

# Oldham in Detail



Oldham's location in the North West

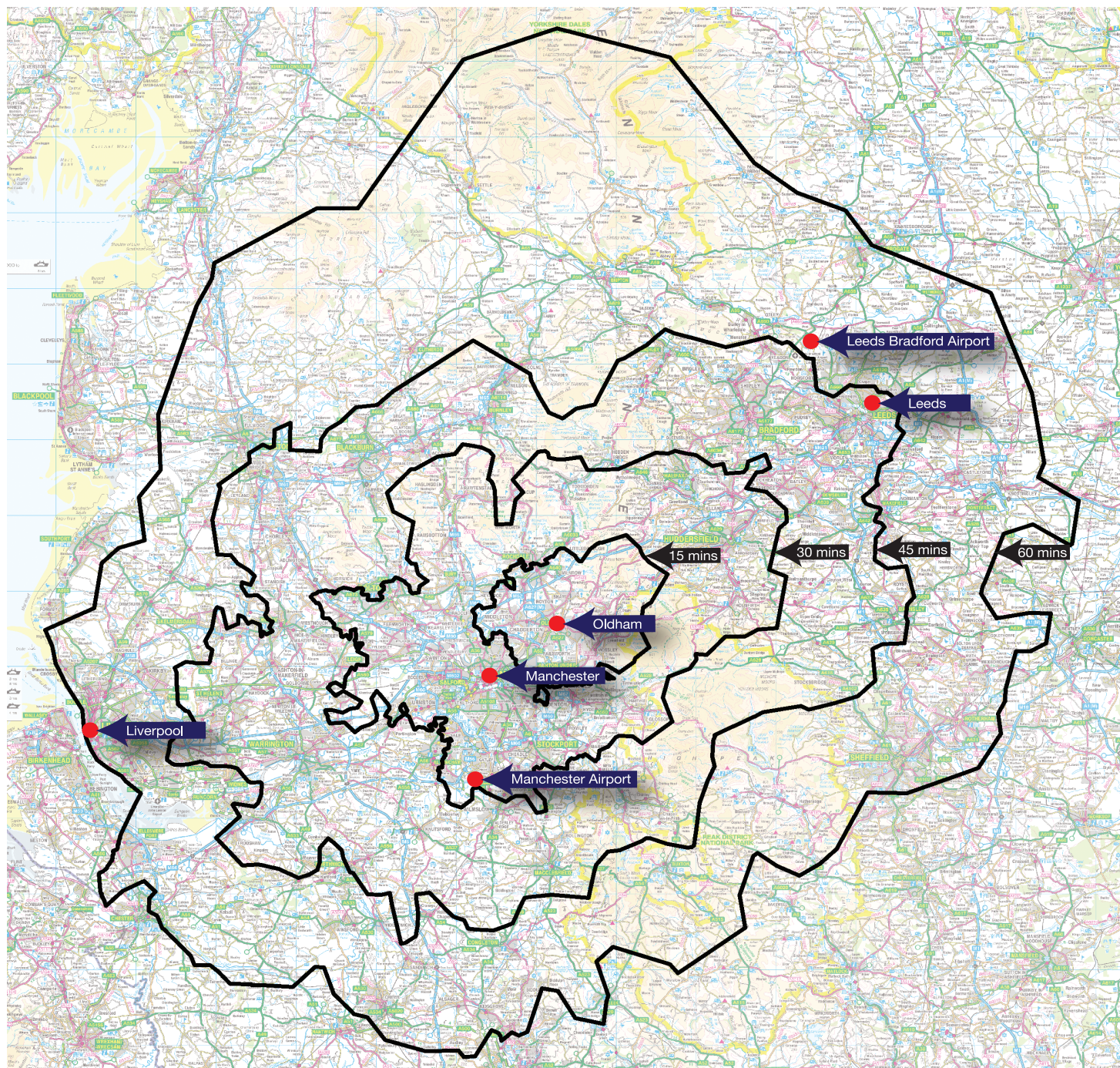
## The Place

- Oldham is a metropolitan borough of Greater Manchester. Located in the North East of the Manchester City Region.
- Oldham is part of the Association of Greater Manchester Authorities (AGMA). Oldham is also one of the ten authorities who established the Greater Manchester Combined Authority (GMCA) in April 2011 to co-ordinate key economic development, regeneration and transport functions across the city region.
- Trains run directly to Manchester Victoria in under 30 minutes, and onwards to the national networks, from Greenfield station in Saddleworth.
- Metrolink with trams every 12 minutes.
- Oldham Bus Station provides a transport hub at the heart of the town centre.
- Manchester Airport which has direct flights to over 200 destinations is only a 20 minute drive from Oldham.
- Oldham benefits from a high-quality rural and semi-rural environment, including a quarter of the borough lying within the Peak District National Park.

There are three parliamentary constituencies which cover the borough of Oldham:

- Oldham East and Saddleworth
- Ashton-under-Lyne
- Oldham West and Royton





Example drive times from Oldham town centre

Location	Travel Time
Chadderton town centre	4 minutes
Royton town centre	5 minutes
Failsworth town centre	9 minutes
Ashton-under-Lyne town centre	9 minutes
Rochdale town centre	11 minutes
Manchester City Centre	19 minutes
Trafford Centre	23 minutes
Salford Quays	25 minutes
Huddersfield town centre	28 minutes
Leeds	41 minutes
Liverpool	51 minutes



# Demographics and Retail Data

## Retail Catchment

- Oldham Town Centre is the largest retail centre in the borough, with 1.29 million people living in the catchment area.

## About Oldham's Retail Sector

- Oldham has retail strength at its core through anchor retailers (such as Debenhams, BHS and Primark) and a variety of quality independent retailers.
- The town centre is seen by local residents as the main comparison goods destination, with surveys showing the main reason for visiting is for non-food shopping.
- The 55,000m<sup>2</sup> of retail space in Oldham includes the Spindles Town Square shopping centre

### Spindles Town Square

- 460,000ft<sup>2</sup> of retail space
- 80,000ft<sup>2</sup> Debenhams
- 18,000ft<sup>2</sup> H&M
- 1,095 car park spaces

Other key tenants include River Island, Next, JD Sports, Republic and Boots

### Supermarkets

At present Asda and Tesco are used as the main supermarket by 96% of households in Oldham (2011 Acorn data). Compared with the national profile Asda has a higher market share locally in Oldham, with Marks and Spencer and Waitrose both showing lower than national market shares in Oldham.

Main Supermarket	Oldham	National
Asda	45.2	40.4
Co-Op	8.7	9.3
Marks & Spencer	15.9	18.5
Morrisons	33	32.1
Sainsburys	32.4	34.9
Tesco	50.8	51.7
Waitrose	4	6.5

## Catchment Area

### Available Spend

The available spend of the principal retail catchment area (primary and secondary populations) for Oldham town centre is estimated at £2.36 billion.

### Clothing, footwear and accessories:

Principal catchment: £312m Total catchment: £785m

### Comparison goods

(including clothing, footwear and accessories):

Principal catchment: £825m Total catchment: £2.06bn

### Food to take home:

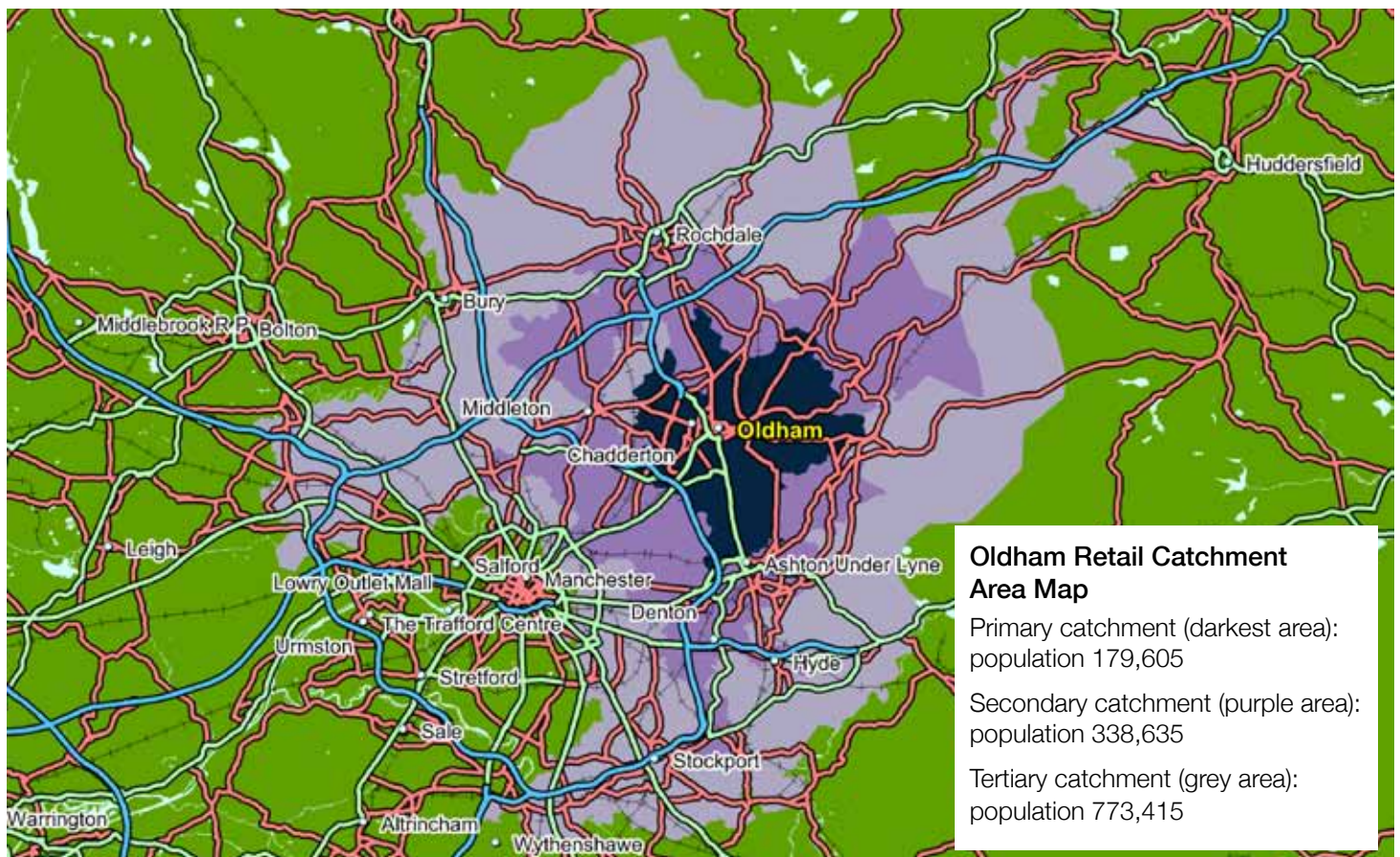
Principal catchment: £1.15bn Total catchment: £2.87bn

### Total (all retail categories including catering):

Principal catchment: £2.36bn Total catchment: £5.9bn

The total catchment is the primary, secondary and tertiary populations.

Source Javelin



## Population – Age, Ethnicity and Religion

The borough of Oldham has a population of 224,900. Within a 30 minute drive time from Oldham town centre the total population is 2.7 million.

The age profile population within both the borough and this 30 minute catchment area is younger than the UK average, providing a long-term sustainable pool of labour.

Age group - years	Oldham	National
18-24	5.6	4.9
25-29	8.4	7.2
30-34	7.7	6.6
35-39	8.3	7.1
40-44	9.8	8.7
45-49	9.1	9.2
50-54	8	8.4
55-59	6.8	7.7
60-64	6.4	7.5
65-69	5.5	6.4
70-74	4.6	5.1
75-79	3.9	4.3
80-84	3	3.2
85+	2.6	2.7

The borough's working age population is over 70%, with 34.2% profiled in the 25 -44 year old age group (both of these percentages are higher than the national average).

Across the borough there is a rich mix of people from different communities, cultures and faiths, with just over 10% of the population being of Asian or Asian British origin.

Ethnicity	Oldham	National
White	85.5	89.8
Asian or Asian British	10.2	5.3
Black or Black British	2.1	2.5
Chinese or Other	1.5	1.7
Mixed	0.7	0.8

Religion	Oldham	National
Christian (including CofE, RC and all other Christians)	69.9	74.2
No religion	18.4	18.5
Muslim	7.6	3.7
Hindu	1.8	1.4
Sikh	0.9	0.6
Other	0.5	0.5
Buddhist	0.3	0.5
Jewish	0.2	0.4



## Wealth, Income and Expenditure

- Over 22% of Oldham's population have an annual household income of £30,000 - £50,000+
- A further 23.7% have an annual household income of £20,000 to £30,000.
- The annual household income for the borough is £32,185.

Household Annual Income	Oldham	National
£0 - £10,000	20.2	17.1
£10,000 - £20,000	31.7	28.3
£20,000 - £30,000	23.7	23.6
£30,000 - £40,000	12.6	14.1
£40,000 - £50,000	4.7	5.6
£50,000 +	4.8	7.3

- Of Oldham's working population 47.9% are AB or C1 classifications.
- Over a third (37.7%) of the borough's population sits within the top three Acorn classifications.

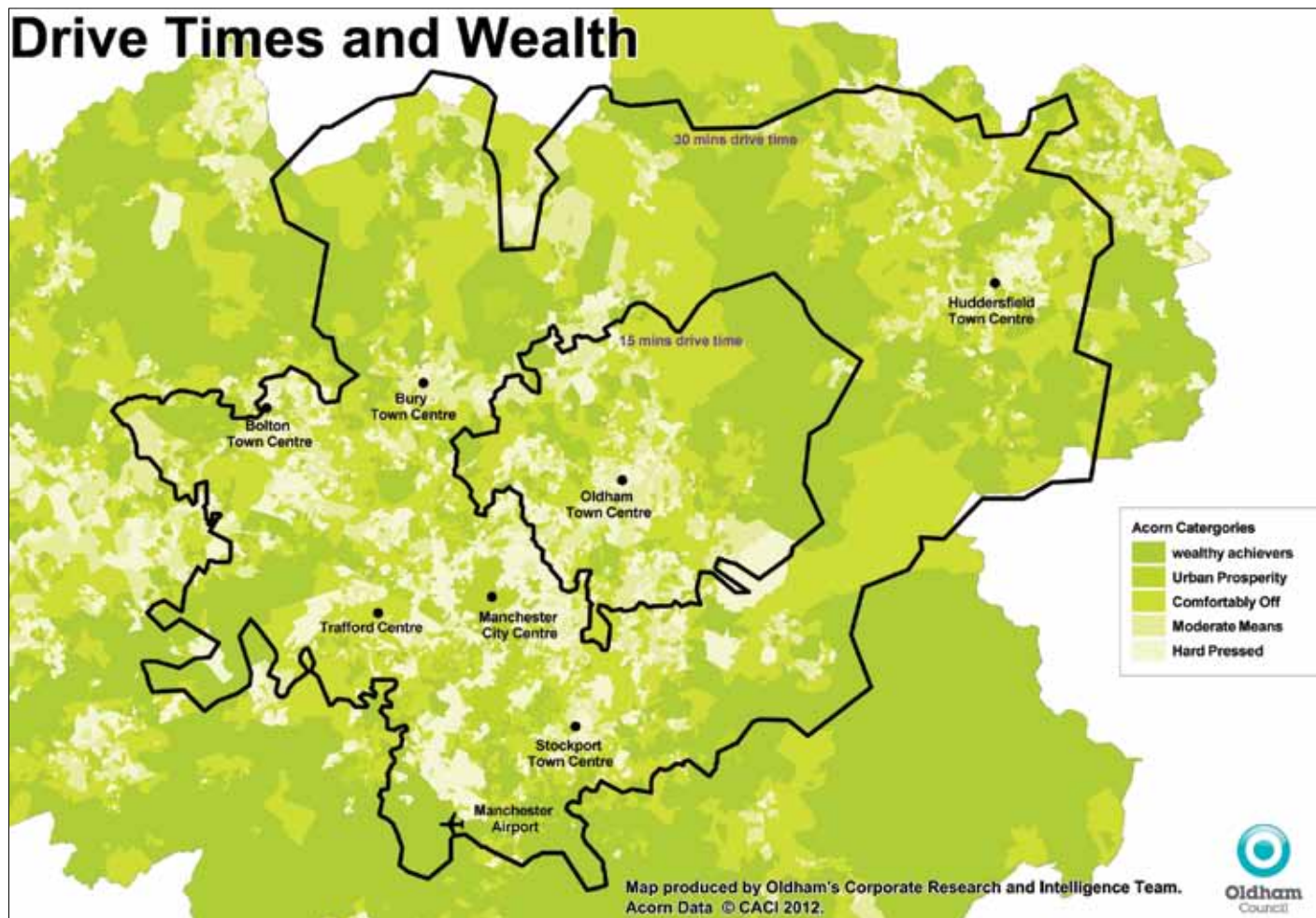
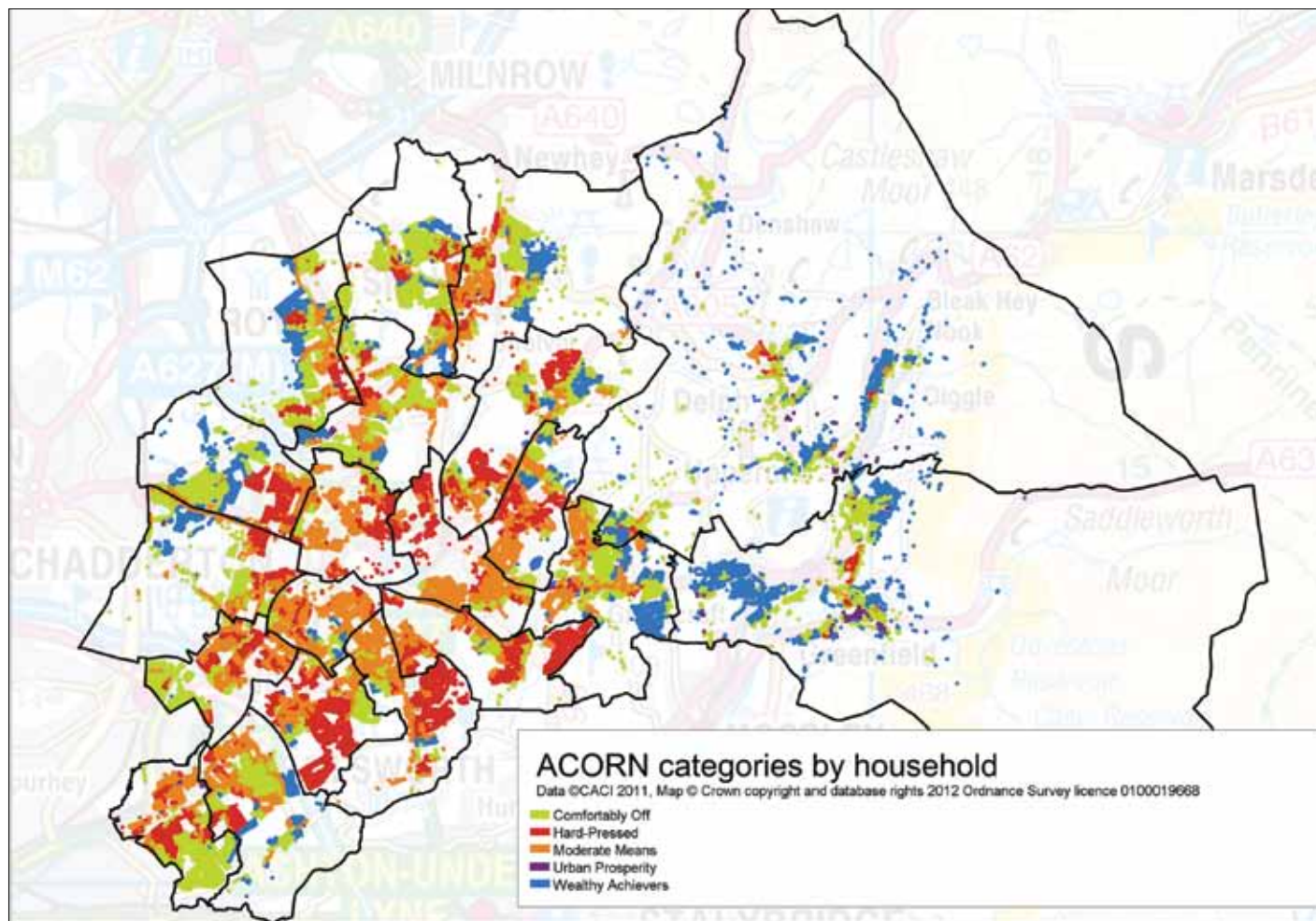
Acorn Category Name	Oldham	National
Wealthy Achievers	9	23.8
Urban Prosperity	1.2	13.5
Comfortably Off	27.5	27.4
Moderate Means	36.4	13.2
Hard-Pressed	25.7	21.8

Acorn Type Name	Part of Acorn Category	Oldham
Satisfied retired couples	Comfortably Off	4
Stable empty-nester couples	Comfortably Off	4.4
Elderly People in traditional terraces	Moderate Means	7.7
Families and single parents, some financial uncertainty	Moderate Means	10.5
Poorer Asian families	Moderate Means	6.3
Singles and couples in small terraces	Moderate Means	4.5

Each Acorn table shows percentage of households

Acorn Type table only shows largest types, the figures shown are percentage of area within Type.

- As with other districts in Greater Manchester, the spatial distribution of prosperity is uneven – with a broadly prosperous eastern half in the Peak District National Park and the former industrial half to the west showing lower levels of prosperity (although pockets of affluence exist in Failsworth East, Chadderton and across the north of the borough).





The average weekly spend per person in Oldham is £176, broken down as follows:

<b>Expenditure per person per week (£)</b>	<b>Oldham</b>	<b>National</b>
Alcoholic beverages and tobacco	9.1	9.4
Clothing and footwear	12.7	13.9
Communication	5.6	5.7
Education	2.3	3.8
Food and non-alcoholic beverages	24.7	25.6
Furnishings, household equipment and routine maintenance	12.4	14.1
Health	3.2	4.1
Housing, water, electricity, gas and other fuels	26.8	28.7
Miscellaneous goods and services	7.8	8.9
Recreation and Culture	26.4	30.6
Restaurants and hotels	20.8	23.3
Transport	24.2	28.1

Other key financial statistics for households in Oldham

<b>Credit Cards</b>	<b>Oldham</b>	<b>National</b>
Always pays credit card balance in full	26.4	36.7
Credit card balance £2,000+	9.4	12.2
Has 2+ credit cards	11.2	17.1
Has been refused credit in the past	20.4	19.7
Has credit card	38.7	48.6
Spent £500+ in last month on credit card	5.4	11.4
Uses credit card 6+ times per month	4.9	12
Usually makes minimum payment on card	8.2	6.4

<b>Insurance and Pensions</b>	<b>Oldham</b>	<b>National</b>
Has Company Health Care	3.4	3.9
Has Life Assurance	58.5	60.1
Has Private Health Care	3.6	3.9
Member of employers pension scheme	23.9	25.8
Paid into private personal pension	7.9	9.4

<b>Mortgages</b>	<b>Oldham</b>	<b>National</b>
Have mortgage	35.5	34.8
Years left : 0 to 5 years	3	3.1
Years left : 10 to 15 years	4.4	4
Years left : 15 to 20 years	4.4	3.8
Years left : 20 plus years	5.7	4.2
Years left : 5 to 10 years	3.4	3.4

Savings and Investments	Oldham	National
Has Investments	3.9	5.6
Has ISA	15.4	18
Has Unit Trusts	2.3	3.6
Saves from current income	37.9	41.7
Savings mainly long-term	11.3	13
Savings mainly short-term	13	13.1
Value of investments: £20,000+	1.1	1.7
Value of investments: £5,000 to £20,000	1.4	2.4
Value of investments: Up to £5,000	1.3	1.5

## Education and skills

- Oldham has an improving pattern of educational attainment.
- Over 43% of the population have a Degree, Diploma A/AS Level or Apprenticeship. Within this figure, just over a quarter of the population have a degree or diploma.
- The Oldham catchment area has a student population of 106,995, of which 9,000 attend college / university in the borough.

Highest Level of Qualifications	Oldham	National
Apprenticeship or A/AS level	17.5	17.6
Degree or diploma	25.7	33.3
None	30	25
O level/GCSE	22.4	20.1
Other	4.3	4.1

## Business and Employment

- Over 6,000 businesses in the borough of Oldham
- 101,555 registered businesses in the Oldham 30 minute drive time catchment.
- Oldham has a strong business base which spans a range of key sectors including health, advanced manufacturing, construction, retail, and financial and professional services. This includes a number of national and international brands: The Mirror Group, Diodes Incorporated, Ferranti Technologies, DCT Civil Engineering and Innovative Technologies.
- Levels of economic activity in Oldham are broadly in line with the national figures.

Economic Activity	Oldham	National
Economically Active- Employee	55.2	55.5
Economically Active- Self Employed	4.7	5.1
Economically Active- Student	6	5.7
Economically Active- Total	69.5	68.9
Economically Active- Unemployed	3.6	2.6
Economically Inactive	30.3	31.1
Economically Inactive- Other	12.3	11.3
Economically Inactive- Retired	18	19.8



- Three-fifths (60%) of residents work in the borough
- Two-thirds (66%) of the Oldham workforce lives in the borough.
- Occupation types within the borough's population show slightly higher than national levels for skilled / manual workers, office workers, shop workers, students and housewives.

Occupation	Oldham	National
Director / Managerial	8	9.1
Housewife	9.2	8.2
Office Worker	10.7	10.6
Professional	9	10.4
Public Sector	10.9	11
Retired	18.1	19.7
Self Employed	4.5	5.1
Shop Worker	4.1	3.5
Skilled / Manual Worker	12.3	10.8
Student	6	5.8

Second Occupation	Oldham	National
Have a second paid job	5.2	6

## Leisure

- Oldham town centre has benefitted from investment in its leisure and cultural amenities, with a modern library and arts centre, award winning green flag park, and a strong local theatre.
- Further investment is planned including a new sports facility, multiplex cinema and family restaurants, theatre and heritage centre.

The following 2011 Acorn data sets out the leisure time preferences for households in Oldham showing:

- An above average interest in cinema (7.6% listing it as an interest/hobby, compared with 6.6% nationally), equating to approximately 2,000 more likely cinema- goers than might be expected.
- That 11% of the borough's population list eating out as one of their interests or hobbies (in-line with the national average of 11.3%).

Interests and Hobbies	Oldham	National
Angling	1.8	1.6
Charity / Voluntary Work	0.8	0.8
Cinema	7.6	6.6
Cookery	12.2	12
DIY	9.8	9.3
Eating Out	11	11.3
Environment / Wildlife	6.3	7
Exercise / Sports	10.1	9.9
Football Supporter	5.2	4.9
Foreign Travel	12.5	13.9
Gambling	3.1	2.7
Gardening	16.4	18.8
Healthy Eating	6.7	6.4
Hiking / Walking	3.7	3.9
Home Computing	2.3	2.4
Organic Foods	14.5	15.8
Pets	9.3	9.1
Playing Golf	2.9	3.3
Reading Books	20	20.7
Records / Tapes / CDs	14.4	14
Self Improvement / Education	1.4	1.6
TV	8.4	7.4
Vegetarian Products	6.9	5.5
Wine	2.4	3

Holiday Destination	Oldham	National
Other	1.3	1.3
Holiday in Caribbean	4.3	4.5
Holiday in Europe (other)	16.6	17
Holiday in Spain / Mediterranean	16.8	17.2
Holiday in UK / Ireland	17.1	17
Holiday in USA / Canada	7.4	7.7



<b>TV and Video</b>	<b>Oldham</b>	<b>National</b>
Have digital cable TV	5.5	5
Have digital TV	24.5	23.9
Have satellite digital	18.1	18
Have terrestrial digital	3.6	3.6

<b>Books Read</b>	<b>Oldham</b>	<b>National</b>
Best Sellers	3.4	3.3
Health/Alternative Therapy	12.1	11.9
History/Biography	41.8	43
Mystery/Detective/Thrillers	43.2	43.4
Romance	27.9	28.1
Science Fiction/Fantasy	20.3	19.2

<b>Magazines Read</b>	<b>Oldham</b>	<b>National</b>
Business, Educational and Science	40.6	38.1
Celebrity	4.5	4.6
Computers and Electrical	2.3	2.5
Food and Cooking	4.5	4.8
Health	9.2	9.1
Home and Gardening	15.6	18.8
Men Style and Generic	0.8	1
Motor	4.3	4.4
Music and Film	1.1	0.9
Sport	6.7	7.4
Subscribe to magazines	18.8	24.3
Travel	7.8	8.8
TV	14.1	14.2
Women's	6.6	7.3
Women's Glossy	7.6	7.2

<b>Newspapers: Daily</b>	<b>Oldham</b>	<b>National</b>
Daily Express	5.1	5.4
Daily Mail	13.1	15
Daily Mirror	12.6	10.9
Daily Star	3.8	3.1
Daily Telegraph	3.3	4.6
Financial Times	0.8	1
The Guardian	2	2.6
The Independent	1.2	1.5
The Sun	22	19.1
The Times	2.8	3.9

<b>Newspapers: Sunday</b>	<b>Oldham</b>	<b>National</b>
Independent on Sunday	1.3	1.5
Mail on Sunday	7.1	7.6
Sunday Express	4.5	4.7
Sunday Mirror	9.3	8.2
Sunday People	5	4.7
Sunday Telegraph	2.3	3.4
Sunday Times	4	6
The Observer	2.1	2.5

<b>Preferred Music</b>	<b>Oldham</b>	<b>National</b>
Classical	29.6	36.7
Dance	3	2.6
Easy listening	45.3	48.2
Folk or country	23	25.2
Gospel	5.6	6.1
Hiphop or dub	1.4	1
Jazz	10.1	11.6
New age	6.8	5.6
Pop/rock	60.4	55.8
Soul or RnB	3.1	2.7

<b>Charities</b>	<b>Oldham</b>	<b>National</b>
Animal Welfare	6.5	6.7
Cancer	16.6	17.3
Childrens Welfare	12.8	12.8
Disability	1.9	1.9
Disaster Relief	0.7	0.8
Elderly	1.9	2
Environment	3.2	3.3
HIV	0.6	0.6
Homeless	1.1	1.2
Medical	6.4	6.4
Mental Health	1.1	1
The Blind	2.9	3.2
Third World	4.4	4.5
Wildlife	3	3.2
Regularly donate to charity	45.1	48.1

## Family Life

- Household sizes in the borough are generally in line with the national average, but with slightly more single person households (17.9% of Oldham's population, against 15.5% nationally).

Household Size	Oldham	National
Household size : 1 person	17.9	15.5
Household size : 2 persons	30.8	33.5
Household size : 3-4 persons	42.4	42.8
Household size : 5+ persons	8.7	8.2

- A larger proportion of families in Oldham have children than the national average, with significantly more families having 1 or 3 children at home.

Number of children at home	Oldham	National
0	53.2	58.4
1	19	16.7
2	17.7	16.2
3+	9.9	8.7

- Family structures in Oldham reflect the higher than average number of children at home. As both categories of family with dependent children are higher than the national average, whilst all other categories are below the national figures.

Family Structure	Oldham	National
2+ Unrelated adults	0.5	0.7
Couple No Children	19	29.3
Couple: dependent children	32.3	22.5
Couple: non-dependent children	6.1	8.4
Lone parent: dependent children	12.9	5.4
Lone parent: non-dependent children	3	3.7
Single Elderly	13.3	16.5
Single Non-Elderly	10.5	12.2

The following 'recent life events' were recorded in the 2011 Acorn data for Oldham.

Recent Life Events	Oldham	National
Divorced/Separated	4.4	2.7
Got Married/Started living as married	3.3	3
Had a child (first or subsequent)	5.3	4.9
Had first child	1.8	2.1
Retired	1.7	1.9



## Housing

- Oldham has enjoyed an investment in housing of over £430 million in recent years.
- Working with a range of private sector partners to make quality housing provision a reality, Oldham Council is helping deliver plans for 5,500 new homes across the borough.

The following 2011 Acorn data sets out the current housing picture in Oldham.

House Type	Oldham	National
Bungalow	5.8	8.1
Detached house	17.2	26.2
Flat or maisonette	12.5	11.9
Semi-detached house	32.1	33
Terraced house	32.1	20.8

House Size	Oldham	National
Number of Beds : 1	6.6	4.4
Number of Beds : 2	26.4	21.2
Number of Beds : 3	53.1	52.2
Number of Beds : 4	10.7	17.5
Number of Beds : 5 plus	3	4.7

Value of Home	Oldham	National
£0 to £100k	39.4	29.8
£100 to £150k	29	25.1
£150 to £250k	22.7	28.5
£250 to £500k	7.9	14.7
£500k+	0.9	2

House Age	Oldham	National
Home built 1900 or before	10.8	9.3
Home built 1901 to 1920	13.9	9.6
Home built 1921 to 1940	17.4	17.3
Home built 1941 to 1960	21.1	22.2
Home built 1961 to 1975	18.9	20.8
Home built 1976 to 1990	13.6	15.4
Home built post 1990	3.9	5.3

House Tenure	Oldham	National
Not Social renting	76	78.7
Owner-occupied	69.5	72.5
Private renting	2.5	2.5
Social renting	23.8	21.3

## Behaviours and Characteristics

The following data is from the 2011 Acorn report for Oldham and can be used to gain an understanding of the borough's population.

### Community and environment

Group Membership	Oldham	National
Other community group	1.7	2.4
Parents association	3	3
Professional organisation	6.1	9
Religious group	9.8	10.8
Social club	8.4	8.4
Sports club	13.9	17.1
Tenants or residents group	2.9	4.3
Trade union	12.9	13.6
Voluntary sector group	2.8	4
Womens group	0.6	0.9
Womens institute	0.7	1.1

Green ACORN Groups	Oldham	National
a. Enthusiastic Greens	9.1	20.1
b. Waste Not, Want Not	9.9	14
c. Patchy Greens	9	13.6
d. Passive Spectators	17.8	15.6
e. Family First	24	14.8
f. Not Our Problem	10.3	6.9
g. The Unconcerned	19.6	14.9

Carers	Oldham	National
Cares for handicapped/other in household	7.7	6.4
Provides care for non-resident person	11.6	12.2

Friends and Neighbours	Oldham	National
Frequency of meeting people: less than once or twice a month	12.4	13
Frequency of talking to neighbours: less than once a month	6.6	6.2
Frequency of talking to neighbours: never	3	2.6

## Satisfaction

Completely satisfied	Oldham	National
Amount of leisure time	14.6	16.9
Health	12	12
House/flat	19.2	22.7
Income of household	7.5	9.5
Job	6.8	6.6
Life overall	10.4	11.5
Social life	11.6	11.9

Not satisfied at all	Oldham	National
Amount of leisure time	2.4	2
Health	3.1	2.9
House/flat	2	1.5
Income of household	4.3	3.1
Job	1.1	1.2
Life overall	1.6	1.2
Social life	2.8	2.2

## Car ownership and type

Car Ownership	Oldham	National
Number of Cars 0	23	18.2
Number of Cars 1	46.6	44.4
Number of Cars 2	24.4	29.8
Number of Cars 3+	5.3	7

Main Car Class	Oldham	National
Large Family	30	23
Luxury or Executive	5.4	5
Mini or Supermini	20.4	18
Small Family	31.5	24
Sports or 4x4 or MPV	5.6	4



## Digital data percentages and Internet use

- Households in Oldham are significantly more likely than average not to be online.
- However, there are groups of people and areas who are heavy users of social networking, and this could be a useful marketing tool.

Types	Oldham	National
a: Active Online Spenders	2.5	6
b: Frequent Socialisers	12.8	10.1
c: Thoughtful Spenders	3.2	5.6
d: Functional and Careful	12.8	17.1
e: Social Lifestyles	8.5	7.6
f: Occasional Purchasers	10.4	13
g: Infrequent and Cautious Browsers	20.8	18
h: Offline Community	28.5	22.5

Internet Connection	Oldham	National
Have broadband	70.4	70.6
Have dialup internet	11.6	13
Have internet connection at home	91	92.9

Frequency	Oldham	National
10+ hours per week	8.9	8.6
2-10 hours per week	34.6	37.7
Less than 1 hour per week	18.6	21.1

Purchasing	Oldham	National
Buys books on internet	14.2	15.1
Buys clothes on internet	9	8.3
Buys groceries on internet	19	16.5
Buys music on internet	7.5	8.3
Buys wine on internet	2.9	3.9
Uses internet for gambling	0.8	0.7
Uses internet for online gaming	0.5	0.3
When making major purchase, check price online	17.3	18.4

Variable	Oldham %
% Use internet	54.5
% Have computer at home	77.6
% Have internet connection at home	72.9
% Have mobile phone	82.5
% Have contract mobile	15.4
% Have landline	43.2
% Look daily at friends updates on social networking sites	5.1
% Has researched or bought online 12 months-local gov services	12.2
% Prefer to arrange financial products by branch	23.0
% Prefer to arrange future product by phone	47.6
% Prefer to arrange future product by post	5.5
% Prefer to arrange future product by internet	13.9
% Regularly accesses internet on mobile phone	8.9

## Marketing Channels

Acceptable Channels	Oldham	National
Any (Net)	72.5	69.5
Cinema	12.4	14.5
Customer 'Magazines'	18.2	19.3
Email - Companies dealt with in the past	15.3	17.9
Email - Companies not dealt with in the past	5.3	5.6
Email (Net)	16.6	19
Internet	18.9	20.6
Leaflets - Newspaper/Magazine Adverts	21.8	23
Leaflets - Through your door	27	26.2
Leaflets (Net)	38.4	38
Leaflets/Samples handed out in the street	10.3	11.3
Leaflets/Samples handed out/picked up inside shops	12.2	14
Mail - Addressed to 'The Householder' or 'The Occupier'	9	9.4
Mail - Addressed to you by name from companies you have dealt with	20.3	22.8
Mail - Addressed to you by name from companies you have not dealt with	7	7.6
Mail (Net)	24.4	26.4
Newspaper / Magazine Adverts	34	36.1
None Of These	38.8	30.4
Posters	28.3	29.5
Radio	28.7	29.9
Telephone	3.2	3.4
Text message	4.7	4.8
TV	46.1	45.2

Channels Received	Oldham	National
Any (Net)	105.5	94.8
Cinema	10.8	11.8
Customer 'Magazines'	25.6	25.9
Email - Companies dealt with in the past	28.4	31.6
Email - Companies not dealt with in the past	25.5	27.3
Email (Net)	33.9	36.8
Internet	39.1	41.2
Leaflets - Newspaper/Magazine Adverts	63.7	63.1
Leaflets - Through your door	98.8	88.3
Leaflets (Net)	101.3	90.8
Leaflets/Samples handed out in the street	28.1	27.7
Leaflets/Samples handed out/picked up inside shops	19	19.1
Mail - Addressed to 'The Householder' or 'The Occupier'	62.3	62.4
Mail - Addressed to you by name from companies you have dealt with	41.2	43.3
Mail - Addressed to you by name from companies you have not dealt with	42.1	42.4
Mail (Net)	70	69
Newspaper / Magazine Adverts	53.4	53.5
None Of These	6.1	5.2
Posters	42	42.9
Radio	35	34.9
Telephone	41.1	39.6
Text message	20.3	20.6
TV	67	64.1



Channels Responded To	Oldham	National
Any (Net)	25.1	23.4
Cinema	0.5	0.5
Customer 'Magazines'	1.9	1.8
Email - Companies dealt with in the past	3.1	3.6
Email - Companies not dealt with in the past	0.9	1
Email (Net)	3.7	4.3
Internet	3.5	3.7
Leaflets - Newspaper/Magazine Adverts	3	2.8
Leaflets - Through your door	8.9	7.2
Leaflets (Net)	11.7	9.9
Leaflets/Samples handed out in the street	0.9	0.9
Leaflets/Samples handed out/picked up inside shops	1.1	1.1
Mail - Addressed to 'The Householder' or 'The Occupier'	1.3	1.3
Mail - Addressed to you by name from companies you have dealt with	2.7	2.8
Mail - Addressed to you by name from companies you have not dealt with	1.4	1.3
Mail (Net)	4.5	4.4
Newspaper / Magazine Adverts	4.2	4.5
None Of These	86.3	76.4
Posters	1.3	1.1
Radio	1.1	1
Telephone	1.2	1.2
Text message	1.1	0.9
TV	5	4.4

## Marketing Sectors

Acceptable Sectors	Oldham	National
Banks	30.4	31.2
Cars	9.7	10.9
Catalogues	15.8	16.3
Charities	29.5	31.4
Clothing	15.5	16.8
Consumer Electronics	9.7	11.3
Credit Cards	13.2	14.8
DIY / Gardening	12.7	14.5
Domestic Appliances	8.6	9.9
Health Care	14.3	15.5
Home Improvements	11.4	13.2
Insurance	18	19.4
Local / Natnl Govt	21.7	24
Local Businesses	15.5	17.8
Mags / Publishing	11	12.8
None	42	33.5
Other	0.4	0.5
Phones	11.6	13.1
Savings / Investment	13.3	15.1
Supermarkets	37.1	35.2
Travel / Holidays	21	22.5
TV Services	12.2	13.6
Utilities	16.1	17.7

Likely To Purchase (from) in next few weeks	Oldham	National
Banks	4	4.1
Cars	1.1	1.3
Catalogues	4.5	4.3
Charities	4.4	4.8
Clothing	10.2	10.7
Consumer Electronics	4.8	4.9
Credit Cards	1.2	1.3
DIY/Gardening	6.7	7.4
Domestic Appliances	1.8	1.9
Health Care	3.4	3.8
Home Improvements	3.7	4.1
Insurance	2.8	3
Local Businesses	2.7	3.1
Mags/Publishing	2.7	3.2
Phones	3.7	3.6
Savings/Investment	1.2	1.5
Travel/Holidays	6	6.7
TV Services	1.9	2.1
Utilities	4.4	4.6

Sectors Received recent marketing	Oldham	National
Banks	43.9	41.6
Cars	17.1	18.3
Catalogues	32.2	30
Charities	47.7	46.7
Clothing	25	25.6
Consumer Electronics	15.1	15.3
Credit Cards	36	36
DIY / Gardening	21.9	21.9
Domestic Appliances	11.9	11.3
Health Care	17.2	17.8
Home Improvements	22.7	23
Insurance	44.2	43.4
Local / National Govt	16.6	17.2
Local Businesses	21.5	19.1
Mags / Publishing	14.7	16.4
None	16.2	13.8
Other	1	1.1
Phones	28.2	27
Savings / Investment	18.8	19.4
Supermarkets	55.5	51.1
Travel / Holidays	34.1	34.7
TV Services	23.7	23.7
Utilities	32.4	31.5