

**APPENDIX 3:
NEMS IN-STREET SURVEY**

Private & Confidential

Oldham Borough On-Street Shoppers Survey

For



September 2008

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Introduction

INTRODUCTION

1. RESEARCH BACKGROUND & OBJECTIVES

To conduct a survey amongst visitors to 8 different centres across Oldham Borough. Visitors were interviewed on a random basis. The purpose of the survey was to assess visitor's attitudes and opinions towards the 8 centres as well as patronage of competing centres.

2. RESEARCH METHODOLOGY

A total of 526 face-to-face, in-street interviews were completed (176 in Oldham, 50 each in Shaw, Uppermill, Royton, Lees, Chaddertonm, Huddersfield Road and 49 in Failsworth). Fieldwork took place between Friday 5th and Saturday 13th September 2008.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional market researchers on this project, virtually all of whom possess substantial experience in shopper research studies. The interviews were subject to a 10% random back check to verify that the quality of interviewing was being maintained.

2.1 Statistical Reliability

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

The 95% confidence intervals for the Total sample are as follows:

%ge Response	95% confidence interval (Total - 525)
10	±2.6
20	±3.5
30	±4.0
40	±4.3
50	±4.4

Data Tabulations By Demographics

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q01 Do you normally have regular access to a car for personal use during the day ?																
Yes	59.0%	310	63.5%	113	56.8%	197	55.6%	85	67.2%	127	53.6%	97	78.2%	161	46.9%	149
No	41.0%	215	36.5%	65	43.2%	150	44.4%	68	32.8%	62	46.4%	84	21.8%	45	53.1%	169
Base:		525		178		347		153		189		181		206		318
Q02 Do you normally have regular access to a car for personal use during the evening / night ?																
Yes	60.8%	319	64.0%	114	59.1%	205	59.5%	91	68.3%	129	54.1%	98	79.1%	163	49.1%	156
No	39.2%	206	36.0%	64	40.9%	142	40.5%	62	31.7%	60	45.9%	83	20.9%	43	50.9%	162
Base:		525		178		347		153		189		181		206		318
Q03 How did you travel to (STUDY CENTRE) today (main part of journey)																
Car / van (as driver)	38.5%	202	42.1%	75	36.6%	127	41.8%	64	44.4%	84	29.3%	53	52.9%	109	29.2%	93
Car / van (as passenger)	8.4%	44	2.2%	4	11.5%	40	7.2%	11	8.5%	16	9.4%	17	6.3%	13	9.4%	30
Bus, minibus or coach	23.6%	124	18.0%	32	26.5%	92	22.9%	35	17.5%	33	30.9%	56	14.6%	30	29.6%	94
Motorcycle, scooter or moped	0.6%	3	1.1%	2	0.3%	1	0.7%	1	0.5%	1	0.6%	1	0.5%	1	0.6%	2
Walk	26.3%	138	33.1%	59	22.8%	79	26.1%	40	26.5%	50	26.5%	48	24.8%	51	27.4%	87
Taxi / minicab	1.7%	9	0.6%	1	2.3%	8	1.3%	2	1.6%	3	2.2%	4	0.5%	1	2.5%	8
Train	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.5%	1	0.6%	2
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
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
Other	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.6%	2
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q04 Where did you park today ?																
<i>Those who travelled by car at Q03</i>																
Oldham:																
Civic Centre	1.6%	4	1.3%	1	1.8%	3	0.0%	0	2.0%	2	2.9%	2	0.8%	1	2.4%	3
Bradshaw Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Radcliffe Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clegg Street	0.4%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0
Hobson Street	0.8%	2	1.3%	1	0.6%	1	0.0%	0	2.0%	2	0.0%	0	0.8%	1	0.8%	1
Southgate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tommyfield Market	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1
Sports 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
Waterloo Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Union Street	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1
Sainsbury's Car Park	3.7%	9	6.3%	5	2.4%	4	1.3%	1	2.0%	2	8.6%	6	4.9%	6	2.4%	3
Spindles Car Park	15.9%	39	12.7%	10	17.4%	29	26.7%	20	12.0%	12	10.0%	7	16.4%	20	15.4%	19
Shaw:																
Eastway	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 Place	2.4%	6	2.5%	2	2.4%	4	0.0%	0	3.0%	3	4.3%	3	3.3%	4	1.6%	2
Milne Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming Baths	2.0%	5	1.3%	1	2.4%	4	0.0%	0	5.0%	5	0.0%	0	2.5%	3	1.6%	2
Westway	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 Car Park	1.2%	3	0.0%	0	1.8%	3	0.0%	0	1.0%	1	2.9%	2	1.6%	2	0.8%	1
Aldi car park	2.0%	5	2.5%	2	1.8%	3	0.0%	0	3.0%	3	2.9%	2	2.5%	3	1.6%	2
Uppermill:																
Victoria Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare and Hounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King George V Playing Fields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royton:																
Precinct	2.0%	5	0.0%	0	3.0%	5	2.7%	2	1.0%	1	2.9%	2	2.5%	3	1.6%	2
High Barn Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market car park	1.2%	3	1.3%	1	1.2%	2	2.7%	2	0.0%	0	1.4%	1	1.6%	2	0.8%	1
Lees:																
Saint John Street	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cross Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taylor Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Street	0.4%	1	0.0%	0	0.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Co-op Car Park	1.2%	3	2.5%	2	0.6%	1	0.0%	0	2.0%	2	1.4%	1	0.8%	1	1.6%	2
Chadderton:																
Town Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peel Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Precinct / Asda Car Park	6.9%	17	10.1%	8	5.4%	9	2.7%	2	7.0%	7	11.4%	8	5.7%	7	8.1%	10
Failsforth:																
Croft Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton Road East	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 Extra Car Park	19.5%	48	13.9%	11	22.2%	37	18.7%	14	27.0%	27	10.0%	7	13.1%	16	26.0%	32
Huddersfield Road:																
Tesco Car Park	1.6%	4	2.5%	2	1.2%	2	4.0%	3	1.0%	1	0.0%	0	0.0%	0	3.3%	4
Others:																
On-Street	13.4%	33	20.3%	16	10.2%	17	18.7%	14	12.0%	12	8.6%	6	18.9%	23	8.1%	10
Other	15.0%	37	12.7%	10	16.2%	27	13.3%	10	14.0%	14	18.6%	13	14.8%	18	15.4%	19
(Dropped off – didn't park)	2.4%	6	1.3%	1	3.0%	5	2.7%	2	0.0%	0	5.7%	4	1.6%	2	3.3%	4
(Don't know / can't remember)	4.9%	12	7.6%	6	3.6%	6	5.3%	4	5.0%	5	4.3%	3	7.4%	9	2.4%	3
Base:		246		79		167		75		100		70		122		123
Q05 Did you have any difficulties obtaining a car parking space today ?																
<i>Those who parked their car at Q04</i>																
Yes	9.6%	23	7.7%	6	10.5%	17	11.0%	8	7.0%	7	12.1%	8	11.7%	14	7.6%	9
No	90.4%	217	92.3%	72	89.5%	145	89.0%	65	93.0%	93	87.9%	58	88.3%	106	92.4%	110
Base:		240		78		162		73		100		66		120		119

Column %ges.

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q06 How long did your journey to (STUDY CENTRE) take ?																
0-5 minutes	26.7%	140	28.7%	51	25.6%	89	20.3%	31	32.3%	61	26.5%	48	26.2%	54	27.0%	86
6-10 minutes	28.4%	149	29.2%	52	28.0%	97	27.5%	42	28.0%	53	29.3%	53	27.2%	56	28.9%	92
11-15 minutes	23.2%	122	19.1%	34	25.4%	88	28.1%	43	21.7%	41	21.0%	38	23.3%	48	23.3%	74
16-20 minutes	8.8%	46	10.1%	18	8.1%	28	9.2%	14	7.4%	14	9.9%	18	8.3%	17	9.1%	29
21-30 minutes	8.2%	43	7.3%	13	8.6%	30	9.8%	15	7.9%	15	7.2%	13	9.2%	19	7.5%	24
31-60 minutes	3.0%	16	3.4%	6	2.9%	10	3.9%	6	2.1%	4	2.8%	5	3.4%	7	2.8%	9
Over 60 minutes	1.5%	8	2.2%	4	1.2%	4	0.7%	1	0.5%	1	3.3%	6	1.9%	4	1.3%	4
(Don't know / can't remember)	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Mean:		12.4		12.8		12.2		13.0		10.7		13.6		13.1		12.0
Base:		525		178		347		153		189		181		206		318
Q07 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere ?																
Home	88.4%	464	88.2%	157	88.5%	307	84.3%	129	88.9%	168	91.2%	165	86.4%	178	89.6%	285
Work	4.0%	21	3.9%	7	4.0%	14	5.9%	9	4.8%	9	1.7%	3	4.9%	10	3.5%	11
On holiday	0.6%	3	1.1%	2	0.3%	1	1.3%	2	0.0%	0	0.6%	1	1.5%	3	0.0%	0
Elsewhere	3.6%	19	3.4%	6	3.7%	13	3.3%	5	3.2%	6	4.4%	8	3.4%	7	3.8%	12
From friends / relatives	1.5%	8	1.7%	3	1.4%	5	2.6%	4	1.6%	3	0.6%	1	1.9%	4	1.3%	4
School / college / university	0.8%	4	0.6%	1	0.9%	3	2.0%	3	0.5%	1	0.0%	0	0.5%	1	0.9%	3
(Refused)	1.1%	6	1.1%	2	1.2%	4	0.7%	1	1.1%	2	1.7%	3	1.5%	3	0.9%	3
Base:		525		178		347		153		189		181		206		318
Q08 In terms of your visit to (STUDY CENTRE) do you live in (STUDY CENTRE), work in (STUDY CENTRE) or are you a visitor to the area ? <i>Those who are not on holiday at Q07</i>																
Live in the centre	52.5%	274	53.4%	94	52.0%	180	51.0%	77	50.3%	95	56.1%	101	48.3%	98	55.3%	176
Work in the centre	9.0%	47	8.5%	15	9.2%	32	15.2%	23	9.5%	18	3.3%	6	11.8%	24	7.2%	23
Visiting the centre	47.9%	250	51.1%	90	46.2%	160	43.7%	66	53.4%	101	45.6%	82	44.3%	90	50.0%	159
(Refused)	2.5%	13	1.7%	3	2.9%	10	2.0%	3	2.1%	4	3.3%	6	3.9%	8	1.6%	5
Base:		522		176		346		151		189		180		203		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q09 Why do you choose to shop/visit (STUDY CENTRE) ?																
Proximity to home	55.8%	293	51.7%	92	57.9%	201	55.6%	85	59.8%	113	51.9%	94	53.9%	111	57.2%	182
Proximity to work	8.8%	46	8.4%	15	8.9%	31	13.1%	20	10.6%	20	3.3%	6	13.1%	27	6.0%	19
Accessibility to STUDY CENTRE	10.1%	53	11.2%	20	9.5%	33	15.0%	23	8.5%	16	7.7%	14	8.3%	17	11.3%	36
Range of independent/specialist shops	3.2%	17	2.2%	4	3.7%	13	2.6%	4	2.1%	4	5.0%	9	1.0%	2	4.7%	15
Department store	2.5%	13	2.8%	5	2.3%	8	3.9%	6	1.1%	2	2.8%	5	1.9%	4	2.8%	9
Choice of High Street retailers	3.6%	19	2.2%	4	4.3%	15	6.5%	10	2.1%	4	2.8%	5	1.5%	3	5.0%	16
Quality of shops selling food goods	4.2%	22	3.9%	7	4.3%	15	2.6%	4	6.9%	13	2.8%	5	3.9%	8	4.4%	14
Choice of shops selling non-food goods	3.2%	17	2.8%	5	3.5%	12	3.9%	6	3.2%	6	2.8%	5	2.9%	6	3.5%	11
Provision of services, such as banks / financial services	6.1%	32	7.9%	14	5.2%	18	7.2%	11	4.2%	8	7.2%	13	6.3%	13	6.0%	19
Provision of leisure services	1.9%	10	2.8%	5	1.4%	5	2.0%	3	2.1%	4	1.7%	3	1.5%	3	2.2%	7
Shopping environment	3.6%	19	4.5%	8	3.2%	11	3.9%	6	3.2%	6	3.9%	7	1.9%	4	4.7%	15
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.5%	8	1.7%	3	1.4%	5	2.0%	3	2.1%	4	0.6%	1	1.5%	3	1.6%	5
Car parking prices	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0
Accessibility by public transport	1.1%	6	0.6%	1	1.4%	5	0.0%	0	1.1%	2	2.2%	4	0.0%	0	1.9%	6
Public information, signposts, public facilities	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.1%	2	0.0%	0	0.5%	1	0.3%	1
Entertainment / events	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	1	0.6%	1	1.0%	2	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	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	10.3%	54	10.7%	19	10.1%	35	8.5%	13	9.0%	17	13.3%	24	12.6%	26	8.5%	27
Visit the market	2.7%	14	1.1%	2	3.5%	12	2.0%	3	1.6%	3	4.4%	8	3.9%	8	1.9%	6
Visit friends / relatives	3.0%	16	2.8%	5	3.2%	11	2.6%	4	4.2%	8	2.2%	4	1.9%	4	3.8%	12
Visit Asda	0.6%	3	0.6%	1	0.6%	2	0.0%	0	1.1%	2	0.6%	1	0.0%	0	0.9%	3
Visit bookies	1.0%	5	2.8%	5	0.0%	0	0.0%	0	1.1%	2	1.7%	3	1.0%	2	0.9%	3
Visit doctors / dentists	1.0%	5	0.6%	1	1.2%	4	1.3%	2	0.0%	0	1.7%	3	1.5%	3	0.6%	2
Visit the library	0.8%	4	1.7%	3	0.3%	1	0.0%	0	1.6%	3	0.6%	1	1.0%	2	0.6%	2
School / college / university	0.8%	4	0.6%	1	0.9%	3	2.0%	3	0.5%	1	0.0%	0	1.0%	2	0.6%	2
Browsing	1.5%	8	1.1%	2	1.7%	6	0.0%	0	0.5%	1	3.9%	7	0.0%	0	2.5%	8
Meeting people	1.5%	8	1.1%	2	1.7%	6	1.3%	2	1.1%	2	2.2%	4	2.4%	5	0.9%	3
To have a day out	0.6%	3	0.6%	1	0.6%	2	0.7%	1	0.0%	0	1.1%	2	0.5%	1	0.6%	2
Come for a walk	0.6%	3	1.1%	2	0.3%	1	0.0%	0	0.5%	1	1.1%	2	1.0%	2	0.3%	1
Visit the Co-Op	0.6%	3	0.6%	1	0.6%	2	0.0%	0	0.0%	0	1.7%	3	0.0%	0	0.9%	3
Café / restaurant / pub	0.8%	4	0.6%	1	0.9%	3	0.0%	0	0.0%	0	2.2%	4	0.0%	0	1.3%	4
(Don't know / no reason)	3.8%	20	3.9%	7	3.7%	13	3.3%	5	4.8%	9	2.8%	5	5.3%	11	2.8%	9
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q10 What is the main reason why you are in (STUDY CENTRE) today ?																
Food and grocery shopping	32.2%	169	29.2%	52	33.7%	117	24.2%	37	38.6%	73	32.6%	59	27.7%	57	35.2%	112
Clothes / shoes shopping	12.2%	64	10.1%	18	13.3%	46	21.6%	33	7.4%	14	9.4%	17	12.1%	25	12.3%	39
Electrical goods shopping	1.5%	8	1.1%	2	1.7%	6	1.3%	2	3.2%	6	0.0%	0	1.9%	4	1.3%	4
Stationers / newsagents	2.1%	11	2.8%	5	1.7%	6	2.0%	3	0.5%	1	3.9%	7	3.4%	7	1.3%	4
Furniture / carpet	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
Jewellery / gift shops	1.5%	8	1.7%	3	1.4%	5	1.3%	2	2.1%	4	1.1%	2	1.5%	3	1.6%	5
Chemist	2.3%	12	1.7%	3	2.6%	9	3.3%	5	1.6%	3	2.2%	4	2.9%	6	1.9%	6
Market	4.0%	21	0.6%	1	5.8%	20	1.3%	2	2.1%	4	8.3%	15	4.4%	9	3.8%	12
Library	2.1%	11	3.4%	6	1.4%	5	0.7%	1	2.6%	5	2.8%	5	2.4%	5	1.9%	6
Public offices	0.4%	2	0.6%	1	0.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Bank / Building Society / Post Office	10.7%	56	12.9%	23	9.5%	33	6.5%	10	8.5%	16	16.0%	29	11.2%	23	10.4%	33
Doctor / dentist	1.1%	6	0.6%	1	1.4%	5	1.3%	2	0.0%	0	2.2%	4	1.9%	4	0.6%	2
Café / restaurant / pub	2.3%	12	2.8%	5	2.0%	7	1.3%	2	2.6%	5	2.8%	5	2.9%	6	1.9%	6
Work / School / College	7.0%	37	6.7%	12	7.2%	25	12.4%	19	7.4%	14	2.2%	4	8.3%	17	6.3%	20
Social / leisure activities	7.8%	41	11.2%	20	6.1%	21	8.5%	13	9.0%	17	5.5%	10	6.8%	14	8.5%	27
Other	7.0%	37	7.3%	13	6.9%	24	6.5%	10	9.0%	17	5.5%	10	7.8%	16	6.6%	21
Visit bookies	0.8%	4	2.2%	4	0.0%	0	0.7%	1	1.6%	3	0.0%	0	0.5%	1	0.9%	3
Visit charity shops	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.3%	1
Browsing	1.7%	9	0.6%	1	2.3%	8	2.0%	3	1.6%	3	1.7%	3	1.5%	3	1.9%	6
Meeting people	0.8%	4	0.6%	1	0.9%	3	1.3%	2	0.0%	0	1.1%	2	0.0%	0	1.3%	4
Buying toys	0.6%	3	0.6%	1	0.6%	2	2.0%	3	0.0%	0	0.0%	0	1.0%	2	0.3%	1
(No other activities / reason)	1.3%	7	3.4%	6	0.3%	1	0.7%	1	1.6%	3	1.7%	3	1.9%	4	0.9%	3
Base:		525		178		347		153		189		181		206		318
Q11 What else do you intend to do whilst in (STUDY CENTRE) today ?																
Food and grocery shopping	10.5%	55	9.0%	16	11.2%	39	7.8%	12	9.5%	18	13.3%	24	11.7%	24	9.7%	31
Clothes / shoes shopping	5.9%	31	3.9%	7	6.9%	24	8.5%	13	3.2%	6	6.6%	12	5.8%	12	6.0%	19
Electrical goods shopping	1.5%	8	2.8%	5	0.9%	3	3.3%	5	0.5%	1	1.1%	2	1.9%	4	1.3%	4
Stationers / newsagents	5.0%	26	2.8%	5	6.1%	21	2.0%	3	3.7%	7	8.8%	16	5.8%	12	4.4%	14
Furniture / carpet	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Jewellery / gift shops	2.7%	14	0.6%	1	3.7%	13	3.9%	6	2.1%	4	2.2%	4	4.4%	9	1.6%	5
Chemist	3.4%	18	3.9%	7	3.2%	11	2.6%	4	3.2%	6	4.4%	8	3.9%	8	3.1%	10
Market	3.4%	18	2.8%	5	3.7%	13	3.9%	6	2.6%	5	3.9%	7	1.5%	3	4.7%	15
Library	2.1%	11	2.8%	5	1.7%	6	1.3%	2	2.6%	5	2.2%	4	3.9%	8	0.6%	2
Public offices	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	1	0.6%	1	0.5%	1	0.3%	1
Bank / Building Society / Post Office	7.8%	41	7.3%	13	8.1%	28	4.6%	7	9.0%	17	9.4%	17	10.2%	21	6.3%	20
Doctor / dentist	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Café / restaurant / pub	3.2%	17	5.6%	10	2.0%	7	2.0%	3	3.2%	6	4.4%	8	3.4%	7	3.1%	10
Work / School / College	0.6%	3	0.6%	1	0.6%	2	2.0%	3	0.0%	0	0.0%	0	0.5%	1	0.6%	2
Social / leisure activities	3.2%	17	5.6%	10	2.0%	7	2.0%	3	3.2%	6	4.4%	8	4.4%	9	2.5%	8
Other	2.9%	15	1.1%	2	3.7%	13	3.9%	6	0.5%	1	4.4%	8	4.9%	10	1.6%	5
Visit bookies	1.0%	5	2.8%	5	0.0%	0	0.0%	0	1.6%	3	1.1%	2	1.5%	3	0.6%	2
Visit charity shops	0.8%	4	0.0%	0	1.2%	4	0.0%	0	2.1%	4	0.0%	0	0.5%	1	0.9%	3
Browsing	1.3%	7	0.0%	0	2.0%	7	0.7%	1	0.5%	1	2.8%	5	1.5%	3	1.3%	4
Meeting people	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
Buying toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activities / reason)	56.6%	297	60.7%	108	54.5%	189	63.4%	97	62.4%	118	44.8%	81	49.5%	102	61.3%	195
Base:		525		178		347		153		189		181		206		318
Q12 How long do you think you will stay in (STUDY CENTRE) today ?																
Up to half an hour	35.2%	185	42.1%	75	31.7%	110	37.9%	58	38.6%	73	29.3%	53	39.3%	81	32.7%	104
Up to two hours	46.9%	246	41.0%	73	49.9%	173	41.2%	63	43.4%	82	55.8%	101	43.2%	89	49.1%	156
Half the day	9.1%	48	7.9%	14	9.8%	34	10.5%	16	6.3%	12	10.5%	19	8.3%	17	9.7%	31
All day	8.2%	43	8.4%	15	8.1%	28	9.8%	15	10.6%	20	4.4%	8	9.2%	19	7.5%	24
(Don't know)	0.6%	3	0.6%	1	0.6%	2	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.9%	3
Base:		525		178		347		153		189		181		206		318
Q13 Will you buy your food and grocery goods, that is undertake your main food shop, whilst in (STUDY CENTRE) today ?																
Yes	31.6%	166	25.8%	46	34.6%	120	26.1%	40	36.0%	68	31.5%	57	26.7%	55	34.9%	111
No	67.2%	353	73.6%	131	64.0%	222	73.2%	112	62.4%	118	67.4%	122	71.4%	147	64.5%	205
(Don't know)	1.1%	6	0.6%	1	1.4%	5	0.7%	1	1.6%	3	1.1%	2	1.9%	4	0.6%	2
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
Q14 How frequently do you visit (STUDY CENTRE) for your main food and grocery shopping ?								
<i>Those who will buy their food and groceries in (STUDY CENTRE) at Q13</i>								
Daily	21.7%	36 17.4%	8 23.3%	28 12.5%	5 26.5%	18 22.8%	13 23.6%	13 20.7%
Once a week or more	50.0%	83 56.5%	26 47.5%	57 65.0%	26 45.6%	31 43.9%	25 47.3%	26 51.4%
Less than once a week	12.0%	20 8.7%	4 13.3%	16 15.0%	6 14.7%	10 7.0%	4 9.1%	5 13.5%
Less than once a fortnight	5.4%	9 8.7%	4 4.2%	5 2.5%	1 4.4%	3 8.8%	5 9.1%	5 3.6%
Less than once a month	6.6%	11 4.3%	2 7.5%	9 0.0%	0 7.4%	5 10.5%	6 10.9%	6 4.5%
(Don't know / varies)	4.2%	7 4.3%	2 4.2%	5 5.0%	2 1.5%	1 7.0%	4 0.0%	0 6.3%
Base:	166	46	120	40	68	57	55	111
Q15 Approximately how much have you spent or will you spend today on food goods ?								
<i>Those who will buy their food and groceries in (STUDY CENTRE) at Q13</i>								
Nothing	2.4%	4 0.0%	0 3.3%	4 0.0%	0 0.0%	0 7.0%	4 3.6%	2 1.8%
Up to £5	4.8%	8 4.3%	2 5.0%	6 2.5%	1 4.4%	3 7.0%	4 7.3%	4 3.6%
£6 - £10	15.1%	25 10.9%	5 16.7%	20 7.5%	3 17.6%	12 17.5%	10 10.9%	6 17.1%
£11 - £15	15.7%	26 19.6%	9 14.2%	17 12.5%	5 17.6%	12 14.0%	8 20.0%	11 13.5%
£16 - £20	15.1%	25 8.7%	4 17.5%	21 25.0%	10 14.7%	10 8.8%	5 14.5%	8 15.3%
£21 - £25	9.0%	15 15.2%	7 6.7%	8 10.0%	4 8.8%	6 8.8%	5 10.9%	6 8.1%
£26 - £50	16.3%	27 15.2%	7 16.7%	20 20.0%	8 11.8%	8 19.3%	11 14.5%	8 17.1%
£51 - £75	7.2%	12 15.2%	7 4.2%	5 10.0%	4 7.4%	5 5.3%	3 9.1%	5 6.3%
£76 - £100	1.8%	3 2.2%	1 1.7%	2 2.5%	1 1.5%	1 1.8%	1 1.8%	1 1.8%
More than £100	0.6%	1 2.2%	1 0.0%	0 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.9%
(Don't know)	11.4%	19 6.5%	3 13.3%	16 10.0%	4 14.7%	10 8.8%	5 7.3%	4 13.5%
(Refused)	0.6%	1 0.0%	0 0.8%	1 0.0%	0 1.5%	1 0.0%	0 0.0%	0 0.9%
Mean:	24.3	31.2	21.5	28.0	22.5	23.9	23.3	24.8
Base:	166	46	120	40	68	57	55	111
Q16 Which centre / retail park did you last visit for your main food and grocery shopping ?								
<i>Those who will not buy their food and groceries in (STUDY CENTRE) at Q13</i>								
Chadderton	9.5%	34 10.6%	14 8.8%	20 8.0%	9 9.9%	12 10.5%	13 9.9%	15 9.2%
Failsworth	0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.8%	1 0.0%	0 0.5%
Oldham	10.0%	36 10.6%	14 9.7%	22 13.3%	15 9.9%	12 7.3%	9 6.6%	10 12.6%
Harpurhey	0.6%	2 0.8%	1 0.4%	1 0.0%	0 0.0%	0 1.6%	2 0.0%	0 1.0%
Shaw	6.1%	22 8.3%	11 4.8%	11 3.5%	4 5.8%	7 8.9%	11 4.6%	7 7.2%
Huddersfield Road	0.3%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.0%	0 0.5%
Lees	0.8%	3 0.8%	1 0.9%	2 0.0%	0 0.8%	1 1.6%	2 0.7%	1 1.0%
Royton	0.8%	3 0.8%	1 0.9%	2 0.9%	1 1.7%	2 0.0%	0 0.0%	0 1.4%
Uppermill	0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.8%	1 0.0%	0 0.7%	1 0.0%
Manchester	1.7%	6 2.3%	3 1.3%	3 0.9%	1 2.5%	3 1.6%	2 2.0%	3 1.4%
Rochdale	4.2%	15 3.0%	4 4.8%	11 4.4%	5 3.3%	4 4.8%	6 6.6%	10 2.4%
Ashton under Lyne	3.9%	14 5.3%	7 3.1%	7 1.8%	2 7.4%	9 2.4%	3 4.0%	6 3.9%
Asda, Milne Street, Chadderton	10.9%	39 6.1%	8 13.7%	31 14.2%	16 10.7%	13 8.1%	10 9.9%	15 11.6%
Asda, Greenfield Lane, Shaw	6.1%	22 3.8%	5 7.5%	17 7.1%	8 4.1%	5 7.3%	9 6.0%	9 6.3%
WM Morrisons, Hollinwood Avenue, Chadderton	5.0%	18 3.8%	5 5.7%	13 3.5%	4 5.0%	6 6.5%	8 4.6%	7 5.3%
WM Morrisons, Poplar Street, Failsworth	2.5%	9 3.8%	5 1.8%	4 1.8%	2 4.1%	5 1.6%	2 1.3%	2 3.4%
Sainsbury's, Union Street, Oldham	8.4%	30 6.1%	8 9.7%	22 12.4%	14 5.0%	6 8.1%	10 11.3%	17 6.3%
Tesco, Oldham Way, Chadderton	6.7%	24 10.6%	14 4.4%	10 5.3%	6 8.3%	10 6.5%	8 8.6%	13 5.3%
Tesco, Bleasby Street, Oldham	3.9%	14 3.0%	4 4.4%	10 4.4%	5 4.1%	5 3.2%	4 5.3%	8 2.9%
Tesco Extra, Ashton Road West, Failsworth	1.1%	4 0.0%	0 1.8%	4 0.0%	0 1.7%	2 1.6%	2 0.7%	1 1.4%
Other	6.7%	24 8.3%	11 5.7%	13 3.5%	4 8.3%	10 8.1%	10 8.6%	13 5.3%
Internet	0.3%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.0%	0 0.5%
Tesco, Stalybridge	2.2%	8 0.0%	0 3.5%	8 0.9%	1 3.3%	4 2.4%	3 3.3%	5 1.4%
Aldi, Shaw	0.6%	2 0.0%	0 0.9%	2 0.0%	0 0.0%	0 1.6%	2 0.0%	0 1.0%
Iceland, Shaw	0.3%	1 0.0%	0 0.4%	1 0.9%	1 0.0%	0 0.0%	0 0.7%	1 0.0%
(Don't know / varies)	2.2%	8 3.8%	5 1.3%	3 2.7%	3 0.0%	0 3.2%	4 0.7%	1 2.9%
(Don't do main food shopping)	4.7%	17 6.8%	9 3.5%	8 10.6%	12 3.3%	4 0.8%	1 4.0%	6 5.3%
Base:	359	132	227	113	121	124	151	207

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q17 Why do you choose to do your main food shop at (LOCATION AT Q.16) rather than (STUDY CENTRE) ?																
<i>Those who will not buy their food and groceries in Oldham at Q13 and those who didn't say (STUDY CENTRE) at Q16 (Excluding 'Internet', (Don't know / varies) and (Don't do main food shopping) at Q16)</i>																
Nearer to home	36.7%	109	31.3%	31	39.4%	78	39.5%	34	33.7%	35	37.4%	40	34.1%	46	38.9%	63
Nearer to work	2.4%	7	2.0%	2	2.5%	5	2.3%	2	4.8%	5	0.0%	0	3.7%	5	1.2%	2
Poor accessibility to STUDY CENTRE	1.7%	5	2.0%	2	1.5%	3	1.2%	1	1.9%	2	1.9%	2	2.2%	3	1.2%	2
Choice of food goods available	33.3%	99	40.4%	40	29.8%	59	31.4%	27	35.6%	37	32.7%	35	35.6%	48	31.5%	51
Choice of shops selling food goods	6.1%	18	7.1%	7	5.6%	11	10.5%	9	3.8%	4	4.7%	5	4.4%	6	7.4%	12
Quality of food goods available	9.8%	29	10.1%	10	9.6%	19	12.8%	11	9.6%	10	7.5%	8	11.9%	16	8.0%	13
Quality of shops selling food goods	6.4%	19	9.1%	9	5.1%	10	4.7%	4	7.7%	8	6.5%	7	5.2%	7	7.4%	12
Choice of shops selling non-food goods	1.3%	4	1.0%	1	1.5%	3	2.3%	2	1.9%	2	0.0%	0	0.7%	1	1.9%	3
Provision of services, such as banks / financial services	0.7%	2	1.0%	1	0.5%	1	0.0%	0	1.0%	1	0.9%	1	0.7%	1	0.6%	1
Provision of leisure services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	10.8%	32	13.1%	13	9.6%	19	11.6%	10	9.6%	10	11.2%	12	8.9%	12	12.3%	20
Cleanliness	2.7%	8	3.0%	3	2.5%	5	2.3%	2	2.9%	3	2.8%	3	1.5%	2	3.7%	6
Car parking provision	6.1%	18	8.1%	8	5.1%	10	5.8%	5	4.8%	5	7.5%	8	8.1%	11	4.3%	7
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	1.3%	4	1.0%	1	1.5%	3	0.0%	0	0.0%	0	3.7%	4	0.0%	0	2.5%	4
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0
Safety (during the night)	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	8.8%	26	8.1%	8	9.1%	18	4.7%	4	13.5%	14	7.5%	8	8.9%	12	8.6%	14
Cheaper / lower prices	6.4%	19	4.0%	4	7.6%	15	4.7%	4	4.8%	5	9.3%	10	5.2%	7	7.4%	12
Habit	1.0%	3	0.0%	0	1.5%	3	1.2%	1	1.0%	1	0.9%	1	1.5%	2	0.6%	1
I like a particular store	2.4%	7	0.0%	0	3.5%	7	2.3%	2	1.9%	2	2.8%	3	2.2%	3	2.5%	4
General convenience	1.3%	4	1.0%	1	1.5%	3	0.0%	0	0.0%	0	3.7%	4	2.2%	3	0.6%	1
Someone takes me there	2.0%	6	1.0%	1	2.5%	5	0.0%	0	1.9%	2	3.7%	4	1.5%	2	2.5%	4
(Don't know / no reason)	12.8%	38	13.1%	13	12.6%	25	12.8%	11	13.5%	14	12.2%	13	11.1%	15	14.2%	23
Base:		297		99		198		86		104		107		135		162

Q18 How do you usually travel to (LOCATION AT Q.16) (main part of journey) ?																
<i>Those who will not buy their food and groceries in (STUDY CENTRE) at Q13 and those who didn't say Oldham at Q16 (Excluding 'Internet', (Don't know / varies) and (Don't do main food shopping) at Q16)</i>																
Car / van (as driver)	50.5%	150	58.6%	58	46.5%	92	50.0%	43	53.8%	56	47.7%	51	70.4%	95	34.0%	55
Car / van (as passenger)	11.8%	35	3.0%	3	16.2%	32	9.3%	8	11.5%	12	14.0%	15	8.1%	11	14.8%	24
Bus, minibus or coach	12.8%	38	11.1%	11	13.6%	27	10.5%	9	10.6%	11	16.8%	18	4.4%	6	19.8%	32
Motorcycle, scooter or moped	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.6%	1
Walk	11.8%	35	15.2%	15	10.1%	20	15.1%	13	12.5%	13	8.4%	9	4.4%	6	17.9%	29
Taxi	1.3%	4	1.0%	1	1.5%	3	3.5%	3	0.0%	0	0.9%	1	0.7%	1	1.9%	3
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
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
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
(Do not travel, goods delivered)	11.4%	34	11.1%	11	11.6%	23	11.6%	10	11.5%	12	11.2%	12	11.9%	16	11.1%	18
Base:		297		99		198		86		104		107		135		162

Q19 Will you buy anything other than food goods today, whilst in (STUDY CENTRE) ?																
Yes - clothing, footwear or household goods	27.6%	145	16.3%	29	33.4%	116	37.3%	57	23.8%	45	23.8%	43	26.7%	55	28.0%	89
Yes - bulky items such as furniture, carpets, electrical items or DIY goods	2.1%	11	2.8%	5	1.7%	6	2.0%	3	2.1%	4	2.2%	4	1.0%	2	2.8%	9
Yes - all of the above	0.8%	4	0.0%	0	1.2%	4	0.0%	0	1.1%	2	1.1%	2	0.5%	1	0.9%	3
No	59.2%	311	73.0%	130	52.2%	181	51.6%	79	61.4%	116	63.0%	114	62.1%	128	57.5%	183
(Don't know)	10.3%	54	7.9%	14	11.5%	40	9.2%	14	11.6%	22	9.9%	18	9.7%	20	10.7%	34
Base:		525		178		347		153		189		181		206		318

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q20 Which centre / facility did you last shop at for non food goods?																
<i>Those who won't be buying anything other than food in (STUDY CENTRE) at Q19</i>																
Ashton under Lyne	5.2%	19	4.9%	7	5.4%	12	2.2%	2	5.1%	7	7.6%	10	4.1%	6	6.0%	13
Chadderton	1.9%	7	2.1%	3	1.8%	4	2.2%	2	2.2%	3	1.5%	2	0.7%	1	2.8%	6
Droylsden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Failsworth	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0
Hapurhey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lees	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.5%	1
Huddersfield Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	13.4%	49	16.0%	23	11.8%	26	20.4%	19	11.6%	16	10.6%	14	17.6%	26	10.6%	23
Middleton	1.9%	7	2.1%	3	1.8%	4	2.2%	2	2.2%	3	1.5%	2	2.7%	4	1.4%	3
Oldham	32.9%	120	30.6%	44	34.4%	76	44.1%	41	28.3%	39	29.5%	39	25.0%	37	38.2%	83
Rochdale	6.0%	22	5.6%	8	6.3%	14	2.2%	2	7.2%	10	7.6%	10	7.4%	11	5.1%	11
Royton	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1
Shaw	1.6%	6	0.0%	0	2.7%	6	0.0%	0	2.2%	3	2.3%	3	1.4%	2	1.8%	4
The Trafford Centre	3.0%	11	2.1%	3	3.6%	8	4.3%	4	2.2%	3	3.0%	4	6.1%	9	0.9%	2
Uppermill	0.8%	3	0.0%	0	1.4%	3	0.0%	0	1.4%	2	0.8%	1	1.4%	2	0.5%	1
Alexandra Retail Park, Oldham	0.3%	1	0.0%	0	0.5%	1	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Centre Retail Park/Elk Mill, Oldham	5.5%	20	3.5%	5	6.8%	15	1.1%	1	8.7%	12	5.3%	7	6.1%	9	5.1%	11
Cheetham Hill Shopping Centre	1.1%	4	1.4%	2	0.9%	2	2.2%	2	1.4%	2	0.0%	0	2.0%	3	0.5%	1
Kingsway Retail Park, Rochdale	0.5%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.7%	1	0.5%	1
Manchester Fort Shopping Park	2.5%	9	2.8%	4	2.3%	5	3.2%	3	3.6%	5	0.8%	1	3.4%	5	1.8%	4
Snipe Retail Park, Ashton under Lyne	0.3%	1	0.7%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Crown Point, Denton	0.5%	2	0.0%	0	0.9%	2	0.0%	0	0.7%	1	0.8%	1	0.0%	0	0.9%	2
Other	3.0%	11	4.2%	6	2.3%	5	3.2%	3	3.6%	5	2.3%	3	4.1%	6	2.3%	5
Internet	0.8%	3	2.1%	3	0.0%	0	1.1%	1	0.7%	1	0.8%	1	0.7%	1	0.9%	2
Bury	1.4%	5	1.4%	2	1.4%	3	0.0%	0	0.7%	1	3.0%	4	1.4%	2	1.4%	3
The Spindles, Oldham	2.5%	9	1.4%	2	3.2%	7	2.2%	2	2.9%	4	2.3%	3	2.0%	3	2.8%	6
Huddersfield	0.8%	3	1.4%	2	0.5%	1	0.0%	0	1.4%	2	0.8%	1	2.0%	3	0.0%	0
(Don't know / varies)	9.0%	33	11.1%	16	7.7%	17	5.4%	5	10.1%	14	9.8%	13	8.8%	13	9.2%	20
(Don't do non food shopping)	4.1%	15	4.2%	6	4.1%	9	2.2%	2	2.2%	3	7.6%	10	0.7%	1	6.5%	14
Base:		365		144		221		93		138		132		148		217

Q21 How frequently do you visit (ANSWER TO Q.20) for clothing and footwear or other non food goods?

Those who mentioned a location at Q20

Daily	1.3%	4	0.0%	0	2.1%	4	2.4%	2	0.8%	1	0.9%	1	0.8%	1	1.7%	3
Once a week or more	20.7%	65	15.1%	18	24.1%	47	25.9%	22	18.3%	22	19.4%	21	15.0%	20	24.9%	45
Less than once a week	5.1%	16	5.0%	6	5.1%	10	8.2%	7	1.7%	2	6.5%	7	5.3%	7	5.0%	9
Less than once a fortnight	17.5%	55	18.5%	22	16.9%	33	22.4%	19	15.8%	19	15.7%	17	18.8%	25	16.6%	30
Less than once a month	44.3%	139	52.1%	62	39.5%	77	32.9%	28	47.5%	57	49.1%	53	51.1%	68	39.2%	71
(Don't know / varies)	11.1%	35	9.2%	11	12.3%	24	8.2%	7	15.8%	19	8.3%	9	9.0%	12	12.7%	23
Base:		314		119		195		85		120		108		133		181

Q22 Approximately how much did you spend on your last visit to (ANSWER TO Q.20) on clothing or non food goods?

Those who mentioned a location at Q20

Nothing	1.0%	3	0.8%	1	1.0%	2	0.0%	0	1.7%	2	0.9%	1	0.0%	0	1.7%	3
Up to £5	1.6%	5	0.0%	0	2.6%	5	1.2%	1	1.7%	2	1.9%	2	0.0%	0	2.8%	5
£6 - £10	5.4%	17	4.2%	5	6.2%	12	1.2%	1	4.2%	5	10.2%	11	3.8%	5	6.6%	12
£11 - £15	5.4%	17	5.9%	7	5.1%	10	2.4%	2	7.5%	9	4.6%	5	3.0%	4	7.2%	13
£16 - £20	8.9%	28	9.2%	11	8.7%	17	7.1%	6	13.3%	16	5.6%	6	6.8%	9	10.5%	19
£21 - £25	10.2%	32	15.1%	18	7.2%	14	14.1%	12	8.3%	10	9.3%	10	7.5%	10	12.2%	22
£26 - £50	19.1%	60	14.3%	17	22.1%	43	24.7%	21	13.3%	16	21.3%	23	23.3%	31	16.0%	29
£51 - £75	8.6%	27	9.2%	11	8.2%	16	14.1%	12	10.8%	13	1.9%	2	12.0%	16	6.1%	11
£76- £100	6.7%	21	4.2%	5	8.2%	16	11.8%	10	4.2%	5	5.6%	6	8.3%	11	5.5%	10
More than £100	10.5%	33	14.3%	17	8.2%	16	10.6%	9	12.5%	15	8.3%	9	13.5%	18	8.3%	15
(Don't know)	22.3%	70	21.8%	26	22.6%	44	12.9%	11	22.5%	27	29.6%	32	21.1%	28	23.2%	42
(Refused)	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	0.0%	0
Mean:		51.0		55.1		48.5		56.8		51.6		45.0		60.9		43.5
Base:		314		119		195		85		120		108		133		181

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q23 Why did you choose to shop at (LOCATION AT Q.20) for non food shopping instead of (STUDY CENTRE) ?																
<i>Those who did not shop in (STUDY CENTRE) at Q20 (Excluding 'Internet', (Don't know / varies) and (Don't do non food shopping) at Q20)</i>																
Nearer to home	13.8%	36	13.6%	14	13.9%	22	15.6%	10	16.5%	17	9.7%	9	13.3%	16	14.2%	20
Nearer to work	1.1%	3	1.9%	2	0.6%	1	1.6%	1	1.0%	1	1.1%	1	1.7%	2	0.7%	1
Poor accessibility to STUDY CENTRE	0.8%	2	0.0%	0	1.3%	2	1.6%	1	1.0%	1	0.0%	0	0.8%	1	0.7%	1
Independent/specialist shops	13.8%	36	14.6%	15	13.3%	21	14.1%	9	17.5%	18	9.7%	9	15.0%	18	12.8%	18
Provision of a department store	23.0%	60	25.2%	26	21.5%	34	23.4%	15	27.2%	28	18.3%	17	20.8%	25	24.8%	35
High street names	29.1%	76	29.1%	30	29.1%	46	37.5%	24	28.2%	29	24.7%	23	22.5%	27	34.8%	49
Choice of goods available	30.3%	79	28.2%	29	31.6%	50	39.1%	25	28.2%	29	26.9%	25	28.3%	34	31.9%	45
Choice of shops selling clothing or household goods	20.3%	53	19.4%	20	20.9%	33	20.3%	13	24.3%	25	16.1%	15	20.0%	24	20.6%	29
Quality of clothing or household goods available	5.7%	15	4.9%	5	6.3%	10	9.4%	6	2.9%	3	6.5%	6	8.3%	10	3.5%	5
Choice of shops selling other goods	11.9%	31	11.7%	12	12.0%	19	17.2%	11	9.7%	10	10.8%	10	11.7%	14	12.1%	17
Provision of services, such as banks / financial services	1.9%	5	3.9%	4	0.6%	1	1.6%	1	1.9%	2	2.2%	2	3.3%	4	0.7%	1
Provision of leisure services	1.5%	4	1.0%	1	1.9%	3	3.1%	2	1.0%	1	1.1%	1	1.7%	2	1.4%	2
Shopping environment	13.0%	34	14.6%	15	12.0%	19	14.1%	9	12.6%	13	12.9%	12	12.5%	15	13.5%	19
Cleanliness	6.1%	16	6.8%	7	5.7%	9	4.7%	3	7.8%	8	5.4%	5	4.2%	5	7.8%	11
Car parking provision	2.7%	7	2.9%	3	2.5%	4	3.1%	2	1.9%	2	3.2%	3	3.3%	4	2.1%	3
Car parking prices	1.1%	3	1.0%	1	1.3%	2	1.6%	1	1.0%	1	1.1%	1	2.5%	3	0.0%	0
Accessibility by public transport	2.7%	7	1.9%	2	3.2%	5	1.6%	1	2.9%	3	3.2%	3	1.7%	2	3.5%	5
Public information, signposts, public facilities	1.1%	3	1.0%	1	1.3%	2	0.0%	0	2.9%	3	0.0%	0	0.8%	1	1.4%	2
Entertainment / events	1.9%	5	1.9%	2	1.9%	3	0.0%	0	1.9%	2	3.2%	3	3.3%	4	0.7%	1
Safety (during the day)	1.1%	3	1.0%	1	1.3%	2	1.6%	1	0.0%	0	2.2%	2	0.8%	1	1.4%	2
Safety (during the night)	0.4%	1	0.0%	0	0.6%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	14.6%	38	12.6%	13	15.8%	25	9.4%	6	12.6%	13	19.4%	18	13.3%	16	15.6%	22
Cheaper / lower prices	1.9%	5	1.9%	2	1.9%	3	0.0%	0	2.9%	3	2.2%	2	1.7%	2	2.1%	3
Has a Marks and Spencer store	2.3%	6	0.0%	0	3.8%	6	0.0%	0	1.0%	1	5.4%	5	1.7%	2	2.8%	4
Go with someone else	1.9%	5	1.9%	2	1.9%	3	3.1%	2	0.0%	0	3.2%	3	2.5%	3	1.4%	2
For a change	1.1%	3	1.0%	1	1.3%	2	1.6%	1	1.9%	2	0.0%	0	0.8%	1	1.4%	2
(Don't know / no reason)	3.4%	9	1.0%	1	5.1%	8	0.0%	0	2.9%	3	6.5%	6	5.0%	6	2.1%	3
Base:		261		103		158		64		103		93		120		141
Q24 How do you normally travel to (LOCATION AT Q.20) (main part of journey)?																
<i>Those who mentioned a location at Q20</i>																
Car / van (as driver)	40.1%	190	48.4%	74	36.1%	116	38.6%	56	48.5%	83	32.5%	51	54.5%	104	30.5%	86
Car / van (as passenger)	8.7%	41	3.9%	6	10.9%	35	7.6%	11	8.8%	15	8.9%	14	4.2%	8	11.7%	33
Bus, minibus or coach	24.7%	117	22.9%	35	25.5%	82	22.8%	33	18.7%	32	33.1%	52	14.1%	27	31.9%	90
Motorcycle, scooter or moped	0.4%	2	0.7%	1	0.3%	1	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.7%	2
Walk	7.0%	33	8.5%	13	6.2%	20	8.3%	12	5.8%	10	7.0%	11	4.7%	9	8.5%	24
Taxi	0.4%	2	0.0%	0	0.6%	2	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.7%	2
Train	2.5%	12	4.6%	7	1.6%	5	2.8%	4	2.9%	5	1.9%	3	5.2%	10	0.7%	2
Bicycle	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Other	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0
(Do not travel, goods delivered)	15.8%	75	11.1%	17	18.1%	58	19.3%	28	13.5%	23	15.3%	24	16.8%	32	14.9%	42
Base:		474		153		321		145		171		157		191		282
Q25 How frequently do you visit (STUDY CENTRE) for non food shopping?																
<i>Those who will be buying other goods apart from food at Q19</i>																
Daily	9.4%	15	11.8%	4	8.7%	11	5.0%	3	17.6%	9	6.1%	3	5.2%	3	11.9%	12
Once a week or more	32.5%	52	26.5%	9	34.1%	43	41.7%	25	27.5%	14	26.5%	13	34.5%	20	30.7%	31
Less than once a week	5.0%	8	5.9%	2	4.8%	6	5.0%	3	5.9%	3	4.1%	2	3.4%	2	5.9%	6
Less than once a fortnight	12.5%	20	14.7%	5	11.9%	15	18.3%	11	3.9%	2	14.3%	7	13.8%	8	11.9%	12
Less than once a month	16.3%	26	17.6%	6	15.9%	20	13.3%	8	15.7%	8	20.4%	10	17.2%	10	15.8%	16
(Don't know / varies)	24.4%	39	23.5%	8	24.6%	31	16.7%	10	29.4%	15	28.6%	14	25.9%	15	23.8%	24
Base:		160		34		126		60		51		49		58		101

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q26 How much have you spent or will you spend today in (STUDY CENTRE) on non food shopping?																
<i>Those who will be buying other goods apart from food at Q19</i>																
Nothing	0.6%	1	0.0%	0	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Up to £5	7.5%	12	8.8%	3	7.1%	9	5.0%	3	3.9%	2	14.3%	7	6.9%	4	6.9%	7
£6 - £10	8.1%	13	5.9%	2	8.7%	11	3.3%	2	9.8%	5	12.2%	6	5.2%	3	9.9%	10
£11 - £15	6.3%	10	2.9%	1	7.1%	9	1.7%	1	11.8%	6	6.1%	3	5.2%	3	6.9%	7
£16 - £20	9.4%	15	11.8%	4	8.7%	11	10.0%	6	9.8%	5	8.2%	4	12.1%	7	7.9%	8
£21 - £25	7.5%	12	8.8%	3	7.1%	9	13.3%	8	5.9%	3	2.0%	1	6.9%	4	7.9%	8
£26 - £50	17.5%	28	17.6%	6	17.5%	22	23.3%	14	15.7%	8	12.2%	6	22.4%	13	14.9%	15
£51 - £75	3.8%	6	0.0%	0	4.8%	6	3.3%	2	3.9%	2	4.1%	2	1.7%	1	5.0%	5
£76- £100	3.8%	6	5.9%	2	3.2%	4	8.3%	5	0.0%	0	2.0%	1	1.7%	1	5.0%	5
More than £100	1.9%	3	5.9%	2	0.8%	1	5.0%	3	0.0%	0	0.0%	0	1.7%	1	2.0%	2
(Don't know)	31.9%	51	29.4%	10	32.5%	41	25.0%	15	33.3%	17	38.8%	19	36.2%	21	29.7%	30
(Refused)	1.9%	3	2.9%	1	1.6%	2	0.0%	0	5.9%	3	0.0%	0	0.0%	0	3.0%	3
Mean:		30.5	38.3	28.3	41.7	23.0	21.4	29.4	31.5							
Base:		160	34	126	60	51	49	58	101							

Q27 Which of these statements would you say best describes how frequently you visit (STUDY CENTRE), compared with five years ago?

Much more frequently than before	6.9%	36	5.1%	9	7.8%	27	9.2%	14	3.7%	7	8.3%	15	7.8%	16	6.3%	20
More frequently than before	13.1%	69	7.3%	13	16.1%	56	17.0%	26	13.8%	26	9.4%	17	15.5%	32	11.6%	37
About as frequently	56.0%	294	61.8%	110	53.0%	184	49.7%	76	59.3%	112	57.5%	104	45.6%	94	62.9%	200
Less frequently than before	13.3%	70	16.9%	30	11.5%	40	11.8%	18	13.8%	26	14.4%	26	16.0%	33	11.3%	36
Much less frequently than before	6.1%	32	5.1%	9	6.6%	23	6.5%	10	4.8%	9	7.2%	13	7.8%	16	5.0%	16
Didn't visit five years ago	2.5%	13	2.8%	5	2.3%	8	3.3%	5	1.6%	3	2.8%	5	3.9%	8	1.6%	5
This is my first visit	0.6%	3	0.6%	1	0.6%	2	0.7%	1	0.5%	1	0.6%	1	1.0%	2	0.3%	1
(Don't know / can't remember)	1.5%	8	0.6%	1	2.0%	7	2.0%	3	2.6%	5	0.0%	0	2.4%	5	0.9%	3
Base:		525	178	347	153	189	181	206	318							

Q28 How long do you typically spend in (STUDY CENTRE) during the evening / night ?

Up to 1 hour	5.9%	31	6.7%	12	5.5%	19	5.9%	9	7.9%	15	3.9%	7	6.3%	13	5.7%	18
1 to 2 hours	10.7%	56	11.2%	20	10.4%	36	14.4%	22	13.2%	25	5.0%	9	11.2%	23	10.1%	32
Over 2 and up to 4 hours	9.7%	51	11.2%	20	8.9%	31	13.7%	21	8.5%	16	7.7%	14	10.2%	21	9.4%	30
Over 4 hours	6.1%	32	6.2%	11	6.1%	21	7.2%	11	7.4%	14	3.9%	7	5.3%	11	6.6%	21
Don't visit in the evening	59.8%	314	56.7%	101	61.4%	213	54.2%	83	52.9%	100	71.3%	129	58.3%	120	61.0%	194
(Don't know / varies)	7.8%	41	7.9%	14	7.8%	27	4.6%	7	10.1%	19	8.3%	15	8.7%	18	7.2%	23
Base:		525	178	347	153	189	181	206	318							

Mean Score [Much better = 5, Better = 4, About the same = 3, Worse = 2, Much worse = 1]

Q29 Comparing (STUDY CENTRE) with other centres, how does it compare on the following aspects ?

Choice of shops

Much better	1.0%	5	1.1%	2	0.9%	3	1.3%	2	0.5%	1	1.1%	2	1.5%	3	0.6%	2
Better	14.3%	75	7.9%	14	17.6%	61	11.8%	18	15.9%	30	14.9%	27	14.6%	30	14.2%	45
About the same	32.6%	171	30.3%	54	33.7%	117	37.9%	58	33.3%	63	27.1%	49	30.1%	62	34.3%	109
Worse	36.8%	193	39.9%	71	35.2%	122	32.0%	49	33.3%	63	44.8%	81	37.9%	78	35.8%	114
Much worse	13.0%	68	16.9%	30	11.0%	38	13.1%	20	14.8%	28	11.1%	20	12.6%	26	13.2%	42
(Don't know)	2.5%	13	3.9%	7	1.7%	6	3.9%	6	2.1%	4	1.1%	2	3.4%	7	1.9%	6
Mean:		2.52	2.34	2.62	2.54	2.53	2.50	2.53	2.52							
Base:		525	178	347	153	189	181	206	318							

Choice of High Street names

Much better	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.6%	2
Better	6.9%	36	4.5%	8	8.1%	28	9.8%	15	6.3%	12	5.0%	9	8.3%	17	6.0%	19
About the same	28.8%	151	26.4%	47	30.0%	104	36.6%	56	27.5%	52	23.2%	42	26.7%	55	30.2%	96
Worse	39.2%	206	36.0%	64	40.9%	142	31.4%	48	38.6%	73	47.0%	85	39.3%	81	39.0%	124
Much worse	21.0%	110	29.8%	53	16.4%	57	19.0%	29	24.9%	47	18.2%	33	20.4%	42	21.4%	68
(Don't know)	3.8%	20	3.4%	6	4.0%	14	3.3%	5	2.1%	4	6.1%	11	5.3%	11	2.8%	9
Mean:		2.24	2.06	2.33	2.39	2.17	2.18	2.24	2.23							
Base:		525	178	347	153	189	181	206	318							

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
Choice of independent/specialist shops								
Much better	1.5%	8	0.6%	1	2.0%	7	1.3%	2
Better	15.8%	83	15.2%	27	16.1%	56	13.1%	20
About the same	32.8%	172	34.8%	62	31.7%	110	38.6%	59
Worse	33.1%	174	30.3%	54	34.6%	120	31.4%	48
Much worse	12.2%	64	14.0%	25	11.2%	39	11.8%	18
(Don't know)	4.6%	24	5.1%	9	4.3%	15	3.9%	6
<i>Mean:</i>	2.59		2.56		2.61		2.59	
Base:	525		178		347		153	
Quality of shops								
Much better	1.1%	6	0.6%	1	1.4%	5	0.7%	1
Better	13.7%	72	13.5%	24	13.8%	48	13.1%	20
About the same	49.7%	261	42.7%	76	53.3%	185	54.2%	83
Worse	27.0%	142	30.9%	55	25.1%	87	24.8%	38
Much worse	5.1%	27	7.3%	13	4.0%	14	3.9%	6
(Don't know)	3.2%	17	5.1%	9	2.3%	8	3.3%	5
<i>Mean:</i>	2.78		2.67		2.83		2.81	
Base:	525		178		347		153	
Range of services such as banks and other financial services								
Much better	1.1%	6	0.6%	1	1.4%	5	1.3%	2
Better	15.6%	82	16.3%	29	15.3%	53	11.8%	18
About the same	61.5%	323	58.4%	104	63.1%	219	69.3%	106
Worse	13.5%	71	12.9%	23	13.8%	48	9.8%	15
Much worse	2.9%	15	6.2%	11	1.2%	4	2.6%	4
(Don't know)	5.3%	28	5.6%	10	5.2%	18	5.2%	8
<i>Mean:</i>	2.99		2.92		3.02		2.99	
Base:	525		178		347		153	
Range and choice of pubs / restaurants								
Much better	0.4%	2	0.0%	0	0.6%	2	0.0%	0
Better	12.0%	63	12.4%	22	11.8%	41	12.4%	19
About the same	44.4%	233	47.2%	84	42.9%	149	46.4%	71
Worse	19.0%	100	16.3%	29	20.5%	71	22.9%	35
Much worse	4.8%	25	9.0%	16	2.6%	9	4.6%	7
(Don't know)	19.4%	102	15.2%	27	21.6%	75	13.7%	21
<i>Mean:</i>	2.80		2.74		2.84		2.77	
Base:	525		178		347		153	
Leisure facilities								
Much better	0.4%	2	0.0%	0	0.6%	2	0.0%	0
Better	7.0%	37	7.3%	13	6.9%	24	9.8%	15
About the same	34.9%	183	36.0%	64	34.3%	119	39.9%	61
Worse	21.5%	113	21.3%	38	21.6%	75	22.9%	35
Much worse	13.5%	71	16.9%	30	11.8%	41	15.7%	24
(Don't know)	22.7%	119	18.5%	33	24.8%	86	11.8%	18
<i>Mean:</i>	2.47		2.41		2.51		2.50	
Base:	525		178		347		153	
Town centre environment								
Much better	1.0%	5	0.6%	1	1.2%	4	0.7%	1
Better	14.3%	75	14.6%	26	14.1%	49	13.1%	20
About the same	47.6%	250	44.9%	80	49.0%	170	51.0%	78
Worse	20.0%	105	20.2%	36	19.9%	69	20.3%	31
Much worse	11.2%	59	14.0%	25	9.8%	34	9.2%	14
(Don't know)	5.9%	31	5.6%	10	6.1%	21	5.9%	9
<i>Mean:</i>	2.72		2.65		2.75		2.74	
Base:	525		178		347		153	

Oldham On-Street Visitors Survey for White Young Green

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Cleanliness																
Much better	1.5%	8	1.7%	3	1.4%	5	0.7%	1	1.6%	3	2.2%	4	2.4%	5	0.9%	3
Better	17.0%	89	19.1%	34	15.9%	55	15.7%	24	12.2%	23	22.7%	41	21.4%	44	13.8%	44
About the same	54.3%	285	50.0%	89	56.5%	196	60.1%	92	59.3%	112	44.2%	80	46.6%	96	59.4%	189
Worse	15.4%	81	16.3%	29	15.0%	52	12.4%	19	14.3%	27	19.3%	35	17.5%	36	14.2%	45
Much worse	8.6%	45	9.0%	16	8.4%	29	7.2%	11	9.0%	17	9.4%	17	7.8%	16	9.1%	29
(Don't know)	3.2%	17	3.9%	7	2.9%	10	3.9%	6	3.7%	7	2.2%	4	4.4%	9	2.5%	8
Mean:		2.87		2.88		2.87		2.90		2.82		2.89		2.93		2.83
Base:		525		178		347		153		189		181		206		318
Car parking provision																
Much better	2.1%	11	2.2%	4	2.0%	7	2.0%	3	2.6%	5	1.7%	3	4.4%	9	0.6%	2
Better	14.3%	75	17.4%	31	12.7%	44	9.2%	14	20.1%	38	12.7%	23	16.5%	34	12.9%	41
About the same	36.4%	191	35.4%	63	36.9%	128	43.8%	67	40.2%	76	26.0%	47	38.4%	79	34.9%	111
Worse	10.1%	53	9.0%	16	10.7%	37	6.5%	10	11.1%	21	12.2%	22	11.7%	24	9.1%	29
Much worse	6.7%	35	9.6%	17	5.2%	18	5.9%	9	5.8%	11	8.3%	15	10.2%	21	4.4%	14
(Don't know)	30.5%	160	26.4%	47	32.6%	113	32.7%	50	20.1%	38	39.2%	71	18.9%	39	38.1%	121
Mean:		2.93		2.92		2.94		2.92		3.03		2.79		2.92		2.94
Base:		525		178		347		153		189		181		206		318
Car parking prices																
Much better	6.5%	34	6.7%	12	6.3%	22	3.9%	6	7.4%	14	7.7%	14	11.2%	23	3.5%	11
Better	14.7%	77	17.4%	31	13.3%	46	9.8%	15	21.7%	41	11.6%	21	16.5%	34	13.5%	43
About the same	36.2%	190	38.2%	68	35.2%	122	41.2%	63	39.7%	75	28.2%	51	36.4%	75	36.2%	115
Worse	6.5%	34	3.9%	7	7.8%	27	6.5%	10	6.3%	12	6.6%	12	8.7%	18	5.0%	16
Much worse	2.7%	14	3.9%	7	2.0%	7	1.3%	2	2.6%	5	3.9%	7	3.9%	8	1.9%	6
(Don't know)	33.5%	176	29.8%	53	35.4%	123	37.3%	57	22.2%	42	42.0%	76	23.3%	48	39.9%	127
Mean:		3.24		3.27		3.22		3.14		3.32		3.22		3.29		3.19
Base:		525		178		347		153		189		181		206		318
Accessibility by public transport																
Much better	4.0%	21	3.4%	6	4.3%	15	3.3%	5	3.2%	6	5.5%	10	3.9%	8	3.8%	12
Better	21.5%	113	22.5%	40	21.0%	73	17.6%	27	22.2%	42	23.8%	43	18.9%	39	23.3%	74
About the same	51.4%	270	51.1%	91	51.6%	179	54.9%	84	51.3%	97	48.6%	88	45.6%	94	55.3%	176
Worse	4.8%	25	5.1%	9	4.6%	16	6.5%	10	4.8%	9	3.3%	6	6.3%	13	3.8%	12
Much worse	1.3%	7	0.0%	0	2.0%	7	1.3%	2	0.5%	1	2.2%	4	1.0%	2	1.6%	5
(Don't know)	17.0%	89	18.0%	32	16.4%	57	16.3%	25	18.0%	34	16.6%	30	24.3%	50	12.3%	39
Mean:		3.27		3.29		3.25		3.18		3.28		3.32		3.24		3.27
Base:		525		178		347		153		189		181		206		318
Public information / signposts / public facilities																
Much better	1.3%	7	1.1%	2	1.4%	5	0.7%	1	2.1%	4	1.1%	2	2.4%	5	0.6%	2
Better	12.2%	64	13.5%	24	11.5%	40	9.2%	14	11.6%	22	15.5%	28	13.6%	28	11.3%	36
About the same	53.7%	282	49.4%	88	55.9%	194	60.1%	92	52.9%	100	48.6%	88	47.6%	98	57.5%	183
Worse	9.1%	48	10.1%	18	8.6%	30	9.2%	14	7.4%	14	11.1%	20	12.1%	25	7.2%	23
Much worse	3.8%	20	2.8%	5	4.3%	15	2.6%	4	4.2%	8	4.4%	8	2.4%	5	4.7%	15
(Don't know)	19.8%	104	23.0%	41	18.2%	63	18.3%	28	21.7%	41	19.3%	35	21.8%	45	18.6%	59
Mean:		2.98		3.00		2.96		2.95		3.00		2.97		3.02		2.95
Base:		525		178		347		153		189		181		206		318
Leisure facilities																
Much better	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.5%	1	1.1%	2	1.0%	2	0.3%	1
Better	5.3%	28	4.5%	8	5.8%	20	7.2%	11	5.3%	10	3.3%	6	6.3%	13	4.7%	15
About the same	28.8%	151	27.0%	48	29.7%	103	41.2%	63	28.6%	54	18.8%	34	28.2%	58	29.2%	93
Worse	21.5%	113	24.2%	43	20.2%	70	22.2%	34	25.4%	48	17.1%	31	18.9%	39	23.3%	74
Much worse	15.8%	83	20.8%	37	13.3%	46	11.8%	18	14.8%	28	20.4%	37	14.1%	29	16.7%	53
(Don't know)	28.0%	147	23.6%	42	30.3%	105	17.6%	27	25.4%	48	39.2%	71	31.6%	65	25.8%	82
Mean:		2.35		2.20		2.44		2.53		2.35		2.14		2.43		2.31
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male		Female		16 - 34	35 - 54	55 +	ABC1		C2DE					
Cinemas																
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Better	0.6%	3	0.6%	1	0.6%	2	1.3%	2	0.0%	0	0.6%	1	0.5%	1	0.6%	2
About the same	17.1%	90	11.2%	20	20.2%	70	24.2%	37	18.0%	34	10.5%	19	15.5%	32	18.2%	58
Worse	24.4%	128	27.0%	48	23.1%	80	24.2%	37	27.0%	51	22.1%	40	21.8%	45	26.1%	83
Much worse	42.1%	221	43.8%	78	41.2%	143	38.6%	59	39.7%	75	48.1%	87	47.1%	97	38.7%	123
(Don't know)	15.8%	83	17.4%	31	15.0%	52	11.8%	18	15.3%	29	18.8%	34	15.0%	31	16.4%	52
<i>Mean:</i>		<i>1.72</i>		<i>1.62</i>		<i>1.77</i>		<i>1.87</i>		<i>1.74</i>		<i>1.55</i>		<i>1.64</i>		<i>1.77</i>
Base:		525		178		347		153		189		181		206		318
Restaurants																
Much better	0.8%	4	0.6%	1	0.9%	3	0.0%	0	1.1%	2	1.1%	2	0.5%	1	0.9%	3
Better	5.9%	31	5.6%	10	6.1%	21	5.9%	9	4.2%	8	7.2%	13	7.8%	16	4.7%	15
About the same	33.1%	174	33.7%	60	32.9%	114	35.3%	54	37.6%	71	27.1%	49	33.5%	69	33.0%	105
Worse	28.4%	149	29.8%	53	27.7%	96	30.1%	46	29.1%	55	26.5%	48	27.7%	57	28.6%	91
Much worse	15.2%	80	14.6%	26	15.6%	54	16.3%	25	10.1%	19	19.9%	36	14.6%	30	15.7%	50
(Don't know)	16.6%	87	15.7%	28	17.0%	59	12.4%	19	18.0%	34	18.2%	33	16.0%	33	17.0%	54
<i>Mean:</i>		<i>2.38</i>		<i>2.38</i>		<i>2.39</i>		<i>2.35</i>		<i>2.48</i>		<i>2.30</i>		<i>2.43</i>		<i>2.36</i>
Base:		525		178		347		153		189		181		206		318
Entertainment / events / performances																
Much better	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.5%	1	0.6%	1	0.5%	1	0.3%	1
Better	7.6%	40	7.3%	13	7.8%	27	5.2%	8	8.5%	16	8.3%	15	11.7%	24	5.0%	16
About the same	24.4%	128	19.1%	34	27.1%	94	30.1%	46	25.9%	49	18.2%	33	23.8%	49	24.8%	79
Worse	27.6%	145	32.0%	57	25.4%	88	30.1%	46	29.6%	56	23.8%	43	27.7%	57	27.7%	88
Much worse	20.0%	105	22.5%	40	18.7%	65	18.3%	28	17.5%	33	24.3%	44	17.0%	35	21.7%	69
(Don't know)	20.0%	105	18.5%	33	20.7%	72	16.3%	25	18.0%	34	24.9%	45	19.4%	40	20.4%	65
<i>Mean:</i>		<i>2.26</i>		<i>2.16</i>		<i>2.31</i>		<i>2.27</i>		<i>2.33</i>		<i>2.16</i>		<i>2.39</i>		<i>2.18</i>
Base:		525		178		347		153		189		181		206		318
Tourist facilities/hotels																
Much better	0.8%	4	0.6%	1	0.9%	3	0.0%	0	1.1%	2	1.1%	2	1.0%	2	0.6%	2
Better	3.2%	17	3.4%	6	3.2%	11	2.6%	4	3.2%	6	3.3%	6	3.9%	8	2.8%	9
About the same	23.4%	123	19.1%	34	25.6%	89	24.8%	38	25.9%	49	19.9%	36	22.3%	46	24.2%	77
Worse	19.2%	101	19.7%	35	19.0%	66	19.6%	30	20.1%	38	18.2%	33	21.4%	44	17.9%	57
Much worse	18.9%	99	22.5%	40	17.0%	59	15.7%	24	18.0%	34	22.7%	41	20.4%	42	17.6%	56
(Don't know)	34.5%	181	34.8%	62	34.3%	119	37.3%	57	31.7%	60	34.8%	63	31.1%	64	36.8%	117
<i>Mean:</i>		<i>2.20</i>		<i>2.08</i>		<i>2.27</i>		<i>2.23</i>		<i>2.26</i>		<i>2.11</i>		<i>2.18</i>		<i>2.22</i>
Base:		525		178		347		153		189		181		206		318
Day-time safety																
Much better	2.9%	15	1.7%	3	3.5%	12	1.3%	2	4.2%	8	2.8%	5	5.3%	11	1.3%	4
Better	11.4%	60	10.7%	19	11.8%	41	8.5%	13	6.9%	13	18.2%	33	11.7%	24	11.3%	36
About the same	69.3%	364	67.4%	120	70.3%	244	73.2%	112	72.0%	136	63.5%	115	60.7%	125	74.8%	238
Worse	8.2%	43	8.4%	15	8.1%	28	7.8%	12	7.9%	15	8.8%	16	11.2%	23	6.3%	20
Much worse	2.3%	12	3.4%	6	1.7%	6	2.0%	3	3.2%	6	1.7%	3	1.9%	4	2.5%	8
(Don't know)	5.9%	31	8.4%	15	4.6%	16	7.2%	11	5.8%	11	5.0%	9	9.2%	19	3.8%	12
<i>Mean:</i>		<i>3.05</i>		<i>2.99</i>		<i>3.08</i>		<i>2.99</i>		<i>3.01</i>		<i>3.12</i>		<i>3.08</i>		<i>3.03</i>
Base:		525		178		347		153		189		181		206		318
Evening / night safety																
Much better	1.0%	5	1.1%	2	0.9%	3	0.7%	1	1.6%	3	0.6%	1	1.9%	4	0.3%	1
Better	4.0%	21	4.5%	8	3.7%	13	5.9%	9	2.6%	5	3.9%	7	5.3%	11	3.1%	10
About the same	37.1%	195	37.6%	67	36.9%	128	42.5%	65	38.1%	72	31.5%	57	34.5%	71	38.7%	123
Worse	19.0%	100	22.5%	40	17.3%	60	16.3%	25	20.6%	39	19.9%	36	20.4%	42	18.2%	58
Much worse	11.0%	58	11.8%	21	10.7%	37	11.1%	17	8.5%	16	13.8%	25	11.2%	23	11.0%	35
(Don't know)	27.8%	146	22.5%	40	30.5%	106	23.5%	36	28.6%	54	30.4%	55	26.7%	55	28.6%	91
<i>Mean:</i>		<i>2.51</i>		<i>2.49</i>		<i>2.52</i>		<i>2.59</i>		<i>2.56</i>		<i>2.39</i>		<i>2.54</i>		<i>2.49</i>
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
Layout								
Much better	1.0%	5	1.1%	2	0.9%	3	0.7%	1
Better	12.0%	63	9.6%	17	13.3%	46	11.1%	17
About the same	61.1%	321	57.9%	103	62.8%	218	64.1%	98
Worse	14.3%	75	18.5%	33	12.1%	42	9.8%	15
Much worse	5.5%	29	6.7%	12	4.9%	17	7.2%	11
(Don't know)	6.1%	32	6.2%	11	6.1%	21	7.2%	11
<i>Mean:</i>	2.88	2.78	2.93	2.87	2.84	2.92	2.90	2.87
Base:	525	178	347	153	189	181	206	318
Public Art								
Much better	0.4%	2	0.0%	0	0.6%	2	0.0%	0
Better	5.9%	31	5.6%	10	6.1%	21	5.9%	9
About the same	28.8%	151	23.6%	42	31.4%	109	32.7%	50
Worse	14.9%	78	18.5%	33	13.0%	45	15.0%	23
Much worse	11.2%	59	11.2%	20	11.2%	39	11.8%	18
(Don't know)	38.9%	204	41.0%	73	37.8%	131	34.6%	53
<i>Mean:</i>	2.50	2.40	2.55	2.50	2.45	2.56	2.53	2.47
Base:	525	178	347	153	189	181	206	318
General environment								
Much better	1.1%	6	1.1%	2	1.2%	4	1.3%	2
Better	12.8%	67	12.4%	22	13.0%	45	9.2%	14
About the same	55.4%	291	52.2%	93	57.1%	198	58.2%	89
Worse	16.2%	85	19.7%	35	14.4%	50	13.1%	20
Much worse	6.3%	33	6.7%	12	6.1%	21	7.8%	12
(Don't know)	8.2%	43	7.9%	14	8.4%	29	10.5%	16
<i>Mean:</i>	2.85	2.80	2.88	2.81	2.84	2.89	2.90	2.82
Base:	525	178	347	153	189	181	206	318
Q30 What type of shops or services would you like to see more of in (STUDY CENTRE) ?								
Large supermarkets	5.7%	30	4.5%	8	6.3%	22	2.0%	3
Specialist foodstores	5.9%	31	5.6%	10	6.1%	21	2.6%	4
Department stores	11.8%	62	8.4%	15	13.5%	47	13.1%	20
Clothing stores	24.8%	130	11.8%	21	31.4%	109	32.7%	50
Footwear stores	10.5%	55	6.2%	11	12.7%	44	11.8%	18
Electrical goods	4.8%	25	3.9%	7	5.2%	18	4.6%	7
Household goods stores	5.3%	28	2.2%	4	6.9%	24	3.3%	5
Pharmacies	0.6%	3	0.0%	0	0.9%	3	2.0%	3
Restaurants / cafes	5.3%	28	4.5%	8	5.8%	20	6.5%	10
Drinking establishments	2.1%	11	3.9%	7	1.2%	4	4.6%	7
Building Society	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Banks	1.1%	6	0.0%	0	1.7%	6	1.3%	2
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.5%	34	7.9%	14	5.8%	20	6.5%	10
A Marks and Spencer store	2.3%	12	0.6%	1	3.2%	11	0.7%	1
Independent / specialist shops	1.1%	6	1.7%	3	0.9%	3	0.7%	1
A market	1.0%	5	0.6%	1	1.2%	4	0.0%	0
(None mentioned)	17.1%	90	22.5%	40	14.4%	50	17.0%	26
(Don't know)	26.7%	140	33.7%	60	23.1%	80	25.5%	39
Base:	525	178	347	153	189	181	206	318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
Q31 What type leisure facilities would you like to see more of in (STUDY CENTRE) ?																
Health and fitness	10.3%	54	12.9%	23	8.9%	31	13.1%	20	12.2%	23	6.1%	11	11.2%	23	9.7%	31
Swimming pool	8.2%	43	10.1%	18	7.2%	25	9.8%	15	7.9%	15	7.2%	13	9.2%	19	7.5%	24
Bingo	1.5%	8	0.6%	1	2.0%	7	2.0%	3	2.6%	5	0.0%	0	1.0%	2	1.9%	6
Cinema	25.7%	135	22.5%	40	27.4%	95	34.6%	53	25.9%	49	18.2%	33	20.9%	43	28.9%	92
Bowling alley	13.7%	72	9.6%	17	15.9%	55	19.6%	30	14.3%	27	8.3%	15	11.2%	23	15.4%	49
Hotels	1.5%	8	1.1%	2	1.7%	6	2.0%	3	1.1%	2	1.7%	3	2.9%	6	0.6%	2
Ice rink	2.9%	15	0.6%	1	4.0%	14	3.9%	6	3.7%	7	1.1%	2	2.9%	6	2.8%	9
Museums	1.9%	10	2.2%	4	1.7%	6	2.0%	3	1.6%	3	2.2%	4	2.9%	6	1.3%	4
Art galleries	1.9%	10	1.1%	2	2.3%	8	2.0%	3	2.1%	4	1.7%	3	2.4%	5	1.6%	5
Go-karting	0.8%	4	0.0%	0	1.2%	4	0.7%	1	1.1%	2	0.6%	1	1.0%	2	0.6%	2
Parks/gardens	4.6%	24	2.8%	5	5.5%	19	3.3%	5	6.3%	12	3.9%	7	5.8%	12	3.8%	12
Civic Hall / Civic spaces	1.0%	5	0.6%	1	1.2%	4	1.3%	2	0.5%	1	1.1%	2	1.5%	3	0.6%	2
Other	5.3%	28	7.3%	13	4.3%	15	5.2%	8	5.3%	10	5.5%	10	5.3%	11	5.3%	17
Children facilities	3.8%	20	3.9%	7	3.7%	13	3.9%	6	4.2%	8	3.3%	6	2.9%	6	4.4%	14
A theatre	0.8%	4	0.6%	1	0.9%	3	0.0%	0	0.0%	0	2.2%	4	1.0%	2	0.6%	2
Snooker / pool hall	0.6%	3	1.1%	2	0.3%	1	1.3%	2	0.0%	0	0.0%	0	0.5%	1	0.6%	2
(None mentioned)	26.9%	141	26.4%	47	27.1%	94	20.9%	32	19.6%	37	39.8%	72	26.7%	55	27.0%	86
(Don't know)	25.0%	131	23.6%	42	25.6%	89	21.6%	33	27.0%	51	25.4%	46	25.2%	52	24.5%	78
Base:		525		178		347		153		189		181		206		318
Q32 What measures do you think would improve (STUDY CENTRE) and make it more attractive ?																
Increased choice / range of shops	15.8%	83	16.3%	29	15.6%	54	20.3%	31	16.4%	31	11.6%	21	12.1%	25	18.2%	58
More speciality shops	4.8%	25	7.3%	13	3.5%	12	3.9%	6	5.3%	10	5.0%	9	4.9%	10	4.7%	15
More national multiples	2.5%	13	2.2%	4	2.6%	9	5.2%	8	1.1%	2	1.7%	3	1.5%	3	3.1%	10
Better foodstore provision	1.7%	9	1.7%	3	1.7%	6	0.7%	1	2.1%	4	2.2%	4	1.5%	3	1.9%	6
More non-food stores	3.0%	16	2.2%	4	3.5%	12	2.0%	3	3.2%	6	3.9%	7	3.4%	7	2.8%	9
More Independent / Specialist traders	2.5%	13	2.2%	4	2.6%	9	2.6%	4	1.6%	3	3.3%	6	2.4%	5	2.5%	8
Improved street paving	1.7%	9	3.4%	6	0.9%	3	0.7%	1	3.2%	6	1.1%	2	1.5%	3	1.9%	6
Cheaper parking	3.2%	17	0.6%	1	4.6%	16	4.6%	7	4.2%	8	1.1%	2	5.3%	11	1.9%	6
Flexible parking	4.0%	21	3.4%	6	4.3%	15	2.6%	4	4.8%	9	4.4%	8	7.3%	15	1.9%	6
Reduce traffic congestion	4.6%	24	7.3%	13	3.2%	11	3.3%	5	3.2%	6	7.2%	13	5.8%	12	3.8%	12
Improved public transport	0.8%	4	1.7%	3	0.3%	1	0.0%	0	2.1%	4	0.0%	0	1.0%	2	0.6%	2
More entertainment / leisure facilities	9.0%	47	7.3%	13	9.8%	34	13.7%	21	9.5%	18	4.4%	8	7.8%	16	9.7%	31
More quality restaurants / pavement cafes	4.8%	25	4.5%	8	4.9%	17	7.8%	12	4.8%	9	2.2%	4	6.8%	14	3.5%	11
More evening activities	3.0%	16	4.5%	8	2.3%	8	6.5%	10	2.6%	5	0.6%	1	3.9%	8	2.5%	8
More organised events e.g. street markets	2.7%	14	2.2%	4	2.9%	10	2.6%	4	3.2%	6	2.2%	4	2.9%	6	2.5%	8
More cultural facilities	2.7%	14	2.2%	4	2.9%	10	3.3%	5	2.1%	4	2.8%	5	3.9%	8	1.9%	6
Improved security / CCTV	8.2%	43	7.9%	14	8.4%	29	6.5%	10	8.5%	16	9.4%	17	7.3%	15	8.8%	28
Improved cleanliness	9.5%	50	8.4%	15	10.1%	35	7.8%	12	8.5%	16	12.2%	22	10.7%	22	8.8%	28
Greater promotion / marketing of the centre	2.1%	11	1.1%	2	2.6%	9	3.9%	6	1.1%	2	1.7%	3	2.9%	6	1.6%	5
Public toilets	3.6%	19	2.2%	4	4.3%	15	5.9%	9	3.7%	7	1.7%	3	3.9%	8	3.1%	10
Expansion of the centre	3.0%	16	2.8%	5	3.2%	11	3.9%	6	3.2%	6	2.2%	4	3.4%	7	2.8%	9
Improved cultural facilities	0.6%	3	0.6%	1	0.6%	2	0.7%	1	1.1%	2	0.0%	0	1.5%	3	0.0%	0
More tourist facilities	0.6%	3	0.6%	1	0.6%	2	0.0%	0	1.6%	3	0.0%	0	0.5%	1	0.6%	2
Improved signage/information	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	6.9%	36	5.6%	10	7.5%	26	0.7%	1	10.6%	20	7.7%	14	9.2%	19	5.3%	17
Children facilities	1.0%	5	0.0%	0	1.4%	5	1.3%	2	0.5%	1	1.1%	2	0.0%	0	1.6%	5
New / improved market	1.7%	9	1.7%	3	1.7%	6	0.7%	1	0.5%	1	3.9%	7	1.9%	4	1.6%	5
Hanging baskets / more flowers	1.0%	5	1.1%	2	0.9%	3	0.7%	1	0.5%	1	1.7%	3	1.0%	2	0.9%	3
Less building work / finish building work off	1.3%	7	2.2%	4	0.9%	3	1.3%	2	1.6%	3	1.1%	2	1.0%	2	1.6%	5
Needs modernising / refurbishment	1.7%	9	1.7%	3	1.7%	6	0.7%	1	0.5%	1	3.9%	7	2.4%	5	1.3%	4
(None mentioned)	15.2%	80	19.1%	34	13.3%	46	16.3%	25	11.1%	21	18.2%	33	11.7%	24	17.6%	56
(Don't know)	25.1%	132	24.7%	44	25.4%	88	27.5%	42	24.9%	47	23.8%	43	27.2%	56	23.9%	76
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Q33 What do you think are the biggest weaknesses of (STUDY CENTRE) ?																
Choice / range of non-food shops	13.5%	71	15.2%	27	12.7%	44	19.0%	29	13.2%	25	9.4%	17	13.6%	28	13.5%	43
Range of specialist/independent retailers	4.6%	24	5.1%	9	4.3%	15	5.2%	8	4.8%	9	3.9%	7	4.4%	9	4.7%	15
Foodstore provision	2.1%	11	1.7%	3	2.3%	8	3.3%	5	1.1%	2	2.2%	4	3.9%	8	0.9%	3
Lack of cultural facilities	3.4%	18	3.4%	6	3.5%	12	3.9%	6	4.8%	9	1.7%	3	3.4%	7	3.5%	11
Accessibility by private car	0.4%	2	0.6%	1	0.3%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2
Car parking	6.7%	35	6.2%	11	6.9%	24	7.2%	11	5.8%	11	7.2%	13	11.7%	24	3.5%	11
Accessibility by public transport	0.8%	4	1.7%	3	0.3%	1	0.7%	1	1.1%	2	0.6%	1	1.0%	2	0.6%	2
Accessibility by cycling and by foot	0.4%	2	1.1%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	2
Public information / events	1.5%	8	1.7%	3	1.4%	5	1.3%	2	2.1%	4	1.1%	2	1.5%	3	1.6%	5
Range and choice of pubs / restaurants	3.4%	18	2.8%	5	3.7%	13	2.6%	4	6.9%	13	0.6%	1	2.4%	5	4.1%	13
Tourism facilities	0.4%	2	0.6%	1	0.3%	1	0.7%	1	0.5%	1	0.0%	0	1.0%	2	0.0%	0
Town centre environment	6.9%	36	7.3%	13	6.6%	23	9.8%	15	5.8%	11	5.5%	10	6.3%	13	7.2%	23
Non-retail provision (e.g. banks, estate agents (etc.))	0.4%	2	1.1%	2	0.0%	0	0.7%	1	0.0%	0	0.6%	1	1.0%	2	0.0%	0
Leisure facilities	8.2%	43	7.3%	13	8.6%	30	17.0%	26	5.3%	10	3.9%	7	7.8%	16	8.5%	27
Security / safety	7.2%	38	7.3%	13	7.2%	25	4.6%	7	5.3%	10	11.6%	21	5.3%	11	8.5%	27
Other	7.0%	37	7.9%	14	6.6%	23	3.9%	6	5.3%	10	11.6%	21	7.3%	15	6.9%	22
Supermarkets are killing the town	0.8%	4	0.6%	1	0.9%	3	0.0%	0	0.5%	1	1.1%	2	1.5%	3	0.3%	1
Dirty / too much litter	2.9%	15	2.8%	5	2.9%	10	2.6%	4	1.1%	2	5.0%	9	3.4%	7	2.5%	8
Traffic congestion	2.9%	15	5.1%	9	1.7%	6	2.0%	3	4.2%	8	2.2%	4	3.9%	8	2.2%	7
Too many pubs / bars	1.0%	5	1.1%	2	0.9%	3	2.0%	3	1.1%	2	0.0%	0	0.5%	1	1.3%	4
Children facilities	1.3%	7	0.0%	0	2.0%	7	1.3%	2	2.1%	4	0.6%	1	1.5%	3	1.3%	4
The market	1.7%	9	1.1%	2	2.0%	7	1.3%	2	0.5%	1	3.3%	6	2.4%	5	1.3%	4
Too many foreigners	0.6%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.7%	3	0.5%	1	0.6%	2
The Council	1.0%	5	1.1%	2	0.9%	3	0.0%	0	0.0%	0	2.8%	5	1.9%	4	0.3%	1
Too busy	0.8%	4	0.0%	0	1.2%	4	0.7%	1	1.6%	3	0.0%	0	0.0%	0	1.3%	4
Poor reputation	0.8%	4	1.1%	2	0.6%	2	1.3%	2	0.5%	1	0.6%	1	1.9%	4	0.0%	0
Vacant shops	0.8%	4	1.1%	2	0.6%	2	0.0%	0	0.5%	1	1.7%	3	0.5%	1	0.6%	2
(None mentioned)	14.5%	76	15.2%	27	14.1%	49	13.1%	20	14.3%	27	16.0%	29	11.2%	23	16.7%	53
(Don't know)	24.0%	126	23.6%	42	24.2%	84	19.6%	30	26.5%	50	24.9%	45	21.8%	45	25.5%	81
Base:		525		178		347		153		189		181		206		318
GEN Gender:																
Male	33.9%	178	100.0%	178	0.0%	0	33.3%	51	38.1%	72	29.3%	53	34.0%	70	34.0%	108
Female	66.1%	347	0.0%	0	100.0%	347	66.7%	102	61.9%	117	70.7%	128	66.0%	136	66.0%	210
Base:		525		178		347		153		189		181		206		318
AGE Age Group:																
18 – 24 years	13.1%	69	14.0%	25	12.7%	44	45.1%	69	0.0%	0	0.0%	0	14.1%	29	12.6%	40
25 – 34 years	16.0%	84	14.6%	26	16.7%	58	54.9%	84	0.0%	0	0.0%	0	18.0%	37	14.8%	47
35 – 44 years	16.4%	86	16.9%	30	16.1%	56	0.0%	0	45.5%	86	0.0%	0	17.0%	35	16.0%	51
45 – 54 years	19.6%	103	23.6%	42	17.6%	61	0.0%	0	54.5%	103	0.0%	0	17.0%	35	21.4%	68
55 – 64 years	14.9%	78	12.4%	22	16.1%	56	0.0%	0	0.0%	0	43.1%	78	16.5%	34	13.5%	43
65+ years	19.6%	103	17.4%	31	20.7%	72	0.0%	0	0.0%	0	56.9%	103	17.0%	35	21.4%	68
(Refused)	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1
Base:		525		178		347		153		189		181		206		318
SEG Occupation of Chief Wage Earner:																
AB	11.8%	62	14.0%	25	10.7%	37	11.1%	17	10.6%	20	13.8%	25	30.1%	62	0.0%	0
C1	27.4%	144	25.3%	45	28.5%	99	32.0%	49	26.5%	50	24.3%	44	69.9%	144	0.0%	0
C2	21.3%	112	24.7%	44	19.6%	68	19.6%	30	24.9%	47	18.8%	34	0.0%	0	35.2%	112
DE	39.2%	206	36.0%	64	40.9%	142	37.3%	57	38.1%	72	42.5%	77	0.0%	0	64.8%	206
(Refused)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
ETH Ethnicity																
White	93.1%	489	90.4%	161	94.5%	328	83.7%	128	94.7%	179	99.4%	180	94.7%	195	92.1%	293
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
Pakistani	3.8%	20	5.1%	9	3.2%	11	10.5%	16	2.1%	4	0.0%	0	2.9%	6	4.4%	14
Bangladeshi	0.8%	4	1.1%	2	0.6%	2	2.6%	4	0.0%	0	0.0%	0	0.5%	1	0.9%	3
Other Asian	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
Black Caribbean	0.8%	4	0.6%	1	0.9%	3	1.3%	2	1.1%	2	0.0%	0	1.5%	3	0.3%	1
Black African	0.6%	3	1.1%	2	0.3%	1	0.7%	1	1.1%	2	0.0%	0	0.0%	0	0.9%	3
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
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
Any 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
Mixed background	0.2%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
(Refused)	0.6%	3	0.6%	1	0.6%	2	0.7%	1	0.5%	1	0.6%	1	0.5%	1	0.6%	2
Base:		525		178		347		153		189		181		206		318
DAT Date of Interview:																
Monday	4.8%	25	7.3%	13	3.5%	12	5.2%	8	6.3%	12	2.8%	5	3.4%	7	5.7%	18
Tuesday	4.8%	25	2.2%	4	6.1%	21	5.2%	8	2.6%	5	6.6%	12	5.3%	11	4.4%	14
Wednesday	19.4%	102	19.7%	35	19.3%	67	22.2%	34	18.0%	34	18.8%	34	13.6%	28	23.3%	74
Thursday	23.8%	125	13.5%	24	29.1%	101	19.0%	29	22.2%	42	29.8%	54	30.1%	62	19.8%	63
Friday	4.8%	25	6.7%	12	3.7%	13	2.0%	3	5.3%	10	6.6%	12	2.9%	6	5.7%	18
Saturday	42.5%	223	50.6%	90	38.3%	133	46.4%	71	45.5%	86	35.4%	64	44.7%	92	41.2%	131
Base:		525		178		347		153		189		181		206		318
TIM Time of Interview:																
09.00 – 12.00	33.5%	176	32.0%	57	34.3%	119	25.5%	39	35.5%	67	38.1%	69	32.5%	67	34.3%	109
12.01 – 14.00	38.1%	200	43.8%	78	35.2%	122	39.2%	60	38.1%	72	37.0%	67	39.8%	82	37.1%	118
14.01 – 16.00	26.3%	138	21.9%	39	28.5%	99	30.7%	47	25.4%	48	23.8%	43	25.7%	53	26.4%	84
16.01 – 17.00	2.1%	11	2.2%	4	2.0%	7	4.6%	7	1.1%	2	1.1%	2	1.9%	4	2.2%	7
Base:		525		178		347		153		189		181		206		318
LOC Location																
Oldham	33.5%	176	26.4%	47	37.2%	129	46.4%	71	24.9%	47	32.0%	58	31.1%	64	35.2%	112
Shaw	9.5%	50	8.4%	15	10.1%	35	3.3%	5	10.6%	20	13.3%	24	11.7%	24	8.2%	26
Uppermill	9.5%	50	10.1%	18	9.2%	32	5.9%	9	9.5%	18	12.2%	22	15.0%	31	6.0%	19
Royton	9.5%	50	9.0%	16	9.8%	34	9.8%	15	7.9%	15	11.1%	20	10.7%	22	8.8%	28
Lees	9.5%	50	14.6%	26	6.9%	24	6.5%	10	10.1%	19	11.6%	21	7.8%	16	10.4%	33
Chadderton	9.5%	50	12.9%	23	7.8%	27	4.6%	7	12.2%	23	11.1%	20	6.8%	14	11.3%	36
Failsworth	9.3%	49	6.2%	11	11.0%	38	9.2%	14	14.8%	28	3.9%	7	7.8%	16	10.4%	33
Huddersfield Road	9.5%	50	12.4%	22	8.1%	28	14.4%	22	10.1%	19	5.0%	9	9.2%	19	9.7%	31
Base:		525		178		347		153		189		181		206		318

Oldham On-Street Visitors Survey for White Young Green

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
PC Postcode Sector:																
BD11 2	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.3%	1
BL1 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0
BL9 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0
Blank	1.0%	5	1.7%	3	0.6%	2	1.3%	2	0.0%	0	1.7%	3	1.9%	4	0.3%	1
CT1 1	0.2%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
HD7 6	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
IP3 8	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
LS14 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
M11 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
M21 9	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
M22 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
M24 2	0.8%	4	0.6%	1	0.9%	3	1.3%	2	0.5%	1	0.6%	1	1.9%	4	0.0%	0
M24 4	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
M24 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
M27	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
M32 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
M34 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
M35	0.8%	4	0.0%	0	1.2%	4	0.0%	0	1.6%	3	0.6%	1	0.5%	1	0.9%	3
M35 0	2.5%	13	3.4%	6	2.0%	7	4.6%	7	2.1%	4	1.1%	2	2.4%	5	2.5%	8
M35 2	0.4%	2	0.6%	1	0.3%	1	0.0%	0	1.1%	2	0.0%	0	0.5%	1	0.3%	1
M35 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
M35 9	1.9%	10	0.6%	1	2.6%	9	0.7%	1	3.2%	6	1.7%	3	0.5%	1	2.8%	9
M4 1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
M40	0.4%	2	0.6%	1	0.3%	1	1.3%	2	0.0%	0	0.0%	0	0.5%	1	0.3%	1
M40 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
M40 5	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.5%	1	0.6%	1	0.0%	0	0.6%	2
M47 7	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
M9 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
M9 7	0.4%	2	0.0%	0	0.6%	2	1.3%	2	0.0%	0	0.0%	0	0.5%	1	0.3%	1
OL	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
OL1 1	0.4%	2	1.1%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
OL1 2	2.5%	13	2.8%	5	2.3%	8	4.6%	7	1.1%	2	2.2%	4	2.9%	6	2.2%	7
OL1 3	2.5%	13	1.1%	2	3.2%	11	4.6%	7	1.6%	3	1.7%	3	2.9%	6	2.2%	7
OL1 4	1.9%	10	1.7%	3	2.0%	7	3.9%	6	2.1%	4	0.0%	0	1.9%	4	1.9%	6
OL1 9	0.4%	2	0.0%	0	0.6%	2	0.7%	1	0.0%	0	0.6%	1	1.0%	2	0.0%	0
OL11 2	0.6%	3	1.7%	3	0.0%	0	0.0%	0	1.1%	2	0.6%	1	0.5%	1	0.6%	2
OL11 3	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
OL11 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
OL12 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
OL14 2	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
OL14 7	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
OL15 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0
OL15 2	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
OL16 0	0.4%	2	0.0%	0	0.6%	2	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	2
OL16 2	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
OL16 3	1.0%	5	0.6%	1	1.2%	4	1.3%	2	1.1%	2	0.6%	1	1.9%	4	0.3%	1
OL16 4	0.8%	4	0.6%	1	0.9%	3	1.3%	2	0.0%	0	1.1%	2	0.5%	1	0.9%	3
OL2	1.0%	5	0.6%	1	1.2%	4	0.7%	1	0.5%	1	1.7%	3	1.5%	3	0.6%	2
OL2 1	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
OL2 2	1.0%	5	0.6%	1	1.2%	4	0.0%	0	1.1%	2	1.7%	3	1.0%	2	0.9%	3
OL2 3	0.4%	2	0.6%	1	0.3%	1	0.7%	1	0.5%	1	0.0%	0	0.5%	1	0.3%	1
OL2 5	3.8%	20	3.4%	6	4.0%	14	2.6%	4	2.6%	5	6.1%	11	4.4%	9	3.5%	11
OL2 6	5.1%	27	5.1%	9	5.2%	18	5.2%	8	3.7%	7	6.6%	12	3.9%	8	6.0%	19
OL2 7	5.3%	28	4.5%	8	5.8%	20	2.6%	4	5.3%	10	7.2%	13	6.3%	13	4.7%	15
OL2 8	3.4%	18	1.7%	3	4.3%	15	3.3%	5	2.1%	4	5.0%	9	4.9%	10	2.5%	8
OL3	1.0%	5	0.0%	0	1.4%	5	0.0%	0	1.6%	3	1.1%	2	2.4%	5	0.0%	0
OL3 4	0.2%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
OL3 5	2.1%	11	2.2%	4	2.0%	7	1.3%	2	1.6%	3	3.3%	6	2.9%	6	1.6%	5
OL3 6	3.0%	16	3.4%	6	2.9%	10	0.7%	1	2.1%	4	6.1%	11	5.8%	12	1.3%	4
OL3 7	1.3%	7	1.7%	3	1.2%	4	0.7%	1	2.1%	4	1.1%	2	1.9%	4	0.9%	3
OL4	0.8%	4	1.1%	2	0.6%	2	0.7%	1	0.5%	1	1.1%	2	0.5%	1	0.9%	3
OL4 1	3.0%	16	2.2%	4	3.5%	12	5.9%	9	2.6%	5	1.1%	2	0.5%	1	4.7%	15
OL4 2	5.0%	26	7.3%	13	3.7%	13	5.9%	9	6.9%	13	2.2%	4	4.4%	9	5.3%	17
OL4 3	3.2%	17	2.2%	4	3.7%	13	2.6%	4	1.6%	3	5.5%	10	4.4%	9	2.5%	8
OL4 4	4.8%	25	6.2%	11	4.0%	14	2.0%	3	4.8%	9	7.2%	13	5.3%	11	4.4%	14
OL4 5	2.3%	12	3.4%	6	1.7%	6	1.3%	2	1.6%	3	3.9%	7	1.5%	3	2.5%	8
OL4 6	0.4%	2	0.6%	1	0.3%	1	0.7%	1	0.5%	1	0.0%	0	0.5%	1	0.3%	1
OL4 8	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
OL5 0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
OL6 7	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
OL6 8	0.4%	2	0.0%	0	0.6%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.6%	2
OL7 0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1

Oldham On-Street Visitors Survey for White Young Green

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
OL7 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
OL8	3.0%	16	1.1%	2	4.0%	14	2.6%	4	5.8%	11	0.6%	1	1.0%	2	4.4%	14
OL8 1	1.9%	10	2.8%	5	1.4%	5	3.9%	6	1.6%	3	0.6%	1	0.5%	1	2.8%	9
OL8 2	3.0%	16	1.7%	3	3.7%	13	4.6%	7	3.7%	7	1.1%	2	1.0%	2	4.4%	14
OL8 3	1.3%	7	2.8%	5	0.6%	2	1.3%	2	1.6%	3	1.1%	2	0.5%	1	1.9%	6
OL8 4	2.5%	13	1.1%	2	3.2%	11	3.9%	6	2.1%	4	1.7%	3	3.4%	7	1.9%	6
OL9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
OL9 0	3.4%	18	4.5%	8	2.9%	10	0.7%	1	3.7%	7	5.5%	10	1.9%	4	4.4%	14
OL9 3	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
OL9 6	1.0%	5	2.2%	4	0.3%	1	2.0%	3	0.5%	1	0.6%	1	0.0%	0	1.6%	5
OL9 7	2.1%	11	2.2%	4	2.0%	7	2.0%	3	2.1%	4	2.2%	4	1.0%	2	2.8%	9
OL9 8	2.1%	11	2.2%	4	2.0%	7	0.7%	1	3.2%	6	2.2%	4	2.9%	6	1.6%	5
OL9 9	3.6%	19	5.1%	9	2.9%	10	3.3%	5	5.8%	11	1.7%	3	1.0%	2	5.3%	17
OLA 2	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
OLA 5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
S65 1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
SG16 6	0.2%	1	0.0%	0	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
SK12 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.0%	0
SK15 1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.3%	1
SK15 3	0.8%	4	0.0%	0	1.2%	4	2.0%	3	0.0%	0	0.6%	1	1.0%	2	0.6%	2
SK16 5	0.6%	3	0.0%	0	0.9%	3	0.7%	1	0.0%	0	1.1%	2	1.0%	2	0.3%	1
SK6 1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	1
WA3 5	0.2%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Base:		525		178		347		153		189		181		206		318

Data Tabulations By Location

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road	
Q01 Do you normally have regular access to a car for personal use during the day ?										
Yes	59.0%	310 50.0%	88 56.0%	28 70.0%	35 68.0%	34 46.0%	23 58.0%	29 91.8%	45 56.0%	28
No	41.0%	215 50.0%	88 44.0%	22 30.0%	15 32.0%	16 54.0%	27 42.0%	21 8.2%	4 44.0%	22
Base:		525	176	50	50	50	50	50	49	50
Q02 Do you normally have regular access to a car for personal use during the evening / night ?										
Yes	60.8%	319 52.3%	92 56.0%	28 72.0%	36 68.0%	34 48.0%	24 64.0%	32 91.8%	45 56.0%	28
No	39.2%	206 47.7%	84 44.0%	22 28.0%	14 32.0%	16 52.0%	26 36.0%	18 8.2%	4 44.0%	22
Base:		525	176	50	50	50	50	50	49	50
Q03 How did you travel to (STUDY CENTRE) today (main part of journey)										
Car / van (as driver)	38.5%	202 33.0%	58 48.0%	24 30.0%	15 46.0%	23 18.0%	9 32.0%	16 81.6%	40 34.0%	17
Car / van (as passenger)	8.4%	44 10.8%	19 2.0%	1 2.0%	1 6.0%	3 6.0%	3 8.0%	4 16.3%	8 10.0%	5
Bus, minibus or coach	23.6%	124 39.2%	69 14.0%	7 10.0%	5 20.0%	10 18.0%	9 18.0%	9 2.0%	1 28.0%	14
Motorcycle, scooter or moped	0.6%	3 0.6%	1 2.0%	1 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0 0.0%	0
Walk	26.3%	138 13.6%	24 28.0%	14 54.0%	27 26.0%	13 56.0%	28 36.0%	18 0.0%	0 28.0%	14
Taxi / minicab	1.7%	9 2.3%	4 6.0%	3 0.0%	0 2.0%	1 0.0%	0 2.0%	1 0.0%	0 0.0%	0
Train	0.6%	3 0.6%	1 0.0%	0 4.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Metro	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bicycle	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	0.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%	1 2.0%	1 0.0%	0 0.0%	0
Base:		525	176	50	50	50	50	50	49	50

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road	
Q04 Where did you park today ?										
<i>Those who travelled by car at Q03</i>										
Oldham:										
Civic Centre	1.6%	4	5.2%	4	0.0%	0	0.0%	0	0.0%	0
Bradshaw Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Radcliffe Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clegg Street	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Hobson Street	0.8%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Southgate Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bow Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tommyfield Market	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sports Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Union Street	0.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Car Park	3.7%	9	11.7%	9	0.0%	0	0.0%	0	0.0%	0
Spindles Car Park	15.9%	39	50.6%	39	0.0%	0	0.0%	0	0.0%	0
Shaw:										
Eastway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Place	2.4%	6	0.0%	0	24.0%	6	0.0%	0	0.0%	0
Milne Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swimming Baths	2.0%	5	0.0%	0	20.0%	5	0.0%	0	0.0%	0
Westway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Car Park	1.2%	3	0.0%	0	12.0%	3	0.0%	0	0.0%	0
Aldi car park	2.0%	5	0.0%	0	20.0%	5	0.0%	0	0.0%	0
Uppermill:										
Victoria Mill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hare and Hounds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King George V Playing Fields	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royton:										
Precinct	2.0%	5	0.0%	0	0.0%	0	19.2%	5	0.0%	0
High Barn Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market car park	1.2%	3	0.0%	0	0.0%	0	11.5%	3	0.0%	0
Lees:										
Saint John Street	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Cross Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taylor Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Street	0.4%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1
Co-op Car Park	1.2%	3	0.0%	0	0.0%	0	0.0%	0	25.0%	3
Chadderton:										
Town Hall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Peel Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Precinct / Asda Car Park	6.9%	17	0.0%	0	0.0%	0	0.0%	0	85.0%	17
Failsworth:										
Croft Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton Road East	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra Car Park	19.5%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%
Huddersfield Road:										
Tesco Car Park	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Others:										
On-Street	13.4%	33	3.9%	3	16.0%	4	31.3%	5	11.5%	3
Other	15.0%	37	13.0%	10	8.0%	2	37.5%	6	42.3%	11
(Dropped off – didn't park)	2.4%	6	7.8%	6	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.9%	12	1.3%	1	0.0%	0	31.3%	5	15.4%	4
Base:		246		77		25		16		26
										12
										20
										48
										22

Q05 Did you have any difficulties obtaining a car parking space today ?*Those who parked their car at Q04*

Yes	9.6%	23	5.6%	4	8.0%	2	37.5%	6	19.2%	5	25.0%	3	0.0%	0	0.0%	0	13.6%	3
No	90.4%	217	94.4%	67	92.0%	23	62.5%	10	80.8%	21	75.0%	9	100.0%	20	100.0%	48	86.4%	19
Base:		240		71		25		16		26		12		20		48		22

Column %ges.

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsforth	Huddersfield Road									
Q06 How long did your journey to (STUDY CENTRE) take ?																		
0-5 minutes	26.7%	140	11.4%	20	36.0%	18	38.0%	19	52.0%	26	26.0%	13	40.0%	20	28.6%	14	20.0%	10
6-10 minutes	28.4%	149	29.5%	52	28.0%	14	26.0%	13	16.0%	8	44.0%	22	28.0%	14	28.6%	14	24.0%	12
11-15 minutes	23.2%	122	30.7%	54	20.0%	10	6.0%	3	10.0%	5	18.0%	9	12.0%	6	34.7%	17	36.0%	18
16-20 minutes	8.8%	46	11.4%	20	8.0%	4	10.0%	5	12.0%	6	4.0%	2	8.0%	4	0.0%	0	10.0%	5
21-30 minutes	8.2%	43	10.2%	18	8.0%	4	10.0%	5	6.0%	3	8.0%	4	6.0%	3	6.1%	3	6.0%	3
31-60 minutes	3.0%	16	4.0%	7	0.0%	0	6.0%	3	4.0%	2	0.0%	0	2.0%	1	2.0%	1	4.0%	2
Over 60 minutes	1.5%	8	2.3%	4	0.0%	0	4.0%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		12.4		15.2		9.2		14.5		9.4		9.3		12.3		10.0		12.3
Base:		525		176		50		50		50		50		50		49		50
Q07 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere ?																		
Home	88.4%	464	86.4%	152	96.0%	48	86.0%	43	86.0%	43	90.0%	45	88.0%	44	98.0%	48	82.0%	41
Work	4.0%	21	4.5%	8	0.0%	0	6.0%	3	2.0%	1	8.0%	4	4.0%	2	0.0%	0	6.0%	3
On holiday	0.6%	3	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Elsewhere	3.6%	19	5.7%	10	4.0%	2	2.0%	1	4.0%	2	0.0%	0	2.0%	1	0.0%	0	6.0%	3
From friends / relatives	1.5%	8	1.1%	2	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	1	2.0%	1	4.0%	2
School / college / university	0.8%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1
(Refused)	1.1%	6	0.6%	1	0.0%	0	2.0%	1	6.0%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Base:		525		176		50		50		50		50		50		49		50
Q08 In terms of your visit to (STUDY CENTRE) do you live in (STUDY CENTRE), work in (STUDY CENTRE) or are you a visitor to the area ? <i>Those who are not on holiday at Q07</i>																		
Live in the centre	52.5%	274	55.4%	97	42.0%	21	38.8%	19	62.0%	31	62.0%	31	55.1%	27	44.9%	22	52.0%	26
Work in the centre	9.0%	47	8.0%	14	2.0%	1	6.1%	3	10.0%	5	12.0%	6	10.2%	5	2.0%	1	24.0%	12
Visiting the centre	47.9%	250	38.3%	67	48.0%	24	53.1%	26	60.0%	30	26.0%	13	73.5%	36	53.1%	26	56.0%	28
(Refused)	2.5%	13	1.7%	3	8.0%	4	2.0%	1	0.0%	0	0.0%	0	6.1%	3	2.0%	1	2.0%	1
Base:		522		175		50		49		50		50		49		49		50

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q09 Why do you choose to shop/visit (STUDY CENTRE) ?																		
Proximity to home	55.8%	293	52.8%	93	66.0%	33	46.0%	23	56.0%	28	44.0%	22	50.0%	25	89.8%	44	50.0%	25
Proximity to work	8.8%	46	9.7%	17	0.0%	0	6.0%	3	4.0%	2	8.0%	4	10.0%	5	2.0%	1	28.0%	14
Accessibility to STUDY CENTRE	10.1%	53	15.3%	27	0.0%	0	0.0%	0	26.0%	13	0.0%	0	10.0%	5	6.1%	3	10.0%	5
Range of independent/specialist shops	3.2%	17	5.1%	9	4.0%	2	2.0%	1	0.0%	0	4.0%	2	4.0%	2	0.0%	0	2.0%	1
Department store	2.5%	13	3.4%	6	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	4.1%	2	4.0%	2
Choice of High Street retailers	3.6%	19	10.2%	18	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	4.2%	22	1.7%	3	0.0%	0	2.0%	1	6.0%	3	10.0%	5	12.0%	6	6.1%	3	2.0%	1
Choice of shops selling non-food goods	3.2%	17	4.5%	8	0.0%	0	4.0%	2	4.0%	2	10.0%	5	0.0%	0	0.0%	0	0.0%	0
Provision of services, such as banks / financial services	6.1%	32	7.4%	13	0.0%	0	2.0%	1	14.0%	7	6.0%	3	10.0%	5	0.0%	0	6.0%	3
Provision of leisure services	1.9%	10	1.1%	2	0.0%	0	2.0%	1	12.0%	6	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Shopping environment	3.6%	19	4.0%	7	0.0%	0	0.0%	0	12.0%	6	0.0%	0	8.0%	4	4.1%	2	0.0%	0
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	1.5%	8	2.8%	5	0.0%	0	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0
Car parking prices	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	1.1%	6	0.0%	0	0.0%	0	2.0%	1	2.0%	1	2.0%	1	6.0%	3	0.0%	0	0.0%	0
Public information, signposts, public facilities	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Entertainment / events	0.4%	2	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	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	10.3%	54	10.2%	18	10.0%	5	16.0%	8	14.0%	7	24.0%	12	6.0%	3	2.0%	1	0.0%	0
Visit the market	2.7%	14	0.0%	0	10.0%	5	0.0%	0	18.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit friends / relatives	3.0%	16	0.0%	0	10.0%	5	4.0%	2	2.0%	1	8.0%	4	2.0%	1	2.0%	1	4.0%	2
Visit Asda	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0
Visit bookies	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	8.0%	4	0.0%	0	0.0%	0
Visit doctors / dentists	1.0%	5	0.6%	1	2.0%	1	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the library	0.8%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
School / college / university	0.8%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Browsing	1.5%	8	4.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meeting people	1.5%	8	2.8%	5	0.0%	0	2.0%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To have a day out	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Come for a walk	0.6%	3	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit the Co-Op	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Café / restaurant / pub	0.8%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.0%	2	2.0%	1	0.0%	0	0.0%	0
(Don't know / no reason)	3.8%	20	0.6%	1	4.0%	2	18.0%	9	0.0%	0	8.0%	4	0.0%	0	0.0%	0	8.0%	4
Base:		525		176		50		50		50		50		50		49		50

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q10 What is the main reason why you are in (STUDY CENTRE) today ?																		
Food and grocery shopping	32.2%	169	11.4%	20	38.0%	19	12.0%	6	22.0%	11	36.0%	18	60.0%	30	100.0%	49	32.0%	16
Clothes / shoes shopping	12.2%	64	33.5%	59	0.0%	0	4.0%	2	0.0%	0	4.0%	2	2.0%	1	0.0%	0	0.0%	0
Electrical goods shopping	1.5%	8	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	10.0%	5
Stationers / newsagents	2.1%	11	1.7%	3	4.0%	2	6.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Furniture / carpet	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Jewellery / gift shops	1.5%	8	1.7%	3	2.0%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	4.0%	2
Chemist	2.3%	12	1.7%	3	4.0%	2	2.0%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	8.0%	4
Market	4.0%	21	2.3%	4	16.0%	8	0.0%	0	18.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Library	2.1%	11	0.0%	0	4.0%	2	2.0%	1	6.0%	3	10.0%	5	0.0%	0	0.0%	0	0.0%	0
Public offices	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank / Building Society / Post Office	10.7%	56	9.7%	17	4.0%	2	20.0%	10	10.0%	5	18.0%	9	12.0%	6	0.0%	0	14.0%	7
Doctor / dentist	1.1%	6	0.6%	1	2.0%	1	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Café / restaurant / pub	2.3%	12	1.1%	2	2.0%	1	2.0%	1	4.0%	2	2.0%	1	2.0%	1	0.0%	0	8.0%	4
Work / School / College	7.0%	37	10.8%	19	0.0%	0	6.0%	3	8.0%	4	6.0%	3	4.0%	2	0.0%	0	12.0%	6
Social / leisure activities	7.8%	41	5.7%	10	8.0%	4	28.0%	14	14.0%	7	4.0%	2	4.0%	2	0.0%	0	4.0%	2
Other	7.0%	37	9.1%	16	8.0%	4	12.0%	6	2.0%	1	16.0%	8	4.0%	2	0.0%	0	0.0%	0
Visit bookies	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	2.0%	1
Visit charity shops	0.4%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Browsing	1.7%	9	4.0%	7	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meeting people	0.8%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buying toys	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activities / reason)	1.3%	7	0.6%	1	2.0%	1	6.0%	3	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0
Base:		525		176		50		50		50		50		50		49		50
Q11 What else do you intend to do whilst in (STUDY CENTRE) today ?																		
Food and grocery shopping	10.5%	55	4.5%	8	28.0%	14	18.0%	9	24.0%	12	12.0%	6	6.0%	3	0.0%	0	6.0%	3
Clothes / shoes shopping	5.9%	31	10.2%	18	0.0%	0	4.0%	2	8.0%	4	2.0%	1	4.0%	2	0.0%	0	8.0%	4
Electrical goods shopping	1.5%	8	2.3%	4	2.0%	1	0.0%	0	4.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Stationers / newsagents	5.0%	26	4.0%	7	10.0%	5	8.0%	4	8.0%	4	2.0%	1	2.0%	1	0.0%	0	8.0%	4
Furniture / carpet	0.2%	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
Jewellery / gift shops	2.7%	14	4.0%	7	2.0%	1	4.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	3
Chemist	3.4%	18	4.5%	8	0.0%	0	0.0%	0	8.0%	4	2.0%	1	4.0%	2	0.0%	0	6.0%	3
Market	3.4%	18	4.5%	8	6.0%	3	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	2
Library	2.1%	11	0.6%	1	4.0%	2	2.0%	1	6.0%	3	6.0%	3	0.0%	0	0.0%	0	2.0%	1
Public offices	0.4%	2	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bank / Building Society / Post Office	7.8%	41	5.1%	9	6.0%	3	12.0%	6	22.0%	11	4.0%	2	12.0%	6	0.0%	0	8.0%	4
Doctor / dentist	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Café / restaurant / pub	3.2%	17	2.3%	4	0.0%	0	10.0%	5	8.0%	4	4.0%	2	2.0%	1	0.0%	0	2.0%	1
Work / School / College	0.6%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Social / leisure activities	3.2%	17	0.6%	1	6.0%	3	10.0%	5	10.0%	5	2.0%	1	2.0%	1	0.0%	0	2.0%	1
Other	2.9%	15	3.4%	6	4.0%	2	4.0%	2	6.0%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Visit bookies	1.0%	5	0.0%	0	0.0%	0	0.0%	0	4.0%	2	2.0%	1	4.0%	2	0.0%	0	0.0%	0
Visit charity shops	0.8%	4	0.0%	0	6.0%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Browsing	1.3%	7	3.4%	6	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meeting people	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Buying toys	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No other activities / reason)	56.6%	297	59.1%	104	38.0%	19	40.0%	20	26.0%	13	58.0%	29	66.0%	33	100.0%	49	60.0%	30
Base:		525		176		50		50		50		50		50		49		50
Q12 How long do you think you will stay in (STUDY CENTRE) today ?																		
Up to half an hour	35.2%	185	15.3%	27	26.0%	13	36.0%	18	40.0%	20	52.0%	26	52.0%	26	53.1%	26	58.0%	29
Up to two hours	46.9%	246	60.8%	107	72.0%	36	44.0%	22	50.0%	25	40.0%	20	32.0%	16	14.3%	7	26.0%	13
Half the day	9.1%	48	14.2%	25	0.0%	0	16.0%	8	4.0%	2	6.0%	3	8.0%	4	2.0%	1	10.0%	5
All day	8.2%	43	9.1%	16	2.0%	1	4.0%	2	6.0%	3	2.0%	1	8.0%	4	28.6%	14	4.0%	2
(Don't know)	0.6%	3	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	2.0%	1
Base:		525		176		50		50		50		50		50		49		50
Q13 Will you buy your food and grocery goods, that is undertake your main food shop, whilst in (STUDY CENTRE) today ?																		
Yes	31.6%	166	14.8%	26	50.0%	25	2.0%	1	16.0%	8	40.0%	20	50.0%	25	95.9%	47	28.0%	14
No	67.2%	353	84.7%	149	48.0%	24	92.0%	46	82.0%	41	60.0%	30	50.0%	25	4.1%	2	72.0%	36
(Don't know)	1.1%	6	0.6%	1	2.0%	1	6.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		525		176		50		50		50		50		50		49		50

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q14 How frequently do you visit (STUDY CENTRE) for your main food and grocery shopping ?																		
<i>Those who will buy their food and groceries in (STUDY CENTRE) at Q13</i>																		
Daily	21.7%	36	0.0%	0	24.0%	6	0.0%	0	12.5%	1	15.0%	3	24.0%	6	42.6%	20	0.0%	0
Once a week or more	50.0%	83	69.2%	18	28.0%	7	100.0%	1	75.0%	6	65.0%	13	60.0%	15	44.7%	21	14.3%	2
Less than once a week	12.0%	20	7.7%	2	28.0%	7	0.0%	0	0.0%	0	10.0%	2	4.0%	1	4.3%	2	42.9%	6
Less than once a fortnight	5.4%	9	0.0%	0	8.0%	2	0.0%	0	0.0%	0	0.0%	0	12.0%	3	0.0%	0	28.6%	4
Less than once a month	6.6%	11	19.2%	5	12.0%	3	0.0%	0	12.5%	1	0.0%	0	0.0%	0	2.1%	1	7.1%	1
(Don't know / varies)	4.2%	7	3.8%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	2	0.0%	0	6.4%	3	7.1%	1
Base:		166		26		25		1		8		20		25		47		14
Q15 Approximately how much have you spent or will you spend today on food goods ?																		
<i>Those who will buy their food and groceries in (STUDY CENTRE) at Q13</i>																		
Nothing	2.4%	4	7.7%	2	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Up to £5	4.8%	8	3.8%	1	12.0%	3	0.0%	0	0.0%	0	5.0%	1	8.0%	2	2.1%	1	0.0%	0
£6 - £10	15.1%	25	11.5%	3	32.0%	8	100.0%	1	12.5%	1	15.0%	3	20.0%	5	6.4%	3	7.1%	1
£11 - £15	15.7%	26	15.4%	4	4.0%	1	0.0%	0	12.5%	1	25.0%	5	4.0%	1	27.7%	13	7.1%	1
£16 - £20	15.1%	25	15.4%	4	0.0%	0	0.0%	0	12.5%	1	10.0%	2	4.0%	1	25.5%	12	35.7%	5
£21 - £25	9.0%	15	7.7%	2	4.0%	1	0.0%	0	25.0%	2	20.0%	4	8.0%	2	6.4%	3	7.1%	1
£26 - £50	16.3%	27	7.7%	2	16.0%	4	0.0%	0	37.5%	3	15.0%	3	32.0%	8	8.5%	4	21.4%	3
£51 - £75	7.2%	12	11.5%	3	12.0%	3	0.0%	0	0.0%	0	5.0%	1	8.0%	2	0.0%	0	21.4%	3
£76 - £100	1.8%	3	3.8%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
More than £100	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
(Don't know)	11.4%	19	15.4%	4	12.0%	3	0.0%	0	0.0%	0	5.0%	1	0.0%	0	23.4%	11	0.0%	0
(Refused)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0
Mean:		24.3		25.0		24.4		8.0		24.9		20.9		32.9		17.6		31.2
Base:		166		26		25		1		8		20		25		47		14
Q16 Which centre / retail park did you last visit for your main food and grocery shopping ?																		
<i>Those who will not buy their food and groceries in (STUDY CENTRE) at Q13</i>																		
Chadderton	9.5%	34	10.0%	15	0.0%	0	0.0%	0	19.0%	8	16.7%	5	16.0%	4	0.0%	0	5.6%	2
Failsworth	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	10.0%	36	14.7%	22	16.0%	4	6.1%	3	7.1%	3	13.3%	4	0.0%	0	0.0%	0	0.0%	0
Harpurhey	0.6%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaw	6.1%	22	3.3%	5	20.0%	5	4.1%	2	19.0%	8	3.3%	1	0.0%	0	0.0%	0	2.8%	1
Huddersfield Road	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lees	0.8%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	6.7%	2	0.0%	0	0.0%	0	0.0%	0
Royton	0.8%	3	0.7%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppermill	0.3%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	1.7%	6	2.7%	4	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rochdale	4.2%	15	4.7%	7	4.0%	1	0.0%	0	9.5%	4	0.0%	0	0.0%	0	0.0%	0	8.3%	3
Ashton under Lyne	3.9%	14	4.0%	6	0.0%	0	8.2%	4	0.0%	0	13.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Milne Street, Chadderton	10.9%	39	14.0%	21	0.0%	0	4.1%	2	7.1%	3	3.3%	1	40.0%	10	0.0%	0	5.6%	2
Asda, Greenfield Lane, Shaw	6.1%	22	4.0%	6	40.0%	10	4.1%	2	2.4%	1	0.0%	0	4.0%	1	0.0%	0	5.6%	2
WM Morrisons, Hollinwood Avenue, Chadderton	5.0%	18	3.3%	5	4.0%	1	2.0%	1	2.4%	1	6.7%	2	12.0%	3	0.0%	0	13.9%	5
WM Morrisons, Poplar Street, Failsworth	2.5%	9	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2	5.6%	2
Sainsbury's, Union Street, Oldham	8.4%	30	8.0%	12	4.0%	1	6.1%	3	0.0%	0	10.0%	3	4.0%	1	0.0%	0	27.8%	10
Tesco, Oldham Way, Chadderton	6.7%	24	4.0%	6	4.0%	1	8.2%	4	9.5%	4	3.3%	1	8.0%	2	0.0%	0	16.7%	6
Tesco, Bleasby Street, Oldham	3.9%	14	3.3%	5	0.0%	0	8.2%	4	2.4%	1	3.3%	1	4.0%	1	0.0%	0	5.6%	2
Tesco Extra, Ashton Road West, Failsworth	1.1%	4	1.3%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Other	6.7%	24	6.0%	9	0.0%	0	18.4%	9	4.8%	2	6.7%	2	8.0%	2	0.0%	0	0.0%	0
Internet	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Stalybridge	2.2%	8	0.0%	0	0.0%	0	16.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Shaw	0.6%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Shaw	0.3%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.2%	8	0.7%	1	0.0%	0	8.2%	4	2.4%	1	6.7%	2	0.0%	0	0.0%	0	0.0%	0
(Don't do main food shopping)	4.7%	17	8.0%	12	4.0%	1	0.0%	0	4.8%	2	3.3%	1	4.0%	1	0.0%	0	0.0%	0
Base:		359		150		25		49		42		30		25		2		36

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q17 Why do you choose to do your main food shop at (LOCATION AT Q.16) rather than (STUDY CENTRE) ?																		
<i>Those who will not buy their food and groceries in Oldham at Q13 and those who didn't say (STUDY CENTRE) at Q16 (Excluding 'Internet', (Don't know / varies) and (Don't do main food shopping) at Q16)</i>																		
Nearer to home	36.7%	109	58.8%	67	10.5%	2	27.3%	12	43.2%	16	24.0%	6	10.0%	2	50.0%	1	8.3%	3
Nearer to work	2.4%	7	0.9%	1	5.3%	1	6.8%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Poor accessibility to STUDY CENTRE	1.7%	5	2.6%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Choice of food goods available	33.3%	99	16.7%	19	10.5%	2	31.8%	14	64.9%	24	44.0%	11	15.0%	3	0.0%	0	72.2%	26
Choice of shops selling food goods	6.1%	18	7.0%	8	0.0%	0	0.0%	0	18.9%	7	4.0%	1	0.0%	0	0.0%	0	5.6%	2
Quality of food goods available	9.8%	29	7.9%	9	5.3%	1	6.8%	3	16.2%	6	20.0%	5	0.0%	0	0.0%	0	13.9%	5
Quality of shops selling food goods	6.4%	19	1.8%	2	0.0%	0	2.3%	1	10.8%	4	24.0%	6	0.0%	0	0.0%	0	16.7%	6
Choice of shops selling non-food goods	1.3%	4	1.8%	2	0.0%	0	0.0%	0	2.7%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Provision of services, such as banks / financial services	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Provision of leisure services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	10.8%	32	0.0%	0	0.0%	0	0.0%	0	29.7%	11	16.0%	4	15.0%	3	0.0%	0	38.9%	14
Cleanliness	2.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	19.4%	7
Car parking provision	6.1%	18	1.8%	2	0.0%	0	6.8%	3	16.2%	6	16.0%	4	0.0%	0	0.0%	0	8.3%	3
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	5.6%	2
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.3%	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
Safety (during the night)	0.0%	0	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	8.8%	26	6.1%	7	21.1%	4	11.4%	5	10.8%	4	24.0%	6	0.0%	0	0.0%	0	0.0%	0
Cheaper / lower prices	6.4%	19	3.5%	4	0.0%	0	18.2%	8	10.8%	4	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Habit	1.0%	3	0.0%	0	0.0%	0	4.5%	2	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I like a particular store	2.4%	7	3.5%	4	5.3%	1	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General convenience	1.3%	4	0.0%	0	0.0%	0	4.5%	2	2.7%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Someone takes me there	2.0%	6	2.6%	3	0.0%	0	2.3%	1	2.7%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason)	12.8%	38	10.5%	12	57.9%	11	0.0%	0	0.0%	0	4.0%	1	65.0%	13	50.0%	1	0.0%	0
Base:		297		114		19		44		37		25		20		2		36
Q18 How do you usually travel to (LOCATION AT Q.16) (main part of journey) ?																		
<i>Those who will not buy their food and groceries in (STUDY CENTRE) at Q13 and those who didn't say Oldham at Q16 (Excluding 'Internet', (Don't know / varies) and (Don't do main food shopping) at Q16)</i>																		
Car / van (as driver)	50.5%	150	47.4%	54	36.8%	7	75.0%	33	59.5%	22	48.0%	12	30.0%	6	100.0%	2	38.9%	14
Car / van (as passenger)	11.8%	35	14.9%	17	0.0%	0	9.1%	4	10.8%	4	20.0%	5	5.0%	1	0.0%	0	11.1%	4
Bus, minibus or coach	12.8%	38	10.5%	12	0.0%	0	6.8%	3	13.5%	5	16.0%	4	5.0%	1	0.0%	0	36.1%	13
Motorcycle, scooter or moped	0.3%	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
Walk	11.8%	35	14.0%	16	10.5%	2	6.8%	3	13.5%	5	8.0%	2	10.0%	2	0.0%	0	13.9%	5
Taxi	1.3%	4	1.8%	2	0.0%	0	0.0%	0	2.7%	1	4.0%	1	0.0%	0	0.0%	0	0.0%	0
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
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
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
(Do not travel, goods delivered)	11.4%	34	10.5%	12	52.6%	10	2.3%	1	0.0%	0	4.0%	1	50.0%	10	0.0%	0	0.0%	0
Base:		297		114		19		44		37		25		20		2		36
Q19 Will you buy anything other than food goods today, whilst in (STUDY CENTRE) ?																		
Yes - clothing, footwear or household goods	27.6%	145	47.2%	83	12.0%	6	4.0%	2	14.0%	7	6.0%	3	8.0%	4	69.4%	34	12.0%	6
Yes - bulky items such as furniture, carpets, electrical items or DIY goods	2.1%	11	2.3%	4	2.0%	1	4.0%	2	2.0%	1	2.0%	1	2.0%	1	0.0%	0	2.0%	1
Yes - all of the above	0.8%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
No	59.2%	311	38.1%	67	66.0%	33	88.0%	44	68.0%	34	82.0%	41	78.0%	39	24.5%	12	82.0%	41
(Don't know)	10.3%	54	11.4%	20	20.0%	10	4.0%	2	16.0%	8	10.0%	5	8.0%	4	6.1%	3	4.0%	2
Base:		525		176		50		50		50		50		50		49		50

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q20 Which centre / facility did you last shop at for non food goods?																		
<i>Those who won't be buying anything other than food in (STUDY CENTRE) at Q19</i>																		
Ashton under Lyne	5.2%	19	8.0%	7	2.3%	1	15.2%	7	2.4%	1	6.5%	3	0.0%	0	0.0%	0	0.0%	0
Chadderton	1.9%	7	2.3%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	9.3%	4	0.0%	0	0.0%	0
Droylsden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Failsworth	0.3%	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
Hapurhey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lees	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Huddersfield Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	13.4%	49	16.1%	14	16.3%	7	17.4%	8	11.9%	5	15.2%	7	9.3%	4	0.0%	0	9.3%	4
Middleton	1.9%	7	1.1%	1	2.3%	1	0.0%	0	2.4%	1	2.2%	1	4.7%	2	0.0%	0	2.3%	1
Oldham	32.9%	120	46.0%	40	30.2%	13	26.1%	12	28.6%	12	32.6%	15	34.9%	15	6.7%	1	27.9%	12
Rochdale	6.0%	22	5.7%	5	11.6%	5	2.2%	1	9.5%	4	2.2%	1	0.0%	0	0.0%	0	14.0%	6
Royton	0.3%	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
Shaw	1.6%	6	1.1%	1	11.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Trafford Centre	3.0%	11	3.4%	3	0.0%	0	4.3%	2	4.8%	2	2.2%	1	4.7%	2	0.0%	0	2.3%	1
Uppermill	0.8%	3	1.1%	1	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alexandra Retail Park, Oldham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Centre Retail Park/Elk Mill, Oldham	5.5%	20	0.0%	0	7.0%	3	6.5%	3	7.1%	3	2.2%	1	9.3%	4	40.0%	6	0.0%	0
Cheetham Hill Shopping Centre	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	7.0%	3
Kingsway Retail Park, Rochdale	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Manchester Fort Shopping Park	2.5%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	40.0%	6	2.3%	1
Snipe Retail Park, Ashton under Lyne	0.3%	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
Crown Point, Denton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Other	3.0%	11	3.4%	3	9.3%	4	4.3%	2	0.0%	0	2.2%	1	2.3%	1	0.0%	0	0.0%	0
Internet	0.8%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.2%	1	2.3%	1	0.0%	0	0.0%	0
Bury	1.4%	5	2.3%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	4.7%	2	0.0%	0	0.0%	0
The Spindles, Oldham	2.5%	9	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	8
Huddersfield	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.0%	33	8.0%	7	9.3%	4	17.4%	8	11.9%	5	6.5%	3	7.0%	3	0.0%	0	7.0%	3
(Don't do non food shopping)	4.1%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	1	17.4%	8	7.0%	3	0.0%	0	7.0%	3
Base:		365		87		43		46		42		46		43		15		43
Q21 How frequently do you visit (ANSWER TO Q.20) for clothing and footwear or other non food goods?																		
<i>Those who mentioned a location at Q20</i>																		
Daily	1.3%	4	2.5%	2	2.6%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Once a week or more	20.7%	65	36.3%	29	17.9%	7	32.4%	12	13.9%	5	14.7%	5	11.1%	4	0.0%	0	8.1%	3
Less than once a week	5.1%	16	3.8%	3	5.1%	2	2.7%	1	5.6%	2	2.9%	1	8.3%	3	0.0%	0	10.8%	4
Less than once a fortnight	17.5%	55	16.3%	13	7.7%	3	8.1%	3	30.6%	11	32.4%	11	16.7%	6	6.7%	1	18.9%	7
Less than once a month	44.3%	139	35.0%	28	61.5%	24	51.4%	19	44.4%	16	47.1%	16	55.6%	20	6.7%	1	40.5%	15
(Don't know / varies)	11.1%	35	6.3%	5	5.1%	2	5.4%	2	5.6%	2	2.9%	1	5.6%	2	86.7%	13	21.6%	8
Base:		314		80		39		37		36		34		36		15		37
Q22 Approximately how much did you spend on your last visit to (ANSWER TO Q.20) on clothing or non food goods?																		
<i>Those who mentioned a location at Q20</i>																		
Nothing	1.0%	3	0.0%	0	0.0%	0	2.7%	1	2.8%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Up to £5	1.6%	5	0.0%	0	5.1%	2	0.0%	0	2.8%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0
£6 – £10	5.4%	17	8.8%	7	10.3%	4	5.4%	2	5.6%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0
£11 - £15	5.4%	17	6.3%	5	5.1%	2	5.4%	2	0.0%	0	8.8%	3	2.8%	1	0.0%	0	10.8%	4
£16 - £20	8.9%	28	7.5%	6	2.6%	1	13.5%	5	19.4%	7	8.8%	3	11.1%	4	0.0%	0	5.4%	2
£21 - £25	10.2%	32	8.8%	7	2.6%	1	8.1%	3	5.6%	2	11.8%	4	30.6%	11	0.0%	0	10.8%	4
£26 - £50	19.1%	60	17.5%	14	10.3%	4	21.6%	8	22.2%	8	17.6%	6	16.7%	6	13.3%	2	32.4%	12
£51 - £75	8.6%	27	6.3%	5	0.0%	0	8.1%	3	22.2%	8	8.8%	3	8.3%	3	0.0%	0	13.5%	5
£76- £100	6.7%	21	10.0%	8	7.7%	3	2.7%	1	0.0%	0	8.8%	3	2.8%	1	6.7%	1	10.8%	4
More than £100	10.5%	33	13.8%	11	17.9%	7	13.5%	5	5.6%	2	17.6%	6	5.6%	2	0.0%	0	0.0%	0
(Don't know)	22.3%	70	21.3%	17	38.5%	15	18.9%	7	13.9%	5	14.7%	5	8.3%	3	80.0%	12	16.2%	6
(Refused)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
Mean:		51.0		57.0		65.4		51.1		41.9		60.9		36.4		54.7		42.0
Base:		314		80		39		37		36		34		36		15		37

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q23 Why did you choose to shop at (LOCATION AT Q.20) for non food shopping instead of (STUDY CENTRE) ?																		
<i>Those who did not shop in (STUDY CENTRE) at Q20 (Excluding 'Internet', (Don't know / varies) and (Don't do non food shopping) at Q20)</i>																		
Nearer to home	13.8%	36	20.0%	8	11.8%	4	17.1%	6	14.3%	5	6.1%	2	12.5%	4	20.0%	3	10.8%	4
Nearer to work	1.1%	3	0.0%	0	5.9%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to STUDY CENTRE	0.8%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Independent/specialist shops	13.8%	36	7.5%	3	11.8%	4	5.7%	2	22.9%	8	21.2%	7	25.0%	8	0.0%	0	10.8%	4
Provision of a department store	23.0%	60	7.5%	3	5.9%	2	5.7%	2	40.0%	14	33.3%	11	28.1%	9	20.0%	3	43.2%	16
High street names	29.1%	76	15.0%	6	14.7%	5	14.3%	5	45.7%	16	27.3%	9	46.9%	15	20.0%	3	45.9%	17
Choice of goods available	30.3%	79	30.0%	12	44.1%	15	31.4%	11	25.7%	9	33.3%	11	25.0%	8	20.0%	3	27.0%	10
Choice of shops selling clothing or household goods	20.3%	53	20.0%	8	17.6%	6	11.4%	4	31.4%	11	24.2%	8	21.9%	7	13.3%	2	18.9%	7
Quality of clothing or household goods available	5.7%	15	2.5%	1	2.9%	1	0.0%	0	8.6%	3	15.2%	5	6.3%	2	0.0%	0	8.1%	3
Choice of shops selling other goods	11.9%	31	2.5%	1	11.8%	4	2.9%	1	28.6%	10	3.0%	1	15.6%	5	13.3%	2	18.9%	7
Provision of services, such as banks / financial services	1.9%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	9.4%	3	0.0%	0	2.7%	1
Provision of leisure services	1.5%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	3
Shopping environment	13.0%	34	5.0%	2	2.9%	1	0.0%	0	31.4%	11	15.2%	5	12.5%	4	0.0%	0	29.7%	11
Cleanliness	6.1%	16	0.0%	0	0.0%	0	0.0%	0	14.3%	5	0.0%	0	12.5%	4	0.0%	0	18.9%	7
Car parking provision	2.7%	7	0.0%	0	0.0%	0	2.9%	1	8.6%	3	3.0%	1	3.1%	1	0.0%	0	2.7%	1
Car parking prices	1.1%	3	0.0%	0	2.9%	1	2.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	2.7%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.1%	2	3.1%	1	0.0%	0	8.1%	3
Public information, signposts, public facilities	1.1%	3	0.0%	0	0.0%	0	2.9%	1	2.9%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Entertainment / events	1.9%	5	2.5%	1	0.0%	0	0.0%	0	2.9%	1	3.0%	1	6.3%	2	0.0%	0	0.0%	0
Safety (during the day)	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	2	0.0%	0	2.7%	1
Safety (during the night)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Other	14.6%	38	12.5%	5	11.8%	4	20.0%	7	17.1%	6	39.4%	13	9.4%	3	0.0%	0	0.0%	0
Cheaper / lower prices	1.9%	5	0.0%	0	2.9%	1	8.6%	3	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Has a Marks and Spencer store	2.3%	6	7.5%	3	2.9%	1	5.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Go with someone else	1.9%	5	5.0%	2	2.9%	1	2.9%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
For a change	1.1%	3	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason)	3.4%	9	2.5%	1	0.0%	0	11.4%	4	0.0%	0	0.0%	0	6.3%	2	0.0%	0	5.4%	2
Base:		261		40		34		35		35		33		32		15		37
Q24 How do you normally travel to (LOCATION AT Q.20) (main part of journey)?																		
<i>Those who mentioned a location at Q20</i>																		
Car / van (as driver)	40.1%	190	20.7%	35	41.3%	19	41.5%	17	45.5%	20	44.7%	17	51.2%	22	83.7%	41	43.2%	19
Car / van (as passenger)	8.7%	41	8.3%	14	4.3%	2	9.8%	4	9.1%	4	7.9%	3	4.7%	2	14.3%	7	11.4%	5
Bus, minibus or coach	24.7%	117	26.6%	45	23.9%	11	17.1%	7	27.3%	12	26.3%	10	30.2%	13	2.0%	1	40.9%	18
Motorcycle, scooter or moped	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Walk	7.0%	33	8.9%	15	10.9%	5	7.3%	3	6.8%	3	5.3%	2	7.0%	3	0.0%	0	4.5%	2
Taxi	0.4%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	2.5%	12	1.2%	2	8.7%	4	7.3%	3	0.0%	0	7.9%	3	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not travel, goods delivered)	15.8%	75	32.0%	54	8.7%	4	17.1%	7	11.4%	5	7.9%	3	4.7%	2	0.0%	0	0.0%	0
Base:		474		169		46		41		44		38		43		49		44
Q25 How frequently do you visit (STUDY CENTRE) for non food shopping?																		
<i>Those who will be buying other goods apart from food at Q19</i>																		
Daily	9.4%	15	2.2%	2	0.0%	0	0.0%	0	25.0%	2	0.0%	0	0.0%	0	32.4%	11	0.0%	0
Once a week or more	32.5%	52	37.1%	33	28.6%	2	25.0%	1	37.5%	3	50.0%	2	14.3%	1	29.4%	10	0.0%	0
Less than once a week	5.0%	8	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	28.6%	2
Less than once a fortnight	12.5%	20	18.0%	16	0.0%	0	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.9%	3
Less than once a month	16.3%	26	16.9%	15	28.6%	2	25.0%	1	0.0%	0	0.0%	0	71.4%	5	2.9%	1	28.6%	2
(Don't know / varies)	24.4%	39	20.2%	18	42.9%	3	25.0%	1	37.5%	3	50.0%	2	14.3%	1	32.4%	11	0.0%	0
Base:		160		89		7		4		8		4		7		34		7

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsforth	Huddersfield Road
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Q26 How much have you spent or will you spend today in (STUDY CENTRE) on non food shopping?

Those who will be buying other goods apart from food at Q19

Nothing	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1		
Up to £5	7.5%	12	4.5%	4	14.3%	1	25.0%	1	37.5%	3	50.0%	2	0.0%	0	2.9%	1	0.0%	0
£6 – £10	8.1%	13	9.0%	8	14.3%	1	0.0%	0	12.5%	1	0.0%	0	14.3%	1	5.9%	2	0.0%	0
£11 - £15	6.3%	10	4.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	14.7%	5	0.0%	0
£16 - £20	9.4%	15	7.9%	7	14.3%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	4	28.6%	2
£21 - £25	7.5%	12	7.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	2	2.9%	1	28.6%	2
£26 - £50	17.5%	28	27.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3	14.3%	1
£51 - £75	3.8%	6	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
£76- £100	3.8%	6	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £100	1.9%	3	1.1%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
(Don't know)	31.9%	51	25.8%	23	57.1%	4	25.0%	1	50.0%	4	50.0%	2	14.3%	1	44.1%	15	14.3%	1
(Refused)	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	5.9%	2	0.0%	0
<i>Mean:</i>		30.5	35.1	9.5	56.8	3.9	2.5	43.4	20.9	20.0								
Base:		160	89	7	4	8	4	7	34	7								

Q27 Which of these statements would you say best describes how frequently you visit (STUDY CENTRE), compared with five years ago?

Much more frequently than before	6.9%	36	5.1%	9	6.0%	3	20.0%	10	16.0%	8	12.0%	6	0.0%	0	0.0%	0	0.0%	0
More frequently than before	13.1%	69	19.3%	34	28.0%	14	10.0%	5	6.0%	3	6.0%	3	16.0%	8	4.1%	2	0.0%	0
About as frequently	56.0%	294	46.0%	81	46.0%	23	46.0%	23	54.0%	27	66.0%	33	64.0%	32	83.7%	41	68.0%	34
Less frequently than before	13.3%	70	16.5%	29	8.0%	4	8.0%	4	10.0%	5	14.0%	7	14.0%	7	0.0%	0	28.0%	14
Much less frequently than before	6.1%	32	9.1%	16	6.0%	3	6.0%	3	12.0%	6	2.0%	1	4.0%	2	0.0%	0	2.0%	1
Didn't visit five years ago	2.5%	13	2.3%	4	6.0%	3	6.0%	3	2.0%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1
This is my first visit	0.6%	3	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
(Don't know / can't remember)	1.5%	8	1.1%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	10.2%	5	0.0%	0
Base:		525	176	50	50	50	50	50	50	50	50	50	50	49	50			

Q28 How long do you typically spend in (STUDY CENTRE) during the evening / night ?

Up to 1 hour	5.9%	31	3.4%	6	2.0%	1	6.0%	3	6.0%	3	6.0%	3	0.0%	0	26.5%	13	4.0%	2
1 to 2 hours	10.7%	56	5.1%	9	2.0%	1	12.0%	6	18.0%	9	6.0%	3	6.0%	3	14.3%	7	36.0%	18
Over 2 and up to 4 hours	9.7%	51	14.2%	25	12.0%	6	18.0%	9	6.0%	3	6.0%	3	0.0%	0	2.0%	1	8.0%	4
Over 4 hours	6.1%	32	4.5%	8	2.0%	1	6.0%	3	2.0%	1	4.0%	2	2.0%	1	32.7%	16	0.0%	0
Don't visit in the evening	59.8%	314	69.3%	122	68.0%	34	58.0%	29	68.0%	34	52.0%	26	84.0%	42	6.1%	3	48.0%	24
(Don't know / varies)	7.8%	41	3.4%	6	14.0%	7	0.0%	0	0.0%	0	26.0%	13	8.0%	4	18.4%	9	4.0%	2
Base:		525	176	50	50	50	50	50	50	50	50	50	50	49	50			

Mean Score [Much better = 5, Better = 4, About the same = 3, Worse = 2, Much worse = 1]

Q29 Comparing (STUDY CENTRE) with other centres, how does it compare on the following aspects ?
Choice of shops

Much better	1.0%	5	1.1%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Better	14.3%	75	17.6%	31	28.0%	14	20.0%	10	14.0%	7	20.0%	10	4.0%	2	2.0%	1	0.0%	0
About the same	32.6%	171	44.3%	78	32.0%	16	20.0%	10	4.0%	2	20.0%	10	24.0%	12	55.1%	27	32.0%	16
Worse	36.8%	193	31.3%	55	32.0%	16	34.0%	17	48.0%	24	50.0%	25	48.0%	24	36.7%	18	28.0%	14
Much worse	13.0%	68	4.5%	8	6.0%	3	12.0%	6	34.0%	17	6.0%	3	22.0%	11	2.0%	1	38.0%	19
(Don't know)	2.5%	13	1.1%	2	2.0%	1	10.0%	5	0.0%	0	4.0%	2	2.0%	1	2.0%	1	2.0%	1
<i>Mean:</i>		2.52	2.79	2.84	2.67	1.98	2.56	2.10	2.65	1.94								
Base:		525	176	50	50	50	50	50	50	49	50							

Choice of High Street names

Much better	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	6.9%	36	15.3%	27	4.0%	2	4.0%	2	6.0%	3	2.0%	1	0.0%	0	2.0%	1	0.0%	0
About the same	28.8%	151	43.8%	77	16.0%	8	6.0%	3	8.0%	4	12.0%	6	20.0%	10	55.1%	27	32.0%	16
Worse	39.2%	206	30.7%	54	60.0%	30	38.0%	19	40.0%	20	52.0%	26	50.0%	25	40.8%	20	24.0%	12
Much worse	21.0%	110	6.8%	12	12.0%	6	42.0%	21	46.0%	23	26.0%	13	28.0%	14	0.0%	0	42.0%	21
(Don't know)	3.8%	20	2.3%	4	8.0%	4	10.0%	5	0.0%	0	8.0%	4	2.0%	1	2.0%	1	2.0%	1
<i>Mean:</i>		2.24	2.73	2.13	1.69	1.74	1.89	1.92	2.60	1.90								
Base:		525	176	50	50	50	50	50	50	49	50							

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failssworth	Huddersfield Road									
Choice of independent/specialist shops																		
Much better	1.5%	8	1.1%	2	0.0%	0	12.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	15.8%	83	11.4%	20	32.0%	16	46.0%	23	8.0%	4	28.0%	14	8.0%	4	4.1%	2	0.0%	0
About the same	32.8%	172	36.9%	65	32.0%	16	22.0%	11	18.0%	9	24.0%	12	24.0%	12	63.3%	31	32.0%	16
Worse	33.1%	174	39.2%	69	24.0%	12	12.0%	6	42.0%	21	26.0%	13	54.0%	27	28.6%	14	24.0%	12
Much worse	12.2%	64	5.7%	10	4.0%	2	0.0%	0	32.0%	16	14.0%	7	14.0%	7	2.0%	1	42.0%	21
(Don't know)	4.6%	24	5.7%	10	8.0%	4	8.0%	4	0.0%	0	8.0%	4	0.0%	0	2.0%	1	2.0%	1
Mean:		2.59	2.61	3.00	3.63	2.02	2.72	2.26	2.71	1.90								
Base:		525	176	50	50	50	50	50	49	50								
Quality of shops																		
Much better	1.1%	6	1.1%	2	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	13.7%	72	10.2%	18	16.0%	8	46.0%	23	14.0%	7	26.0%	13	4.0%	2	2.0%	1	0.0%	0
About the same	49.7%	261	61.4%	108	58.0%	29	36.0%	18	24.0%	12	40.0%	20	48.0%	24	69.4%	34	32.0%	16
Worse	27.0%	142	22.7%	40	20.0%	10	0.0%	0	46.0%	23	26.0%	13	44.0%	22	24.5%	12	44.0%	22
Much worse	5.1%	27	2.8%	5	2.0%	1	0.0%	0	14.0%	7	2.0%	1	2.0%	1	2.0%	1	22.0%	11
(Don't know)	3.2%	17	1.7%	3	4.0%	2	10.0%	5	2.0%	1	6.0%	3	2.0%	1	2.0%	1	2.0%	1
Mean:		2.78	2.84	2.92	3.69	2.39	2.96	2.55	2.73	2.10								
Base:		525	176	50	50	50	50	50	49	50								
Range of services such as banks and other financial services																		
Much better	1.1%	6	0.6%	1	0.0%	0	4.0%	2	4.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better	15.6%	82	14.2%	25	12.0%	6	22.0%	11	14.0%	7	50.0%	25	16.0%	8	0.0%	0	0.0%	0
About the same	61.5%	323	72.2%	127	58.0%	29	46.0%	23	64.0%	32	28.0%	14	50.0%	25	71.4%	35	76.0%	38
Worse	13.5%	71	5.1%	9	20.0%	10	14.0%	7	10.0%	5	14.0%	7	28.0%	14	26.5%	13	12.0%	6
Much worse	2.9%	15	1.1%	2	4.0%	2	2.0%	1	6.0%	3	0.0%	0	4.0%	2	0.0%	0	10.0%	5
(Don't know)	5.3%	28	6.8%	12	6.0%	3	12.0%	6	2.0%	1	6.0%	3	2.0%	1	2.0%	1	2.0%	1
Mean:		2.99	3.09	2.83	3.14	3.00	3.43	2.80	2.73	2.67								
Base:		525	176	50	50	50	50	50	49	50								
Range and choice of pubs / restaurants																		
Much better	0.4%	2	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	12.0%	63	10.2%	18	6.0%	3	38.0%	19	14.0%	7	26.0%	13	4.0%	2	2.0%	1	0.0%	0
About the same	44.4%	233	38.1%	67	50.0%	25	34.0%	17	42.0%	21	34.0%	17	48.0%	24	73.5%	36	52.0%	26
Worse	19.0%	100	15.3%	27	20.0%	10	4.0%	2	16.0%	8	18.0%	9	32.0%	16	20.4%	10	36.0%	18
Much worse	4.8%	25	5.1%	9	2.0%	1	0.0%	0	6.0%	3	6.0%	3	12.0%	6	0.0%	0	6.0%	3
(Don't know)	19.4%	102	31.3%	55	22.0%	11	22.0%	11	20.0%	10	16.0%	8	4.0%	2	4.1%	2	6.0%	3
Mean:		2.80	2.78	2.77	3.49	2.88	2.95	2.46	2.81	2.49								
Base:		525	176	50	50	50	50	50	49	50								
Leisure facilities																		
Much better	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	7.0%	37	5.7%	10	6.0%	3	20.0%	10	20.0%	10	4.0%	2	0.0%	0	4.1%	2	0.0%	0
About the same	34.9%	183	30.7%	54	44.0%	22	20.0%	10	30.0%	15	14.0%	7	16.0%	8	87.8%	43	48.0%	24
Worse	21.5%	113	23.3%	41	24.0%	12	16.0%	8	16.0%	8	36.0%	18	40.0%	20	4.1%	2	8.0%	4
Much worse	13.5%	71	11.9%	21	12.0%	6	6.0%	3	4.0%	2	28.0%	14	26.0%	13	0.0%	0	24.0%	12
(Don't know)	22.7%	119	28.4%	50	14.0%	7	34.0%	17	30.0%	15	18.0%	9	18.0%	9	4.1%	2	20.0%	10
Mean:		2.47	2.42	2.51	3.00	2.94	1.93	1.88	3.00	2.30								
Base:		525	176	50	50	50	50	50	49	50								
Town centre environment																		
Much better	1.0%	5	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	14.3%	75	10.8%	19	14.0%	7	60.0%	30	12.0%	6	22.0%	11	0.0%	0	4.1%	2	0.0%	0
About the same	47.6%	250	54.5%	96	50.0%	25	22.0%	11	36.0%	18	26.0%	13	46.0%	23	87.8%	43	42.0%	21
Worse	20.0%	105	21.0%	37	24.0%	12	0.0%	0	40.0%	20	24.0%	12	32.0%	16	4.1%	2	12.0%	6
Much worse	11.2%	59	5.7%	10	6.0%	3	2.0%	1	10.0%	5	18.0%	9	20.0%	10	0.0%	0	42.0%	21
(Don't know)	5.9%	31	8.0%	14	6.0%	3	6.0%	3	2.0%	1	10.0%	5	2.0%	1	4.1%	2	4.0%	2
Mean:		2.72	2.77	2.77	3.81	2.51	2.58	2.27	3.00	2.00								
Base:		525	176	50	50	50	50	50	49	50								

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Cleanliness																		
Much better	1.5%	8	0.0%	0	0.0%	0	6.0%	3	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0
Better	17.0%	89	13.1%	23	12.0%	6	52.0%	26	20.0%	10	38.0%	19	8.0%	4	2.0%	1	0.0%	0
About the same	54.3%	285	63.1%	111	70.0%	35	40.0%	20	26.0%	13	32.0%	16	48.0%	24	89.8%	44	44.0%	22
Worse	15.4%	81	15.9%	28	10.0%	5	0.0%	0	46.0%	23	12.0%	6	26.0%	13	4.1%	2	8.0%	4
Much worse	8.6%	45	5.7%	10	2.0%	1	0.0%	0	8.0%	4	0.0%	0	16.0%	8	0.0%	0	44.0%	22
(Don't know)	3.2%	17	2.3%	4	6.0%	3	2.0%	1	0.0%	0	8.0%	4	2.0%	1	4.1%	2	4.0%	2
<i>Mean:</i>		2.87	2.85	2.98	3.65	2.58	3.50	2.49	2.98	2.00								
Base:		525	176	50	50	50	50	50	49	50								
Car parking provision																		
Much better	2.1%	11	0.6%	1	16.0%	8	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Better	14.3%	75	13.1%	23	30.0%	15	6.0%	3	16.0%	8	12.0%	6	40.0%	20	0.0%	0	0.0%	0
About the same	36.4%	191	32.4%	57	26.0%	13	14.0%	7	38.0%	19	24.0%	12	30.0%	15	91.8%	45	46.0%	23
Worse	10.1%	53	5.1%	9	4.0%	2	26.0%	13	2.0%	1	26.0%	13	10.0%	5	4.1%	2	16.0%	8
Much worse	6.7%	35	2.3%	4	0.0%	0	28.0%	14	14.0%	7	8.0%	4	4.0%	2	0.0%	0	8.0%	4
(Don't know)	30.5%	160	46.6%	82	24.0%	12	26.0%	13	28.0%	14	30.0%	15	14.0%	7	4.1%	2	30.0%	15
<i>Mean:</i>		2.93	3.09	3.76	1.97	2.86	2.57	3.30	2.96	2.54								
Base:		525	176	50	50	50	50	50	49	50								
Car parking prices																		
Much better	6.5%	34	0.6%	1	20.0%	10	24.0%	12	14.0%	7	4.0%	2	2.0%	1	0.0%	0	2.0%	1
Better	14.7%	77	6.8%	12	30.0%	15	16.0%	8	20.0%	10	10.0%	5	42.0%	21	0.0%	0	12.0%	6
About the same	36.2%	190	29.0%	51	26.0%	13	16.0%	8	34.0%	17	32.0%	16	30.0%	15	89.8%	44	52.0%	26
Worse	6.5%	34	11.4%	20	0.0%	0	0.0%	0	0.0%	0	14.0%	7	6.0%	3	6.1%	3	2.0%	1
Much worse	2.7%	14	4.0%	7	0.0%	0	6.0%	3	0.0%	0	4.0%	2	2.0%	1	0.0%	0	2.0%	1
(Don't know)	33.5%	176	48.3%	85	24.0%	12	38.0%	19	32.0%	16	36.0%	18	18.0%	9	4.1%	2	30.0%	15
<i>Mean:</i>		3.24	2.78	3.92	3.84	3.71	2.94	3.44	2.94	3.14								
Base:		525	176	50	50	50	50	50	49	50								
Accessibility by public transport																		
Much better	4.0%	21	0.6%	1	8.0%	4	4.0%	2	2.0%	1	12.0%	6	14.0%	7	0.0%	0	0.0%	0
Better	21.5%	113	17.6%	31	18.0%	9	16.0%	8	24.0%	12	48.0%	24	50.0%	25	2.0%	1	6.0%	3
About the same	51.4%	270	52.8%	93	56.0%	28	38.0%	19	48.0%	24	16.0%	8	24.0%	12	85.7%	42	88.0%	44
Worse	4.8%	25	3.4%	6	0.0%	0	14.0%	7	2.0%	1	12.0%	6	2.0%	1	8.2%	4	0.0%	0
Much worse	1.3%	7	1.7%	3	2.0%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	2.0%	1
(Don't know)	17.0%	89	23.9%	42	16.0%	8	28.0%	14	22.0%	11	12.0%	6	8.0%	4	4.1%	2	4.0%	2
<i>Mean:</i>		3.27	3.16	3.36	3.14	3.28	3.68	3.78	2.94	3.02								
Base:		525	176	50	50	50	50	50	49	50								
Public information / signposts / public facilities																		
Much better	1.3%	7	0.0%	0	2.0%	1	6.0%	3	0.0%	0	4.0%	2	2.0%	1	0.0%	0	0.0%	0
Better	12.2%	64	9.1%	16	14.0%	7	30.0%	15	2.0%	1	20.0%	10	28.0%	14	2.0%	1	0.0%	0
About the same	53.7%	282	55.1%	97	32.0%	16	40.0%	20	74.0%	37	26.0%	13	26.0%	13	87.8%	43	86.0%	43
Worse	9.1%	48	7.4%	13	16.0%	8	6.0%	3	0.0%	0	10.0%	5	30.0%	15	6.1%	3	2.0%	1
Much worse	3.8%	20	3.4%	6	12.0%	6	2.0%	1	2.0%	1	4.0%	2	2.0%	1	0.0%	0	6.0%	3
(Don't know)	19.8%	104	25.0%	44	24.0%	12	16.0%	8	22.0%	11	36.0%	18	12.0%	6	4.1%	2	6.0%	3
<i>Mean:</i>		2.98	2.93	2.71	3.38	2.97	3.16	2.98	2.96	2.85								
Base:		525	176	50	50	50	50	50	49	50								
Leisure facilities																		
Much better	0.6%	3	0.0%	0	0.0%	0	4.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	5.3%	28	6.3%	11	2.0%	1	18.0%	9	4.0%	2	6.0%	3	2.0%	1	2.0%	1	0.0%	0
About the same	28.8%	151	23.9%	42	14.0%	7	6.0%	3	40.0%	20	12.0%	6	14.0%	7	85.7%	42	48.0%	24
Worse	21.5%	113	23.9%	42	14.0%	7	6.0%	3	18.0%	9	24.0%	12	46.0%	23	8.2%	4	26.0%	13
Much worse	15.8%	83	14.2%	25	2.0%	1	6.0%	3	12.0%	6	44.0%	22	30.0%	15	0.0%	0	22.0%	11
(Don't know)	28.0%	147	31.8%	56	68.0%	34	60.0%	30	24.0%	12	14.0%	7	8.0%	4	4.1%	2	4.0%	2
<i>Mean:</i>		2.35	2.33	2.50	3.20	2.55	1.77	1.87	2.94	2.27								
Base:		525	176	50	50	50	50	50	49	50								

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failssworth	Huddersfield Road	
Cinemas										
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	0.6%	3	1.1%	2	0.0%	0	0.0%	0	2.0%	1
About the same	17.1%	90	9.1%	16	8.0%	4	2.0%	1	85.7%	42
Worse	24.4%	128	31.3%	55	30.0%	15	8.0%	4	6.0%	7
Much worse	42.1%	221	36.9%	65	52.0%	26	58.0%	29	70.0%	35
(Don't know)	15.8%	83	21.6%	38	10.0%	5	32.0%	16	18.0%	9
<i>Mean:</i>	<i>1.72</i>	<i>1.67</i>	<i>1.51</i>	<i>1.18</i>	<i>1.22</i>	<i>1.26</i>	<i>1.65</i>	<i>2.94</i>	<i>2.18</i>	
Base:	525	176	50	50	50	50	50	49	50	
Restaurants										
Much better	0.8%	4	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Better	5.9%	31	2.3%	4	0.0%	0	42.0%	21	6.0%	3
About the same	33.1%	174	33.5%	59	36.0%	18	24.0%	12	6.0%	3
Worse	28.4%	149	25.0%	44	38.0%	19	8.0%	4	40.0%	20
Much worse	15.2%	80	9.7%	17	6.0%	3	0.0%	0	40.0%	20
(Don't know)	16.6%	87	29.5%	52	20.0%	10	22.0%	11	8.0%	4
<i>Mean:</i>	<i>2.38</i>	<i>2.40</i>	<i>2.38</i>	<i>3.54</i>	<i>1.76</i>	<i>2.15</i>	<i>1.81</i>	<i>2.91</i>	<i>2.27</i>	
Base:	525	176	50	50	50	50	50	49	50	
Entertainment / events / performances										
Much better	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Better	7.6%	40	2.8%	5	8.0%	4	56.0%	28	2.0%	1
About the same	24.4%	128	19.9%	35	28.0%	14	12.0%	6	8.0%	4
Worse	27.6%	145	30.1%	53	36.0%	18	8.0%	4	34.0%	17
Much worse	20.0%	105	10.2%	18	4.0%	2	0.0%	0	52.0%	26
(Don't know)	20.0%	105	36.9%	65	24.0%	12	20.0%	10	4.0%	2
<i>Mean:</i>	<i>2.26</i>	<i>2.24</i>	<i>2.53</i>	<i>3.70</i>	<i>1.58</i>	<i>1.43</i>	<i>1.71</i>	<i>2.91</i>	<i>2.19</i>	
Base:	525	176	50	50	50	50	50	49	50	
Tourist facilities/hotels										
Much better	0.8%	4	0.0%	0	0.0%	0	6.0%	3	0.0%	0
Better	3.2%	17	0.6%	1	2.0%	1	24.0%	12	0.0%	0
About the same	23.4%	123	15.3%	27	16.0%	8	32.0%	16	4.0%	2
Worse	19.2%	101	15.9%	28	26.0%	13	8.0%	4	28.0%	14
Much worse	18.9%	99	7.4%	13	26.0%	13	8.0%	4	48.0%	24
(Don't know)	34.5%	181	60.8%	107	30.0%	15	22.0%	11	20.0%	10
<i>Mean:</i>	<i>2.20</i>	<i>2.23</i>	<i>1.91</i>	<i>3.15</i>	<i>1.45</i>	<i>1.62</i>	<i>1.83</i>	<i>2.96</i>	<i>2.18</i>	
Base:	525	176	50	50	50	50	50	49	50	
Day-time safety										
Much better	2.9%	15	0.6%	1	2.0%	1	10.0%	5	10.0%	5
Better	11.4%	60	7.4%	13	10.0%	5	32.0%	16	12.0%	6
About the same	69.3%	364	80.1%	141	66.0%	33	46.0%	23	50.0%	25
Worse	8.2%	43	7.4%	13	8.0%	4	0.0%	0	24.0%	12
Much worse	2.3%	12	1.1%	2	2.0%	1	2.0%	1	2.0%	1
(Don't know)	5.9%	31	3.4%	6	12.0%	6	10.0%	5	2.0%	1
<i>Mean:</i>	<i>3.05</i>	<i>2.99</i>	<i>3.02</i>	<i>3.53</i>	<i>3.04</i>	<i>3.33</i>	<i>2.89</i>	<i>2.96</i>	<i>2.79</i>	
Base:	525	176	50	50	50	50	50	49	50	
Evening / night safety										
Much better	1.0%	5	0.0%	0	0.0%	0	8.0%	4	0.0%	0
Better	4.0%	21	4.0%	7	2.0%	1	14.0%	7	4.0%	2
About the same	37.1%	195	29.5%	52	40.0%	20	30.0%	15	16.0%	8
Worse	19.0%	100	20.5%	36	12.0%	6	4.0%	2	20.0%	10
Much worse	11.0%	58	8.0%	14	16.0%	8	2.0%	1	26.0%	13
(Don't know)	27.8%	146	38.1%	67	30.0%	15	42.0%	21	34.0%	17
<i>Mean:</i>	<i>2.51</i>	<i>2.48</i>	<i>2.40</i>	<i>3.38</i>	<i>1.97</i>	<i>2.63</i>	<i>2.11</i>	<i>3.02</i>	<i>2.27</i>	
Base:	525	176	50	50	50	50	50	49	50	

Column %ges.

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Layout																		
Much better	1.0%	5	0.0%	0	0.0%	0	10.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	12.0%	63	9.7%	17	14.0%	7	32.0%	16	14.0%	7	22.0%	11	8.0%	4	2.0%	1	0.0%	0
About the same	61.1%	321	67.6%	119	62.0%	31	48.0%	24	60.0%	30	34.0%	17	54.0%	27	91.8%	45	56.0%	28
Worse	14.3%	75	10.2%	18	10.0%	5	2.0%	1	18.0%	9	30.0%	15	32.0%	16	2.0%	1	20.0%	10
Much worse	5.5%	29	4.5%	8	2.0%	1	2.0%	1	6.0%	3	8.0%	4	4.0%	2	0.0%	0	20.0%	10
(Don't know)	6.1%	32	8.0%	14	12.0%	6	6.0%	3	2.0%	1	6.0%	3	2.0%	1	4.1%	2	4.0%	2
Mean:		2.88		2.90		3.00		3.49		2.84		2.74		2.67		3.00		2.38
Base:		525		176		50		50		50		50		50		49		50
Public Art																		
Much better	0.4%	2	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	5.9%	31	5.1%	9	0.0%	0	32.0%	16	2.0%	1	6.0%	3	2.0%	1	2.0%	1	0.0%	0
About the same	28.8%	151	24.4%	43	16.0%	8	24.0%	12	4.0%	2	18.0%	9	24.0%	12	87.8%	43	44.0%	22
Worse	14.9%	78	10.8%	19	14.0%	7	8.0%	4	16.0%	8	16.0%	8	40.0%	20	6.1%	3	18.0%	9
Much worse	11.2%	59	4.5%	8	22.0%	11	2.0%	1	34.0%	17	12.0%	6	10.0%	5	0.0%	0	22.0%	11
(Don't know)	38.9%	204	55.1%	97	48.0%	24	30.0%	15	44.0%	22	48.0%	24	24.0%	12	4.1%	2	16.0%	8
Mean:		2.50		2.67		1.88		3.40		1.54		2.35		2.24		2.96		2.26
Base:		525		176		50		50		50		50		50		49		50
General environment																		
Much better	1.1%	6	0.6%	1	0.0%	0	8.0%	4	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Better	12.8%	67	4.5%	8	16.0%	8	54.0%	27	20.0%	10	18.0%	9	8.0%	4	2.0%	1	0.0%	0
About the same	55.4%	291	65.9%	116	56.0%	28	32.0%	16	28.0%	14	56.0%	28	46.0%	23	89.8%	44	44.0%	22
Worse	16.2%	85	11.4%	20	6.0%	3	2.0%	1	50.0%	25	12.0%	6	40.0%	20	4.1%	2	16.0%	8
Much worse	6.3%	33	4.5%	8	6.0%	3	0.0%	0	2.0%	1	4.0%	2	2.0%	1	0.0%	0	36.0%	18
(Don't know)	8.2%	43	13.1%	23	16.0%	8	4.0%	2	0.0%	0	8.0%	4	4.0%	2	4.1%	2	4.0%	2
Mean:		2.85		2.83		2.98		3.71		2.66		3.02		2.63		2.98		2.08
Base:		525		176		50		50		50		50		50		49		50
Q30 What type of shops or services would you like to see more of in (STUDY CENTRE) ?																		
Large supermarkets	5.7%	30	7.4%	13	0.0%	0	6.0%	3	16.0%	8	8.0%	4	2.0%	1	0.0%	0	2.0%	1
Specialist foodstores	5.9%	31	4.0%	7	10.0%	5	12.0%	6	6.0%	3	16.0%	8	2.0%	1	0.0%	0	2.0%	1
Department stores	11.8%	62	22.7%	40	0.0%	0	2.0%	1	18.0%	9	2.0%	1	6.0%	3	14.3%	7	2.0%	1
Clothing stores	24.8%	130	33.0%	58	32.0%	16	12.0%	6	26.0%	13	16.0%	8	14.0%	7	38.8%	19	6.0%	3
Footwear stores	10.5%	55	13.1%	23	20.0%	10	0.0%	0	20.0%	10	2.0%	1	0.0%	0	14.3%	7	8.0%	4
Electrical goods	4.8%	25	5.1%	9	10.0%	5	2.0%	1	10.0%	5	6.0%	3	0.0%	0	0.0%	0	4.0%	2
Household goods stores	5.3%	28	3.4%	6	2.0%	1	6.0%	3	18.0%	9	6.0%	3	2.0%	1	10.2%	5	0.0%	0
Pharmacies	0.6%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Restaurants / cafes	5.3%	28	8.0%	14	4.0%	2	2.0%	1	6.0%	3	4.0%	2	2.0%	1	2.0%	1	8.0%	4
Drinking establishments	2.1%	11	2.3%	4	0.0%	0	0.0%	0	4.0%	2	4.0%	2	0.0%	0	6.1%	3	0.0%	0
Building Society	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks	1.1%	6	0.0%	0	6.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0
Solicitors	0.0%	0	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	6.5%	34	4.0%	7	10.0%	5	6.0%	3	6.0%	3	22.0%	11	6.0%	3	0.0%	0	4.0%	2
A Marks and Spencer store	2.3%	12	5.7%	10	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Independent / specialist shops	1.1%	6	1.7%	3	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A market	1.0%	5	1.1%	2	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	17.1%	90	13.6%	24	18.0%	9	34.0%	17	8.0%	4	26.0%	13	26.0%	13	0.0%	0	20.0%	10
(Don't know)	26.7%	140	16.5%	29	28.0%	14	28.0%	14	24.0%	12	14.0%	7	46.0%	23	26.5%	13	56.0%	28
Base:		525		176		50		50		50		50		50		49		50

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q31 What type leisure facilities would you like to see more of in (STUDY CENTRE) ?																		
Health and fitness	10.3%	54	9.1%	16	24.0%	12	12.0%	6	12.0%	6	8.0%	4	10.0%	5	0.0%	0	10.0%	5
Swimming pool	8.2%	43	10.2%	18	4.0%	2	6.0%	3	4.0%	2	18.0%	9	18.0%	9	0.0%	0	0.0%	0
Bingo	1.5%	8	0.6%	1	4.0%	2	0.0%	0	4.0%	2	0.0%	0	0.0%	0	4.1%	2	2.0%	1
Cinema	25.7%	135	40.3%	71	22.0%	11	10.0%	5	24.0%	12	2.0%	1	12.0%	6	46.9%	23	12.0%	6
Bowling alley	13.7%	72	21.0%	37	12.0%	6	4.0%	2	8.0%	4	0.0%	0	10.0%	5	32.7%	16	4.0%	2
Hotels	1.5%	8	1.7%	3	4.0%	2	6.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.9%	15	4.5%	8	6.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	3	0.0%	0
Museums	1.9%	10	4.0%	7	4.0%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Art galleries	1.9%	10	1.1%	2	6.0%	3	0.0%	0	6.0%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Go-karting	0.8%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Parks/gardens	4.6%	24	2.3%	4	4.0%	2	2.0%	1	6.0%	3	10.0%	5	4.0%	2	6.1%	3	8.0%	4
Civic Hall / Civic spaces	1.0%	5	0.6%	1	0.0%	0	0.0%	0	6.0%	3	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Other	5.3%	28	4.5%	8	2.0%	1	6.0%	3	4.0%	2	22.0%	11	2.0%	1	0.0%	0	4.0%	2
Children facilities	3.8%	20	4.0%	7	10.0%	5	2.0%	1	6.0%	3	6.0%	3	2.0%	1	0.0%	0	0.0%	0
A theatre	0.8%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Snooker / pool hall	0.6%	3	1.1%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	26.9%	141	25.6%	45	32.0%	16	50.0%	25	40.0%	20	36.0%	18	20.0%	10	0.0%	0	14.0%	7
(Don't know)	25.0%	131	14.2%	25	22.0%	11	18.0%	9	20.0%	10	12.0%	6	40.0%	20	42.9%	21	58.0%	29
Base:		525		176		50		50		50		50		50		49		50
Q32 What measures do you think would improve (STUDY CENTRE) and make it more attractive ?																		
Increased choice / range of shops	15.8%	83	27.8%	49	4.0%	2	2.0%	1	34.0%	17	6.0%	3	8.0%	4	4.1%	2	10.0%	5
More speciality shops	4.8%	25	8.5%	15	4.0%	2	2.0%	1	2.0%	1	4.0%	2	6.0%	3	0.0%	0	2.0%	1
More national multiples	2.5%	13	6.3%	11	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	1.7%	9	1.1%	2	0.0%	0	0.0%	0	8.0%	4	4.0%	2	0.0%	0	0.0%	0	2.0%	1
More non-food stores	3.0%	16	0.6%	1	0.0%	0	2.0%	1	10.0%	5	0.0%	0	6.0%	3	10.2%	5	2.0%	1
More Independent / Specialist traders	2.5%	13	3.4%	6	0.0%	0	4.0%	2	0.0%	0	4.0%	2	0.0%	0	6.1%	3	0.0%	0
Improved street paving	1.7%	9	1.1%	2	0.0%	0	0.0%	0	0.0%	0	6.0%	3	2.0%	1	0.0%	0	6.0%	3
Cheaper parking	3.2%	17	7.4%	13	2.0%	1	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Flexible parking	4.0%	21	0.6%	1	2.0%	1	16.0%	8	12.0%	6	4.0%	2	4.0%	2	0.0%	0	2.0%	1
Reduce traffic congestion	4.6%	24	1.1%	2	2.0%	1	4.0%	2	6.0%	3	22.0%	11	4.0%	2	0.0%	0	6.0%	3
Improved public transport	0.8%	4	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2
More entertainment / leisure facilities	9.0%	47	11.4%	20	10.0%	5	2.0%	1	16.0%	8	4.0%	2	6.0%	3	8.2%	4	8.0%	4
More quality restaurants / pavement cafes	4.8%	25	8.0%	14	2.0%	1	2.0%	1	6.0%	3	0.0%	0	4.0%	2	6.1%	3	2.0%	1
More evening activities	3.0%	16	4.5%	8	2.0%	1	4.0%	2	4.0%	2	2.0%	1	2.0%	1	0.0%	0	2.0%	1
More organised events e.g. street markets	2.7%	14	1.7%	3	6.0%	3	0.0%	0	12.0%	6	0.0%	0	0.0%	0	4.1%	2	0.0%	0
More cultural facilities	2.7%	14	4.5%	8	0.0%	0	2.0%	1	4.0%	2	0.0%	0	2.0%	1	2.0%	1	2.0%	1
Improved security / CCTV	8.2%	43	4.5%	8	20.0%	10	4.0%	2	22.0%	11	0.0%	0	10.0%	5	0.0%	0	14.0%	7
Improved cleanliness	9.5%	50	6.8%	12	4.0%	2	2.0%	1	30.0%	15	10.0%	5	12.0%	6	0.0%	0	18.0%	9
Greater promotion / marketing of the centre	2.1%	11	0.0%	0	0.0%	0	0.0%	0	8.0%	4	0.0%	0	0.0%	0	10.2%	5	4.0%	2
Public toilets	3.6%	19	4.0%	7	6.0%	3	4.0%	2	10.0%	5	2.0%	1	0.0%	0	0.0%	0	2.0%	1
Expansion of the centre	3.0%	16	0.0%	0	0.0%	0	0.0%	0	14.0%	7	2.0%	1	2.0%	1	6.1%	3	8.0%	4
Improved cultural facilities	0.6%	3	0.6%	1	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
More tourist facilities	0.6%	3	0.6%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved signage/information	0.0%	0	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	6.9%	36	4.5%	8	12.0%	6	8.0%	4	4.0%	2	22.0%	11	6.0%	3	0.0%	0	4.0%	2
Children facilities	1.0%	5	1.7%	3	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
New / improved market	1.7%	9	4.5%	8	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanging baskets / more flowers	1.0%	5	0.6%	1	2.0%	1	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Less building work / finish building work off	1.3%	7	0.6%	1	2.0%	1	4.0%	2	4.0%	2	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Needs modernising / refurbishment	1.7%	9	2.8%	5	2.0%	1	0.0%	0	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0
(None mentioned)	15.2%	80	13.1%	23	10.0%	5	30.0%	15	10.0%	5	28.0%	14	16.0%	8	0.0%	0	20.0%	10
(Don't know)	25.1%	132	19.9%	35	30.0%	15	20.0%	10	16.0%	8	4.0%	2	34.0%	17	46.9%	23	44.0%	22
Base:		525		176		50		50		50		50		50		49		50

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
Q33 What do you think are the biggest weaknesses of (STUDY CENTRE) ?																		
Choice / range of non-food shops	13.5%	71	15.3%	27	2.0%	1	4.0%	2	34.0%	17	2.0%	1	8.0%	4	6.1%	3	32.0%	16
Range of specialist/independent retailers	4.6%	24	8.0%	14	2.0%	1	2.0%	1	8.0%	4	0.0%	0	0.0%	0	6.1%	3	2.0%	1
Foodstore provision	2.1%	11	1.1%	2	2.0%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Lack of cultural facilities	3.4%	18	2.3%	4	0.0%	0	0.0%	0	6.0%	3	6.0%	3	2.0%	1	12.2%	6	2.0%	1
Accessibility by private car	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Car parking	6.7%	35	0.6%	1	4.0%	2	32.0%	16	12.0%	6	18.0%	9	0.0%	0	0.0%	0	2.0%	1
Accessibility by public transport	0.8%	4	0.6%	1	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Accessibility by cycling and by foot	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1
Public information / events	1.5%	8	0.6%	1	0.0%	0	0.0%	0	4.0%	2	2.0%	1	0.0%	0	4.1%	2	4.0%	2
Range and choice of pubs / restaurants	3.4%	18	3.4%	6	0.0%	0	0.0%	0	2.0%	1	2.0%	1	0.0%	0	20.4%	10	0.0%	0
Tourism facilities	0.4%	2	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Town centre environment	6.9%	36	6.3%	11	4.0%	2	0.0%	0	22.0%	11	2.0%	1	4.0%	2	4.1%	2	14.0%	7
Non-retail provision (e.g. banks, estate agents (etc.))	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0
Leisure facilities	8.2%	43	14.8%	26	4.0%	2	2.0%	1	12.0%	6	6.0%	3	4.0%	2	6.1%	3	0.0%	0
Security / safety	7.2%	38	8.5%	15	16.0%	8	4.0%	2	12.0%	6	4.0%	2	10.0%	5	0.0%	0	0.0%	0
Other	7.0%	37	5.7%	10	10.0%	5	8.0%	4	14.0%	7	12.0%	6	8.0%	4	0.0%	0	2.0%	1
Supermarkets are killing the town	0.8%	4	0.0%	0	8.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dirty / too much litter	2.9%	15	5.1%	9	6.0%	3	0.0%	0	0.0%	0	2.0%	1	4.0%	2	0.0%	0	0.0%	0
Traffic congestion	2.9%	15	0.0%	0	2.0%	1	8.0%	4	0.0%	0	18.0%	9	2.0%	1	0.0%	0	0.0%	0
Too many pubs / bars	1.0%	5	0.6%	1	2.0%	1	0.0%	0	0.0%	0	6.0%	3	0.0%	0	0.0%	0	0.0%	0
Children facilities	1.3%	7	0.0%	0	2.0%	1	2.0%	1	2.0%	1	4.0%	2	4.0%	2	0.0%	0	0.0%	0
The market	1.7%	9	4.5%	8	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many foreigners	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Council	1.0%	5	1.7%	3	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy	0.8%	4	1.1%	2	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor reputation	0.8%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vacant shops	0.8%	4	0.6%	1	2.0%	1	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
(None mentioned)	14.5%	76	10.2%	18	10.0%	5	24.0%	12	14.0%	7	32.0%	16	18.0%	9	0.0%	0	18.0%	9
(Don't know)	24.0%	126	20.5%	36	28.0%	14	18.0%	9	16.0%	8	4.0%	2	38.0%	19	40.8%	20	36.0%	18
Base:		525		176		50		50		50		50		50		49		50
GEN Gender:																		
Male	33.9%	178	26.7%	47	30.0%	15	36.0%	18	32.0%	16	52.0%	26	46.0%	23	22.4%	11	44.0%	22
Female	66.1%	347	73.3%	129	70.0%	35	64.0%	32	68.0%	34	48.0%	24	54.0%	27	77.6%	38	56.0%	28
Base:		525		176		50		50		50		50		50		49		50
AGE Age Group:																		
18 – 24 years	13.1%	69	23.3%	41	4.0%	2	4.0%	2	8.0%	4	10.0%	5	6.0%	3	8.2%	4	16.0%	8
25 – 34 years	16.0%	84	17.0%	30	6.0%	3	14.0%	7	22.0%	11	10.0%	5	8.0%	4	20.4%	10	28.0%	14
35 – 44 years	16.4%	86	11.4%	20	16.0%	8	16.0%	8	8.0%	4	16.0%	8	22.0%	11	38.8%	19	16.0%	8
45 – 54 years	19.6%	103	15.3%	27	24.0%	12	20.0%	10	22.0%	11	22.0%	11	24.0%	12	18.4%	9	22.0%	11
55 – 64 years	14.9%	78	15.3%	27	16.0%	8	18.0%	9	12.0%	6	16.0%	8	16.0%	8	10.2%	5	14.0%	7
65+ years	19.6%	103	17.6%	31	32.0%	16	26.0%	13	28.0%	14	26.0%	13	24.0%	12	4.1%	2	4.0%	2
(Refused)	0.4%	2	0.0%	0	2.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		525		176		50		50		50		50		50		49		50
SEG Occupation of Chief Wage Earner:																		
AB	11.8%	62	9.7%	17	18.0%	9	36.0%	18	8.0%	4	10.0%	5	4.0%	2	8.2%	4	6.0%	3
C1	27.4%	144	26.7%	47	30.0%	15	26.0%	13	36.0%	18	22.0%	11	24.0%	12	24.5%	12	32.0%	16
C2	21.3%	112	16.5%	29	20.0%	10	16.0%	8	26.0%	13	28.0%	14	16.0%	8	38.8%	19	22.0%	11
DE	39.2%	206	47.2%	83	32.0%	16	22.0%	11	30.0%	15	38.0%	19	56.0%	28	28.6%	14	40.0%	20
(Refused)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		525		176		50		50		50		50		50		49		50

Column %ges.

Oldham On-Street Visitors Survey for White Young Green

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsworth	Huddersfield Road									
ETH Ethnicity																		
White	93.1%	489	85.8%	151	98.0%	49	96.0%	48	100.0%	50	100.0%	50	98.0%	49	100.0%	49	86.0%	43
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	3.8%	20	8.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	6
Bangladeshi	0.8%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Black Caribbean	0.8%	4	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Black African	0.6%	3	1.7%	3	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
Any 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 background	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	3	0.0%	0	2.0%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		525		176		50		50		50		50		50		49		50
DAT Date of Interview:																		
Monday	4.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	25
Tuesday	4.8%	25	14.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	19.4%	102	29.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	25	53.1%	26	0.0%	0
Thursday	23.8%	125	28.4%	50	50.0%	25	50.0%	25	50.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	4.8%	25	0.6%	1	0.0%	0	0.0%	0	0.0%	0	48.0%	24	0.0%	0	0.0%	0	0.0%	0
Saturday	42.5%	223	27.8%	49	50.0%	25	50.0%	25	50.0%	25	52.0%	26	50.0%	25	46.9%	23	50.0%	25
Base:		525		176		50		50		50		50		50		49		50
TIM Time of Interview:																		
09.00 – 12.00	33.5%	176	30.7%	54	54.0%	27	18.0%	9	30.0%	15	30.0%	15	48.0%	24	36.7%	18	28.0%	14
12.01 – 14.00	38.1%	200	31.3%	55	34.0%	17	58.0%	29	34.0%	17	38.0%	19	46.0%	23	38.8%	19	42.0%	21
14.01 – 16.00	26.3%	138	34.1%	60	12.0%	6	24.0%	12	32.0%	16	28.0%	14	6.0%	3	24.5%	12	30.0%	15
16.01 – 17.00	2.1%	11	4.0%	7	0.0%	0	0.0%	0	4.0%	2	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Base:		525		176		50		50		50		50		50		49		50
LOC Location																		
Oldham	33.5%	176	100.0%	176	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shaw	9.5%	50	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Uppermill	9.5%	50	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Royton	9.5%	50	0.0%	0	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lees	9.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0	0.0%	0
Chadderton	9.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50	0.0%	0	0.0%	0
Failsworth	9.3%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	49	0.0%	0
Huddersfield Road	9.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	50
Base:		525		176		50		50		50		50		50		49		50

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failssworth	Huddersfield Road	
PC Postcode Sector:										
BD11 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
BL1 6	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
BL9 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blank	1.0%	5	1.1%	2	2.0%	1	2.0%	1	0.0%	0
CT1 1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
HD7 6	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	0
IP3 8	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
LS14 5	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
M11 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
M21 9	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
M22 9	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
M24 2	0.8%	4	1.1%	2	2.0%	1	0.0%	0	0.0%	0
M24 4	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
M24 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
M27	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
M32 0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
M34 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
M35	0.8%	4	0.0%	0	0.0%	0	2.0%	1	0.0%	0
M35 0	2.5%	13	3.4%	6	0.0%	0	0.0%	0	0.0%	0
M35 2	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2
M35 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
M35 9	1.9%	10	2.3%	4	0.0%	0	0.0%	0	12.2%	6
M4 1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
M40	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2
M40 0	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
M40 5	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0
M47 7	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
M9 5	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
M9 7	0.4%	2	0.6%	1	0.0%	0	2.0%	1	0.0%	0
OL	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL1 1	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OL1 2	2.5%	13	2.8%	5	2.0%	1	10.0%	5	0.0%	0
OL1 3	2.5%	13	5.7%	10	2.0%	1	0.0%	0	0.0%	0
OL1 4	1.9%	10	1.1%	2	2.0%	1	0.0%	0	4.0%	2
OL1 9	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OL11 2	0.6%	3	0.0%	0	0.0%	0	4.0%	2	0.0%	0
OL11 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OL11 5	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL12 7	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
OL14 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL14 7	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
OL15 0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL15 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL16 0	0.4%	2	0.6%	1	2.0%	1	0.0%	0	0.0%	0
OL16 2	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL16 3	1.0%	5	1.1%	2	4.0%	2	0.0%	0	2.0%	1
OL16 4	0.8%	4	2.3%	4	0.0%	0	0.0%	0	0.0%	0
OL2	1.0%	5	0.6%	1	4.0%	2	0.0%	0	0.0%	0
OL2 1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2
OL2 2	1.0%	5	0.6%	1	2.0%	1	0.0%	0	0.0%	0
OL2 3	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OL2 5	3.8%	20	2.3%	4	0.0%	0	0.0%	0	0.0%	0
OL2 6	5.1%	27	4.0%	7	8.0%	4	0.0%	0	26.0%	13
OL2 7	5.3%	28	2.8%	5	38.0%	19	2.0%	1	4.0%	2
OL2 8	3.4%	18	2.3%	4	20.0%	10	0.0%	0	0.0%	0
OL3	1.0%	5	0.0%	0	0.0%	0	8.0%	4	2.0%	1
OL3 4	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
OL3 5	2.1%	11	1.1%	2	4.0%	2	10.0%	5	0.0%	0
OL3 6	3.0%	16	0.6%	1	0.0%	0	26.0%	13	0.0%	0
OL3 7	1.3%	7	0.0%	0	0.0%	0	14.0%	7	0.0%	0
OL4	0.8%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL4 1	3.0%	16	3.4%	6	0.0%	0	0.0%	0	4.0%	2
OL4 2	5.0%	26	5.1%	9	2.0%	1	2.0%	1	2.0%	1
OL4 3	3.2%	17	2.3%	4	0.0%	0	4.0%	2	0.0%	0
OL4 4	4.8%	25	2.8%	5	0.0%	0	2.0%	1	0.0%	0
OL4 5	2.3%	12	1.7%	3	0.0%	0	0.0%	0	34.0%	17
OL4 6	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
OL4 8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
OL5 0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL6 7	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
OL6 8	0.4%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0
OL7 0	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Oldham On-Street Visitors Survey for White Young Green

September 2008

	Total	Oldham	Shaw	Uppermill	Royton	Lees	Chadderton	Failsforth	Huddersfield Road									
OL7 9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0								
OL8	3.0%	16	0.0%	0	0.0%	0	0.0%	0	2.0%	1	30.6%	15	0.0%	0				
OL8 1	1.9%	10	5.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1		
OL8 2	3.0%	16	6.8%	12	0.0%	0	0.0%	0	4.0%	2	2.0%	1	2.0%	1	0.0%	0		
OL8 3	1.3%	7	3.4%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0		
OL8 4	2.5%	13	5.1%	9	0.0%	0	2.0%	1	0.0%	0	2.0%	1	2.0%	1	0.0%	0	2.0%	1
OL9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0		
OL9 0	3.4%	18	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.0%	15	0.0%	0	0.0%	0
OL9 3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
OL9 6	1.0%	5	1.7%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
OL9 7	2.1%	11	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	4	4.1%	2	0.0%	0
OL9 8	2.1%	11	2.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	8.2%	4	0.0%	0
OL9 9	3.6%	19	3.4%	6	0.0%	0	0.0%	0	0.0%	0	26.0%	13	0.0%	0	0.0%	0	0.0%	0
OLA 2	0.2%	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
OLA 5	0.2%	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
S65 1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SG16 6	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SK12 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
SK15 1	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SK15 3	0.8%	4	1.7%	3	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SK16 5	0.6%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SK6 1	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WA3 5	0.2%	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
Base:	525	176	50	50	50	50	50	49	50									

Others

**Oldham On-Street Visitors Survey
For White Young Green
'Other' responses**

Q03. How did you travel to (STUDY CENTRE) today (main part of journey)

Disabled scooter	1
Mobility scooter	1
<u>Total</u>	<u>2</u>

Q04. Where did you park today ?

At work	2
Lee Street	2
Library, Lees	2
Middleton Road	2
Post Office	2
Side street	2
Behind shops	1
By library, Shaw	1
By the doctors	1
Car park	1
Co-op	1
Court car park	1
Dinnerstones	1
Disabled car park near taxi rank	1
District car centre	1
Doctors car park	1
Health centre	1
High Street	1
In the garden centre	1
Museum	1
Next to baths	1
On Bargains	1
Police car park	1
Queen Elizabeth college	1
Queen Street	1
Radcliffe Street	1
Rock Street	1
Royton Park	1
Somerfield	1
Sports centre	1
Town Square	1
<u>Total</u>	<u>37</u>

Q07. Did you travel to (STUDY CENTRE) directly from home, work or elsewhere ?

Hospital	2
Oldham town centre	2
Rochdale	2
Ashton under Lyne	1
Cheetham Hill	1
Church	1
Doctors	1
Elk Mill	1
Garage	1
Hairdressers	1
Manchester	1
Sainsburys	1
Shaw	1
Town centre	1
Waterhead	1
Work appointment	1
<u>Total</u>	<u>19</u>

Q09. Why do you choose to shop/visit (STUDY CENTRE) ?

Hairdressers	2
Hospital visit	2
Job centre / hunting	2
Returning an item	2
Wife is shopping	2
An appointment	1
Beauty shop	1
Better than Rochdale	1
Bring my husband to work	1
Car in garage	1
Change from Shaw, lunch	1
Charity shops	1
Cheaper shops	1
Cheeky chimps	1
Church	1
Come here every day	1
Convenience	1
Co-op and charity shops	1
Daughter is doing sport here	1
Family live there	1
For a particular shop	1
For banking and shopping	1
For park	1
For Sainsburys	1
Habit, cannot walk far, and the Co-op	1
Helping boyfriend with stall	1
I like Oldham	1
Just for a change	1
Just passing	1
Library and Post Office	1
Little boy goes to school dropped him off	1
Looking at places to live	1
Mother likes to visit	1
On way home	1
Only Early Learning shop about now	1
Pay number and rent	1
Personal business	1
Pictures being framed	1
Play centre for the kids	1
Primark	1
Quicker	1
Saves petrol	1
Should support local shops	1
Smaller centre	1
To buy tickets	1
To not use car, environmental reasons and exercise	1
Wife asked me to go for her	1
With a friend	1
With girlfriend	1
<u>Total</u>	<u>54</u>

Q10. What is the main reason why you are in (STUDY CENTRE) today ?

Catch a bus	2
Job centre / hunting	2
Launderette	2
Live here	2
Personal business	2
Returning goods	2
Visiting relative	2
Accompany girlfriend to tanning shop	1
An appointment	1
Buy flowers	1
Buy make up	1
CD and music	1
Cheeky chimps	1
Church	1
Cigarettes	1
Decorating	1
Garden centre	1
General shopping	1
Get my nails done	1
Hairdresser	1
Helping boyfriend	1
Hospital visit	1
Music	1
Pay bill	1
Pet shop	1
Picking up framed pictures	1
Somewhere different	1
To deliver private letters	1
Travel agent	1
Wife's choice	1
<u>Total</u>	<u>37</u>

Q11. What else do you intend to do whilst in (STUDY CENTRE) today ?

Accountant	1
All the shops	1
Baby things	1
Bedding	1
Bringing goods back	1
Business	1
Cards	1
Early Learning shop	1
Estate agents	1
Florist	1
Hairdressers and charity shop	1
Household bedding	1
Household goods	1
Parking	1
Travel agent	1
<u>Total</u>	<u>15</u>

Q16. Which centre / retail park did you last visit for your main food and grocery shopping ?

Bury	2
Stalybridge	2
Asda, Beswick	1
Asda, Canterbury	1
Asda, Hulme	1
Asda, Rochdale	1
Bedford	1
Burton	1
Hollinwood	1
Holmfirth	1
Iceland, Ashton under Lyne	1
Meltham	1
Morrisons, Dukinfield	1
Morrisons, Meltham	1
Morrisons, Rochdale	1
Netto, Waterhead	1
Rotherham	1
Sainsburys, Ashton under Lyne	1
Sainsburys, Ipswich	1
Somerfield, Royton	1
Trafford Park	1
White Rose Centre, Leeds	1
<u>Total</u>	<u>24</u>

Q17. Why do you choose to do your main food shop at (LOCATION AT Q.16) rather than (STUDY CENTRE) ?

Like Tesco	2
A change from being at home	1
Better layout, better market	1
Bigger shops	1
Buy one get one free products	1
Day trip	1
Early opening	1
Have a meal and a day trip	1
Husband likes his breakfast there	1
Late night shopping	1
Like the shops	1
Multiple store	1
No fridge freezer products at Royton	1
None in Oldham, apart from Asda	1
Only visit sister in Royton and delivers	1
Quiet and wide aisles	1
Sainsburys supermarket better priced	1
Sainsburys supermarket, choice and loyalty points	1
Shop where ever we are	1
Size of supermarket	1
Tesco still being refurbished	1
The wife likes it	1
Value and personal visit in area	1
We shop all over	1
Work down there	1
<u>Total</u>	<u>26</u>

Q20. Which centre / facility did you last shop at for non food goods?

Halifax	2
Asda, Chaddesden	1
Brocton	1
Burton	1
Handforth Dean	1
Holiday	1
Leeds	1
Stalybridge	1
Tesco, Featherstall Road	1
Woodbridge	1
<u>Total</u>	<u>11</u>

Q23. Why did you choose to shop at (LOCATION AT Q.20) for non food shopping instead of (STUDY CENTRE) ?

Cheaper	2
Daughter took me	2
Market is good	2
School uniform	2
Was in area	2
A pedestrian area	1
Bridal shop only just opened in Lees	1
Change coat and trousers	1
Compact and together	1
Did not want to go to Lees	1
Dog food	1
Don't have goods here	1
Grandson took me in the car	1
Have to go to hospital there	1
I can cycle there	1
I'm on holiday	1
Like Rochdale generally	1
Like Tesco	1
Live next to station	1
Make a day of it	1
More choice	1
More competitive	1
More reasonable prices	1
More sports shops	1
No B&Q in Oldham centre	1
No shops here in general	1
No travel agents	1
Relative lives there	1
Shops	1
Spontaneous	1
Visiting friends	1
Wife had a voucher	1
Would not drive into Oldham	1
<u>Total</u>	<u>38</u>

Q24. How do you normally travel to (LOCATION AT Q.20) (main part of journey)?

The Metro	1
<u>Total</u>	<u>1</u>

Q30. What type of shops or services would you like to see more of in (STUDY CENTRE) ?

Fill the empty shops	2
A Sainsburys and music shops	1
Another small supermarket	1
Bargain shops	1
Better bus service	1
Better parks	1
BHS	1
Bookshop	1
Bowling alley	1
Charity shops	1
Cheaper supermarkets	1
Cinema	1
DVD shop rental	1
Freezer shop	1
Gift shops	1
Hairdressers	1
JJB Sports	1
Just more choice	1
Keep it traditional	1
Launderette	1
Leisure facilities - theatre	1
Limit the bars - less of them	1
More charity shops, a pound shop and pet shop	1
More fishing tackle shops	1
More for young ones nowhere to go	1
More water bins	1
Music shops	1
Newsagent	1
Parks	1
Sports shops	1
The shopping centre more shops	1
Toy shop	1
Village shops	1
<u>Total</u>	<u>34</u>

Q31. What type leisure facilities would you like to see more of in (STUDY CENTRE) ?

Sports shop	2
A sauna in the baths, car boot sale on Market	1
Amusement arcades	1
Art events	1
Ballroom dancing and cream teas as meeting places	1
Bowling green	1
Clubs	1
Community centre	1
Community services - Salvation Army	1
Concerts	1
Creche	1
Dancing	1
Football club	1
Football pitches	1
General face lift	1
Get rid of bus lane	1
Jolly people	1
Leisure centre	1
Less pubs	1
Local events better publicised	1
Nightclub	1
No room in the village	1
Recycle paper bins	1
Sauna	1
Sports centre	1
Squash courts	1
Too small	1
<u>Total</u>	<u>28</u>

Q32. What measures do you think would improve (STUDY CENTRE) and make it more attractive ?

Cleaner get rid of street furniture, water fountain	1
Closing its cafes and nice dress shops	1
Couldn't improve on it	1
Enclosed centre	1
Get a new council	1
Get rid of Asda	1
Get rid of bus lane	1
Improve library	1
It is okay as it is	1
It's okay as it is, encourage businesses to take pride in their shops	1
Keep it a little local shopping area	1
Less bars and takeaways	1
Less shutters on shops	1
Less sign posts	1
Less traffic, more zebra crossings, Aldi	1
Longer shop hours (one day per week)	1
Main Street jazz it up	1
Make the pavements wider	1
Make town centre lighter and safer	1
Marks and Spencer shop	1
More for people with learning disabilities	1
More pubs	1
New centre	1
Nice enough as it is	1
Nicer parks	1
Open it up so its not all inside	1
Park	1
Pedestrian areas	1
Re open Motorgate Holt	1
Recreation centre	1
Send them all back	1
Smoking at the entrance	1
Speed limits out of village	1
Stop people parking on kerbs	1
Too many one way streets	1
Too much concentration on other cultures	1

Total **36**

Q33. What do you think are the biggest weaknesses of (STUDY CENTRE) ?

People rude	2
Too many takeaways	2
Amount of money in circulation generally	1
Better access for disabled	1
Better flatten	1
Bigger bus shelter needed	1
Binge drinking	1
Building work everywhere	1
Council tax is high	1
Dirty toilets	1
Don't make the most of it	1
Finish Civic Centre	1
I think money is wasted, need less things	1
Just nothing to do	1
Lack of accommodation	1
Lack of money investing on general improvements	1
Lady selling Big Issue	1
Less double lines	1
Loose pavements	1
Money to be spent in the town	1
Narrow footpaths and roads	1
New traffic lights cause congestion	1
No parks	1
No petrol station	1
Nobody seems to care	1
Precinct could do with face lift	1
Short of family housing in Oldham	1
The rain	1
The size not quite big enough	1
The tension, and it's depressing	1
Too many cafes	1
Too many gift shops, too many visitors	1
Too many hairdressers, beauty shops	1
Too many road bumps	1
Too quiet in the evening	1
<u>Total</u>	<u>37</u>