

**APPENDIX 7:
RETAIL TABLES**

Appendix 7:

The tables contained within Appendix 7 provide detailed analysis of retail expenditure (both convenience and comparison goods) generated within the Study Area as identified by MapInfo AnySite Report data (2005 based).

Population:

The base population in 2005 for each survey zone is derived from MapInfo AnySite and projected forward at the growth rate agreed in the GMFM for Oldham (zones 1 to 8), Rochdale (zone 9) and Tameside (zone 10).

Household Survey:

The market share of existing centres is based on the findings of the Household Survey recalibrated to exclude 'Don't know', 'Don't buy these goods' and 'Varies'.

Expenditure:

Expenditure per capita (2005) has been derived from MapInfo AnySite Report data for each survey zone, which takes into account local socio-economic factors. This expenditure per capita has been broken down into two categories for convenience goods and nine categories for comparison goods to reflect the type of shopping sought to be identified in the Household Survey. The expenditure for the different types of goods has again been derived directly from MapInfo AnySite Report data for each relevant zone.

Expenditure per capita has been forecast to increase at the actual growth rates identified in MapInfo Brief 08/02 (Table 1) and the forecast growth rate of +1.5% per annum for convenience goods and +4.0% per annum for comparison goods (Table 2, MapInfo Brief 08/02).

Total expenditure generated in each zone is: population x expenditure per capita.

Allowance for Special Forms of Trading (SFT) is based on the household survey results. No allowance has been made for growth in SFT for convenience and SFT for comparison goods shopping is forecast to increase to 20% by 2026. On this basis, it is assumed that the expenditure generated in each zone that is available to support more traditional 'high street' floorspace reduces (for example by 2013 the available expenditure generated in the Study Area that is directed to existing centres/ facilities reduces to allow for the increase on SFT over this period increasing).

Turnover of Existing Centres/Facilities:

This is based on applying the market share (as identified by the findings of the Household Survey) for each centre/facility to the available expenditure generated on a zone by zone basis. For example, if the Household Survey results identify Oldham Town Centre to achieve a 22.1% market share within Zone 1 for clothing & footwear shopping, this market share is applied to the level of expenditure generated in that zone (i.e. 22.1% of £45.1m = £9.97m turnover).

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TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION							PER CAPITA EXPENDITURE CONVENIENCE (£)							
	2008	2011	2013	2016	2018	2023	2026	2005	2008	2011	2013	2016	2018	2023	2026
1 Shaw	30,456	30,588	30,677	30,737	30,778	30,879	30,940	1,559	1,637	1,711	1,763	1,844	1,899	2,046	2,140
2 Royton	30,960	31,095	31,185	31,247	31,288	31,390	31,452	1,574	1,652	1,728	1,780	1,861	1,918	2,066	2,160
3 Chadderton	38,070	38,236	38,346	38,422	38,472	38,599	38,675	1,590	1,669	1,745	1,798	1,880	1,937	2,087	2,182
4 Failsworth	30,692	30,825	30,914	30,975	31,016	31,118	31,179	1,515	1,590	1,663	1,713	1,792	1,846	1,988	2,079
5 Lees	22,828	22,927	22,993	23,039	23,069	23,145	23,190	1,609	1,689	1,766	1,820	1,903	1,960	2,112	2,208
6 Uppermill	14,373	14,435	14,477	14,506	14,525	14,572	14,601	1,725	1,811	1,894	1,951	2,040	2,102	2,264	2,367
7 Oldham East	22,641	22,739	22,805	22,850	22,880	22,955	23,001	1,402	1,472	1,539	1,585	1,658	1,708	1,840	1,924
8 Oldham West	41,430	41,610	41,731	41,813	41,868	42,005	42,088	1,332	1,398	1,462	1,506	1,575	1,623	1,748	1,828
9 Rochdale South	29,090	29,283	29,412	29,620	29,759	30,110	30,181	1,546	1,623	1,697	1,748	1,828	1,883	2,029	2,122
10 Mossley	28,287	28,532	28,697	28,929	29,084	29,477	29,715	1,568	1,646	1,721	1,773	1,854	1,910	2,058	2,152
TOTAL	288,825	290,270	291,238	292,137	292,739	294,251	295,022								

Notes:

a. Post code sectors

1. Shaw (OL1 4, OL2 7 and OL2 8)
2. Royton (OL 1 2, OL2 5 and OL2 6)
3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
4. Failsworth (M35 0, M35 9 and OL8 3)
5. Lees (OL4 3, OL4 4 and OL4 5)
6. Uppermill (OL3 5, OL4 4 and OL4 5)
7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)

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

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

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

e. Population projected forward at AGMA population forecasts (2007 update)

2005 PRICES

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TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE £(m) CONVENIENCE							GROWTH CONVENIENCE			
	2008	2011	2013	2016	2018	2023	2026	'08-'13	'08-'18	'08-'23	'08-'26
1 Shaw	49.84	52.35	54.08	56.67	58.46	63.18	66.20	4.24	8.61	13.34	16.35
2 Royton	51.16	53.73	55.51	58.16	60.00	64.85	67.94	4.35	8.84	13.69	16.78
3 Chadderton	63.54	66.73	68.95	72.24	74.52	80.55	84.39	5.41	10.98	17.00	20.85
4 Failsworth	48.81	51.26	52.97	55.49	57.25	61.87	64.83	4.15	8.44	13.06	16.02
5 Lees	38.56	40.49	41.84	43.84	45.22	48.87	51.21	3.28	6.66	10.32	12.65
6 Uppermill	26.03	27.33	28.24	29.59	30.52	32.99	34.57	2.22	4.50	6.96	8.54
7 Oldham East	33.32	35.00	36.16	37.88	39.08	42.24	44.26	2.84	5.76	8.92	10.93
8 Oldham West	57.93	60.84	62.86	65.86	67.94	73.43	76.94	4.93	10.01	15.50	19.01
9 Rochdale South	47.21	49.69	51.42	54.15	56.05	61.09	64.03	4.21	8.84	13.88	16.82
10 Mossley	46.56	49.11	50.89	53.64	55.56	60.66	63.94	4.33	9.00	14.10	17.38
TOTAL	462.96	486.54	502.92	527.52	544.60	589.74	618.30	39.96	81.64	126.78	155.34

TABLE 2B: MAIN / TOP-UP SPLIT (2008)

ZONE	EXPENDITURE £(m) CONVENIENCE - 2008		
	MAIN	TOP-UP	TOTAL
1 Shaw	40.17	9.67	49.84
2 Royton	41.74	9.41	51.16
3 Chadderton	51.91	11.63	63.54
4 Failsworth	39.54	9.27	48.81
5 Lees	33.74	4.82	38.56
6 Uppermill	21.65	4.37	26.03
7 Oldham East	28.86	4.47	33.32
8 Oldham West	49.99	7.94	57.93
9 Rochdale South	40.08	7.13	47.21
10 Mossley	38.27	8.29	46.56
TOTAL	385.96	76.99	462.96

Notes:

a. Post code sectors

1. Shaw (OL1 4, OL2 7 and OL2 8)
2. Royton (OL 1 2, OL2 5 and OL2 6)
3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
4. Failsworth (M35 0, M35 9 and OL8 3)
5. Lees (OL4 3, OL4 4 and OL4 5)
6. Uppermill (OL3 5, OL4 4 and OL4 5)
7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)

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

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

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

e. Population projected forward at AGMA population forecasts (2007 update)

2005 PRICES

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		1		2		3		4		5		6		7		8		9		10	
	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
OLDHAM																						
Oldham																						
Oldham Town Centre (including Market)	0.5	8.8	0.0	10.2	1.1	3.2	1.1	1.7	0.0	3.5	0.0	13.8	0.0	0.0	1.1	28.6	1.1	33.3	0.0	0.0	0.0	0.0
Aldi, Eagle Street	1.2	0.4	1.1	0.0	1.1	0.0	0.0	0.0	2.2	0.0	1.1	1.7	1.1	0.0	2.3	0.0	3.3	2.0	0.0	0.0	0.0	0.0
Sainsbury's, Union Street	7.5	4.5	3.4	2.0	3.4	0.0	3.3	0.0	5.6	8.8	18.4	6.9	23.3	11.1	14.9	10.2	15.4	11.8	1.1	0.0	1.1	2.0
Tesco, Oldham Way	7.0	1.6	4.6	2.0	14.9	3.2	3.3	0.0	0.0	0.0	17.2	3.4	8.9	0.0	14.9	4.1	12.1	3.9	2.2	0.0	0.0	0.0
Other Local Shops, Oldham	1.9	2.4	1.1	2.0	2.3	1.6	0.0	1.7	0.0	7.1	4.6	5.2	5.6	0.0	9.2	6.1	1.1	2.0	1.1	0.0	0.0	0.0
Sub-Total	18.1	17.7	10.2	16.2	22.8	8.0	7.7	3.4	7.8	19.4	41.3	31.0	38.9	11.1	42.4	49.0	33.0	53.0	4.4	0.0	1.1	2.0
Chadderton																						
Chadderton District Centre	0.3	1.7	0.0	0.0	0.0	1.6	1.1	3.4	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.1	7.8	0.0	0.0	0.0	0.0	0.0
Asda, Milne Street	14.6	7.1	5.7	2.0	14.9	4.8	38.5	27.1	8.9	1.8	6.9	3.4	3.3	0.0	17.2	4.1	28.6	13.7	7.7	2.0	0.0	0.0
Lidl, Broadway	0.0	1.2	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0
Morrisons, Hollinwood Avenue	7.6	2.1	0.0	0.0	2.3	0.0	24.2	10.2	16.7	5.3	4.6	0.0	1.1	1.9	1.1	0.0	11.0	0.0	4.4	0.0	0.0	0.0
Other Local Shops in Zone 3	0.0	1.0	0.0	0.0	0.0	3.2	0.0	3.4	0.0	0.0	0.0	0.0	0.0	1.9	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	22.5	13.1	5.7	2.0	17.2	9.6	63.8	49.2	25.6	7.1	11.5	3.4	4.4	3.8	18.3	8.1	40.7	25.4	12.1	2.0	0.0	0.0
Failssworth																						
Tesco Extra, Failsworth Precinct	3.3	4.2	0.0	0.0	0.0	0.0	0.0	1.7	21.1	28.1	2.3	0.0	0.0	0.0	1.1	0.0	5.5	3.9	1.1	2.0	0.0	2.0
Co-op, Oldham Road	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Poplar Street	4.3	1.9	1.1	0.0	0.0	0.0	0.0	0.0	33.3	15.8	0.0	0.0	1.1	0.0	2.3	2.0	3.3	0.0	0.0	0.0	0.0	0.0
Netto, Hollins Road	0.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0	2.2	8.8	0.0	1.7	0.0	0.0	0.0	0.0	1.1	3.9	0.0	0.0	0.0	0.0
Other Local Shops, Failsworth	0.5	1.9	0.0	0.0	1.1	0.0	0.0	0.0	3.3	12.3	0.0	1.7	1.1	0.0	0.0	2.0	0.0	0.0	0.0	2.0	0.0	0.0
Sub-Total	8.5	9.9	1.1	0.0	1.1	0.0	0.0	1.7	59.9	66.8	2.3	5.1	2.2	0.0	3.4	4.0	9.9	7.8	1.1	4.0	0.0	2.0
Huddersfield Road 'Hill Stores'																						
Huddersfield Road District Centre	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Huddersfield Road	0.6	1.4	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	2.3	5.2	1.1	1.9	4.6	8.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Bleasby Street	6.2	2.7	10.3	4.1	14.9	6.5	4.4	3.4	0.0	0.0	9.2	1.7	10.0	1.9	16.1	6.1	4.4	3.9	1.1	0.0	1.1	0.0
Sub-Total	6.8	4.4	10.3	8.2	14.9	6.5	4.4	3.4	0.0	0.0	11.5	6.9	11.1	3.8	20.7	18.4	4.4	3.9	1.1	0.0	1.1	0.0
Lees																						
Co-op, Owl Mill Site	1.4	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.6	36.2	2.2	1.9	1.1	0.0	2.2	2.0	0.0	0.0	0.0	2.0
Lees District Centre	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.0	0.0	1.1	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.5	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.6	41.4	2.2	1.9	2.2	2.0	2.2	2.0	0.0	0.0	0.0	2.0
Royton																						
Royton District Centre	0.0	2.1	0.0	0.0	0.0	17.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Market Square	0.4	1.7	0.0	2.0	2.3	12.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Somerfield, Rochdale Road	0.5	2.3	0.0	0.0	3.4	17.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.0	0.0	0.0
Sub-Total	0.9	6.1	0.0	2.0	5.7	48.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	2.0	0.0	0.0
Shaw																						
Shaw District Centre	0.0	0.7	0.0	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Refuge Street	1.2	0.5	9.2	4.1	2.3	1.6	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Market Street	0.2	0.7	2.3	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Market Street	0.2	0.5	0.0	4.1	2.3	1.6	0.0	0.0	0.0	0.0	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, Greenfield Lane	7.3	5.4	43.7	38.8	19.5	11.3	0.0	0.0	0.0	0.0	2.3	0.0	2.2	0.0	3.4	2.0	0.0	0.0	4.4	3.9	0.0	0.0
Sub-Total	8.9	7.8	55.2	61.3	24.1	14.5	0.0	0.0	0.0	0.0	2.3	0.0	4.4	0.0	3.4	4.0	0.0	0.0	4.4	3.9	0.0	0.0
Uppermill																						
Uppermill District Centre	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	18.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	42.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Other																						
Local Shops, Delph	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Greenfield	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	24.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Moorside	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Saddleworth	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Springhead	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.2	2.8	0.0	4.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	4.4	0.0	0.0	2.0	0.0	5.9	0.0	2.0	0.0	11.8
Sub-Total	0.2	5.0	0.0	4.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	3.4	4.4	37.2	0.0	4.0	0.0	5.9	0.0	2.0	0.0	11.8
SUB-TOTAL OLDHAM BOROUGH	67.5	70.1	82.5	93.7	85.8	86.9	75.9	59.4	93.3	93.3	82.6	91.2	67.6	100.5	90.4	89.5	90.2	98.0	25.3	13.9	2.2	17.8

TABLE 3: SHOPPING PATTERNS (CONVENIENCE) - CONTINUED

OUTSIDE OLDHAM																					
Manchester																					
Asda, Harpurhey	0.4	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, SportsCity, Ashton New Road	0.7	0.4	0.0	0.0	0.0	1.6	2.2	0.0	1.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1
Lidl, Ashton Old 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Old Church Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Upper Conran Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Old Church Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Heaton Park Road West	0.6	0.2	0.0	0.0	0.0	0.0	2.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Somerfield, Crescent 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Harpurhey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 Manchester	0.0	0.2	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.7	0.8	0.0	0.0	0.0	1.6	7.7	3.4	1.1	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	1.1
Rochdale																					
Aldi, Edinburgh Way	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.1	0.0	0.0	0.0	3.3	0.0	0.0
Asda, The Old Cricket Ground	1.2	0.6	1.1	0.0	2.3	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	5.5	2.0	0.0
Morrisons, Dawson Street	0.6	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0	0.0
Morrisons, Kingsway	6.6	1.7	10.3	4.1	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	33.0	9.8	0.0
Netto, Kingsway Retail Park	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	3.9	0.0
Tesco Express, Milnrow	0.0	0.5	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Tesco, Rochdale	3.0	1.8	3.4	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	2.0	0.0	0.0	15.4	11.8	0.0
Co-op, Rooley Moor Road	0.1	0.4	0.0	0.0	1.1	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Ripponden Road	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	0.0	0.0	0.0	0.0	0.0
Somerfield, Milnrow	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.8	0.0
Local Shops, Alkrington	0.0	0.5	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Heywood	0.0	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Middleton	2.3	8.8	1.1	0.0	0.0	0.0	7.7	32.2	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	7.7	29.4	0.0
Local Shops, Milnrow	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Local Shops, Newhey	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Local Shops, Rochdale	0.3	2.1	0.0	2.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	2.2	11.8	0.0
Local Shops, Syke	0.0	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Rochdale	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Sub-Total	15.0	20.3	15.9	6.1	11.4	11.2	7.7	37.3	2.2	3.6	0.0	1.7	0.0	0.0	7.9	10.1	2.2	0.0	70.4	86.5	0.0
Tameside																					
Aldi, Wellington Road	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.7	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	3.4
Asda, Cavendish Street	3.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	1.7	6.7	0.0	0.0	0.0	1.1	0.0	0.0	0.0	26.1
Co-op, Queens Road	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	3.9
Lidl, Stamford Street	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Morrisons, Foundry Street	2.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	22.7	3.9
Sainsbury's, Lord Sheldon Way	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	3.3	0.0	0.0	0.0	1.1	0.0	0.0	3.4	5.9
Iceland, Bow Street	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	1.1	0.0	1.1	0.0	1.1	0.0	0.0	0.0	2.3	2.0
Marks and Spencer, Warrington Street	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Local Shops, Mossley	0.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	19.6
Local Shops, Stalybridge	3.2	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	6.7	0.0	0.0	0.0	1.1	0.0	0.0	26.1	21.6
Local Shops, Ashton-under-Lyne	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	5.9
Sub-Total	12.3	8.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	12.5	6.8	27.7	0.0	1.1	0.0	5.5	0.0	0.0	0.0	93.1
Other																					
Local Shops, Other	0.6	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Asda, Pilsforth Road, Bury	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Spring Street, Bury	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Tiviot Way, Stockport	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	2.0	0.0	0.0	0.0
Tesco, Valley Park Road, Prestwich	0.3	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.3	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Sub-total	1.4	0.2	0.0	0.0	1.1	0.0	6.6	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	1.1	2.0	1.1	0.0	1.1
SUB-TOTAL OUTSIDE OLDHAM BOROUGH	30.4	30.2	15.9	6.1	12.5	12.8	22.0	40.7	3.3	7.2	12.5	8.5	29.9	0.0	9.0	10.1	8.8	2.0	74.8	86.5	95.3
Internet / home delivery	1.7	0.0	1.1	0.0	1.1	0.0	2.2	0.0	3.3	0.0	4.6	0.0	2.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2.3
TOTAL	100	100	100	100	99	100	100	100	100	101	100	100	100	101	99	100	100	100	100	100	100

Notes:
a. Post code sectors
1. Shaw (OL1 4, OL2 7 and OL2 8)
2. Royton (OL 1 2, OL2 5 and OL2 6)
3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
4. Failsworth (M35 0, M35 9 and OL8 3)
5. Lees (OL4 3, OL4 4 and OL4 5)
6. Uppermill (OL3 5, OL4 4 and OL4 5)
7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
b. Market shares for 'main' and 'top-up' shopping derived directly from Oldham Household Survey (August 2008)
c. Excludes 'don't know/ varies'

2005 PRICES

TABLE 4: TURNOVER (CONVENIENCE)

DESTINATION	TOTAL		1		2		3		4		5		6		7		8		9		10	
	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)	MAIN FOOD (£m)	TOP UP (£m)
OLDHAM																						
Oldham																						
Oldham Town Centre (including Market)	1.90	6.39	0.00	0.99	0.46	0.30	0.57	0.20	0.00	0.32	0.00	0.67	0.00	0.00	0.32	1.28	0.55	2.64	0.00	0.00	0.00	0.00
Aldi, Eagle Street	4.69	0.24	0.44	0.00	0.46	0.00	0.00	0.00	0.87	0.00	0.37	0.08	0.24	0.00	0.66	0.00	1.65	0.16	0.00	0.00	0.00	0.00
Sainsbury's, Union Street	30.83	3.39	1.37	0.19	1.42	0.00	1.71	0.00	2.21	0.82	6.21	0.33	5.05	0.49	4.30	0.46	7.70	0.94	0.44	0.00	0.42	0.17
Tesco, Oldham Way	28.74	1.15	1.85	0.19	6.22	0.30	1.71	0.00	0.00	0.00	5.80	0.16	1.93	0.00	4.30	0.18	6.05	0.31	0.88	0.00	0.00	0.00
Other Local Shops, Oldham	7.81	1.88	0.44	0.19	0.96	0.15	0.00	0.20	0.00	0.66	1.55	0.25	1.21	0.00	2.65	0.27	0.55	0.16	0.44	0.00	0.00	0.00
Sub-Total	73.97	13.05	4.10	1.57	9.52	0.75	4.00	0.40	3.08	1.80	13.93	1.49	8.42	0.49	12.24	2.19	16.50	4.21	1.76	0.00	0.42	0.17
Chadderton																						
Chadderton District Centre	1.12	1.25	0.00	0.00	0.00	0.15	0.57	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.55	0.62	0.00	0.00	0.00	0.00	
Asda, Milne Street	57.41	5.54	2.29	0.19	6.22	0.45	19.99	3.15	3.52	0.17	2.33	0.16	0.71	0.00	4.96	0.18	14.30	1.09	3.09	0.14	0.00	0.00
Lidl, Broadway	0.00	0.90	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00
Morrisons, Hollinwood Avenue	29.50	1.76	0.00	0.00	0.96	0.00	12.56	1.19	6.60	0.49	1.55	0.00	0.24	0.08	0.32	0.00	5.50	0.00	1.76	0.00	0.00	0.00
Other Local Shops in Zone 3	0.00	0.87	0.00	0.00	0.00	0.30	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	88.02	10.33	2.29	0.19	7.18	0.90	33.12	5.72	10.12	0.66	3.88	0.16	0.95	0.17	5.28	0.36	20.35	2.02	4.85	0.14	0.00	0.00
Fallsworth																						
Tesco Extra, Fallsworth Precinct	12.63	3.42	0.00	0.00	0.00	0.00	0.00	0.20	8.34	2.61	0.78	0.00	0.00	0.00	0.32	0.00	2.75	0.31	0.44	0.14	0.00	0.17
Co-op, Oldham Road	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Poplar Street	16.16	1.55	0.44	0.00	0.00	0.00	0.00	0.00	13.17	1.47	0.00	0.00	0.24	0.00	0.66	0.09	1.65	0.00	0.00	0.00	0.00	0.00
Netto, Hollins Road	1.42	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.82	0.00	0.08	0.00	0.00	0.00	0.00	0.55	0.31	0.00	0.00	0.00	0.00
Other Local Shops, Fallsworth	2.00	1.45	0.00	0.00	0.46	0.00	0.00	0.00	1.30	1.14	0.00	0.08	0.24	0.00	0.00	0.09	0.00	0.00	0.14	0.00	0.00	0.00
Sub-Total	32.21	7.89	0.44	0.00	0.46	0.00	0.00	0.20	23.68	6.20	0.78	0.25	0.48	0.00	0.98	0.18	4.95	0.62	0.44	0.29	0.00	0.17
Huddersfield Road 'Hill Stores'																						
Huddersfield Road District Centre	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Huddersfield Road	2.34	1.10	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.25	0.24	0.08	1.33	0.37	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Bleasby Street	25.62	2.15	4.14	0.40	6.22	0.61	2.28	0.40	0.00	0.00	3.10	0.08	2.17	0.08	4.65	0.27	2.20	0.31	0.44	0.00	0.42	0.00
Sub-Total	27.96	3.43	4.14	0.79	6.22	0.61	2.28	0.40	0.00	0.00	3.88	0.33	2.40	0.17	5.97	0.82	2.20	0.31	0.44	0.00	0.42	0.00
Lees																						
Co-op, Owl Mill Site	6.14	2.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.25	1.74	0.48	0.08	0.32	0.00	1.10	0.16	0.00	0.00	0.00	0.17
Lees District Centre	0.32	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.32	0.09	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	6.46	2.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.25	2.00	0.48	0.08	0.63	0.09	1.10	0.16	0.00	0.00	0.00	0.17
Royton																						
Royton District Centre	0.00	1.67	0.00	0.00	0.00	1.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Market Square	1.40	1.41	0.00	0.19	0.96	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00
Somerfield, Rochdale Road	1.86	1.81	0.00	0.00	1.42	1.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.14	0.00	0.00	0.00
Sub-Total	3.26	4.88	0.00	0.19	2.38	4.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.14	0.00	0.00
Shaw																						
Shaw District Centre	0.00	0.79	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Refuge Street	5.13	0.55	3.70	0.40	0.96	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Market Street	0.92	0.68	0.92	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Market Street	0.96	0.55	0.00	0.40	0.96	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Greenfield Lane	29.69	5.18	17.56	3.75	8.14	1.06	0.00	0.00	0.00	0.00	0.78	0.00	0.48	0.00	0.98	0.09	0.00	0.00	1.76	0.28	0.00	0.00
Sub-Total	36.71	7.75	22.18	5.93	10.06	1.36	0.00	0.00	0.00	0.00	0.78	0.00	0.95	0.00	0.98	0.18	0.00	0.00	1.76	0.28	0.00	0.00
Uppermill																						
Uppermill District Centre	0.37	0.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, High Street	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.37	1.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	1.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Other																						
Local Shops, Delph	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Greenfield	0.00	1.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Moorside	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Saddleworth	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Springhead	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.95	2.26	0.00	0.39	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.95	0.00	0.00	0.09	0.00	0.47	0.00	0.14	0.00	0.98
Sub-Total	0.95	4.14	0.00	0.39	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.16	0.95	1.63	0.00	0.18	0.00	0.47	0.00	0.14	0.00	0.98
SUB-TOTAL OLDHAM BOROUGH	269.92	55.83	33.14	9.06	35.82	8.18	39.40	6.91	36.89	8.65	27.87	4.40	14.64	4.39								

WYG PLANNING & DESIGN
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TABLE 5: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION							2008										2011											
	2008	2011	2013	2016	2018	2023	2026	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	
1 Shaw	30,456	30,588	30,677	30,737	30,778	30,879	30,940	337	59	188	374	811	186	328	459	366	3,108	356	63	199	396	858	197	346	485	387	3,286	385	
2 Royton	30,960	31,095	31,185	31,247	31,288	31,390	31,452	345	59	191	378	804	188	336	462	373	3,136	365	63	201	399	850	199	355	489	394	3,316	394	
3 Chadderton	38,070	38,236	38,346	38,422	38,472	38,599	38,675	350	60	192	382	808	189	338	467	376	3,163	370	64	203	404	854	200	358	494	398	3,344	399	
4 Failsworth	30,692	30,825	30,914	30,975	31,016	31,118	31,179	318	56	181	354	763	177	310	433	346	2,940	337	59	192	375	807	187	328	458	366	3,108	363	
5 Lees	22,828	22,927	22,993	23,039	23,069	23,145	23,190	361	62	195	393	832	196	349	481	388	3,257	382	65	206	415	880	208	369	509	410	3,444	412	
6 Uppermill	14,373	14,435	14,477	14,506	14,525	14,572	14,601	422	69	211	442	909	220	401	537	444	3,653	446	72	224	467	961	232	424	568	469	3,863	481	
7 Oldham East	22,641	22,739	22,805	22,850	22,880	22,955	23,001	282	51	166	322	727	160	279	396	310	2,695	299	54	176	340	769	170	295	419	328	2,849	322	
8 Oldham West	41,430	41,610	41,731	41,813	41,868	42,005	42,088	260	46	158	297	680	149	257	366	286	2,499	275	49	167	315	719	157	272	387	302	2,643	297	
9 Rochdale South	29,090	29,283	29,412	29,620	29,759	30,110	30,181	332	58	186	368	799	185	323	452	360	3,064	351	61	197	389	845	195	342	478	381	3,240	379	
10 Mossley	28,287	28,532	28,697	28,929	29,084	29,477	29,715	337	59	189	374	812	186	329	460	367	3,114	356	63	200	396	859	197	348	487	388	3,293	385	
TOTAL	288,825	290,270	291,238	292,137	292,739	294,251	295,022																						

Notes:

- Post code sectors
 - Shaw (OL1 4, OL2 7 and OL2 8)
 - Royton (OL 1 2, OL2 5 and OL2 6)
 - Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 - Failsworth (M35 0, M35 9 and OL8 3)
 - Lees (OL4 3, OL4 4 and OL4 5)
 - Uppermill (OL3 5, OL4 4 and OL4 5)
 - Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 - Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 - Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 - Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
- Per Capita expenditure from MapInfo AnySite software (2005 data)
- Projected forward using actual growth recorded between 2005 and 2006 (5.4%), between 2006 and 2007 (6.0%) and OEF forecasts from MapInfo Information Brief 08/02 (September 2008) at 4.0% per annum (allows for growth in SFT)
- Population from MapInfo AnySite software (Usually Resident Population at 2005)
- Population projected forward at AGMA population forecasts (2007 update)

2005 PRICES

PER CAPITA EXPENDITURE

2013								2016								2018													
Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture
68	215	427	926	212	374	524	418	3,547	416	73	232	462	1,001	229	404	567	452	3,837	458	81	256	509	1102	253	445	624	498	4,225	529
68	217	431	918	215	383	528	426	3,579	426	73	235	466	992	232	414	571	460	3,871	469	81	259	513	1093	256	456	629	507	4,263	542
69	219	436	922	216	386	533	430	3,609	432	75	237	472	997	234	417	577	465	3,904	475	82	261	520	1098	257	460	635	512	4,299	549
64	207	404	871	202	354	495	395	3,355	393	69	224	437	942	218	383	535	427	3,629	433	76	246	482	1038	240	422	589	471	3,996	500
70	223	448	949	224	398	549	443	3,717	446	76	241	485	1,027	242	430	594	479	4,020	491	84	265	534	1131	267	474	654	528	4,427	568
78	241	504	1037	251	457	613	507	4,169	521	85	261	545	1,122	271	495	663	548	4,509	573	93	287	600	1235	299	545	730	603	4,966	663
58	190	367	830	183	318	452	354	3,075	349	63	205	397	898	198	344	489	383	3,326	384	69	226	438	989	218	379	539	422	3,663	444
53	180	339	776	170	293	418	326	2,852	321	57	195	367	839	184	317	452	353	3,085	354	63	215	404	924	202	349	498	389	3,397	409
66	212	420	912	211	369	516	411	3,497	410	72	229	455	987	228	399	558	445	3,782	452	79	253	501	1087	251	439	614	490	4,165	522
68	216	427	927	212	375	525	419	3,554	416	73	234	462	1,003	229	406	568	453	3,844	458	81	257	509	1104	253	447	625	499	4,233	529

WYG PLANNING & DESIGN
 OLDHAM RETAIL & LEISURE STUDY

TABLE 6A: TOTAL EXPENDITURE AVAILABLE (COMPARISON) - NO ALLOWANCE FOR GROWTH IN SFT

ZONE	2008																												2011										2013									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total																		
1 Shaw	10.26	1.80	5.73	11.39	24.70	5.66	9.98	13.98	11.15	94.66	11.59	2.04	6.48	12.87	27.91	6.40	11.27	15.79	12.59	106.94	12.58	2.21	7.03	13.96	30.27	6.94	12.23	17.13	13.66	116.01																		
2 Royton	10.68	1.83	5.90	11.69	24.89	5.83	10.40	14.32	11.55	97.09	12.07	2.07	6.67	13.21	28.12	6.58	11.75	16.18	13.05	109.69	13.09	2.25	7.23	14.33	30.51	7.14	12.74	17.55	14.15	118.99																		
3 Chadderton	13.31	2.30	7.30	14.55	30.74	7.21	12.87	17.78	14.33	120.41	15.04	2.60	8.25	16.44	34.73	8.15	14.54	20.09	16.19	136.03	16.32	2.82	8.94	17.83	37.68	8.84	15.77	21.79	17.56	147.56																		
4 Failsworth	9.77	1.71	5.56	10.88	23.43	5.42	9.52	13.30	10.63	90.22	11.04	1.93	6.29	12.29	26.47	6.12	10.76	15.03	12.01	101.93	11.97	2.10	6.82	13.33	28.71	6.64	11.67	16.30	13.02	110.57																		
5 Lees	8.25	1.41	4.46	8.97	18.99	4.48	7.96	10.98	8.86	74.35	9.32	1.59	5.03	10.13	21.46	5.06	8.99	12.41	10.01	83.99	10.11	1.72	5.46	10.99	23.27	5.49	9.75	13.46	10.86	91.11																		
6 Uppermill	6.06	0.99	3.04	6.35	13.06	3.16	5.76	7.72	6.38	52.50	6.85	1.11	3.43	7.17	14.75	3.57	6.51	8.72	7.21	59.32	7.43	1.21	3.72	7.78	16.00	3.87	7.06	9.46	7.82	64.34																		
7 Oldham East	6.39	1.16	3.76	7.29	16.47	3.63	6.31	8.97	7.02	61.01	7.22	1.31	4.25	8.23	18.61	4.10	7.13	10.13	7.94	68.92	7.83	1.42	4.61	8.93	20.18	4.45	7.74	10.99	8.61	74.76																		
8 Oldham West	10.78	1.93	6.55	12.32	28.16	6.16	10.64	15.16	11.84	103.55	12.18	2.18	7.40	13.92	31.82	6.96	12.02	17.13	13.38	116.98	13.21	2.36	8.02	15.10	34.51	7.55	13.04	18.58	14.51	126.89																		
9 Rochdale South	9.67	1.69	5.41	10.71	23.25	5.37	9.40	13.15	10.48	89.13	10.95	1.91	6.12	12.13	26.33	6.09	10.64	14.89	11.86	100.93	11.89	2.08	6.65	13.18	28.61	6.61	11.56	16.17	12.89	109.64																		
10 Mossley	9.53	1.68	5.36	10.58	22.97	5.26	9.30	13.02	10.39	88.08	10.81	1.90	6.08	12.01	26.07	5.97	10.55	14.77	11.78	99.94	11.76	2.07	6.61	13.06	28.36	6.49	11.48	16.06	12.82	108.72																		
TOTAL	94.72	16.49	53.06	104.74	226.68	52.18	92.14	128.37	102.62	871.00	107.08	18.64	59.99	118.41	256.26	59.00	104.16	145.13	116.02	984.68	116.20	20.23	65.10	128.50	278.10	64.02	113.04	157.50	125.90	1,068.59																		

- Notes:
- Post code sectors
 - Shaw (OL1 4, OL2 7 and OL2 8)
 - Royton (OL 1 2, OL2 5 and OL2 6)
 - Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 - Failsworth (M35 0, M35 9 and OL8 3)
 - Lees (OL4 3, OL4 4 and OL4 5)
 - Uppermill (OL3 5, OL4 4 and OL4 5)
 - Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 - Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 - Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 - Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 - Per Capita expenditure from MapInfo AnySite software (2005 data)
 - Projected forward using actual growth recorded between 2005 and 2006 (5.4%), between 2006 and 2007 (6.0%) and OEF forecasts from MapInfo Information Brief 08/02 (September 2008) at 4.0% per annum (allows for growth in SFT)
 - Population from MapInfo AnySite software (Usually Resident Population at 2005)
 - Population projected forward at AGMA population forecasts (2007 update)

2005 PRICES

EXPENDITURE £(m)																													
COMPARISON																													
2016										2018										2023									
Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total
14.17	2.49	7.92	15.74	36.90	7.82	13.78	19.31	15.40	133.53	15.35	2.70	8.58	17.05	36.95	8.47	14.93	20.91	16.67	141.60	18.74	3.30	10.47	20.81	45.10	10.34	18.22	25.52	20.35	172.85
14.76	2.53	8.15	16.15	37.19	8.05	14.36	19.78	15.95	136.91	15.98	2.74	8.83	17.49	37.24	8.72	15.55	21.42	17.27	145.24	19.51	3.35	10.77	21.35	45.46	10.64	18.98	26.14	21.09	177.29
18.39	3.18	10.08	20.10	45.93	9.96	17.78	24.56	19.80	169.77	19.92	3.44	10.92	21.77	45.99	10.79	19.26	26.60	21.44	180.12	24.31	4.20	13.33	26.57	56.14	13.17	23.50	32.47	26.17	219.86
13.50	2.36	7.68	15.02	35.00	7.49	13.15	18.37	14.68	127.26	14.62	2.56	8.32	16.27	35.05	8.11	14.24	19.90	15.90	134.96	17.84	3.13	10.16	19.86	42.78	9.90	17.39	24.29	19.40	164.74
11.39	1.94	6.15	12.38	28.37	6.19	10.99	15.17	12.24	104.83	12.34	2.10	6.67	13.41	28.41	6.71	11.90	16.43	13.25	111.21	15.06	2.57	8.14	16.37	34.68	8.18	14.53	20.05	16.18	135.75
8.37	1.36	4.20	8.77	19.51	4.36	7.96	10.66	8.81	73.99	9.07	1.47	4.55	9.49	19.54	4.72	8.62	11.54	9.54	78.54	11.07	1.80	5.55	11.59	23.85	5.76	10.52	14.09	11.65	95.87
8.83	1.60	5.20	10.07	24.60	5.01	8.72	12.39	9.70	86.12	9.56	1.73	5.63	10.90	24.63	5.43	9.44	13.42	10.51	91.26	11.67	2.11	6.87	13.31	30.07	6.63	11.53	16.38	12.83	111.40
14.89	2.66	9.04	17.02	42.07	8.51	14.69	20.94	16.36	146.19	16.13	2.88	9.79	18.43	42.13	9.22	15.91	22.68	17.71	154.89	19.69	3.52	11.95	22.50	51.42	11.25	19.43	27.69	21.62	189.07
13.47	2.36	7.54	14.93	35.05	7.49	13.09	18.32	14.60	126.85	14.64	2.56	8.19	16.23	35.21	8.14	14.23	19.91	15.87	134.97	18.02	3.15	10.08	19.97	43.35	10.02	17.52	24.51	19.53	166.15
13.34	2.35	7.50	14.81	34.78	7.36	13.02	18.22	14.54	125.91	14.51	2.55	8.15	16.11	34.97	8.00	14.16	19.81	15.81	134.06	17.89	3.15	10.05	19.86	43.12	9.87	17.46	24.43	19.49	165.31
131.12	22.83	73.46	144.99	339.40	72.24	127.55	177.71	142.06	1,231.37	142.11	24.74	79.62	157.15	340.11	78.30	138.24	192.62	153.98	1,306.87	173.80	30.26	97.37	192.19	415.95	95.76	169.07	235.57	188.31	1,598.29

2026										GROWTH ALL COMPARISON			
Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	'08-'13	'08-'18	'08-'23	'08-'26
21.12	3.71	11.80	23.45	50.83	11.65	20.54	28.77	22.94	194.81	21.35	46.94	78.19	100.15
21.99	3.78	12.14	24.06	51.23	11.99	21.40	29.47	23.76	199.82	21.89	48.15	80.20	102.72
27.40	4.73	15.02	29.95	63.27	14.84	26.49	36.60	29.50	247.80	27.15	59.71	99.45	127.39
20.11	3.52	11.45	22.38	48.22	11.16	19.60	27.37	21.87	185.68	20.34	44.74	74.52	95.46
16.98	2.89	9.17	18.45	39.08	9.23	16.38	22.60	18.23	153.01	16.76	36.87	61.41	78.66
12.48	2.03	6.26	13.06	26.88	6.50	11.86	15.88	13.13	108.06	11.84	26.04	43.37	55.55
13.16	2.38	7.74	15.00	33.89	7.47	12.99	18.46	14.46	125.55	13.76	30.25	50.39	64.54
22.19	3.96	13.47	25.36	57.96	12.68	21.89	31.21	24.37	213.10	23.35	51.35	85.52	109.55
20.32	3.55	11.37	22.52	48.88	11.30	19.75	27.63	22.02	187.34	20.51	45.84	77.02	98.20
20.28	3.57	11.40	22.52	48.89	11.19	19.79	27.70	22.10	187.46	20.64	45.98	77.23	99.37
196.02	34.13	109.82	216.76	469.13	108.00	190.68	265.68	212.38	1,802.61	197.59	435.86	727.29	931.60

TABLE 6B: TOTAL EXPENDITURE AVAILABLE (COMPARISON) - ALLOWS FOR GROWTH IN SFT

ZONE	2008										2011										2013									
	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total
1 Shaw	10.26	1.80	5.73	11.39	24.70	5.66	9.98	13.98	11.15	94.66	10.90	1.92	6.09	12.10	26.23	6.01	10.60	14.84	11.84	100.53	11.80	2.07	6.59	13.10	28.39	6.51	11.47	16.07	12.81	108.81
2 Royton	10.68	1.83	5.90	11.69	24.89	5.83	10.40	14.32	11.55	97.09	11.35	1.95	6.27	12.42	26.44	6.19	11.04	15.20	12.26	103.11	12.28	2.11	6.78	13.44	28.62	6.70	11.95	16.46	13.27	111.61
3 Chadderton	13.31	2.30	7.30	14.55	30.74	7.21	12.87	17.78	14.33	120.41	14.14	2.44	7.75	15.46	32.65	7.66	13.67	18.88	15.22	127.87	15.31	2.64	8.39	16.73	35.34	8.29	14.80	20.44	16.47	138.41
4 Failsworth	9.77	1.71	5.56	10.88	23.43	5.42	9.52	13.30	10.63	90.22	10.38	1.82	5.91	11.55	24.88	5.76	10.11	14.13	11.29	95.81	11.23	1.97	6.39	12.50	26.93	6.23	10.95	15.29	12.22	103.71
5 Lees	8.25	1.41	4.46	8.97	18.99	4.48	7.96	10.98	8.86	74.35	8.76	1.49	4.73	9.52	20.17	4.76	8.45	11.66	9.41	78.95	9.48	1.62	5.12	10.31	21.83	5.15	9.15	12.62	10.18	85.46
6 Uppermill	6.06	0.99	3.04	6.35	13.06	3.16	5.76	7.72	6.38	52.50	6.44	1.05	3.23	6.74	13.87	3.35	6.12	8.19	6.77	55.76	6.97	1.13	3.49	7.29	15.01	3.63	6.62	8.87	7.33	60.35
7 Oldham East	6.39	1.16	3.76	7.29	16.47	3.63	6.31	8.97	7.02	61.01	6.79	1.23	4.00	7.74	17.49	3.86	6.71	9.53	7.46	64.79	7.35	1.33	4.32	8.38	18.93	4.17	7.26	10.31	8.07	70.13
8 Oldham West	10.78	1.93	6.55	12.32	28.16	6.16	10.64	15.16	11.84	103.55	11.45	2.04	6.95	13.09	29.91	6.54	11.30	16.10	12.58	109.96	12.40	2.21	7.53	14.17	32.37	7.08	12.23	17.43	13.61	119.03
9 Rochdale South	9.67	1.69	5.41	10.71	23.25	5.37	9.40	13.15	10.48	89.13	10.29	1.80	5.76	11.40	24.75	5.72	10.00	13.99	11.15	94.87	11.15	1.95	6.24	12.36	26.83	6.20	10.84	15.17	12.09	102.85
10 Mossley	9.53	1.68	5.36	10.58	22.97	5.26	9.30	13.02	10.39	88.08	10.17	1.79	5.71	11.29	24.50	5.61	9.92	13.88	11.08	93.95	11.04	1.94	6.20	12.25	26.60	6.09	10.77	15.07	12.02	101.98
TOTAL	94.72	16.49	53.06	104.74	226.68	52.18	92.14	128.37	102.62	871.00	100.65	17.53	56.39	111.30	240.88	55.46	97.91	136.42	109.05	925.60	109.00	18.98	61.07	120.53	260.86	60.05	106.03	147.73	118.10	1,002.34

Notes:

- Post code sectors
 - Shaw (OL1 4, OL2 7 and OL2 8)
 - Royton (OL 1 2, OL2 5 and OL2 6)
 - Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 - Failsworth (M35 0, M35 9 and OL8 3)
 - Lees (OL4 3, OL4 4 and OL4 5)
 - Uppermill (OL3 5, OL4 4 and OL4 5)
 - Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 - Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 - Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 - Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
- Per Capita expenditure from MapInfo AnySite software (2005 data)
- Projected forward using actual growth recorded between 2005 and 2006 (5.4%), between 2006 and 2007 (6.0%) and OEF forecasts from MapInfo Information Brief 08/02 (September 2008) at 4.0% per annum (allows for growth in SFT)
- Population from MapInfo AnySite software (Usually Resident Population at 2005)
- Population projected forward at AGMA population forecasts (2007 update)
- Allows for growth in SFT from 6.2% to 12.2% by 2011, 12.9% by 2013, 14.4% by 2016, 15% by 2018 and to 20% by 2023 and 2026

2005 PRICES

EXPENDITURE £(m)																													
COMPARISON																													
2016										2018										2023									
Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total
12.78	2.25	7.14	14.20	33.89	7.05	12.43	17.41	13.89	121.04	14.10	2.48	7.87	15.65	33.93	7.78	13.71	19.20	15.31	130.03	16.35	2.87	9.13	18.15	39.35	9.02	15.90	22.27	17.76	150.79
13.31	2.29	7.35	14.56	34.15	7.26	12.95	17.84	14.39	124.09	14.68	2.52	8.10	16.06	34.20	8.01	14.28	19.67	15.86	133.38	17.02	2.92	9.40	18.62	39.65	9.28	16.56	22.81	18.39	154.66
16.59	2.87	9.09	18.13	42.18	8.98	16.04	22.15	17.85	153.87	18.29	3.16	10.03	19.99	42.23	9.90	17.68	24.43	19.69	165.40	21.21	3.66	11.63	23.18	48.97	11.49	20.50	28.33	22.83	191.80
12.17	2.13	6.93	13.55	32.14	6.75	11.86	16.57	13.24	115.35	13.42	2.35	7.64	14.94	32.18	7.45	13.08	18.27	14.60	123.94	15.57	2.73	8.86	17.33	37.32	8.63	15.17	21.19	16.93	143.72
10.28	1.75	5.55	11.17	26.05	5.58	9.91	13.68	11.04	95.01	11.33	1.93	6.12	12.32	26.09	6.16	10.93	15.08	12.17	102.13	13.14	2.24	7.10	14.28	30.25	7.14	12.68	17.49	14.11	118.43
7.55	1.23	3.79	7.91	17.92	3.93	7.18	9.61	7.95	67.06	8.33	1.35	4.18	8.72	17.94	4.34	7.91	10.60	8.76	72.12	9.66	1.57	4.84	10.11	20.80	5.03	9.18	12.29	10.16	83.64
7.96	1.44	4.69	9.08	22.59	4.52	7.87	11.18	8.75	78.08	8.78	1.59	5.17	10.01	22.62	4.99	8.67	12.32	9.65	83.80	10.18	1.84	5.99	11.61	26.23	5.78	10.06	14.29	11.19	97.18
13.43	2.40	8.16	15.35	38.63	7.68	13.25	18.89	14.75	132.54	14.81	2.65	8.99	16.93	38.68	8.46	14.61	20.83	16.27	142.24	17.18	3.07	10.43	19.63	44.86	9.82	16.95	24.15	18.86	164.94
12.15	2.12	6.80	13.47	32.19	6.75	11.81	16.53	13.17	114.98	13.44	2.35	7.52	14.90	32.34	7.47	13.07	18.28	14.57	123.94	15.72	2.75	8.79	17.42	37.82	8.74	15.28	21.38	17.04	144.95
12.03	2.12	6.76	13.36	31.94	6.64	11.74	16.43	13.11	114.13	13.32	2.34	7.49	14.79	32.11	7.35	13.00	18.19	14.52	123.11	15.61	2.74	8.77	17.33	37.61	8.61	15.23	21.31	17.00	144.21
118.26	20.59	66.25	130.77	311.68	65.16	115.04	160.28	128.13	1,116.16	130.50	22.72	73.11	144.31	312.32	71.90	126.95	176.88	141.40	1,200.10	151.62	26.40	84.95	167.66	362.87	83.54	147.50	205.51	164.28	1,394.33

2026										GROWTH ALL COMPARISON			
Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	'08-'13	'08-'18	'08-'23	'08-'26
18.42	3.24	10.29	20.46	44.35	10.17	17.92	25.10	20.01	169.95	14.15	35.37	56.13	75.29
19.18	3.29	10.59	20.99	44.69	10.46	18.67	25.71	20.73	174.32	14.52	36.28	57.57	77.23
23.90	4.13	13.10	26.13	55.20	12.95	23.11	31.93	25.73	216.17	18.00	44.99	71.39	95.77
17.54	3.07	9.99	19.53	42.06	9.73	17.09	23.88	19.08	161.98	13.49	33.71	53.50	71.76
14.81	2.52	8.00	16.10	34.10	8.05	14.29	19.71	15.91	133.48	11.12	27.78	44.08	59.13
10.88	1.77	5.46	11.39	23.45	5.67	10.34	13.85	11.45	94.27	7.85	19.62	31.13	41.76
11.48	2.08	6.75	13.08	29.57	6.52	11.34	16.11	12.61	109.53	9.12	22.80	36.17	48.52
19.36	3.46	11.75	22.13	50.56	11.06	19.10	27.22	21.26	185.90	15.48	38.69	61.40	82.36
17.72	3.10	9.92	19.65	42.64	9.85	17.23	24.11	19.21	163.43	13.71	34.81	55.82	74.30
17.70	3.11	9.95	19.65	42.65	9.76	17.27	24.16	19.28	163.53	13.90	35.03	56.13	75.45
171.01	29.78	95.80	189.10	409.26	94.22	166.35	231.78	185.28	1,572.57	131.34	329.09	523.32	701.57

WYG PLANNING & DESIGN
 OLDHAM RETAIL & LEISURE STUDY

TABLE 7: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)	ZONE 8 CLOTHES/SHOES (%)	ZONE 9 CLOTHES/SHOES (%)	ZONE 10 CLOTHES/SHOES (%)
OLDHAM											
<u>Oldham</u>											
Local Shops	38.80	53.20	41.80	33.30	38.10	48.40	37.20	63.80	62.10	12.00	13.70
Alexandra Retail Park	0.10	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	1.10	1.10	3.10	0.00	2.10	2.10	1.10	1.10	1.10	0.00	0.00
Sub-Total	40.00	54.30	44.90	33.30	41.20	50.50	38.30	64.90	63.20	12.00	13.70
<u>Chadderton</u>											
Local Shops	2.00	0.00	0.00	5.40	1.00	2.10	1.10	2.10	4.20	2.20	0.00
Asda, Milne Street	0.30	0.00	0.00	1.10	0.00	1.10	0.00	0.00	1.10	0.00	0.00
Tesco, Oldham Way	0.10	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00
Sub-Total	2.40	0.00	0.00	6.50	1.00	3.20	1.10	3.20	5.30	2.20	0.00
<u>Failsworth</u>											
Local Shops	0.40	0.00	0.00	0.00	2.10	0.00	0.00	0.00	0.00	1.10	0.00
Tesco Extra, Failsworth Precinct	0.10	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00
Sub-Total	0.50	0.00	0.00	0.00	2.10	0.00	1.10	0.00	0.00	1.10	0.00
<u>Huddersfield Road 'Hill Stores'</u>											
Local Shops	0.10	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00
<u>Lees</u>											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<u>Royton</u>											
Local Shops	0.70	1.10	3.10	1.10	0.00	0.00	1.10	0.00	1.10	0.00	0.00
<u>Shaw</u>											
Local Shops	1.70	9.60	4.10	0.00	1.00	0.00	2.10	0.00	0.00	1.10	0.00
<u>Uppermill</u>											
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00
<u>Local Shops</u>											
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Saddleworth	0.10	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00
Sub-Total	0.10	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00
SUB TOTAL	45.60	65.00	52.10	40.90	46.30	53.70	45.90	68.10	69.60	16.40	13.70

OUTSIDE OLDHAM											
Manchester											
Local Shops	18.60	12.80	15.30	30.10	30.90	15.80	19.20	13.80	11.60	19.60	12.60
Harpurhey (North City Shopping Centre)	0.10	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.10	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.40	0.00	0.00	1.10	1.00	0.00	0.00	0.00	0.00	1.10	0.00
Sub-total	19.20	12.80	15.30	32.30	32.90	15.80	19.20	13.80	11.60	20.70	12.60
Rochdale											
Local Shops	8.00	6.40	12.20	0.00	1.00	1.10	1.10	3.20	2.10	38.00	0.00
Middleton	1.40	0.00	0.00	6.50	0.00	0.00	0.00	0.00	0.00	4.30	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	9.40	6.40	12.20	6.50	1.00	1.10	1.10	3.20	2.10	42.30	0.00
Tameside											
Local Shops	7.20	2.10	1.00	1.10	5.20	8.40	11.70	3.20	5.30	0.00	40.00
Crown Point North, Denton	1.40	0.00	0.00	0.00	1.00	0.00	0.00	2.10	2.10	0.00	8.40
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.30
Snipe Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cavendish Street	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10
Sub-total	9.20	2.10	1.00	1.10	6.20	8.40	11.70	5.30	7.40	0.00	54.80
Other	5.90	6.40	7.10	8.60	2.10	11.60	8.50	2.10	3.20	5.40	6.30
Bury Town Centre	2.00	1.10	5.10	4.30	2.10	1.10	0.00	1.10	0.00	3.30	0.00
The Trafford Centre	2.90	3.20	3.10	3.20	2.10	3.20	2.10	1.10	2.10	3.30	5.30
Halifax	0.10	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.30	0.00	0.00	0.00	0.00	2.10	3.20	0.00	0.00	0.00	0.00
Leeds	0.30	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	1.10	0.00
Pilsworth	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00
Stockport	0.50	0.00	0.00	1.10	0.00	0.00	0.00	1.10	1.10	0.00	1.10
Sub-total	12.20	10.70	16.30	17.20	7.30	18.00	13.80	5.40	6.40	14.20	12.70
SUB TOTAL	50.00	32.00	44.80	57.10	47.40	43.30	45.80	27.70	27.50	77.20	80.10
Internet / mail order / catalogue	4.50	3.20	3.10	2.20	6.20	3.20	8.50	4.30	3.20	6.5	6.3
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:

a. Post code sectors

1. Shaw (OL1 4, OL2 7 and OL2 8)
2. Royton (OL 1 2, OL2 5 and OL2 6)
3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
4. Failsworth (M35 0, M35 9 and OL8 3)
5. Lees (OL4 3, OL4 4 and OL4 5)
6. Uppermill (OL3 5, OL4 4 and OL4 5)
7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)

b. Market shares derived directly from Oldham Household Survey (August 2008)

c. Excludes 'don't know/ varies'

TABLE 8: TURNOVER (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)	ZONE 8 CLOTHES/SHOES (£m)	ZONE 9 CLOTHES/SHOES (£m)	ZONE 10 CLOTHES/SHOES (£m)
OLDHAM											
Oldham											
Local Shops	90.69	13.14	10.41	10.24	8.93	9.19	4.86	10.51	17.49	2.79	3.15
Alexandra Retail Park	0.23	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	2.57	0.27	0.77	0.00	0.49	0.40	0.14	0.18	0.31	0.00	0.00
Sub-Total	93.50	13.41	11.18	10.24	9.65	9.59	5.00	10.69	17.80	2.79	3.15
Chadderton											
Local Shops	4.48	0.00	0.00	1.66	0.23	0.40	0.14	0.35	1.18	0.51	0.00
Asda, Milne Street	0.86	0.00	0.00	0.34	0.00	0.21	0.00	0.00	0.31	0.00	0.00
Tesco, Oldham Way	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00
Sub-Total	5.52	0.00	0.00	2.00	0.23	0.61	0.14	0.53	1.49	0.51	0.00
Fallsworth											
Local Shops	0.75	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.26	0.00
Tesco Extra, Fallsworth Precinct	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00
Sub-Total	0.89	0.00	0.00	0.00	0.49	0.00	0.14	0.00	0.00	0.26	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.23	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
Lees											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Royton											
Local Shops	1.84	0.27	0.77	0.34	0.00	0.00	0.14	0.00	0.31	0.00	0.00
Shaw											
Local Shops	4.16	2.37	1.02	0.00	0.23	0.00	0.27	0.00	0.00	0.26	0.00
Uppermill											
Local Shops	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00
Other											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Saddleworth	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00
Sub-Total	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00
SUB TOTAL	106.42	16.06	12.97	12.57	10.85	10.20	5.99	11.21	19.60	3.81	3.15
OUTSIDE OLDHAM											
Manchester											
Local Shops	41.96	3.16	3.81	9.25	7.24	3.00	2.51	2.27	3.27	4.56	2.89
Harpurhey (North City Shopping Centre)	0.34	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.23	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.83	0.00	0.00	0.34	0.23	0.00	0.00	0.00	0.00	0.26	0.00
Sub-total	43.36	3.16	3.81	9.93	7.71	3.00	2.51	2.27	3.27	4.81	2.89
Rochdale											
Local Shops	15.16	1.58	3.04	0.00	0.23	0.21	0.14	0.53	0.59	8.84	0.00
Middleton	3.00	0.00	0.00	2.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	18.16	1.58	3.04	2.00	0.23	0.21	0.14	0.53	0.59	9.84	0.00
Tameside											
Local Shops	16.66	0.52	0.25	0.34	1.22	1.60	1.53	0.53	1.49	0.00	9.19
Crown Point North, Denton	3.10	0.00	0.00	0.00	0.23	0.00	0.00	0.35	0.59	0.00	1.93
Droyliden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge	1.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22
Snipe Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cavendish Street	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25
Sub-total	21.23	0.52	0.25	0.34	1.45	1.60	1.53	0.87	2.08	0.00	12.59
Other											
Bury Town Centre	4.51	1.58	1.77	2.64	0.49	2.20	1.11	0.35	0.90	1.26	1.45
The Trafford Centre	6.68	0.79	0.77	0.98	0.49	0.61	0.27	0.18	0.59	0.77	1.22
Halifax	0.25	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.82	0.00	0.00	0.00	0.00	0.40	0.42	0.00	0.00	0.00	0.00
Leeds	0.49	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.26	0.00
Pilsworth	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.00
Stockport	1.08	0.00	0.00	0.34	0.00	0.00	0.00	0.18	0.31	0.00	0.25
Sub-total	27.83	2.64	4.06	5.29	1.71	3.42	1.80	0.89	1.80	3.30	2.92
SUB TOTAL	110.58	7.90	11.15	17.55	11.11	8.22	5.98	4.56	7.74	17.95	18.40
Internet / mail order / catalogue	9.98	0.79	0.77	0.68	1.45	0.61	1.11	0.71	0.90	1.51	1.45
Don't know / can't remember											
Don't buy these items											
TOTAL	226.97	24.75	24.89	30.80	23.41	19.03	13.09	16.48	28.25	23.28	23.00

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know' / varies'
 d. Applies market share to expenditure (Table 6) for relevant zone

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

DESTINATION	TOTAL BOOKS ETC. (%)	ZONE 1 BOOKS ETC. (%)	ZONE 2 BOOKS ETC. (%)	ZONE 3 BOOKS ETC. (%)	ZONE 4 BOOKS ETC. (%)	ZONE 5 BOOKS ETC. (%)	ZONE 6 BOOKS ETC. (%)	ZONE 7 BOOKS ETC. (%)	ZONE 8 BOOKS ETC. (%)	ZONE 9 BOOKS ETC. (%)	ZONE 10 BOOKS ETC. (%)
OLDHAM											
Oldham											
Local Shops	33.10	39.10	32.90	25.70	44.80	46.40	38.00	60.80	58.70	2.90	4.10
Alexandra Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	0.70	1.40	2.70	1.40	1.50	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	33.80	40.50	35.60	27.10	46.30	46.40	38.00	60.80	58.70	2.90	4.10
Chadderton											
Local Shops	5.10	0.00	4.10	14.90	3.00	4.30	0.00	8.10	5.30	5.70	0.00
Asda, Milne Street	0.60	0.00	0.00	1.40	0.00	2.90	0.00	0.00	1.30	0.00	0.00
Tesco, Oldham Way	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	5.70	0.00	4.10	16.30	3.00	7.20	0.00	8.10	6.60	5.70	0.00
Fallsworth											
Local Shops	1.50	0.00	0.00	0.00	13.40	0.00	0.00	0.00	1.30	0.00	0.00
Tesco Extra, Fallsworth Precinct	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00
Morrisons, Poplar Street	0.10	0.00	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.80	0.00	0.00	0.00	14.90	0.00	0.00	0.00	2.60	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.20	0.00	0.00	0.00	0.00	0.00	0.00	2.70	0.00	0.00	0.00
Lees											
Local Shops	0.40	0.00	0.00	0.00	0.00	2.90	1.40	1.40	0.00	0.00	0.00
Royton											
Local Shops	1.20	0.00	9.60	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shaw											
Local Shops	2.80	18.80	6.80	0.00	0.00	0.00	2.80	0.00	0.00	1.40	0.00
Uppermill											
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00	0.00
SUB TOTAL	46.00	59.30	56.10	44.80	64.20	56.50	43.60	73.00	67.90	10.00	4.10
OUTSIDE OLDHAM											
Manchester											
Local Shops	13.10	7.20	13.70	17.60	17.90	8.70	11.30	6.80	10.70	17.10	13.70
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Arcoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.40	0.00	0.00	2.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00
Sub-total	13.70	7.20	13.70	20.30	17.90	8.70	11.30	6.80	10.70	18.50	13.70
Rochdale											
Local Shops	5.90	5.80	4.10	0.00	0.00	1.40	0.00	1.40	0.00	32.90	0.00
Middleton	2.90	0.00	0.00	9.50	0.00	0.00	0.00	0.00	0.00	11.40	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Kingsway	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00
Tesco, Silk Street	0.10	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00	0.00
Sub-total	9.10	5.80	4.10	9.50	0.00	1.40	1.40	1.40	0.00	45.70	0.00
Tameside											
Local Shops	6.50	1.40	0.00	0.00	1.50	7.20	5.60	0.00	6.70	0.00	43.80
Crown Point North, Denton	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Snipe Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cavendish Street	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40
Sub-total	6.70	1.40	0.00	0.00	1.50	7.20	5.60	0.00	6.70	0.00	46.60
Other											
Bury Town Centre	0.60	1.40	0.00	1.40	0.00	0.00	0.00	1.40	0.00	1.40	0.00
Halifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	1.60	1.40	1.40	1.40	1.50	1.40	1.40	0.00	1.30	1.40	4.10
Huddersfield	0.20	0.00	0.00	0.00	1.40	1.40	1.40	0.00	0.00	0.00	0.00
Leeds	0.10	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Pilsworth	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00
Saddleworth (Located in Zone 6)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge (Located in Tameside)	0.20	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00	1.40
Stockport	0.40	1.40	0.00	1.40	0.00	1.40	0.00	0.00	0.00	0.00	0.00
Bardsley	0.10	0.00	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.00
Hyde (Located in Tameside)	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.70
Dukinfield (Located in Tameside)	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.10
Tesco, Trinity Street, Stalybridge (Located in Tameside)	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.10
Sub-total	7.90	4.20	5.50	9.60	4.50	10.00	8.40	6.80	2.60	8.50	20.50
SUB TOTAL	37.40	18.60	23.30	39.40	23.90	27.30	26.70	15.00	20.00	72.70	80.80
Internet / mail order / catalogue	16.60	21.70	20.50	16.20	11.90	15.90	29.60	12.20	12.00	17.10	15.10
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'

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

DESTINATION	TOTAL BOOKS ETC. (£m)	ZONE 1 BOOKS ETC. (£m)	ZONE 2 BOOKS ETC. (£m)	ZONE 3 BOOKS ETC. (£m)	ZONE 4 BOOKS ETC. (£m)	ZONE 5 BOOKS ETC. (£m)	ZONE 6 BOOKS ETC. (£m)	ZONE 7 BOOKS ETC. (£m)	ZONE 8 BOOKS ETC. (£m)	ZONE 9 BOOKS ETC. (£m)	ZONE 10 BOOKS ETC. (£m)
OLDHAM											
Oldham											
Local Shops	17.89	2.21	1.92	1.85	2.43	2.08	1.20	2.21	3.62	0.16	0.22
Alexandra Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	0.42	0.08	0.16	0.10	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	18.31	2.29	2.07	1.95	2.51	2.08	1.20	2.21	3.62	0.16	0.22
Chadderton											
Local Shops	2.60	0.00	0.24	1.07	0.16	0.19	0.00	0.29	0.33	0.31	0.00
Asda, Milne Street	0.31	0.00	0.00	0.10	0.00	0.13	0.00	0.00	0.08	0.00	0.00
Tesco, Oldham Way	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	2.91	0.00	0.24	1.18	0.16	0.32	0.00	0.29	0.41	0.31	0.00
Fallsworth											
Local Shops	0.81	0.00	0.00	0.00	0.73	0.00	0.00	0.00	0.08	0.00	0.00
Tesco Extra, Fallsworth Precinct	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Morrisons, Poplar Street	0.08	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.97	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.16	0.00	0.00
Huddersfield Road 'Mill Stores'											
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00
Lees											
Local Shops	0.23	0.00	0.00	0.00	0.00	0.13	0.04	0.05	0.00	0.00	0.00
Royton											
Local Shops	0.66	0.00	0.56	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shaw											
Local Shops	1.62	1.06	0.40	0.00	0.00	0.00	0.09	0.00	0.00	0.08	0.00
Uppermill											
Local Shops	0.04	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00
SUB TOTAL	24.83	3.36	3.27	3.23	3.48	2.53	1.38	2.65	4.18	0.54	0.22
OUTSIDE OLDHAM											
Manchester											
Local Shops	6.74	0.41	0.80	1.27	0.97	0.39	0.36	0.25	0.66	0.92	0.72
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.19	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Sub-total	7.01	0.41	0.80	1.46	0.97	0.39	0.36	0.25	0.66	0.99	0.72
Rochdale											
Local Shops	2.45	0.33	0.24	0.00	0.00	0.06	0.00	0.05	0.00	1.77	0.00
Middleton	1.30	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.61	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Kingsway	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Tesco, Silk Street	0.04	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00
Sub-total	3.87	0.33	0.24	0.68	0.00	0.06	0.04	0.05	0.00	2.46	0.00
Tameside											
Local Shops	3.38	0.08	0.00	0.00	0.08	0.32	0.18	0.00	0.41	0.00	2.30
Crown Point North, Denton	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Snipe Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cavendish Street	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sub-total	3.52	0.08	0.00	0.00	0.08	0.32	0.18	0.00	0.41	0.00	2.45
Other											
Bury Town Centre	1.74	0.00	0.16	0.39	0.08	0.26	0.13	0.20	0.08	0.23	0.22
Halifax	0.31	0.08	0.00	0.10	0.00	0.00	0.00	0.05	0.00	0.08	0.00
The Trafford Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.82	0.08	0.08	0.10	0.08	0.06	0.04	0.00	0.08	0.08	0.22
Leeds	0.11	0.00	0.00	0.00	0.00	0.06	0.04	0.00	0.00	0.00	0.00
Pilsworth	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Saddleworth (Located in Zone 6)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge (Located in Tameside)	0.12	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.07
Stockport	0.24	0.08	0.00	0.10	0.00	0.06	0.00	0.00	0.00	0.00	0.00
Bardsley	0.08	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Hyde (Located in Tameside)	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Dukinfield (Located in Tameside)	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Tesco, Trinity Street, Stalybridge (Located in Tameside)	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Sub-total	4.15	0.24	0.32	0.69	0.24	0.45	0.27	0.25	0.16	0.46	1.08
SUB TOTAL	18.55	1.05	1.36	2.84	1.30	1.22	0.84	0.54	1.23	3.91	4.25
Internet / mail order / catalogue	8.78	1.23	1.19	1.17	0.65	0.71	0.93	0.44	0.74	0.92	0.79
Don't know / can't remember											
Don't buy these items											
TOTAL	52.16	5.64	5.82	7.24	5.42	4.47	3.15	3.64	6.16	5.36	5.26

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'
 d. Applies market share to expenditure (Table 6) for relevant zone

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TABLE 11: SHOPPING PATTERNS (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (%)	ZONE 1 SMALL HOUSEHOLD (%)	ZONE 2 SMALL HOUSEHOLD (%)	ZONE 3 SMALL HOUSEHOLD (%)	ZONE 4 SMALL HOUSEHOLD (%)	ZONE 5 SMALL HOUSEHOLD (%)	ZONE 6 SMALL HOUSEHOLD (%)	ZONE 7 SMALL HOUSEHOLD (%)	ZONE 8 SMALL HOUSEHOLD (%)	ZONE 9 SMALL HOUSEHOLD (%)	ZONE 10 SMALL HOUSEHOLD (%)
OLDHAM											
Oldham											
Local Shops	37.00	55.40	25.00	32.80	34.90	53.80	48.50	54.70	64.20	10.50	7.40
Alexandra Retail Park	0.30	0.00	0.00	0.00	1.60	1.50	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	3.50	2.70	9.20	3.40	0.00	1.50	1.50	6.20	3.00	5.30	0.00
Housing Units Ltd	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00
Sub-Total	41.00	58.10	34.20	36.20	36.50	56.80	50.00	60.90	67.20	17.60	7.40
Chadderton											
Local Shops	4.80	0.00	9.20	15.50	1.60	0.00	1.50	1.60	9.00	3.50	0.00
Asda, Milne Street	0.60	1.40	0.00	1.70	1.60	0.00	0.00	1.60	0.00	0.00	0.00
Tesco, Oldham Way	0.10	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00
Morrisons, Hollinwood Avenue	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.50	0.00	0.00
Sub-Total	5.70	1.40	9.20	17.20	3.20	0.00	1.50	4.80	10.50	3.50	0.00
Fallsworth											
Local Shops	2.00	1.40	1.30	0.00	9.50	3.10	3.00	0.00	1.50	0.00	1.50
Tesco Extra, Fallsworth Precinct	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Poplar Street	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	2.00	1.40	1.30	0.00	9.50	3.10	3.00	0.00	1.50	0.00	1.50
Huddersfield Road 'Hill Stores'											
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00
Lees											
Local Shops	0.10	0.00	0.00	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00
Royton											
Local Shops	2.40	5.40	7.90	3.40	0.00	0.00	0.00	1.60	1.50	1.80	0.00
Shaw											
Local Shops	2.80	17.60	3.90	0.00	0.00	0.00	3.00	0.00	0.00	1.80	0.00
Uppermill											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUB TOTAL	54.10	83.90	56.50	56.80	49.20	61.40	57.50	68.90	80.70	24.70	8.90
OUTSIDE OLDHAM											
Manchester											
Local Shops	9.10	2.70	10.50	20.70	17.50	7.70	9.10	4.70	3.00	8.80	5.90
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.20	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.20	0.00	0.00	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	9.50	2.70	10.50	22.40	19.10	7.70	9.10	4.70	3.00	8.80	5.90
Rochdale											
Local Shops	8.60	6.80	11.80	1.70	0.00	1.50	3.00	3.10	3.00	42.10	0.00
Middleton	1.20	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	8.80	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00
Sub-total	10.00	6.80	11.80	1.70	0.00	1.50	3.00	4.70	3.00	52.70	0.00
Ashton-under-Lyne											
Local Shops	9.80	1.40	5.30	5.20	14.30	10.80	7.60	4.70	3.00	0.00	48.50
Crown Point North, Denton	0.50	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00	2.90
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Snipe Retail Park	0.50	0.00	0.00	0.00	0.00	0.00	1.50	0.00	0.00	0.00	4.40
IKEA, Wellington Road	4.20	1.40	1.30	3.40	7.90	6.20	3.00	3.10	1.50	3.50	11.80
Sub-total	15.00	2.80	6.60	8.60	23.80	17.00	12.10	7.80	4.50	3.50	67.60
Other											
Bury Town Centre	0.10	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	1.50	0.00	2.60	1.70	1.60	0.00	1.50	1.60	3.00	1.80	0.00
Halifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.20	0.00	0.00	0.00	0.00	1.50	1.50	0.00	0.00	0.00	0.00
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport	0.30	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00	1.50
Dukinfield (Located in Tameside)	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.40
Sub-total	7.30	1.40	13.10	6.90	7.90	7.70	12.10	4.80	3.00	5.30	13.30
SUB TOTAL	41.80	13.70	42.00	39.60	50.80	33.90	36.30	22.00	13.50	70.30	86.80
Internet / mail order / catalogue	4.10	2.70	1.30	3.40	0.00	4.60	6.10	9.40	6.00	5.3	4.4
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'

TABLE 12: TURNOVER (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (£m)	ZONE 1 SMALL HOUSEHOLD (£m)	ZONE 2 SMALL HOUSEHOLD (£m)	ZONE 3 SMALL HOUSEHOLD (£m)	ZONE 4 SMALL HOUSEHOLD (£m)	ZONE 5 SMALL HOUSEHOLD (£m)	ZONE 6 SMALL HOUSEHOLD (£m)	ZONE 7 SMALL HOUSEHOLD (£m)	ZONE 8 SMALL HOUSEHOLD (£m)	ZONE 9 SMALL HOUSEHOLD (£m)	ZONE 10 SMALL HOUSEHOLD (£m)
OLDHAM											
Oldham											
Local Shops	34.71	5.53	2.60	4.22	3.32	4.28	2.79	3.45	6.83	0.99	0.69
Alexandra Retail Park	0.27	0.00	0.00	0.00	0.15	0.12	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	3.08	0.27	0.96	0.44	0.00	0.12	0.09	0.39	0.32	0.50	0.00
Housing Units Ltd	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00
Sub-Total	38.23	5.80	3.56	4.66	3.48	4.52	2.88	3.85	7.15	1.65	0.69
Chadderton											
Local Shops	4.58	0.00	0.96	2.00	0.15	0.00	0.09	0.10	0.96	0.33	0.00
Asda, Milne Street	0.61	0.14	0.00	0.22	0.15	0.00	0.00	0.10	0.00	0.00	0.00
Tesco, Oldham Way	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00
Morrisons, Hollinwood Avenue	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00
Sub-Total	5.45	0.14	0.96	2.21	0.30	0.00	0.09	0.30	1.12	0.33	0.00
Fallsword											
Local Shops	1.90	0.14	0.14	0.00	0.90	0.25	0.17	0.00	0.16	0.00	0.14
Tesco Extra, Fallsword Precinct	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Poplar Street	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.90	0.14	0.14	0.00	0.90	0.25	0.17	0.00	0.16	0.00	0.14
Huddersfield Road 'Hill Stores'											
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00
Lees											
Local Shops	0.12	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00
Royton											
Local Shops	2.23	0.54	0.82	0.44	0.00	0.00	0.00	0.10	0.16	0.17	0.00
Shaw											
Local Shops	2.50	1.76	0.41	0.00	0.00	0.00	0.17	0.00	0.00	0.17	0.00
Uppermill											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUB TOTAL	50.53	8.37	5.87	7.31	4.68	4.89	3.31	4.35	8.59	2.32	0.83
OUTSIDE OLDHAM											
Manchester											
Local Shops	8.82	0.27	1.09	2.66	1.67	0.61	0.52	0.30	0.32	0.83	0.55
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.15	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.22	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	9.19	0.27	1.09	2.88	1.82	0.61	0.52	0.30	0.32	0.83	0.55
Rochdale											
Local Shops	6.89	0.68	1.23	0.22	0.00	0.12	0.17	0.20	0.32	3.96	0.00
Middleton	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.83	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00
Sub-total	7.98	0.68	1.23	0.22	0.00	0.12	0.17	0.30	0.32	4.95	0.00
Tameside											
Local Shops	9.15	0.14	0.55	0.67	1.36	0.86	0.44	0.30	0.32	0.00	4.51
Crown Point North, Denton	0.42	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.27
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Snipe Retail Park	0.50	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.41
IKEA, Wellington Road	3.91	0.14	0.14	0.44	0.75	0.49	0.17	0.20	0.16	0.33	1.10
Sub-total	13.97	0.28	0.69	1.11	2.27	1.35	0.70	0.49	0.48	0.33	6.29
Other											
Bury Town Centre	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	1.32	0.00	0.27	0.22	0.15	0.00	0.09	0.10	0.32	0.17	0.00
Halifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.21	0.00	0.00	0.00	0.00	0.12	0.09	0.00	0.00	0.00	0.00
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.14
Dukinfield (Located in Tameside)	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Sub-total	6.80	0.14	1.36	0.89	0.75	0.61	0.70	0.30	0.32	0.49	1.24
SUB TOTAL	37.95	1.37	4.37	5.10	4.84	2.70	2.09	1.39	1.44	6.60	8.07
Internet / mail order / catalogue	3.69	0.27	0.14	0.44	0.00	0.37	0.35	0.59	0.64	0.49	0.41
Don't know / can't remember											
Don't buy these items											
TOTAL	92.17	10.01	10.38	12.85	9.52	7.95	5.76	6.33	10.66	9.41	9.31

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsword (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'
 d. Applies market share to expenditure (Table 6) for relevant zone

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

DESTINATION	TOTAL RECREATION (%)	ZONE 1 RECREATION (%)	ZONE 2 RECREATION (%)	ZONE 3 RECREATION (%)	ZONE 4 RECREATION (%)	ZONE 5 RECREATION (%)	ZONE 6 RECREATION (%)	ZONE 7 RECREATION (%)	ZONE 8 RECREATION (%)	ZONE 9 RECREATION (%)	ZONE 10 RECREATION (%)
OLDHAM											
Oldham											
Local Shops	35.90	51.00	30.00	34.00	33.30	47.70	39.60	66.70	58.80	5.70	5.60
Alexandra Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	3.70	8.20	8.00	0.00	0.00	1.90	0.00	0.00	7.80	5.30	0.00
Sub-Total	39.60	59.20	38.00	36.00	33.30	47.70	41.50	66.70	66.60	11.40	5.60
Chadderton											
Local Shops	4.20	0.00	6.00	14.00	2.00	0.00	1.90	8.30	5.90	0.00	0.00
Asda, Mine Street	0.40	0.00	0.00	0.00	0.00	2.30	0.00	0.00	2.00	0.00	0.00
Tesco, Oldham Way	0.20	0.00	2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	4.80	0.00	8.00	14.00	2.00	2.30	1.90	8.30	7.90	0.00	0.00
Falsworth											
Local Shops	0.70	0.00	0.00	0.00	5.90	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield Road 'Hill Stovers'											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lees											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Royston											
Local Shops	1.20	8.20	4.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shaw											
Local Shops	0.90	6.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.90	0.00
Uppermill											
Local Shops	0.50	0.00	0.00	0.00	0.00	0.00	1.90	0.00	0.00	0.00	3.70
SUB TOTAL	47.70	73.50	50.00	50.00	41.20	50.00	45.30	75.00	74.50	14.30	9.30
OUTSIDE OLDHAM											
Manchester											
Local Shops	16.90	10.20	24.00	20.00	33.30	13.60	15.10	12.50	7.80	20.00	9.30
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Arncliffe Retail Park	1.30	0.00	0.00	4.00	5.90	2.30	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.40	2.00	0.00	0.00	2.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	0.00	0.00
Sub-total	18.90	12.20	24.00	24.00	41.20	15.90	15.10	12.50	9.80	20.00	9.30
Rochdale											
Local Shops	6.70	12.20	6.00	2.00	0.00	2.30	1.90	2.10	3.90	34.30	0.00
Middleton	1.40	0.00	0.00	6.00	0.00	0.00	0.00	0.00	0.00	5.70	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.70	0.00
Tesco, Silk Street	0.10	0.00	0.00	0.00	0.00	0.00	1.90	0.00	0.00	0.00	0.00
Sub-total	8.80	12.20	6.00	8.00	0.00	2.30	3.80	2.10	3.90	45.70	0.00
Tameside											
Local Shops	6.80	0.00	0.00	0.00	3.90	2.30	3.80	2.10	3.90	0.00	46.30
Crown Point North, Denton	1.90	0.00	0.00	0.00	0.00	4.50	1.90	0.00	2.00	0.00	11.10
Snipe Retail Park	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.60
Sub-total	9.30	0.00	0.00	0.00	3.90	6.80	5.70	2.10	5.90	0.00	63.00
Other	2.40	0.00	0.00	0.00	2.00	2.30	5.70	4.20	2.00	8.60	1.90
Bury Town Centre	0.20	0.00	2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Halifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.70	0.00	2.00	0.00	0.00	2.30	1.90	0.00	0.00	0.00	1.90
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport	1.50	0.00	0.00	4.00	2.00	2.30	1.90	0.00	2.00	0.00	1.90
Droyliden (Located in Tameside)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Greenfield (Located in Zone 6)	0.10	0.00	0.00	0.00	0.00	0.00	1.90	0.00	0.00	0.00	0.00
Stalybridge (Located in Tameside)	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.70
Sub-total	5.30	0.00	4.00	4.00	4.00	6.90	11.40	4.20	4.00	8.60	8.40
SUB TOTAL	42.30	24.40	34.00	36.00	49.10	31.90	36.00	20.90	23.60	74.30	81.70
Internet / mail order / catalogue	10.00	2.00	16.00	14.00	9.80	18.20	18.90	4.20	2.00	11.40	9.30
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royston (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL8 8 and OL9 9)
 4. Falsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL15 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know' values'

WYG PLANNING & DESIGN
 OLDHAM RETAIL & LEISURE STUDY

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

DESTINATION	TOTAL RECREATION (£m)	ZONE 1 RECREATION (£m)	ZONE 2 RECREATION (£m)	ZONE 3 RECREATION (£m)	ZONE 4 RECREATION (£m)	ZONE 5 RECREATION (£m)	ZONE 6 RECREATION (£m)	ZONE 7 RECREATION (£m)	ZONE 8 RECREATION (£m)	ZONE 9 RECREATION (£m)	ZONE 10 RECREATION (£m)
OLDHAM											
Oldham											
Local Shops											
Alexandra Retail Park	46.57	7.13	4.30	6.05	4.43	5.24	3.06	5.98	8.92	0.75	0.73
Elk Mill Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	47.3	1.15	1.15	0.36	0.00	0.00	0.15	0.00	1.18	0.75	0.00
Chadderton											
Local Shops	5.40	0.00	0.85	2.49	0.27	0.00	0.15	0.74	0.89	0.00	0.00
Wode, Wine Street	0.56	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.30	0.00	0.00
Tesco, Oldham Way	0.29	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	6.24	0.00	1.15	2.49	0.27	0.25	0.15	0.74	1.20	0.00	0.00
Falsworth											
Local Shops	0.78	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield Road 'Mill Street'											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lees											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rowden											
Local Shops	1.72	1.15	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shaw											
Local Shops	1.23	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00
Uppermill											
Local Shops	0.63	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.48
SUB TOTAL	61.91	10.27	7.16	8.89	5.48	5.49	3.50	6.73	11.30	1.88	1.21
OUTSIDE OLDHAM											
Manchester											
Local Shops	21.65	1.43	3.44	3.56	4.43	1.49	1.17	1.12	1.18	2.63	1.21
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Arcois Retail Park	1.75	0.00	0.00	0.71	0.78	0.25	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.55	0.28	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00
Sub-total	24.25	1.71	3.44	4.27	5.48	1.75	1.17	1.12	1.49	2.63	1.21
Rochdale											
Local Shops	8.61	1.71	0.86	0.36	0.00	0.25	0.15	0.19	0.59	4.51	0.00
Heddon	1.82	0.00	0.00	1.07	0.00	0.00	0.00	0.00	0.00	0.75	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingway Retail Park	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00
Tesco, Silk Street	0.15	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00
Sub-total	11.32	1.71	0.86	1.42	0.00	0.25	0.29	0.19	0.59	6.01	0.00
Tameside											
Local Shops	7.87	0.00	0.00	0.00	0.52	0.25	0.29	0.19	0.59	0.00	6.03
Crown Point North, Denton	2.39	0.00	0.00	0.00	0.49	0.15	0.00	0.30	0.00	0.00	1.44
Scopie Retail Park	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73
Sub-total	10.99	0.00	0.00	0.00	0.52	0.25	0.44	0.19	0.89	0.00	8.20
Other											
Bury Town Centre	3.02	0.00	0.00	0.00	0.27	0.25	0.44	0.38	0.30	1.13	0.25
Hatfield	0.29	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.93	0.00	0.29	0.00	0.00	0.25	0.15	0.00	0.00	0.00	0.25
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport	1.93	0.00	0.00	0.71	0.27	0.25	0.15	0.00	0.30	0.00	0.25
Droydsden (Located in Tameside)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Greenfield (Located in Zone 6)	0.15	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00
Stalybridge (Located in Tameside)	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48
Sub-total	6.79	0.00	0.57	0.71	0.53	0.26	0.88	0.38	0.61	1.13	1.22
SUB TOTAL	53.35	3.41	4.87	6.40	6.53	3.50	2.78	1.87	3.58	9.77	10.63
Internet / mail order / catalogue	13.21	0.28	2.29	2.49	1.30	2.00	1.46	0.38	0.30	1.50	1.21
Don't know / can't remember											
Don't buy these items											
TOTAL	128.46	13.96	14.32	17.78	13.31	10.99	7.73	8.98	15.18	13.15	13.05

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Nayton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Falsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 4 and OL9 7)
 9. Rochdale South (OL11 2, OL15 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know' cases
 d. Applies market share to expenditure (Table 6) for relevant zone

TABLE 15: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (%)	ZONE 1 CHEMIST GOODS (%)	ZONE 2 CHEMIST GOODS (%)	ZONE 3 CHEMIST GOODS (%)	ZONE 4 CHEMIST GOODS (%)	ZONE 5 CHEMIST GOODS (%)	ZONE 6 CHEMIST GOODS (%)	ZONE 7 CHEMIST GOODS (%)	ZONE 8 CHEMIST GOODS (%)	ZONE 9 CHEMIST GOODS (%)	ZONE 10 CHEMIST GOODS (%)
OLDHAM											
Oldham											
Local Shops	35.40	37.40	33.00	18.90	36.70	58.10	44.80	74.70	69.70	6.70	5.40
Alexandra Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	1.60	0.00	7.40	2.20	0.00	3.20	2.10	0.00	1.10	0.00	0.00
Local Chemist, Ripponden Road	0.10	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00
Sub-Total	37.10	37.40	40.40	21.10	36.70	61.30	46.90	75.80	70.80	6.70	5.40
Chadderton											
Local Shops	10.30	1.10	11.70	38.90	6.70	3.20	5.20	6.90	18.00	1.10	0.00
Asda, Milne Street	0.30	0.00	0.00	0.00	0.00	2.20	0.00	0.00	1.10	0.00	0.00
Tesco, Oldham Way	0.10	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	10.60	1.10	12.80	38.90	6.70	5.40	5.20	6.90	19.10	1.10	0.00
Failssworth											
Local Shops	4.30	0.00	0.00	2.20	34.40	0.00	0.00	0.00	3.40	0.00	0.00
Morrisons, Poplar Street	0.10	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Failsworth Precinct	0.10	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	4.50	0.00	0.00	2.20	36.60	0.00	0.00	0.00	3.40	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.30	0.00	0.00	0.00	0.00	1.10	0.00	3.40	0.00	0.00	0.00
Lees											
Local Shops	1.50	0.00	0.00	1.10	0.00	17.20	0.00	1.10	0.00	0.00	0.00
Royton											
Local Shops	3.30	4.40	22.30	0.00	0.00	1.10	0.00	0.00	0.00	3.30	0.00
Shaw											
Local Shops	4.90	41.80	5.30	0.00	0.00	0.00	1.00	1.10	0.00	1.10	0.00
Uppermill											
Local Shops	1.10	0.00	0.00	0.00	1.10	2.20	15.60	0.00	0.00	0.00	0.00
SUB TOTAL	63.30	84.70	80.80	63.30	81.10	88.30	68.70	88.30	93.30	12.20	5.40
OUTSIDE OLDHAM											
Manchester											
Local Shops	3.50	1.10	1.10	11.10	8.90	1.10	3.10	2.30	0.00	2.20	2.20
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Eastlands	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00
Sub-total	3.70	1.10	1.10	11.10	8.90	1.10	3.10	2.30	0.00	3.30	2.20
Rochdale											
Local Shops	8.90	7.70	11.70	0.00	0.00	0.00	1.00	2.30	0.00	46.70	0.00
Middleton	6.10	0.00	2.10	17.80	1.10	0.00	0.00	0.00	0.00	24.40	0.00
Central Retail Park	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00
Kingsway Retail Park	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00
Cutgate Shopping Precinct	0.10	0.00	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Kingsway	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00
Sub-total	15.70	7.70	14.90	17.80	1.10	0.00	1.00	2.30	0.00	74.40	0.00
Tameside											
Local Shops	6.60	1.10	0.00	0.00	3.30	3.20	11.50	0.00	4.50	0.00	46.70
Crown Point North, Denton	0.30	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	0.00	2.20
Snake Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cavendish Street	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10
Sub-total	7.00	1.10	0.00	0.00	4.40	3.20	11.50	0.00	4.50	0.00	50.00
Other	3.40	1.10	1.10	2.20	0.00	1.10	1.00	3.40	0.00	3.30	19.60
Bury Town Centre	0.40	1.10	0.00	1.10	1.10	0.00	0.00	1.10	0.00	0.00	0.00
Halifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.20	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	1.10	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds	0.30	0.00	0.00	0.00	1.10	1.10	0.00	1.10	0.00	0.00	0.00
Craysfield (located in Tameside)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Greenfield (located in Zone 6)	0.20	0.00	0.00	0.00	0.00	0.00	4.20	0.00	0.00	0.00	0.00
Stalybridge (located in Tameside)	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.00
Delph (located in Zone 6)	0.30	0.00	0.00	0.00	0.00	0.00	5.20	0.00	0.00	0.00	0.00
Dukinfield (located in Tameside)	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.30
Hyde (located in Tameside)	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10
Milnrow (located in Rochdale)	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.40	0.00
New Moston (located in Manchester)	0.30	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Triviot Way, Stockport	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00
Tesco, Trinity Street, Stalybridge (located in Tameside)	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.20
Sub-total	7.80	2.20	1.10	5.50	2.20	2.20	11.40	5.60	1.10	8.80	40.20
SUB TOTAL	34.20	12.10	17.10	34.40	16.60	6.50	27.00	10.20	5.60	86.50	92.40
Internet / mail order / catalogue	2.30	3.30	2.10	2.20	2.20	5.40	4.20	1.10	1.10	1.10	2.20
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Failsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'

TABLE 16: TURNOVER (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (£m)	ZONE 1 CHEMIST GOODS (£m)	ZONE 2 CHEMIST GOODS (£m)	ZONE 3 CHEMIST GOODS (£m)	ZONE 4 CHEMIST GOODS (£m)	ZONE 5 CHEMIST GOODS (£m)	ZONE 6 CHEMIST GOODS (£m)	ZONE 7 CHEMIST GOODS (£m)	ZONE 8 CHEMIST GOODS (£m)	ZONE 9 CHEMIST GOODS (£m)	ZONE 10 CHEMIST GOODS (£m)
OLDHAM											
Oldham											
Local Shops	37.36	4.17	3.81	2.71	3.90	5.15	2.86	5.25	8.25	0.70	0.56
Alexandra Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	1.72	0.00	0.85	0.32	0.00	0.28	0.13	0.00	0.13	0.00	0.00
Local Chemist, Ripponden Road	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00
Sub-Total	39.15	4.17	4.67	3.02	3.90	5.43	2.99	5.32	8.38	0.70	0.56
Chadderton											
Local Shops	11.11	0.12	1.35	5.58	0.71	0.28	0.33	0.48	2.13	0.12	0.00
Asda, Milne Street	0.33	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.13	0.00	0.00
Tesco, Oldham Way	0.13	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	11.56	0.12	1.48	5.58	0.71	0.48	0.33	0.48	2.26	0.12	0.00
Falsworth											
Local Shops	4.37	0.00	0.00	0.32	3.66	0.00	0.00	0.00	0.40	0.00	0.00
Morrisons, Poplar Street	0.12	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Falsworth Precinct	0.12	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	4.61	0.00	0.00	0.32	3.89	0.00	0.00	0.00	0.40	0.00	0.00
Huddersfield Road Hill Stores											
Local Shops	0.34	0.00	0.00	0.00	0.00	0.10	0.00	0.24	0.00	0.00	0.00
Lees											
Local Shops	1.76	0.00	0.00	0.16	0.00	1.52	0.00	0.08	0.00	0.00	0.00
Royton											
Local Shops	3.51	0.49	2.58	0.00	0.00	0.10	0.00	0.00	0.00	0.35	0.00
Shaw											
Local Shops	5.53	4.66	0.61	0.00	0.00	0.00	0.06	0.08	0.00	0.12	0.00
Uppermill											
Local Shops	1.31	0.00	0.00	0.00	0.12	0.19	1.00	0.00	0.00	0.00	0.00
SUB TOTAL	67.76	9.44	9.33	9.07	8.62	7.82	4.38	6.20	11.05	1.28	0.56
OUTSIDE OLDHAM											
Manchester											
Local Shops	3.70	0.12	0.13	1.59	0.95	0.10	0.20	0.16	0.00	0.23	0.23
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Eastlands	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Sub-total	3.82	0.12	0.13	1.59	0.95	0.10	0.20	0.16	0.00	0.35	0.23
Rochdale											
Local Shops	7.33	0.86	1.35	0.00	0.00	0.00	0.06	0.16	0.00	4.89	0.00
Middletown	5.47	0.00	0.24	2.55	0.12	0.00	0.00	0.00	0.00	2.56	0.00
Central Retail Park	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Kingsway Retail Park	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Cutgate Shopping Precinct	0.13	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Kingsway	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Sub-total	13.27	0.86	1.72	2.55	0.12	0.00	0.06	0.16	0.00	7.80	0.00
Tameside											
Local Shops	6.87	0.12	0.00	0.00	0.35	0.28	0.73	0.00	0.53	0.00	4.85
Crown Point North, Denton	0.35	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.23
Snipe Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cavendish Street	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Sub-total	7.33	0.12	0.00	0.00	0.47	0.28	0.73	0.00	0.53	0.00	5.19
Other											
Bury Town Centre	0.47	0.12	0.00	0.16	0.12	0.00	0.00	0.08	0.00	0.00	0.00
Halifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.18	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.12	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds	0.29	0.00	0.00	0.00	0.12	0.10	0.00	0.08	0.00	0.00	0.00
Droylsden (located in Tameside)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Greenfield (located in Zone 6)	0.27	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00
Stalybridge (located in Tameside)	1.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.35
Delph (located in Zone 6)	0.33	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00
Dukinfield (located in Tameside)	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45
Hyde (located in Tameside)	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Milnrow (located in Rochdale)	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00
New Moston (located in Manchester)	0.32	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Thriot Way, Stockport	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00
Tesco, Trinity Street, Stalybridge (located in Tameside)	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Sub-total	7.94	0.25	0.13	0.79	0.23	0.19	0.73	0.39	0.13	0.92	4.18
SUB TOTAL	32.36	1.35	1.97	4.93	1.76	0.58	1.72	0.72	0.66	9.06	9.60
Internet / mail order / catalogue	2.46	0.37	0.24	0.32	0.23	0.48	0.27	0.08	0.13	0.12	0.23
Don't know / can't remember											
Don't buy these items											
TOTAL	102.57	11.16	11.55	14.32	10.62	8.88	6.37	7.00	11.84	10.46	10.39

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Falsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'
 d. Applies market share to expenditure (Table 6) for relevant zone

TABLE 17: SHOPPING PATTERNS (ELECTRIAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)	ZONE 8 ELECTRICAL (%)	ZONE 9 ELECTRICAL (%)	ZONE 10 ELECTRICAL (%)
OLDHAM											
Oldham											
Local Shops	24.50	42.30	16.90	20.50	20.00	28.90	37.50	37.10	41.30	10.10	7.40
Alexandra Retail Park	0.40	0.00	0.00	0.00	1.30	0.00	1.30	0.00	1.30	0.00	0.00
Elk Mill Retail Park	21.30	23.10	36.40	21.90	15.00	36.80	17.50	37.10	18.80	16.50	1.20
Broadway Retail Park	0.20	0.00	0.00	0.00	0.00	1.30	0.00	1.40	0.00	0.00	0.00
Manchester Road	0.10	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	46.50	65.40	54.60	42.40	36.30	67.00	56.30	75.60	61.40	26.60	8.60
Chadderton											
Local Shops	7.30	1.30	7.80	26.00	7.50	2.60	2.50	5.70	8.80	3.80	1.20
Asda, Milne Street	0.30	0.00	0.00	0.00	0.00	0.00	0.00	1.40	1.30	0.00	0.00
Sub-Total	7.60	1.30	7.80	26.00	7.50	2.60	2.50	7.10	10.10	3.80	1.20
Fallsworth											
Local Shops	0.80	0.00	0.00	0.00	6.30	0.00	0.00	0.00	1.30	0.00	0.00
Tesco Extra, Fallsworth Precinct	0.30	0.00	0.00	0.00	2.50	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.10	0.00	0.00	0.00	8.80	0.00	0.00	0.00	1.30	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lees											
Local Shops	0.30	1.30	0.00	0.00	0.00	2.60	0.00	0.00	0.00	0.00	0.00
Royton											
Local Shops	2.50	3.80	14.30	0.00	0.00	1.30	0.00	1.40	3.80	0.00	0.00
Shaw											
Local Shops	0.50	2.60	0.00	0.00	0.00	0.00	1.30	0.00	0.00	1.30	0.00
Uppermill											
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	0.00	0.00
SUB TOTAL	58.60	74.40	76.70	68.40	52.60	73.50	61.40	84.10	76.60	31.70	9.80
OUTSIDE OLDHAM											
Manchester											
Local Shops	4.60	2.60	1.30	6.80	16.30	5.30	6.30	1.40	1.30	2.50	2.50
Harpurhey (North City Shopping Centre)	0.30	0.00	0.00	0.00	2.50	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.70	0.00	0.00	4.10	1.30	1.30	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.20	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Eastlands											
Sub-total	5.80	2.60	1.30	12.30	20.10	6.60	6.30	1.40	1.30	2.50	2.50
Rochdale											
Local Shops	7.20	6.40	7.80	2.70	2.50	0.00	2.50	2.90	1.30	31.60	0.00
Middleton	1.30	0.00	0.00	1.40	0.00	1.30	1.30	0.00	0.00	6.30	0.00
Central Retail Park	0.50	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	2.50	0.00
Kingsway Retail Park	2.60	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00	16.50	0.00
Sub-total	11.60	6.40	9.10	5.50	2.50	1.30	3.80	2.90	1.30	56.90	0.00
Tameside											
Local Shops	6.60	0.00	0.00	1.40	8.80	1.30	8.80	0.00	3.80	0.00	42.00
Crown Point North, Denton	0.30	0.00	0.00	0.00	0.00	1.30	0.00	0.00	1.30	0.00	0.00
Snipe Retail Park	2.50	0.00	0.00	0.00	2.50	0.00	0.00	0.00	0.00	0.00	21.00
Sub-total	9.40	0.00	0.00	1.40	11.30	2.60	8.80	0.00	5.10	0.00	63.00
Other											
Bury Town Centre	2.60	1.30	3.90	1.40	0.00	6.60	3.80	2.90	5.00	1.30	2.50
Halifax	0.60	1.30	0.00	1.40	0.00	0.00	0.00	0.00	1.30	1.30	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.00	0.00	0.00	0.00	2.50	1.30	0.00	0.00	0.00	0.00	0.00
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport	0.50	0.00	0.00	1.40	0.00	1.30	0.00	0.00	0.00	0.00	2.50
Droylsden (Located in Tameside)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge (located in Tameside)	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.70
New Moston (Located in Manchester)	0.20	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	4.80	2.60	3.90	5.60	2.50	9.20	5.10	2.90	6.30	2.60	8.70
SUB TOTAL	31.60	11.60	14.30	24.80	36.40	19.70	24.00	7.20	14.00	62.00	74.20
Internet / mail order / catalogue	10.10	14.10	9.10	6.80	11.30	6.60	15.00	8.60	10.00	6.30	16.10
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	101	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'

WYG PLANNING & DESIGN
 OLDHAM RETAIL & LEISURE STUDY

TABLE 18: TURNOVER (ELECTRIAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)	ZONE 7 ELECTRICAL (£m)	ZONE 8 ELECTRICAL (£m)	ZONE 9 ELECTRICAL (£m)	ZONE 10 ELECTRICAL (£m)
OLDHAM											
Oldham											
Local Shops	26.58	4.82	1.98	2.98	2.18	2.59	2.38	2.70	5.09	1.08	0.78
Alexandra Retail Park	0.38	0.00	0.00	0.00	0.14	0.00	0.08	0.00	0.16	0.00	0.00
Elk Mill Retail Park	23.03	2.63	4.26	3.19	1.63	3.30	1.11	2.70	2.32	1.77	0.13
Broadway Retail Park	0.22	0.00	0.00	0.00	0.00	0.12	0.00	0.10	0.00	0.00	0.00
Manchester Road	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	50.37	7.45	6.38	6.17	3.95	6.01	3.57	5.51	7.57	2.85	0.91
Chadderton											
Local Shops	8.09	0.15	0.91	3.78	0.82	0.23	0.16	0.42	1.08	0.41	0.13
Asda, Milne Street	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.16	0.00	0.00
Sub-Total	8.35	0.15	0.91	3.78	0.82	0.23	0.16	0.52	1.24	0.41	0.13
Fallsforth											
Local Shops	0.85	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.16	0.00	0.00
Tesco Extra, Fallsforth Precinct	0.27	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	1.12	0.00	0.00	0.00	0.96	0.00	0.00	0.00	0.16	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lees											
Local Shops	0.38	0.15	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00
Royton											
Local Shops	2.79	0.43	1.67	0.00	0.00	0.12	0.00	0.10	0.47	0.00	0.00
Shaw											
Local Shops	0.52	0.30	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.14	0.00
Uppermill											
Local Shops	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00
SUB TOTAL	63.61	8.48	8.97	9.95	5.72	6.59	3.90	6.13	9.44	3.40	1.04
OUTSIDE OLDHAM											
Manchester											
Local Shops	4.88	0.30	0.15	0.99	1.77	0.48	0.40	0.10	0.16	0.27	0.26
Harpurhey (North City Shopping Centre)	0.27	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.85	0.00	0.00	0.60	0.14	0.12	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.20	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	6.21	0.30	0.15	1.79	2.19	0.59	0.40	0.10	0.16	0.27	0.26
Rochdale											
Local Shops	6.22	0.73	0.91	0.39	0.27	0.00	0.16	0.21	0.16	3.39	0.00
Middleton	1.08	0.00	0.00	0.20	0.00	0.12	0.08	0.00	0.00	0.68	0.00
Central Retail Park	0.42	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00
Kingsway Retail Park	1.97	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	1.77	0.00
Sub-total	9.69	0.73	1.06	0.80	0.27	0.12	0.24	0.21	0.16	6.10	0.00
Tameside											
Local Shops	6.75	0.00	0.00	0.20	0.96	0.12	0.56	0.00	0.47	0.00	4.44
Crown Point North, Denton	0.28	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.16	0.00	0.00
Snipe Retail Park	2.49	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	2.22
Sub-total	9.52	0.00	0.00	0.20	1.23	0.23	0.56	0.00	0.63	0.00	6.67
Local Shops, Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
In-store in a supermarket	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Other	2.87	0.15	0.46	0.20	0.00	0.59	0.24	0.21	0.62	0.14	0.26
Bury Town Centre	0.65	0.15	0.00	0.20	0.00	0.00	0.00	0.00	0.16	0.14	0.00
Hallifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.39	0.00	0.00	0.00	0.27	0.12	0.00	0.00	0.00	0.00	0.00
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stockport	0.58	0.00	0.00	0.20	0.00	0.12	0.00	0.00	0.00	0.00	0.26
Droylsden (Located in Tameside)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge (located in Tameside)	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
New Moston (Located in Manchester)	0.20	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	5.17	0.30	0.46	0.81	0.27	0.82	0.32	0.21	0.78	0.28	0.92
SUB TOTAL	30.60	1.32	1.67	3.61	3.96	1.77	1.52	0.52	1.73	6.64	7.85
Internet / mail order / catalogue	10.67	1.61	1.06	0.99	1.23	0.59	0.95	0.63	1.23	0.68	1.70
Don't know / can't remember											
Don't buy these items											
TOTAL	104.88	11.41	11.70	14.55	10.91	8.95	6.37	7.28	12.40	10.71	10.59

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsforth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'
 d. Applies market share to expenditure (Table 6) for relevant zone

TABLE 19: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)	ZONE 8 FURNITURE (%)	ZONE 9 FURNITURE (%)	ZONE 10 FURNITURE (%)
OLDHAM											
Oldham											
Local Shops	29.80	41.70	31.90	17.50	26.00	37.50	45.00	47.10	50.00	7.10	12.50
Alexandra Retail Park	0.20	0.00	0.00	0.00	0.00	0.00	1.70	0.00	0.00	0.00	1.80
Elk Mill Retail Park	8.60	11.10	9.70	14.00	5.50	9.40	6.70	7.80	9.70	8.90	0.00
B&Q, Westhulme Way	2.50	2.80	4.20	3.50	0.00	6.30	1.70	2.00	3.20	1.80	0.00
Wickes, Ellen Street	0.30	2.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Housing Units Ltd	0.20	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Broadway Industrial, Royton Broadway Retail Park	0.20	0.00	1.40	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00
Westwood	0.20	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickentree Lane	0.10	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00
Sub-total	42.10	58.40	47.20	38.60	31.50	54.80	55.10	56.90	64.50	17.80	14.30
Chadderton											
Local Shops	4.30	0.00	2.80	14.00	4.10	1.60	0.00	3.90	8.10	3.60	0.00
Fallsworth											
Local Shops	5.30	0.00	2.80	7.00	28.80	0.00	1.70	2.00	3.20	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.20	0.00	0.00	0.00	0.00	0.00	1.70	2.00	0.00	0.00	0.00
Lees											
Local Shops	1.10	1.40	1.40	0.00	0.00	9.40	1.70	0.00	0.00	0.00	0.00
Royton											
Local Shops	3.40	2.80	19.40	1.80	1.40	1.60	0.00	2.00	1.60	0.00	0.00
Shaw											
Local Shops	2.50	11.10	5.60	0.00	4.10	0.00	0.00	2.00	0.00	0.00	0.00
Uppermill											
Local Shops	0.20	0.00	0.00	0.00	0.00	0.00	3.30	0.00	0.00	0.00	0.00
SUB TOTAL	59.10	73.70	79.20	61.40	69.90	67.40	63.50	68.80	77.40	21.40	14.30
OUTSIDE OLDHAM											
Manchester											
Local Shops	7.30	5.60	4.20	12.30	13.70	4.70	6.70	2.00	6.50	3.60	10.70
Harpurhey (North City Shopping Centre)	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.20	0.00	0.00	0.00	1.40	0.00	1.70	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.20	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	7.70	5.60	4.20	14.10	15.10	4.70	8.40	2.00	6.50	3.60	10.70
Rochdale											
Local Shops	7.40	8.30	11.10	5.30	1.40	1.60	0.00	7.80	0.00	28.60	0.00
Middleton	2.20	0.00	0.00	7.00	0.00	0.00	0.00	0.00	0.00	10.70	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.40	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	1.80	0.00
B&Q, Sandbrook Park	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.40	0.00
Sub-total	10.70	8.30	11.10	12.30	1.40	3.20	0.00	7.80	0.00	46.50	0.00
Tameside											
Local Shops	6.00	0.00	0.00	3.50	4.10	7.80	10.00	5.90	4.80	0.00	33.90
B&Q, Snipe Retail Park	0.40	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	3.60
Crown Point North, Denton	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hyde	0.10	0.00	0.00	0.00	0.00	0.00	1.70	0.00	0.00	0.00	0.00
Stalybridge	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.10
Snipe Retail Park	1.80	0.00	0.00	0.00	1.40	1.60	0.00	0.00	0.00	0.00	16.10
IKEA, Wellington Road	2.00	0.00	0.00	3.50	1.40	3.10	1.70	0.00	1.60	3.60	5.40
Sub-total	11.20	0.00	0.00	7.00	6.90	14.10	13.40	5.90	6.40	3.60	67.90
Other											
Bury Town Centre	0.20	1.40	2.80	1.80	0.00	3.10	3.30	2.00	0.00	8.90	3.60
Halfax	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.10	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00
Leeds	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.80	0.00
Stockport	0.60	1.40	0.00	0.00	1.40	0.00	0.00	2.00	0.00	0.00	1.80
Diggle (Located in Oldham)	0.20	0.00	0.00	0.00	0.00	0.00	5.00	0.00	0.00	0.00	0.00
Dobcross (Located in Oldham)	0.10	0.00	0.00	0.00	0.00	0.00	1.70	0.00	0.00	0.00	0.00
Glodwick (Located in Oldham)	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00
Milnrow (Located in Rochdale)	1.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.90	0.00
Pilkington	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00
Prestwich	0.20	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Saddleworth (Located in Zone 6)	0.20	0.00	0.00	0.00	0.00	0.00	3.30	0.00	0.00	0.00	0.00
Springhead (Located in Oldham)	0.10	0.00	0.00	0.00	0.00	1.60	0.00	0.00	0.00	0.00	0.00
Sub-total	6.40	4.20	2.80	3.60	1.40	6.30	13.30	4.00	4.80	19.60	5.40
SUB TOTAL	36.00	18.10	18.10	37.00	24.80	28.30	35.10	19.70	17.70	73.30	84.00
Internet / mail order / catalogue	4.80	8.30	2.80	1.80	5.50	4.70	1.70	11.80	4.80	5.4	1.8
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'

TABLE 20: TURNOVER (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)	ZONE 7 FURNITURE (£m)	ZONE 8 FURNITURE (£m)	ZONE 9 FURNITURE (£m)	ZONE 10 FURNITURE (£m)
OLDHAM											
Oldham											
Oldham											
Local Shops	28.66	4.28	3.41	2.33	2.54	3.09	2.73	3.01	5.39	0.69	1.19
Alexandra Retail Park	0.27	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.17
Elk Mill Retail Park	8.16	1.14	1.04	1.86	0.54	0.78	0.41	0.50	1.05	0.86	0.00
B&Q, Westhulme Way	2.47	0.29	0.45	0.47	0.00	0.52	0.10	0.13	0.35	0.17	0.00
Wickes, Eten Street	0.29	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Housing Units Ltd	0.24	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Broadway Industrial, Royton Broadway Retail Park	0.32	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00
Westwood	0.24	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickentree Lane	0.13	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00
Sub-Total	40.79	5.99	5.04	5.14	3.08	4.52	3.34	3.64	6.96	1.72	1.36
Chadderton											
Local Shops	4.17	0.00	0.30	1.86	0.40	0.13	0.00	0.25	0.87	0.35	0.00
Falshaw											
Local Shops	4.62	0.00	0.30	0.93	2.81	0.00	0.10	0.13	0.35	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.23	0.00	0.00	0.00	0.00	0.00	0.10	0.13	0.00	0.00	0.00
Lees											
Local Shops	1.17	0.14	0.15	0.00	0.00	0.78	0.10	0.00	0.00	0.00	0.00
Royton											
Local Shops	3.17	0.29	2.07	0.24	0.14	0.13	0.00	0.13	0.17	0.00	0.00
Shaw											
Local Shops	2.27	1.14	0.60	0.00	0.40	0.00	0.00	0.13	0.00	0.00	0.00
Uppermill											
Local Shops	0.20	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00
SUB TOTAL	56.62	7.56	8.46	8.18	6.83	5.56	3.85	4.40	8.35	2.07	1.36
OUTSIDE OLDHAM											
Manchester											
Local Shops	6.99	0.57	0.45	1.64	1.34	0.39	0.41	0.13	0.70	0.35	1.02
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.24	0.00	0.00	0.00	0.14	0.00	0.10	0.00	0.00	0.00	0.00
Arcoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.24	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-total	7.47	0.57	0.45	1.88	1.48	0.39	0.51	0.13	0.70	0.35	1.02
Rochdale											
Local Shops	6.28	0.85	1.19	0.71	0.14	0.13	0.00	0.50	0.00	2.76	0.00
Middleton	1.97	0.00	0.00	0.93	0.00	0.00	0.00	0.00	0.00	1.03	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.31	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.17	0.00
B&Q, Sandbrook Park	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.00
Sub-total	9.07	0.85	1.19	1.64	0.14	0.26	0.00	0.50	0.00	4.50	0.00
Tameside											
Local Shops	6.24	0.00	0.00	0.47	0.40	0.64	0.61	0.38	0.52	0.00	3.23
B&Q, Snipe Retail Park	0.48	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.34
Crown Point North, Denton	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hyde	0.10	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00
Stalybridge	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68
Snipe Retail Park	1.80	0.00	0.00	0.00	0.14	0.13	0.00	0.00	0.00	0.00	1.53
IKEA, Wellington Road	2.00	0.00	0.00	0.47	0.14	0.26	0.10	0.00	0.17	0.35	0.51
Sub-total	11.47	0.00	0.00	0.93	0.67	1.16	0.81	0.38	0.69	0.35	6.47
Other											
Bury Town Centre	2.47	0.14	0.30	0.24	0.00	0.26	0.20	0.13	0.00	0.86	0.34
Halfax	0.14	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.13	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00
Leeds	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00
Leeds	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00
Stockport	0.58	0.14	0.00	0.00	0.14	0.00	0.00	0.13	0.00	0.00	0.17
Diggle (Located in Oldham)	0.30	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00
Dobcross (Located in Oldham)	0.10	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00
Glosswick (Located in Oldham)	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00
Milnrow (Located in Rochdale)	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.00
Pilkington	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00
Prestwich	0.24	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Saddleworth (Located in Zone 6)	0.20	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00
Springhead (Located in Oldham)	0.13	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00
Sub-total	5.85	0.43	0.30	0.48	0.14	0.52	0.81	0.26	0.52	1.89	0.51
SUB TOTAL	33.86	1.86	1.93	4.93	2.42	2.33	2.13	1.26	1.91	7.09	8.01
Internet / mail order / catalogue	4.38	0.85	0.30	0.24	0.54	0.39	0.10	0.75	0.52	0.52	0.17
Don't know / can't remember											
Don't buy these items											
TOTAL	94.66	10.27	10.69	13.34	9.79	8.28	6.08	6.41	10.77	9.68	9.54

Notes:
 a. Post code sectors
 1 - FY1 1, FY1 2 and FY1 3
 2 - FY1 4, FY1 5 and FY1 6
 3 - FY2 0 and FY2 9
 4 - FY3 0, FY3 7, FY3 8 and FY3 9
 5 - FY4 1, FY4 2 and FY4 3
 6 - FY4 4 and FY4 5
 7 - FY5 1, FY5 2 and FY5 3
 8 - FY5 4 and FY5 5
 9 - FY6 7 and FY6 8
 10 - FY6 0, FY6 9 and PR3 6
 11 - FY7 6, FY7 7 and FY7 8
 12 - FY8 1, FY8 2 and FY8 3
 13 - FY8 4 and FY8 5
 14 - PR3 0, PR3 1 and PR3 5
 15 - PR4 0, PR4 1, PR4 2 and PR4 3
 16 - PR3 2 and PR3 3
 17 - LA1 4 and LA2 0
 18 - LA2 9
 b. Per Capita expenditure from MapInfo AnySite software (2005 data)
 c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
 d. Population from MapInfo AnySite software (Usual Resident Population at 2005)
 e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

TABLE 21: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (%)	ZONE 1 DIY GOODS (%)	ZONE 2 DIY GOODS (%)	ZONE 3 DIY GOODS (%)	ZONE 4 DIY GOODS (%)	ZONE 5 DIY GOODS (%)	ZONE 6 DIY GOODS (%)	ZONE 7 DIY GOODS (%)	ZONE 8 DIY GOODS (%)	ZONE 9 DIY GOODS (%)	ZONE 10 DIY GOODS (%)
OLDHAM											
Oldham											
Local Shops	13.20	26.00	19.70	2.90	16.70	6.10	14.30	15.70	25.40	5.30	1.40
Alexandra Retail Park	0.10	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	1.80	0.00	2.60	7.40	1.40	0.00	0.00	1.40	1.40	1.30	0.00
B&Q Westhulme Way	41.10	50.70	60.50	45.60	30.60	86.40	51.40	62.90	43.70	14.70	1.40
Wickes, Ellen Street	1.20	3.90	0.00	0.00	1.40	3.00	2.90	0.00	1.40	0.00	1.40
Housing Units Ltd	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00
Ripponden Road	0.20	0.00	0.00	0.00	0.00	0.00	0.00	2.90	0.00	0.00	0.00
Sub-Total	57.80	81.90	82.80	55.90	50.10	95.50	68.60	82.90	73.30	21.30	4.20
Chadderton											
Local Shops	6.90	2.60	9.20	20.60	1.40	0.00	2.90	4.30	18.30	2.70	0.00
Fallsworth											
Local Shops	1.00	0.00	0.00	1.50	8.30	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.10	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00	0.00	0.00
Lees											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Royton											
Local Shops	0.70	2.60	2.60	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00
Royton Retail Park	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.00
Sub-Total	0.90	2.60	2.60	0.00	1.40	0.00	0.00	0.00	0.00	1.30	0.00
Shaw											
Local Shops	0.50	5.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Uppermill											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUB TOTAL	67.20	92.30	94.60	78.00	61.20	95.50	71.50	88.60	91.60	25.30	4.20
OUTSIDE OLDHAM											
Manchester											
Local Shops	0.90	0.00	0.00	1.50	6.90	0.00	0.00	0.00	0.00	0.00	0.00
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.40	0.00	0.00	0.00	4.20	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.50	0.00	0.00	2.90	1.40	0.00	0.00	0.00	0.00	0.00	0.00
B&Q Manchester Fort Shopping Park	0.20	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.60	0.00	0.00	2.90	0.00	0.00	0.00	0.00	0.00	1.30	0.00
Sub-total	2.60	0.00	0.00	8.80	12.50	0.00	0.00	0.00	0.00	1.30	0.00
Rochdale											
Local Shops	2.10	1.30	3.90	1.50	0.00	0.00	0.00	1.40	0.00	8.00	0.00
Middleton	2.10	0.00	0.00	5.90	0.00	0.00	0.00	0.00	0.00	9.30	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.70	0.00
B&Q Sandbrook Park	9.10	3.90	1.30	2.90	0.00	0.00	0.00	4.30	0.00	52.00	0.00
Sub-total	13.70	5.20	5.20	10.30	0.00	0.00	0.00	5.70	0.00	72.00	0.00
Tameside											
Local Shops	5.50	2.60	0.00	0.00	8.30	4.50	1.40	1.40	1.40	0.00	36.10
Crown Point North, Denton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Droytsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40
Hyde	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.20
B&Q Snipe Retail Park	7.50	0.00	0.00	0.00	18.10	0.00	17.10	1.40	2.80	0.00	43.10
Snipe Retail Park	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00	2.80
Sub-total	14.00	2.60	0.00	0.00	26.40	4.50	18.50	2.80	5.60	0.00	87.60
Other											
Bury Town Centre	0.40	0.00	0.00	2.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hallifax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Saddleworth (Located in Zone 6)	0.20	0.00	0.00	0.00	0.00	0.00	4.30	0.00	0.00	0.00	0.00
Greenfield (Located in Zone 6)	0.20	0.00	0.00	0.00	0.00	0.00	4.30	0.00	0.00	0.00	0.00
Millbrook	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40
Sub-total	1.60	0.00	0.00	2.90	0.00	0.00	8.60	2.90	1.40	0.00	4.20
SUB TOTAL	31.90	7.80	5.20	22.00	38.90	4.50	27.10	11.40	7.00	73.30	91.80
Internet / mail order / catalogue	0.90	0.00	0.00	0.00	0.00	0.00	1.40	0.00	1.40	1.30	4.20
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Fallsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'

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TABLE 22: TURNOVER (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (£m)	ZONE 1 DIY GOODS (£m)	ZONE 2 DIY GOODS (£m)	ZONE 3 DIY GOODS (£m)	ZONE 4 DIY GOODS (£m)	ZONE 5 DIY GOODS (£m)	ZONE 6 DIY GOODS (£m)	ZONE 7 DIY GOODS (£m)	ZONE 8 DIY GOODS (£m)	ZONE 9 DIY GOODS (£m)	ZONE 10 DIY GOODS (£m)
OLDHAM											
Oldham											
Local Shops	7.12	1.49	1.16	0.21	0.93	0.27	0.43	0.59	1.66	0.29	0.08
Alexandra Retail Park	0.07	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Elk Mill Retail Park	0.99	0.00	0.15	0.54	0.08	0.00	0.00	0.05	0.09	0.07	0.00
B&Q, Westhulme Way	23.02	2.91	3.57	3.33	1.70	3.85	1.56	2.37	2.86	0.79	0.08
Wickes, Ellen Street	0.69	0.22	0.00	0.00	0.08	0.13	0.09	0.00	0.09	0.00	0.08
Housing Units Ltd	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00
Ripponden Road	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00
Sub-Total	32.08	4.70	4.88	4.08	2.79	4.26	2.09	3.12	4.80	1.15	0.23
Chadderton											
Local Shops	3.87	0.15	0.54	1.50	0.08	0.00	0.09	0.16	1.20	0.15	0.00
Fallowforth											
Local Shops	0.57	0.00	0.00	0.11	0.46	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield Road 'Hill Stores'											
Local Shops	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00
Lees											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Royton											
Local Shops	0.38	0.15	0.15	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Royton Retail Park	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Sub-Total	0.45	0.15	0.15	0.00	0.08	0.00	0.00	0.00	0.00	0.07	0.00
Shaw											
Local Shops	0.30	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Uppermill											
Local Shops	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUB TOTAL	37.32	5.29	5.58	5.69	3.40	4.26	2.17	3.33	6.00	1.37	0.23
OUTSIDE OLDHAM											
Manchester											
Local Shops	0.49	0.00	0.00	0.11	0.38	0.00	0.00	0.00	0.00	0.00	0.00
Harpurhey (North City Shopping Centre)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newton Heath	0.23	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00
Ancoats Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheetham Hill Shopping Centre	0.29	0.00	0.00	0.21	0.08	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Manchester Fort Shopping Park	0.11	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Fort Shopping Park	0.28	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.07	0.00
Sub-total	1.41	0.00	0.00	0.64	0.70	0.00	0.00	0.00	0.00	0.07	0.00
Rochdale											
Local Shops	0.90	0.07	0.23	0.11	0.00	0.00	0.00	0.05	0.00	0.43	0.00
Middleton	0.93	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.50	0.00
Central Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingsway Retail Park	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00
B&Q, Sandbrook Park	3.49	0.22	0.08	0.21	0.00	0.00	0.00	0.16	0.00	2.81	0.00
Sub-total	5.46	0.30	0.31	0.75	0.00	0.00	0.00	0.21	0.00	3.89	0.00
Tameside											
Local Shops	2.93	0.15	0.00	0.00	0.46	0.20	0.04	0.05	0.09	0.00	1.93
Crown Point North, Denton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Droylsden	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stalybridge	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Hyde	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
B&Q, Snipe Retail Park	4.07	0.00	0.00	0.00	1.01	0.00	0.52	0.05	0.18	0.00	2.31
Snipe Retail Park	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.15
Sub-total	7.55	0.15	0.00	0.00	1.47	0.20	0.56	0.11	0.37	0.00	4.69
Other											
Bury Town Centre	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.09	0.00	0.15
Halfax	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huddersfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Trafford Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Saddleworth (Located in Zone 6)	0.13	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00
Greenfield (Located in Zone 6)	0.13	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00
Millbrook	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Sub-total	0.69	0.00	0.00	0.00	0.00	0.00	0.26	0.11	0.09	0.00	0.23
SUB TOTAL	15.11	0.45	0.31	1.39	2.16	0.20	0.82	0.43	0.46	3.96	4.92
Internet / mail order / catalogue	0.43	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.09	0.07	0.23
Don't know / can't remember											
Don't buy these items											
TOTAL	52.86	5.74	5.89	7.09	5.57	4.46	3.04	3.76	6.55	5.40	5.37

Notes:
 a. Post code sectors
 1 - FY1 1, FY1 2 and FY1 3
 2 - FY1 4, FY1 5 and FY1 6
 3 - FY2 0 and FY2 9
 4 - FY3 0, FY3 7, FY3 8 and FY3 9
 5 - FY4 1, FY4 2 and FY4 3
 6 - FY4 4 and FY4 5
 7 - FY5 1, FY5 2 and FY5 3
 8 - FY5 4 and FY5 5
 9 - FY6 7 and FY6 8
 10 - FY6 0, FY6 9 and PR3 6
 11 - FY7 6, FY7 7 and FY7 8
 12 - FY8 1, FY8 2 and FY8 3
 13 - FY8 4 and FY8 5
 14 - PR3 0, PR3 1 and PR3 5
 15 - PR4 0, PR4 1, PR4 2 and PR4 3
 16 - PR3 2 and PR3 3
 17 - LA1 4 and LA2 0
 18 - LA2 9
 b. Per Capita expenditure from MapInfo AnySite software (2005 data)
 c. Projected forward using actual growth recorded between 2005 and 2006 (1.0%) and OEF forecasts from MapInfo Information Brief 07/02 (September 2007) at 1.2% per annum
 d. Population from MapInfo AnySite software (Usually Resident Population at 2005)
 e. Population projected forward at ONS 2005-based mid-year estimates identified by MapInfo up to 2017. Population projections for 2018 onwards based on average population change (interpolated) between 2010 and 2017 identified by MapInfo

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

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 OLDHAM RETAIL & LEISURE STUDY

TABLE 23: SHOPPING PATTERNS (PLANTS, SHRUBS, GARDEN FURNITURE GOODS)

DESTINATION	TOTAL GARDEN GOODS (%)	ZONE 1 GARDEN GOODS (%)	ZONE 2 GARDEN GOODS (%)	ZONE 3 GARDEN GOODS (%)	ZONE 4 GARDEN GOODS (%)	ZONE 5 GARDEN GOODS (%)	ZONE 6 GARDEN GOODS (%)	ZONE 7 GARDEN GOODS (%)	ZONE 8 GARDEN GOODS (%)	ZONE 9 GARDEN GOODS (%)	ZONE 10 GARDEN GOODS (%)
OLDHAM											
Oldham											
Booths Garden Centre, Oldham	6.10	28.60	12.30	1.40	3.80	2.20	2.80	9.10	3.10	0.00	2.00
Newbank Garden Centre, Dobcross	12.10	4.80	7.00	5.80	1.90	31.10	63.90	9.10	0.00	0.00	15.70
Newbank Garden Centre, Royton	17.40	28.60	31.60	14.50	7.70	33.30	8.30	40.90	28.10	4.10	2.00
B&Q, Westhulme Way	1.30	0.00	1.80	1.40	0.00	2.20	2.80	4.50	0.00	1.40	0.00
Dobcross Garden Centre	0.40	0.00	0.00	0.00	0.00	0.00	2.80	0.00	0.00	0.00	2.00
John Riggs, Royton	0.20	0.00	0.00	0.00	0.00	0.00	0.00	4.50	0.00	0.00	0.00
Local Garden Centre, Delph	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00
New Bank, Saddleworth	0.20	0.00	0.00	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00
Daisy Nook Garden Centre, Failsworth	17.20	0.00	1.80	8.70	71.20	6.70	0.00	4.50	40.60	1.40	37.30
Saddleworth Garden Centre	0.20	0.00	0.00	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00
Turf Lane Garden Centre, Royton	2.10	7.10	5.30	0.00	0.00	2.20	0.00	4.50	6.30	0.00	0.00
Clough Bottom	0.60	0.00	0.00	0.00	0.00	2.20	8.30	0.00	0.00	0.00	0.00
Green Bank, Uppermill	0.20	0.00	0.00	0.00	0.00	0.00	0.00	4.50	0.00	0.00	0.00
SUB TOTAL	58.20	69.10	59.80	31.80	84.60	84.30	88.90	81.60	78.10	6.90	61.00
OUTSIDE OLDHAM											
Rochdale											
All in One Garden Centre, Middleton	11.10	0.00	15.80	33.30	1.90	0.00	5.60	0.00	6.30	21.60	0.00
Gordon Rigg, Rochdale	22.20	28.60	21.10	26.10	7.70	8.90	0.00	9.10	12.50	67.60	0.00
Range Garden Centre, Rochdale	0.60	2.40	1.80	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Steak Hill Garden Centre, Rochdale	0.80	0.00	0.00	4.30	0.00	0.00	0.00	0.00	0.00	1.40	0.00
The Range, Kingsway Retail Park, Rochdale	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.00
Sub-total	34.90	31.00	38.70	65.10	9.60	8.90	5.60	9.10	18.80	92.00	0.00
Tameside											
Ashton Park Garden Centre, Ashton-under-Lyme	2.50	0.00	0.00	0.00	1.90	2.20	2.80	4.50	0.00	0.00	17.60
Woodend Garden Centre, Mossley	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.80
Ashton Moss Garden Centre, Ashton-under-Lyme	0.40	0.00	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	2.00
Barbers Garden Centre, Dukinfield	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00
Littlemoss Garden Centre, Ashton-under-Lyme	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00
Mockridge Garden Centre, Ashton-under-Lyme	0.40	0.00	0.00	0.00	1.90	0.00	0.00	0.00	0.00	0.00	2.00
Sub-total	5.00	0.00	0.00	1.40	3.80	2.20	2.80	4.50	0.00	0.00	37.40
Other											
Gordon Rigg, Todmorden	1.90	0.00	1.80	1.40	1.90	2.20	2.80	4.50	3.10	1.40	2.00
Holker Hall	0.20	0.00	0.00	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00
Sub-total	2.10	0.00	1.80	1.40	1.90	4.40	2.80	4.50	3.10	1.40	2.00
SUB TOTAL	42.00	31.00	40.50	67.90	15.30	15.50	11.20	18.10	21.90	93.40	39.40
Internet / mail order / catalogue											
Don't know / can't remember											
Don't buy these items											
TOTAL	100	100	100	100	100	100	100	100	100	100	100

Notes:
 a. Post code sectors
 1. Shaw (OL1 4, OL2 7 and OL2 8)
 2. Royton (OL 1 2, OL2 5 and OL2 6)
 3. Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 4. Failsworth (M35 0, M35 9 and OL8 3)
 5. Lees (OL4 3, OL4 4 and OL4 5)
 6. Uppermill (OL3 5, OL4 4 and OL4 5)
 7. Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 8. Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 9. Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 10. Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 b. Market shares derived directly from Oldham Household Survey (August 2008)
 c. Excludes 'don't know/ varies'

WYG PLANNING & DESIGN
 OLDHAM RETAIL & LEISURE STUDY

TABLE 24: TURNOVER (PLANTS, SHRUBS, GARDEN FURNITURE GOODS)

DESTINATION	TOTAL GARDEN GOODS (£m)	ZONE 1 GARDEN GOODS (£m)	ZONE 2 GARDEN GOODS (£m)	ZONE 3 GARDEN GOODS (£m)	ZONE 4 GARDEN GOODS (£m)	ZONE 5 GARDEN GOODS (£m)	ZONE 6 GARDEN GOODS (£m)	ZONE 7 GARDEN GOODS (£m)	ZONE 8 GARDEN GOODS (£m)	ZONE 9 GARDEN GOODS (£m)	ZONE 10 GARDEN GOODS (£m)
OLDHAM											
Oldham											
Booths Garden Centre, Oldham	1.10	0.52	0.23	0.03	0.07	0.03	0.03	0.11	0.06	0.00	0.03
Newbank Garden Centre, Dobcross	1.82	0.09	0.13	0.13	0.03	0.44	0.63	0.11	0.00	0.00	0.26
Newbank Garden Centre, Royton	3.23	0.52	0.58	0.33	0.13	0.47	0.08	0.47	0.54	0.07	0.03
B&Q, Westhulme Way	0.20	0.00	0.03	0.03	0.00	0.03	0.03	0.05	0.00	0.02	0.00
Dobcross Garden Centre	0.06	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.03
John Riggs, Royton	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00
Local Garden Centre, Delph	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
New Bank, Saddleworth	0.03	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00
Daisy Nook Garden Centre, Failsworth	3.03	0.00	0.03	0.20	1.22	0.09	0.00	0.05	0.78	0.02	0.63
Saddleworth Garden Centre	0.03	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00
Turf Lane Garden Centre, Royton	0.43	0.13	0.10	0.00	0.00	0.03	0.00	0.05	0.12	0.00	0.00
Clough Bottom	0.11	0.00	0.00	0.00	0.00	0.03	0.08	0.00	0.00	0.00	0.00
Green Bank, Uppermill	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00
SUB TOTAL	10.17	1.25	1.10	0.73	1.45	1.19	0.88	0.94	1.50	0.12	1.02
OUTSIDE OLDHAM											
Rochdale											
All in One Garden Centre, Middleton	1.63	0.00	0.29	0.77	0.03	0.00	0.06	0.00	0.12	0.37	0.00
Gordon Rigg, Rochdale	3.25	0.52	0.39	0.60	0.13	0.13	0.00	0.11	0.24	1.14	0.00
Range Garden Centre, Rochdale	0.11	0.04	0.03	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Steak Hill Garden Centre, Rochdale	0.12	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.02	0.00
The Range, Kingsway Retail Park, Rochdale	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00
Sub-total	5.13	0.56	0.71	1.50	0.16	0.13	0.06	0.11	0.36	1.55	0.00
Tameside											
Ashton Park Garden Centre, Ashton-under-Lyme	0.44	0.00	0.00	0.00	0.03	0.03	0.03	0.05	0.00	0.00	0.30
Woodend Garden Centre, Mossley	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Ashton Moss Garden Centre, Ashton-under-Lyme	0.07	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Barbers Garden Centre, Dukinfield	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Littlemoss Garden Centre, Ashton-under-Lyme	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Mockridge Garden Centre, Ashton-under-Lyme	0.07	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.03
Sub-total	0.83	0.00	0.00	0.03	0.07	0.03	0.03	0.05	0.00	0.00	0.63
Other											
Gordon Rigg, Todmorden	0.33	0.00	0.03	0.03	0.03	0.03	0.03	0.05	0.06	0.02	0.03
Holker Hall	0.03	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00
Sub-total	0.36	0.00	0.03	0.03	0.03	0.06	0.03	0.05	0.06	0.02	0.03
SUB TOTAL	6.32	0.56	0.74	1.56	0.26	0.22	0.11	0.21	0.42	1.58	0.66
Internet / mail order / catalogue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Don't know / can't remember											
Don't buy these items											
TOTAL	16.50	1.81	1.84	2.29	1.71	1.40	0.99	1.15	1.93	1.70	1.68

- Notes:
- Post code sectors
 - Shaw (OL1 4, OL2 7 and OL2 8)
 - Royton (OL 1 2, OL2 5 and OL2 6)
 - Chadderton (M24 1, OL9 0, OL9 8 and OL9 9)
 - Failsworth (M35 0, M35 9 and OL8 3)
 - Lees (OL4 3, OL4 4 and OL4 5)
 - Uppermill (OL3 5, OL4 4 and OL4 5)
 - Oldham East (OL1 1, OL1 3, OL4 1 and OL4 2)
 - Oldham West (OL8 1, OL8 2, OL8 4, OL9 6 and OL9 7)
 - Rochdale South (OL11 2, OL16 3, OL16 4 and M24 2)
 - Mossley (OL5 0, OL5 9, OL6 9 and SK15 3)
 - Market shares derived directly from Oldham Household Survey (August 2008)
 - Excludes 'don't know/ varies'