>	<b>106.33</b>	<b>86.48</b>	<b>19.84</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.59</b>	<b>0.00</b>	<b>56.07</b>	<b>12.57</b>	<b>24.61</b>	<b>4.43</b>	<b>5.22</b>	<b>2.84</b>
<b>SUB-TOTAL WEST CUMBRIA</b>	<b>248.64</b>	<b>205.16</b>	<b>43.48</b>	<b>16.70</b>	<b>5.41</b>	<b>23.09</b>	<b>3.64</b>	<b>23.50</b>	<b>4.92</b>	<b>4.21</b>	<b>0.32</b>	<b>49.04</b>	<b>9.26</b>	<b>57.95</b>	<b>12.66</b>	<b>25.25</b>	<b>4.43</b>	<b>5.42</b>	<b>2.84</b>
<b>OUTSIDE WEST CUMBRIA</b>																			
<b>Lake District National Park</b>																			
<b>Keswick</b>																			
Booths, Tithebarn Street, Keswick	7.66	6.67	0.99	0.00	0.00	0.00	0.00	0.00	0.00	6.67	0.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Foodstore, St James Court, Keswick	1.72	1.40	0.31	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Shorley Lane, Keswick	0.45	0.18	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Market, Keswick	0.40	0.35	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Keswick	0.14	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>10.35</b>	<b>8.59</b>	<b>1.76</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8.59</b>	<b>1.76</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Carlisle</b>																			
Aldi, Kingstown Road, Carlisle	0.53	0.33	0.20	0.33	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Chandler Way, Parkhouse, Carlisle	3.34	3.34	0.00	2.56	0.00	0.00	0.00	0.00	0.31	0.00	0.18	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00
M&S Simply Food, Broadfield, Carlisle	0.74	0.64	0.10	0.33	0.10	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Wigton Road, Carlisle	0.53	0.33	0.20	0.33	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Kingsdown Road, Carlisle	4.10	4.10	0.00	3.19	0.00	0.28	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Metro, Victoria Viaduct, Carlisle	2.23	2.23	0.00	2.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Warwick Road, Carlisle	1.47	1.47	0.00	1.29	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Farmfoods, Lowther Street, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Charlotte Street, Carlisle	0.10	0.00	0.10	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, St Nicholas Gate, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Scotland Road, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Hutton Way, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Newtown Road, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Denton Street, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Petteril Bank Road, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Fuse Hill Street, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Lamb Street, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	0.20	0.00	0.20	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>13.22</b>	<b>12.43</b>	<b>0.79</b>	<b>10.26</b>	<b>0.79</b>	<b>0.28</b>	<b>0.00</b>	<b>1.24</b>	<b>0.00</b>	<b>0.35</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.29</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Eden District</b>																			
Aldi, Ullswater Road, Penrith	1.03	1.03	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Brunswick Road, Penrith	0.92	0.88	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.96</b>	<b>1.91</b>	<b>0.05</b>	<b>0.33</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.58</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Barrow-in-Furness Borough</b>																			
Aldi, Hindpool Road, Barrow	0.20	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00
Asda, Walney Road, Barrow	5.28	5.24	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.24	0.05
Lidl, Walney Road, Barrow	0.40	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00
Local Shops, Barrow	0.30	0.20	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.10
Tesco, Barrow	2.83	2.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.83	0.00
Morrisons, The Strand, Barrow	0.60	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00
Iceland, Hindpool Road, Barrow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Risedale Road, Barrow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>9.61</b>	<b>9.46</b>	<b>0.15</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>9.46</b>	<b>0.15</b>
<b>South Lakeland District</b>																			
Aldi, Appleby Road, Kendal	0.18	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Booths, Oubas Hill, Canal Street, Ulverston	0.60	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.60	0.00
Booths, Victoria Street, Windermere	0.06	0.00	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Compston Road, Ambleside	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.84</b>	<b>0.77</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.60</b>	<b>0.00</b>
Local Shops, Other	0.37	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.09	0.00	0.23	0.00	0.00
<b>Other</b>																			
Other	4.64	1.65	2.99	0.96	0.59	0.00	0.52	0.31	0.36	0.18	0.09	0.00	0.41	0.00	0.43	0.00	0.28	0.20	0.30
<b>Sub-total</b>	<b>4.64</b>	<b>1.65</b>	<b>2.99</b>	<b>0.96</b>	<b>0.59</b>	<b>0.00</b>	<b>0.52</b>	<b>0.31</b>	<b>0.36</b>	<b>0.18</b>	<b>0.09</b>	<b>0.00</b>	<b>0.41</b>	<b>0.00</b>	<b>0.43</b>	<b>0.00</b>	<b>0.28</b>	<b>0.20</b>	<b>0.30</b>
<b>SUB-TOTAL OUTSIDE WEST CUMBRIA</b>	<b>40.98</b>	<b>34.82</b>	<b>6.16</b>	<b>11.56</b>	<b>1.38</b>	<b>0.28</b>	<b>0.58</b>	<b>1.55</b>	<b>0.36</b>	<b>10.88</b>	<b>1.94</b>	<b>0.00</b>	<b>0.41</b>	<b>0.29</b>	<b>0.53</b>	<b>0.00</b>	<b>0.51</b>	<b>10.25</b>	<b>0.46</b>
Internet / home delivery	8.64	8.60	0.05	1.93	0.00	0.28	0.00	0.91	0.00	0.88	0.05	0.30	0.00	0.65	0.00	1.25	0.00	2.41	0.00
<b>TOTAL</b>	<b>298.26</b>	<b>248.57</b>	<b>49.69</b>	<b>30.19</b>	<b>6.79</b>	<b>23.66</b>	<b>4.22</b>	<b>25.96</b>	<b>5.27</b>	<b>15.96</b>	<b>2.30</b>	<b>49.34</b>	<b>9.67</b>	<b>58.89</b>	<b>13.19</b>	<b>26.50</b>	<b>4.94</b>	<b>18.08</b>	<b>3.29</b>

Notes:

- Post code sectors
  - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9
  - CA15 6, CA15 7, CA15 8
  - CA13 0, CA13 9, CA7 2
  - CA12 4, CA12 5, CA7 1
  - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5
  - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9
  - CA19 1, CA20 1, CA21 2, CA22 3, CA23 3, CA27 0
  - LA18 4, LA18 5, LA19 5, LA20 6
- Per Capita expenditure from MapInfo AnySite software (2005 data)
- Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and





WYG PLANNING & DESIGN  
WEST CUMBRIA RETAIL STUDY

TABLE 6: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE £(m)																												GROWTH ALL COMPARISON										
	COMPARISON																												.09-'14	.09-'19	.09-'23								
	2009								2014								2019								2023														
Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total				
1	7.65	5.71	8.46	17.87	4.20	7.45	10.34	8.38	<b>70.07</b>	9.35	6.98	10.33	21.83	5.13	9.10	12.64	10.24	<b>85.59</b>	11.70	8.74	12.93	27.33	6.43	11.40	15.82	12.82	<b>107.17</b>	14.08	10.52	15.57	32.90	7.74	13.71	19.04	15.43	<b>128.99</b>	15.53	37.11	58.92
2	5.55	4.25	6.20	13.31	3.09	5.43	7.60	6.12	<b>51.56</b>	6.55	5.02	7.32	15.71	3.65	6.41	8.97	7.23	<b>60.87</b>	7.96	6.10	8.89	19.09	4.43	7.79	10.90	8.78	<b>73.95</b>	9.39	7.19	10.49	22.51	5.23	9.19	12.85	10.36	<b>87.20</b>	9.31	22.39	35.64
3	7.00	4.91	7.44	15.40	3.70	6.73	9.09	7.51	<b>61.78</b>	8.38	5.87	8.91	18.42	4.43	8.05	10.88	8.98	<b>73.91</b>	10.28	7.21	10.94	22.62	5.44	9.88	13.36	11.03	<b>90.75</b>	12.18	8.54	12.95	26.79	6.44	11.70	15.82	13.06	<b>107.47</b>	12.14	28.98	45.69
4	4.13	2.83	4.33	8.72	2.15	3.91	5.25	4.35	<b>35.66</b>	4.98	3.42	5.22	10.51	2.59	4.72	6.33	5.25	<b>43.01</b>	6.16	4.22	6.46	13.00	3.20	5.83	7.83	6.49	<b>53.20</b>	7.34	5.03	7.69	15.49	3.81	6.95	9.33	7.74	<b>63.39</b>	7.35	17.54	27.73
5	12.03	9.04	13.32	28.31	6.62	11.74	16.28	13.20	<b>110.55</b>	14.04	10.54	15.54	33.03	7.72	13.70	18.99	15.40	<b>128.95</b>	16.79	12.61	18.59	39.51	9.24	16.39	22.72	18.42	<b>154.28</b>	19.48	14.63	21.57	45.84	10.72	19.01	26.36	21.37	<b>178.99</b>	18.40	43.73	68.44
6	14.60	11.00	16.30	35.11	8.10	14.35	19.95	15.95	<b>135.38</b>	17.15	12.92	19.14	41.22	9.51	16.85	23.43	18.73	<b>158.97</b>	20.62	15.53	23.02	49.57	11.44	20.27	28.17	22.53	<b>191.15</b>	24.03	18.11	26.83	57.78	13.33	23.62	32.84	26.26	<b>222.80</b>	23.59	55.77	87.43
7	6.77	4.88	7.31	15.31	3.64	6.53	8.94	7.31	<b>60.70</b>	8.00	5.77	8.64	18.11	4.31	7.73	10.58	8.64	<b>71.78</b>	9.68	6.98	10.45	21.90	5.21	9.35	12.79	10.45	<b>86.81</b>	11.34	8.18	12.25	25.66	6.11	10.95	14.99	12.25	<b>101.71</b>	11.08	26.11	41.01
8	4.47	3.29	4.85	10.19	2.41	4.33	5.91	4.87	<b>40.31</b>	5.29	3.88	5.74	12.04	2.84	5.11	6.98	5.75	<b>47.64</b>	6.39	4.70	6.94	14.57	3.44	6.18	8.45	6.96	<b>57.64</b>	7.49	5.50	8.13	17.07	4.03	7.25	9.90	8.15	<b>67.52</b>	7.33	17.32	27.20
<b>TOTAL</b>	<b>62.21</b>	<b>45.91</b>	<b>68.22</b>	<b>144.21</b>	<b>33.91</b>	<b>60.48</b>	<b>83.37</b>	<b>67.69</b>	<b>566.00</b>	<b>73.73</b>	<b>54.40</b>	<b>80.84</b>	<b>170.88</b>	<b>40.19</b>	<b>71.67</b>	<b>98.80</b>	<b>80.23</b>	<b>670.73</b>	<b>89.60</b>	<b>66.09</b>	<b>98.23</b>	<b>207.59</b>	<b>48.83</b>	<b>87.09</b>	<b>120.04</b>	<b>97.48</b>	<b>814.95</b>	<b>105.34</b>	<b>77.69</b>	<b>115.48</b>	<b>244.03</b>	<b>57.40</b>	<b>102.38</b>	<b>141.13</b>	<b>114.61</b>	<b>958.07</b>	<b>104.72</b>	<b>248.95</b>	<b>392.07</b>

Notes:

- a. Post code sectors
- 1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9
- 2 - CA15 6, CA15 7, CA15 8
- 3 - CA13 0, CA13 9, CA7 2
- 4 - CA12 4, CA12 5, CA7 1
- 5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5
- 6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9
- 7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0
- 8 - LA18 4, LA18 5, LA19 5, LA20 6
- b. Per Capita expenditure from MapInfo AnySite software (2005 data)
- c. Projected forward using actual growth recorded between 2005 and 2006 (5.4%) and 2006 and 2007 (6.0%) together with OEF forecasts from MapInfo Information Brief 08/02 (September 2008) at 4.0% per annum
- d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
- e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2009 and 2017 identified by MapInfo
- f. Allows for growth in Special Forms of Trading (SFT)

2005 PRICES

TABLE 7: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)	ZONE 8 CLOTHES/SHOES (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	1.4	0.0	0.0	3.3	1.1	1.1	2.4	2.1	0.0
Dunmail Park, Workington	1.7	0.0	2.1	1.1	0.0	1.7	2.9	3.2	0.0
Derwent Howe Retail Park, Workington	0.3	0.0	0.0	0.0	0.0	0.0	1.0	1.1	0.0
Local Shops	37.0	10.8	61.9	44.6	19.1	71.6	24.9	30.9	1.0
<b>Sub-Total</b>	<b>40.4</b>	<b>10.8</b>	<b>64.0</b>	<b>49.0</b>	<b>20.2</b>	<b>74.4</b>	<b>31.2</b>	<b>37.3</b>	<b>1.0</b>
<b>Cockermouth</b>									
Local Shops	1.3	0.0	1.0	7.6	1.1	0.6	0.5	2.1	0.0
<b>Maryport</b>									
Local Shops	0.3	0.0	2.1	0.0	0.0	0.0	0.5	0.0	0.0
<b>Wigton</b>									
Local Shops	0.8	4.9	0.0	0.0	1.1	0.0	0.5	0.0	0.0
<b>Aspatria</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL ALLERDALE</b>	<b>42.8</b>	<b>15.7</b>	<b>67.1</b>	<b>56.6</b>	<b>22.4</b>	<b>75.0</b>	<b>32.7</b>	<b>39.4</b>	<b>1.0</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	15.4	0.0	1.0	1.1	0.0	1.1	48.8	30.9	0.0
<b>Sub-Total</b>	<b>15.4</b>	<b>0.0</b>	<b>1.0</b>	<b>1.1</b>	<b>0.0</b>	<b>1.1</b>	<b>48.8</b>	<b>30.9</b>	<b>0.0</b>
<b>Millom</b>									
Local Shops	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
<b>Cleator Moor</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Egremont</b>									
Local Shops	0.5	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0
<b>SUB-TOTAL COPELAND</b>	<b>16.1</b>	<b>0.0</b>	<b>1.0</b>	<b>1.1</b>	<b>0.0</b>	<b>1.1</b>	<b>48.8</b>	<b>36.2</b>	<b>3.1</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>58.9</b>	<b>15.7</b>	<b>68.1</b>	<b>57.7</b>	<b>22.4</b>	<b>76.1</b>	<b>81.5</b>	<b>75.6</b>	<b>4.1</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	2.2	1.0	1.0	7.6	19.1	0.6	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.2</b>	<b>1.0</b>	<b>1.0</b>	<b>7.6</b>	<b>19.1</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Gate Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	19.6	75.5	12.4	20.7	35.1	12.5	5.9	9.6	2.0
<b>Sub-total</b>	<b>19.6</b>	<b>75.5</b>	<b>12.4</b>	<b>20.7</b>	<b>35.1</b>	<b>12.5</b>	<b>5.9</b>	<b>9.6</b>	<b>2.0</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	5.3	0.0	0.0	0.0	0.0	0.6	0.0	1.1	69.4
<b>Sub-total</b>	<b>5.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>1.1</b>	<b>69.4</b>
<b>South Lakeland District</b>									
Local Shops	0.8	0.0	1.0	0.0	5.4	0.0	0.0	1.1	3.1
<b>Sub-total</b>	<b>0.8</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>5.4</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>3.1</b>
<b>Other</b>									
Other	3.3	0.0	2.1	3.1	5.3	2.8	2.9	2.9	10.2
Newcastle	1.5	1.0	2.1	4.3	0.0	1.7	1.5	0.0	0.0
Manchester	1.0	0.0	0.0	1.1	1.1	1.1	1.5	1.1	2.0
Blackpool	0.8	0.0	2.1	1.1	1.1	0.6	0.5	1.1	1.0
Leeds	0.6	1.0	3.1	0.0	0.0	0.6	0.0	0.0	1.0
Metro Centre, Gateshead	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Preston	0.2	0.0	1.0	0.0	1.1	0.0	0.0	0.0	1.0
Edinburgh	0.2	0.0	0.0	0.0	1.1	0.0	0.0	1.1	0.0
Glasgow	0.2	1.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>8.1</b>	<b>3.0</b>	<b>10.4</b>	<b>11.8</b>	<b>11.8</b>	<b>7.9</b>	<b>6.4</b>	<b>6.2</b>	<b>15.2</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>36.0</b>	<b>79.5</b>	<b>24.8</b>	<b>40.1</b>	<b>71.4</b>	<b>21.6</b>	<b>12.3</b>	<b>18.0</b>	<b>89.7</b>
Internet / mail order / catalogue	5.0	4.9	7.2	2.2	6.4	2.3	6.3	6.4	6.1
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Market share derived from West Cumbria Household Survey (May 2008)

WYG PLANNING & DESIGN  
WEST CUMBRIA RETAIL STUDY

TABLE 8: TURNOVER (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)	ZONE 8 CLOTHES/SHOES (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalay, Solway Road, Workington	2.08	0.00	0.00	0.51	0.10	0.31	0.84	0.32	0.00
Dunmail Park, Workington	2.44	0.00	0.28	0.17	0.00	0.48	1.02	0.49	0.00
Derwent Howe Retail Park, Workington	0.52	0.00	0.00	0.00	0.00	0.00	0.35	0.17	0.00
Local Shops	52.55	1.93	8.24	6.87	1.66	20.27	8.74	4.73	0.10
<b>Sub-Total</b>	<b>57.58</b>	<b>1.93</b>	<b>8.52</b>	<b>7.54</b>	<b>1.76</b>	<b>21.07</b>	<b>10.95</b>	<b>5.71</b>	<b>0.10</b>
<b>Cockermouth</b>									
Local Shops	2.07	0.00	0.13	1.17	0.10	0.17	0.18	0.32	0.00
<b>Marport</b>									
Local Shops	0.46	0.00	0.28	0.00	0.00	0.00	0.18	0.00	0.00
<b>Wigton</b>									
Local Shops	1.15	0.88	0.00	0.00	0.10	0.00	0.18	0.00	0.00
<b>Aspatria</b>									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Silloth</b>									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB-TOTAL ALLERDALE</b>	<b>61.25</b>	<b>2.81</b>	<b>8.93</b>	<b>8.71</b>	<b>1.95</b>	<b>21.24</b>	<b>11.48</b>	<b>6.03</b>	<b>0.10</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	22.48	0.00	0.13	0.17	0.00	0.31	17.13	4.73	0.00
<b>Sub-Total</b>	<b>22.48</b>	<b>0.00</b>	<b>0.13</b>	<b>0.17</b>	<b>0.00</b>	<b>0.31</b>	<b>17.13</b>	<b>4.73</b>	<b>0.00</b>
<b>Millom</b>									
Local Shops	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32
<b>Cleator Moor</b>									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Egremont</b>									
Local Shops	0.81	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.00
<b>SUB-TOTAL COPELAND</b>	<b>23.60</b>	<b>0.00</b>	<b>0.13</b>	<b>0.17</b>	<b>0.00</b>	<b>0.31</b>	<b>17.13</b>	<b>5.54</b>	<b>0.32</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>84.86</b>	<b>2.81</b>	<b>9.06</b>	<b>8.88</b>	<b>1.95</b>	<b>21.55</b>	<b>28.61</b>	<b>11.58</b>	<b>0.42</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	3.49	0.18	0.18	1.36	1.66	0.11	0.00	0.00	0.00
<b>Sub-Total</b>	<b>3.49</b>	<b>0.18</b>	<b>0.18</b>	<b>1.36</b>	<b>1.66</b>	<b>0.11</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	28.67	13.49	1.65	3.19	3.06	3.54	2.07	1.47	0.20
<b>Sub-total</b>	<b>28.67</b>	<b>13.49</b>	<b>1.65</b>	<b>3.19</b>	<b>3.06</b>	<b>3.54</b>	<b>2.07</b>	<b>1.47</b>	<b>0.20</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	7.41	0.00	0.00	0.00	0.00	0.17	0.00	0.17	7.07
<b>Sub-total</b>	<b>7.41</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>0.00</b>	<b>0.17</b>	<b>7.07</b>
<b>South Lakeland District</b>									
Local Shops	1.09	0.00	0.13	0.00	0.47	0.00	0.00	0.17	0.32
<b>Sub-total</b>	<b>1.09</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>	<b>0.47</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>0.32</b>
<b>Other</b>									
Local Shops, Other	0.20	0.00	0.00	0.00	2.10	1.10	0.00	0.00	0.00
In-store in a supermarket	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	4.51	0.00	0.28	0.48	0.46	0.79	1.02	0.44	1.04
<b>Sub-total</b>	<b>11.25</b>	<b>0.54</b>	<b>1.38</b>	<b>1.82</b>	<b>0.85</b>	<b>1.93</b>	<b>2.25</b>	<b>0.95</b>	<b>1.55</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>51.91</b>	<b>14.21</b>	<b>3.35</b>	<b>6.36</b>	<b>6.04</b>	<b>5.74</b>	<b>4.32</b>	<b>2.76</b>	<b>9.14</b>
Internet / mail order / catalogue	7.19	0.88	0.96	0.34	0.56	0.65	2.21	0.98	0.62
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>143.96</b>	<b>17.89</b>	<b>13.37</b>	<b>15.58</b>	<b>8.55</b>	<b>27.94</b>	<b>35.14</b>	<b>15.31</b>	<b>10.18</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone

2005 PRICES

b. Per Capita expenditure from MapInfo AnySite software (2005 data)  
c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum  
d. Population from MapInfo AnySite software (Usually Resident Population at 2005)  
e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 9: SHOPPING PATTERNS (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS, ETC. (%)	ZONE 1 BOOKS, ETC. (%)	ZONE 2 BOOKS, ETC. (%)	ZONE 3 BOOKS, ETC. (%)	ZONE 4 BOOKS, ETC. (%)	ZONE 5 BOOKS, ETC. (%)	ZONE 6 BOOKS, ETC. (%)	ZONE 7 BOOKS, ETC. (%)	ZONE 8 BOOKS, ETC. (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmail Park, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Howe Retail Park, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	27.4	3.9	43.6	34.2	5.7	67.6	10.9	12.0	0.0
<b>Sub-Total</b>	<b>27.4</b>	<b>3.9</b>	<b>43.6</b>	<b>34.2</b>	<b>5.7</b>	<b>67.6</b>	<b>10.9</b>	<b>12.0</b>	<b>0.0</b>
<b>Cockermouth</b>									
Local Shops	3.0	1.3	2.6	17.7	0.0	2.8	0.0	1.3	0.0
<b>Maryport</b>									
Local Shops	1.7	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0
<b>Wigton</b>									
Local Shops	0.5	3.9	0.0	0.0	1.4	0.0	0.0	0.0	0.0
<b>Aspatria</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	0.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL ALLERDALE</b>	<b>33.0</b>	<b>11.7</b>	<b>62.9</b>	<b>51.9</b>	<b>7.1</b>	<b>70.4</b>	<b>10.9</b>	<b>13.3</b>	<b>0.0</b>
<b>Copeland</b>									
Whitehaven									
Local Shops	18.5	0.0	1.3	0.0	0.0	2.1	57.7	42.7	1.4
Millom									
Local Shops	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Cleator Moor									
Local Shops	0.3	0.0	0.0	0.0	0.0	0.0	0.6	1.3	0.0
Egremont									
Local Shops	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL COPELAND</b>	<b>19.1</b>	<b>0.0</b>	<b>1.3</b>	<b>0.0</b>	<b>0.0</b>	<b>2.1</b>	<b>58.3</b>	<b>44.0</b>	<b>4.2</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>52.1</b>	<b>11.7</b>	<b>64.2</b>	<b>51.9</b>	<b>7.1</b>	<b>72.5</b>	<b>69.2</b>	<b>57.3</b>	<b>4.2</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	3.3	0.0	1.3	2.5	48.6	0.0	0.6	0.0	0.0
<b>Sub-Total</b>	<b>3.3</b>	<b>0.0</b>	<b>1.3</b>	<b>2.5</b>	<b>48.6</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Madford Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Gate Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	14.1	68.4	10.3	16.5	24.3	6.2	1.9	2.7	0.0
<b>Sub-Total</b>	<b>14.3</b>	<b>68.4</b>	<b>10.3</b>	<b>16.5</b>	<b>24.3</b>	<b>6.9</b>	<b>1.9</b>	<b>2.7</b>	<b>0.0</b>
<b>Eden District</b>									
Local Shops	0.5	1.3	0.0	0.0	1.4	0.7	0.6	0.0	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>1.3</b>	<b>0.0</b>	<b>0.0</b>	<b>1.4</b>	<b>0.7</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	4.1	0.0	0.0	0.0	0.0	0.0	0.6	1.3	55.6
<b>Sub-Total</b>	<b>4.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>1.3</b>	<b>55.6</b>
<b>South Lakeland District</b>									
Local Shops	0.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>									
Other	3.8	1.3	6.4	3.8	4.3	2.1	1.3	10.7	8.3
<b>Sub-Total</b>	<b>4.7</b>	<b>1.3</b>	<b>7.7</b>	<b>5.1</b>	<b>4.3</b>	<b>2.1</b>	<b>2.5</b>	<b>12.0</b>	<b>11.1</b>
<b>SUB-TOTAL OUTSIDE WEST CUMBRIA</b>	<b>27.1</b>	<b>71.0</b>	<b>19.3</b>	<b>24.1</b>	<b>81.5</b>	<b>9.7</b>	<b>6.2</b>	<b>16.0</b>	<b>66.7</b>
Internet / mail order / catalogue	21.1	17.1	16.7	24.1	11.4	17.9	24.4	26.7	29.2
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

- a. Post code sectors
- 1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9
- 2 - CA15 6, CA15 7, CA15 8
- 3 - CA13 0, CA13 9, CA7 2
- 4 - CA12 4, CA12 5, CA7 1
- 5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5
- 6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9
- 7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0
- 8 - LA18 4, LA18 5, LA19 5, LA20 6
- b. Market share derived from West Cumbria Household Survey (May 2008)

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

TABLE 10: TURNOVER (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS, ETC. (£m)	ZONE 1 BOOKS, ETC. (£m)	ZONE 2 BOOKS, ETC. (£m)	ZONE 3 BOOKS, ETC. (£m)	ZONE 4 BOOKS, ETC. (£m)	ZONE 5 BOOKS, ETC. (£m)	ZONE 6 BOOKS, ETC. (£m)	ZONE 7 BOOKS, ETC. (£m)	ZONE 8 BOOKS, ETC. (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunmail Park, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Derwent Howe Retail Park, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	8.70	0.16	1.35	1.27	0.12	4.48	0.88	0.44	0.00
<b>Sub-Total</b>	<b>8.70</b>	<b>0.16</b>	<b>1.35</b>	<b>1.27</b>	<b>0.12</b>	<b>4.48</b>	<b>0.88</b>	<b>0.44</b>	<b>0.00</b>
Cockermouth									
Local Shops	1.02	0.05	0.08	0.66	0.00	0.19	0.00	0.05	0.00
Maryport									
Local Shops	0.52	0.00	0.52	0.00	0.00	0.00	0.00	0.00	0.00
Wigton									
Local Shops	0.19	0.16	0.00	0.00	0.03	0.00	0.00	0.00	0.00
Aspatria									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silloth									
Local Shops	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.05	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB-TOTAL ALLERDALE</b>	<b>10.54</b>	<b>0.49</b>	<b>1.94</b>	<b>1.92</b>	<b>0.15</b>	<b>4.66</b>	<b>0.88</b>	<b>0.48</b>	<b>0.00</b>
<b>Copeland</b>									
Whitehaven									
Local Shops	6.44	0.00	0.04	0.00	0.00	0.14	4.67	1.56	0.03
Millom									
Local Shops	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Cleator Moor									
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00
Egremont									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB-TOTAL COPELAND</b>	<b>6.61</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.14</b>	<b>4.72</b>	<b>1.60</b>	<b>0.10</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>17.14</b>	<b>0.49</b>	<b>1.98</b>	<b>1.92</b>	<b>0.15</b>	<b>4.80</b>	<b>5.61</b>	<b>2.09</b>	<b>0.10</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	2.23	0.00	0.05	0.11	2.04	0.00	0.03	0.00	0.00
<b>Sub-Total</b>	<b>2.23</b>	<b>0.00</b>	<b>0.05</b>	<b>0.11</b>	<b>2.04</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	4.99	2.87	0.32	0.61	0.52	0.41	0.15	0.10	0.00
<b>Sub-Total</b>	<b>5.03</b>	<b>2.87</b>	<b>0.32</b>	<b>0.61</b>	<b>0.52</b>	<b>0.46</b>	<b>0.15</b>	<b>0.10</b>	<b>0.00</b>
<b>Eden District</b>									
Local Shops	0.18	0.05	0.00	0.00	0.03	0.05	0.05	0.00	0.00
<b>Sub-Total</b>	<b>0.18</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.05</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	1.43	0.00	0.00	0.00	0.00	0.00	0.05	0.05	1.34
<b>Sub-Total</b>	<b>1.43</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.05</b>	<b>0.05</b>	<b>1.34</b>
<b>South Lakeland District</b>									
Local Shops	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>									
Other	1.32	0.05	0.20	0.14	0.09	0.14	0.11	0.39	0.20
<b>Sub-Total</b>	<b>1.62</b>	<b>0.05</b>	<b>0.24</b>	<b>0.19</b>	<b>0.09</b>	<b>0.14</b>	<b>0.20</b>	<b>0.44</b>	<b>0.27</b>
<b>SUB-TOTAL OUTSIDE WEST CUMBRIA</b>	<b>10.56</b>	<b>2.98</b>	<b>0.61</b>	<b>0.90</b>	<b>2.75</b>	<b>0.64</b>	<b>0.48</b>	<b>0.58</b>	<b>1.60</b>
Internet / mail order / catalogue	7.21	0.72	0.52	0.89	0.24	1.19	1.98	0.97	0.70
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>34.91</b>	<b>4.19</b>	<b>3.11</b>	<b>3.72</b>	<b>3.15</b>	<b>6.63</b>	<b>8.06</b>	<b>3.64</b>	<b>2.41</b>

Notes:

- a. Post code sectors
- 1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9
- 2 - CA15 6, CA15 7, CA15 8
- 3 - CA13 0, CA13 9, CA7 2
- 4 - CA12 4, CA12 5, CA7 1
- 5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5
- 6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9
- 7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0
- 8 - LA18 4, LA18 5, LA19 5, LA20 6
- b. Turnover = market share x expenditure by zone

TABLE 11: SHOPPING PATTERNS (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (%)	ZONE 1 SMALL HOUSEHOLD (%)	ZONE 2 SMALL HOUSEHOLD (%)	ZONE 3 SMALL HOUSEHOLD (%)	ZONE 4 SMALL HOUSEHOLD (%)	ZONE 5 SMALL HOUSEHOLD (%)	ZONE 6 SMALL HOUSEHOLD (%)	ZONE 7 SMALL HOUSEHOLD (%)	ZONE 8 SMALL HOUSEHOLD (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	1.0	0.0	0.0	1.4	1.4	2.0	1.2	0.0	0.0
Dunmail Park, Workington	1.3	0.0	0.0	1.4	0.0	2.0	2.5	1.3	0.0
Derwent Howe Retail Park, Workington	3.1	1.2	3.8	4.3	2.8	5.4	3.7	0.0	0.0
Local Shops	29.7	5.9	56.3	22.9	14.1	61.9	19.6	22.7	1.3
<b>Sub-Total</b>	<b>35.1</b>	<b>7.1</b>	<b>60.1</b>	<b>30.0</b>	<b>18.3</b>	<b>71.3</b>	<b>27.0</b>	<b>24.0</b>	<b>1.3</b>
<b>Cockermouth</b>									
Local Shops	6.2	3.5	2.5	41.4	8.5	3.4	1.2	2.7	0.0
<b>Maryport</b>									
Local Shops	1.9	1.2	16.3	0.0	0.0	0.7	0.0	0.0	0.0
<b>Wigton</b>									
Local Shops	1.4	9.4	0.0	1.4	1.4	0.0	0.0	0.0	0.0
<b>Aspatria</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	0.3	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL ALLERDALE</b>	<b>44.9</b>	<b>23.6</b>	<b>78.9</b>	<b>72.8</b>	<b>28.2</b>	<b>75.4</b>	<b>28.2</b>	<b>26.7</b>	<b>1.3</b>
<b>Copeland</b>									
Whitehaven									
Bridges Retail Park, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Focus, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Local Shops	18.2	1.2	0.0	1.4	0.0	1.4	55.2	41.3	5.1
<b>Sub-Total</b>	<b>18.3</b>	<b>1.2</b>	<b>0.0</b>	<b>1.4</b>	<b>0.0</b>	<b>1.4</b>	<b>55.2</b>	<b>42.6</b>	<b>5.1</b>
<b>Millom</b>									
Local Shops	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0
<b>Cleator Moor</b>									
Local Shops	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
<b>Egremont</b>									
Local Shops	0.8	0.0	0.0	0.0	0.0	0.0	1.2	5.3	0.0
<b>SUB-TOTAL COPELAND</b>	<b>19.8</b>	<b>1.2</b>	<b>0.0</b>	<b>1.4</b>	<b>0.0</b>	<b>2.1</b>	<b>56.4</b>	<b>47.9</b>	<b>14.1</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>64.7</b>	<b>24.8</b>	<b>78.9</b>	<b>74.2</b>	<b>28.2</b>	<b>77.5</b>	<b>84.6</b>	<b>74.6</b>	<b>15.4</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	1.6	0.0	0.0	0.0	25.4	0.0	0.6	0.0	0.0
<b>Sub-Total</b>	<b>1.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>25.4</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.3	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Gate Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	13.9	55.3	12.5	7.1	21.1	8.8	4.9	8.0	0.0
<b>Sub-Total</b>	<b>14.2</b>	<b>57.7</b>	<b>12.5</b>	<b>7.1</b>	<b>21.1</b>	<b>8.8</b>	<b>4.9</b>	<b>8.0</b>	<b>0.0</b>
<b>Eden District</b>									
Local Shops	0.9	1.2	0.0	0.0	9.9	0.7	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.9</b>	<b>1.2</b>	<b>0.0</b>	<b>0.0</b>	<b>9.9</b>	<b>0.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	5.2	0.0	0.0	0.0	0.0	0.7	0.0	1.3	67.9
<b>Sub-Total</b>	<b>5.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.0</b>	<b>1.3</b>	<b>67.9</b>
<b>South Lakeland District</b>									
Local Shops	1.1	2.4	0.0	0.0	7.0	0.7	0.0	2.7	0.0
<b>Sub-Total</b>	<b>1.1</b>	<b>2.4</b>	<b>0.0</b>	<b>0.0</b>	<b>7.0</b>	<b>0.7</b>	<b>0.0</b>	<b>2.7</b>	<b>0.0</b>
<b>Other</b>									
Other	2.7	3.5	0.0	4.3	4.2	2.0	1.2	4.0	6.4
<b>Sub-Total</b>	<b>4.8</b>	<b>7.1</b>	<b>2.5</b>	<b>10.0</b>	<b>4.2</b>	<b>2.7</b>	<b>3.0</b>	<b>6.6</b>	<b>6.4</b>
<b>SUB-TOTAL OUTSIDE WEST CUMBRIA</b>	<b>27.8</b>	<b>68.4</b>	<b>15.0</b>	<b>17.1</b>	<b>67.6</b>	<b>13.6</b>	<b>8.5</b>	<b>18.6</b>	<b>74.3</b>
<b>Internet / mail order / catalogue</b>	7.5	7.1	6.3	8.6	4.2	8.8	6.7	6.7	10.3
<b>Don't know / can't remember</b>									
<b>Don't buy these items</b>									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Market share derived from West Cumbria Household Survey (May 2008)

TABLE 12: TURNOVER (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (£m)	ZONE 1 SMALL HOUSEHOLD (£m)	ZONE 2 SMALL HOUSEHOLD (£m)	ZONE 3 SMALL HOUSEHOLD (£m)	ZONE 4 SMALL HOUSEHOLD (£m)	ZONE 5 SMALL HOUSEHOLD (£m)	ZONE 6 SMALL HOUSEHOLD (£m)	ZONE 7 SMALL HOUSEHOLD (£m)	ZONE 8 SMALL HOUSEHOLD (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.56	0.00	0.00	0.09	0.05	0.23	0.17	0.00	0.00
Dunmail Park, Workington	0.77	0.00	0.00	0.09	0.00	0.23	0.36	0.08	0.00
Derwent Howe Retail Park, Workington	1.86	0.09	0.21	0.29	0.11	0.63	0.53	0.00	0.00
Local Shops	17.21	0.44	3.06	1.54	0.55	7.27	2.81	1.48	0.06
<b>Sub-Total</b>	<b>20.40</b>	<b>0.53</b>	<b>3.27</b>	<b>2.02</b>	<b>0.72</b>	<b>8.37</b>	<b>3.88</b>	<b>1.57</b>	<b>0.06</b>
<b>Cockermouth</b>									
Local Shops	4.26	0.26	0.14	2.78	0.33	0.40	0.17	0.18	0.00
<b>Maryport</b>									
Local Shops	1.06	0.09	0.89	0.00	0.00	0.08	0.00	0.00	0.00
<b>Wigton</b>									
Local Shops	0.85	0.70	0.00	0.09	0.05	0.00	0.00	0.00	0.00
<b>Aspatria</b>									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Silloth</b>									
Local Shops	0.18	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB-TOTAL ALLERDALE</b>	<b>26.75</b>	<b>1.76</b>	<b>4.29</b>	<b>4.90</b>	<b>1.10</b>	<b>8.85</b>	<b>4.05</b>	<b>1.74</b>	<b>0.06</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Whitehaven	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Local Shops	11.19	0.09	0.00	0.09	0.00	0.16	7.92	2.70	0.22
<b>Sub-Total</b>	<b>11.28</b>	<b>0.09</b>	<b>0.00</b>	<b>0.09</b>	<b>0.00</b>	<b>0.16</b>	<b>7.92</b>	<b>2.78</b>	<b>0.22</b>
<b>Millom</b>									
Local Shops	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
<b>Cleator Moor</b>									
Local Shops	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00
<b>Egremont</b>									
Local Shops	0.52	0.00	0.00	0.00	0.00	0.00	0.17	0.35	0.00
<b>SUB-TOTAL COPELAND</b>	<b>12.27</b>	<b>0.09</b>	<b>0.00</b>	<b>0.09</b>	<b>0.00</b>	<b>0.25</b>	<b>8.10</b>	<b>3.13</b>	<b>0.61</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>39.01</b>	<b>1.85</b>	<b>4.29</b>	<b>4.99</b>	<b>1.10</b>	<b>9.10</b>	<b>12.14</b>	<b>4.88</b>	<b>0.67</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	1.08	0.00	0.00	0.00	0.99	0.00	0.09	0.00	0.00
<b>Sub-Total</b>	<b>1.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.99</b>	<b>0.00</b>	<b>0.09</b>	<b>0.00</b>	<b>0.00</b>
<b>Carlisle</b>									
Kingsdown Retail Park, Carlisle	0.18	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	8.36	4.12	0.68	0.48	0.83	1.03	0.70	0.52	0.00
<b>Sub-Total</b>	<b>8.54</b>	<b>4.30</b>	<b>0.68</b>	<b>0.48</b>	<b>0.83</b>	<b>1.03</b>	<b>0.70</b>	<b>0.52</b>	<b>0.00</b>
<b>Eden District</b>									
Local Shops	0.56	0.09	0.00	0.00	0.39	0.08	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.56</b>	<b>0.09</b>	<b>0.00</b>	<b>0.00</b>	<b>0.39</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	3.10	0.00	0.00	0.00	0.00	0.08	0.00	0.08	2.94
<b>Sub-Total</b>	<b>3.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.08</b>	<b>2.94</b>
<b>South Lakeland District</b>									
Local Shops	0.71	0.18	0.00	0.00	0.27	0.08	0.00	0.18	0.00
<b>Sub-Total</b>	<b>0.71</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.27</b>	<b>0.08</b>	<b>0.00</b>	<b>0.18</b>	<b>0.00</b>
<b>Other</b>									
Other	1.66	0.26	0.00	0.29	0.16	0.23	0.17	0.26	0.28
<b>Sub-Total</b>	<b>2.96</b>	<b>0.53</b>	<b>0.14</b>	<b>0.67</b>	<b>0.16</b>	<b>0.32</b>	<b>0.43</b>	<b>0.43</b>	<b>0.28</b>
<b>SUB-TOTAL OUTSIDE WEST CUMBRIA</b>	<b>16.95</b>	<b>5.10</b>	<b>0.82</b>	<b>1.15</b>	<b>2.64</b>	<b>1.60</b>	<b>1.22</b>	<b>1.22</b>	<b>3.21</b>
Internet / mail order / catalogue	4.49	0.53	0.34	0.58	0.16	1.03	0.96	0.44	0.45
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>60.45</b>	<b>7.47</b>	<b>5.44</b>	<b>6.72</b>	<b>3.91</b>	<b>11.73</b>	<b>14.32</b>	<b>6.53</b>	<b>4.33</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA26 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone

TABLE 13: SHOPPING PATTERNS (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATION (%)	ZONE 1 RECREATION (%)	ZONE 2 RECREATION (%)	ZONE 3 RECREATION (%)	ZONE 4 RECREATION (%)	ZONE 5 RECREATION (%)	ZONE 6 RECREATION (%)	ZONE 7 RECREATION (%)	ZONE 8 RECREATION (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmail Park, Workington	2.4	0.0	5.4	0.0	0.0	7.1	1.7	0.0	0.0
Derwent Howe Retail Park, Workington	0.6	0.0	0.0	0.0	0.0	0.0	1.7	1.8	0.0
Halfords, Workington	1.3	0.0	5.4	1.9	0.0	1.0	0.8	1.8	0.0
Local Shops	29.9	5.5	50.0	34.6	11.6	70.4	13.2	24.6	0.0
<b>Sub-Total</b>	<b>34.2</b>	<b>5.5</b>	<b>60.8</b>	<b>36.5</b>	<b>11.6</b>	<b>78.5</b>	<b>17.4</b>	<b>28.2</b>	<b>0.0</b>
<b>Cockermouth</b>									
Local Shops	4.2	3.6	0.0	34.6	4.7	1.0	0.0	0.0	0.0
<b>Maryport</b>									
Local Shops	1.1	0.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0
<b>Wigton</b>									
Local Shops	0.6	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Aspatria</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	0.2	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
<b>SUB-TOTAL ALLERDALE</b>	<b>40.3</b>	<b>14.6</b>	<b>71.5</b>	<b>71.1</b>	<b>16.3</b>	<b>80.5</b>	<b>17.4</b>	<b>28.2</b>	<b>0.0</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Focus, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, North Shore, Whitehaven	0.2	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Local Shops	20.0	0.0	0.0	1.9	0.0	2.0	57.0	45.6	1.7
<b>Sub-Total</b>	<b>20.2</b>	<b>0.0</b>	<b>0.0</b>	<b>1.9</b>	<b>0.0</b>	<b>2.0</b>	<b>57.8</b>	<b>45.6</b>	<b>1.7</b>
<b>Millom</b>									
Local Shops	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7
<b>Cleator Moor</b>									
Local Shops	0.4	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0
<b>Egremont</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB-TOTAL COPELAND</b>	<b>21.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.9</b>	<b>0.0</b>	<b>2.0</b>	<b>57.8</b>	<b>49.1</b>	<b>10.1</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>61.4</b>	<b>14.6</b>	<b>71.5</b>	<b>73.0</b>	<b>16.3</b>	<b>82.5</b>	<b>75.2</b>	<b>77.3</b>	<b>10.1</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
<b>Keswick</b>									
Local Shops	2.9	0.0	1.8	5.8	41.9	0.0	0.0	1.8	0.0
<b>Sub-Total</b>	<b>2.9</b>	<b>0.0</b>	<b>1.8</b>	<b>5.8</b>	<b>41.9</b>	<b>0.0</b>	<b>0.0</b>	<b>1.8</b>	<b>0.0</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Gate Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	11.2	61.8	8.9	5.8	20.9	6.1	0.0	3.5	0.0
<b>Sub-total</b>	<b>11.2</b>	<b>61.8</b>	<b>8.9</b>	<b>5.8</b>	<b>20.9</b>	<b>6.1</b>	<b>0.0</b>	<b>3.5</b>	<b>0.0</b>
<b>Eden District</b>									
Local Shops	0.5	0.0	0.0	0.0	7.0	0.0	0.0	0.0	1.7
<b>Sub-total</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>7.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	66.7
<b>Sub-total</b>	<b>5.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>66.7</b>
<b>South Lakeland District</b>									
Local Shops	1.3	0.0	3.6	0.0	0.0	0.0	1.7	1.8	3.3
<b>Sub-total</b>	<b>1.3</b>	<b>0.0</b>	<b>3.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>	<b>1.8</b>	<b>3.3</b>
<b>Other</b>									
Other	1.8	5.5	0.0	0.0	2.3	1.0	1.7	1.8	3.3
Newcastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.6	1.8	0.0	1.9	0.0	0.0	0.8	0.0	0.0
Preston	0.3	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.7
Edinburgh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>2.7</b>	<b>7.3</b>	<b>0.0</b>	<b>1.9</b>	<b>2.3</b>	<b>1.0</b>	<b>3.3</b>	<b>1.8</b>	<b>5.0</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>23.8</b>	<b>69.1</b>	<b>14.3</b>	<b>13.5</b>	<b>72.1</b>	<b>7.1</b>	<b>5.0</b>	<b>8.9</b>	<b>76.7</b>
Internet / mail order / catalogue	14.9	16.4	14.3	13.5	11.6	10.2	19.8	14.0	15.0
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>102</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 6, CA13 9, CA13 2  
4 - CA12 4, CA12 5, CA1 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Market share derived from West Cumbria Household Survey (May 2008)



TABLE 14: TURNOVER (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATION (£m)	ZONE 1 RECREATION (£m)	ZONE 2 RECREATION (£m)	ZONE 3 RECREATION (£m)	ZONE 4 RECREATION (£m)	ZONE 5 RECREATION (£m)	ZONE 6 RECREATION (£m)	ZONE 7 RECREATION (£m)	ZONE 8 RECREATION (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunmail Park, Workington	1.91	0.00	0.41	0.00	0.00	1.16	0.34	0.00	0.00
Derwent Howe Retail Park, Workington	0.50	0.00	0.00	0.00	0.00	0.00	0.34	0.16	0.00
Halfords, Workington	1.07	0.00	0.41	0.17	0.00	0.16	0.16	0.16	0.00
Local Shops	24.42	0.57	3.80	3.15	0.61	11.46	2.63	2.20	0.00
<b>Sub-Total</b>	<b>27.89</b>	<b>0.57</b>	<b>4.62</b>	<b>3.32</b>	<b>0.61</b>	<b>12.78</b>	<b>3.47</b>	<b>2.52</b>	<b>0.00</b>
Cockermouth									
Local Shops	3.93	0.37	0.00	3.15	0.25	0.16	0.00	0.00	0.00
Marjport									
Local Shops	0.81	0.00	0.81	0.00	0.00	0.00	0.00	0.00	0.00
Wigton									
Local Shops	0.57	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aspatria									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silloth									
Local Shops	0.16	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00
<b>SUB-TOTAL ALLERDALE</b>	<b>33.36</b>	<b>1.51</b>	<b>5.43</b>	<b>6.47</b>	<b>0.86</b>	<b>13.11</b>	<b>3.47</b>	<b>2.52</b>	<b>0.00</b>
<b>Copeland</b>									
Whitehaven									
Bridges Retail Park, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, North Shore, Whitehaven	0.16	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00
Local Shops	16.05	0.00	0.00	0.17	0.00	0.33	11.37	4.08	0.10
<b>Sub-Total</b>	<b>16.21</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>0.00</b>	<b>0.33</b>	<b>11.53</b>	<b>4.08</b>	<b>0.10</b>
Millom									
Local Shops	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40
Cleator Moor									
Local Shops	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00
Egremont									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB-TOTAL COPELAND</b>	<b>16.92</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>0.00</b>	<b>0.33</b>	<b>11.53</b>	<b>4.39</b>	<b>0.60</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>50.28</b>	<b>1.51</b>	<b>5.43</b>	<b>6.64</b>	<b>0.86</b>	<b>13.43</b>	<b>15.01</b>	<b>6.91</b>	<b>0.60</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	3.02	0.00	0.14	0.53	2.20	0.00	0.00	0.16	0.00
<b>Sub-Total</b>	<b>3.02</b>	<b>0.00</b>	<b>0.14</b>	<b>0.53</b>	<b>2.20</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	10.00	6.39	0.68	0.53	1.10	0.99	0.00	0.31	0.00
<b>Sub-total</b>	<b>10.00</b>	<b>6.39</b>	<b>0.68</b>	<b>0.53</b>	<b>1.10</b>	<b>0.99</b>	<b>0.00</b>	<b>0.31</b>	<b>0.00</b>
<b>Eden District</b>									
Local Shops	0.47	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.10
<b>Sub-total</b>	<b>0.47</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.37</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.10</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	3.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.94
<b>Sub-total</b>	<b>3.94</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3.94</b>
<b>South Lakeland District</b>									
Local Shops	0.97	0.00	0.27	0.00	0.00	0.00	0.34	0.16	0.20
<b>Sub-total</b>	<b>0.97</b>	<b>0.00</b>	<b>0.27</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.34</b>	<b>0.16</b>	<b>0.20</b>
<b>Other</b>									
Other	1.55	0.57	0.00	0.00	0.12	0.16	0.34	0.16	0.20
<b>Sub-total</b>	<b>2.33</b>	<b>0.76</b>	<b>0.00</b>	<b>0.17</b>	<b>0.12</b>	<b>0.16</b>	<b>0.66</b>	<b>0.16</b>	<b>0.30</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>20.73</b>	<b>7.15</b>	<b>1.09</b>	<b>1.23</b>	<b>3.78</b>	<b>1.16</b>	<b>1.00</b>	<b>0.80</b>	<b>4.53</b>
Internet / mail order / catalogue	12.37	1.70	1.09	1.23	0.61	1.66	3.95	1.25	0.89
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>83.38</b>	<b>10.35</b>	<b>7.61</b>	<b>9.09</b>	<b>5.25</b>	<b>16.25</b>	<b>19.95</b>	<b>8.96</b>	<b>6.02</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone

TABLE 15: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (%)	ZONE 1 CHEMIST GOODS (%)	ZONE 2 CHEMIST GOODS (%)	ZONE 3 CHEMIST GOODS (%)	ZONE 4 CHEMIST GOODS (%)	ZONE 5 CHEMIST GOODS (%)	ZONE 6 CHEMIST GOODS (%)	ZONE 7 CHEMIST GOODS (%)	ZONE 8 CHEMIST GOODS (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmail Park, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Howe Retail Park, Workington	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Halfords, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	26.7	2.9	47.9	12.1	3.2	87.9	6.4	4.3	0.0
<b>Sub-Total</b>	<b>26.8</b>	<b>2.9</b>	<b>47.9</b>	<b>13.2</b>	<b>3.2</b>	<b>87.9</b>	<b>6.4</b>	<b>4.3</b>	<b>0.0</b>
<b>Cockermouth</b>									
Local Shops	9.0	3.9	6.4	76.9	4.3	1.2	0.0	0.0	0.0
<b>Maryport</b>									
Local Shops	3.2	0.0	33.0	1.1	0.0	0.0	0.0	0.0	0.0
<b>Wigton</b>									
Local Shops	4.0	31.1	0.0	0.0	3.2	0.0	0.0	0.0	0.0
<b>Aspatria</b>									
Local Shops	1.6	9.7	1.1	3.3	0.0	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	1.4	9.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Other	0.5	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0
<b>SUB-TOTAL ALLERDALE</b>	<b>46.5</b>	<b>57.3</b>	<b>90.5</b>	<b>94.5</b>	<b>10.7</b>	<b>91.4</b>	<b>6.4</b>	<b>4.3</b>	<b>0.0</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Focus, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	23.9	0.0	0.0	0.0	0.0	1.7	79.4	39.4	1.1
<b>Sub-Total</b>	<b>23.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>	<b>79.4</b>	<b>39.4</b>	<b>1.1</b>
<b>Millom</b>									
Local Shops	3.9	0.0	1.1	0.0	0.0	0.0	0.0	0.0	55.4
<b>Cleator Moor</b>									
Local Shops	1.8	0.0	0.0	0.0	0.0	0.0	7.4	0.0	0.0
<b>Egremont</b>									
Local Shops	3.4	0.0	0.0	0.0	0.0	0.0	1.0	31.9	0.0
<b>Seascale</b>									
Local Shops	1.6	0.0	0.0	0.0	0.0	0.0	0.0	16.0	0.0
<b>SUB TOTAL COPELAND</b>	<b>34.6</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>	<b>87.8</b>	<b>87.3</b>	<b>56.5</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>81.1</b>	<b>57.3</b>	<b>91.6</b>	<b>94.5</b>	<b>10.7</b>	<b>93.1</b>	<b>94.2</b>	<b>91.6</b>	<b>56.5</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	4.4	1.0	0.0	0.0	71.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>4.4</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>71.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Madford Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Gate Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	6.7	36.9	5.3	2.2	11.8	1.2	1.0	2.1	0.0
<b>Sub-total</b>	<b>6.8</b>	<b>36.9</b>	<b>5.3</b>	<b>2.2</b>	<b>11.8</b>	<b>1.2</b>	<b>1.5</b>	<b>2.1</b>	<b>0.0</b>
<b>Eden District</b>									
Local Shops	0.2	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.7
<b>Sub-total</b>	<b>2.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>33.7</b>
<b>South Lakeland District</b>									
Local Shops	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
<b>Sub-total</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>4.3</b>
<b>Other</b>									
Other	2.4	0.0	0.0	1.1	2.2	4.6	2.9	4.3	1.1
<b>Sub-total</b>	<b>2.4</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>2.2</b>	<b>4.6</b>	<b>2.9</b>	<b>4.3</b>	<b>1.1</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>16.4</b>	<b>37.9</b>	<b>5.3</b>	<b>3.3</b>	<b>88.2</b>	<b>5.8</b>	<b>4.4</b>	<b>6.4</b>	<b>39.1</b>
Internet / mail order / catalogue	2.2	4.9	2.1	2.2	1.1	1.2	1.5	2.1	4.3
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>99</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Market share derived from West Cumbria Household Survey (May 2008)

TABLE 16: TURNOVER (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (%)	ZONE 1 CHEMIST GOODS (%)	ZONE 2 CHEMIST GOODS (%)	ZONE 3 CHEMIST GOODS (%)	ZONE 4 CHEMIST GOODS (%)	ZONE 5 CHEMIST GOODS (%)	ZONE 6 CHEMIST GOODS (%)	ZONE 7 CHEMIST GOODS (%)	ZONE 8 CHEMIST GOODS (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunmail Park, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Derwent Howe Retail Park, Workington	0.08	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Halfords, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	17.16	0.24	2.93	0.91	0.14	11.60	1.02	0.31	0.00
<b>Sub-Total</b>	<b>17.24</b>	<b>0.24</b>	<b>2.93</b>	<b>0.99</b>	<b>0.14</b>	<b>11.60</b>	<b>1.02</b>	<b>0.31</b>	<b>0.00</b>
<b>Cockermouth</b>									
Local Shops	6.84	0.33	0.39	5.77	0.19	0.16	0.00	0.00	0.00
<b>Maryport</b>									
Local Shops	2.10	0.00	2.02	0.08	0.00	0.00	0.00	0.00	0.00
<b>Wigton</b>									
Local Shops	2.75	2.61	0.00	0.00	0.14	0.00	0.00	0.00	0.00
<b>Aspatria</b>									
Local Shops	1.13	0.81	0.07	0.25	0.00	0.00	0.00	0.00	0.00
<b>Silloth</b>									
Local Shops	0.94	0.81	0.13	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Other	0.30	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00
<b>SUB-TOTAL ALLERDALE</b>	<b>31.30</b>	<b>4.80</b>	<b>5.54</b>	<b>7.10</b>	<b>0.47</b>	<b>12.06</b>	<b>1.02</b>	<b>0.31</b>	<b>0.00</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, North Shore, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	15.82	0.00	0.00	0.00	0.00	0.22	12.67	2.88	0.05
<b>Sub-Total</b>	<b>15.82</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.22</b>	<b>12.67</b>	<b>2.88</b>	<b>0.05</b>
<b>Millom</b>									
Local Shops	2.76	0.00	0.07	0.00	0.00	0.00	0.00	0.00	2.70
<b>Cleator Moor</b>									
Local Shops	1.18	0.00	0.00	0.00	0.00	0.00	1.18	0.00	0.00
<b>Egremont</b>									
Local Shops	2.49	0.00	0.00	0.00	0.00	0.00	0.16	2.33	0.00
<b>Seascale</b>									
Local Shops	1.17	0.00	0.00	0.00	0.00	0.00	0.00	1.17	0.00
<b>SUB TOTAL COPELAND</b>	<b>23.43</b>	<b>0.00</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.22</b>	<b>14.01</b>	<b>6.38</b>	<b>2.75</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>54.73</b>	<b>4.80</b>	<b>5.61</b>	<b>7.10</b>	<b>0.47</b>	<b>12.29</b>	<b>15.03</b>	<b>6.70</b>	<b>2.75</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	3.17	0.08	0.00	0.00	3.09	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>3.17</b>	<b>0.08</b>	<b>0.00</b>	<b>0.00</b>	<b>3.09</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	4.57	3.09	0.32	0.17	0.51	0.16	0.16	0.15	0.00
<b>Sub-total</b>	<b>4.65</b>	<b>3.09</b>	<b>0.32</b>	<b>0.17</b>	<b>0.51</b>	<b>0.16</b>	<b>0.24</b>	<b>0.15</b>	<b>0.00</b>
<b>Eden District</b>									
Local Shops	0.14	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00
<b>Sub-total</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	1.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64
<b>Sub-total</b>	<b>1.64</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.64</b>
<b>South Lakeland District</b>									
Local Shops	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
<b>Sub-total</b>	<b>0.21</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.21</b>
<b>Other</b>									
Other	1.62	0.00	0.00	0.08	0.10	0.61	0.46	0.31	0.05
<b>Sub-total</b>	<b>1.62</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.10</b>	<b>0.61</b>	<b>0.46</b>	<b>0.31</b>	<b>0.05</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>11.43</b>	<b>3.18</b>	<b>0.32</b>	<b>0.25</b>	<b>3.84</b>	<b>0.77</b>	<b>0.70</b>	<b>0.47</b>	<b>1.90</b>
Internet / mail order / catalogue	1.51	0.41	0.13	0.17	0.05	0.16	0.24	0.15	0.21
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>67.67</b>	<b>8.39</b>	<b>6.06</b>	<b>7.51</b>	<b>4.35</b>	<b>13.21</b>	<b>15.97</b>	<b>7.32</b>	<b>4.86</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone

TABLE 17: SHOPPING PATTERNS (ELECTRICAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)	ZONE 8 ELECTRICAL (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dunmail Park, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Howe Retail Park, Workington	14.3	5.1	13.8	16.7	1.2	33.3	12.0	9.0	0.0
Halfords, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	27.9	7.1	50.0	47.8	17.6	46.5	19.0	20.2	2.1
<b>Sub-Total</b>	<b>42.2</b>	<b>12.2</b>	<b>63.8</b>	<b>64.5</b>	<b>18.8</b>	<b>79.8</b>	<b>31.0</b>	<b>29.2</b>	<b>2.1</b>
<b>Cockermouth</b>									
Local Shops	1.2	1.0	0.0	7.8	2.4	0.0	0.5	0.0	0.0
<b>Maryport</b>									
Local Shops	1.1	0.0	8.5	2.2	0.0	0.0	0.0	0.0	0.0
<b>Wigton</b>									
Local Shops	1.6	12.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1
<b>Aspatria</b>									
Local Shops	0.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL ALLERDALE</b>	<b>46.5</b>	<b>28.3</b>	<b>72.3</b>	<b>74.5</b>	<b>21.2</b>	<b>79.8</b>	<b>31.5</b>	<b>29.2</b>	<b>3.2</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Focus, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, North Shore, Whitehaven	16.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	16.0	0.0	0.0	2.2	1.2	1.3	47.3	42.7	1.1
<b>Sub-Total</b>	<b>16.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.2</b>	<b>1.2</b>	<b>1.3</b>	<b>47.3</b>	<b>42.7</b>	<b>1.1</b>
<b>Millom</b>									
Local Shops	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0
<b>Cleator Moor</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Foremont</b>									
Local Shops	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
<b>Seascale</b>									
Local Shops	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
<b>SUB TOTAL COPELAND</b>	<b>17.9</b>	<b>0.0</b>	<b>0.0</b>	<b>2.2</b>	<b>1.2</b>	<b>1.3</b>	<b>47.3</b>	<b>47.1</b>	<b>21.1</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>64.4</b>	<b>28.3</b>	<b>72.3</b>	<b>76.7</b>	<b>22.4</b>	<b>81.1</b>	<b>78.8</b>	<b>76.3</b>	<b>24.3</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	1.8	0.0	0.0	1.1	28.2	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>1.8</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>28.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	1.2	8.1	0.0	0.0	1.2	0.6	0.0	0.0	0.0
Kingstown Industrial Estate, Carlisle	0.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Gate Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	10.7	47.5	9.6	8.9	25.9	3.8	1.6	1.1	1.1
<b>Sub-total</b>	<b>12.2</b>	<b>57.6</b>	<b>9.6</b>	<b>8.9</b>	<b>27.1</b>	<b>4.4</b>	<b>1.6</b>	<b>1.1</b>	<b>1.1</b>
<b>Eden District</b>									
Local Shops	0.8	2.0	0.0	0.0	9.4	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.8</b>	<b>2.0</b>	<b>0.0</b>	<b>0.0</b>	<b>9.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	3.9	0.0	0.0	0.0	0.0	0.0	0.0	1.1	50.5
<b>Sub-total</b>	<b>3.9</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>50.5</b>
<b>South Lakeland District</b>									
Local Shops	0.5	0.0	0.0	0.0	3.6	0.0	0.5	0.0	2.1
<b>Sub-total</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.6</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>2.1</b>
<b>Other</b>									
Other	0.5	0.0	1.1	0.0	0.0	0.6	0.0	1.1	2.1
<b>Sub-total</b>	<b>0.6</b>	<b>0.0</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>2.2</b>	<b>2.1</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>19.8</b>	<b>59.6</b>	<b>10.7</b>	<b>10.0</b>	<b>68.3</b>	<b>5.0</b>	<b>2.1</b>	<b>4.4</b>	<b>55.8</b>
Internet / mail order / catalogue	15.8	12.1	17.0	13.3	9.4	13.8	19.0	19.1	20.0
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Market share derived from West Cumbria Household Survey (May 2008)

TABLE 18: TURNOVER(ELECTRICAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)	ZONE 7 ELECTRICAL (£m)	ZONE 8 ELECTRICAL (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunmail Park, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Derwent Howe Retail Park, Workington	9.63	0.43	0.86	1.24	0.05	4.44	1.96	0.66	0.00
Halfords, Workington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	18.89	0.60	3.10	3.56	0.76	6.20	3.10	1.48	0.10
<b>Sub-Total</b>	<b>28.53</b>	<b>1.03</b>	<b>3.96</b>	<b>4.80</b>	<b>0.81</b>	<b>10.63</b>	<b>5.05</b>	<b>2.13</b>	<b>0.10</b>
<b>Cockermouth</b>									
Local Shops	0.85	0.08	0.00	0.58	0.10	0.00	0.08	0.00	0.00
<b>Maryport</b>									
Local Shops	0.69	0.00	0.53	0.16	0.00	0.00	0.00	0.00	0.00
<b>Wigton</b>									
Local Shops	1.08	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.05
<b>Aspatria</b>									
Local Shops	0.17	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Silloth</b>									
Local Shops	0.08	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB TOTAL ALLERDALE</b>	<b>31.40</b>	<b>2.39</b>	<b>4.48</b>	<b>5.55</b>	<b>0.92</b>	<b>10.63</b>	<b>5.14</b>	<b>2.13</b>	<b>0.16</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, North Shore, Whitehaven	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	11.28	0.00	0.00	0.16	0.05	0.17	7.71	3.12	0.05
<b>Sub-Total</b>	<b>11.28</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.05</b>	<b>0.17</b>	<b>7.71</b>	<b>3.12</b>	<b>0.05</b>
<b>Millom</b>									
Local Shops	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.97
<b>Cleator Moor</b>									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Foremont</b>									
Local Shops	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00
<b>Seascale</b>									
Local Shops	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00
<b>SUB TOTAL COPELAND</b>	<b>12.57</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.05</b>	<b>0.17</b>	<b>7.71</b>	<b>3.44</b>	<b>1.02</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>43.97</b>	<b>2.39</b>	<b>4.48</b>	<b>5.71</b>	<b>0.97</b>	<b>10.81</b>	<b>12.85</b>	<b>5.58</b>	<b>1.18</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	1.30	0.00	0.00	0.08	1.22	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.30</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>1.22</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	0.82	0.68	0.00	0.00	0.05	0.08	0.00	0.00	0.00
Kingstown Industrial Estate, Carlisle	0.17	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	7.30	4.02	0.60	0.66	1.12	0.51	0.26	0.08	0.05
<b>Sub-total</b>	<b>8.28</b>	<b>4.87</b>	<b>0.60</b>	<b>0.66</b>	<b>1.17</b>	<b>0.59</b>	<b>0.26</b>	<b>0.08</b>	<b>0.05</b>
<b>Eden District</b>									
Local Shops	0.58	0.17	0.00	0.00	0.41	0.00	0.00	0.00	0.00
<b>Sub-total</b>	<b>0.58</b>	<b>0.17</b>	<b>0.00</b>	<b>0.00</b>	<b>0.41</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Barrow-in-Furness Borough</b>									
Local Shops	2.53	0.00	0.00	0.00	0.00	0.00	0.00	0.08	2.45
<b>Sub-total</b>	<b>2.53</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>2.45</b>
<b>South Lakeland District</b>									
Local Shops	0.34	0.00	0.00	0.00	0.16	0.00	0.08	0.00	0.10
<b>Sub-total</b>	<b>0.34</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.10</b>
<b>Other</b>									
Other	0.33	0.00	0.07	0.00	0.00	0.08	0.00	0.08	0.10
<b>Sub-total</b>	<b>0.41</b>	<b>0.00</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.00</b>	<b>0.16</b>	<b>0.10</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>13.44</b>	<b>5.04</b>	<b>0.66</b>	<b>0.74</b>	<b>2.96</b>	<b>0.67</b>	<b>0.34</b>	<b>0.32</b>	<b>2.71</b>
Internet / mail order / catalogue	10.78	1.02	1.05	0.99	0.41	1.84	3.10	1.40	0.97
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>68.19</b>	<b>8.46</b>	<b>6.20</b>	<b>7.44</b>	<b>4.33</b>	<b>13.31</b>	<b>16.29</b>	<b>7.30</b>	<b>4.86</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone

TABLE 19: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)	ZONE 8 FURNITURE (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Dunmail Park, Workington	2.3	0.0	0.0	2.6	4.3	3.2	3.0	3.8	0.0
Derwent House, Workington	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Derwent Howe Retail Park, Workington	1.2	0.0	1.2	2.6	1.4	1.9	0.6	1.3	0.0
Derwent Howe Retail Park, Workington	10.6	6.1	13.3	9.0	0.0	24.7	6.5	6.3	0.0
Local Shops	20.0	4.9	25.3	28.2	5.8	41.6	14.2	11.4	0.0
<b>Sub-Total</b>	<b>34.2</b>	<b>12.2</b>	<b>39.8</b>	<b>42.4</b>	<b>11.5</b>	<b>71.4</b>	<b>24.3</b>	<b>22.8</b>	<b>0.0</b>
<b>Cockermouth</b>									
Lakes Homecentre, Low Road, Cockermouth	0.3	0.0	0.0	0.0	1.4	0.6	0.0	1.3	0.0
Local Shops	4.7	0.0	3.6	29.5	2.9	3.2	1.8	1.3	0.0
<b>Sub-Total</b>	<b>5.0</b>	<b>0.0</b>	<b>3.6</b>	<b>29.5</b>	<b>4.3</b>	<b>3.8</b>	<b>1.8</b>	<b>2.6</b>	<b>0.0</b>
<b>Maryport</b>									
Local Shops	6.2	6.1	33.7	10.3	0.0	3.9	1.2	0.0	0.0
<b>Wigton</b>									
Local Shops	1.9	14.6	0.0	0.0	2.9	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL ALLERDALE</b>	<b>47.4</b>	<b>34.1</b>	<b>77.1</b>	<b>82.2</b>	<b>18.7</b>	<b>79.1</b>	<b>27.3</b>	<b>25.4</b>	<b>0.0</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Sneakypark Retail Park, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Bridges Retail Park, Whitehaven	1.3	0.0	0.0	0.0	0.0	0.6	3.6	2.5	0.0
Focus, Whitehaven	1.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0
Local Shops	18.1	0.0	6.0	1.3	1.4	1.9	50.3	45.6	2.6
<b>Sub-Total</b>	<b>20.5</b>	<b>0.0</b>	<b>6.0</b>	<b>1.3</b>	<b>1.4</b>	<b>2.5</b>	<b>58.6</b>	<b>48.1</b>	<b>2.6</b>
<b>Millom</b>									
Local Shops	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.3
<b>Cleator Moor</b>									
Local Shops	0.5	0.0	0.0	0.0	0.0	0.0	0.6	3.8	0.0
<b>Foremont</b>									
Local Shops	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
<b>SUB TOTAL COPELAND</b>	<b>23.0</b>	<b>0.0</b>	<b>6.0</b>	<b>1.3</b>	<b>1.4</b>	<b>2.5</b>	<b>59.2</b>	<b>53.2</b>	<b>29.9</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>70.4</b>	<b>34.1</b>	<b>83.1</b>	<b>83.5</b>	<b>20.1</b>	<b>81.6</b>	<b>86.5</b>	<b>78.6</b>	<b>29.9</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	2.4	0.0	0.0	1.3	42.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>2.4</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>42.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Carlisle</b>									
Harwick Circus Retail Park, Carlisle	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Homebase, Parkhouse Road, Carlisle	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, London Road, Carlisle	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingstown Retail Park, Carlisle	1.3	7.3	0.0	0.0	0.0	0.0	1.2	1.3	0.0
St Nicholas Gate Retail Park, Carlisle	0.9	6.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Local Shops	13.9	43.9	14.5	5.1	23.2	13.6	7.1	7.6	1.3
<b>Sub-Total</b>	<b>16.4</b>	<b>59.7</b>	<b>14.5</b>	<b>6.4</b>	<b>23.2</b>	<b>14.2</b>	<b>8.3</b>	<b>8.9</b>	<b>1.3</b>
<b>Eden District</b>									
B&Q, Bridge Lane, Penrith	0.5	0.0	0.0	1.3	4.3	0.0	0.0	1.3	0.0
Local Shops	0.5	0.0	0.0	1.3	4.3	0.0	0.0	1.3	0.0
<b>Sub-Total</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>4.3</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>0.0</b>
<b>Barrow-in-Furness Borough</b>									
Homebase, Hindpool Road, Barrow	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
B&Q, Duke Street, Barrow	4.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	55.8
Local Shops	4.3	0.0	0.0	0.0	0.0	0.0	0.6	0.0	59.7
<b>Sub-Total</b>	<b>4.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>59.7</b>
<b>South Lakeland District</b>									
Local Shops	0.1	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>									
Other	2.6	3.6	0.0	5.1	5.7	0.6	1.2	6.4	3.9
<b>Sub-Total</b>	<b>2.6</b>	<b>3.6</b>	<b>0.0</b>	<b>5.1</b>	<b>5.7</b>	<b>0.6</b>	<b>1.2</b>	<b>6.4</b>	<b>3.9</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>26.3</b>	<b>63.3</b>	<b>14.5</b>	<b>14.1</b>	<b>76.6</b>	<b>14.8</b>	<b>10.1</b>	<b>16.6</b>	<b>64.9</b>
Internet / mail order / catalogue	3.4	2.4	2.4	2.6	2.9	3.2	3.6	5.1	5.2
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Market share derived from West Cumbria Household Survey (May 2008)

TABLE 20: TURNOVER (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)	ZONE 7 FURNITURE (£m)	ZONE 8 FURNITURE (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Dunmail Park, Workington	1.44	0.00	0.00	0.18	0.18	0.39	0.44	0.26	0.00
Derwent House, Workington	0.09	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Derwent Howe Retail Park, Workington	0.71	0.00	0.07	0.18	0.06	0.23	0.09	0.09	0.00
Derwent Howe Retail Park, Workington	6.18	0.47	0.74	0.63	0.00	2.97	0.95	0.43	0.00
Local Shops	11.84	0.37	1.40	1.97	0.24	5.01	2.07	0.77	0.00
<b>Sub-Total</b>	<b>20.27</b>	<b>0.93</b>	<b>2.21</b>	<b>2.97</b>	<b>0.48</b>	<b>8.59</b>	<b>3.55</b>	<b>1.54</b>	<b>0.00</b>
Cockermouth									
Lakes Homecentre, Low Road, Cockermouth	0.22	0.00	0.00	0.00	0.06	0.07	0.00	0.09	0.00
Local Shops	3.12	0.00	0.20	2.07	0.12	0.39	0.26	0.09	0.00
<b>Sub-Total</b>	<b>3.34</b>	<b>0.00</b>	<b>0.20</b>	<b>2.07</b>	<b>0.18</b>	<b>0.46</b>	<b>0.26</b>	<b>0.18</b>	<b>0.00</b>
Maryport									
Local Shops	3.70	0.47	1.87	0.72	0.00	0.47	0.18	0.00	0.00
Wigton									
Local Shops	1.24	1.12	0.00	0.00	0.12	0.00	0.00	0.00	0.00
Silloth									
Local Shops	0.09	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB TOTAL ALLERDALE</b>	<b>28.64</b>	<b>2.61</b>	<b>4.28</b>	<b>5.75</b>	<b>0.77</b>	<b>9.52</b>	<b>3.99</b>	<b>1.72</b>	<b>0.00</b>
<b>Copeland</b>									
Whitehaven									
Sneakypark Retail Park, Whitehaven	0.09	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00
Bridges Retail Park, Whitehaven	0.77	0.00	0.00	0.00	0.00	0.07	0.53	0.17	0.00
Focus, Whitehaven	0.60	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00
Local Shops	11.26	0.00	0.33	0.09	0.06	0.23	7.35	3.08	0.12
<b>Sub-Total</b>	<b>12.71</b>	<b>0.00</b>	<b>0.33</b>	<b>0.09</b>	<b>0.06</b>	<b>0.30</b>	<b>8.56</b>	<b>3.25</b>	<b>0.12</b>
Millom									
Local Shops	1.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22
Cleator Moor									
Local Shops	0.34	0.00	0.00	0.00	0.00	0.00	0.09	0.26	0.00
Eremonst									
Local Shops	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00
<b>SUB TOTAL COPELAND</b>	<b>14.36</b>	<b>0.00</b>	<b>0.33</b>	<b>0.09</b>	<b>0.06</b>	<b>0.30</b>	<b>8.64</b>	<b>3.60</b>	<b>1.34</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>43.00</b>	<b>2.61</b>	<b>4.61</b>	<b>5.85</b>	<b>0.83</b>	<b>9.82</b>	<b>12.63</b>	<b>5.32</b>	<b>1.34</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	1.83	0.00	0.00	0.09	1.74	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>1.83</b>	<b>0.00</b>	<b>0.00</b>	<b>0.09</b>	<b>1.74</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Carlisle</b>									
Harwick Circus Retail Park, Carlisle	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Homebase, Parkhouse Road, Carlisle	0.09	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, London Road, Carlisle	0.09	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingstown Retail Park, Carlisle	0.82	0.56	0.00	0.00	0.00	0.00	0.18	0.09	0.00
St Nicholas Gate Retail Park, Carlisle	0.54	0.47	0.00	0.00	0.00	0.07	0.00	0.00	0.00
Local Shops	8.72	3.36	0.81	0.36	0.96	1.64	1.04	0.51	0.06
<b>Sub-Total</b>	<b>10.36</b>	<b>4.57</b>	<b>0.81</b>	<b>0.45</b>	<b>0.96</b>	<b>1.71</b>	<b>1.21</b>	<b>0.60</b>	<b>0.06</b>
<b>Eden District</b>									
B&Q, Bridge Lane, Penrith	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	0.36	0.00	0.00	0.09	0.18	0.00	0.00	0.09	0.00
<b>Sub-Total</b>	<b>0.36</b>	<b>0.00</b>	<b>0.00</b>	<b>0.09</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.09</b>	<b>0.00</b>
<b>Barrow-in-Furness Borough</b>									
Homebase, Hindpool Road, Barrow	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Duke Street, Barrow	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Local Shops	2.58	0.00	0.00	0.00	0.00	0.00	0.09	0.00	2.50
<b>Sub-Total</b>	<b>2.76</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.09</b>	<b>0.00</b>	<b>2.67</b>
<b>South Lakeland District</b>									
Local Shops	0.06	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>									
Other	1.72	0.28	0.00	0.36	0.24	0.07	0.18	0.43	0.17
<b>Sub-Total</b>	<b>1.72</b>	<b>0.28</b>	<b>0.00</b>	<b>0.36</b>	<b>0.24</b>	<b>0.07</b>	<b>0.18</b>	<b>0.43</b>	<b>0.17</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>17.08</b>	<b>4.84</b>	<b>0.81</b>	<b>0.99</b>	<b>3.16</b>	<b>1.78</b>	<b>1.47</b>	<b>1.12</b>	<b>2.90</b>
Internet / mail order / catalogue	2.11	0.18	0.13	0.18	0.12	0.39	0.53	0.35	0.23
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>62.19</b>	<b>7.64</b>	<b>5.55</b>	<b>7.01</b>	<b>4.11</b>	<b>11.99</b>	<b>14.63</b>	<b>6.79</b>	<b>4.47</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone

TABLE 21: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (%)	ZONE 1 DIY GOODS (%)	ZONE 2 DIY GOODS (%)	ZONE 3 DIY GOODS (%)	ZONE 4 DIY GOODS (%)	ZONE 5 DIY GOODS (%)	ZONE 6 DIY GOODS (%)	ZONE 7 DIY GOODS (%)	ZONE 8 DIY GOODS (%)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Focus, Annie Pit Lane, Workington	3.5	0.0	3.6	2.7	0.0	11.6	0.6	2.6	0.0
B&Q, Derwent Howe Retail Park, Workington	34.2	12.5	59.5	37.3	6.1	63.8	27.1	25.6	1.4
Derwent Howe Retail Park, Workington	2.4	0.0	2.4	1.3	1.5	8.0	1.3	0.0	0.0
Local Shops	7.3	1.1	16.7	9.3	6.1	11.6	4.5	6.4	0.0
<b>Sub-Total</b>	<b>47.4</b>	<b>13.6</b>	<b>82.2</b>	<b>50.6</b>	<b>13.7</b>	<b>95.0</b>	<b>33.5</b>	<b>34.6</b>	<b>1.4</b>
<b>Cockermouth</b>									
Lakes Homecentre, Low Road, Cockermouth	0.5	2.3	0.0	0.0	4.5	0.0	0.0	0.0	0.0
Local Shops	4.5	0.0	0.0	41.3	7.6	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>5.0</b>	<b>2.3</b>	<b>0.0</b>	<b>41.3</b>	<b>12.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Keswick</b>									
Local Shops	1.3	0.0	0.0	1.3	21.2	0.0	0.0	0.0	0.0
<b>Maryport</b>									
Local Shops	1.7	1.1	14.3	0.0	0.0	0.0	0.0	0.0	0.0
<b>Wigton</b>									
Local Shops	2.2	15.9	0.0	0.0	1.5	0.0	0.0	0.0	0.0
<b>Silloth</b>									
Local Shops	0.6	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>SUB TOTAL ALLERDALE</b>	<b>59.2</b>	<b>37.4</b>	<b>96.5</b>	<b>93.2</b>	<b>48.5</b>	<b>95.0</b>	<b>33.5</b>	<b>34.6</b>	<b>1.4</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Focus, Whitehaven	12.4	1.1	0.0	0.0	0.0	0.0	38.7	32.1	0.0
Local Shops	7.3	0.0	0.0	0.0	0.0	0.7	21.3	21.8	0.0
<b>Sub-Total</b>	<b>19.7</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>60.0</b>	<b>53.9</b>	<b>0.0</b>
<b>Millom</b>									
Local Shops	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.1
<b>Cleator Moor</b>									
Local Shops	0.4	0.0	0.0	0.0	0.0	0.0	1.3	1.3	0.0
<b>Foremont</b>									
Local Shops	0.5	0.0	0.0	0.0	0.0	0.0	0.6	3.8	0.0
<b>Seascale</b>									
Local Shops	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0
<b>SUB TOTAL COPELAND</b>	<b>23.3</b>	<b>1.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>61.9</b>	<b>61.6</b>	<b>35.1</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>81.5</b>	<b>38.5</b>	<b>96.5</b>	<b>93.2</b>	<b>48.5</b>	<b>95.7</b>	<b>95.4</b>	<b>96.2</b>	<b>36.5</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Carlisle</b>									
Homebase, Parkhouse Road, Carlisle	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, London Road, Carlisle	6.0	43.2	0.0	0.0	6.1	0.0	0.0	0.0	0.0
Kingstown Retail Park, Carlisle	0.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingstown Industrial Estate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Nicholas Gate Retail Park, Carlisle	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	1.3	6.8	0.0	1.3	6.1	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>7.8</b>	<b>54.5</b>	<b>0.0</b>	<b>1.3</b>	<b>12.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Eden District</b>									
B&Q, Bridge Lane, Penrith	1.4	3.4	1.2	1.3	13.6	0.0	0.0	0.0	0.0
Local Shops	1.7	2.3	0.0	1.3	21.2	0.0	0.0	1.3	0.0
<b>Sub-total</b>	<b>3.1</b>	<b>5.7</b>	<b>1.2</b>	<b>2.6</b>	<b>34.8</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>0.0</b>
<b>Barrow-in-Furness Borough</b>									
Homebase, Hindpool Road, Barrow	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.9
B&Q, Duke Street, Barrow	2.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	27.0
Local Shops	0.7	0.0	0.0	0.0	1.5	0.0	0.0	0.0	9.5
<b>Sub-total</b>	<b>3.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.3</b>	<b>51.4</b>
<b>South Lakeland District</b>									
Local Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-total</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>									
Riversway Park, Preston	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
<b>Sub-total</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.4</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>14.7</b>	<b>60.2</b>	<b>1.2</b>	<b>3.9</b>	<b>48.5</b>	<b>0.0</b>	<b>0.0</b>	<b>2.6</b>	<b>52.8</b>
Internet / mail order / catalogue	3.7	1.1	2.4	2.7	3.0	4.3	4.5	1.3	10.8
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Market share derived from West Cumbria Household Survey (May 2008)



TABLE 22: TURNOVER (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (£m)	ZONE 1 DIY GOODS (£m)	ZONE 2 DIY GOODS (£m)	ZONE 3 DIY GOODS (£m)	ZONE 4 DIY GOODS (£m)	ZONE 5 DIY GOODS (£m)	ZONE 6 DIY GOODS (£m)	ZONE 7 DIY GOODS (£m)	ZONE 8 DIY GOODS (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Focus, Annie Pit Lane, Workington	1.53	0.00	0.15	0.13	0.00	1.05	0.07	0.13	0.00
B&Q, Derwent Howe Retail Park, Workington	15.31	0.71	2.53	1.83	0.17	5.76	2.98	1.25	0.06
Derwent Howe Retail Park, Workington	1.07	0.00	0.10	0.06	0.04	0.72	0.14	0.00	0.00
Local Shops	3.26	0.06	0.71	0.46	0.17	1.05	0.50	0.31	0.00
<b>Sub-Total</b>	<b>21.16</b>	<b>0.78</b>	<b>3.50</b>	<b>2.48</b>	<b>0.39</b>	<b>8.58</b>	<b>3.69</b>	<b>1.69</b>	<b>0.06</b>
<b>Cockermouth</b>									
Lakes Homecentre, Low Road, Cockermouth	0.26	0.13	0.00	0.00	0.13	0.00	0.00	0.00	0.00
Local Shops	2.24	0.00	0.00	2.03	0.22	0.00	0.00	0.00	0.00
<b>Sub-Total</b>	<b>2.50</b>	<b>0.13</b>	<b>0.00</b>	<b>2.03</b>	<b>0.34</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Keswick</b>									
Local Shops	0.66	0.00	0.00	0.06	0.60	0.00	0.00	0.00	0.00
<b>Maryport</b>									
Local Shops	0.67	0.06	0.61	0.00	0.00	0.00	0.00	0.00	0.00
<b>Wigton</b>									
Local Shops	0.95	0.91	0.00	0.00	0.04	0.00	0.00	0.00	0.00
<b>Silloth</b>									
Local Shops	0.26	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>SUB TOTAL ALLERDALE</b>	<b>26.21</b>	<b>2.14</b>	<b>4.10</b>	<b>4.57</b>	<b>1.37</b>	<b>8.58</b>	<b>3.69</b>	<b>1.69</b>	<b>0.06</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Focus, Whitehaven	5.89	0.06	0.00	0.00	0.00	0.00	4.26	1.57	0.00
Local Shops	3.47	0.00	0.00	0.00	0.00	0.06	2.34	1.06	0.00
<b>Sub-Total</b>	<b>9.36</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>6.60</b>	<b>2.63</b>	<b>0.00</b>
<b>Millom</b>									
Local Shops	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.57
<b>Cleator Moor</b>									
Local Shops	0.21	0.00	0.00	0.00	0.00	0.00	0.14	0.06	0.00
<b>Eremonst</b>									
Local Shops	0.25	0.00	0.00	0.00	0.00	0.00	0.07	0.19	0.00
<b>Seascale</b>									
Local Shops	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00
<b>SUB TOTAL COPELAND</b>	<b>11.51</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>6.81</b>	<b>3.01</b>	<b>1.57</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>37.72</b>	<b>2.20</b>	<b>4.10</b>	<b>4.57</b>	<b>1.37</b>	<b>8.65</b>	<b>10.50</b>	<b>4.69</b>	<b>1.63</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Carlisle</b>									
Homebase, Parkhouse Road, Carlisle	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, London Road, Carlisle	2.64	2.47	0.00	0.00	0.17	0.00	0.00	0.00	0.00
Kingstown Retail Park, Carlisle	0.13	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingstown Industrial Estate, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.06	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops	0.63	0.39	0.00	0.06	0.17	0.00	0.00	0.00	0.00
<b>Sub-total</b>	<b>3.52</b>	<b>3.11</b>	<b>0.00</b>	<b>0.06</b>	<b>0.35</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Eden District</b>									
B&Q, Bridge Lane, Penrith	0.69	0.19	0.05	0.06	0.39	0.00	0.00	0.00	0.00
Local Shops	0.86	0.13	0.00	0.06	0.60	0.00	0.00	0.06	0.00
<b>Sub-total</b>	<b>1.55</b>	<b>0.33</b>	<b>0.05</b>	<b>0.13</b>	<b>0.99</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>
<b>Barrow-in-Furness Borough</b>									
Homebase, Hindpool Road, Barrow	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67
B&Q, Duke Street, Barrow	1.27	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.21
Local Shops	0.47	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.42
<b>Sub-total</b>	<b>2.40</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>2.30</b>
<b>South Lakeland District</b>									
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-total</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Other</b>									
Riversway Park, Preston	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
<b>Sub-total</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>7.54</b>	<b>3.44</b>	<b>0.05</b>	<b>0.19</b>	<b>1.37</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>2.36</b>
Internet / mail order / catalogue	1.33	0.06	0.10	0.13	0.08	0.39	0.50	0.06	
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>46.59</b>	<b>5.70</b>	<b>4.26</b>	<b>4.90</b>	<b>2.83</b>	<b>9.04</b>	<b>10.99</b>	<b>4.89</b>	<b>3.99</b>

Notes:  
a. Post code sectors  
1 - CA7 0, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone

TABLE 23: TURNOVER (ALL GOODS)

DESTINATION	TOTAL ALL GOODS (£m)	ZONE 1 ALL GOODS (£m)	ZONE 2 ALL GOODS (£m)	ZONE 3 ALL GOODS (£m)	ZONE 4 ALL GOODS (£m)	ZONE 5 ALL GOODS (£m)	ZONE 6 ALL GOODS (£m)	ZONE 7 ALL GOODS (£m)	ZONE 8 ALL GOODS (£m)
<b>WEST CUMBRIA</b>									
<b>Allerdale</b>									
Workington									
Matalan, Solway Road, Workington	2.64	0.00	0.00	0.60	0.15	0.55	1.01	0.32	0.00
Dunmail Park, Workington	6.56	0.00	0.69	0.45	0.18	2.26	2.15	0.83	0.00
Derwent Howe Retail Park, Workington	37.03	1.79	4.91	4.49	0.43	14.92	7.50	2.91	0.06
Local Shops	154.03	4.38	24.59	19.72	4.26	67.33	21.76	11.73	0.26
<b>Sub-Total</b>	<b>200.25</b>	<b>6.18</b>	<b>30.19</b>	<b>25.26</b>	<b>5.02</b>	<b>85.06</b>	<b>32.43</b>	<b>15.79</b>	<b>0.32</b>
<b>Cockermouth</b>									
Local Shops	24.33	1.10	0.94	18.20	1.30	1.46	0.69	0.63	0.00
Lakes Homecentre, Low Road, Cockermouth	0.48	0.13	0.00	0.00	0.19	0.07	0.00	0.09	0.00
<b>Sub-Total</b>	<b>24.81</b>	<b>1.23</b>	<b>0.94</b>	<b>18.20</b>	<b>1.49</b>	<b>1.53</b>	<b>0.69</b>	<b>0.72</b>	<b>0.00</b>
<b>Maryport</b>									
Local Shops	10.01	0.62	7.52	0.97	0.00	0.55	0.35	0.00	0.00
<b>Wigton</b>									
Local Shops	8.77	7.96	0.00	0.09	0.48	0.00	0.18	0.00	0.05
<b>Aspatria</b>									
Local Shops	1.30	0.98	0.07	0.25	0.00	0.00	0.00	0.00	0.00
<b>Silloth</b>									
Local Shops	1.77	1.48	0.13	0.00	0.00	0.16	0.00	0.00	0.00
Other	0.36	0.05	0.00	0.00	0.00	0.30	0.00	0.00	0.00
<b>SUB-TOTAL ALLERDALE</b>	<b>247.26</b>	<b>18.51</b>	<b>38.85</b>	<b>44.77</b>	<b>6.99</b>	<b>87.61</b>	<b>33.65</b>	<b>16.51</b>	<b>0.38</b>
<b>Copeland</b>									
<b>Whitehaven</b>									
Bridges Retail Park, Whitehaven	0.77	0.00	0.00	0.00	0.00	0.07	0.53	0.17	0.00
Focus, Whitehaven	6.57	0.06	0.00	0.00	0.00	0.00	4.86	1.65	0.00
Tesco, North Shore, Whitehaven	0.16	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00
Sneakyass Retail Park, Whitehaven	0.99	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00
Local Shops	97.99	0.09	0.51	0.69	0.11	1.63	71.17	23.21	0.58
<b>Sub-Total</b>	<b>105.58</b>	<b>0.15</b>	<b>0.51</b>	<b>0.69</b>	<b>0.11</b>	<b>1.70</b>	<b>78.60</b>	<b>25.04</b>	<b>0.58</b>
<b>Milom</b>									
Local Shops	7.70	0.00	0.07	0.00	0.00	0.00	0.00	0.00	7.63
<b>Cleator Moor</b>									
Local Shops	2.22	0.00	0.00	0.00	0.00	0.08	1.46	0.68	0.00
<b>Egremont</b>									
Local Shops	4.32	0.00	0.00	0.00	0.00	0.00	0.40	3.92	0.00
<b>Seascale</b>									
Local Shops	1.46	0.00	0.00	0.00	0.00	0.00	0.00	1.46	0.00
<b>SUB-TOTAL COPELAND</b>	<b>121.27</b>	<b>0.15</b>	<b>0.57</b>	<b>0.69</b>	<b>0.11</b>	<b>1.78</b>	<b>78.66</b>	<b>31.10</b>	<b>8.21</b>
<b>SUB TOTAL WEST CUMBRIA</b>	<b>368.53</b>	<b>18.66</b>	<b>39.42</b>	<b>45.46</b>	<b>7.10</b>	<b>89.39</b>	<b>112.30</b>	<b>47.61</b>	<b>8.58</b>
<b>OUTSIDE WEST CUMBRIA</b>									
<b>Lake District National Park</b>									
Keswick	16.12	0.26	0.37	2.16	12.94	0.11	0.11	0.16	0.00
<b>Sub-Total</b>	<b>16.12</b>	<b>0.26</b>	<b>0.37</b>	<b>2.16</b>	<b>12.94</b>	<b>0.11</b>	<b>0.11</b>	<b>0.16</b>	<b>0.00</b>
<b>Carlisle</b>									
Kingstown Retail Park, Carlisle	2.07	1.55	0.00	0.00	0.05	0.13	0.26	0.09	0.00
Madford Retail Park, Carlisle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Harwick Circus Retail Park, Carlisle	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Homebase, Parkhouse Road, Carlisle	0.15	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, London Road, Carlisle	2.73	2.56	0.00	0.00	0.17	0.00	0.00	0.00	0.00
Kingstown Industrial Estate, Carlisle	0.17	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Nicholas Gate Retail Park, Carlisle	0.60	0.53	0.00	0.00	0.00	0.07	0.00	0.00	0.00
Local Shops	73.23	37.73	5.05	6.05	8.27	8.28	4.39	3.15	0.32
<b>Sub-Total</b>	<b>79.06</b>	<b>42.70</b>	<b>5.05</b>	<b>6.14</b>	<b>8.49</b>	<b>8.48</b>	<b>4.64</b>	<b>3.24</b>	<b>0.32</b>
<b>Barrow-in-Furness Borough</b>									
Homebase, Hindpool Road, Barrow	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67
B&Q, Duke Street, Barrow	1.45	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.38
Local Shops	23.12	0.00	0.00	0.00	0.04	0.25	0.14	0.38	22.30
<b>Sub-Total</b>	<b>25.23</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.25</b>	<b>0.14</b>	<b>0.44</b>	<b>24.35</b>
<b>South Lakeland District</b>									
Local Shops	3.44	0.18	0.41	0.00	1.02	0.08	0.42	0.51	0.82
<b>Sub-Total</b>	<b>3.44</b>	<b>0.18</b>	<b>0.41</b>	<b>0.00</b>	<b>1.02</b>	<b>0.08</b>	<b>0.42</b>	<b>0.51</b>	<b>0.82</b>
<b>Other</b>									
Other	25.17	2.15	1.83	3.29	3.65	4.40	4.18	2.89	2.78
<b>Sub-Total</b>	<b>25.17</b>	<b>2.15</b>	<b>1.83</b>	<b>3.29</b>	<b>3.65</b>	<b>4.40</b>	<b>4.18</b>	<b>2.89</b>	<b>2.78</b>
<b>SUB TOTAL OUTSIDE WEST CUMBRIA</b>	<b>149.01</b>	<b>45.29</b>	<b>7.65</b>	<b>11.60</b>	<b>26.15</b>	<b>13.32</b>	<b>9.49</b>	<b>7.24</b>	<b>28.27</b>
Internet / mail order / catalogue	46.99	5.50	4.32	4.51	2.23	7.30	13.46	5.60	4.07
Don't know / can't remember									
Don't buy these items									
<b>TOTAL</b>	<b>564.53</b>	<b>69.45</b>	<b>51.40</b>	<b>61.56</b>	<b>35.49</b>	<b>110.01</b>	<b>135.25</b>	<b>60.45</b>	<b>40.92</b>

Notes:  
a. Post code sectors  
1 - CA7 8, CA7 3, CA7 4, CA7 5, CA7 8, CA7 9  
2 - CA15 6, CA15 7, CA15 8  
3 - CA13 0, CA13 9, CA7 2  
4 - CA12 4, CA12 5, CA7 1  
5 - CA14 1, CA14 2, CA14 3, CA14 4, CA14 5  
6 - CA24 3, CA25 5, CA26 3, CA28 6, CA28 7, CA28 8, CA28 9  
7 - CA19 1, CA20 1, CA21 2, CA22 2, CA23 3, CA27 0  
8 - LA18 4, LA18 5, LA19 5, LA20 6  
b. Turnover = market share x expenditure by zone