

APPENDIX 4: POPULATION AND EXPENDITURE BASE DATA, 2011				
Pitney Bowes data				
Zone	Post Code Sector	Population 2011	Expenditure per person 2011	
			Convenience	Comparison
1 - Penrith	CA11 7	3,444	£1,969	£2,866
	CA11 8	7,379	£1,936	£2,769
	Total	10,823	£1,947	£2,800
2 - Alston	CA8 7	532	£1,575	£2,514
	CA9 3	2,100	£1,858	£2,718
	CA10 1	5,643	£1,865	£2,796
	Total	8,275	£1,778	£2,758
3 - Appleby/ Kirkby Stephen	CA16 6	6,274	£1,939	£2,823
	CA17 4	4,885	£1,892	£2,765
	Total	11,159	£1,918	£2,798
4 - Rural South	CA10 2	3,216	£1,926	£2,846
	CA10 3	4,964	£1,964	£2,931
	Total	8,180	£1,949	£2,898
5 - Rural West	CA11 0	4,266	£1,969	£2,982
	CA11 9	6,268	£1,901	£2,792
	Total	10,534	£1,929	£2,869
Study Area Total		48,971	£1,919	£2,824
UK average			£1,895	£2,992
Study Area % of UK			101.3%	94.4%
Source: Pitney Bowes Anysite Report, November 2013				
Expenditure data in 2011 prices				
Expenditure by zone is calculated from the postcode sector data				
Population Data scaled to 2011 Census for Eden District				
Zone	AnySite Report	adjusted to 2011 Census		
1 - Penrith	10,823	11,617		
2 - Alston	8,275	8,882		
3 - Appleby	6,274	6,735		
3 - Kirkby Stephen	4,885	5,244		
4 - Rural South	8,180	8,780		
5 - Rural West	10,534	11,307		
Total	48,971	52,564		