

**APPENDIX 2:
HOUSEHOLD SURVEY RESULTS**

Allerdale / Copeland Household Survey for White Young Green

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Q01 Where do you go for your main food and grocery shopping?																				
<i>Those who do main food shopping at Q01 (Excluding 'varies')</i>																				
Aldi - Derwent Drive, Workington	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0	1.1%	1	3.6%	7	1.1%	2	0.0%	0	0.0%	0	
Aldi - Preston Street, Whitehaven	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	5.9%	5	0.0%	0	0.0%	
Aldi - Low Road, Cockermouth	1.4%	13	2.1%	2	0.0%	0	7.1%	6	5.5%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi - Kingstown Road, Carlisle	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi - Ullswater Road, Penrith	0.4%	4	1.1%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Aldi - Hindpool Road, Barrow	0.1%	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	1.1%	1
Aldi - Appleby Road, Kendal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda - Chandler Way, Parkhouse, Carlisle	1.3%	12	8.5%	9	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Asda - Walney Road, Barrow in Furness	2.1%	18	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%	18
Asda - Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths - Tithebarn Street, Keswick	2.6%	23	0.0%	0	0.0%	0	0.0%	0	41.8%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths - Victoria Street, Windermere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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%	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	3.3%	2
Booths - Dodgeson Croft Road, Kirkby Lonsdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths - Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays - Harrington Road, Workington	0.1%	1	1.1%	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
Co-op Alldays - Lakeland Avenue, Seacliffe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays - Lapstone Road, Millom	0.1%	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	1.1%	1
Co-op Foodstore - Main Street, Distington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Curzon Street, Maryport	1.7%	15	1.1%	1	14.0%	12	1.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Station Street, Cockermouth	0.2%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Leconfield Street, Cleator Moor	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Main Street, Egremont	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	10	0.0%	0	0.0%	0
Co-op Foodstore - King Street, Aspatria	0.1%	1	1.1%	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
Co-op Foodstore - Caldew Street, Silloth	0.5%	5	4.3%	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
Co-op Foodstore and Electrical - St James Court, Keswick	0.6%	5	0.0%	0	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods - High Street, Annan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Iceland - Hindpool Road, Barrow in Furness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland - Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland - Preston Street, Whitehaven	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	2.4%	2	0.0%	0	0.0%	0
Iceland - 62-64 Pow Street, Workington	0.6%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl - Bridges Retail Park, Whitehaven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl - Charlotte 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
Lidl - Walney Road, Barrow in Furness	0.2%	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	2.2%	1
Marks and Spencer Simply Food - Broadfield Site,	0.2%	2	1.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

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May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Carlisle																		
Marks and Spencer - Pow Street, Workington	1.4%	12	0.0%	0	1.2%	1	1.2%	1	0.0%	0	4.8%	9	0.0%	0	1.2%	1	0.0%	0
Netto - The Ginns, Whitehaven	1.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.1%	5	3.5%	3	0.0%	0
Netto - St Nicholas Gate Retail Park, 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
Netto - Risedale Road, Barrow in Furness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrison's - Derwent Drive, Workington	15.5%	137	7.4%	8	31.4%	26	9.4%	8	4.4%	2	47.3%	90	1.6%	3	0.0%	0	0.0%	0
WM Morrison's - Flattwalks, Whitehaven	14.2%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.2%	94	35.3%	30	3.3%	2
Sainsbury's - Station Street, Cockermouth	6.6%	58	2.1%	2	3.5%	3	54.1%	46	6.6%	4	1.2%	2	0.0%	0	1.2%	1	0.0%	0
Somerfield - Station Road, Wigton	3.5%	31	27.7%	30	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - St Cuthbert Street, Kirkcudbright	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - Butts Street, Annan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - Scott Street, Annan	0.0%	0	0.0%	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%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - Lapstone Road, Millom	1.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.4%	16
Spar - Westfield Drive, Workington	0.0%	0	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 - Aynsome Road, Cartmel	0.0%	0	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 - Sandylands Road, Kendal	0.0%	0	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
Spar - High Street, Cleaton Moor	0.0%	0	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
Spar - High Street, Kirkby Stephen	0.0%	0	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
Spar - King Street, Wigton	0.0%	0	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, Maryport	0.0%	0	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, Wigton	0.0%	0	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
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
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
Spar - Burrowgate, Penrith	0.0%	0	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 - Netherby Street, Longtown	0.0%	0	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, Wigton	0.0%	0	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
Spar - Main Street, Brampton	0.0%	0	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 - Boroughgate, Appleby-in-Westmorland	0.0%	0	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 - Richmond Hill Road, Whitehaven	0.0%	0	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 - Shorley Lane, Keswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	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
Spar - Main Street, Staveley	0.0%	0	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 - The Square, Milnthorpe	0.0%	0	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 - Workington	14.0%	124	3.2%	3	40.7%	34	15.3%	13	4.4%	2	37.0%	70	0.5%	1	0.0%	0	1.1%	1
Tesco - North Shore, Whitehaven	14.0%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	43.7%	95	32.9%	28	0.0%	0
Tesco - Lockerbie	0.0%	0	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 - Aspatria Town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Centre																		
Local Shops - Barrow in Furness Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Local Shops - Carlisle City Centre	0.0%	0	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 - Cleator Moor	0.0%	0	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 - Cockermouth Town Centre	0.0%	0	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 - Distington	0.0%	0	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 - Egremont Town Centre	0.0%	0	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 - Frizington	0.0%	0	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 - Gosforth	0.0%	0	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 - Haverigg	0.0%	0	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 - Maryport Town Centre	0.0%	0	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 - Kendal Town Centre	0.0%	0	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 - Keswick Town Centre	0.0%	0	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 - Millom Town Centre	0.0%	0	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 - Penrith Town Centre	0.0%	0	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 - Seascale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Local Shops - Silloth Town Centre	0.0%	0	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 - St Bees	0.0%	0	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 - Whitehaven Town Centre	0.0%	0	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 - Wigton Town Centre	0.0%	0	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 - Windermere Town Centre	0.0%	0	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 - Workington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Market - Aspatria	0.0%	0	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 - Cleator Moor	0.0%	0	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 - Cockermouth	0.0%	0	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 - Egremont	0.0%	0	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 - Keswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market - Maryport	0.0%	0	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 - Silloth	0.0%	0	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 - Whitehaven	0.0%	0	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 - Wigton	0.0%	0	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 - Workington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	6	3.2%	3	0.0%	0	1.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Internet / Home Delivery	3.4%	30	6.4%	7	1.2%	1	3.5%	3	5.5%	3	0.6%	1	1.1%	2	4.7%	4	13.3%	9
Morrisons, Kingsdown Road, Carlisle	1.6%	14	10.6%	11	1.2%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Barrow-in-Furness	1.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.6%	10
Tesco Metro, Victoria Viaduct, Carlisle	0.9%	8	7.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, King Street, Wigton	0.7%	6	4.3%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Senhouse Street, Maryport	0.7%	6	1.1%	1	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road, Penrith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Warwick Road, Carlisle	0.6%	5	4.3%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, The Strand, Barrow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Weighted base:	886		107		82		85		56		189		217		85		64	
Sample:	886		94		86		85		91		165		190		85		90	

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8											
Q02 Which retailer do you purchase your main food internet/ home delivery shopping from? (those that answered internet/ home delivery at Q01.)																				
<i>Those who said 'Internet/ Home Delivery' at Q01</i>																				
Asda	11.9%	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	41.7%	4
Iceland	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	0.0%	0	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	74.7%	22	100.0%	7	100.0%	1	100.0%	3	40.0%	1	0.0%	0	100.0%	2	75.0%	3	58.3%	5		
Other	9.5%	3	0.0%	0	0.0%	0	0.0%	0	60.0%	2	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Varies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		30		7		1		3		3		1		2		4		9		
Sample:		34		6		1		3		5		1		2		4		12		

Q03 How frequently do you buy main food and grocery shopping trips from...? (Store/destination mentioned at Q01)*Those who do main food shopping at Q01 (Excluding 'Internet/ Home Delivery')*

Two or more times a week	25.7%	246	14.9%	17	14.3%	13	29.3%	27	24.2%	14	26.0%	53	36.7%	88	20.4%	19	23.8%	14		
At least once a week	56.5%	539	54.5%	63	75.5%	71	53.3%	49	60.0%	35	59.3%	121	53.8%	129	53.8%	50	36.9%	22		
At least once a fortnight	9.9%	94	15.8%	18	4.1%	4	13.0%	12	8.4%	5	9.0%	18	5.7%	14	11.8%	11	20.2%	12		
At least once a month	6.2%	59	12.9%	15	4.1%	4	2.2%	2	4.2%	2	3.4%	7	3.3%	8	11.8%	11	16.7%	10		
At least every two months	0.4%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1		
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Varies	1.2%	12	0.0%	0	2.0%	2	2.2%	2	2.1%	1	2.3%	5	0.5%	1	1.1%	1	0.0%	0		
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1		
Weighted base:		955		115		94		92		58		203		240		93		60		
Sample:		950		101		98		92		95		177		210		93		84		

Q04 How do you normally travel to...? (Store/destination mentioned at Q01)*Those who do main food shopping at Q01 (Excluding 'Internet/ Home Delivery')*

Bicycle	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bus, minibus or coach	5.7%	55	1.0%	1	5.1%	5	3.3%	3	3.2%	2	6.2%	13	11.4%	27	3.2%	3	1.2%	1		
Car/van (as driver)	63.7%	608	76.2%	88	61.2%	57	60.9%	56	63.2%	37	59.9%	122	62.4%	150	72.0%	67	53.6%	32		
Car/van (as passenger)	19.6%	187	15.8%	18	24.5%	23	10.9%	10	9.5%	6	26.6%	54	18.1%	43	18.3%	17	27.4%	16		
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Motorcycle, scooter or moped	0.2%	2	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Taxi	1.6%	15	0.0%	0	2.0%	2	2.2%	2	1.1%	1	0.6%	1	2.4%	6	2.2%	2	2.4%	1		
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Walk	8.4%	80	5.9%	7	7.1%	7	18.5%	17	18.9%	11	6.2%	13	5.2%	13	4.3%	4	15.5%	9		
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Varies	0.5%	4	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0		
Delivered	0.2%	2	1.0%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Weighted base:		955		115		94		92		58		203		240		93		60		
Sample:		950		101		98		92		95		177		210		93		84		

Q05 When you go main food shopping is your journey part of another journey/ activity (excludes internet/ home delivery?)*Those who do main food shopping at Q01 (Excluding 'Internet/ Home Delivery')*

Yes – travelling to/from work	13.3%	127	13.9%	16	13.3%	12	26.1%	24	22.1%	13	15.8%	32	7.1%	17	10.8%	10	3.6%	2		
Yes – travelling to/from school/college	2.2%	21	1.0%	1	2.0%	2	5.4%	5	2.1%	1	1.1%	2	2.4%	6	1.1%	1	4.8%	3		
Yes – Other	0.9%	9	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	2.2%	2	4.8%	3		
No	75.8%	724	70.3%	81	76.5%	72	60.9%	56	63.2%	37	77.4%	157	84.3%	202	79.6%	74	75.0%	45		
Visiting friends / relatives	2.9%	28	6.9%	8	0.0%	0	4.3%	4	4.2%	2	2.8%	6	1.9%	5	1.1%	1	3.6%	2		
Other food / non food shopping	1.5%	15	2.0%	2	2.0%	2	1.1%	1	3.2%	2	0.0%	0	1.9%	5	1.1%	1	3.6%	2		
Banking	0.7%	7	3.0%	3	1.0%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0		
Leisure	1.2%	12	1.0%	1	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.4%	3	2.2%	2	6.0%	4		
(Don't Know)	1.6%	15	0.0%	0	5.1%	5	1.1%	1	1.1%	1	2.3%	5	1.4%	3	1.1%	1	0.0%	0		
Weighted base:		955		115		94		92		58		203		240		93		60		
Sample:		950		101		98		92		95		177		210		93		84		

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q06 When do you do your main food shopping?																		
<i>Those who do main food shopping at Q01</i>																		
Weekdays during the day	51.8%	510	57.9%	71	44.4%	42	46.3%	44	59.0%	36	56.2%	115	50.0%	121	52.6%	51	43.8%	30
Weekdays during the evening	8.6%	84	4.7%	6	12.1%	12	14.7%	14	2.0%	1	11.8%	24	6.1%	15	8.2%	8	7.3%	5
Saturday	12.2%	120	9.3%	11	20.2%	19	10.5%	10	8.0%	5	10.1%	21	12.3%	30	10.3%	10	20.8%	14
Sunday	2.4%	24	1.9%	2	2.0%	2	2.1%	2	0.0%	0	1.7%	3	4.2%	10	1.0%	1	4.2%	3
Varies (Don't know)	25.1%	247	26.2%	32	21.2%	20	26.3%	25	31.0%	19	20.2%	41	27.4%	66	27.8%	27	24.0%	16
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		985		122		95		95		61		204		242		96		68
Sample:		984		107		99		95		100		178		212		97		96

Q07 When you go main food shopping is your trip linked with any other activity?*Those who do main food shopping at Q01 (Excluding 'Internet/ Home Delivery')*

Yes – non-food shopping	20.4%	195	24.8%	28	17.3%	16	19.6%	18	26.3%	15	11.3%	23	18.6%	45	28.0%	26	39.3%	23
Yes – leisure activity	5.4%	51	5.9%	7	1.0%	1	2.2%	2	9.5%	6	4.5%	9	4.8%	11	9.7%	9	10.7%	6
Yes – visiting services such as banks and other financial institutions	10.5%	100	8.9%	10	7.1%	7	14.1%	13	14.7%	9	8.5%	17	11.0%	26	12.9%	12	10.7%	6
Yes – other activity	1.7%	16	4.0%	5	0.0%	0	1.1%	1	5.3%	3	1.1%	2	1.4%	3	1.1%	1	1.2%	1
Varies	3.7%	35	6.9%	8	6.1%	6	4.3%	4	4.2%	2	3.4%	7	1.4%	3	5.4%	5	0.0%	0
No	59.3%	567	47.5%	55	68.4%	64	63.0%	58	47.4%	28	68.9%	140	63.3%	152	49.5%	46	40.5%	24
Food shopping	2.4%	23	3.0%	3	1.0%	1	1.1%	1	4.2%	2	4.5%	9	1.0%	2	2.2%	2	2.4%	1
Visiting friends / relatives	2.5%	24	5.0%	6	0.0%	0	2.2%	2	2.1%	1	3.4%	7	1.0%	2	4.3%	4	3.6%	2
Visit café / restaurant	1.6%	15	1.0%	1	3.1%	3	2.2%	2	1.1%	1	1.1%	2	1.4%	3	0.0%	0	4.8%	3
Visit the library	0.5%	5	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.0%	0	1.1%	1	1.2%	1
Recycling	0.7%	6	1.0%	1	0.0%	0	0.0%	0	1.1%	1	1.1%	2	1.0%	2	0.0%	0	0.0%	0
Work	0.4%	4	2.0%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Browsing / walking around	0.4%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0
Visit doctors / dentists	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	2.2%	2	1.2%	1
(Don't know)	0.4%	4	0.0%	0	1.0%	1	1.1%	1	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Weighted base:		955		115		94		92		58		203		240		93		60
Sample:		950		101		98		92		95		177		210		93		84

Q08 Where do you do this non-food shopping? (EXCLUDING CHRISTMAS SHOPPING)*Those who do main food shopping at Q01 and who have a linked trip for non-food shopping at Q07 (excluding don't know/vaires Q08)*

Aspatria Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	8.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	71.0%	16
Carlisle City Centre	9.9%	18	55.0%	13	5.9%	1	23.5%	4	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleator Moor Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Cockermouth Town Centre	5.4%	10	5.0%	1	5.9%	1	35.3%	6	4.2%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Egremont Town Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	5.0%	9	5.0%	1	0.0%	0	0.0%	0	54.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	1.2%	2	0.0%	0	5.9%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.6%	5
Penrith Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	16.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silloth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	32.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	89.5%	39	87.5%	21	0.0%	0
Wigton Town Centre	3.4%	6	25.0%	6	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	25.0%	46	10.0%	2	76.5%	12	41.2%	7	16.7%	2	80.0%	18	2.6%	1	8.3%	2	0.0%	0
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derwent Howe Retail Park, Workington	1.8%	3	0.0%	0	5.9%	1	0.0%	0	0.0%	0	10.0%	2	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, 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
Madford Retail Park, 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
St Nicholas Gate Retail Park, 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
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Ulverston	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	1
Weighted base:		183		23		16		17		15		23		43		24		22
Sample:		191		20		17		17		24		20		38		24		31

Allerdale / Copeland Household Survey for White Young Green

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q09 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?									
Yes	73.8% 739	76.6% 93	74.0% 71	73.0% 73	57.0% 35	74.4% 154	80.8% 198	61.4% 62	75.0% 53
No	26.2% 263	23.4% 28	26.0% 25	27.0% 27	43.0% 26	25.6% 53	19.2% 47	38.6% 39	25.0% 18
Weighted base:	1002	122	96	100	61	207	245	100	71
Sample:	1002	107	100	100	100	180	214	101	100

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q10 Where do you go for this 'top-up' shopping?																		
<i>Those who do top up food shopping at Q09 (Excluding (Don't know) and varies at Q10)</i>																		
Aldi - Derwent Drive, Workington	0.7%	4	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0
Aldi - Preston Street, Whitehaven	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Aldi - Low Road, Cockermouth	0.5%	3	0.0%	0	0.0%	0	3.4%	2	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi - Kingstown Road, Carlisle	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi - Ullswater Road, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi - 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
Aldi - Appleby Road, Kendal	0.0%	0	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	0.0%	0	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 - Walney Road, Barrow in Furness	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda - Burton Road, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths - Tithebarn Street, Keswick	2.1%	13	0.0%	0	0.0%	0	0.0%	0	43.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths - Victoria Street, Windermere	0.2%	1	0.0%	0	1.5%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths - Dodgeson Croft Road, Kirkby Lonsdale	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Booths - Wainwrights Yard, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays - Harrington Road, Workington	1.9%	12	0.0%	0	1.5%	1	1.7%	1	0.0%	0	7.6%	10	0.0%	0	0.0%	0	0.0%	0
Co-op Alldays - Lakeland Avenue, Seacliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Co-op Alldays - Lapstone Road, Millom	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	8
Co-op Foodstore - Main Street, Distington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Curzon Street, Maryport	4.1%	26	0.0%	0	40.0%	25	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Station Street, Cockermouth	0.8%	5	0.0%	0	0.0%	0	8.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Leconfield Street, Cleator Moor	3.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	19	3.7%	2	0.0%	0
Co-op Foodstore - Main Street, Egremont	4.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.1%	26	0.0%	0
Co-op Foodstore - King Street, Aspatria	1.4%	9	7.2%	6	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore - Caldew Street, Silloth	1.7%	11	11.6%	9	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore and Electrical - St James Court, Keswick	0.7%	4	0.0%	0	0.0%	0	0.0%	0	13.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods - High Street, Annan	0.0%	0	0.0%	0	0.0%	0	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
Iceland - Hindpool Road, Barrow in Furness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland - Highgate, Kendal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland - Preston Street, Whitehaven	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Iceland - 62-64 Pow Street, Workington	2.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	16	0.0%	0	0.0%	0	0.0%	0
Lidl - Bridges Retail Park, Whitehaven	0.0%	0	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	0.2%	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
Lidl - Walney Road, Barrow in Furness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer Simply Food - Broadfield Site,	0.2%	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

Column % ges.

Allerdale / Copeland Household Survey for White Young Green

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Carlisle																		
Marks and Spencer - Pow Street, Workington	2.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	13	0.0%	0	0.0%	0	0.0%	0
Netto - The Ginns, Whitehaven	0.0%	0	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 Retail Park, 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
Netto - Risedale Road, Barrow in Furness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WM Morrison's - Derwent Drive, Workington	4.8%	31	1.4%	1	1.5%	1	0.0%	0	0.0%	0	21.2%	29	0.0%	0	0.0%	0	0.0%	0
WM Morrison's - Flattwalks, Whitehaven	6.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	42	3.7%	2	0.0%	0
Sainsbury's - Station Street, Cockermouth	5.6%	36	0.0%	0	0.0%	0	54.2%	32	3.9%	1	1.7%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield - Station Road, Wigton	3.0%	19	23.2%	18	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - St Cuthbert Street, Kirkcudbright	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - Butts Street, Annan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - Scott Street, Annan	0.0%	0	0.0%	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	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield - Lapstone Road, Millom	4.3%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.0%	28
Spar - Westfield Drive, Workington	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0
Spar - Aynsome Road, Cartmel	0.0%	0	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 - Sandylands Road, Kendal	0.0%	0	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
Spar - High Street, Cleaton Moor	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	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
Spar - High Street, Kirkby Stephen	0.0%	0	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
Spar - King Street, Wigton	0.0%	0	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, Maryport	0.0%	0	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, Wigton	0.2%	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
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
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
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
Spar - Burrowgate, Penrith	0.0%	0	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 - Netherby Street, Longtown	0.0%	0	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, Wigton	0.2%	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
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
Spar - Main Street, Brampton	0.0%	0	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 - Boroughgate, Appleby-in-Westmorland	0.0%	0	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 - Richmond Hill Road, Whitehaven	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	11	0.0%	0	0.0%	0
Spar - Shorley Lane, Keswick	0.6%	4	0.0%	0	0.0%	0	0.0%	0	11.8%	4	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
Spar - Main Street, Staveley	0.0%	0	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 - The Square, Milnthorpe	0.0%	0	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 - Workington	6.2%	40	1.4%	1	7.7%	5	6.8%	4	0.0%	0	22.0%	30	0.0%	0	0.0%	0	0.0%	0
Tesco - North Shore, Whitehaven	6.9%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	41	5.6%	3	0.0%	0
Tesco - Lockerbie	0.0%	0	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 - Aspatria Town	0.2%	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

Column %ges.

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Centre																		
Local Shops - Barrow in Furness Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Local Shops - Carlisle City Centre	0.0%	0	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 - Cleator Moor	1.6%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	10	0.0%	0	0.0%	0
Local Shops - Cockermouth Town Centre	0.9%	6	0.0%	0	0.0%	0	10.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Distington	0.0%	0	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 - Egremont Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Local Shops - Frizington	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Local Shops - Gosforth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Local Shops - Haverigg	0.0%	0	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 - Maryport Town Centre	1.4%	9	0.0%	0	12.3%	8	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Kendal Town Centre	0.0%	0	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 - Keswick Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Millom Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4
Local Shops - Penrith Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Seascale	1.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	8	0.0%	0
Local Shops - Silloth Town Centre	0.2%	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
Local Shops - St Bees	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Local Shops - Whitehaven Town Centre	3.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	19	0.0%	0	0.0%	0
Local Shops - Wigton Town Centre	1.3%	9	10.1%	8	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Windermere Town Centre	0.0%	0	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 - - Workington Town Centre	3.4%	22	0.0%	0	1.5%	1	0.0%	0	0.0%	0	14.4%	20	0.7%	1	0.0%	0	0.0%	0
Market - Aspatria	0.0%	0	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 - Cleator Moor	0.0%	0	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 - Cockermouth	0.0%	0	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 - Egremont	0.0%	0	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 - Keswick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market - Maryport	0.0%	0	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 - Silloth	0.2%	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
Market - Whitehaven	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Market - Wigton	0.0%	0	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 - Workington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.0%	38	8.7%	7	12.3%	8	6.8%	4	3.9%	1	4.2%	6	3.3%	6	5.6%	3	9.2%	4
Internet / Home Delivery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron, Senhouse Street, Maryport	1.5%	10	0.0%	0	15.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, King Street, Wigton	1.3%	9	10.1%	8	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Allerdale	0.7%	5	5.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Copeland	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Local Shops - Workington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops - Carlisle	0.4%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Brunswick Road	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Maryport	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Homerook	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Local Shops - Millom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Local Shops - Silloth	0.2%	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
Local Shops - Whitehaven	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	5	0.0%	0	0.0%	0
Weighted base:	638		79		62		59		31		135		171		54		46	
Sample:	631		69		65		59		51		118		150		54		65	

Allerdale / Copeland Household Survey for White Young Green

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q11 How often do you make 'top up' shopping trips to...? (Store/destination mentioned at Q10)																		
<i>Those who do top up food shopping at Q10 (Excluding 'Internet/ Home Delivery')</i>																		
Daily	12.6%	93	13.4%	13	6.8%	5	11.0%	8	8.9%	3	14.2%	22	11.6%	23	16.1%	10	18.7%	10
Two or more times a week	51.3%	379	47.6%	44	58.1%	41	47.9%	35	53.6%	18	48.5%	75	56.1%	111	41.9%	26	53.3%	28
At least once a week	26.7%	198	32.9%	31	25.7%	18	27.4%	20	25.0%	9	26.9%	41	26.6%	53	22.6%	14	22.7%	12
At least once a fortnight	3.5%	26	3.7%	3	4.1%	3	4.1%	3	1.8%	1	4.5%	7	2.9%	6	3.2%	2	2.7%	1
At least once a month	0.9%	7	0.0%	0	1.4%	1	2.7%	2	1.8%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0
Less often	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.2%	2	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Varies	4.1%	30	2.4%	2	4.1%	3	5.5%	4	8.9%	3	5.2%	8	1.7%	3	8.1%	5	2.7%	1
(Don't know)	0.4%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Weighted base:		738		93		71		73		34		154		198		62		53
Sample:		729		82		74		73		56		134		173		62		75

Q12 Which retailer do you purchase your top-up food internet/ home delivery shopping from?*Those who said 'Internet/ Home Delivery' at Q10*

Asda	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	0.0%	0	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	99.9%	1	0.0%	0	0.0%	0	0.0%	0	99.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know/ varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1		0		0		0		1		0		0		0		0
Sample:		1		0		0		0		1		0		0		0		0

Q13 Of all the money you spend on food and household groceries what share goes to your main food shop?*Those who do top up food shopping at Q09*

Over ¾	57.0%	421	53.7%	50	64.9%	46	56.2%	41	54.4%	19	60.4%	93	56.6%	112	46.8%	29	58.7%	31
½ to ¾	26.4%	195	35.4%	33	20.3%	14	17.8%	13	31.6%	11	26.1%	40	24.3%	48	35.5%	22	25.3%	14
¼ to ½	5.9%	44	4.9%	5	5.4%	4	11.0%	8	3.5%	1	5.2%	8	5.8%	11	8.1%	5	2.7%	1
Less than ¼	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
None	1.4%	11	0.0%	0	1.4%	1	2.7%	2	0.0%	0	0.7%	1	1.2%	2	3.2%	2	4.0%	2
(Don't know)	9.1%	67	6.1%	6	8.1%	6	12.3%	9	10.5%	4	7.5%	11	11.6%	23	6.5%	4	9.3%	5
Weighted base:		739		93		71		73		35		154		198		62		53
Sample:		730		82		74		73		57		134		173		62		75

Q14 Do you ever visit retail destinations for speciality food goods (e.g. farm shops, speciality bakers, speciality butchers, speciality cheese shops, etc.)?

Yes	37.3%	374	43.0%	52	36.0%	34	46.0%	46	35.0%	21	35.0%	72	33.2%	81	39.6%	40	37.0%	26
No	61.8%	619	57.0%	69	64.0%	61	51.0%	51	64.0%	39	63.3%	131	66.8%	163	58.4%	59	63.0%	45
(Don't know)	0.9%	9	0.0%	0	0.0%	0	3.0%	3	1.0%	1	1.7%	3	0.0%	0	2.0%	2	0.0%	0
Weighted base:		1002		122		96		100		61		207		245		100		71
Sample:		1002		107		100		100		100		180		214		101		100

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q15 If yes, where are these facilities?																		
<i>Those who visit speciality food goods (e.g. farm shops, speciality bakers, speciality butchers, speciality cheese shops, etc.) at Q14 (Excluding (Don't know) at Q15)</i>																		
Other	41.4%	152	56.5%	30	60.0%	20	39.1%	18	48.5%	10	29.5%	21	21.4%	17	51.3%	20	63.9%	16
Haigh's Butchers, Whitehaven	7.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.3%	27	0.0%	0	0.0%	0
Haigh's Butchers, Workington	6.8%	25	2.2%	1	2.9%	1	0.0%	0	0.0%	0	29.5%	21	2.9%	2	0.0%	0	0.0%	0
R.J. Harrison Butchers, Wigton	5.1%	19	32.6%	17	0.0%	0	2.2%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
W. Lindsay & Sons Butchers, Station Street, Cockermouth	4.1%	15	2.2%	1	0.0%	0	23.9%	11	3.0%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Wilson's Butchers, Main Street, Egremont	4.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	35.9%	14	0.0%	0
Butchers, Wigton	2.8%	10	17.4%	9	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Farm Shop, Harrington	2.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	5	5.7%	5	2.6%	1	0.0%	0
Patton Family Butchers, Millom	2.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.9%	10
Donaldson Butchers, Market Place, Whitehaven	2.7%	10	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	8.6%	7	5.1%	2	0.0%	0
Pioneer Foods, Harrington	2.3%	9	6.5%	3	8.6%	3	0.0%	0	0.0%	0	1.6%	1	1.4%	1	0.0%	0	0.0%	0
Tony Harrison, Main Street, Cockermouth	2.3%	8	0.0%	0	0.0%	0	13.0%	6	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Butchers, Cockermouth	2.2%	8	0.0%	0	8.6%	3	6.5%	3	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Whins Farm Shop, High Harrington	2.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	8	0.0%	0	0.0%	0	0.0%	0
Butchers, Maryport	2.1%	8	0.0%	0	20.0%	7	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thomason's, Station Street, Keswick	1.7%	6	0.0%	0	0.0%	0	0.0%	0	30.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshalls, Corporation Road, Workington	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0
Greggs, Workington	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0
Wils Hambling Butchers, Market Place, Whitehaven	1.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	6	0.0%	0	0.0%	0
Cockermouth	1.4%	5	0.0%	0	0.0%	0	10.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers' Market, Egremont	1.4%	5	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	4	0.0%	0
Whitehaven	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Local butchers, Whitehaven	1.2%	4	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Wilson's Butchers, Main Street, Cleator Moor	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	2.6%	1	0.0%	0
Bryson's Bakers, Main Street, Cockermouth	1.1%	4	0.0%	0	2.9%	1	4.3%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local Butchers, Station Street, Cockermouth	1.1%	4	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cranstons, Carlisle	1.1%	4	2.2%	1	2.9%	1	0.0%	0	3.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Melville Tyson Butchers, Princes Street, Broughton-in-Furness	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	4
Bryson's Bakers, Main Street, Keswick	0.9%	3	0.0%	0	0.0%	0	2.2%	1	12.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs, Whitehaven	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Berry & Sons, Silloth, Wigton	0.9%	3	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farm Shops, Workington	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	2.6%	1	0.0%	0
Farmers' Market, Whitehaven	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.6%	1	0.0%	0
Cranstons, Penrith	0.8%	3	0.0%	0	0.0%	0	2.2%	1	3.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Fond Ewe Fine Cheeses, Keswick	0.8%	3	0.0%	0	0.0%	0	2.2%	1	3.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Harvest Bakery, Holborn Hill, Millom	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2
Weighted base:	367	52		34		46		20		70		80		39		26		
Sample:	366	46		35		46		33		61		70		39		36		

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q16 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)																		
<i>Those who buy clothing or footwear goods (Excluding 'Don't know' and 'Don't buy' at Q16)</i>																		
Matalan, Derwent Howe, Solway Road, Clay Flatts Industrial Estate, Workington	1.4%	14	0.0%	0	0.0%	0	3.3%	3	1.1%	1	1.1%	2	2.4%	6	2.1%	2	0.0%	0
Aspatia Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	5.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	1	69.4%	48
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	19.6%	188	75.5%	88	12.4%	12	20.7%	19	35.1%	20	12.5%	25	5.9%	14	9.6%	9	2.0%	1
Cleator Moor Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockermouth Town Centre	1.3%	13	0.0%	0	1.0%	1	7.6%	7	1.1%	1	0.6%	1	0.5%	1	2.1%	2	0.0%	0
Dunmail Park, Workington	1.7%	16	0.0%	0	2.1%	2	1.1%	1	0.0%	0	1.7%	3	2.9%	7	3.2%	3	0.0%	0
Derwent Howe Retail Park, Workington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.1%	1	0.0%	0
Egremont Town Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	5	0.0%	0
Kendal Town Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	1.1%	1	3.1%	2
Keswick Town Centre	2.2%	21	1.0%	1	1.0%	1	7.6%	7	19.1%	11	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, 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
Madford Retail Park, 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
Maryport Town Centre	0.3%	3	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Millom Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2
Penrith Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Silloth Town Centre	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	15.4%	147	0.0%	0	1.0%	1	1.1%	1	0.0%	0	1.1%	2	48.8%	114	30.9%	29	0.0%	0
Wigton Town Centre	0.8%	7	4.9%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	37.0%	355	10.8%	13	61.9%	57	44.6%	41	19.1%	11	71.6%	145	24.9%	58	30.9%	29	1.0%	1
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	30	0.0%	0	2.1%	2	2.2%	2	5.3%	3	2.8%	6	2.9%	7	3.2%	3	10.2%	7
Internet / Home Delivery	5.0%	48	4.9%	6	7.2%	7	2.2%	2	6.4%	4	2.3%	5	6.3%	15	6.4%	6	6.1%	4
Newcastle	1.5%	14	1.0%	1	2.1%	2	4.3%	4	0.0%	0	1.7%	3	1.5%	3	0.0%	0	0.0%	0
Manchester	1.0%	10	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	2	1.5%	3	1.1%	1	2.0%	1
Blackpool	0.8%	8	0.0%	0	2.1%	2	1.1%	1	1.1%	1	0.6%	1	0.5%	1	1.1%	1	1.0%	1
Leeds	0.6%	6	1.0%	1	3.1%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1
Metro Centre, Gateshead	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Ambleside	0.2%	2	0.0%	0	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Edinburgh	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Glasgow	0.2%	2	1.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Allerdale	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		958		116		93		92		57		202		234		94		70
Sample:		958		102		97		92		94		176		205		94		98

Q17 How do you normally travel to...? (destination mentioned at Q16)*Those who buy clothing or footwear goods at Q16 (Excluding 'Don't know' and 'Don't buy' at Q16)*

Bicycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bus, minibus or coach	10.7%	103	12.7%	15	13.4%	12	17.4%	16	9.6%	6	8.5%	17	12.7%	30	5.3%	5	3.1%	2
Car/van (as driver)	57.2%	548	70.6%	82	53.6%	50	64.1%	59	56.4%	32	51.1%	103	52.7%	123	64.9%	61	53.1%	37
Car/van (as passenger)	15.8%	152	8.8%	10	20.6%	19	9.8%	9	13.8%	8	17.0%	34	16.6%	39	19.1%	18	20.4%	14
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.2%	2	0.0%	0	1.0%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.9%	8	0.0%	0	0.0%	0	1.1%	1	1.1%	1	1.1%	2	2.0%	5	0.0%	0	0.0%	0
Train	2.5%	24	1.0%	1	4.1%	4	0.0%	0	2.1%	1	2.8%	6	0.5%	1	2.1%	2	12.2%	9
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	6.7%	64	2.0%	2	1.0%	1	2.2%	2	6.4%	4	16.5%	33	8.3%	19	2.1%	2	1.0%	1
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Shop via Internet (Varies)	5.0%	48	4.9%	6	6.2%	6	2.2%	2	8.5%	5	2.3%	5	6.3%	15	6.4%	6	6.1%	4
	0.7%	7	0.0%	0	0.0%	0	2.2%	2	2.1%	1	0.6%	1	0.5%	1	0.0%	0	2.0%	1
Weighted base:		958		116		93		92		57		202		234		94		70
Sample:		958		102		97		92		94		176		205		94		98

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q18 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Those who buy clothing or footwear goods at Q16 (Excluding those who 'shop via the internet' at Q17)</i>																		
Yes – non-food shopping	16.4%	153	13.9%	16	16.1%	14	11.5%	11	20.5%	11	20.8%	41	14.9%	33	14.3%	13	19.4%	13
Yes – leisure activity	10.6%	99	11.9%	14	7.5%	7	8.3%	8	10.2%	6	11.6%	23	8.2%	18	14.3%	13	16.1%	11
Yes – visiting services such as banks and other financial institutions	6.5%	60	5.9%	7	4.3%	4	2.1%	2	6.8%	4	9.2%	18	7.7%	17	5.5%	5	5.4%	4
Yes – other activity	0.7%	7	1.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.1%	1	2.2%	1
Varies	3.4%	32	6.9%	8	4.3%	4	5.2%	5	0.0%	0	0.6%	1	4.6%	10	3.3%	3	1.1%	1
No	50.4%	470	42.6%	49	57.0%	51	53.1%	51	47.7%	26	55.5%	110	53.1%	118	46.2%	42	35.5%	23
Food shopping	8.7%	81	10.9%	13	6.5%	6	14.6%	14	8.0%	4	4.0%	8	6.7%	15	13.2%	12	15.1%	10
Visiting friends / relatives	3.5%	32	2.0%	2	1.1%	1	7.3%	7	5.7%	3	2.3%	5	3.6%	8	3.3%	3	5.4%	4
Eating out	3.3%	30	4.0%	5	2.2%	2	4.2%	4	3.4%	2	2.9%	6	3.1%	7	2.2%	2	5.4%	4
Travelling to / from work	1.8%	17	3.0%	3	1.1%	1	2.1%	2	3.4%	2	0.6%	1	3.1%	7	0.0%	0	1.1%	1
Browse around town	1.9%	17	1.0%	1	5.4%	5	0.0%	0	0.0%	0	3.5%	7	2.1%	5	0.0%	0	0.0%	0
Visit doctors / dentists	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Visit hairdressers	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.1%	1
School run	0.3%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
(Don't know)	1.0%	10	2.0%	2	0.0%	0	0.0%	0	1.1%	1	0.6%	1	0.5%	1	3.3%	3	2.2%	1
Weighted base:		931		115		89		96		54		199		222		91		66
Sample:		929		101		93		96		88		173		194		91		93

Q19 Where did you last buy books, CDs, DVDs? (EXCLUDING CHRISTMAS SHOPPING)*Those who buy books, CDs and DVDs (Excluding 'Don't know' and 'Don't buy' at Q19)*

Matalan, Derwent Howe, Solway Road, Clay Flatts Industrial Estate, Workington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspatia Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	4.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1	55.6%	28
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	14.1%	106	68.4%	59	10.3%	8	16.5%	13	24.3%	10	6.2%	10	1.9%	3	2.7%	2	0.0%	0
Cleator Moor Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1	0.0%	0
Cockermouth Town Centre	3.0%	23	1.3%	1	2.6%	2	17.7%	14	0.0%	0	2.8%	5	0.0%	0	1.3%	1	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	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	0.0%	0	0.0%	0	0.0%	0
Egremont Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	3.3%	25	0.0%	0	1.3%	1	2.5%	2	48.6%	21	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	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	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	1.7%	12	0.0%	0	16.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Penrith Town Centre	0.5%	4	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.6%	1	0.0%	0	0.0%	0
Silloth Town Centre	0.2%	1	1.3%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	18.5%	140	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.1%	3	57.7%	103	42.7%	32	1.4%	1
Wigton Town Centre	0.5%	4	3.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	27.4%	206	3.9%	3	43.6%	33	34.2%	27	5.7%	2	67.6%	112	10.9%	19	12.0%	9	0.0%	0
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.8%	29	1.3%	1	6.4%	5	3.8%	3	4.3%	2	2.1%	3	1.3%	2	10.7%	8	8.3%	4
Internet / Home Delivery	21.1%	159	17.1%	15	16.7%	12	24.1%	19	11.4%	5	17.9%	30	24.4%	43	26.7%	20	29.2%	15
Newcastle	0.5%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.3%	1	1.4%	1
Metro Centre, Gateshead	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local Shops - Allerdale	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Weighted base:		754		87		75		79		43		166		178		75		51
Sample:		751		76		78		79		70		145		156		75		72

Column % ges.

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q20 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)																		
<i>Those who buy books, CDs, DVDs at Q19 (Excluding '(Don't know)' and '(Don't buy)' at Q20)</i>																		
Matalan, Derwent Howe, Solway Road, Clay Flatts Industrial Estate, Workington	1.0%	7	0.0%	0	0.0%	0	1.4%	1	1.4%	1	2.0%	3	1.2%	2	0.0%	0	0.0%	0
Aspatia Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	5.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.3%	1	67.9%	38
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	13.9%	107	55.3%	54	12.5%	10	7.1%	5	21.1%	9	8.8%	15	4.9%	9	8.0%	6	0.0%	0
Cleator Moor Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cockermouth Town Centre	6.2%	48	3.5%	3	2.5%	2	41.4%	29	8.5%	4	3.4%	6	1.2%	2	2.7%	2	0.0%	0
Derwent Howe Retail Park, Workington	3.1%	24	1.2%	1	3.8%	3	4.3%	3	2.8%	1	5.4%	9	3.7%	7	0.0%	0	0.0%	0
Dunmail Park, Workington	1.3%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.0%	3	2.5%	5	1.3%	1	0.0%	0
Egremont Town Centre	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	5.3%	4	0.0%	0
Kendal Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	1.6%	12	0.0%	0	0.0%	0	0.0%	0	25.4%	11	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.3%	2	2.4%	2	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	1.9%	15	1.2%	1	16.3%	12	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	5
Penrith Town Centre	0.9%	7	1.2%	1	0.0%	0	0.0%	0	9.9%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Silloth Town Centre	0.3%	2	2.4%	2	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	18.1%	140	1.2%	1	0.0%	0	1.4%	1	0.0%	0	1.4%	2	54.6%	102	41.3%	31	5.1%	3
Wigton Town Centre	1.4%	11	9.4%	9	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.9%	7	2.4%	2	0.0%	0	0.0%	0	4.2%	2	0.7%	1	0.0%	0	2.7%	2	0.0%	0
Workington Town Centre	29.7%	230	5.9%	6	56.3%	43	22.9%	16	14.1%	6	61.9%	104	19.6%	37	22.7%	17	1.3%	1
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.6%	20	3.5%	3	0.0%	0	4.3%	3	4.2%	2	2.0%	3	1.2%	2	4.0%	3	5.1%	3
Internet / Home Delivery	7.5%	58	7.1%	7	6.3%	5	8.6%	6	4.2%	2	8.8%	15	6.7%	13	6.7%	5	10.3%	6
Newcastle	1.0%	7	2.4%	2	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.6%	1	1.3%	1	0.0%	0
Metro Centre, Gateshead	1.1%	8	1.2%	1	2.5%	2	1.4%	1	0.0%	0	0.7%	1	1.2%	2	1.3%	1	0.0%	0
Whitehaven Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Focus, Whitehaven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ulverston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Weighted base:	772		97		77		70		43		169		186		75		55	
Sample:	769		85		80		70		71		147		163		75		78	

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q21 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)																		
<i>Those who buy goods such as toys, games, bicycles and recreation goods (Excluding '(don't know)' and '(don't buy)' at Q21)</i>																		
Halfords, Derwent Howe, Industrial Estate, Workington	1.3%	7	0.0%	0	5.4%	3	1.9%	1	0.0%	0	1.0%	1	0.8%	1	1.8%	1	0.0%	0
Aspatria Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	5.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	28
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	11.2%	61	61.8%	39	8.9%	5	5.8%	3	20.9%	6	6.1%	7	0.0%	0	3.5%	2	0.0%	0
Cleator Moor Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0
Cockermouth Town Centre	4.2%	23	3.6%	2	0.0%	0	34.6%	18	4.7%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Derwent Howe Retail Park, Workington	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.8%	1	0.0%	0
Dunmail Park, Workington	2.4%	13	0.0%	0	5.4%	3	0.0%	0	0.0%	0	7.1%	8	1.7%	2	0.0%	0	0.0%	0
Egremont Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	1.7%	1
Keswick Town Centre	2.9%	16	0.0%	0	1.8%	1	5.8%	3	41.9%	11	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Kingstown Retail Park, 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
Madford Retail Park, 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
Maryport Town Centre	1.1%	6	0.0%	0	10.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Penrith Town Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Silloth Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	20.0%	109	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.0%	2	57.0%	79	45.6%	26	1.7%	1
Wigton Town Centre	0.6%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Workington Town Centre	29.9%	163	5.5%	3	50.0%	27	34.6%	18	11.6%	3	70.4%	79	13.2%	18	24.6%	14	0.0%	0
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.8%	10	5.5%	3	0.0%	0	0.0%	0	2.3%	1	1.0%	1	1.7%	2	1.8%	1	3.3%	1
Internet / Home Delivery	14.9%	81	16.4%	10	14.3%	8	13.5%	7	11.6%	3	10.2%	11	19.8%	27	14.0%	8	15.0%	6
Metro Centre, Gateshead	0.6%	3	1.8%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Preston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.7%	1
Ambleside	0.2%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, North Shore, Whitehaven	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Ulverston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Weighted base:		545		63		54		52		26		112		138		57		43
Sample:		542		55		56		52		43		98		121		57		60

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q22 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)																		
<i>Those who buy chemist goods at Q22 (Excluding (Don't know) at Q22)</i>																		
Aspatia Town Centre	1.6%	15	9.7%	11	1.1%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	2.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	22
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	6.7%	63	36.9%	43	5.3%	5	2.2%	2	11.8%	7	1.2%	2	1.0%	2	2.1%	2	0.0%	0
Cleator Moor Town Centre	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	17	0.0%	0	0.0%	0
Cockermouth Town Centre	9.0%	85	3.9%	5	6.4%	6	76.9%	70	4.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Derwent Howe Retail Park, Workington	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egremont Town Centre	3.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	31.9%	30	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	4.4%	41	1.0%	1	0.0%	0	0.0%	0	71.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	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	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	3.2%	31	0.0%	0	33.0%	30	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	3.9%	37	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.4%	36
Penrith Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silloth Town Centre	1.4%	13	9.7%	11	2.1%	2	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	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	23.9%	226	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	3	79.4%	185	39.4%	37	1.1%	1
Wigton Town Centre	4.0%	38	31.1%	36	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	26.7%	253	2.9%	3	47.9%	43	12.1%	11	3.2%	2	87.9%	174	6.4%	15	4.3%	4	0.0%	0
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.4%	23	0.0%	0	0.0%	0	1.1%	1	2.2%	1	4.6%	9	2.9%	7	4.3%	4	1.1%	1
Internet / Home Delivery	2.2%	21	4.9%	6	2.1%	2	2.2%	2	1.1%	1	1.2%	2	1.5%	3	2.1%	2	4.3%	3
Seascale	1.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	15	0.0%	0
Local Shops - Allerdale	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	5	0.0%	0	0.0%	0	0.0%	0
Ulverston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3
Metro Centre, Gateshead	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		946		117		90		91		57		199		233		94		65
Sample:		944		103		94		91		93		173		204		94		92

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q23 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)																		
<i>Those who buy electrical items such as televisions, washing machines and computers (Excluding 'Don't know') at Q23</i>																		
Aspatia Town Centre	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	3.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	50.5%	34
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	10.7%	96	47.5%	54	9.6%	9	8.9%	8	25.9%	13	3.8%	7	1.6%	3	1.1%	1	1.1%	1
Cleator Moor Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockermouth Town Centre	1.2%	11	1.0%	1	0.0%	0	7.8%	7	2.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Derwent Howe Retail Park, Workington	14.3%	128	5.1%	6	13.8%	12	16.7%	15	1.2%	1	33.3%	61	12.0%	25	9.0%	8	0.0%	0
Egremont Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Kendal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	1.8%	16	0.0%	0	0.0%	0	1.1%	1	28.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	1.2%	11	8.1%	9	0.0%	0	0.0%	0	1.2%	1	0.6%	1	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	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	1.1%	10	0.0%	0	8.5%	8	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Milom Town Centre	1.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	14
Penrith Town Centre	0.8%	7	2.0%	2	0.0%	0	0.0%	0	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silloth Town Centre	0.1%	1	1.0%	1	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	16.0%	143	0.0%	0	0.0%	0	2.2%	2	1.2%	1	1.3%	2	47.3%	99	42.7%	38	1.1%	1
Wigton Town Centre	1.6%	14	12.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Windermere Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Workington Town Centre	27.9%	250	7.1%	8	50.0%	45	47.8%	43	17.6%	9	46.5%	85	19.0%	40	20.2%	18	2.1%	1
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	5	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.1%	1	2.1%	1
Internet / Home Delivery	15.8%	142	12.1%	14	17.0%	15	13.3%	12	9.4%	5	13.8%	25	19.0%	40	19.1%	17	20.0%	14
Kingstown Industrial Estate, Carlisle	0.3%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops - Seascale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Ulverston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Weighted base:	894		113		90		90		52		183		210		89		68	
Sample:	895		99		94		90		85		159		184		89		95	

Q24 How do you normally travel to...? (centre mentioned at Q. 23)*Those who buy electrical items, such as televisions, washing machines and computers at Q23 (Excluding 'Don't know')*

Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	5.6%	50	1.0%	1	8.5%	8	7.8%	7	4.7%	2	3.1%	6	10.3%	22	4.5%	4	1.1%	1
Car/van (as driver)	51.1%	457	64.6%	73	47.9%	43	62.2%	56	57.6%	30	48.4%	88	43.5%	91	51.7%	46	43.2%	29
Car/van (as passenger)	19.9%	178	18.2%	20	20.2%	18	13.3%	12	11.8%	6	29.6%	54	17.9%	38	21.3%	19	15.8%	11
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	13.7%	123	10.1%	11	13.8%	12	12.2%	11	11.8%	6	12.6%	23	14.7%	31	18.0%	16	17.9%	12
Taxi	0.9%	8	0.0%	0	2.1%	2	1.1%	1	0.0%	0	0.0%	0	2.2%	5	1.1%	1	0.0%	0
Train	0.4%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.1%	1
Walk	4.9%	44	4.0%	5	2.1%	2	2.2%	2	10.6%	6	3.8%	7	6.0%	13	2.2%	2	12.6%	9
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Delivered	1.4%	12	2.0%	2	2.1%	2	0.0%	0	2.4%	1	0.0%	0	2.2%	5	0.0%	0	3.2%	2
(Don't know/varies)	1.9%	17	0.0%	0	2.1%	2	1.1%	1	1.2%	1	1.9%	3	3.3%	7	1.1%	1	3.2%	2
Weighted base:	894		113		90		90		52		183		210		89		68	
Sample:	895		99		94		90		85		159		184		89		95	

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q25 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)																		
<i>Those who buy DIY goods (Excluding (Don't know) at Q25)</i>																		
B&Q, Bridge Lane, Penrith	1.4%	11	3.4%	3	1.2%	1	1.3%	1	13.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Derwent Howe Retail Park, Workington	34.2%	261	12.5%	13	59.5%	48	37.3%	28	6.1%	2	63.8%	101	27.1%	48	25.6%	20	1.4%	1
B&Q, Duke Street, Barrow in Furness	2.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	27.0%	14
B&Q, London Road, Carlisle	6.0%	46	43.2%	43	0.0%	0	0.0%	0	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Annie Pit Lane, Workington	3.5%	26	0.0%	0	3.6%	3	2.7%	2	0.0%	0	11.6%	18	0.6%	1	2.6%	2	0.0%	0
Focus, Annie Pit Lane, Workington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Preston Street, Whitehaven	12.4%	95	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.7%	69	32.1%	25	0.0%	0
Homebase, Corner House Park, Hindpool Road, Barrow in Furness	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	8
Homebase, Parkhouse Road, Kingstown, Carlisle	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakes Homecentre, Low Road, Cockermouth	0.5%	4	2.3%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lakes Homecentre, Low Road, Cockermouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derwent Howe Retail Park, Workington	2.4%	18	0.0%	0	2.4%	2	1.3%	1	1.5%	1	8.0%	13	1.3%	2	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.3%	2	2.3%	2	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aspatia Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	0.7%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	9.5%	5
Carlisle City Centre	1.3%	10	6.8%	7	0.0%	0	1.3%	1	6.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleator Moor Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	1.3%	1	0.0%	0
Cockermouth Town Centre	4.5%	34	0.0%	0	0.0%	0	41.3%	31	7.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egremont Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	3.8%	3	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	1.3%	10	0.0%	0	0.0%	0	1.3%	1	21.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	1.7%	13	1.1%	1	14.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	2.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	18
Penrith Town Centre	1.7%	13	2.3%	2	0.0%	0	1.3%	1	21.2%	9	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Silloth Town Centre	0.6%	5	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	7.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	21.3%	38	21.8%	17	0.0%	0
Wigton Town Centre	2.2%	17	15.9%	16	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	7.3%	55	1.1%	1	16.7%	13	9.3%	7	6.1%	2	11.6%	18	4.5%	8	6.4%	5	0.0%	0
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Home Delivery	3.7%	28	1.1%	1	2.4%	2	2.7%	2	3.0%	1	4.3%	7	4.5%	8	1.3%	1	10.8%	6
Local Shops - Seascale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Riversway Park, Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Weighted base:	762	100		80		75		40		158		177		78		53		
Sample:	758	88		84		75		66		138		155		78		74		

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q26 How do you normally travel to...? (centre mentioned at Q. 25)																		
<i>Those who buy DIY goods at Q25 (Excluding 'Don't know')</i>																		
Bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	4.4%	33	2.3%	2	6.0%	5	1.3%	1	3.0%	1	3.6%	6	7.7%	14	5.1%	4	1.4%	1
Car/van (as driver)	62.3%	475	80.7%	81	61.9%	50	62.7%	47	68.2%	28	55.1%	87	57.4%	102	65.4%	51	56.8%	30
Car/van (as passenger)	19.2%	147	11.4%	11	20.2%	16	14.7%	11	10.6%	4	29.0%	46	19.4%	34	21.8%	17	12.2%	6
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.3%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	3.4%	26	1.1%	1	3.6%	3	2.7%	2	1.5%	1	3.6%	6	4.5%	8	1.3%	1	8.1%	4
Taxi	0.6%	4	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Train	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Walk	7.5%	57	3.4%	3	6.0%	5	14.7%	11	9.1%	4	5.1%	8	8.4%	15	6.4%	5	12.2%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	3	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0	0.6%	1	0.0%	0	1.4%	1
(Don't know/varies)	1.3%	10	1.1%	1	1.2%	1	1.3%	1	3.0%	1	2.2%	3	0.0%	0	0.0%	0	4.1%	2
Weighted base:		762		100		80		75		40		158		177		78		53
Sample:		758		88		84		75		66		138		155		78		74

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Q27 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)									
<i>Those who buy furniture, carpets and floor coverings (Excluding (Don't know) at Q27)</i>									
B&Q, Bridge Lane, Penrith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, Derwent Howe Retail Park, Workington	1.2%	9	0.0%	0	1.2%	1	2.6%	2	1.4%
B&Q, Duke Street, Barrow in Furness	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
B&Q, London Road, Carlisle	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%
Focus, Annie Pit Lane, Workington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Focus, Preston Street, Whitehaven	1.0%	8	0.0%	0	0.0%	0	0.0%	0	4.1%
Homebase, Corner House Park, Hindpool Road, Barrow in Furness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Homebase, Parkhouse Road, Kingstown, Carlisle	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%
Lakes Homecentre, Low Road, Cocker mouth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.4%
Bridges Retail Park, Whitehaven	1.3%	10	0.0%	0	0.0%	0	0.0%	0	0.6%
Derwent Howe Retail Park, Workington	10.6%	84	6.1%	6	13.3%	11	9.0%	7	0.0%
Dunmail Park, Workington	2.3%	18	0.0%	0	0.0%	0	2.6%	2	4.3%
Kingstown Retail Park, Carlisle	1.3%	10	7.3%	7	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%
St Nicholas Gate Retail Park, Carlisle	0.9%	7	6.1%	6	0.0%	0	0.0%	0	0.6%
Aspatria Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barrow in Furness Town Centre	4.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%
Carlisle City Centre	13.9%	111	43.9%	41	14.5%	12	5.1%	4	23.2%
Cleator Moor Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Cocker mouth Town Centre	4.7%	37	0.0%	0	3.6%	3	29.5%	23	2.9%
Egremont Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Kendal Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%
Keswick Town Centre	2.4%	19	0.0%	0	0.0%	0	1.3%	1	42.0%
Maryport Town Centre	6.2%	50	6.1%	6	33.7%	27	10.3%	8	0.0%
Milloom Town Centre	1.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
Penrith Town Centre	0.5%	4	0.0%	0	0.0%	0	1.3%	1	4.3%
Silloth Town Centre	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%
St Bees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitehaven Town Centre	18.1%	144	0.0%	0	6.0%	5	1.3%	1	1.4%
Wigton Town Centre	1.9%	15	14.6%	14	0.0%	0	0.0%	0	2.9%
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Workington Town Centre	20.0%	159	4.9%	5	25.3%	20	28.2%	22	5.8%
In-store in a supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	1.8%	14	1.2%	1	0.0%	0	5.1%	4	4.3%
Internet / Home Delivery	3.4%	27	2.4%	2	2.4%	2	2.6%	2	2.9%
Ulverston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Ambleside	0.2%	2	1.2%	1	0.0%	0	0.0%	0	1.4%
Metro Centre, Gateshead	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%
Derwent House, Workington	0.1%	1	1.2%	1	0.0%	0	0.0%	0	0.0%
Harwick Circus Retail Park, Carlisle	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%
Sneakyeap Retail Park, Overend Road, Whitehaven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Weighted base:	797	93		80		78		42	177
Sample:	791	82		83		78		69	154

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
Q28 How do you normally travel to...? (centre mentioned at Q. 27) <i>Those who buy furniture, carpets and floor coverings at Q27 (Excluding 'Don't know')</i>										
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus, minibus or coach	6.1%	49	2.4%	2	7.2%	6	3.8%	3	2.9%	1
Car/van (as driver)	58.6%	467	74.4%	69	59.0%	47	66.7%	52	53.6%	23
Car/van (as passenger)	21.8%	174	13.4%	13	19.3%	15	14.1%	11	13.0%	6
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shop via Internet	4.2%	34	2.4%	2	2.4%	2	5.1%	4	7.2%	3
Taxi	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.5%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Walk	6.8%	54	6.1%	6	10.8%	9	9.0%	7	21.7%	9
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	3	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know/varies)	0.8%	7	0.0%	0	0.0%	0	1.3%	1	1.4%	1
Weighted base:	797	93	80	78	42	177	193	79	55	
Sample:	791	82	83	78	69	154	169	79	77	

Q29 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?

Yes, Internet	39.4%	395	35.5%	43	24.0%	23	45.0%	45	32.0%	20	42.2%	87	39.3%	96	45.5%	46	49.0%	35
Yes, TV Shopping	3.6%	36	3.7%	5	5.0%	5	2.0%	2	2.0%	1	5.6%	11	3.7%	9	3.0%	3	0.0%	0
Yes, both	6.8%	68	3.7%	5	9.0%	9	5.0%	5	3.0%	2	7.8%	16	7.9%	19	5.9%	6	9.0%	6
No	50.2%	503	57.0%	69	62.0%	59	48.0%	48	63.0%	39	44.4%	92	49.1%	120	45.5%	46	42.0%	30
Weighted base:	1002	122	96	100	61	207	245	100	71									
Sample:	1002	107	100	100	100	180	214	101	100									

Q30 Which goods or services does your household currently purchase via electronic home shopping?*Those who make use of electronic home shopping (i.e. Internet or TV Shopping) at Q29*

Food	14.0%	70	23.9%	13	15.8%	6	11.5%	6	16.2%	4	4.0%	5	10.1%	13	18.2%	10	36.2%	15
Clothes	37.6%	188	34.8%	18	31.6%	12	32.7%	17	27.0%	6	48.0%	55	33.0%	41	38.2%	21	43.1%	18
Furniture/Carpets	6.4%	32	2.2%	1	10.5%	4	1.9%	1	5.4%	1	6.0%	7	7.3%	9	9.1%	5	8.6%	4
Major electrical items	27.7%	138	28.3%	15	31.6%	12	23.1%	12	24.3%	6	22.0%	25	27.5%	34	36.4%	20	36.2%	15
Small household goods	18.6%	93	15.2%	8	13.2%	5	21.2%	11	16.2%	4	17.0%	20	20.2%	25	30.9%	17	8.6%	4
DIY goods	8.7%	44	8.7%	5	10.5%	4	5.8%	3	16.2%	4	9.0%	10	7.3%	9	12.7%	7	5.2%	2
Garden items	2.7%	13	0.0%	0	2.6%	1	5.8%	3	2.7%	1	1.0%	1	2.8%	3	3.6%	2	5.2%	2
Books	27.7%	138	30.4%	16	36.8%	13	36.5%	19	29.7%	7	20.0%	23	22.9%	29	36.4%	20	27.6%	11
CD's, music, videos	40.0%	200	41.3%	22	34.2%	12	55.8%	29	32.4%	7	32.0%	37	42.2%	53	45.5%	25	36.2%	15
Toys	12.3%	61	8.7%	5	15.8%	6	15.4%	8	10.8%	2	7.0%	8	12.8%	16	20.0%	11	13.8%	6
Sports goods	7.6%	38	13.0%	7	7.9%	3	3.8%	2	0.0%	0	10.0%	11	7.3%	9	5.5%	3	6.9%	3
Banking	6.6%	33	4.3%	2	10.5%	4	3.8%	2	0.0%	0	8.0%	9	2.8%	3	18.2%	10	5.2%	2
Holiday and/or Travel Tickets	15.6%	78	10.9%	6	31.6%	12	13.5%	7	13.5%	3	18.0%	21	9.2%	11	23.6%	13	13.8%	6
Jewellery	7.2%	36	13.0%	7	13.2%	5	5.8%	3	0.0%	0	5.0%	6	7.3%	9	9.1%	5	3.4%	1
Small electrical items	23.2%	116	28.3%	15	28.9%	11	17.3%	9	29.7%	7	15.0%	17	24.8%	31	32.7%	18	20.7%	9
Other	2.4%	12	0.0%	0	0.0%	0	1.9%	1	5.4%	1	2.0%	2	0.9%	1	5.5%	3	8.6%	4
Beauty Products	4.1%	21	2.2%	1	0.0%	0	7.7%	4	2.7%	1	2.0%	2	5.5%	7	9.1%	5	1.7%	1
Car accessories	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	5.5%	7	3.6%	2	1.7%	1
Tax / Insurance	1.3%	7	2.2%	1	2.6%	1	0.0%	0	5.4%	1	0.0%	0	1.8%	2	1.8%	1	0.0%	0
Pet food / products	0.5%	2	2.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Concert / theatre tickets	0.6%	3	0.0%	0	0.0%	0	3.8%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Art / craft items	0.7%	3	0.0%	0	2.6%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.5%	7	0.0%	0	5.3%	2	0.0%	0	0.0%	0	1.0%	1	1.8%	2	0.0%	0	5.2%	2
Weighted base:	499	52	36	52	23	115	125	55	41									
Sample:	495	46	38	52	37	100	109	55	58									

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q31 Which goods or services might your household purchase in the future via electronic home shopping?																		
Food	6.6%	66	10.3%	13	10.0%	10	6.0%	6	7.0%	4	2.8%	6	2.8%	7	6.9%	7	20.0%	14
Clothes	12.9%	130	11.2%	14	9.0%	9	16.0%	16	6.0%	4	13.3%	28	14.0%	34	12.9%	13	18.0%	13
Furniture/Carpets	3.7%	37	1.9%	2	3.0%	3	7.0%	7	3.0%	2	2.8%	6	4.2%	10	3.0%	3	6.0%	4
Major electrical items	11.1%	112	8.4%	10	7.0%	7	18.0%	18	9.0%	6	10.0%	21	13.6%	33	7.9%	8	13.0%	9
Small household goods	6.7%	67	5.6%	7	2.0%	2	9.0%	9	2.0%	1	7.8%	16	7.9%	19	5.9%	6	9.0%	6
DIY goods	4.1%	41	0.0%	0	5.0%	5	7.0%	7	4.0%	2	3.3%	7	4.7%	11	5.0%	5	5.0%	4
Garden items	1.6%	16	0.0%	0	1.0%	1	5.0%	5	2.0%	1	0.6%	1	1.9%	5	1.0%	1	3.0%	2
Books	8.3%	84	5.6%	7	8.0%	8	12.0%	12	7.0%	4	4.4%	9	10.7%	26	7.9%	8	13.0%	9
CD's, music, videos	12.5%	125	11.2%	14	7.0%	7	17.0%	17	9.0%	6	7.8%	16	17.3%	42	10.9%	11	18.0%	13
Toys	4.1%	41	0.9%	1	2.0%	2	6.0%	6	2.0%	1	1.1%	2	7.0%	17	5.9%	6	7.0%	5
Sports goods	2.5%	25	4.7%	6	0.0%	0	4.0%	4	1.0%	1	2.8%	6	1.9%	5	2.0%	2	3.0%	2
Banking	0.4%	4	0.9%	1	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Holiday and/or Travel Tickets	5.2%	52	6.5%	8	5.0%	5	6.0%	6	5.0%	3	6.7%	14	4.2%	10	3.0%	3	4.0%	3
Jewellery	2.2%	22	0.9%	1	4.0%	4	3.0%	3	0.0%	0	1.7%	3	3.3%	8	1.0%	1	2.0%	1
Small electrical items	5.8%	58	5.6%	7	5.0%	5	5.0%	5	10.0%	6	5.0%	10	6.5%	16	5.0%	5	6.0%	4
Other	1.5%	15	0.9%	1	0.0%	0	1.0%	1	2.0%	1	3.3%	7	1.4%	3	1.0%	1	1.0%	1
Insurance	0.8%	8	0.9%	1	1.0%	1	0.0%	0	1.0%	1	1.1%	2	0.9%	2	1.0%	1	0.0%	0
Beauty Products	0.7%	7	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.4%	3	1.0%	1	1.0%	1
Gifts	0.5%	5	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.5%	1	1.0%	1	2.0%	1
(No intention to use electronic home shopping)	51.6%	517	52.3%	64	55.0%	53	47.0%	47	60.0%	37	49.4%	102	54.2%	133	49.5%	50	45.0%	32
(Don't know / varies)	7.5%	76	14.0%	17	11.0%	11	2.0%	2	5.0%	3	6.7%	14	4.7%	11	11.9%	12	8.0%	6
Weighted base:	1002	122	96	100	61	207	245	100	71									
Sample:	1002	107	100	100	100	180	214	101	100									

Q32 Which centre/facility did you last visit for indoor sports or health and fitness activity?*Those who visit indoor sports or health and fitness activities (Excluding '(don't know/can't remember)' and '(do not do this activity)' at Q32)*

Aspatria Town Centre	1.2%	5	11.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	1.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	7
Carlisle City Centre	3.8%	14	25.0%	10	7.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Cockermouth Town Centre	10.5%	39	0.0%	0	7.9%	3	71.4%	30	3.3%	1	4.2%	3	1.3%	1	2.6%	1	0.0%	0
Egremont Town Centre	2.1%	8	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	15.8%	6	2.9%	1
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	4.9%	18	2.8%	1	2.6%	1	2.4%	1	70.0%	13	1.4%	1	0.0%	0	2.6%	1	0.0%	0
Maryport Town Centre	4.6%	17	0.0%	0	44.7%	16	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	1.3%	5	8.3%	3	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Silloth Town Centre	1.8%	7	13.9%	6	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Bees Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	25.6%	96	0.0%	0	2.6%	1	2.4%	1	0.0%	0	1.4%	1	84.8%	77	42.1%	16	0.0%	0
Wigton Town Centre	2.9%	11	25.0%	10	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	26.8%	100	0.0%	0	26.3%	10	14.3%	6	0.0%	0	90.3%	75	7.6%	7	7.9%	3	0.0%	0
Other (please specify)	4.6%	17	13.9%	6	2.6%	1	2.4%	1	13.3%	2	0.0%	0	1.3%	1	7.9%	3	11.8%	3
Millom	3.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.1%	11
Cleator Moor	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	5.3%	2	0.0%	0
Local Shops - Seascale	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	4	0.0%	0
Allonby	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arkleby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Broughton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Broughton Moor	0.3%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hensingham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Lakes College, West Cumbria	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Threlkeld	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ulverston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	1
Underskiddaw	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	373	41	36	42	18	83	90	38	24									
Sample:	369	36	38	42	30	72	79	38	34									

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q33 Which centre/facility did you last visit for cinema?																		
<i>Those who visit the cinema (Excluding 'Don't know/can't remember' and 'Do no do this activity') at Q33)</i>																		
VUE Cinema, Botchergate, Carlisle	7.1%	36	54.0%	31	4.0%	2	0.0%	0	3.6%	1	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Plaza Cinema, Dunmail Park, Maryport Road, Workington	66.5%	337	26.0%	15	84.0%	40	56.9%	33	16.1%	6	91.6%	100	86.1%	99	86.0%	43	4.0%	1
Roxy Cinema, Brogden Street, Ulverston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo Cinema, Hindpool Road, Barrow-in-Furness	5.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	74.0%	26
Royalty Cinema, Lake Road, Bowness on Windermere, Windermere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Alhambra Cinema, St John's Street, Keswick	4.4%	23	0.0%	0	0.0%	0	1.7%	1	60.7%	21	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Aspatia Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
Bridges Retail Park, Whitehaven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carlisle City Centre	1.7%	8	12.0%	7	0.0%	0	1.7%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cockermouth Town Centre	0.6%	3	0.0%	0	0.0%	0	5.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	8.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silloth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	9.7%	49	2.0%	1	10.0%	5	34.5%	20	3.6%	1	4.2%	5	12.9%	15	4.0%	2	2.0%	1
Other	1.3%	6	4.0%	2	2.0%	1	0.0%	0	1.8%	1	1.1%	1	0.0%	0	0.0%	0	4.0%	1
Whitehaven	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	10.0%	5	0.0%	0
Ambleside	0.7%	4	2.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Weighted base:		507		57		48		58		34		109		115		50		36
Sample:		510		50		50		58		56		95		101		50		50

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q34 Which centre/facility did you last visit for nightlife such as bars, pubs and nightclubs?																		
<i>Those who visit bars, pubs and nightclubs (Excluding '(Don't know/can't remember)' and '(do not do this activity)' at Q34)</i>																		
Aspatia Town Centre	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5
Carlisle City Centre	4.8%	29	34.6%	20	4.6%	3	3.0%	2	4.1%	1	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Cleator Moor Town Centre	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	9	5.8%	3	0.0%	0
Cockermouth Town Centre	13.9%	83	5.8%	3	15.4%	10	80.3%	53	4.1%	1	6.3%	8	3.7%	6	3.8%	2	0.0%	0
Distington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Egremont Town Centre	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	15.4%	8	0.0%	0
Frizington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gosforth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	0.0%	0
Haverigg	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2
Kendal Town Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	2	0.9%	1	0.0%	0	0.0%	0	1.6%	1
Keswick Town Centre	3.3%	20	0.0%	0	0.0%	0	1.5%	1	63.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	5.3%	32	0.0%	0	47.7%	30	1.5%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	3.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	49.2%	22
Penrith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Seascale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Silloth Town Centre	1.3%	8	13.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Bees	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Whitehaven Town Centre	21.8%	130	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	72.3%	113	28.8%	15	3.2%	1
Wigton Town Centre	1.8%	11	17.3%	10	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	20.9%	125	1.9%	1	16.9%	11	4.5%	3	0.0%	0	80.2%	102	5.1%	8	0.0%	0	0.0%	0
Other	8.3%	50	19.2%	11	4.6%	3	6.1%	4	16.3%	5	5.4%	7	5.8%	9	7.7%	4	14.3%	6
Broughton - in - Furness	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	5
Local Shops - Allerdale	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	6	0.0%	0	0.0%	0	0.0%	0
Beckermeth	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	5.8%	3	0.0%	0
Holmrook	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	1.6%	1
Calderbridge	0.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Dearham	0.5%	3	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eskdale	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.9%	1	0.0%	0
Kirkbride	0.5%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Allanby	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bigrigg	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Boot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Borrowdale	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Braithwaite	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coniston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Dean	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0
Dovenby	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flimby	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hensingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Newton Arlosh	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parsonby	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Ravenglass	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
St. Bees	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wasdale	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Wath Brow	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Workshop	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Branthwaite	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Weighted base:	598		59		62		66		30		127		157		52		45	
Sample:	595		52		65		66		49		111		137		52		63	

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q35 Which centre/facility did you last visit for ten-pin bowling?																		
<i>Those who visit ten-pin bowling (Excluding 'Don't know/can't remember' and 'Do not do this activity') at Q35</i>																		
Aspatia Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Barrow in Furness Town Centre	4.2%	15	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	79.2%	14	
Carlisle City Centre	10.4%	36	62.2%	26	5.7%	2	5.1%	2	35.3%	4	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Cockermouth Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derwent Howe Retail Park, Workington	23.5%	82	0.0%	0	37.1%	12	10.3%	4	11.8%	1	44.4%	37	21.8%	19	23.5%	8	0.0%	0
Egremont Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, Carlisle	0.7%	2	5.4%	2	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penrith Town Centre	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Silloth Town Centre	1.6%	6	10.8%	5	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Nicholas Gate Retail Park, Carlisle	1.3%	5	10.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	53.4%	186	2.7%	1	54.3%	18	76.9%	30	52.9%	6	50.0%	41	71.8%	64	73.5%	25	4.2%	1
Other	3.9%	14	2.7%	1	0.0%	0	7.7%	3	0.0%	0	2.8%	2	3.8%	3	2.9%	1	16.7%	3
Currock, Lakeside, Carlisle	0.3%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	348	42	34	39	10	83	89	34	17	72	78	34	17					
Sample:	336	37	35	39	17	72	78	34	24									

Q36 Which centre/facility did you last visit for bingo?*Those who visit bingo (Excluding 'Don't know/can't remember' and 'Do not do this activity') at Q36)*

Aspatia Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barrow in Furness Town Centre	3.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	6
Carlisle City Centre	3.3%	5	33.3%	2	5.3%	1	0.0%	0	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleator Moor Town Centre	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0
Cockermouth Town Centre	0.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derwent Howe Retail Park, Workington	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Egremont Town Centre	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	2	0.0%	0
Kendal Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	1.2%	2	0.0%	0	0.0%	0	0.0%	0	33.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingstown Retail Park, 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
Madford Retail Park, Carlisle	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Maryport Town Centre	2.5%	4	0.0%	0	21.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Millom Town Centre	4.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.5%	7
Penrith Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Silloth Town Centre	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Whitehaven Town Centre	20.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	32	0.0%	0	0.0%	0
Wigton Town Centre	0.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windermere Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Workington Town Centre	49.4%	76	33.3%	2	63.2%	12	77.8%	7	22.2%	1	94.3%	38	21.4%	10	54.5%	6	0.0%	0
Other	4.9%	8	0.0%	0	5.3%	1	11.1%	1	11.1%	1	0.0%	0	4.8%	2	18.2%	2	4.5%	1
Haverigg	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	2
Abbey Town	0.7%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Distington	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Harrington	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Seascale	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Weighted base:	154	7	18	9	6	40	48	11	16									
Sample:	153	6	19	9	9	35	42	11	22									

Allerdale / Copeland Household Survey

for White Young Green

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
AGE Could I ask how old you are please ?																		
18-24 years	2.3%	23	4.7%	6	2.0%	2	2.0%	2	1.0%	1	2.8%	6	2.3%	6	1.0%	1	0.0%	0
25-34 years	9.4%	94	5.6%	7	13.0%	12	11.0%	11	3.0%	2	8.9%	18	12.6%	31	5.0%	5	11.0%	8
35-44 years	17.3%	173	16.8%	20	18.0%	17	20.0%	20	10.0%	6	18.3%	38	16.4%	40	22.8%	23	12.0%	9
45-54 years	20.8%	208	19.6%	24	13.0%	12	26.0%	26	19.0%	12	18.9%	39	22.9%	56	18.8%	19	28.0%	20
55-64 years	24.7%	247	29.9%	36	34.0%	33	16.0%	16	25.0%	15	26.7%	55	24.3%	59	16.8%	17	22.0%	16
65 plus	25.1%	252	23.4%	28	20.0%	19	24.0%	24	41.0%	25	24.4%	51	21.5%	53	32.7%	33	27.0%	19
(Refused)	0.5%	5	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Weighted base:	1002	122		96	100	61	207	245	100	71								
Sample:	1002	107		100	100	100	180	214	101	100								
GEN Gender of respondent:																		
Male	25.3%	254	23.4%	28	28.0%	27	24.0%	24	25.0%	15	19.4%	40	30.4%	74	23.8%	24	29.0%	21
Female	74.7%	748	76.6%	93	72.0%	69	76.0%	76	75.0%	46	80.6%	166	69.6%	170	76.2%	77	71.0%	50
Weighted base:	1002	122		96	100	61	207	245	100	71								
Sample:	1002	107		100	100	100	180	214	101	100								
ETH What is your ethnic background?																		
White	99.2%	994	99.1%	121	99.0%	95	100.0%	100	99.0%	61	98.9%	204	100.0%	245	98.0%	98	99.0%	70
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Black Caribbean	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Ethnic Group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.0%	0	1.0%	1	0.0%	0	1.0%	1	1.1%	2	0.0%	0	2.0%	2	0.0%	0
Weighted base:	1002	122		96	100	61	207	245	100	71								
Sample:	1002	107		100	100	100	180	214	101	100								
ADU How many adults, including yourself, live in your household (16 years and above)?																		
One	23.1%	231	18.7%	23	21.0%	20	26.0%	26	20.0%	12	20.6%	42	26.6%	65	28.7%	29	19.0%	14
Two	57.5%	576	59.8%	73	65.0%	62	57.0%	57	58.0%	35	57.2%	118	55.1%	135	54.5%	55	57.0%	41
Three	14.0%	141	14.0%	17	9.0%	9	10.0%	10	15.0%	9	16.7%	34	14.5%	35	12.9%	13	18.0%	13
Four	3.3%	33	5.6%	7	4.0%	4	4.0%	4	3.0%	2	3.3%	7	3.3%	8	1.0%	1	1.0%	1
Five	1.1%	11	1.9%	2	1.0%	1	1.0%	1	0.0%	0	1.1%	2	0.5%	1	0.0%	0	4.0%	3
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.0%	10	0.0%	0	0.0%	0	2.0%	2	4.0%	2	1.1%	2	0.0%	0	3.0%	3	1.0%	1
Weighted base:	1002	122		96	100	61	207	245	100	71								
Sample:	1002	107		100	100	100	180	214	101	100								
CHI How many children live in your household, aged 15 years and under?																		
None	73.9%	741	74.8%	91	74.0%	71	71.0%	71	79.0%	48	75.6%	156	72.9%	178	71.3%	72	75.0%	53
One	10.9%	109	4.7%	6	8.0%	8	14.0%	14	9.0%	6	14.4%	30	14.0%	34	7.9%	8	6.0%	4
Two	10.1%	101	16.8%	20	12.0%	12	6.0%	6	4.0%	2	6.7%	14	9.8%	24	13.9%	14	13.0%	9
Three	3.1%	31	2.8%	3	5.0%	5	6.0%	6	3.0%	2	1.7%	3	2.3%	6	4.0%	4	3.0%	2
Four	0.5%	5	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.6%	1	0.9%	2	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.3%	13	0.9%	1	0.0%	0	2.0%	2	4.0%	2	1.1%	2	0.0%	0	3.0%	3	3.0%	2
Weighted base:	1002	122		96	100	61	207	245	100	71								
Sample:	1002	107		100	100	100	180	214	101	100								
CAR How many cars does your household own or have the use of?																		
None	16.0%	160	5.6%	7	19.0%	18	12.0%	12	10.0%	6	18.9%	39	22.4%	55	11.9%	12	16.0%	11
One	45.5%	455	52.3%	64	38.0%	36	43.0%	43	47.0%	29	46.7%	96	44.4%	109	47.5%	48	43.0%	31
Two	30.6%	306	28.0%	34	37.0%	35	38.0%	38	34.0%	21	26.1%	54	27.6%	67	32.7%	33	33.0%	23
Three or more	7.0%	71	14.0%	17	6.0%	6	6.0%	6	7.0%	4	6.7%	14	5.6%	14	5.0%	5	7.0%	5
(Refused)	0.9%	9	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.7%	3	0.0%	0	3.0%	3	1.0%	1
Weighted base:	1002	122		96	100	61	207	245	100	71								
Sample:	1002	107		100	100	100	180	214	101	100								

Column %ges.

Allerdale / Copeland Household Survey for White Young Green

Weighted:

May 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
SEG Socioeconomic Grouping:									
A	2.0% 20	2.8% 3	1.0% 1	4.0% 4	5.0% 3	0.6% 1	2.3% 6	2.0% 2	0.0% 0
B	11.6% 116	18.7% 23	9.0% 9	12.0% 12	22.0% 13	7.8% 16	8.4% 21	16.8% 17	8.0% 6
C1	21.3% 214	17.8% 22	27.0% 26	27.0% 27	16.0% 10	23.3% 48	16.4% 40	24.8% 25	23.0% 16
C2	23.3% 234	25.2% 31	27.0% 26	22.0% 22	12.0% 7	23.3% 48	24.8% 61	23.8% 24	21.0% 15
D	19.5% 195	17.8% 22	17.0% 16	11.0% 11	17.0% 10	20.6% 42	25.7% 63	11.9% 12	26.0% 18
E	6.7% 67	5.6% 7	6.0% 6	8.0% 8	11.0% 7	6.1% 13	5.6% 14	5.9% 6	11.0% 8
(Refused)	15.5% 155	12.2% 15	13.0% 12	16.0% 16	17.0% 10	18.3% 38	16.8% 41	14.9% 15	11.0% 8
Weighted base:	1002	122	96	100	61	207	245	100	71
Sample:	1002	107	100	100	100	180	214	101	100

ZON Zone

Zone 1	12.2% 122	100.0% 122	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 2	9.6% 96	0.0% 0	100.0% 96	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 3	10.0% 100	0.0% 0	0.0% 0	100.0% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 4	6.1% 61	0.0% 0	0.0% 0	0.0% 0	100.0% 61	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone 5	20.6% 207	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 207	0.0% 0	0.0% 0	0.0% 0
Zone 6	24.4% 245	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 245	0.0% 0	0.0% 0
Zone 7	10.0% 100	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 100	0.0% 0
Zone 8	7.1% 71	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 71
Weighted base:	1002	122	96	100	61	207	245	100	71
Sample:	1002	107	100	100	100	180	214	101	100

SEC Postcode Sector

CA124	3.2% 32	0.0% 0	0.0% 0	0.0% 0	52.0% 32	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA125	2.2% 22	0.0% 0	0.0% 0	0.0% 0	36.0% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA130	4.8% 48	0.0% 0	0.0% 0	48.0% 48	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA139	3.9% 39	0.0% 0	0.0% 0	39.0% 39	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA141	5.2% 52	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.0% 52	0.0% 0	0.0% 0	0.0% 0
CA142	2.9% 29	0.0% 0	0.0% 0	0.0% 0	0.0% 0	13.9% 29	0.0% 0	0.0% 0	0.0% 0
CA143	5.2% 52	0.0% 0	0.0% 0	0.0% 0	0.0% 0	25.0% 52	0.0% 0	0.0% 0	0.0% 0
CA144	3.6% 36	0.0% 0	0.0% 0	0.0% 0	0.0% 0	17.2% 36	0.0% 0	0.0% 0	0.0% 0
CA145	3.9% 39	0.0% 0	0.0% 0	0.0% 0	0.0% 0	18.9% 39	0.0% 0	0.0% 0	0.0% 0
CA156	2.8% 28	0.0% 0	29.0% 28	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA157	4.2% 42	0.0% 0	44.0% 42	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA158	2.6% 26	0.0% 0	27.0% 26	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA191	0.8% 8	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.9% 8	0.0% 0
CA201	2.0% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	19.8% 20	0.0% 0
CA212	0.5% 5	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.0% 5	0.0% 0
CA222	5.3% 53	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	52.5% 53	0.0% 0
CA233	0.6% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	5.9% 6	0.0% 0
CA243	0.6% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	2.3% 6	0.0% 0	0.0% 0
CA255	4.1% 41	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	16.8% 41	0.0% 0	0.0% 0
CA263	2.3% 23	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.3% 23	0.0% 0	0.0% 0
CA270	0.9% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	8.9% 9	0.0% 0
CA286	5.9% 59	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	24.3% 59	0.0% 0	0.0% 0
CA287	1.7% 17	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	7.0% 17	0.0% 0	0.0% 0
CA288	5.4% 54	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	22.0% 54	0.0% 0	0.0% 0
CA289	4.4% 45	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	18.2% 45	0.0% 0	0.0% 0
CA7 0	1.3% 13	10.3% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA7 1	0.7% 7	0.0% 0	0.0% 0	0.0% 0	12.0% 7	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA7 2	1.3% 13	0.0% 0	0.0% 0	13.0% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA7 3	2.2% 22	17.8% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA7 4	2.6% 26	21.5% 26	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA7 5	1.5% 15	12.2% 15	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA7 8	1.3% 13	10.3% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
CA7 9	3.4% 34	28.0% 34	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
LA184	3.5% 35	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	49.0% 35
LA185	2.1% 21	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	30.0% 21
LA195	0.6% 6	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.0% 6
LA206	0.9% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	12.0% 9
Weighted base:	1002	122	96	100	61	207	245	100	71
Sample:	1002	107	100	100	100	180	214	101	100