



NEMS market research  
22 Manor Way  
Belasis Hall Technology Park  
Billingham  
TS23 4HN  
Tel 01642 37 33 55  
[www.nemsmr.co.uk](http://www.nemsmr.co.uk)

**Rossendale Household Survey**  
**for**  
**WYG**

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# Introduction

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## 1.1 Research Background & Objectives

To conduct a survey amongst residents in the Rossendale area to assess shopping habits for main food and grocery shopping, top-up shopping, non-food shopping and leisure activities.

## 1.2 Research Methodology

A total of 400 telephone interviews were conducted between Thursday 28th January 2016 and Thursday 4th February 2016. Further questions were asked to another 400 respondents who were interviewed between Thursday 1st December 2016 and Saturday 10th December 2016. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day and in the evening. All respondents were the main shopper in the household, determined using a preliminary filter question.

## 1.3 Sampling

### 1.3.1 Survey Area

The survey area was segmented into 4 zones, defined using postcode sectors. The zone details were:

Zone	Postcode Sectors	Number of Interviews
1	BB4 4, BB4 5, BB5 2	100
2	BB4 6, BB4 7, BB4 8, BB4 9	100
3	OL12 8, OL13 0, OL13 8, OL13 9	100
4	BL0 0, BL0 9, BL8 4	100
<b>Total</b>		<b>400</b>

### **1.3.2 Telephone Numbers**

All available telephone numbers are used to obtain the sample of interviews. This includes published telephone numbers (land-lines and some mobile numbers) but is supplemented with ex-directory numbers as the demographic profile of this sub-set is different to the demographics of the published numbers sample. Ex-directory numbers are randomly generated using the published numbers as a 'seed'. Business numbers are de-duped and excluded.

We don't screen against the TPS (Telephone Preference Service) database, again because the demographic profile of TPS registered numbers is slightly different to the rest of the population. In addition, there is no legal requirement to screen against TPS registered numbers; market research is not classified as unsolicited sales and marketing.

### **1.3.3 Sample Profile**

It should be noted that as per the survey's requirements, the profile of respondents is that of the main shopper / person responsible for most of the food shopping in the household. As such it will always differ from the demographic profile of all adults within the survey area. With any survey among the main shopper / person responsible for most of the food shopping in the household the profile is typically biased more towards females and older people. The age of the main shopper / person responsible for most of the food shopping in the household is becoming older due to the financial constraints on young people setting up home.

A number of measures are put in place to ensure the sample is representative of the profile of the person responsible for most of the food / shopping in the household.

First of all, interviewing is normally spread over a relatively long period of time, certainly longer than the theoretical minimum time it would take. This allows us time to call back people who weren't in when we made the first phone call. If we only interview people who are at home the first time we call, we over-represent people who stay at home the most; these people tend to be older / less economically active.

We also control the age profile of respondents; this is a two-stage process. First of all, we look at the age profile of the survey area according to the latest Census figures. Using a by-product from additional data we collect from a weekly telephone survey of a representative sample of all adults across the country we know the age profile of the main-shopper in any given area. This information is from data based on in excess of 100,000 interviews and is regularly

updated and is therefore probably the most accurate and up to date information of its kind.

Stratified random sampling helps ensure that the sample is as representative as possible. While the system dials the next random selected number for interviewers, all calls are made by interviewers; no automated call handling systems are used.

### 1.3.4 Time of Interviewing

Approximately two-thirds of all calls are made outside normal working hours.

### 1.3.5 Monitoring of Calls

At least 5% of telephone interviews are randomly and remotely monitored by Team Leaders to ensure the interviewing is conducted to the requisite standard. Both the dialogue and on-screen entries are monitored and evaluated. Interviewers are offered re-training should these standards not be met.

## 1.4 Weightings

To correct the small differences between the sample profile and population profile, the data was weighted. The population is of the main shopper in the household. Weightings have been applied to age bands based on an estimated age profile of main shoppers (see section 1.3.3 for details). The weighted totals differ occasionally from the adjusted population due to rounding error. Details of the age weightings are given in the tables below:

### *February Respondents:*

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	20.0%	10	2.4498
35-44	18.4%	22	2.0573
45-54	19.3%	35	0.8142
55-64	19.6%	93	1.1834
65+	22.7%	65	0.5328
(Refused)	n/a	8	1.0000
<b>Total</b>		<b>400</b>	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the tables below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	21,165	100	92	0.9799
2	27,922	100	98	1.2125
3	22,599	100	110	0.8779
4	22,166	100	100	0.9439
<b>Total</b>	<b>93,852</b>	<b>400</b>		

\* Source: Census 2011

***December Respondents:***

Age	Main Shopper Profile (%)	Interviews Achieved	Age Weightings
18-34	24.9%	16	5.8847
35-44	18.4%	33	2.1041
45-54	19.3%	101	0.7230
55-64	19.6%	75	0.9890
65+	22.7%	153	0.5608
(Refused)	n/a	22	1.0000
<b>Total</b>		<b>400</b>	

Further weightings were then applied to adjust zone samples to be representative by population. Details of those weightings are given in the tables below:

Zone	Population *	Interviews Achieved	Interviews Achieved (Weighted by Age)	Zone Weightings
1	21,165	100	83	1.0839
2	27,922	100	109	1.0951
3	22,599	100	103	0.9310
4	22,166	100	105	0.9027
<b>Total</b>	<b>93,852</b>	<b>400</b>		

\* Source: Census 2011

## 1.5 Statistical Accuracy

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

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

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

*For example, if 50% of a sample of 400 answers “Yes” to a question, we can be 95% sure that between 45.1% and 54.9% of the population holds the same opinion (i.e. +/- 4.9%).* The following is a guide showing confidence intervals attached to various sample sizes from the study:

<b>%ge Response</b>	<b>95% confidence interval</b>
10%	±2.9%
20%	±3.9%
30%	±4.5%
40%	±4.8%
50%	±4.9%

## 1.6 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

## **Appendix 1:**

Data Tabulations

By Zone

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q01 Where do you do most of your main food and grocery shopping?</b>										
Aldi, Argyle Street, Accrington	1.3%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Aldi, Crostons Retail Park, Wood Street, Bury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Aldi, Railway Street, Ramsbottom	10.0%	40	1.0%	1	4.0%	4	2.0%	2	33.0%	33
Aldi, Edinburgh Way, Rochdale (Near Rochdale Odeon Cinema)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Aldi, Entwisle Road, Rochdale (Near Rochdale Leisure Centre)	1.5%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Asda, Hyndburn Road, Accrington	2.0%	8	7.0%	7	0.0%	0	0.0%	0	1.0%	1
Asda, Princess Way, Burnley	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	1.0%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Asda, Spring Street, Bury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Asda, Hollymount Way, Rawtenstall	22.8%	91	18.0%	18	49.0%	49	23.0%	23	1.0%	1
Asda, The Old Cricket Ground, Rochdale	2.0%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Co-op, Irwell Street, Bacup	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Co-op, 2 Vernon Street, Holcombe Brook, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, John Street, Haslingden	1.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorneylea Road, Off Market Street, Whitworth	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland, The Arndale Centre, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Exchange Shopping Centre, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lidl, Bacup Road, Rawtenstall	3.0%	12	1.0%	1	6.0%	6	4.0%	4	1.0%	1
Lidl, Spotland Road, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Broadway, Accrington	1.3%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.8%	3	1.0%	1	1.0%	1	1.0%	1	0.0%	0
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Lee Street, Bacup	6.3%	25	0.0%	0	1.0%	1	24.0%	24	0.0%	0
Morrisons, Railway Road, Blackburn	0.5%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Morrisons, Queen Street, Great Harwood	0.5%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Morrisons, King Street, Ramsbottom	3.3%	13	0.0%	0	0.0%	0	0.0%	0	13.0%	13
Morrisons, Kingsway, Rochdale	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Morrisons, Rochdale Road, Todmorden	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.8%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Tesco Extra, Eagle Street, Accrington	4.3%	17	14.0%	14	3.0%	3	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	13.5%	54	38.0%	38	6.0%	6	1.0%	1	9.0%	9
Tesco Superstore, Irwell Street, Ramsbottom	2.0%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Tesco Superstore, Bocholt Way, Rawtenstall	7.3%	29	0.0%	0	20.0%	20	8.0%	8	1.0%	1
Tesco Superstore, Silk	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Street, Rochdale										
Bacup	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Haslingden	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nelson	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Todmorden	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	1.8%	7	1.0%	1	2.0%	2	1.0%	1	3.0%	3
Aldi, Bury New Road, Prestwich	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other Outside Catchment	1.3%	5	0.0%	0	1.0%	1	1.0%	1	3.0%	3
Tesco, Woodfield Retail Park, Peel Way, Bury	3.8%	15	0.0%	0	1.0%	1	0.0%	0	14.0%	14
Waterfoot	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Base:	400	100	100	100	100	100				

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4						
<b>Q02 Where else do you do your main food and grocery shopping?</b>											
<i>Those who do main food shopping at Q01</i>											
Aldi, Argyle Street, Accrington	2.5%	10	8.0%	8	2.0%	2	0.0%	0	0.0%	0	
Aldi, Active Way, Burnley	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Aldi, Crostons Retail Park, Wood Street, Bury	1.0%	4	0.0%	0	1.0%	1	0.0%	0	3.0%	3	
Aldi, Railway Street, Ramsbottom	4.0%	16	2.0%	2	1.0%	1	2.0%	2	11.0%	11	
Aldi, Edinburgh Way, Rochdale (Near Rochdale Odeon Cinema)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	1.0%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	
Asda, Hyndburn Road, Accrington	1.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0	
Asda, Lower Audley Retail Park, Blackburn	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Asda, Pilsworth Road, Bury	0.8%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2	
Asda, Spring Street, Bury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
Asda, Hollymount Way, Rawtenstall	11.8%	47	9.0%	9	23.0%	23	8.0%	8	7.0%	7	
Asda, The Old Cricket Ground, Rochdale	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
Co-op, Irwell Street, Bacup	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
Co-op, John Street, Haslingden	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	
Co-op, Bacup Road, Waterfoot	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Co-op, Thorneylea Road, Off Market Street, Whitworth	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Farmfoods, Cog Lane, Burnley (Industrial area off Accrington Road)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Iceland, The Arndale Centre, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Iceland, Unit 3 Eastgate Retail Park, Eastgate, Accrington	0.8%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0	
Lidl, Hyndburn Road, Accrington	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0	
Lidl, Bacup Road, Rawtenstall	4.0%	16	2.0%	2	8.0%	8	6.0%	6	0.0%	0	
Lidl, Spotland Road, Rochdale	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Marks & Spencer, Broadway, Accrington	1.3%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0	
Marks & Spencer, St James Street, Burnley	1.3%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	1.0%	4	1.0%	1	0.0%	0	0.0%	0	3.0%	3	
Morrisons, Lee Street, Bacup	3.5%	14	0.0%	0	2.0%	2	12.0%	12	0.0%	0	
Morrisons, Railway Road, Blackburn	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Queen Street, Great Harwood	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Dawson Street, Heywood	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	
Morrisons, King Street, Ramsbottom	4.8%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19	
Morrisons, Kingsway, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Morrisons, Rochdale Road, Todmorden	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Nisa, Deardengate, Haslingden	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsbury's, Active Way, Burnley	0.8%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0	
Sainsbury's Local, Preston Old Road, Blackburn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Spar, Holmefield Garage.	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	

## Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Burnley Road, Rawtenstall										
Tesco Extra, Eagle Street, Accrington	1.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.8%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Tesco Superstore, Hill Street, Blackburn	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Queen Street, Great Harwood	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Syke Street, Haslingden	4.3%	17	12.0%	12	4.0%	4	0.0%	0	1.0%	1
Tesco Superstore, Irwell Street, Ramsbottom	1.5%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Tesco Superstore, Bocholt Way, Rawtenstall	8.8%	35	3.0%	3	23.0%	23	8.0%	8	1.0%	1
Tesco Express, Market Street, Whitworth	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bacup	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Haslingden	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rawtenstall	0.8%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Internet / delivery	1.0%	4	0.0%	0	0.0%	0	1.0%	1	3.0%	3
Other Outside Catchment	2.0%	8	4.0%	4	1.0%	1	1.0%	1	2.0%	2
Sainsbury's, Heaton Park Road, Manchester	1.3%	5	2.0%	2	0.0%	0	0.0%	0	3.0%	3
Tesco, Woodfield Retail Park, Peel Way, Bury	1.3%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5
(Don't know / varies)	1.0%	4	2.0%	2	0.0%	0	1.0%	1	1.0%	1
(Nowhere else)	27.3%	109	24.0%	24	22.0%	22	35.0%	35	28.0%	28
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q03 Where do you do most of your top-up food shopping, i.e. food shopping done at other times, usually involving smaller purchases?</b>										
Aldi, Argyle Street, Accrington	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.5%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
Aldi, 201 Bell Lane, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Crostons Retail Park, Wood Street, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Aldi, Railway Street, Ramsbottom	4.3%	17	0.0%	0	1.0%	1	1.0%	1	15.0%	15
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Hyndburn Road, Accrington	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Burden Park, Manchester Road, Bolton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Hollymount Way, Rawtenstall	4.5%	18	2.0%	2	12.0%	12	3.0%	3	1.0%	1
Co-op, Irwell Street, Bacup	2.5%	10	0.0%	0	0.0%	0	10.0%	10	0.0%	0
Co-op, 2 Vernon Street, Holcombe Brook, Bury	2.0%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Co-op, Market Street, Tottington, Bury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Co-op, John Street, Haslingden	3.3%	13	12.0%	12	1.0%	1	0.0%	0	0.0%	0
Co-op, Longsight Road, Holcombe Brook	1.5%	6	1.0%	1	0.0%	0	0.0%	0	5.0%	5
Co-op, Bacup Road, Waterfoot	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Co-op, Thorneylea Road, Off Market Street, Whitworth	2.3%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0
Farmfoods, Cog Lane, Burnley (Industrial area off Accrington Road)	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Farmfoods, Croft Street, Burnley (Town Centre store)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Iceland, The Arndale Centre, Accrington	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Hyndburn Road, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Bacup Road, Rawtenstall	0.8%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Marks & Spencer, Broadway, Accrington	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Morrisons, Lee Street, Bacup	7.5%	30	0.0%	0	1.0%	1	29.0%	29	0.0%	0
Morrisons, King Street, Ramsbottom	3.8%	15	0.0%	0	0.0%	0	0.0%	0	15.0%	15
Morrisons, Kingsway, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Nisa, Deardengate, Haslingden	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
One Stop, King Street, Bacup	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Premier Store, Broadway Crescent, Helmshore	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Holmefield Garage, Burnley Road, Rawtenstall	1.3%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0
Spar, Thwaites Road, Oswaldtwistle	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	1.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	4.5%	18	15.0%	15	2.0%	2	0.0%	0	1.0%	1
Tesco Superstore, Irwell Street, Ramsbottom	2.8%	11	0.0%	0	0.0%	0	0.0%	0	11.0%	11
Tesco Superstore, Bocholt Way, Rawtenstall	4.3%	17	0.0%	0	13.0%	13	4.0%	4	0.0%	0

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Tesco Express (Esso), Abbey Street, Accrington	1.3%	5	4.0%	4	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Market Street, Whitworth	1.3%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Accrington	0.8%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Bacup	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Bury	1.5%	6	1.0%	1	0.0%	0	0.0%	0	5.0%	5
Edenfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Haslingden	2.8%	11	9.0%	9	1.0%	1	1.0%	1	0.0%	0
Nelson	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ramsbottom	1.5%	6	0.0%	0	0.0%	0	0.0%	0	6.0%	6
Rawtenstall	3.8%	15	2.0%	2	11.0%	11	2.0%	2	0.0%	0
Whitworth	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet / delivery	1.3%	5	2.0%	2	1.0%	1	1.0%	1	1.0%	1
Helmshore	2.5%	10	8.0%	8	2.0%	2	0.0%	0	0.0%	0
Other Outside Catchment	1.5%	6	3.0%	3	0.0%	0	1.0%	1	2.0%	2
Other Within Zone 2	1.5%	6	3.0%	3	3.0%	3	0.0%	0	0.0%	0
Tesco, Woodfield Retail Park, Peel Way, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Waterfoot	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
(Don't do this type of shopping)	23.0%	92	17.0%	17	29.0%	29	24.0%	24	22.0%	22
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q04 Where else do you out you top-up food shopping?</b>										
<i>Those who do top-up food shopping at Q03</i>										
Aldi, Argyle Street, Accrington	0.6%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Railway Street, Ramsbottom	0.6%	2	0.0%	0	1.4%	1	0.0%	0	1.3%	1
Asda, Hyndburn Road, Accrington	1.0%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Spring Street, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Hollymount Way, Rawtenstall	3.2%	10	2.4%	2	7.0%	5	3.9%	3	0.0%	0
Co-op, Irwell Street, Bacup	1.6%	5	0.0%	0	0.0%	0	6.6%	5	0.0%	0
Co-op, 2 Vernon Street, Holcombe Brook, Bury	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Co-op, 295 Walmersley Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, John Street, Haslingden	1.3%	4	3.6%	3	1.4%	1	0.0%	0	0.0%	0
Co-op, Longsight Road, Holcombe Brook	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Co-op, Bacup Road, Waterfoot	0.6%	2	0.0%	0	1.4%	1	1.3%	1	0.0%	0
Co-op, Thorneylea Road, Off Market Street, Whitworth	1.0%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Iceland, Unit 3 Eastgate Retail Park, Eastgate, Accrington	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Hyndburn Road, Accrington	0.6%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Bacup Road, Rawtenstall	3.9%	12	2.4%	2	5.6%	4	7.9%	6	0.0%	0
Lidl, Spotland Road, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Marks & Spencer, Broadway, Accrington	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, King William Street, Blackburn	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Deansgate, Bolton	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	1.3%	4	0.0%	0	1.4%	1	0.0%	0	3.8%	3
Morrisons, Lee Street, Bacup	2.9%	9	0.0%	0	0.0%	0	11.8%	9	0.0%	0
Morrisons, King Street, Ramsbottom	3.9%	12	0.0%	0	0.0%	0	0.0%	0	15.4%	12
Nisa, Deardengate, Haslingden	1.0%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, King Street, Bacup	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Spar, Market Street Service Station, Bacup	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Spar, Holmefield Garage, Burnley Road, Rawtenstall	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.6%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.6%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Hill Street, Blackburn	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.6%	5	4.8%	4	0.0%	0	0.0%	0	1.3%	1
Tesco Superstore, Irwell Street, Ramsbottom	2.3%	7	0.0%	0	0.0%	0	0.0%	0	9.0%	7
Tesco Superstore, Bocholt Way, Rawtenstall	2.3%	7	1.2%	1	4.2%	3	3.9%	3	0.0%	0
Tesco Express (Esso), Abbey Street, Accrington	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitworth Road, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0

# Rossendale Household Survey for WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Tesco Express, Market Street, Whitworth	1.0%	3	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Accrington	1.9%	6	4.8%	4	2.8%	2	0.0%	0	0.0%	0
Bacup	1.3%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Bolton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Burnley	1.0%	3	0.0%	0	2.8%	2	1.3%	1	0.0%	0
Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Haslingden	2.6%	8	7.2%	6	2.8%	2	0.0%	0	0.0%	0
Ramsbottom	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Rawtenstall	1.6%	5	0.0%	0	7.0%	5	0.0%	0	0.0%	0
Internet / delivery	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Helmshore	0.6%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	1.0%	3	0.0%	0	0.0%	0	1.3%	1	2.6%	2
Other Within Zone 2	0.6%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
Waterfoot	0.6%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
(Don't know / varies)	0.6%	2	0.0%	0	2.8%	2	0.0%	0	0.0%	0
(Nowhere else)	46.4%	143	48.2%	40	46.5%	33	43.4%	33	47.4%	37
Base:		308		83		71		76		78

## Q05 Where do you undertake most of your shopping for clothes, footwear and other fashion goods?

Asda, Hyndburn Road, Accrington	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	3.0%	12	2.0%	2	3.0%	3	6.0%	6	1.0%	1
Asda, The Old Cricket Ground, Rochdale	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Boundary Mill Store, Vivary Way, Colne	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
The Trafford Centre, Manchester	3.0%	12	2.0%	2	2.0%	2	1.0%	1	7.0%	7
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Accrington	5.0%	20	17.0%	17	1.0%	1	2.0%	2	0.0%	0
Bacup	1.0%	4	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Blackburn	6.0%	24	15.0%	15	7.0%	7	2.0%	2	0.0%	0
Bolton	1.5%	6	1.0%	1	1.0%	1	1.0%	1	3.0%	3
Burnley	6.3%	25	1.0%	1	11.0%	11	11.0%	11	2.0%	2
Bury	27.8%	111	18.0%	18	18.0%	18	24.0%	24	51.0%	51
Colne	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haslingden	1.0%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Manchester	15.3%	61	14.0%	14	21.0%	21	13.0%	13	13.0%	13
Nelson	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oldham	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ramsbottom	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Rawtenstall	3.0%	12	0.0%	0	10.0%	10	1.0%	1	1.0%	1
Rochdale	3.5%	14	0.0%	0	0.0%	0	14.0%	14	0.0%	0
Internet	11.0%	44	6.0%	6	14.0%	14	15.0%	15	9.0%	9
Mail order / catalogue	1.5%	6	4.0%	4	1.0%	1	1.0%	1	0.0%	0
Clitheroe	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Oswaldtwistle	0.8%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0
Other Outside Catchment	2.0%	8	4.0%	4	0.0%	0	0.0%	0	4.0%	4
(Don't know / varies)	1.0%	4	1.0%	1	0.0%	0	1.0%	1	2.0%	2
(Don't do this type of shopping)	3.0%	12	4.0%	4	4.0%	4	2.0%	2	2.0%	2
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q06 Where else do undertake shopping for clothes, footwear and other fashion goods?</b>										
<i>Those who do clothes shopping at Q05</i>										
Asda, Pilsworth Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Hollymount Way, Rawtenstall	0.8%	3	1.0%	1	1.0%	1	0.0%	0	1.0%	1
Boundary Mill Store, Vivary Way, Colne	1.8%	7	5.2%	5	0.0%	0	0.0%	0	2.0%	2
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
The Trafford Centre, Manchester	6.4%	25	5.2%	5	9.4%	9	3.1%	3	8.2%	8
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Accrington	2.6%	10	5.2%	5	1.0%	1	4.1%	4	0.0%	0
Bacup	1.0%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Blackburn	4.6%	18	15.6%	15	2.1%	2	0.0%	0	1.0%	1
Bolton	1.8%	7	2.1%	2	2.1%	2	1.0%	1	2.0%	2
Burnley	4.1%	16	4.2%	4	7.3%	7	5.1%	5	0.0%	0
Bury	11.3%	44	10.4%	10	11.5%	11	11.2%	11	12.2%	12
Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colne	0.5%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Haslingden	0.5%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Manchester	9.5%	37	7.3%	7	11.5%	11	5.1%	5	14.3%	14
Oldham	0.8%	3	0.0%	0	0.0%	0	3.1%	3	0.0%	0
Ramsbottom	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	3
Rawtenstall	1.3%	5	1.0%	1	2.1%	2	2.0%	2	0.0%	0
Rochdale	1.3%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0
Internet	4.6%	18	4.2%	4	5.2%	5	5.1%	5	4.1%	4
Mail order / catalogue	1.0%	4	1.0%	1	1.0%	1	0.0%	0	2.0%	2
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clitheroe	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.5%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Other Outside Catchment	1.5%	6	0.0%	0	2.1%	2	1.0%	1	3.1%	3
Preston	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.1%	8	1.0%	1	1.0%	1	3.1%	3	3.1%	3
(Nowhere else)	37.4%	145	29.2%	28	36.5%	35	42.9%	42	40.8%	40
Base:		388		96		96		98		98

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q07 Where do you undertake most of your shopping for books, CDs, DVDs, toys and jewellery?</b>										
Asda, Hyndburn Road, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	3.0%	12	2.0%	2	7.0%	7	3.0%	3	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.5%	6	4.0%	4	1.0%	1	0.0%	0	1.0%	1
Tesco Superstore, Bocholt Way, Rawtenstall	1.0%	4	0.0%	0	2.0%	2	2.0%	2	0.0%	0
The Trafford Centre, Manchester	1.0%	4	1.0%	1	2.0%	2	0.0%	0	1.0%	1
Trinity Retail Park, Springfield, Bolton, (includes Staples, Toys R Us)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Accrington	4.0%	16	15.0%	15	1.0%	1	0.0%	0	0.0%	0
Bacup	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Blackburn	1.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Bolton	0.8%	3	1.0%	1	0.0%	0	0.0%	0	2.0%	2
Burnley	4.5%	18	1.0%	1	5.0%	5	12.0%	12	0.0%	0
Bury	11.0%	44	6.0%	6	8.0%	8	9.0%	9	21.0%	21
Haslingden	1.3%	5	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Manchester	4.3%	17	4.0%	4	7.0%	7	3.0%	3	3.0%	3
Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rawtenstall	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Rochdale	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Internet	37.3%	149	26.0%	26	35.0%	35	43.0%	43	45.0%	45
Mail order / catalogue	0.8%	3	0.0%	0	0.0%	0	2.0%	2	1.0%	1
Other Outside Catchment	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	0.5%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
(Don't do this type of shopping)	24.3%	97	28.0%	28	29.0%	29	18.0%	18	22.0%	22
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q08 Where else do undertake shopping for books, CDs, DVDs, toys and jewellery?</b>										
<i>Those who do books, CDs, DVDs, toys and jewellery shopping at Q07</i>										
Asda, Hyndburn Road, Accrington	0.7%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	2.3%	7	0.0%	0	4.2%	3	4.9%	4	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.0%	3	2.8%	2	1.4%	1	0.0%	0	0.0%	0
The Trafford Centre, Manchester	2.3%	7	1.4%	1	2.8%	2	1.2%	1	3.8%	3
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Accrington	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Blackburn	2.3%	7	8.3%	6	1.4%	1	0.0%	0	0.0%	0
Burnley	2.3%	7	0.0%	0	2.8%	2	6.1%	5	0.0%	0
Bury	7.3%	22	8.3%	6	7.0%	5	6.1%	5	7.7%	6
Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Haslingden	0.7%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Manchester	7.6%	23	5.6%	4	9.9%	7	6.1%	5	9.0%	7
Oldham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Rawtenstall	1.3%	4	2.8%	2	1.4%	1	1.2%	1	0.0%	0
Rochdale	1.3%	4	0.0%	0	0.0%	0	4.9%	4	0.0%	0
Todmorden	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Internet	3.3%	10	4.2%	3	2.8%	2	1.2%	1	5.1%	4
Mail order / catalogue	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Oswaldtwistle	0.7%	2	1.4%	1	0.0%	0	1.2%	1	0.0%	0
Other Outside Catchment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other Within Zone 2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Waterfoot	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	5	2.8%	2	0.0%	0	3.7%	3	0.0%	0
(Nowhere else)	61.1%	185	54.2%	39	62.0%	44	58.5%	48	69.2%	54
Base:		303		72		71		82		78

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q09 Where do you undertake most of your shopping for small household goods such as tableware, crockery, etc?</b>										
Aldi, Railway Street, Ramsbottom	0.8%	3	0.0%	0	1.0%	1	0.0%	0	2.0%	2
Aldi, Entwisle Road, Rochdale (Near Rochdale Leisure Centre)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Hyndburn Road, Accrington	1.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Spring Street, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Hollymount Way, Rawtenstall	9.5%	38	4.0%	4	16.0%	16	17.0%	17	1.0%	1
Boundary Mill Store, Vivary Way, Colne	4.8%	19	6.0%	6	7.0%	7	2.0%	2	4.0%	4
Homebase, Queensway, Clitheroe	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-Under-Lyne	2.8%	11	0.0%	0	2.0%	2	4.0%	4	5.0%	5
Tesco Extra, Eagle Street, Accrington	1.0%	4	3.0%	3	1.0%	1	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	2.0%	8	8.0%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Irwell Street, Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Bocholt Way, Rawtenstall	1.0%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.5%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
The Trafford Centre, Manchester	2.3%	9	1.0%	1	4.0%	4	0.0%	0	4.0%	4
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.8%	3	2.0%	2	1.0%	1	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.8%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Accrington	3.5%	14	11.0%	11	2.0%	2	1.0%	1	0.0%	0
Ashton-Under-Lyne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bacup	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Blackburn	1.8%	7	6.0%	6	1.0%	1	0.0%	0	0.0%	0
Bolton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Burnley	3.3%	13	0.0%	0	5.0%	5	7.0%	7	1.0%	1
Bury	7.0%	28	2.0%	2	7.0%	7	4.0%	4	15.0%	15
Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Colne	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Haslingden	1.8%	7	6.0%	6	0.0%	0	0.0%	0	1.0%	1
Manchester	4.0%	16	2.0%	2	5.0%	5	2.0%	2	7.0%	7
Nelson	0.5%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Oldham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Radcliffe	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Ramsbottom	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Rawtenstall	2.3%	9	0.0%	0	4.0%	4	3.0%	3	2.0%	2
Rochdale	3.3%	13	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Internet	8.8%	35	7.0%	7	4.0%	4	13.0%	13	11.0%	11
Mail order / catalogue	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Clitheroe	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0

# Rossendale Household Survey for WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Other Outside Catchment	1.0%	4	0.0%	0	2.0%	2	0.0%	0	2.0%	2
(Don't know / varies)	3.8%	15	5.0%	5	4.0%	4	4.0%	4	2.0%	2
(Don't do this type of shopping)	26.0%	104	28.0%	28	28.0%	28	21.0%	21	27.0%	27
Base:		400		100		100		100		100

## Q10 Where else do undertake shopping for small household goods such as tableware, crockery, etc?

*Those who do small household goods shopping at Q09*

Asda, Hyndburn Road, Accrington	1.0%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Hollymount Way, Rawtenstall	3.4%	10	2.8%	2	8.3%	6	2.5%	2	0.0%	0
Boundary Mill Store, Vivary Way, Colne	2.7%	8	5.6%	4	0.0%	0	0.0%	0	5.5%	4
IKEA, Wellington Road, Ashton-Under-Lyne	1.0%	3	0.0%	0	1.4%	1	1.3%	1	1.4%	1
Tesco Extra, Eagle Street, Accrington	1.0%	3	2.8%	2	1.4%	1	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.0%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	2.0%	6	0.0%	0	5.6%	4	2.5%	2	0.0%	0
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Peel Retail Park, Lower Audley Street, Blackburn (includes Matatlan, Staples, Dunelm,)	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
The Trafford Centre, Manchester	1.7%	5	1.4%	1	2.8%	2	0.0%	0	2.7%	2
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Accrington	0.7%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Bacup	0.7%	2	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Blackburn	1.4%	4	5.6%	4	0.0%	0	0.0%	0	0.0%	0
Bolton	1.0%	3	0.0%	0	2.8%	2	1.3%	1	0.0%	0
Burnley	2.4%	7	0.0%	0	8.3%	6	1.3%	1	0.0%	0
Bury	5.7%	17	4.2%	3	5.6%	4	3.8%	3	9.6%	7
Cheadle	1.0%	3	1.4%	1	0.0%	0	0.0%	0	2.7%	2
Colne	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Manchester	2.7%	8	1.4%	1	2.8%	2	2.5%	2	4.1%	3
Oldham	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Radcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Rawtenstall	2.0%	6	4.2%	3	0.0%	0	2.5%	2	1.4%	1
Rochdale	2.7%	8	0.0%	0	0.0%	0	10.1%	8	0.0%	0
Internet	2.7%	8	2.8%	2	4.2%	3	2.5%	2	1.4%	1
Abroad	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Helmshore	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	1.0%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3
(Don't know / varies)	5.1%	15	5.6%	4	4.2%	3	5.1%	4	5.5%	4
(Nowhere else)	52.4%	155	44.4%	32	52.8%	38	58.2%	46	53.4%	39
Base:		296		72		72		79		73

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q11 Where do you undertake most of your shopping for chemist goods, toiletries and cosmetics?</b>										
Aldi, Argyle Street, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Railway Street, Ramsbottom	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Hyndburn Road, Accrington	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Burden Park, Manchester Road, Bolton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Princess Way, Burnley	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	8.5%	34	3.0%	3	22.0%	22	8.0%	8	1.0%	1
Asda, The Old Cricket Ground, Rochdale	0.8%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Eagle Street, Accrington	1.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	5.0%	20	15.0%	15	3.0%	3	1.0%	1	1.0%	1
Tesco Superstore, Irwell Street, Ramsbottom	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Tesco Superstore, Bocholt Way, Rawtenstall	2.3%	9	0.0%	0	7.0%	7	2.0%	2	0.0%	0
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Trafford Centre, Manchester	0.5%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Accrington	5.0%	20	20.0%	20	0.0%	0	0.0%	0	0.0%	0
Bacup	8.5%	34	0.0%	0	0.0%	0	34.0%	34	0.0%	0
Blackburn	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bolton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Burnley	1.5%	6	1.0%	1	3.0%	3	2.0%	2	0.0%	0
Bury	7.0%	28	1.0%	1	2.0%	2	4.0%	4	21.0%	21
Haslingden	8.0%	32	27.0%	27	4.0%	4	0.0%	0	1.0%	1
Manchester	1.3%	5	0.0%	0	3.0%	3	0.0%	0	2.0%	2
Ramsbottom	7.3%	29	0.0%	0	0.0%	0	0.0%	0	29.0%	29
Rawtenstall	13.8%	55	3.0%	3	40.0%	40	9.0%	9	3.0%	3
Rochdale	3.3%	13	0.0%	0	0.0%	0	13.0%	13	0.0%	0
Whitworth	2.3%	9	0.0%	0	0.0%	0	9.0%	9	0.0%	0
Internet	2.3%	9	1.0%	1	2.0%	2	2.0%	2	4.0%	4
Mail order / catalogue	1.0%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Greenmount	3.8%	15	0.0%	0	0.0%	0	0.0%	0	15.0%	15
Helmshore	1.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	2.8%	11	1.0%	1	0.0%	0	5.0%	5	5.0%	5
Other Within Zone 2	1.0%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Waterfoot	1.3%	5	0.0%	0	4.0%	4	1.0%	1	0.0%	0
(Don't know / varies)	0.8%	3	1.0%	1	0.0%	0	1.0%	1	1.0%	1
(Don't do this type of shopping)	3.5%	14	6.0%	6	2.0%	2	3.0%	3	3.0%	3
Base:	400	100	100	100	100	100	100	100	100	100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q12 Where else do undertake shopping for chemist goods, toiletries and cosmetics?</b>										
<i>Those who do chemist goods, toiletries and cosmetics shopping at Q11</i>										
Aldi, Railway Street, Ramsbottom	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Asda, Hyndburn Road, Accrington	1.0%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Spring Street, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Asda, Hollymount Way, Rawtenstall	4.7%	18	3.2%	3	12.2%	12	3.1%	3	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	1.0%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.0%	4	1.1%	1	2.0%	2	0.0%	0	1.0%	1
Tesco Superstore, Irwell Street, Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco Superstore, Bocholt Way, Rawtenstall	2.6%	10	0.0%	0	7.1%	7	1.0%	1	2.1%	2
Croston's Retail Park, Bury (includes Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
The Trafford Centre, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.1%	4
Accrington	2.6%	10	7.4%	7	3.1%	3	0.0%	0	0.0%	0
Bacup	2.3%	9	0.0%	0	0.0%	0	9.3%	9	0.0%	0
Blackburn	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Bolton	0.8%	3	0.0%	0	1.0%	1	1.0%	1	1.0%	1
Burnley	1.8%	7	0.0%	0	5.1%	5	1.0%	1	1.0%	1
Bury	7.0%	27	2.1%	2	4.1%	4	1.0%	1	20.6%	20
Colne	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Edenfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Haslingden	1.3%	5	5.3%	5	0.0%	0	0.0%	0	0.0%	0
Manchester	1.3%	5	2.1%	2	2.0%	2	0.0%	0	1.0%	1
Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Rawtenstall	3.1%	12	1.1%	1	7.1%	7	3.1%	3	1.0%	1
Rochdale	1.3%	5	0.0%	0	0.0%	0	5.2%	5	0.0%	0
Whitworth	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet	0.8%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Mail order / catalogue	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Clitheroe	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Greenmount	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other Outside Catchment	0.8%	3	0.0%	0	1.0%	1	2.1%	2	0.0%	0
Preston	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Waterfoot	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Nowhere else)	59.6%	230	64.9%	61	49.0%	48	68.0%	66	56.7%	55
Base:	386		94		98		97		97	

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q13 Where do you undertake most of your shopping for furniture, carpets and soft furnishings?</b>										
Asda, Hyndburn Road, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	0.8%	3	1.0%	1	0.0%	0	2.0%	2	0.0%	0
Boundary Mill Store, Vivary Way, Colne	0.5%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
IKEA, Wellington Road, Ashton-Under-Lyne	3.0%	12	1.0%	1	3.0%	3	3.0%	3	5.0%	5
IKEA, Gemini Retail Park, Warrington	0.5%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.8%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	1.8%	7	1.0%	1	1.0%	1	0.0%	0	5.0%	5
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Peel Retail Park, Lower Audley Street, Blackburn (includes Matatlan, Staples, Dunelm,)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	0.8%	3	0.0%	0	2.0%	2	1.0%	1	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	0.5%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
The Trafford Centre, Manchester	1.8%	7	2.0%	2	2.0%	2	1.0%	1	2.0%	2
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.5%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Accrington	4.5%	18	14.0%	14	4.0%	4	0.0%	0	0.0%	0
Bacup	1.0%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Blackburn	2.0%	8	5.0%	5	3.0%	3	0.0%	0	0.0%	0
Bolton	1.3%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Burnley	3.3%	13	0.0%	0	5.0%	5	8.0%	8	0.0%	0
Bury	4.8%	19	2.0%	2	2.0%	2	0.0%	0	15.0%	15
Cheadle	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Haslingden	1.8%	7	6.0%	6	0.0%	0	0.0%	0	1.0%	1
Manchester	3.8%	15	2.0%	2	3.0%	3	3.0%	3	7.0%	7
Oldham	2.3%	9	0.0%	0	1.0%	1	6.0%	6	2.0%	2
Padiham	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	3.0%	12	0.0%	0	0.0%	0	0.0%	0	12.0%	12
Rawtenstall	8.0%	32	6.0%	6	21.0%	21	3.0%	3	2.0%	2
Rochdale	2.0%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0
Todmorden	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Whitworth	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Internet	10.3%	41	9.0%	9	9.0%	9	14.0%	14	9.0%	9
Mail order / catalogue	0.8%	3	0.0%	0	1.0%	1	2.0%	2	0.0%	0
Abroad	0.5%	2	1.0%	1	1.0%	1	0.0%	0	0.0%	0
Clitheroe	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Oswaldtwistle	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment (Don't know / varies)	2.8%	11	2.0%	2	2.0%	2	3.0%	3	4.0%	4
(Don't do this type of shopping)	28.8%	115	36.0%	36	33.0%	33	24.0%	24	22.0%	22

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Base:	400	100	100	100	100					
<b>Q14 Where else do undertake shopping for furniture, carpets and soft furnishings?</b>										
<i>Those who do furniture, carpets and soft furnishings shopping at Q13</i>										
IKEA, Wellington Road, Ashton-Under-Lyne	0.7%	2	0.0%	0	1.5%	1	0.0%	0	1.3%	1
IKEA, Gemini Retail Park, Warrington	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco Extra, Eagle Street, Accrington	0.7%	2	1.6%	1	1.5%	1	0.0%	0	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	1.4%	4	0.0%	0	1.5%	1	0.0%	0	3.8%	3
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	0.7%	2	0.0%	0	1.5%	1	1.3%	1	0.0%	0
The Trafford Centre, Manchester	2.1%	6	1.6%	1	3.0%	2	1.3%	1	2.6%	2
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.7%	2	1.6%	1	1.5%	1	0.0%	0	0.0%	0
Accrington	1.4%	4	6.3%	4	0.0%	0	0.0%	0	0.0%	0
Bacup	1.4%	4	0.0%	0	1.5%	1	3.9%	3	0.0%	0
Blackburn	1.8%	5	6.3%	4	1.5%	1	0.0%	0	0.0%	0
Bolton	0.7%	2	0.0%	0	1.5%	1	0.0%	0	1.3%	1
Burnley	1.8%	5	0.0%	0	4.5%	3	1.3%	1	1.3%	1
Bury	4.2%	12	1.6%	1	1.5%	1	3.9%	3	9.0%	7
Cheadle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Manchester	2.5%	7	0.0%	0	1.5%	1	3.9%	3	3.8%	3
Oldham	1.4%	4	0.0%	0	1.5%	1	2.6%	2	1.3%	1
Ramsbottom	1.4%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Rawtenstall	3.2%	9	7.8%	5	3.0%	2	1.3%	1	1.3%	1
Rochdale	0.7%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Todmorden	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Internet	2.5%	7	3.1%	2	0.0%	0	3.9%	3	2.6%	2
Helmshore	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	1.1%	3	0.0%	0	0.0%	0	2.6%	2	1.3%	1
Preston	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	10.5%	30	9.4%	6	14.9%	10	11.8%	9	6.4%	5
(Nowhere else)	55.8%	159	56.3%	36	55.2%	37	56.6%	43	55.1%	43
Base:	285	64		67		76		78		

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q15 Where do you undertake most of your shopping for electrical goods, e.g PCs, TVs, videos, Hi-Fi's, washing machines, cookers, etc?</b>										
Aldi, Railway Street, Ramsbottom	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Asda, Hyndburn Road, Accrington	0.8%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	4.5%	18	3.0%	3	8.0%	8	6.0%	6	1.0%	1
B&Q, Sandbrook Park, off Edinburgh Way, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco Extra, Eagle Street, Accrington	1.0%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.5%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	1.5%	6	0.0%	0	3.0%	3	3.0%	3	0.0%	0
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, BOLTON (includes Brantano, Pets At Home, Maplin, Carpetright, Floors to Go)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	1.3%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	1.3%	5	0.0%	0	0.0%	0	5.0%	5	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	0.5%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Peel Retail Park, Lower Audley Street, Blackburn (includes Matatlan, Staples, Dunelm,)	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	4.0%	16	1.0%	1	8.0%	8	7.0%	7	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	0.5%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
The Trafford Centre, Manchester	1.8%	7	1.0%	1	3.0%	3	1.0%	1	2.0%	2
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.5%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	5.8%	23	17.0%	17	4.0%	4	1.0%	1	1.0%	1
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	6.5%	26	4.0%	4	0.0%	0	1.0%	1	21.0%	21
Accrington	2.5%	10	9.0%	9	1.0%	1	0.0%	0	0.0%	0
Bacup	1.0%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0

## Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Blackburn	1.8%	7	4.0%	4	2.0%	2	1.0%	1	0.0%	0
Burnley	2.5%	10	0.0%	0	4.0%	4	6.0%	6	0.0%	0
Bury	11.3%	45	4.0%	4	9.0%	9	1.0%	1	31.0%	31
Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Haslingden	1.0%	4	2.0%	2	1.0%	1	1.0%	1	0.0%	0
Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Oldham	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Ramsbottom	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Rawtenstall	3.0%	12	3.0%	3	8.0%	8	0.0%	0	1.0%	1
Rochdale	3.0%	12	0.0%	0	0.0%	0	12.0%	12	0.0%	0
Whitworth	1.3%	5	0.0%	0	1.0%	1	4.0%	4	0.0%	0
Internet	21.3%	85	18.0%	18	23.0%	23	23.0%	23	21.0%	21
Mail order / catalogue	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Clitheroe	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment (Don't know / varies)	2.3%	9	1.0%	1	4.0%	4	1.0%	1	3.0%	3
(Don't do this type of shopping)	12.8%	51	19.0%	19	14.0%	14	7.0%	7	11.0%	11
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q16 Where else do undertake shopping for electrical goods, e.g PCs, TVs, videos, Hi-Fi, washing machines, cookers, etc?</b>										
<i>Those who do electrical goods shopping at Q15</i>										
Asda, Hollymount Way, Rawtenstall	0.9%	3	0.0%	0	2.3%	2	1.1%	1	0.0%	0
B&Q, Bridgehall Industrial Park, Bury	0.6%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Tesco Extra, Eagle Street, Accrington	0.6%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.9%	3	2.5%	2	1.2%	1	0.0%	0	0.0%	0
Tesco Superstore, Irwell Street, Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Superstore, Bocholt Way, Rawtenstall	0.9%	3	0.0%	0	1.2%	1	1.1%	1	1.1%	1
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Central Retail Park, BOLTON (includes Brantano, Pets At Home, Maplin, Carpetright, Floors to Go)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	2.0%	7	0.0%	0	4.7%	4	3.2%	3	0.0%	0
The Trafford Centre, Manchester	0.6%	2	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Trinity Retail Park, Springfield, Bolton, (includes Staples, Toys R Us)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	2.0%	7	6.2%	5	2.3%	2	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	3.4%	12	1.2%	1	1.2%	1	1.1%	1	10.1%	9
Accrington	1.4%	5	4.9%	4	1.2%	1	0.0%	0	0.0%	0
Bacup	0.6%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Blackburn	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Burnley	2.0%	7	0.0%	0	3.5%	3	4.3%	4	0.0%	0
Bury	2.0%	7	1.2%	1	1.2%	1	2.2%	2	3.4%	3
Cheadle	0.6%	2	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Haslingden	0.6%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Manchester	1.1%	4	1.2%	1	1.2%	1	0.0%	0	2.2%	2
Oldham	0.9%	3	0.0%	0	0.0%	0	2.2%	2	1.1%	1
Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Rawtenstall	0.6%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0

# Rossendale Household Survey for WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Rochdale	0.6%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Whitworth	0.9%	3	0.0%	0	0.0%	0	3.2%	3	0.0%	0
Internet	5.4%	19	4.9%	4	2.3%	2	7.5%	7	6.7%	6
TV shopping	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Other Outside Catchment	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
(Don't know / varies)	3.7%	13	7.4%	6	2.3%	2	4.3%	4	1.1%	1
(Nowhere else)	63.6%	222	63.0%	51	67.4%	58	60.2%	56	64.0%	57
Base:		349		81		86		93		89
<b>Q17 Where do you undertake most of your shopping for DIY and hardware goods?</b>										
Asda, Hyndburn Road, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
B&Q, Bridgehall Industrial Park, Bury	31.3%	125	22.0%	22	39.0%	39	22.0%	22	42.0%	42
B&Q, Churchill Way, Nelson	0.5%	2	1.0%	1	0.0%	0	1.0%	1	0.0%	0
B&Q, Sandbrook Park, off Edinburgh Way, Rochdale	5.8%	23	0.0%	0	0.0%	0	23.0%	23	0.0%	0
Homebase, Queensway, Clitheroe	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bridgehall Industrial Park, Heapbridge, Bury (includes B&Q)	1.0%	4	2.0%	2	2.0%	2	0.0%	0	0.0%	0
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	1.5%	6	6.0%	6	0.0%	0	0.0%	0	0.0%	0
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Accrington	3.0%	12	11.0%	11	1.0%	1	0.0%	0	0.0%	0
Bacup	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Blackburn	0.5%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1
Burnley	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Bury	5.3%	21	1.0%	1	1.0%	1	3.0%	3	16.0%	16
Haslingden	4.0%	16	11.0%	11	4.0%	4	0.0%	0	1.0%	1
Ramsbottom	4.0%	16	0.0%	0	0.0%	0	0.0%	0	16.0%	16
Rawtenstall	5.5%	22	4.0%	4	11.0%	11	6.0%	6	1.0%	1
Rochdale	1.5%	6	0.0%	0	0.0%	0	6.0%	6	0.0%	0
Internet	2.3%	9	0.0%	0	1.0%	1	4.0%	4	4.0%	4
Abroad	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Helmsshore	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	2.0%	8	2.0%	2	1.0%	1	4.0%	4	1.0%	1
Waterfoot	2.8%	11	1.0%	1	5.0%	5	5.0%	5	0.0%	0
(Don't know / varies)	1.0%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1
(Don't do this type of shopping)	24.0%	96	28.0%	28	32.0%	32	20.0%	20	16.0%	16
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q18 Where else do undertake shopping for DIY and hardware goods?</b>										
<i>Those who do DIY and hardware shopping at Q17</i>										
Asda, Hollymount Way, Rawtenstall	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridgehall Industrial Park, Bury	9.2%	28	6.9%	5	11.8%	8	7.5%	6	10.7%	9
B&Q, Churchill Way, Nelson	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Sandbrook Park, off Edinburgh Way, Rochdale	1.3%	4	0.0%	0	2.9%	2	2.5%	2	0.0%	0
IKEA, Wellington Road, Ashton-Under-Lyne	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.7%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bridgehall Industrial Park, Heapbridge, Bury (includes B&Q)	0.7%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Croston's Retail Park, Bury (includes Home Bargains)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	2.3%	7	5.6%	4	2.9%	2	1.3%	1	0.0%	0
Peel Centre, Whitebirk Drive, Blackburn (includes Halfords, Mothercare, Maplin, B&M, JYSK)	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Accrington	1.6%	5	6.9%	5	0.0%	0	0.0%	0	0.0%	0
Ashton-Under-Lyne	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Blackburn	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	1.6%	5	1.4%	1	4.4%	3	1.3%	1	0.0%	0
Bury	3.0%	9	0.0%	0	0.0%	0	1.3%	1	9.5%	8
Haslingden	1.0%	3	2.8%	2	1.5%	1	0.0%	0	0.0%	0
Ramsbottom	2.0%	6	0.0%	0	0.0%	0	0.0%	0	7.1%	6
Rawtenstall	5.3%	16	5.6%	4	10.3%	7	5.0%	4	1.2%	1
Rochdale	1.0%	3	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Whitworth	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Internet	0.7%	2	0.0%	0	0.0%	0	1.3%	1	1.2%	1
Mail order / catalogue	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	0.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Waterfoot	0.7%	2	0.0%	0	1.5%	1	1.3%	1	0.0%	0
(Don't know / varies)	2.6%	8	4.2%	3	1.5%	1	2.5%	2	2.4%	2
(Nowhere else)	61.5%	187	55.6%	40	58.8%	40	67.5%	54	63.1%	53
Base:		304		72		68		80		84
<b>GEN Gender of respondent.</b>										
Male	33.0%	132	27.0%	27	29.0%	29	46.0%	46	30.0%	30
Female	67.0%	268	73.0%	73	71.0%	71	54.0%	54	70.0%	70
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>AGE Could I ask how old you are please?</b>										
18 – 24 years	2.5%	10	2.0%	2	4.0%	4	3.0%	3	1.0%	1
25 – 34 years	5.5%	22	4.0%	4	6.0%	6	7.0%	7	5.0%	5
35 – 44 years	8.8%	35	7.0%	7	7.0%	7	8.0%	8	13.0%	13
45 – 54 years	23.3%	93	21.0%	21	24.0%	24	24.0%	24	24.0%	24
55 – 64 years	16.3%	65	15.0%	15	12.0%	12	26.0%	26	12.0%	12
65+ years	41.8%	167	49.0%	49	46.0%	46	29.0%	29	43.0%	43
(Refused)	2.0%	8	2.0%	2	1.0%	1	3.0%	3	2.0%	2
Base:		400		100		100		100		100

<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>										
One	33.8%	135	36.0%	36	36.0%	36	32.0%	32	31.0%	31
Two	45.5%	182	39.0%	39	42.0%	42	49.0%	49	52.0%	52
Three	11.5%	46	12.0%	12	12.0%	12	12.0%	12	10.0%	10
Four or more	7.0%	28	9.0%	9	8.0%	8	5.0%	5	6.0%	6
(Refused)	2.3%	9	4.0%	4	2.0%	2	2.0%	2	1.0%	1
Base:		400		100		100		100		100

<b>CHI How many children aged under 16 years old are there living in your household?</b>										
None	79.8%	319	80.0%	80	83.0%	83	80.0%	80	76.0%	76
One	9.3%	37	6.0%	6	10.0%	10	9.0%	9	12.0%	12
Two	5.5%	22	8.0%	8	3.0%	3	4.0%	4	7.0%	7
Three	2.8%	11	3.0%	3	1.0%	1	3.0%	3	4.0%	4
Four or more	0.5%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Refused)	2.3%	9	3.0%	3	2.0%	2	3.0%	3	1.0%	1
Base:		400		100		100		100		100

<b>CAR How many cars does your household own or have the use of?</b>										
None	14.8%	59	13.0%	13	20.0%	20	13.0%	13	13.0%	13
One	46.0%	184	53.0%	53	42.0%	42	47.0%	47	42.0%	42
Two	27.3%	109	25.0%	25	24.0%	24	28.0%	28	32.0%	32
Three or more	10.0%	40	6.0%	6	12.0%	12	10.0%	10	12.0%	12
(Refused)	2.0%	8	3.0%	3	2.0%	2	2.0%	2	1.0%	1
Base:		400		100		100		100		100

<b>PC Postcode Sector</b>										
BB4 4	12.3%	49	49.0%	49	0.0%	0	0.0%	0	0.0%	0
BB4 5	5.0%	20	20.0%	20	0.0%	0	0.0%	0	0.0%	0
BB4 6	4.3%	17	0.0%	0	17.0%	17	0.0%	0	0.0%	0
BB4 7	4.3%	17	0.0%	0	17.0%	17	0.0%	0	0.0%	0
BB4 8	11.3%	45	0.0%	0	45.0%	45	0.0%	0	0.0%	0
BB4 9	5.3%	21	0.0%	0	21.0%	21	0.0%	0	0.0%	0
BB5 2	7.8%	31	31.0%	31	0.0%	0	0.0%	0	0.0%	0
BL0 0	5.3%	21	0.0%	0	0.0%	0	0.0%	0	21.0%	21
BL0 9	15.0%	60	0.0%	0	0.0%	0	0.0%	0	60.0%	60
BL8 4	4.8%	19	0.0%	0	0.0%	0	0.0%	0	19.0%	19
OL128	7.0%	28	0.0%	0	0.0%	0	28.0%	28	0.0%	0
OL130	5.0%	20	0.0%	0	0.0%	0	20.0%	20	0.0%	0
OL138	3.8%	15	0.0%	0	0.0%	0	15.0%	15	0.0%	0
OL139	9.3%	37	0.0%	0	0.0%	0	37.0%	37	0.0%	0
Base:		400		100		100		100		100

<b>ZON Zone</b>										
Zone 1	25.0%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 2	25.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 3	25.0%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 4	25.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>MeanScore: amount spent (£)</b>										
<b>Q19 How much would you estimate you typically spend on a weekly basis on main food shopping?</b>										
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	0.8%	3	1.0%	1	2.0%	2	0.0%	0	0.0%	0
£21 - £25	1.8%	7	3.0%	3	1.0%	1	1.0%	1	2.0%	2
£26 - £30	5.5%	22	6.0%	6	5.0%	5	3.0%	3	8.0%	8
£31 - £35	1.3%	5	0.0%	0	2.0%	2	0.0%	0	3.0%	3
£36 - £40	7.3%	29	10.0%	10	7.0%	7	8.0%	8	4.0%	4
£41 - £45	1.5%	6	3.0%	3	0.0%	0	1.0%	1	2.0%	2
£46 - £50	10.0%	40	10.0%	10	12.0%	12	10.0%	10	8.0%	8
£51 - £55	1.5%	6	3.0%	3	1.0%	1	1.0%	1	1.0%	1
£56 - £60	9.3%	37	8.0%	8	9.0%	9	12.0%	12	8.0%	8
£61 - £65	2.0%	8	4.0%	4	2.0%	2	2.0%	2	0.0%	0
£66 - £70	7.8%	31	7.0%	7	12.0%	12	4.0%	4	8.0%	8
£71 - £75	1.0%	4	3.0%	3	0.0%	0	0.0%	0	1.0%	1
£76 - £80	5.5%	22	6.0%	6	3.0%	3	3.0%	3	10.0%	10
£81 - £85	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2
£86 - £90	2.0%	8	4.0%	4	0.0%	0	3.0%	3	1.0%	1
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	13.3%	53	13.0%	13	12.0%	12	17.0%	17	11.0%	11
£101 - £120	3.5%	14	3.0%	3	4.0%	4	4.0%	4	3.0%	3
£121 - £140	1.5%	6	1.0%	1	0.0%	0	3.0%	3	2.0%	2
£141 - £160	2.3%	9	2.0%	2	5.0%	5	2.0%	2	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	1.8%	7	2.0%	2	2.0%	2	1.0%	1	2.0%	2
£201 - £250	0.5%	2	0.0%	0	1.0%	1	1.0%	1	0.0%	0
(Don't do main food shopping)	3.8%	15	1.0%	1	2.0%	2	5.0%	5	7.0%	7
(Don't know / varies)	13.0%	52	10.0%	10	15.0%	15	12.0%	12	15.0%	15
(Refused)	3.0%	12	0.0%	0	3.0%	3	7.0%	7	2.0%	2
<i>Mean:</i>		73.69		70.22		75.38		78.68		70.99
<i>Base:</i>		400		100		100		100		100

**MeanScore: amount spent (£)****Q20 How much would you estimate you typically spend on a weekly basis on top up food shopping (trips for staple goods in between your 'main' food shopping trip)?**

£1 - £5	4.8%	19	5.0%	5	3.0%	3	5.0%	5	6.0%	6
£6 - £10	13.8%	55	18.0%	18	13.0%	13	10.0%	10	14.0%	14
£11 - £15	5.8%	23	3.0%	3	6.0%	6	7.0%	7	7.0%	7
£16 - £20	19.3%	77	24.0%	24	17.0%	17	14.0%	14	22.0%	22
£21 - £25	3.0%	12	1.0%	1	4.0%	4	4.0%	4	3.0%	3
£26 - £30	4.3%	17	5.0%	5	4.0%	4	4.0%	4	4.0%	4
£31 - £35	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
£36 - £40	1.8%	7	2.0%	2	1.0%	1	2.0%	2	2.0%	2
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	2.5%	10	2.0%	2	4.0%	4	3.0%	3	1.0%	1
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.0%	4	0.0%	0	1.0%	1	1.0%	1	2.0%	2
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
£71 - £75	0.5%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
£76 - £80	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
(Don't do top-up shopping)	23.0%	92	22.0%	22	30.0%	30	24.0%	24	16.0%	16
(Don't know / varies)	16.5%	66	18.0%	18	14.0%	14	17.0%	17	17.0%	17
(Refused)	3.0%	12	0.0%	0	3.0%	3	6.0%	6	3.0%	3
<i>Mean:</i>		20.73		18.07		20.66		22.47		21.83
<i>Base:</i>		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q21 Do you ever visit any of the following centres? [MR/PR]</b>										
Rawtenstall Town Centre	56.0%	224	45.0%	45	86.0%	86	53.0%	53	40.0%	40
Haslingden District Centre	27.0%	108	55.0%	55	30.0%	30	4.0%	4	19.0%	19
Bacup District Centre	23.8%	95	4.0%	4	13.0%	13	73.0%	73	5.0%	5
(None of these)	28.8%	115	33.0%	33	11.0%	11	17.0%	17	54.0%	54
Base:		400		100		100		100		100

## Q22 Why don't you visit Rawtenstall Town Centre? [MR]

*Those who do not visit Rawtenstall at Q21*

Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.6%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Doesn't have preferred supermarket	2.3%	4	0.0%	0	7.1%	1	0.0%	0	5.0%	3
Environmental quality of centre	2.8%	5	1.8%	1	7.1%	1	2.1%	1	3.3%	2
Inconveniently located car parking	1.7%	3	0.0%	0	0.0%	0	6.4%	3	0.0%	0
Lack of choice and range of shops	7.4%	13	12.7%	7	14.3%	2	6.4%	3	1.7%	1
Not accessible by public transport	2.8%	5	0.0%	0	0.0%	0	2.1%	1	6.7%	4
Too far away from home or work	36.9%	65	25.5%	14	21.4%	3	42.6%	20	46.7%	28
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I don't like the town	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
No need to go - can get everything I need in Accrington	1.7%	3	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Shops are too expensive	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Unable to travel due to poor health / disability	1.7%	3	3.6%	2	0.0%	0	2.1%	1	0.0%	0
Unfamiliar with area	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	44.3%	78	45.5%	25	57.1%	8	40.4%	19	43.3%	26
(Don't know)	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Base:		176		55		14		47		60

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q23 Why don't you visit Haslingden District Centre? [MR]</b>										
<i>Those who do not visit Haslingden at Q21</i>										
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Doesn't have preferred supermarket	2.7%	8	2.2%	1	2.9%	2	2.1%	2	3.7%	3
Environmental quality of centre	2.7%	8	4.4%	2	1.4%	1	0.0%	0	6.2%	5
Inconveniently located car parking	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Lack of choice and range of shops	11.3%	33	26.7%	12	14.3%	10	7.3%	7	4.9%	4
Not accessible by public transport	3.4%	10	2.2%	1	1.4%	1	0.0%	0	9.9%	8
Too far away from home or work	41.4%	121	22.2%	10	40.0%	28	52.1%	50	40.7%	33
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No need to go - can get everything I need in Accrington	0.7%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Not enough car parking	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Poor quality shops compared to other towns	0.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Too many takeaway restaurants	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Unable to travel due to poor health / disability	1.4%	4	4.4%	2	0.0%	0	2.1%	2	0.0%	0
(Nothing, no reason to visit)	41.1%	120	42.2%	19	41.4%	29	36.5%	35	45.7%	37
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		292		45		70		96		81

**Q24 Why don't you visit Bacup District Centre? [MR]***Those who do not visit Bacup at Q21*

Choice of leisure facilities (cinema, gym, pubs etc.)	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Choice of services (hairdressers, banks etc.)	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Doesn't have preferred supermarket	2.0%	6	1.0%	1	2.3%	2	0.0%	0	3.2%	3
Environmental quality of centre	2.3%	7	2.1%	2	1.1%	1	0.0%	0	4.2%	4
Inconveniently located car parking	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of shops	7.9%	24	1.0%	1	12.6%	11	22.2%	6	6.3%	6
Not accessible by public transport	2.6%	8	0.0%	0	0.0%	0	0.0%	0	8.4%	8
Too far away from home or work	54.4%	166	69.8%	67	47.1%	41	7.4%	2	58.9%	56
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No need to go - can get everything I need in Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Unable to travel due to poor health / disability	1.0%	3	2.1%	2	0.0%	0	3.7%	1	0.0%	0
Unfamiliar with area	1.0%	3	2.1%	2	0.0%	0	0.0%	0	1.1%	1
Unpleasant clientele / atmosphere	0.3%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
(Nothing, no reason to visit)	34.8%	106	21.9%	21	40.2%	35	59.3%	16	35.8%	34
(Don't know)	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Base:		305		96		87		27		95

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q25 Which of those centres do you visit the most? [PR]</b> <i>Those who visit a centre at Q21</i>										
Rawtenstall Town Centre	60.0%	171	40.3%	27	89.9%	80	33.7%	28	78.3%	36
Haslingden District Centre	20.0%	57	59.7%	40	10.1%	9	0.0%	0	17.4%	8
Bacup District Centre	20.0%	57	0.0%	0	0.0%	0	66.3%	55	4.3%	2
Base:		285		67		89		83		46

MeanScore: visits per year

## Q26 How often do you visit (CENTRE MENTIONED AT Q25)?

*Those who visit a centre at Q21*

Daily	16.1%	46	14.9%	10	15.7%	14	25.3%	21	2.2%	1
At least two times a week	32.6%	93	34.3%	23	36.0%	32	39.8%	33	10.9%	5
At least once a week	29.5%	84	31.3%	21	39.3%	35	16.9%	14	30.4%	14
At least once a fortnight	7.7%	22	6.0%	4	5.6%	5	7.2%	6	15.2%	7
At least once a month	7.0%	20	9.0%	6	2.2%	2	2.4%	2	21.7%	10
At least every two months	1.8%	5	3.0%	2	0.0%	0	1.2%	1	4.3%	2
At least every 3 months	3.2%	9	0.0%	0	0.0%	0	7.2%	6	6.5%	3
At least every 6 months	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.7%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Have only visited once	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
(Don't know / varies)	0.7%	2	0.0%	0	1.1%	1	0.0%	0	2.2%	1
Mean:		137.86		136.26		146.86		176.21		51.87
Base:		285		67		89		83		46

## Q27 How do you usually travel to (CENTRE MENTIONED AT Q25) (main part of journey)?

*Those who visit a centre at Q21*

Car / van (as driver)	68.4%	195	67.2%	45	61.8%	55	69.9%	58	80.4%	37
Car / van (as passenger)	7.0%	20	7.5%	5	7.9%	7	2.4%	2	13.0%	6
Bus, minibus or coach	7.4%	21	6.0%	4	6.7%	6	12.0%	10	2.2%	1
Motorcycle, scooter or moped	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Walk	15.1%	43	19.4%	13	20.2%	18	14.5%	12	0.0%	0
Taxi	1.1%	3	0.0%	0	2.2%	2	0.0%	0	2.2%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steam train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Mobility scooter / disability vehicle	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		285		67		89		83		46

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q28 What is the main reason for visiting (CENTRE MENTIONED AT Q25)?</b>										
<i>Those who visit a centre at Q21</i>										
Choice and range of shops	31.6%	90	53.7%	36	27.0%	24	24.1%	20	21.7%	10
Choice of leisure facilities (restaurants, pubs etc.)	1.8%	5	0.0%	0	2.2%	2	0.0%	0	6.5%	3
Choice of services (hairdressers, banks etc.)	8.4%	24	11.9%	8	9.0%	8	7.2%	6	4.3%	2
Close to home	10.5%	30	6.0%	4	14.6%	13	12.0%	10	6.5%	3
Close to work	3.2%	9	3.0%	2	1.1%	1	4.8%	4	4.3%	2
Convenient car parking	0.7%	2	0.0%	0	0.0%	0	1.2%	1	2.2%	1
Easily accessible by public transport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Environmental quality of centre	1.1%	3	1.5%	1	0.0%	0	2.4%	2	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	2.5%	7	3.0%	2	4.5%	4	1.2%	1	0.0%	0
Performing arts facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supermarket	30.5%	87	14.9%	10	32.6%	29	38.6%	32	34.8%	16
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's school is located there	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Close to family / friends	1.1%	3	0.0%	0	1.1%	1	1.2%	1	2.2%	1
Compact layout of the shops / services	0.7%	2	0.0%	0	0.0%	0	1.2%	1	2.2%	1
Friendly / pleasant atmosphere	1.4%	4	3.0%	2	0.0%	0	1.2%	1	2.2%	1
Good for browsing / window shopping	0.7%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Good library	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Good range of independent / specialist shops	1.4%	4	1.5%	1	3.4%	3	0.0%	0	0.0%	0
My church is located there	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Part of an overall day out	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Quiet / not too busy	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
(Nothing in particular)	2.5%	7	1.5%	1	0.0%	0	3.6%	3	6.5%	3
Base:		285		67		89		83		46

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q29A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q25) more often? First mention:</b>										
<i>Those who visit a centre at Q21</i>										
Additional foodstores within the town centre	1.8%	5	0.0%	0	0.0%	0	3.6%	3	4.3%	2
Additional parking	9.8%	28	9.0%	6	7.9%	7	10.8%	9	13.0%	6
Better personal environment	2.5%	7	3.0%	2	2.2%	2	3.6%	3	0.0%	0
Better security	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	2.1%	6	3.0%	2	2.2%	2	2.4%	2	0.0%	0
Improved non-food shops within the town centre	4.9%	14	1.5%	1	7.9%	7	6.0%	5	2.2%	1
Improved quality of shops	2.1%	6	1.5%	1	1.1%	1	3.6%	3	2.2%	1
Improved street cleaning	1.4%	4	1.5%	1	0.0%	0	3.6%	3	0.0%	0
Increased choice and range of shops	7.4%	21	9.0%	6	5.6%	5	7.2%	6	8.7%	4
Increased public transport	2.1%	6	0.0%	0	1.1%	1	1.2%	1	8.7%	4
Longer opening hours	0.7%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A general refurbishment of the town	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Change the location of market	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Improved disabled access	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Less takeaway restaurants	1.4%	4	6.0%	4	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	2.1%	6	4.5%	3	2.2%	2	0.0%	0	2.2%	1
More / better public toilets	0.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More financial services (banks, building societies etc.)	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.7%	2	1.5%	1	0.0%	0	1.2%	1	0.0%	0
More pedestrianisation	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
More restaurants open on Sundays	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Refurbish the bus station	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Remove the fair	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Nothing / Nothing further)	53.3%	152	53.7%	36	59.6%	53	50.6%	42	45.7%	21
(Don't know)	4.2%	12	3.0%	2	3.4%	3	2.4%	2	10.9%	5
Base:		285		67		89		83		46

**Q29B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q25) more often? Second mention:**  
*Those who gave a measure at Q29A*

Additional foodstores within the town centre	2.5%	3	0.0%	0	6.1%	2	2.6%	1	0.0%	0
Additional parking	2.5%	3	6.9%	2	0.0%	0	0.0%	0	5.0%	1
Better personal environment	9.9%	12	10.3%	3	0.0%	0	15.4%	6	15.0%	3
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	1.7%	2	3.4%	1	3.0%	1	0.0%	0	0.0%	0
Improved non-food shops within the town centre	10.7%	13	6.9%	2	6.1%	2	17.9%	7	10.0%	2
Improved quality of shops	2.5%	3	0.0%	0	3.0%	1	2.6%	1	5.0%	1
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice and range of shops	6.6%	8	10.3%	3	6.1%	2	7.7%	3	0.0%	0
Increased public transport	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive shops	0.8%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Less takeaway restaurants	0.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
More reliable bus service	1.7%	2	0.0%	0	6.1%	2	0.0%	0	0.0%	0
More shops open on Sundays	0.8%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Open a swimming pool	0.8%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing further)	57.0%	69	55.2%	16	63.6%	21	53.8%	21	55.0%	11
(Don't know)	0.8%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Base:		121		29		33		39		20

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q29C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q25) more often? Third mention:</b>										
<i>Those who gave a measure at Q29B</i>										
Additional foodstores within the town centre	2.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Additional parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better personal environment	2.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	2.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	2.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Improved non-food shops within the town centre	2.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	2.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Increased choice and range of shops	5.9%	3	0.0%	0	9.1%	1	11.1%	2	0.0%	0
Increased public transport	3.9%	2	0.0%	0	9.1%	1	0.0%	0	11.1%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaway restaurants	2.0%	1	7.7%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	3.9%	2	0.0%	0	9.1%	1	5.6%	1	0.0%	0
Open a community centre	2.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0
Utilise the disused building in the square	2.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
(Nothing / Nothing further)	66.7%	34	92.3%	12	54.5%	6	50.0%	9	77.8%	7
(Don't know)	2.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
Base:		51		13		11		18		9

**Q30 Which of these leisure activities do you participate in? [MR/PR]**

Health & fitness	17.0%	68	13.0%	13	16.0%	16	17.0%	17	22.0%	22
Leisure centre activities	9.0%	36	6.0%	6	5.0%	5	7.0%	7	18.0%	18
Cinema	34.5%	138	21.0%	21	29.0%	29	40.0%	40	48.0%	48
Restaurant	66.3%	265	63.0%	63	59.0%	59	62.0%	62	81.0%	81
Pub / bars	36.5%	146	17.0%	17	33.0%	33	37.0%	37	59.0%	59
Nightclub	1.5%	6	1.0%	1	0.0%	0	3.0%	3	2.0%	2
Social club	3.8%	15	2.0%	2	1.0%	1	7.0%	7	5.0%	5
Performing arts	10.8%	43	3.0%	3	6.0%	6	5.0%	5	29.0%	29
Outdoor active sports	15.0%	60	10.0%	10	17.0%	17	9.0%	9	24.0%	24
Theatre / concert hall	40.8%	163	31.0%	31	34.0%	34	46.0%	46	52.0%	52
Museum / art galleries	32.0%	128	24.0%	24	28.0%	28	31.0%	31	45.0%	45
Ten pin bowling	13.0%	52	8.0%	8	9.0%	9	20.0%	20	15.0%	15
Bingo	3.8%	15	3.0%	3	2.0%	2	7.0%	7	3.0%	3
(None of these)	18.0%	72	21.0%	21	24.0%	24	17.0%	17	10.0%	10
Base:		400		100		100		100		100

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4
<b>Q31 Which centre / facility did you last visit for indoor sports or health and fitness activity?</b>					
<i>Those who do indoor sports and / or health and fitness activities at Q30</i>					
Adrenaline Centre, Helmshore Road, Haslingden	2.2%	2 11.1%	2 0.0%	0 0.0%	0 0.0%
Body & Fitness Health Studios, The Church, John Street, Haslingden	1.1%	1 5.6%	1 0.0%	0 0.0%	0 0.0%
Pioneer Health Studio, Riverside Business Park, River Street, Bacup	5.4%	5 0.0%	0 0.0%	0 18.2%	4 3.0%
Reps & Sets, Ratcliffe Fold, Haslingden	1.1%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Rossendale Leisure Trust, Kay Street, Rossendale	2.2%	2 5.6%	1 0.0%	0 4.5%	1 0.0%
Accrington	4.3%	4 16.7%	3 5.3%	1 0.0%	0 0.0%
Bacup	2.2%	2 0.0%	0 0.0%	0 9.1%	2 0.0%
Bolton	1.1%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Burnley	3.3%	3 0.0%	0 10.5%	2 4.5%	1 0.0%
Bury	10.9%	10 0.0%	0 0.0%	0 4.5%	1 27.3%
Haslingden	5.4%	5 16.7%	3 10.5%	2 0.0%	0 0.0%
Manchester	1.1%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Ramsbottom	19.6%	18 11.1%	2 5.3%	1 0.0%	0 45.5%
Rawtenstall	19.6%	18 16.7%	3 47.4%	9 13.6%	3 9.1%
Rochdale	3.3%	3 0.0%	0 0.0%	0 9.1%	2 3.0%
Waterfoot Local Centre	1.1%	1 0.0%	0 0.0%	0 4.5%	1 0.0%
Whitworth Local Centre	7.6%	7 0.0%	0 0.0%	0 31.8%	7 0.0%
Fearn Community Sports College, Fearn Moss, Stacksteads	1.1%	1 0.0%	0 5.3%	1 0.0%	0 0.0%
Haslingden Health & Leisure Centre, Helmshore Road, Haslingden	2.2%	2 11.1%	2 0.0%	0 0.0%	0 0.0%
Marl Pits Leisure Centre, Newchurch Road, Rawtenstall	2.2%	2 0.0%	0 10.5%	2 0.0%	0 0.0%
Riverside Health Club, New Hall Hey Road, Rawtenstall	1.1%	1 0.0%	0 0.0%	0 0.0%	0 3.0%
Ski Rossendale, Haslingden Old Road, Rossendale	1.1%	1 0.0%	0 5.3%	1 0.0%	0 0.0%
(Don't know / can't remember)	1.1%	1 5.6%	1 0.0%	0 0.0%	0 0.0%
Base:		92	18	19	22

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q32 Which centre / facility did you last visit to go the cinema?</b>										
<i>Those who go to the cinema at Q30</i>										
Cineworld, The Valley, Eagley Brook Way, Bolton	4.3%	6	0.0%	0	0.0%	0	0.0%	0	12.5%	6
Cineworld, Watersmeeting Road, Bolton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Odeon, Sandbrook Park, Sandbrook Way, Rochdale	10.1%	14	0.0%	0	3.4%	1	27.5%	11	4.2%	2
Reel Cinema, Manchester Road, Hollywood Park, Burnley	23.9%	33	14.3%	3	44.8%	13	42.5%	17	0.0%	0
Vue Cinema, Peel Leisure and Retail Park, Lower Audley Street, Blackburn	2.2%	3	14.3%	3	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Rock Place, Bury	34.8%	48	19.0%	4	24.1%	7	17.5%	7	62.5%	30
Vue Cinema, The Viaduct, Hyndburn Road, Accrington	6.5%	9	33.3%	7	3.4%	1	2.5%	1	0.0%	0
Accrington	0.7%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Ashton-under-Lyne	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Bolton	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Burnley	2.2%	3	4.8%	1	3.4%	1	2.5%	1	0.0%	0
Bury	3.6%	5	4.8%	1	6.9%	2	2.5%	1	2.1%	1
Manchester	6.5%	9	4.8%	1	6.9%	2	2.5%	1	10.4%	5
Oldham	0.7%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0
Rochdale	0.7%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Odeon, Trafford Centre, Manchester	1.4%	2	4.8%	1	0.0%	0	0.0%	0	2.1%	1
Base:		138		21		29		40		48

### Q33 Which centre / facility did you last visit to go to a restaurant?

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<i>Those who go to restaurants at Q30</i>										
Accrington	3.4%	9	12.7%	8	0.0%	0	1.6%	1	0.0%	0
Astley Bridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bacup	3.4%	9	0.0%	0	0.0%	0	14.5%	9	0.0%	0
Blackburn	1.1%	3	3.2%	2	1.7%	1	0.0%	0	0.0%	0
Bolton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Burnley	3.0%	8	3.2%	2	5.1%	3	4.8%	3	0.0%	0
Bury	6.4%	17	1.6%	1	5.1%	3	8.1%	5	9.9%	8
Colne	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth Neighbourhood Centre	0.8%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0
Darwen	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Edenfield Neighbourhood Centre	1.9%	5	0.0%	0	5.1%	3	0.0%	0	2.5%	2
Haslingden	5.7%	15	19.0%	12	1.7%	1	1.6%	1	1.2%	1
Helmshore Neighbourhood Centre	5.3%	14	14.3%	9	3.4%	2	1.6%	1	2.5%	2
Heywood	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Manchester	10.6%	28	7.9%	5	15.3%	9	4.8%	3	13.6%	11
Ramsbottom	21.1%	56	9.5%	6	11.9%	7	1.6%	1	51.9%	42
Rawtenstall	18.9%	50	17.5%	11	39.0%	23	16.1%	10	7.4%	6
Rochdale	6.8%	18	3.2%	2	0.0%	0	22.6%	14	2.5%	2
Stacksteads Neighbourhood Centre	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Todmorden	0.8%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0
Whitworth Local Centre	2.6%	7	0.0%	0	0.0%	0	11.3%	7	0.0%	0
Abroad	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Birtle Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Calderdale District Centre	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Central London	0.8%	2	0.0%	0	1.7%	1	1.6%	1	0.0%	0
Delph Village Centre	0.4%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Hawkshaw Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Long Preston Village Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Nottingham City Centre	0.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Ribble Valley District Centre	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	2.3%	6	3.2%	2	1.7%	1	1.6%	1	2.5%	2
Base:		265		63		59		62		81

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q34 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?</b>										
<i>Those who go to bars, pubs and night / social clubs at Q30</i>										
Accrington	3.9%	6	26.3%	5	2.9%	1	0.0%	0	0.0%	0
Bacup	5.2%	8	0.0%	0	0.0%	0	20.5%	8	0.0%	0
Burnley	2.0%	3	0.0%	0	0.0%	0	7.7%	3	0.0%	0
Bury	8.5%	13	0.0%	0	2.9%	1	5.1%	2	16.4%	10
Edenfield Neighbourhood Centre	2.6%	4	0.0%	0	0.0%	0	0.0%	0	6.6%	4
Haslingden	5.9%	9	31.6%	6	5.9%	2	2.6%	1	0.0%	0
Helmshore Neighbourhood Centre	2.6%	4	15.8%	3	2.9%	1	0.0%	0	0.0%	0
Manchester	7.8%	12	0.0%	0	8.8%	3	10.3%	4	8.2%	5
Oldham	0.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Ramsbottom	25.5%	39	0.0%	0	2.9%	1	2.6%	1	60.7%	37
Rawtenstall	18.3%	28	10.5%	2	55.9%	19	10.3%	4	4.9%	3
Rochdale	1.3%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Stacksteads Neighbourhood Centre	1.3%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Todmorden	1.3%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0
Waterfoot Local Centre	0.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Whitworth Local Centre	4.6%	7	0.0%	0	0.0%	0	17.9%	7	0.0%	0
Baxenden Village Centre	1.3%	2	10.5%	2	0.0%	0	0.0%	0	0.0%	0
Belthorn Village Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Central London	0.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Nottingham City Centre	0.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Rossendale District Centre	1.3%	2	0.0%	0	2.9%	1	0.0%	0	1.6%	1
Whalley Village Centre	0.7%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	2.6%	4	5.3%	1	8.8%	3	0.0%	0	0.0%	0
Base:		153		19		34		39		61

<b>Q35 Which centre / facility did you last visit to participate in the performing arts?</b>										
<i>Those who visit performing arts venues at Q30</i>										
Rossendale Dance & Drama Centre, Bridleway, Rossendale	4.7%	2	0.0%	0	16.7%	1	0.0%	0	3.4%	1
Bury	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Manchester	53.5%	23	33.3%	1	50.0%	3	40.0%	2	58.6%	17
Oldham	7.0%	3	33.3%	1	0.0%	0	0.0%	0	6.9%	2
Ramsbottom	14.0%	6	0.0%	0	16.7%	1	0.0%	0	17.2%	5
Rochdale	2.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0
Waterfoot Local Centre	4.7%	2	0.0%	0	16.7%	1	20.0%	1	0.0%	0
Whitworth Local Centre	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Central London / West End	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Leesa Vain Dance Academy, Spring Gardens, Middleton, Manchester	2.3%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Weir Village Centre	2.3%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0
(Don't know / can't remember)	2.3%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0
Base:		43		3		6		5		29

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q36 Which centre / facility did you last visit to participate in 'outdoor active sports' (such as skiing, mountain biking, climbing, canoeing, etc.)?</b>										
<i>Those who do outdoor active sports at Q30</i>										
Rossendale Valley Sailing Club, Manchester Road, Clowbridge, Burnley	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Ski Rossendale, Haslingden Old Road, Rossendale	5.0%	3	20.0%	2	0.0%	0	11.1%	1	0.0%	0
Accrington	1.7%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0
Bacup	3.3%	2	0.0%	0	0.0%	0	22.2%	2	0.0%	0
Blackburn	1.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	3.3%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	2
Burnley	8.3%	5	10.0%	1	11.8%	2	11.1%	1	4.2%	1
Bury	10.0%	6	0.0%	0	0.0%	0	0.0%	0	25.0%	6
Haslingden	6.7%	4	20.0%	2	11.8%	2	0.0%	0	0.0%	0
Manchester	5.0%	3	0.0%	0	11.8%	2	0.0%	0	4.2%	1
Radcliffe	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Ramsbottom	15.0%	9	0.0%	0	0.0%	0	0.0%	0	37.5%	9
Rawtenstall	13.3%	8	0.0%	0	41.2%	7	11.1%	1	0.0%	0
Todmorden	1.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Whitworth Local Centre	1.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Glasgow City Centre	1.7%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	1.7%	1	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Langworthy Reds Sports Club, Swinton Park Road, Salford	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Rossendale Golf Club, Ewood Lane Head, Ewood Lane, Haslingden	3.3%	2	10.0%	1	5.9%	1	0.0%	0	0.0%	0
Trafford Golf Centre, Old Park Lane, Stretford	1.7%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1
(Don't know / can't remember)	10.0%	6	20.0%	2	11.8%	2	11.1%	1	4.2%	1
Base:		60		10		17		9		24

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q37 Which centre / facility did you last visit to go to the theatre?</b>										
<i>Those who go to the theatre at Q30</i>										
Burnley Mechanics, Manchester Road, Burnley	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
New Millennium Theatre, Burnley Road East, Waterfoot	1.2%	2	0.0%	0	2.9%	1	2.2%	1	0.0%	0
Rossendale Dance & Drama Centre, 52 Bridleway, Waterfoot, Rossendale	0.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Royal Court Theatre, Rochdale Road, Bacup	7.4%	12	6.5%	2	2.9%	1	19.6%	9	0.0%	0
The Curtain Theatre, Milkstone Road, Rochdale	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
The Horse and Bamboo Centre (The Boo), Bacup Road, Waterfoot	1.8%	3	0.0%	0	5.9%	2	2.2%	1	0.0%	0
The Met, Derby Hall, Market Street, Bury	1.8%	3	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Theatre Royal, Smithy Street, Bury	0.6%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Bacup	1.2%	2	0.0%	0	2.9%	1	2.2%	1	0.0%	0
Bolton	1.8%	3	0.0%	0	2.9%	1	2.2%	1	1.9%	1
Burnley	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Bury	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Central London / West End Manchester	3.7%	6	3.2%	1	0.0%	0	4.3%	2	5.8%	3
Oldham	59.5%	97	64.5%	20	64.7%	22	43.5%	20	67.3%	35
Ramsbottom	1.8%	3	3.2%	1	2.9%	1	0.0%	0	1.9%	1
Ramsbottom	2.5%	4	0.0%	0	0.0%	0	0.0%	0	7.7%	4
Stacksteads Neighbourhood Centre	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Waterfoot Local Centre	0.6%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0
Abroad	0.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Bradford City Centre	0.6%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Leeds City Centre	1.2%	2	3.2%	1	0.0%	0	2.2%	1	0.0%	0
Middleston Arena, Joel Halliwell VC Way, Middleton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Preston City Centre	0.6%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Salford City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
St. Helens Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The Lowry, The Quays, Salford	0.6%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0
Winter Gardens, Church Street, Blackpool	1.2%	2	0.0%	0	2.9%	1	2.2%	1	0.0%	0
(Don't know / can't remember)	4.9%	8	9.7%	3	2.9%	1	8.7%	4	0.0%	0
Base:	163	31	34	46	52					

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q38 Which centre / facility did you last visit go to a gallery / museum?</b>										
<i>Those who go to galleries / museums at Q30</i>										
Bury Art Gallery Museum & Archives, Moss Street, Bury	3.1%	4	0.0%	0	3.6%	1	0.0%	0	6.7%	3
The Whitaker Museum & Art Gallery, Haslingden Road, Rossendale	4.7%	6	12.5%	3	7.1%	2	3.2%	1	0.0%	0
Accrington	1.6%	2	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Bacup	2.3%	3	0.0%	0	0.0%	0	9.7%	3	0.0%	0
Blackburn	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Bolton	0.8%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Burnley	1.6%	2	4.2%	1	0.0%	0	3.2%	1	0.0%	0
Bury	2.3%	3	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Helmshore Neighbourhood Centre	0.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	43.0%	55	37.5%	9	17.9%	5	38.7%	12	64.4%	29
Ramsbottom	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Rawtenstall	14.1%	18	16.7%	4	28.6%	8	16.1%	5	2.2%	1
Rochdale	2.3%	3	0.0%	0	0.0%	0	9.7%	3	0.0%	0
Whitworth Local Centre	1.6%	2	0.0%	0	0.0%	0	3.2%	1	2.2%	1
Abroad	0.8%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Central London	6.3%	8	0.0%	0	14.3%	4	0.0%	0	8.9%	4
Edinburgh City Centre	1.6%	2	4.2%	1	3.6%	1	0.0%	0	0.0%	0
Eureka, Discovery Road, Halifax	0.8%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Haworth Village Centre	0.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Town Centre	0.8%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Liverpool City Centre	0.8%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Preston City Centre	0.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.8%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
York City Centre	0.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.3%	8	0.0%	0	10.7%	3	12.9%	4	2.2%	1
Base:		128		24		28		31		45

<b>Q39 Which centre / facility did you last visit to go ten-pin bowling?</b>										
<i>Those who go ten-pin bowling at Q30</i>										
1st Bowl, Finley Gate, Burnley	23.1%	12	37.5%	3	22.2%	2	35.0%	7	0.0%	0
Accrington Super bowl, The Viaduct, Hyndburn Road, Accrington	1.9%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Bowlplex, Mayson Street, Blackburn	1.9%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Sandbrook Way, Rochdale	9.6%	5	0.0%	0	0.0%	0	25.0%	5	0.0%	0
Blackburn	1.9%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	1.9%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Burnley	3.8%	2	0.0%	0	11.1%	1	5.0%	1	0.0%	0
Bury	42.3%	22	0.0%	0	66.7%	6	25.0%	5	73.3%	11
Manchester	1.9%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Ramsbottom	3.8%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2
Blackpool Town Centre	1.9%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.8%	3	12.5%	1	0.0%	0	10.0%	2	0.0%	0
Base:		52		8		9		20		15

# Rossendale Household Survey for WYG

	Total	Zone 1	Zone 2	Zone 3	Zone 4
<b>Q40 Which centre / facility did you last visit to go to bingo?</b>					
<i>Those who play bingo at Q30</i>					
Gala Bingo, Ainsworth St, Blackburn	13.3%	2 33.3%	1 50.0%	1 0.0%	0 0.0%
Gala Bingo, Centenary Way, Burnley	13.3%	2 0.0%	0 50.0%	1 14.3%	1 0.0%
Mecca Bingo, Smith Street, Rochdale	40.0%	6 0.0%	0 0.0%	0 71.4%	5 33.3%
Bacup	6.7%	1 0.0%	0 0.0%	0 14.3%	1 0.0%
Bolton	6.7%	1 0.0%	0 0.0%	0 0.0%	0 33.3%
Bury	6.7%	1 0.0%	0 0.0%	0 0.0%	0 33.3%
Haslingden	6.7%	1 33.3%	1 0.0%	0 0.0%	0 0.0%
Club 3000 Bingo, Tithebarn Street, Preston	6.7%	1 33.3%	1 0.0%	0 0.0%	0 0.0%
Base:	15	3	2	7	3

## Q41 Which leisure facilities would you like to see more of in your area? [MR]

Hotels	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bars / pubs	1.8%	7 1.0%	1 3.0%	3 2.0%	2 1.0%	1 1.0%	2 2.0%	2 2.0%	2
Better shopping facilities	2.0%	8 4.0%	4 0.0%	0 2.0%	2 2.0%	2 2.0%	2 2.0%	2 2.0%	2
Bowling alley	3.3%	13 3.0%	3 6.0%	6 2.0%	2 2.0%	2 2.0%	2 2.0%	2 2.0%	2
Cinema	10.5%	42 6.0%	6 20.0%	20 12.0%	12 4.0%	4 4.0%	4 4.0%	4 4.0%	4
Concert hall / venue	0.8%	3 0.0%	0 0.0%	0 3.0%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cycle paths / area	0.5%	2 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Dance facilities	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 1.0%	1 0.0%	1
Skate park	0.5%	2 0.0%	0 1.0%	1 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Health & fitness (gym)	2.0%	8 0.0%	0 0.0%	0 6.0%	6 2.0%	2 2.0%	2 2.0%	2 2.0%	2
Performing arts facilities	0.5%	2 0.0%	0 0.0%	0 1.0%	1 1.0%	1 1.0%	1 1.0%	1 1.0%	1
Ice rink	0.8%	3 1.0%	1 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Karting	0.5%	2 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Leisure centre	3.8%	15 3.0%	3 2.0%	2 5.0%	5 5.0%	5 5.0%	5 5.0%	5 5.0%	5
More children facilities / activities	6.8%	27 5.0%	5 6.0%	6 10.0%	10 6.0%	6 6.0%	6 6.0%	6 6.0%	6
More sports facilities (football pitches, tennis courts)	4.5%	18 4.0%	4 5.0%	5 6.0%	6 3.0%	3 3.0%	3 3.0%	3 3.0%	3
Museum / art galleries	1.0%	4 0.0%	0 0.0%	0 2.0%	2 2.0%	2 2.0%	2 2.0%	2 2.0%	2
Outdoor play areas / park facilities	1.3%	5 0.0%	0 2.0%	2 2.0%	2 1.0%	1 1.0%	1 1.0%	1 1.0%	1
Paintballing	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Restaurants / cafes	3.5%	14 5.0%	5 3.0%	3 6.0%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Swimming pool	9.8%	39 17.0%	17 10.0%	10 7.0%	7 5.0%	5 5.0%	5 5.0%	5 5.0%	5
Theatre	1.3%	5 1.0%	1 1.0%	1 2.0%	2 1.0%	1 1.0%	1 1.0%	1 1.0%	1
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Activites centre for the disabled	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 1.0%	1 0.0%	1
Annual bike show	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 1.0%	1 0.0%	1
Badminton courts	0.5%	2 0.0%	0 0.0%	0 1.0%	1 1.0%	1 1.0%	1 1.0%	1 1.0%	1
Bingo hall	0.5%	2 0.0%	0 1.0%	1 0.0%	0 1.0%	1 0.0%	0 1.0%	1 0.0%	1
Climbing wall	0.5%	2 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Horse livery yard	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 1.0%	1 0.0%	1
More activities for the elderly	0.8%	3 1.0%	1 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More walking paths	0.3%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Mountain biking facilities	0.3%	1 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(None)	60.5%	242 60.0%	60 54.0%	54 52.0%	52 76.0%	76 76.0%	76 76.0%	76 76.0%	76
(Don't know)	2.8%	11 3.0%	3 3.0%	3 5.0%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Base:	400	100	100	100	100	100	100	100	100

## GEN Gender of respondent:

Male	37.3%	149 36.0%	36 39.0%	39 39.0%	39 35.0%	35 35.0%	35 35.0%	35 35.0%	35
Female	62.8%	251 64.0%	64 61.0%	61 61.0%	61 65.0%	65 65.0%	65 65.0%	65 65.0%	65
Base:	400	100	100	100	100	100	100	100	100

# Rossendale Household Survey for WYG

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>AGE Could I ask how old you are please?</b>										
18 – 24 years	1.3%	5	0.0%	0	1.0%	1	2.0%	2	2.0%	2
25 – 34 years	2.8%	11	0.0%	0	5.0%	5	3.0%	3	3.0%	3
35 – 44 years	8.3%	33	7.0%	7	9.0%	9	8.0%	8	9.0%	9
45 – 54 years	25.3%	101	18.0%	18	21.0%	21	32.0%	32	30.0%	30
55 – 64 years	18.8%	75	18.0%	18	20.0%	20	18.0%	18	19.0%	19
65+ years	38.3%	153	44.0%	44	40.0%	40	34.0%	34	35.0%	35
(Refused)	5.5%	22	13.0%	13	4.0%	4	3.0%	3	2.0%	2
Base:		400		100		100		100		100

## EMP What is your employment status?

Employed - works away from home	41.3%	165	35.0%	35	41.0%	41	50.0%	50	39.0%	39
Employed - works from home	2.0%	8	2.0%	2	2.0%	2	1.0%	1	3.0%	3
Self employed - works away from home	4.0%	16	3.0%	3	1.0%	1	2.0%	2	10.0%	10
Self employed - works from home	1.5%	6	1.0%	1	1.0%	1	3.0%	3	1.0%	1
Unemployed	1.8%	7	0.0%	0	3.0%	3	3.0%	3	1.0%	1
Student	0.5%	2	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Retired	42.8%	171	52.0%	52	46.0%	46	36.0%	36	37.0%	37
House person	2.0%	8	2.0%	2	1.0%	1	1.0%	1	4.0%	4
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / sick	0.5%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1
(Refused)	3.8%	15	5.0%	5	4.0%	4	3.0%	3	3.0%	3
Base:		400		100		100		100		100

## ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?

White	95.5%	382	96.0%	96	94.0%	94	95.0%	95	97.0%	97
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bangladeshi	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Other Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.8%	15	4.0%	4	3.0%	3	5.0%	5	3.0%	3
Base:		400		100		100		100		100

## PC Postcode Sector:

BB4 4	9.5%	38	38.0%	38	0.0%	0	0.0%	0	0.0%	0
BB4 5	7.8%	31	31.0%	31	0.0%	0	0.0%	0	0.0%	0
BB4 6	6.0%	24	0.0%	0	24.0%	24	0.0%	0	0.0%	0
BB4 7	5.3%	21	0.0%	0	21.0%	21	0.0%	0	0.0%	0
BB4 8	5.3%	21	0.0%	0	21.0%	21	0.0%	0	0.0%	0
BB4 9	8.5%	34	0.0%	0	34.0%	34	0.0%	0	0.0%	0
BB5 2	7.8%	31	31.0%	31	0.0%	0	0.0%	0	0.0%	0
BL0 0	7.8%	31	0.0%	0	0.0%	0	0.0%	0	31.0%	31
BL0 9	11.3%	45	0.0%	0	0.0%	0	0.0%	0	45.0%	45
BL8 4	6.0%	24	0.0%	0	0.0%	0	0.0%	0	24.0%	24
OL128	6.3%	25	0.0%	0	0.0%	0	25.0%	25	0.0%	0
OL130	4.0%	16	0.0%	0	0.0%	0	16.0%	16	0.0%	0
OL138	3.8%	15	0.0%	0	0.0%	0	15.0%	15	0.0%	0
OL139	11.0%	44	0.0%	0	0.0%	0	44.0%	44	0.0%	0
Base:		400		100		100		100		100

## QUOTA Zone

Zone 1	25.0%	100	100.0%	100	0.0%	0	0.0%	0	0.0%	0
Zone 2	25.0%	100	0.0%	0	100.0%	100	0.0%	0	0.0%	0
Zone 3	25.0%	100	0.0%	0	0.0%	0	100.0%	100	0.0%	0
Zone 4	25.0%	100	0.0%	0	0.0%	0	0.0%	0	100.0%	100
Base:		400		100		100		100		100

## **Appendix 2:**

Data Tabulations

By Zone (Weighted)

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>Q01 Where do you do most of your main food and grocery shopping?</b>										
Aldi, Argyle Street, Accrington	1.4%	5	6.0%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	1.1%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0
Aldi, Crostons Retail Park, Wood Street, Bury	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	3
Aldi, Railway Street, Ramsbottom	10.4%	41	1.1%	1	5.1%	6	1.2%	1	35.2%	33
Aldi, Edinburgh Way, Rochdale (Near Rochdale Odeon Cinema)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Aldi, Entwisle Road, Rochdale (Near Rochdale Leisure Centre)	1.4%	6	0.0%	0	0.0%	0	5.7%	6	0.0%	0
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	0.8%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0
Asda, Hyndburn Road, Accrington	2.2%	9	7.4%	7	0.0%	0	0.0%	0	2.1%	2
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	1.2%	5	0.0%	0	0.0%	0	1.9%	2	3.2%	3
Asda, Spring Street, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Asda, Hollymount Way, Rawtenstall	24.9%	100	20.6%	19	48.6%	58	23.7%	23	0.5%	1
Asda, The Old Cricket Ground, Rochdale	1.6%	7	0.0%	0	0.0%	0	6.8%	7	0.0%	0
Co-op, Irwell Street, Bacup	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Co-op, 2 Vernon Street, Holcombe Brook, Bury	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Co-op, John Street, Haslingden	0.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Thorneylea Road, Off Market Street, Whitworth	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Iceland, The Arndale Centre, Accrington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, Exchange Shopping Centre, Rochdale	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Lidl, Bacup Road, Rawtenstall	2.4%	10	1.3%	1	4.2%	5	2.5%	2	1.2%	1
Lidl, Spotland Road, Rochdale	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Marks & Spencer, Broadway, Accrington	0.8%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.5%	2	0.6%	1	0.5%	1	0.7%	1	0.0%	0
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Morrisons, Lee Street, Bacup	5.8%	23	0.0%	0	0.8%	1	23.2%	22	0.0%	0
Morrisons, Railway Road, Blackburn	0.4%	2	0.6%	1	1.0%	1	0.0%	0	0.0%	0
Morrisons, Queen Street, Great Harwood	0.3%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1
Morrisons, King Street, Ramsbottom	2.2%	9	0.0%	0	0.0%	0	0.0%	0	9.3%	9
Morrisons, Kingsway, Rochdale	0.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Morrisons, Rochdale Road, Todmorden	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Sainsbury's, Active Way, Burnley	0.8%	3	0.0%	0	0.5%	1	2.8%	3	0.0%	0
Tesco Extra, Eagle Street, Accrington	4.9%	20	15.6%	14	4.7%	6	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	12.6%	50	37.3%	34	7.4%	9	1.1%	1	7.2%	7
Tesco Superstore, Irwell Street, Ramsbottom	1.5%	6	0.0%	0	0.0%	0	0.0%	0	6.3%	6
Tesco Superstore, Bocholt Way, Rawtenstall	7.6%	30	0.0%	0	18.5%	22	7.9%	8	0.8%	1
Tesco Superstore, Silk	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Street, Rochdale										
Bacup	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Haslingden	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Nelson	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Todmorden	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Internet / delivery	2.3%	9	0.6%	1	2.6%	3	2.2%	2	3.5%	3
Aldi, Bury New Road, Prestwich	0.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Other Outside Catchment	1.4%	6	0.0%	0	0.8%	1	1.1%	1	3.8%	4
Tesco, Woodfield Retail Park, Peel Way, Bury	3.9%	15	0.0%	0	0.8%	1	0.0%	0	15.3%	14
Waterfoot	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Weighted base:	400		90		119		96		94	
Sample:	400		100		100		100		100	

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q02 Where else do you do your main food and grocery shopping?</b>										
<i>Those who do main food shopping at Q01</i>										
Aldi, Argyle Street, Accrington	2.5%	10	8.3%	8	2.0%	2	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Aldi, Crostons Retail Park, Wood Street, Bury	0.6%	2	0.0%	0	0.8%	1	0.0%	0	1.6%	2
Aldi, Railway Street, Ramsbottom	3.5%	14	1.5%	1	0.5%	1	3.3%	3	9.2%	9
Aldi, Edinburgh Way, Rochdale (Near Rochdale Odeon Cinema)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	0.9%	4	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Asda, Hyndburn Road, Accrington	0.8%	3	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Lower Audley Retail Park, Blackburn	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	0.8%	3	2.2%	2	0.0%	0	0.0%	0	1.3%	1
Asda, Spring Street, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Hollymount Way, Rawtenstall	12.4%	50	10.3%	9	21.7%	26	9.4%	9	5.8%	5
Asda, The Old Cricket Ground, Rochdale	0.6%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Co-op, Irwell Street, Bacup	0.7%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Co-op, John Street, Haslingden	0.4%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Co-op, Bacup Road, Waterfoot	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-op, Thorneylea Road, Off Market Street, Whitworth	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Farmfoods, Cog Lane, Burnley (Industrial area off Accrington Road)	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Iceland, The Arndale Centre, Accrington	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 3 Eastgate Retail Park, Eastgate, Accrington	0.6%	2	1.9%	2	0.5%	1	0.0%	0	0.0%	0
Lidl, Hyndburn Road, Accrington	0.8%	3	3.4%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Bacup Road, Rawtenstall	4.1%	16	1.2%	1	8.2%	10	5.8%	6	0.0%	0
Lidl, Spotland Road, Rochdale	0.7%	3	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Marks & Spencer, Broadway, Accrington	0.8%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	1.0%	4	0.0%	0	3.4%	4	0.0%	0	0.0%	0
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	0.5%	2	0.6%	1	0.0%	0	0.0%	0	1.6%	2
Morrisons, Lee Street, Bacup	3.5%	14	0.0%	0	2.6%	3	11.2%	11	0.0%	0
Morrisons, Railway Road, Blackburn	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Queen Street, Great Harwood	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Dawson Street, Heywood	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Morrisons, King Street, Ramsbottom	3.8%	15	0.0%	0	0.0%	0	0.0%	0	16.2%	15
Morrisons, Kingsway, Rochdale	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Morrisons, Rochdale Road, Todmorden	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Nisa, Deardengate, Haslingden	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Active Way, Burnley	0.6%	2	0.0%	0	0.8%	1	1.6%	2	0.0%	0
Sainsbury's Local, Preston Old Road, Blackburn	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Spar, Holmefield Garage.	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0

Column %ges.

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Burnley Road, Rawtenstall										
Tesco Extra, Eagle Street, Accrington	0.8%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	1.1%	4	0.6%	1	0.0%	0	4.1%	4	0.0%	0
Tesco Superstore, Hill Street, Blackburn	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Queen Street, Great Harwood	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Syke Street, Haslingden	3.8%	15	12.8%	12	2.5%	3	0.0%	0	0.8%	1
Tesco Superstore, Irwell Street, Ramsbottom	1.2%	5	0.0%	0	0.0%	0	0.0%	0	5.1%	5
Tesco Superstore, Bocholt Way, Rawtenstall	10.2%	41	4.1%	4	22.6%	27	8.4%	8	2.1%	2
Tesco Express, Market Street, Whitworth	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Accrington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Bacup	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Haslingden	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Rawtenstall	0.4%	2	0.0%	0	1.1%	1	0.5%	0	0.0%	0
Internet / delivery	1.1%	4	0.0%	0	0.0%	0	0.5%	0	4.1%	4
Other Outside Catchment	2.6%	10	5.4%	5	2.5%	3	0.7%	1	2.0%	2
Sainsbury's, Heaton Park Road, Manchester	1.5%	6	3.1%	3	0.0%	0	0.0%	0	3.4%	3
Tesco, Woodfield Retail Park, Peel Way, Bury	2.1%	9	0.0%	0	0.0%	0	0.0%	0	9.0%	9
(Don't know / varies)	1.1%	5	3.9%	4	0.0%	0	0.5%	0	0.5%	1
(Nowhere else)	28.6%	114	17.8%	16	27.9%	33	35.1%	34	33.2%	31
Weighted base:	400		90		119		96		94	
Sample:	400		100		100		100		100	

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q03 Where do you do most of your top-up food shopping, i.e. food shopping done at other times, usually involving smaller purchases?</b>										
Aldi, Argyle Street, Accrington	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Aldi, Active Way, Burnley	0.7%	3	0.0%	0	0.8%	1	1.9%	2	0.0%	0
Aldi, 201 Bell Lane, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Aldi, Crostons Retail Park, Wood Street, Bury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Railway Street, Ramsbottom	3.4%	14	0.0%	0	0.8%	1	0.7%	1	12.6%	12
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Hyndburn Road, Accrington	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Burden Park, Manchester Road, Bolton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Asda, Hollymount Way, Rawtenstall	4.8%	19	1.5%	1	13.0%	16	1.5%	1	0.8%	1
Co-op, Irwell Street, Bacup	2.3%	9	0.0%	0	0.0%	0	9.4%	9	0.0%	0
Co-op, 2 Vernon Street, Holcombe Brook, Bury	1.9%	8	0.0%	0	0.0%	0	0.0%	0	8.0%	8
Co-op, Market Street, Tottington, Bury	1.1%	4	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Co-op, John Street, Haslingden	2.9%	11	11.6%	10	0.8%	1	0.0%	0	0.0%	0
Co-op, Longsight Road, Holcombe Brook	1.8%	7	2.2%	2	0.0%	0	0.0%	0	5.4%	5
Co-op, Bacup Road, Waterfoot	0.4%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Co-op, Thorneylea Road, Off Market Street, Whitworth	2.0%	8	0.0%	0	0.0%	0	8.4%	8	0.0%	0
Farmfoods, Cog Lane, Burnley (Industrial area off Accrington Road)	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Farmfoods, Croft Street, Burnley (Town Centre store)	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Iceland, The Arndale Centre, Accrington	0.7%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Hyndburn Road, Accrington	0.5%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Bacup Road, Rawtenstall	1.2%	5	0.0%	0	3.9%	5	0.0%	0	0.0%	0
Marks & Spencer, Broadway, Accrington	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, St James Street, Burnley	0.5%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Morrisons, Lee Street, Bacup	8.4%	34	0.0%	0	2.1%	2	32.3%	31	0.0%	0
Morrisons, King Street, Ramsbottom	3.3%	13	0.0%	0	0.0%	0	0.0%	0	13.9%	13
Morrisons, Kingsway, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Nisa, Deardengate, Haslingden	0.5%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
One Stop, King Street, Bacup	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Premier Store, Broadway Crescent, Helmshore	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Holmefield Garage, Burnley Road, Rawtenstall	1.3%	5	0.0%	0	4.3%	5	0.0%	0	0.0%	0
Spar, Thwaites Road, Oswaldtwistle	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	1.0%	4	4.5%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	4.8%	19	17.9%	16	2.0%	2	0.0%	0	0.8%	1
Tesco Superstore, Irwell Street, Ramsbottom	3.0%	12	0.0%	0	0.0%	0	0.0%	0	12.7%	12
Tesco Superstore, Bocholt Way, Rawtenstall	5.9%	24	0.0%	0	15.0%	18	5.9%	6	0.0%	0

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Tesco Express (Esso), Abbey Street, Accrington	2.0%	8	6.1%	6	2.1%	2	0.0%	0	0.0%	0
Tesco Express, Market Street, Whitworth	0.9%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Accrington	1.1%	4	2.2%	2	2.1%	2	0.0%	0	0.0%	0
Bacup	0.9%	4	0.0%	0	0.0%	0	3.8%	4	0.0%	0
Bury	1.6%	6	0.6%	1	0.0%	0	0.0%	0	6.1%	6
Edenfield	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Haslingden	1.8%	7	6.5%	6	0.5%	1	0.7%	1	0.0%	0
Nelson	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Ramsbottom	0.9%	4	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Rawtenstall	4.3%	17	3.2%	3	10.6%	13	1.6%	2	0.0%	0
Whitworth	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Internet / delivery	1.0%	4	1.2%	1	0.5%	1	1.9%	2	0.5%	1
Helmshore	2.3%	9	7.8%	7	1.7%	2	0.0%	0	0.0%	0
Other Outside Catchment	1.7%	7	4.1%	4	0.0%	0	1.1%	1	2.4%	2
Other Within Zone 2	1.2%	5	1.7%	2	2.9%	3	0.0%	0	0.0%	0
Tesco, Woodfield Retail Park, Peel Way, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Waterfoot	1.0%	4	0.0%	0	3.3%	4	0.0%	0	0.0%	0
(Don't know / varies)	0.8%	3	0.0%	0	2.8%	3	0.0%	0	0.0%	0
(Don't do this type of shopping)	20.9%	83	13.2%	12	25.8%	31	22.3%	21	20.4%	19
Weighted base:	400		90		119		96		94	
Sample:	400		100		100		100		100	

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q04 Where else do you out you top-up food shopping?</b>										
<i>Those who do top-up food shopping at Q03</i>										
Aldi, Argyle Street, Accrington	0.9%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Aldi, Railway Street, Ramsbottom	0.8%	3	0.0%	0	1.6%	1	0.0%	0	1.5%	1
Asda, Hyndburn Road, Accrington	1.0%	3	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Spring Street, Bury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Asda, Hollymount Way, Rawtenstall	2.3%	7	1.7%	1	4.8%	4	2.2%	2	0.0%	0
Co-op, Irwell Street, Bacup	2.1%	7	0.0%	0	0.0%	0	9.0%	7	0.0%	0
Co-op, 2 Vernon Street, Holcombe Brook, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op, 295 Walmersley Road, Bury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Co-op, John Street, Haslingden	1.4%	4	3.8%	3	1.6%	1	0.0%	0	0.0%	0
Co-op, Longsight Road, Holcombe Brook	1.6%	5	0.0%	0	0.0%	0	0.0%	0	6.9%	5
Co-op, Bacup Road, Waterfoot	0.5%	2	0.0%	0	0.7%	1	1.4%	1	0.0%	0
Co-op, Thorneylea Road, Off Market Street, Whitworth	0.7%	2	0.0%	0	0.0%	0	3.0%	2	0.0%	0
Iceland, Unit 3 Eastgate Retail Park, Eastgate, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Hyndburn Road, Accrington	0.5%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Lidl, Bacup Road, Rawtenstall	3.7%	12	5.6%	4	3.7%	3	5.5%	4	0.0%	0
Lidl, Spotland Road, Rochdale	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Marks & Spencer, Broadway, Accrington	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, King William Street, Blackburn	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Deansgate, Bolton	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Rock Shopping Centre, Rochdale Road, Bury	0.9%	3	0.0%	0	0.7%	1	0.0%	0	2.8%	2
Morrisons, Lee Street, Bacup	2.3%	7	0.0%	0	0.0%	0	9.7%	7	0.0%	0
Morrisons, King Street, Ramsbottom	3.3%	10	0.0%	0	0.0%	0	0.0%	0	13.9%	10
Nisa, Deardengate, Haslingden	1.1%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0
One Stop, King Street, Bacup	0.6%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Sainsbury's, Active Way, Burnley	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Spar, Market Street Service Station, Bacup	0.6%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Spar, Holmefield Garage, Burnley Road, Rawtenstall	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.9%	3	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	1.1%	3	0.7%	1	3.4%	3	0.0%	0	0.0%	0
Tesco Superstore, Hill Street, Blackburn	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.8%	6	6.8%	5	0.0%	0	0.0%	0	0.7%	1
Tesco Superstore, Irwell Street, Ramsbottom	1.6%	5	0.0%	0	0.0%	0	0.0%	0	6.6%	5
Tesco Superstore, Bocholt Way, Rawtenstall	2.4%	8	0.7%	1	4.8%	4	3.7%	3	0.0%	0
Tesco Express (Esso), Abbey Street, Accrington	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Whitworth Road, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Tesco Express, Market Street, Whitworth	1.4%	4	0.0%	0	0.0%	0	5.9%	4	0.0%	0
Accrington	1.5%	5	4.3%	3	1.5%	1	0.0%	0	0.0%	0
Bacup	1.4%	4	0.0%	0	0.0%	0	5.8%	4	0.0%	0
Bolton	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Burnley	1.7%	5	0.0%	0	4.1%	4	2.4%	2	0.0%	0
Bury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Haslingden	3.2%	10	8.0%	6	4.5%	4	0.0%	0	0.0%	0
Ramsbottom	1.5%	5	0.0%	0	0.0%	0	0.0%	0	6.1%	5
Rawtenstall	1.7%	5	0.0%	0	6.1%	5	0.0%	0	0.0%	0
Internet / delivery	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Helmshore	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	1.2%	4	0.0%	0	0.0%	0	0.6%	0	4.6%	3
Other Within Zone 2	0.5%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Waterfoot	1.0%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0
(Nowhere else)	46.7%	148	43.7%	34	50.9%	45	43.5%	33	48.1%	36
Weighted base:		317		78		88		75		75
Sample:		308		83		71		76		78

### Q05 Where do you undertake most of your shopping for clothes, footwear and other fashion goods?

Asda, Hyndburn Road, Accrington	0.5%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	2.9%	11	1.8%	2	2.2%	3	5.5%	5	2.1%	2
Asda, The Old Cricket Ground, Rochdale	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Boundary Mill Store, Vivary Way, Colne	0.5%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
The Trafford Centre, Manchester	4.1%	17	1.8%	2	3.3%	4	1.1%	1	10.6%	10
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Accrington	4.7%	19	16.8%	15	0.5%	1	3.0%	3	0.0%	0
Bacup	1.1%	4	0.0%	0	0.0%	0	2.6%	3	2.1%	2
Blackburn	6.0%	24	15.6%	14	6.1%	7	3.0%	3	0.0%	0
Bolton	1.4%	6	0.6%	1	0.5%	1	0.9%	1	3.8%	4
Burnley	5.0%	20	1.3%	1	6.3%	7	10.7%	10	1.1%	1
Bury	26.4%	106	22.2%	20	19.2%	23	22.4%	22	43.6%	41
Colne	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Haslingden	0.8%	3	3.0%	3	0.5%	1	0.0%	0	0.0%	0
Manchester	18.0%	72	16.8%	15	25.2%	30	15.4%	15	12.8%	12
Nelson	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Oldham	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Ramsbottom	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	2
Rawtenstall	4.0%	16	0.0%	0	12.0%	14	1.1%	1	0.5%	1
Rochdale	2.3%	9	0.0%	0	0.0%	0	9.6%	9	0.0%	0
Internet	14.2%	57	5.8%	5	17.6%	21	18.0%	17	13.9%	13
Mail order / catalogue	0.8%	3	2.3%	2	0.5%	1	0.5%	0	0.0%	0
Clitheroe	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Oswaldtwistle	0.5%	2	0.6%	1	1.4%	2	0.0%	0	0.0%	0
Other Outside Catchment	1.2%	5	2.6%	2	0.0%	0	0.0%	0	2.4%	2
(Don't know / varies)	0.9%	3	0.6%	1	0.0%	0	1.1%	1	2.0%	2
(Don't do this type of shopping)	2.0%	8	3.0%	3	2.2%	3	1.6%	2	1.1%	1
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>Q06 Where else do undertake shopping for clothes, footwear and other fashion goods?</b>										
<i>Those who do clothes shopping at Q05</i>										
Asda, Pilsworth Road, Bury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Asda, Hollymount Way, Rawtenstall	0.9%	4	0.6%	1	2.1%	2	0.0%	0	0.5%	1
Boundary Mill Store, Vivary Way, Colne	1.1%	4	3.3%	3	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
The Trafford Centre, Manchester	10.0%	39	7.1%	6	16.0%	19	6.4%	6	8.9%	8
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.3%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Accrington	2.1%	8	4.8%	4	0.6%	1	3.4%	3	0.0%	0
Bacup	0.6%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Blackburn	5.5%	22	20.9%	18	1.9%	2	0.0%	0	1.2%	1
Bolton	1.7%	7	1.5%	1	2.7%	3	0.5%	0	1.7%	2
Burnley	4.2%	17	4.9%	4	7.4%	9	3.9%	4	0.0%	0
Bury	10.9%	43	8.8%	8	9.4%	11	10.3%	10	15.3%	14
Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Colne	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Haslingden	0.3%	1	0.6%	1	0.0%	0	0.5%	0	0.0%	0
Manchester	9.2%	36	8.6%	8	10.0%	12	5.0%	5	13.1%	12
Oldham	1.0%	4	0.0%	0	0.0%	0	4.1%	4	0.0%	0
Ramsbottom	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Rawtenstall	1.8%	7	2.7%	2	1.4%	2	3.4%	3	0.0%	0
Rochdale	0.8%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
Internet	5.3%	21	5.5%	5	3.9%	5	6.0%	6	6.2%	6
Mail order / catalogue	0.6%	2	0.9%	1	0.6%	1	0.0%	0	1.1%	1
Abroad	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Clitheroe	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.3%	1	0.6%	1	0.6%	1	0.0%	0	0.0%	0
Other Outside Catchment	1.6%	6	0.0%	0	2.7%	3	1.1%	1	2.2%	2
Preston	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	4	0.6%	1	0.6%	1	1.5%	1	1.9%	2
(Nowhere else)	37.2%	146	24.5%	21	36.8%	43	45.4%	43	41.3%	39
Weighted base:		392		87		116		95		93
Sample:		388		96		96		98		98

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q07 Where do you undertake most of your shopping for books, CDs, DVDs, toys and jewellery?</b>										
Asda, Hyndburn Road, Accrington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	2.5%	10	1.5%	1	5.3%	6	2.3%	2	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.2%	5	3.6%	3	0.8%	1	0.0%	0	0.5%	1
Tesco Superstore, Bocholt Way, Rawtenstall	0.9%	4	0.0%	0	1.7%	2	1.6%	2	0.0%	0
The Trafford Centre, Manchester	1.5%	6	0.9%	1	3.3%	4	0.0%	0	1.2%	1
Trinity Retail Park, Springfield, Bolton, (includes Staples, Toys R Us)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.3%	3
Accrington	3.4%	14	14.3%	13	0.5%	1	0.0%	0	0.0%	0
Bacup	0.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Blackburn	1.2%	5	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Bolton	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.1%	1
Burnley	4.7%	19	1.3%	1	4.3%	5	13.2%	13	0.0%	0
Bury	11.6%	46	12.4%	11	9.6%	11	9.2%	9	15.7%	15
Haslingden	0.8%	3	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Manchester	3.1%	12	3.6%	3	4.4%	5	2.1%	2	1.9%	2
Ramsbottom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Rawtenstall	0.9%	4	0.0%	0	3.0%	4	0.0%	0	0.0%	0
Rochdale	0.6%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Internet	45.2%	181	29.3%	26	43.5%	52	49.3%	47	58.5%	55
Mail order / catalogue	0.4%	1	0.0%	0	0.0%	0	1.0%	1	0.5%	1
Other Outside Catchment	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't know / varies)	0.3%	1	0.6%	1	0.0%	0	0.7%	1	0.0%	0
(Don't do this type of shopping)	19.0%	76	21.5%	19	22.7%	27	14.9%	14	16.3%	15
Weighted base:	400		90		119		96		94	
Sample:	400		100		100		100		100	

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q08 Where else do undertake shopping for books, CDs, DVDs, toys and jewellery?</b>										
<i>Those who do books, CDs, DVDs, toys and jewellery shopping at Q07</i>										
Asda, Hyndburn Road, Accrington	0.7%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	2.3%	8	0.0%	0	4.9%	4	3.8%	3	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.3%	4	1.9%	1	3.2%	3	0.0%	0	0.0%	0
The Trafford Centre, Manchester	3.1%	10	1.6%	1	4.8%	4	2.2%	2	3.4%	3
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.6%	2	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Accrington	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Blackburn	2.8%	9	10.8%	8	1.6%	1	0.0%	0	0.0%	0
Burnley	1.8%	6	0.0%	0	1.4%	1	5.5%	4	0.0%	0
Bury	6.9%	22	6.1%	4	6.8%	6	6.8%	6	7.9%	6
Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Haslingden	0.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Manchester	7.9%	26	5.4%	4	11.4%	11	5.2%	4	8.9%	7
Oldham	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Ramsbottom	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Rawtenstall	1.2%	4	1.5%	1	2.7%	2	0.6%	0	0.0%	0
Rochdale	1.2%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0
Todmorden	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Internet	3.5%	11	5.6%	4	2.1%	2	2.6%	2	3.9%	3
Mail order / catalogue	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Oswaldtwistle	0.3%	1	0.7%	1	0.0%	0	0.6%	0	0.0%	0
Other Outside Catchment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other Within Zone 2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Waterfoot	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	4	1.5%	1	0.0%	0	3.0%	2	0.0%	0
(Nowhere else)	62.2%	201	55.7%	39	58.6%	54	61.4%	50	72.9%	58
Weighted base:		324		71		92		82		79
Sample:		303		72		71		82		78

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q09 Where do you undertake most of your shopping for small household goods such as tableware, crockery, etc?</b>										
Aldi, Railway Street, Ramsbottom	1.2%	5	0.0%	0	2.5%	3	0.0%	0	2.0%	2
Aldi, Entwisle Road, Rochdale (Near Rochdale Leisure Centre)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Asda, Hyndburn Road, Accrington	1.7%	7	7.5%	7	0.0%	0	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Spring Street, Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Hollymount Way, Rawtenstall	8.6%	34	2.9%	3	16.1%	19	12.4%	12	0.5%	1
Boundary Mill Store, Vivary Way, Colne	4.6%	18	5.5%	5	8.0%	10	1.0%	1	3.2%	3
Homebase, Queensway, Clitheroe	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
IKEA, Wellington Road, Ashton-Under-Lyne	4.3%	17	0.0%	0	3.3%	4	7.4%	7	6.3%	6
Tesco Extra, Eagle Street, Accrington	0.6%	2	1.7%	2	0.5%	1	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	2.0%	8	8.9%	8	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Irwell Street, Ramsbottom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Superstore, Bocholt Way, Rawtenstall	0.7%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.7%	3	0.0%	0	0.5%	1	0.0%	0	2.4%	2
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
The Trafford Centre, Manchester	3.0%	12	0.6%	1	5.1%	6	0.0%	0	5.7%	5
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	1.3%	5	2.8%	3	2.1%	2	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.5%	2	0.0%	0	0.0%	0	0.7%	1	1.3%	1
Accrington	2.7%	11	9.3%	8	1.1%	1	1.1%	1	0.0%	0
Ashton-Under-Lyne	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Bacup	0.6%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Blackburn	2.4%	9	8.9%	8	1.2%	1	0.0%	0	0.0%	0
Bolton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Burnley	3.7%	15	0.0%	0	3.3%	4	10.1%	10	1.2%	1
Bury	6.8%	27	1.9%	2	7.9%	9	3.6%	4	13.1%	12
Cheadle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Colne	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Haslingden	1.3%	5	4.5%	4	0.0%	0	0.0%	0	1.2%	1
Manchester	4.2%	17	1.5%	1	5.9%	7	3.3%	3	5.6%	5
Nelson	0.5%	2	0.0%	0	0.0%	0	1.1%	1	0.8%	1
Oldham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Radcliffe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Ramsbottom	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Rawtenstall	2.2%	9	0.0%	0	3.1%	4	4.1%	4	1.3%	1
Rochdale	3.1%	12	0.0%	0	0.0%	0	12.8%	12	0.0%	0
Internet	11.3%	45	8.8%	8	6.0%	7	15.3%	15	16.2%	15
Mail order / catalogue	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Clitheroe	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Other Outside Catchment	1.3%	5	0.0%	0	2.9%	3	0.0%	0	1.7%	2
(Don't know / varies)	3.7%	15	7.2%	7	4.0%	5	2.6%	3	1.1%	1
(Don't do this type of shopping)	22.8%	91	25.0%	23	22.7%	27	18.8%	18	24.8%	23
Weighted base:	400	90		119		96		94		
Sample:	400	100		100		100		100		

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q10 Where else do undertake shopping for small household goods such as tableware, crockery, etc?</b>										
<i>Those who do small household goods shopping at Q09</i>										
Asda, Hyndburn Road, Accrington	0.9%	3	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Asda, Pilsworth Road, Bury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Asda, Hollymount Way, Rawtenstall	3.6%	11	3.8%	3	7.5%	7	2.2%	2	0.0%	0
Boundary Mill Store, Vivary Way, Colne	1.8%	6	4.0%	3	0.0%	0	0.0%	0	4.1%	3
IKEA, Wellington Road, Ashton-Under-Lyne	1.2%	4	0.0%	0	2.7%	2	0.9%	1	0.7%	1
Tesco Extra, Eagle Street, Accrington	1.4%	4	2.9%	2	2.7%	2	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.2%	4	5.3%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	2.3%	7	0.0%	0	6.6%	6	1.5%	1	0.0%	0
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.6%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Peel Retail Park, Lower Audley Street, Blackburn (includes Matatlan, Staples, Dunelm,)	0.8%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	0.2%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
The Trafford Centre, Manchester	2.1%	6	0.8%	1	4.3%	4	0.0%	0	2.7%	2
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Accrington	1.1%	3	5.0%	3	0.0%	0	0.0%	0	0.0%	0
Bacup	0.6%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Blackburn	1.0%	3	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Bolton	1.0%	3	0.0%	0	2.3%	2	1.1%	1	0.0%	0
Burnley	2.0%	6	0.0%	0	5.7%	5	1.3%	1	0.0%	0
Bury	5.8%	18	4.6%	3	4.4%	4	3.3%	3	11.5%	8
Cheadle	1.2%	4	0.8%	1	0.0%	0	0.0%	0	4.3%	3
Colne	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Manchester	3.1%	9	3.0%	2	3.4%	3	3.2%	3	2.5%	2
Oldham	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Radcliffe	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Ramsbottom	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Rawtenstall	1.2%	4	2.7%	2	0.0%	0	1.9%	2	0.7%	1
Rochdale	2.7%	8	0.0%	0	0.0%	0	10.6%	8	0.0%	0
Internet	3.6%	11	2.5%	2	5.0%	5	4.6%	4	1.6%	1
Abroad	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Helmshore	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment (Don't know / varies)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	3.0%	2
(Nowhere else)	51.3%	159	42.4%	29	49.6%	46	57.9%	45	54.9%	39
Weighted base:		309		68		92		78		71
Sample:		296		72		72		79		73

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q11 Where do you undertake most of your shopping for chemist goods, toiletries and cosmetics?</b>										
Aldi, Argyle Street, Accrington	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Aldi, Railway Street, Ramsbottom	1.1%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Aldi, Mellor Street, Rochdale (Near Rochdale Sixth Form College)	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Hyndburn Road, Accrington	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Burden Park, Manchester Road, Bolton	0.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Asda, Princess Way, Burnley	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	11.9%	48	4.4%	4	29.1%	35	8.7%	8	0.5%	1
Asda, The Old Cricket Ground, Rochdale	0.6%	3	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Sainsbury's, Active Way, Burnley	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.9%	4	4.0%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	4.7%	19	15.6%	14	2.9%	3	0.7%	1	0.8%	1
Tesco Superstore, Irwell Street, Ramsbottom	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.4%	3
Tesco Superstore, Bocholt Way, Rawtenstall	3.2%	13	0.0%	0	8.2%	10	3.0%	3	0.0%	0
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
The Trafford Centre, Manchester	0.4%	2	0.9%	1	0.8%	1	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	1.1%	4	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Accrington	4.6%	18	20.5%	18	0.0%	0	0.0%	0	0.0%	0
Bacup	8.6%	34	0.0%	0	0.0%	0	35.7%	34	0.0%	0
Blackburn	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Bolton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Burnley	1.8%	7	0.9%	1	2.2%	3	4.1%	4	0.0%	0
Bury	6.6%	26	2.2%	2	3.3%	4	4.8%	5	16.5%	16
Haslingden	6.5%	26	21.4%	19	5.1%	6	0.0%	0	0.5%	1
Manchester	2.6%	10	0.0%	0	6.7%	8	0.0%	0	2.6%	2
Ramsbottom	6.2%	25	0.0%	0	0.0%	0	0.0%	0	26.3%	25
Rawtenstall	12.3%	49	4.3%	4	31.2%	37	6.1%	6	2.5%	2
Rochdale	3.0%	12	0.0%	0	0.0%	0	12.6%	12	0.0%	0
Whitworth	1.6%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0
Internet	3.5%	14	2.2%	2	2.0%	2	2.7%	3	7.5%	7
Mail order / catalogue	0.6%	2	1.5%	1	0.5%	1	0.5%	0	0.0%	0
Greenmount	3.6%	14	0.0%	0	0.0%	0	0.0%	0	15.3%	14
Helmshore	0.9%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.7%	3	3.1%	3	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	2.9%	12	1.3%	1	0.0%	0	4.4%	4	6.8%	6
Other Within Zone 2	0.6%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0
Waterfoot	1.1%	4	0.0%	0	2.8%	3	0.9%	1	0.0%	0
(Don't know / varies)	0.5%	2	0.6%	1	0.0%	0	1.1%	1	0.5%	1
(Don't do this type of shopping)	3.8%	15	8.5%	8	1.1%	1	3.1%	3	3.5%	3
Weighted base:	400		90		119		96		94	
Sample:	400		100		100		100		100	

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q12 Where else do undertake shopping for chemist goods, toiletries and cosmetics?</b>										
<i>Those who do chemist goods, toiletries and cosmetics shopping at Q11</i>										
Aldi, Railway Street, Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Asda, Hyndburn Road, Accrington	0.9%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Asda, Spring Street, Bury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Asda, Hollymount Way, Rawtenstall	4.7%	18	2.2%	2	12.0%	14	2.1%	2	0.0%	0
Asda, The Old Cricket Ground, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.9%	4	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	1.9%	7	2.4%	2	3.7%	4	0.0%	0	0.8%	1
Tesco Superstore, Irwell Street, Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Superstore, Bocholt Way, Rawtenstall	3.4%	13	0.0%	0	8.3%	10	0.5%	0	3.0%	3
Croston's Retail Park, Bury (includes Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
The Trafford Centre, Manchester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	1.4%	6	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Accrington	2.6%	10	6.9%	6	3.8%	4	0.0%	0	0.0%	0
Bacup	2.8%	11	0.0%	0	0.0%	0	11.4%	11	0.0%	0
Blackburn	0.5%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0
Bolton	0.6%	2	0.0%	0	0.5%	1	0.9%	1	0.8%	1
Burnley	1.9%	7	0.0%	0	4.1%	5	0.5%	0	2.1%	2
Bury	5.6%	22	3.1%	3	2.5%	3	0.8%	1	17.1%	16
Colne	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Edenfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Haslingden	1.3%	5	6.2%	5	0.0%	0	0.0%	0	0.0%	0
Manchester	1.4%	6	3.4%	3	1.7%	2	0.0%	0	0.8%	1
Ramsbottom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Rawtenstall	2.6%	10	0.6%	1	6.4%	8	1.5%	1	0.6%	1
Rochdale	1.2%	5	0.0%	0	0.0%	0	5.1%	5	0.0%	0
Whitworth	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Internet	0.8%	3	0.0%	0	1.8%	2	1.1%	1	0.0%	0
Mail order / catalogue	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Greenmount	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other Outside Catchment	0.9%	4	0.0%	0	0.8%	1	2.7%	3	0.0%	0
Preston	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Waterfoot	0.6%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	0.9%	1	0.8%	1
(Nowhere else)	59.7%	230	61.9%	51	50.5%	59	69.4%	65	59.7%	54
Weighted base:	385		83		118		93		91	
Sample:	386		94		98		97		97	

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q13 Where do you undertake most of your shopping for furniture, carpets and soft furnishings?</b>										
Asda, Hyndburn Road, Accrington	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	0.4%	2	0.6%	1	0.0%	0	1.2%	1	0.0%	0
Boundary Mill Store, Vivary Way, Colne	0.4%	2	1.3%	1	0.0%	0	0.5%	0	0.0%	0
IKEA, Wellington Road, Ashton-Under-Lyne	5.0%	20	0.9%	1	7.1%	8	5.2%	5	6.0%	6
IKEA, Gemini Retail Park, Warrington	0.9%	4	2.7%	2	0.0%	0	0.0%	0	1.2%	1
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.6%	2	0.0%	0	0.5%	1	1.8%	2	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	2.3%	9	2.2%	2	2.1%	2	0.0%	0	5.1%	5
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Peel Retail Park, Lower Audley Street, Blackburn (includes Matatlan, Staples, Dunelm,)	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	1.2%	5	0.0%	0	3.3%	4	1.1%	1	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	0.2%	1	0.6%	1	0.0%	0	0.5%	0	0.0%	0
The Trafford Centre, Manchester	1.7%	7	1.5%	1	1.4%	2	2.2%	2	2.0%	2
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.5%	2	0.9%	1	0.0%	0	1.1%	1	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.6%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0
Accrington	4.0%	16	14.6%	13	2.5%	3	0.0%	0	0.0%	0
Bacup	1.5%	6	0.0%	0	0.0%	0	6.3%	6	0.0%	0
Blackburn	1.7%	7	4.7%	4	2.3%	3	0.0%	0	0.0%	0
Bolton	1.1%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Burnley	3.2%	13	0.0%	0	3.3%	4	9.4%	9	0.0%	0
Bury	4.2%	17	2.8%	3	2.0%	2	0.0%	0	12.6%	12
Cheadle	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Haslingden	1.1%	5	4.5%	4	0.0%	0	0.0%	0	0.5%	1
Manchester	3.1%	13	3.1%	3	1.9%	2	2.3%	2	5.6%	5
Oldham	2.1%	8	0.0%	0	0.8%	1	5.6%	5	2.0%	2
Padiham	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	1.9%	8	0.0%	0	0.0%	0	0.0%	0	8.2%	8
Rawtenstall	8.0%	32	5.2%	5	20.2%	24	2.0%	2	1.3%	1
Rochdale	1.9%	8	0.0%	0	0.0%	0	7.9%	8	0.0%	0
Todmorden	0.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Whitworth	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Internet	14.3%	57	14.4%	13	12.1%	14	17.0%	16	14.1%	13
Mail order / catalogue	1.0%	4	0.0%	0	1.2%	1	2.7%	3	0.0%	0
Abroad	0.9%	3	0.6%	1	2.5%	3	0.0%	0	0.0%	0
Clitheroe	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Oswaldtwistle	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment (Don't know / varies)	2.4%	9	2.4%	2	1.4%	2	1.7%	2	4.3%	4
(Don't do this type of shopping)	5.5%	22	2.7%	2	6.5%	8	7.4%	7	4.8%	5
	25.1%	100	28.4%	26	27.7%	33	20.1%	19	23.6%	22

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Weighted base:	400	90	119	96	94					
Sample:	400	100	100	100	100					
<b>Q14 Where else do undertake shopping for furniture, carpets and soft furnishings?</b>										
<i>Those who do furniture, carpets and soft furnishings shopping at Q13</i>										
IKEA, Wellington Road, Ashton-Under-Lyne	0.6%	2	0.0%	0	0.8%	1	0.0%	0	1.5%	1
IKEA, Gemini Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Tesco Extra, Eagle Street, Accrington	0.6%	2	1.8%	1	0.8%	1	0.0%	0	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	2.0%	6	0.0%	0	0.8%	1	0.0%	0	7.4%	5
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	0.7%	2	0.0%	0	1.1%	1	1.4%	1	0.0%	0
The Trafford Centre, Manchester	3.3%	10	0.8%	1	5.1%	4	2.8%	2	3.8%	3
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.6%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.5%	1	1.2%	1	0.8%	1	0.0%	0	0.0%	0
Accrington	0.9%	3	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Bacup	1.4%	4	0.0%	0	1.1%	1	4.3%	3	0.0%	0
Blackburn	1.2%	4	4.7%	3	0.8%	1	0.0%	0	0.0%	0
Bolton	0.7%	2	0.0%	0	1.1%	1	0.0%	0	1.5%	1
Burnley	2.0%	6	0.0%	0	4.8%	4	0.9%	1	1.5%	1
Bury	3.8%	11	1.8%	1	3.5%	3	2.9%	2	6.9%	5
Cheadle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Manchester	1.9%	6	0.0%	0	1.1%	1	3.6%	3	2.5%	2
Oldham	1.3%	4	0.0%	0	0.8%	1	3.3%	3	1.1%	1
Ramsbottom	1.4%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	4
Rawtenstall	3.1%	9	10.7%	7	1.5%	1	0.6%	0	0.7%	1
Rochdale	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Todmorden	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Internet	2.9%	9	6.2%	4	0.0%	0	3.6%	3	2.6%	2
Helmshore	0.7%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Oswaldtwistle	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	0.8%	3	0.0%	0	0.0%	0	2.3%	2	1.1%	1
Preston	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
(Don't know / varies)	12.3%	37	8.2%	5	15.5%	13	14.7%	11	9.4%	7
(Nowhere else)	54.9%	165	54.6%	35	58.6%	50	54.6%	42	51.1%	37
Weighted base:	300	65	86	77	72					
Sample:	285	64	67	76	78					

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>Q15 Where do you undertake most of your shopping for electrical goods, e.g PCs, TVs, videos, Hi-Fi's, washing machines, cookers, etc?</b>										
Aldi, Railway Street, Ramsbottom	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Asda, Hyndburn Road, Accrington	0.5%	2	2.3%	2	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	4.1%	16	3.9%	4	5.3%	6	5.7%	6	1.2%	1
B&Q, Sandbrook Park, off Edinburgh Way, Rochdale	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.7%	3	3.0%	3	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	1.1%	4	0.0%	0	3.7%	4	0.0%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.7%	3	2.2%	2	0.0%	0	0.7%	1	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	1.6%	6	0.0%	0	3.6%	4	2.0%	2	0.0%	0
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Central Retail Park, BOLTON (includes Brantano, Pets At Home, Maplin, Carpetright, Floors to Go)	0.5%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.9%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	1.1%	4	0.0%	0	0.0%	0	4.5%	4	0.0%	0
Middlebrook Retail and Leisure Park, Horwich, Bolton (includes Homebase, Asda, Currys/PC World, Halfords, Next)	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Peel Retail Park, Lower Audley Street, Blackburn (includes Matatlan, Staples, Dunelm,)	0.7%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	4.0%	16	0.6%	1	8.0%	10	6.2%	6	0.0%	0
Princess Way Retail Park, Burnley (includes Argos, Poundland)	1.5%	6	0.0%	0	5.0%	6	0.0%	0	0.0%	0
The Trafford Centre, Manchester	3.1%	12	0.6%	1	5.5%	7	2.2%	2	3.2%	3
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.9%	4	2.7%	2	0.0%	0	0.0%	0	1.2%	1
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	5.5%	22	15.9%	14	5.0%	6	0.7%	1	1.2%	1
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	6.7%	27	6.4%	6	0.0%	0	2.2%	2	19.9%	19
Accrington	1.8%	7	7.2%	7	0.5%	1	0.0%	0	0.0%	0
Bacup	1.5%	6	0.0%	0	0.0%	0	6.3%	6	0.0%	0

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
Blackburn	1.6%	6	2.6%	2	1.7%	2	1.9%	2	0.0%	0
Burnley	2.3%	9	0.0%	0	2.5%	3	6.4%	6	0.0%	0
Bury	10.3%	41	2.3%	2	9.8%	12	1.1%	1	28.1%	27
Cheadle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Haslingden	1.1%	4	1.9%	2	0.5%	1	2.2%	2	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Oldham	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Ramsbottom	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Rawtenstall	2.2%	9	1.7%	2	5.6%	7	0.0%	0	0.5%	1
Rochdale	2.3%	9	0.0%	0	0.0%	0	9.6%	9	0.0%	0
Whitworth	0.9%	4	0.0%	0	0.5%	1	3.1%	3	0.0%	0
Internet	25.7%	103	25.6%	23	24.5%	29	25.8%	25	27.2%	26
Mail order / catalogue	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Clitheroe	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment (Don't know / varies)	2.2%	9	0.6%	1	4.6%	5	0.7%	1	2.2%	2
(Don't do this type of shopping)	2.0%	8	3.2%	3	1.1%	1	3.4%	3	0.5%	1
	10.4%	42	15.2%	14	10.0%	12	5.4%	5	11.6%	11
Weighted base:	400	90		119		96		94		
Sample:	400	100		100		100		100		

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q16 Where else do undertake shopping for electrical goods, e.g PCs, TVs, videos, Hi-Fi, washing machines, cookers, etc?</b>										
<i>Those who do electrical goods shopping at Q15</i>										
Asda, Hollymount Way, Rawtenstall	0.7%	3	0.0%	0	1.9%	2	0.5%	0	0.0%	0
B&Q, Bridgehall Industrial Park, Bury	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Tesco Extra, Eagle Street, Accrington	0.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Centenary Way, Finsley Gate, Burnley	0.1%	0	0.0%	0	0.0%	0	0.5%	0	0.0%	0
Tesco Superstore, Syke Street, Haslingden	0.9%	3	2.3%	2	1.3%	1	0.0%	0	0.0%	0
Tesco Superstore, Irwell Street, Ramsbottom	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Superstore, Bocholt Way, Rawtenstall	0.5%	2	0.0%	0	0.6%	1	0.5%	0	0.9%	1
Bolton Gate Retail Park, Turton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Central Retail Park, BOLTON (includes Brantano, Pets At Home, Maplin, Carpetright, Floors to Go)	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Prestige Retail Park, Burnley (includes Currys/PC World, Oak Furnitureland)	1.8%	6	0.0%	0	3.0%	3	3.4%	3	0.0%	0
The Trafford Centre, Manchester	1.0%	3	0.0%	0	2.8%	3	0.0%	0	0.6%	1
Townsmoor Retail Park, Blackburn (includes Argos Extra, Boots, Next, Carphone Warehouse, TK Maxx)	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Trinity Retail Park, Springfield, Bolton, (includes Staples, Toys R Us)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	2.4%	9	5.4%	4	4.1%	4	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	3.9%	14	1.5%	1	0.9%	1	0.8%	1	13.2%	11
Accrington	1.6%	6	6.6%	5	0.6%	1	0.0%	0	0.0%	0
Bacup	0.7%	3	0.0%	0	0.0%	0	2.9%	3	0.0%	0
Blackburn	0.7%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0
Bolton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Burnley	2.0%	7	0.0%	0	2.5%	3	4.7%	4	0.0%	0
Bury	2.0%	7	1.0%	1	2.8%	3	1.3%	1	2.9%	2
Cheadle	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Haslingden	0.7%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Manchester	1.8%	6	2.6%	2	2.3%	2	0.0%	0	2.3%	2
Oldham	1.0%	4	0.0%	0	0.0%	0	1.9%	2	2.3%	2
Ramsbottom	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Rawtenstall	0.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0

Column %ges.

Weighted:

February 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
Rochdale	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Whitworth	0.5%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Internet	5.3%	19	6.4%	5	2.3%	2	7.8%	7	5.7%	5
TV shopping	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other Outside Catchment	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know / varies)	4.4%	16	8.7%	7	3.4%	4	5.3%	5	0.6%	1
(Nowhere else)	63.7%	228	58.4%	45	66.7%	71	62.2%	57	66.1%	55
Weighted base:	358			76		107		91		84
Sample:	349			81		86		93		89

### Q17 Where do you undertake most of your shopping for DIY and hardware goods?

Asda, Hyndburn Road, Accrington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Hollymount Way, Rawtenstall	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
B&Q, Bridgehall Industrial Park, Bury	34.8%	139	22.7%	20	45.7%	54	23.5%	23	44.1%	42
B&Q, Churchill Way, Nelson	0.8%	3	1.3%	1	0.0%	0	2.2%	2	0.0%	0
B&Q, Sandbrook Park, off Edinburgh Way, Rochdale	6.4%	26	0.0%	0	0.0%	0	26.5%	26	0.0%	0
Homebase, Queensway, Clitheroe	0.4%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Eagle Street, Accrington	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Bridgehall Industrial Park, Heapbridge, Bury (includes B&Q)	1.5%	6	3.2%	3	2.6%	3	0.0%	0	0.0%	0
Central Retail Park, ROCHDALE (includes Argos, Halfords, Matalan, Pound Stretcher)	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Kingsway Retail Park, Rochdale (includes Asda, Bargain Buys, The Range, Pets At Home, Sports Direct)	0.4%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	1.6%	6	6.9%	6	0.0%	0	0.0%	0	0.0%	0
Whitebirk Retail Park, Blackburn (includes Currys/PC World, Benson for Beds, Harveys)	0.5%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Accrington	2.8%	11	11.2%	10	0.8%	1	0.0%	0	0.0%	0
Bacup	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Blackburn	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.5%	1
Burnley	0.5%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Bury	5.6%	22	0.6%	1	0.8%	1	5.5%	5	16.4%	16
Haslingden	3.5%	14	7.3%	7	5.7%	7	0.0%	0	0.5%	1
Ramsbottom	3.4%	14	0.0%	0	0.0%	0	0.0%	0	14.4%	14
Rawtenstall	5.8%	23	7.2%	6	9.4%	11	4.9%	5	0.8%	1
Rochdale	0.9%	4	0.0%	0	0.0%	0	3.9%	4	0.0%	0
Internet	2.8%	11	0.0%	0	0.8%	1	4.0%	4	6.7%	6
Abroad	0.7%	3	0.0%	0	2.5%	3	0.0%	0	0.0%	0
Helmshore	0.5%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	2.1%	8	3.1%	3	2.1%	2	2.5%	2	0.5%	1
Waterfoot	2.2%	9	0.6%	1	3.0%	4	4.8%	5	0.0%	0
(Don't know / varies)	1.0%	4	2.4%	2	0.0%	0	0.0%	0	2.1%	2
(Don't do this type of shopping)	20.4%	81	25.3%	23	25.3%	30	16.5%	16	13.4%	13
Weighted base:	400			90		119		96		94
Sample:	400			100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q18 Where else do undertake shopping for DIY and hardware goods?</b>										
<i>Those who do DIY and hardware shopping at Q17</i>										
Asda, Hollymount Way, Rawtenstall	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridgehall Industrial Park, Bury	10.7%	34	6.6%	4	11.7%	10	10.4%	8	13.4%	11
B&Q, Churchill Way, Nelson	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
B&Q, Sandbrook Park, off Edinburgh Way, Rochdale	1.3%	4	0.0%	0	1.5%	1	3.6%	3	0.0%	0
IKEA, Wellington Road, Ashton-Under-Lyne	0.6%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Tesco Superstore, Bocholt Way, Rawtenstall	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Bolton Gate Retail Park, Turtton Street, Bolton (includes Currys/PC World, B&Q, Dunelm Mill, Hobbycraft)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Bridgehall Industrial Park, Heapbridge, Bury (includes B&Q)	0.4%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Croston's Retail Park, Bury (includes Home Bargains)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Moorgate Retail Park, Bury (includes Carpetright, Halfords, Home Bargains)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Nova Scotia Retail Park, Bolton Road, Blackburn (includes B&Q, Pets At Home, Poundstretcher, Carpetright)	2.5%	8	5.8%	4	2.5%	2	2.2%	2	0.0%	0
Peel Centre, Whitebirk Drive, Blackburn (includes Halfords, Mothercare, Maplin, B&M, JYSK)	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Woodfields Retail Park, Peel Way, Bury (Currys, Next, Boots, Tesco)	0.8%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Accrington	1.4%	5	6.7%	5	0.0%	0	0.0%	0	0.0%	0
Ashton-Under-Lyne	0.7%	2	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Blackburn	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Burnley	1.4%	4	0.8%	1	3.8%	3	0.6%	0	0.0%	0
Bury	3.0%	9	0.0%	0	0.0%	0	1.3%	1	10.3%	8
Haslingden	0.6%	2	1.5%	1	1.1%	1	0.0%	0	0.0%	0
Ramsbottom	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.1%	4
Rawtenstall	7.1%	23	7.9%	5	16.3%	14	3.0%	2	0.6%	1
Rochdale	1.2%	4	0.0%	0	0.0%	0	4.8%	4	0.0%	0
Whitworth	0.1%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Internet	0.5%	1	0.0%	0	0.0%	0	0.9%	1	0.9%	1
Mail order / catalogue	0.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other Outside Catchment	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Waterfoot	0.6%	2	0.0%	0	1.1%	1	1.3%	1	0.0%	0
(Don't know / varies)	2.6%	8	5.1%	3	2.8%	2	1.8%	1	1.2%	1
(Nowhere else)	59.8%	190	53.4%	36	56.7%	50	63.3%	51	64.9%	53
Weighted base:		319		67		89		80		82
Sample:		304		72		68		80		84

**GEN Gender of respondent.**

Male	33.0%	132	26.0%	23	32.5%	39	44.1%	42	29.1%	28
Female	67.0%	268	74.0%	67	67.5%	80	55.9%	54	70.9%	67
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

# Rossendale Household Survey for WYG

Weighted:

February 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>AGE Could I ask how old you are please?</b>										
18 – 24 years	6.4%	25	5.3%	5	10.0%	12	6.7%	6	2.4%	2
25 – 34 years	13.5%	54	10.6%	10	15.0%	18	15.6%	15	12.2%	12
35 – 44 years	17.8%	71	15.6%	14	14.7%	17	15.0%	14	26.7%	25
45 – 54 years	19.0%	76	18.6%	17	19.9%	24	17.8%	17	19.5%	18
55 – 64 years	18.8%	75	19.3%	17	14.5%	17	28.0%	27	14.2%	13
65+ years	22.6%	90	28.4%	26	25.0%	30	14.1%	14	22.9%	22
(Refused)	1.9%	8	2.2%	2	1.0%	1	2.7%	3	2.0%	2
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

## ADU How many adults, including yourself, live in your household (16 years and above)?

One	28.2%	113	30.6%	28	29.4%	35	24.0%	23	28.5%	27
Two	46.3%	185	38.1%	34	39.0%	46	56.9%	55	52.7%	50
Three	14.0%	56	12.9%	12	17.7%	21	13.2%	13	11.3%	11
Four or more	9.5%	38	14.7%	13	12.4%	15	4.0%	4	6.6%	6
(Refused)	2.0%	8	3.6%	3	1.6%	2	1.8%	2	1.0%	1
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

## CHI How many children aged under 16 years old are there living in your household?

None	69.0%	276	67.7%	61	73.1%	87	72.7%	70	61.4%	58
One	13.6%	54	9.8%	9	16.6%	20	8.5%	8	18.8%	18
Two	9.1%	36	14.2%	13	3.8%	4	8.2%	8	11.8%	11
Three	5.1%	21	5.8%	5	2.5%	3	6.0%	6	7.0%	7
Four or more	1.2%	5	0.0%	0	2.5%	3	1.9%	2	0.0%	0
(Refused)	1.9%	8	2.6%	2	1.6%	2	2.7%	3	1.0%	1
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

## CAR How many cars does your household own or have the use of?

None	11.2%	45	8.8%	8	14.3%	17	11.2%	11	9.5%	9
One	41.6%	166	52.6%	47	38.2%	45	38.0%	37	39.1%	37
Two	32.2%	129	27.5%	25	27.1%	32	38.2%	37	36.9%	35
Three or more	13.1%	53	8.5%	8	19.0%	23	9.9%	10	13.5%	13
(Refused)	1.9%	8	2.6%	2	1.4%	2	2.8%	3	1.0%	1
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

## PC Postcode Sector

BB4 4	10.6%	42	47.1%	42	0.0%	0	0.0%	0	0.0%	0
BB4 5	5.2%	21	23.1%	21	0.0%	0	0.0%	0	0.0%	0
BB4 6	6.1%	25	0.0%	0	20.6%	25	0.0%	0	0.0%	0
BB4 7	4.7%	19	0.0%	0	15.7%	19	0.0%	0	0.0%	0
BB4 8	12.1%	48	0.0%	0	40.7%	48	0.0%	0	0.0%	0
BB4 9	6.8%	27	0.0%	0	23.0%	27	0.0%	0	0.0%	0
BB5 2	6.7%	27	29.8%	27	0.0%	0	0.0%	0	0.0%	0
BL0 0	4.6%	18	0.0%	0	0.0%	0	0.0%	0	19.3%	18
BL0 9	13.0%	52	0.0%	0	0.0%	0	0.0%	0	55.2%	52
BL8 4	6.0%	24	0.0%	0	0.0%	0	0.0%	0	25.4%	24
OL128	6.2%	25	0.0%	0	0.0%	0	25.9%	25	0.0%	0
OL130	4.3%	17	0.0%	0	0.0%	0	17.9%	17	0.0%	0
OL138	4.0%	16	0.0%	0	0.0%	0	16.7%	16	0.0%	0
OL139	9.5%	38	0.0%	0	0.0%	0	39.4%	38	0.0%	0
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

## ZON Zone

Zone 1	22.6%	90	100.0%	90	0.0%	0	0.0%	0	0.0%	0
Zone 2	29.8%	119	0.0%	0	100.0%	119	0.0%	0	0.0%	0
Zone 3	24.1%	96	0.0%	0	0.0%	0	100.0%	96	0.0%	0
Zone 4	23.6%	94	0.0%	0	0.0%	0	0.0%	0	100.0%	94
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>MeanScore: amount spent (£)</b>										
<b>Q19 How much would you estimate you typically spend on a weekly basis on main food shopping?</b>										
£1 - £5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£6 - £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£11 - £15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£16 - £20	0.5%	2	0.7%	1	1.0%	1	0.0%	0	0.0%	0
£21 - £25	1.3%	5	2.7%	2	0.9%	1	0.5%	1	1.2%	1
£26 - £30	4.5%	18	6.4%	6	3.4%	4	1.6%	2	7.1%	7
£31 - £35	1.8%	7	0.0%	0	1.4%	2	0.0%	0	5.7%	5
£36 - £40	8.5%	34	11.2%	10	8.2%	10	8.5%	8	6.1%	6
£41 - £45	1.5%	6	4.4%	4	0.0%	0	1.0%	1	1.1%	1
£46 - £50	9.6%	38	9.3%	8	10.8%	13	7.6%	7	10.5%	10
£51 - £55	1.1%	5	2.7%	2	0.5%	1	1.0%	1	0.5%	1
£56 - £60	10.3%	41	6.4%	6	14.3%	17	11.9%	11	7.3%	7
£61 - £65	2.6%	10	3.2%	3	4.9%	6	1.7%	2	0.0%	0
£66 - £70	7.8%	31	7.7%	7	12.3%	15	4.4%	4	5.6%	5
£71 - £75	1.2%	5	4.4%	4	0.0%	0	0.0%	0	0.7%	1
£76 - £80	5.6%	22	4.4%	4	2.1%	2	3.1%	3	13.6%	13
£81 - £85	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3
£86 - £90	1.6%	6	4.2%	4	0.0%	0	2.0%	2	0.7%	1
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	14.0%	56	14.3%	13	10.5%	12	22.7%	22	9.1%	9
£101 - £120	3.8%	15	2.6%	2	5.4%	6	4.1%	4	2.3%	2
£121 - £140	1.6%	6	0.9%	1	0.0%	0	3.4%	3	2.5%	2
£141 - £160	1.9%	8	2.1%	2	3.8%	5	1.4%	1	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	2.1%	8	1.5%	1	1.2%	1	4.6%	4	1.2%	1
£201 - £250	0.7%	3	0.0%	0	0.7%	1	2.0%	2	0.0%	0
(Don't do main food shopping)	4.4%	18	1.2%	1	6.3%	7	3.4%	3	6.1%	6
(Don't know / varies)	10.5%	42	9.5%	9	9.9%	12	9.5%	9	13.3%	13
(Refused)	2.7%	11	0.0%	0	2.3%	3	5.6%	5	2.5%	2
<i>Mean:</i>		74.89		69.46		72.98		89.20		68.12
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

### MeanScore: amount spent (£)

### Q20 How much would you estimate you typically spend on a weekly basis on top up food shopping (trips for staple goods in between your 'main' food shopping trip)?

£1 - £5	4.8%	19	4.9%	4	2.1%	2	3.7%	4	9.2%	9
£6 - £10	14.0%	56	19.2%	17	9.6%	11	15.0%	14	13.6%	13
£11 - £15	9.2%	37	4.1%	4	5.2%	6	18.1%	17	10.2%	10
£16 - £20	19.5%	78	23.0%	21	21.1%	25	10.5%	10	23.5%	22
£21 - £25	3.2%	13	2.5%	2	2.9%	3	4.0%	4	3.6%	3
£26 - £30	4.0%	16	4.5%	4	4.2%	5	2.6%	3	4.6%	4
£31 - £35	0.5%	2	0.0%	0	0.0%	0	2.0%	2	0.0%	0
£36 - £40	2.3%	9	1.5%	1	1.9%	2	4.1%	4	1.5%	1
£41 - £45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£46 - £50	2.7%	11	1.9%	2	4.2%	5	3.4%	3	0.7%	1
£51 - £55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.7%	3	0.0%	0	0.9%	1	0.5%	1	1.2%	1
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
£71 - £75	0.4%	2	0.0%	0	0.0%	0	1.0%	1	0.7%	1
£76 - £80	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't do top-up shopping)	22.9%	92	23.3%	21	36.8%	44	18.0%	17	10.1%	10
(Don't know / varies)	12.6%	50	15.1%	14	8.8%	10	11.4%	11	16.1%	15
(Refused)	2.6%	11	0.0%	0	2.3%	3	4.7%	5	3.5%	3
<i>Mean:</i>		20.12		17.69		21.98		21.23		19.34
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

# Rossendale Household Survey for WYG

Weighted:

December 2016

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q21 Do you ever visit any of the following centres? [MR/PR]</b>										
Rawtenstall Town Centre	58.2%	233	44.3%	40	90.1%	107	48.1%	46	41.5%	39
Haslingden District Centre	28.1%	113	54.7%	49	36.4%	43	3.8%	4	17.2%	16
Bacup District Centre	20.8%	83	3.7%	3	10.2%	12	65.5%	63	4.9%	5
(None of these)	27.6%	110	32.0%	29	8.0%	10	21.8%	21	53.9%	51
Weighted base:	400		90		119		96		94	
Sample:	400		100		100		100		100	

**Q22 Why don't you visit Rawtenstall Town Centre? [MR]**
*Those who do not visit Rawtenstall at Q21*

Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Doesn't have preferred supermarket	1.5%	2	0.0%	0	6.7%	1	0.0%	0	3.0%	2
Environmental quality of centre	2.1%	3	1.2%	1	6.7%	1	1.0%	1	2.8%	2
Inconveniently located car parking	2.1%	4	0.0%	0	0.0%	0	7.1%	4	0.0%	0
Lack of choice and range of shops	7.9%	13	10.7%	5	12.0%	1	11.2%	6	1.6%	1
Not accessible by public transport	4.0%	7	0.0%	0	0.0%	0	1.0%	1	11.2%	6
Too far away from home or work	42.1%	70	33.8%	17	17.2%	2	39.4%	20	57.4%	32
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I don't like the town	1.4%	2	4.5%	2	0.0%	0	0.0%	0	0.0%	0
No need to go - can get everything I need in Accrington	1.1%	2	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Shops are too expensive	0.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Unable to travel due to poor health / disability	1.0%	2	2.4%	1	0.0%	0	1.0%	1	0.0%	0
Unfamiliar with area	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing, no reason to visit)	40.7%	68	41.0%	21	64.1%	8	40.2%	20	35.9%	20
(Don't know)	0.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	167		50		12		50		55	
Sample:	176		55		14		47		60	

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q23 Why don't you visit Haslingden District Centre? [MR]</b>										
<i>Those who do not visit Haslingden at Q21</i>										
Choice of leisure facilities (cinema, gym, pubs etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc.)	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Doesn't have preferred supermarket	2.4%	7	5.6%	2	1.9%	1	1.6%	1	2.3%	2
Environmental quality of centre	2.5%	7	4.1%	2	1.0%	1	0.0%	0	6.1%	5
Inconveniently located car parking	0.2%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Lack of choice and range of shops	10.7%	31	28.9%	12	12.1%	9	7.6%	7	3.6%	3
Not accessible by public transport	3.4%	10	1.5%	1	1.4%	1	0.0%	0	10.5%	8
Too far away from home or work	47.1%	135	27.0%	11	50.4%	38	54.9%	51	45.1%	35
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No need to go - can get everything I need in Accrington	0.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Not enough car parking	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Poor quality shops compared to other towns	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Too many takeaway restaurants	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Unable to travel due to poor health / disability	0.9%	3	3.0%	1	0.0%	0	1.6%	1	0.0%	0
(Nothing, no reason to visit)	37.7%	108	38.1%	16	34.5%	26	34.2%	32	44.8%	35
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		287		41		76		93		78
Sample:		292		45		70		96		81

**Q24 Why don't you visit Bacup District Centre? [MR]***Those who do not visit Bacup at Q21*

Choice of leisure facilities (cinema, gym, pubs etc.)	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Choice of services (hairdressers, banks etc.)	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Doesn't have preferred supermarket	1.2%	4	0.7%	1	1.3%	1	0.0%	0	2.0%	2
Environmental quality of centre	1.9%	6	1.4%	1	0.7%	1	0.0%	0	4.6%	4
Inconveniently located car parking	0.7%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Lack of choice and range of shops	8.3%	26	0.7%	1	12.4%	13	24.4%	8	4.6%	4
Not accessible by public transport	2.6%	8	0.0%	0	0.0%	0	0.0%	0	9.1%	8
Too far away from home or work	57.6%	182	74.2%	64	55.7%	59	4.0%	1	63.6%	57
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No need to go - can get everything I need in Accrington	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Unable to travel due to poor health / disability	0.5%	2	1.4%	1	0.0%	0	1.6%	1	0.0%	0
Unfamiliar with area	0.8%	3	2.1%	2	0.0%	0	0.0%	0	0.7%	1
Unpleasant clientele / atmosphere	0.2%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
(Nothing, no reason to visit)	31.6%	100	19.5%	17	30.4%	32	66.8%	22	31.7%	28
(Don't know)	0.7%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0
Weighted base:		317		87		107		33		90
Sample:		305		96		87		27		95

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q25 Which of those centres do you visit the most? [PR]</b> <i>Those who visit a centre at Q21</i>										
Rawtenstall Town Centre	63.5%	184	43.3%	27	88.3%	97	34.3%	26	80.1%	35
Haslingden District Centre	18.4%	53	56.7%	35	11.7%	13	0.0%	0	13.5%	6
Bacup District Centre	18.0%	52	0.0%	0	0.0%	0	65.7%	49	6.4%	3
Weighted base:		290		61		109		75		44
Sample:		285		67		89		83		46

MeanScore: visits per year

### Q26 How often do you visit (CENTRE MENTIONED AT Q25)?

*Those who visit a centre at Q21*

Daily	13.7%	40	13.6%	8	9.6%	10	26.8%	20	1.5%	1
At least two times a week	31.4%	91	33.0%	20	34.0%	37	34.6%	26	17.1%	7
At least once a week	33.7%	98	30.5%	19	50.0%	55	16.8%	13	26.5%	12
At least once a fortnight	8.4%	24	6.5%	4	3.9%	4	10.8%	8	18.3%	8
At least once a month	6.4%	18	12.4%	8	1.6%	2	2.1%	2	17.3%	8
At least every two months	1.6%	5	2.3%	1	0.0%	0	1.2%	1	5.5%	2
At least every 3 months	3.3%	9	0.0%	0	0.0%	0	7.7%	6	8.5%	4
At least every 6 months	0.4%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Less often than once every 6 months	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Have only visited once	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
(Don't know / varies)	0.5%	2	0.0%	0	1.0%	1	0.0%	0	1.2%	1
Mean:		128.71		128.94		125.40		173.27		58.68
Weighted base:		290		61		109		75		44
Sample:		285		67		89		83		46

### Q27 How do you usually travel to (CENTRE MENTIONED AT Q25) (main part of journey)?

*Those who visit a centre at Q21*

Car / van (as driver)	67.0%	194	69.5%	43	56.1%	61	73.2%	55	80.6%	35
Car / van (as passenger)	7.7%	22	6.5%	4	9.1%	10	1.9%	1	15.6%	7
Bus, minibus or coach	5.2%	15	4.7%	3	3.8%	4	9.9%	7	1.2%	1
Motorcycle, scooter or moped	0.8%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Walk	18.1%	53	19.3%	12	27.4%	30	14.3%	11	0.0%	0
Taxi	0.8%	2	0.0%	0	1.6%	2	0.0%	0	1.2%	1
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Steam train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Mobility scooter / disability vehicle	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		290		61		109		75		44
Sample:		285		67		89		83		46

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>Q28 What is the main reason for visiting (CENTRE MENTIONED AT Q25)?</b>										
<i>Those who visit a centre at Q21</i>										
Choice and range of shops	30.3%	88	57.7%	35	25.2%	28	23.8%	18	15.5%	7
Choice of leisure facilities (restaurants, pubs etc.)	2.8%	8	0.0%	0	5.4%	6	0.0%	0	5.0%	2
Choice of services (hairdressers, banks etc.)	7.2%	21	10.3%	6	5.4%	6	9.7%	7	3.2%	1
Close to home	14.1%	41	5.5%	3	21.4%	23	14.6%	11	7.4%	3
Close to work	4.4%	13	3.0%	2	1.0%	1	10.9%	8	3.6%	2
Convenient car parking	0.8%	2	0.0%	0	0.0%	0	0.7%	1	4.4%	2
Easily accessible by public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Environmental quality of centre	1.3%	4	1.7%	1	0.0%	0	3.5%	3	0.0%	0
Free car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	2.2%	6	4.7%	3	2.7%	3	0.7%	1	0.0%	0
Performing arts facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Supermarket	28.4%	82	12.8%	8	33.6%	37	30.0%	23	34.4%	15
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Children's school is located there	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Close to family / friends	1.0%	3	0.0%	0	0.6%	1	0.7%	1	4.4%	2
Compact layout of the shops / services	1.7%	5	0.0%	0	0.0%	0	0.9%	1	9.8%	4
Friendly / pleasant atmosphere	0.9%	3	2.0%	1	0.0%	0	0.9%	1	1.5%	1
Good for browsing / window shopping	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Good library	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Good range of independent / specialist shops	1.0%	3	1.3%	1	2.0%	2	0.0%	0	0.0%	0
My church is located there	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Part of an overall day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Quiet / not too busy	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
(Nothing in particular)	2.1%	6	1.0%	1	0.0%	0	3.0%	2	7.0%	3
Weighted base:		290		61		109		75		44
Sample:		285		67		89		83		46

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q29A Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q25) more often? First mention:</b>										
<i>Those who visit a centre at Q21</i>										
Additional foodstores within the town centre	2.4%	7	0.0%	0	0.0%	0	3.0%	2	11.0%	5
Additional parking	8.6%	25	10.8%	7	6.1%	7	9.7%	7	9.8%	4
Better personal environment	2.2%	6	2.7%	2	2.7%	3	2.5%	2	0.0%	0
Better security	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	2.2%	6	4.7%	3	1.7%	2	2.1%	2	0.0%	0
Improved non-food shops within the town centre	3.7%	11	1.8%	1	5.4%	6	3.9%	3	2.1%	1
Improved quality of shops	3.7%	11	1.7%	1	2.1%	2	7.2%	5	4.4%	2
Improved street cleaning	0.9%	3	1.0%	1	0.0%	0	2.8%	2	0.0%	0
Increased choice and range of shops	7.2%	21	9.3%	6	7.6%	8	5.6%	4	6.2%	3
Increased public transport	1.2%	4	0.0%	0	0.6%	1	1.2%	1	4.7%	2
Longer opening hours	1.2%	3	0.0%	0	3.1%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A general refurbishment of the town	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Change the location of market	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved disabled access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Less takeaway restaurants	2.0%	6	9.4%	6	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	2.1%	6	3.3%	2	2.0%	2	0.0%	0	4.4%	2
More / better public toilets	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
More financial services (banks, building societies etc.)	0.8%	2	3.7%	2	0.0%	0	0.0%	0	0.0%	0
More independent shops	0.9%	3	1.0%	1	0.0%	0	2.6%	2	0.0%	0
More pedestrianisation	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
More restaurants open on Sundays	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Refurbish the bus station	0.8%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Remove the fair	0.2%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Nothing / Nothing further)	52.5%	152	46.9%	29	56.8%	62	54.7%	41	45.9%	20
(Don't know)	5.3%	15	2.7%	2	7.6%	8	1.4%	1	10.2%	4
Weighted base:		290		61		109		75		44
Sample:		285		67		89		83		46

**Q29B Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q25) more often? Second mention:**

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<i>Those who gave a measure at Q29A</i>										
Additional foodstores within the town centre	5.1%	6	0.0%	0	4.8%	2	13.3%	4	0.0%	0
Additional parking	4.3%	5	10.8%	3	0.0%	0	0.0%	0	9.9%	2
Better personal environment	7.8%	10	7.4%	2	0.0%	0	12.0%	4	17.3%	3
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	1.4%	2	2.0%	1	2.8%	1	0.0%	0	0.0%	0
Improved non-food shops within the town centre	12.5%	15	5.5%	2	19.2%	7	14.8%	5	6.1%	1
Improved quality of shops	2.0%	2	0.0%	0	1.6%	1	2.8%	1	4.7%	1
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice and range of shops	6.8%	8	11.3%	3	7.9%	3	5.2%	2	0.0%	0
Increased public transport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive shops	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Less takeaway restaurants	0.9%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0
More reliable bus service	2.4%	3	0.0%	0	7.5%	3	0.0%	0	0.0%	0
More shops open on Sundays	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Open a swimming pool	0.5%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing / Nothing further)	54.2%	66	57.5%	18	52.7%	21	51.9%	17	56.0%	11
(Don't know)	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Weighted base:		122		31		39		33		19
Sample:		121		29		33		39		20

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q29C Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q25) more often? Third mention:</b>										
<i>Those who gave a measure at Q29B</i>										
Additional foodstores within the town centre	1.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Additional parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better personal environment	1.7%	1	0.0%	0	0.0%	0	5.8%	1	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.9%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Improved leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved markets	1.2%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Improved non-food shops within the town centre	1.4%	1	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.9%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
Increased choice and range of shops	3.7%	2	0.0%	0	3.4%	1	9.1%	1	0.0%	0
Increased public transport	5.1%	3	0.0%	0	12.9%	2	0.0%	0	6.0%	1
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less takeaway restaurants	1.1%	1	4.6%	1	0.0%	0	0.0%	0	0.0%	0
More independent shops	9.4%	5	0.0%	0	4.4%	1	27.6%	4	0.0%	0
Open a community centre	4.2%	2	0.0%	0	12.9%	2	0.0%	0	0.0%	0
Utilise the disused building in the square	0.9%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0
(Nothing / Nothing further)	64.8%	36	95.4%	13	61.9%	11	39.3%	6	71.4%	6
(Don't know)	3.4%	2	0.0%	0	0.0%	0	0.0%	0	22.6%	2
Weighted base:		55		13		18		16		8
Sample:		51		13		11		18		9

**Q30 Which of these leisure activities do you participate in? [MR/PR]**

Health & fitness	19.1%	77	14.3%	13	16.4%	20	23.7%	23	22.5%	21
Leisure centre activities	10.1%	41	4.9%	4	10.0%	12	5.1%	5	20.4%	19
Cinema	41.9%	168	26.2%	24	38.5%	46	54.1%	52	48.7%	46
Restaurant	69.2%	277	64.5%	58	65.9%	78	65.6%	63	81.6%	77
Pub / bars	40.5%	162	18.8%	17	39.9%	47	41.8%	40	60.7%	57
Nightclub	3.9%	16	2.5%	2	0.0%	0	11.2%	11	2.7%	3
Social club	5.2%	21	1.3%	1	0.5%	1	15.2%	15	4.6%	4
Performing arts	10.2%	41	2.4%	2	6.5%	8	6.3%	6	26.2%	25
Outdoor active sports	16.2%	65	9.9%	9	18.3%	22	5.8%	6	30.1%	28
Theatre / concert hall	40.6%	163	28.9%	26	39.0%	46	47.5%	46	46.9%	44
Museum / art galleries	31.6%	126	23.4%	21	28.0%	33	31.5%	30	43.9%	41
Ten pin bowling	22.3%	89	11.7%	11	20.9%	25	33.5%	32	22.6%	21
Bingo	3.8%	15	2.9%	3	1.4%	2	9.1%	9	2.2%	2
(None of these)	15.2%	61	18.0%	16	15.6%	19	14.5%	14	12.7%	12
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

	Total	Zone 1	Zone 2	Zone 3	Zone 4
<b>Q31 Which centre / facility did you last visit for indoor sports or health and fitness activity?</b> <i>Those who do indoor sports and / or health and fitness activities at Q30</i>					
Adrenaline Centre, Helmshore Road, Haslingden	1.4%	1 8.3%	1 0.0%	0 0.0%	0 0.0%
Body & Fitness Health Studios, The Church, John Street, Haslingden	0.6%	1 3.6%	1 0.0%	0 0.0%	0 0.0%
Pioneer Health Studio, Riverside Business Park, River Street, Bacup	10.9%	11 0.0%	0 0.0%	0 38.5%	10 2.7%
Reps & Sets, Ratcliffe Fold, Haslingden	0.9%	1 0.0%	0 0.0%	0 0.0%	0 2.7%
Rossendale Leisure Trust, Kay Street, Rossendale	1.7%	2 6.4%	1 0.0%	0 2.5%	1 0.0%
Accrington	4.7%	5 21.9%	4 4.3%	1 0.0%	0 0.0%
Bacup	1.6%	2 0.0%	0 0.0%	0 6.0%	2 0.0%
Bolton	1.9%	2 0.0%	0 0.0%	0 0.0%	0 5.7%
Burnley	2.3%	2 0.0%	0 7.4%	2 2.0%	1 0.0%
Bury	6.7%	7 0.0%	0 0.0%	0 2.0%	1 18.8%
Haslingden	3.3%	3 10.9%	2 6.3%	2 0.0%	0 0.0%
Manchester	0.6%	1 0.0%	0 0.0%	0 0.0%	0 1.9%
Ramsbottom	17.1%	17 11.1%	2 3.1%	1 0.0%	0 44.1%
Rawtenstall	24.2%	25 15.8%	3 53.2%	13 7.0%	2 20.3%
Rochdale	5.5%	6 0.0%	0 0.0%	0 18.5%	5 1.9%
Waterfoot Local Centre	0.7%	1 0.0%	0 0.0%	0 2.5%	1 0.0%
Whitworth Local Centre	5.4%	6 0.0%	0 0.0%	0 20.9%	6 0.0%
Fearn Community Sports College, Fearn Moss, Stacksteads	0.8%	1 0.0%	0 3.1%	1 0.0%	0 0.0%
Haslingden Health & Leisure Centre, Helmshore Road, Haslingden	1.4%	1 8.3%	1 0.0%	0 0.0%	0 0.0%
Marl Pits Leisure Centre, Newchurch Road, Rawtenstall	4.5%	5 0.0%	0 18.3%	5 0.0%	0 0.0%
Riverside Health Club, New Hall Hey Road, Rawtenstall	0.6%	1 0.0%	0 0.0%	0 0.0%	0 1.9%
Ski Rossendale, Haslingden Old Road, Rossendale	1.1%	1 0.0%	0 4.3%	1 0.0%	0 0.0%
(Don't know / can't remember)	2.2%	2 13.6%	2 0.0%	0 0.0%	0 0.0%
Weighted base:	102	17	25	27	34
Sample:	92	18	19	22	33

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q32 Which centre / facility did you last visit to go the cinema?</b>										
<i>Those who go to the cinema at Q30</i>										
Cineworld, The Valley, Eagley Brook Way, Bolton	2.3%	4	0.0%	0	0.0%	0	0.0%	0	8.4%	4
Cineworld, Watersmeeting Road, Bolton	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Odeon, Sandbrook Park, Sandbrook Way, Rochdale	12.4%	21	0.0%	0	1.7%	1	33.3%	17	5.5%	3
Reel Cinema, Manchester Road, Hollywood Park, Burnley	18.3%	31	9.2%	2	29.9%	14	28.5%	15	0.0%	0
Vue Cinema, Peel Leisure and Retail Park, Lower Audley Street, Blackburn	1.6%	3	11.1%	3	0.0%	0	0.0%	0	0.0%	0
Vue Cinema, Rock Place, Bury	29.3%	49	13.7%	3	16.3%	7	21.6%	11	59.1%	27
Vue Cinema, The Viaduct, Hyndburn Road, Accrington	8.1%	14	45.9%	11	1.7%	1	3.8%	2	0.0%	0
Accrington	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Ashton-under-Lyne	1.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Bolton	1.1%	2	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Burnley	1.2%	2	2.6%	1	1.7%	1	1.3%	1	0.0%	0
Bury	7.9%	13	9.6%	2	13.0%	6	1.3%	1	9.3%	4
Manchester	11.1%	19	3.3%	1	22.6%	10	8.4%	4	6.7%	3
Oldham	3.1%	5	0.0%	0	11.3%	5	0.0%	0	0.0%	0
Rochdale	0.6%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Odeon, Trafford Centre, Manchester	1.0%	2	4.5%	1	0.0%	0	0.0%	0	1.4%	1
Weighted base:	168	24	46	52	46					
Sample:	138	21	29	40	48					

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q33 Which centre / facility did you last visit to go to a restaurant?</b>										
<i>Those who go to restaurants at Q30</i>										
Accrington	3.6%	10	16.0%	9	0.0%	0	0.8%	1	0.0%	0
Astley Bridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Bacup	2.3%	6	0.0%	0	0.0%	0	10.2%	6	0.0%	0
Blackburn	2.5%	7	2.9%	2	6.6%	5	0.0%	0	0.0%	0
Bolton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Burnley	2.3%	6	3.2%	2	3.4%	3	2.7%	2	0.0%	0
Bury	8.2%	23	1.8%	1	8.4%	7	13.7%	9	8.3%	6
Colne	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth Neighbourhood Centre	1.2%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0
Darwen	0.4%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Edenfield Neighbourhood Centre	1.3%	3	0.0%	0	3.0%	2	0.0%	0	1.5%	1
Haslingden	5.0%	14	20.0%	12	1.4%	1	0.8%	1	0.7%	1
Helmshore Neighbourhood Centre	3.6%	10	11.8%	7	1.6%	1	1.1%	1	1.5%	1
Heywood	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Manchester	14.5%	40	8.2%	5	17.5%	14	9.5%	6	20.2%	16
Ramsbottom	19.1%	53	6.9%	4	9.3%	7	0.8%	1	53.3%	41
Rawtenstall	21.2%	59	19.6%	11	40.0%	31	18.7%	12	5.5%	4
Rochdale	6.9%	19	2.9%	2	0.0%	0	23.3%	15	3.6%	3
Stacksteads Neighbourhood Centre	0.2%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Todmorden	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Whitworth Local Centre	2.1%	6	0.0%	0	0.0%	0	9.4%	6	0.0%	0
Abroad	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Birtle Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Calderdale District Centre	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Central London	0.6%	2	0.0%	0	1.0%	1	1.5%	1	0.0%	0
Delph Village Centre	0.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Hawkshaw Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Long Preston Village Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Nottingham City Centre	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Ribble Valley District Centre	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.6%	4	2.1%	1	0.8%	1	1.5%	1	2.0%	2
Weighted base:	277	58	78	63	77					
Sample:	265	63	59	62	81					

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q34 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?</b>										
<i>Those who go to bars, pubs and night / social clubs at Q30</i>										
Accrington	3.7%	6	28.5%	5	2.3%	1	0.0%	0	0.0%	0
Bacup	4.3%	7	0.0%	0	0.0%	0	16.5%	7	0.0%	0
Burnley	1.8%	3	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Bury	5.2%	9	0.0%	0	1.6%	1	3.6%	2	10.9%	6
Edenfield Neighbourhood Centre	1.5%	3	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Haslingden	4.6%	8	31.9%	6	2.9%	1	1.2%	1	0.0%	0
Helmshore Neighbourhood Centre	1.8%	3	13.6%	2	1.3%	1	0.0%	0	0.0%	0
Manchester	13.3%	22	0.0%	0	8.3%	4	15.1%	7	20.1%	12
Oldham	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Ramsbottom	21.7%	37	0.0%	0	1.3%	1	2.1%	1	60.0%	35
Rawtenstall	26.8%	45	15.9%	3	71.9%	35	13.9%	6	2.9%	2
Rochdale	0.7%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Stacksteads Neighbourhood Centre	2.9%	5	0.0%	0	0.0%	0	11.1%	5	0.0%	0
Todmorden	0.7%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Waterfoot Local Centre	0.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Whitworth Local Centre	5.2%	9	0.0%	0	0.0%	0	19.9%	9	0.0%	0
Baxenden Village Centre	0.7%	1	6.7%	1	0.0%	0	0.0%	0	0.0%	0
Belthorn Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Central London	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Nottingham City Centre	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Rossendale District Centre	0.9%	2	0.0%	0	2.3%	1	0.0%	0	0.9%	1
Whalley Village Centre	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	3	3.4%	1	4.8%	2	0.0%	0	0.0%	0
Weighted base:	169	18		48		44		58		
Sample:	153	19		34		39		61		

<b>Q35 Which centre / facility did you last visit to participate in the performing arts?</b>										
<i>Those who visit performing arts venues at Q30</i>										
Rossendale Dance & Drama Centre, Bridleway, Rossendale	6.2%	3	0.0%	0	8.0%	1	0.0%	0	7.7%	2
Bury	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Manchester	49.6%	20	36.0%	1	48.1%	4	43.6%	3	52.7%	13
Oldham	8.8%	4	36.0%	1	0.0%	0	0.0%	0	11.3%	3
Ramsbottom	15.3%	6	0.0%	0	29.9%	2	0.0%	0	15.9%	4
Rochdale	1.3%	1	0.0%	0	0.0%	0	8.7%	1	0.0%	0
Waterfoot Local Centre	4.9%	2	0.0%	0	14.0%	1	15.3%	1	0.0%	0
Whitworth Local Centre	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Central London / West End	2.2%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Leesa Vain Dance Academy, Spring Gardens, Middleton, Manchester	1.6%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Weir Village Centre	4.8%	2	0.0%	0	0.0%	0	32.5%	2	0.0%	0
(Don't know / can't remember)	1.5%	1	28.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	41	2		8		6		25		
Sample:	43	3		6		5		29		

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q36 Which centre / facility did you last visit to participate in 'outdoor active sports' (such as skiing, mountain biking, climbing, canoeing, etc.)?</b>										
<i>Those who do outdoor active sports at Q30</i>										
Rossendale Valley Sailing Club, Manchester Road, Clowbridge, Burnley	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Ski Rossendale, Haslingden Old Road, Rossendale	3.5%	2	17.6%	2	0.0%	0	12.0%	1	0.0%	0
Accrington	1.2%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Bacup	1.8%	1	0.0%	0	0.0%	0	21.3%	1	0.0%	0
Blackburn	3.5%	2	25.6%	2	0.0%	0	0.0%	0	0.0%	0
Bolton	4.3%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	3
Burnley	8.4%	5	6.8%	1	15.6%	3	9.3%	1	3.1%	1
Bury	12.2%	8	0.0%	0	0.0%	0	0.0%	0	27.7%	8
Haslingden	4.3%	3	15.6%	1	6.5%	1	0.0%	0	0.0%	0
Manchester	6.2%	4	0.0%	0	14.2%	3	0.0%	0	3.1%	1
Radcliffe	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Ramsbottom	13.3%	9	0.0%	0	0.0%	0	0.0%	0	30.3%	9
Rawtenstall	16.6%	11	0.0%	0	46.4%	10	12.0%	1	0.0%	0
Todmorden	0.8%	1	0.0%	0	0.0%	0	9.3%	1	0.0%	0
Whitworth Local Centre	1.0%	1	0.0%	0	0.0%	0	12.0%	1	0.0%	0
Glasgow City Centre	1.7%	1	12.0%	1	0.0%	0	0.0%	0	0.0%	0
Keswick Town Centre	1.0%	1	0.0%	0	0.0%	0	12.0%	1	0.0%	0
Langworthy Reds Sports Club, Swinton Park Road, Salford	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Rossendale Golf Club, Ewood Lane Head, Ewood Lane, Haslingden	2.9%	2	8.8%	1	5.0%	1	0.0%	0	0.0%	0
Trafford Golf Centre, Old Park Lane, Stretford	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1
(Don't know / can't remember)	12.4%	8	13.6%	1	8.7%	2	12.0%	1	15.0%	4
Weighted base:		65		9		22		6		28
Sample:		60		10		17		9		24

	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q37 Which centre / facility did you last visit to go to the theatre?</b>										
<i>Those who go to the theatre at Q30</i>										
Burnley Mechanics, Manchester Road, Burnley	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
New Millennium Theatre, Burnley Road East, Waterfoot	1.0%	2	0.0%	0	2.3%	1	1.1%	1	0.0%	0
Rossendale Dance & Drama Centre, 52 Bridleway, Waterfoot, Rossendale	0.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Royal Court Theatre, Rochdale Road, Bacup	9.1%	15	11.1%	3	1.7%	1	24.3%	11	0.0%	0
The Curtain Theatre, Milkstone Road, Rochdale	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Horse and Bamboo Centre (The Boo), Bacup Road, Waterfoot	5.2%	8	0.0%	0	16.1%	7	2.0%	1	0.0%	0
The Met, Derby Hall, Market Street, Bury	2.1%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3
Theatre Royal, Smithy Street, Bury	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Bacup	0.7%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0
Bolton	2.4%	4	0.0%	0	2.3%	1	2.0%	1	4.3%	2
Burnley	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Bury	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Central London / West End Manchester	4.7%	8	2.3%	1	0.0%	0	3.2%	1	12.6%	6
Manchester	55.2%	90	64.3%	17	62.8%	29	41.6%	19	55.8%	25
Oldham	2.6%	4	4.2%	1	5.0%	2	0.0%	0	2.0%	1
Ramsbottom	2.1%	3	0.0%	0	0.0%	0	0.0%	0	7.7%	3
Stacksteads Neighbourhood Centre	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Waterfoot Local Centre	0.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Abroad	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Bradford City Centre	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Leeds City Centre	1.1%	2	4.2%	1	0.0%	0	1.5%	1	0.0%	0
Middleston Arena, Joel Halliwell VC Way, Middleton	1.2%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Preston City Centre	0.4%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Salford City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
St. Helens Town Centre	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
The Lowry, The Quays, Salford	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Winter Gardens, Church Street, Blackpool	0.7%	1	0.0%	0	1.3%	1	1.1%	1	0.0%	0
(Don't know / can't remember)	5.7%	9	7.0%	2	2.4%	1	13.7%	6	0.0%	0
Weighted base:	163		26		46		46		44	
Sample:	163		31		34		46		52	

Weighted:

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	Total	Zone 1	Zone 2	Zone 3	Zone 4					
<b>Q38 Which centre / facility did you last visit go to a gallery / museum?</b>										
<i>Those who go to galleries / museums at Q30</i>										
Bury Art Gallery Museum & Archives, Moss Street, Bury	2.2%	3	0.0%	0	1.8%	1	0.0%	0	5.3%	2
The Whitaker Museum & Art Gallery, Haslingden Road, Rossendale	7.2%	9	10.3%	2	17.9%	6	3.0%	1	0.0%	0
Accrington	1.0%	1	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Bacup	1.6%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Blackburn	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Bolton	0.4%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Burnley	1.0%	1	2.9%	1	0.0%	0	2.2%	1	0.0%	0
Bury	4.8%	6	0.0%	0	0.0%	0	0.0%	0	14.6%	6
Helmshore Neighbourhood Centre	0.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Manchester	41.0%	52	32.8%	7	21.3%	7	37.7%	11	63.4%	26
Ramsbottom	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Rawtenstall	18.6%	23	23.9%	5	28.3%	9	27.9%	8	1.2%	1
Rochdale	1.4%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0
Whitworth Local Centre	1.1%	1	0.0%	0	0.0%	0	3.0%	1	1.2%	1
Abroad	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Central London	5.2%	7	0.0%	0	10.4%	3	0.0%	0	7.5%	3
Edinburgh City Centre	1.3%	2	2.9%	1	3.3%	1	0.0%	0	0.0%	0
Eureka, Discovery Road, Halifax	0.5%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
Haworth Village Centre	0.8%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge Town Centre	0.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Liverpool City Centre	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Preston City Centre	1.8%	2	10.8%	2	0.0%	0	0.0%	0	0.0%	0
Weymouth Town Centre	0.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0
York City Centre	0.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.7%	7	0.0%	0	8.0%	3	12.1%	4	2.2%	1
Weighted base:		126		21		33		30		41
Sample:		128		24		28		31		45

**Q39 Which centre / facility did you last visit to go ten-pin bowling?***Those who go ten-pin bowling at Q30*

1st Bowl, Finley Gate, Burnley	20.5%	18	34.9%	4	30.0%	7	22.1%	7	0.0%	0
Accrington Super bowl, The Viaduct, Hyndburn Road, Accrington	0.7%	1	5.8%	1	0.0%	0	0.0%	0	0.0%	0
Bowlplex, Mayson Street, Blackburn	2.6%	2	21.7%	2	0.0%	0	0.0%	0	0.0%	0
Strike Ten Bowl, Sandbrook Park, Sandbrook Way, Rochdale	12.1%	11	0.0%	0	0.0%	0	33.5%	11	0.0%	0
Blackburn	2.6%	2	21.7%	2	0.0%	0	0.0%	0	0.0%	0
Bolton	2.1%	2	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Burnley	2.0%	2	0.0%	0	4.3%	1	2.1%	1	0.0%	0
Bury	45.7%	41	0.0%	0	65.6%	16	25.9%	8	74.9%	16
Manchester	2.1%	2	0.0%	0	0.0%	0	0.0%	0	8.9%	2
Ramsbottom	1.7%	2	0.0%	0	0.0%	0	0.0%	0	7.3%	2
Blackpool Town Centre	1.2%	1	10.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.7%	6	5.8%	1	0.0%	0	16.5%	5	0.0%	0
Weighted base:		89		11		25		32		21
Sample:		52		8		9		20		15

	Total	Zone 1	Zone 2	Zone 3	Zone 4
<b>Q40 Which centre / facility did you last visit to go to bingo?</b>					
<i>Those who play bingo at Q30</i>					
Gala Bingo, Ainsworth St, Blackburn	9.2%	1 29.6%	1 36.2%	1 0.0%	0 0.0%
Gala Bingo, Centenary Way, Burnley	11.6%	2 0.0%	0 63.8%	1 7.7%	1 0.0%
Mecca Bingo, Smith Street, Rochdale	54.8%	8 0.0%	0 0.0%	0 84.7%	7 43.5%
Bacup	4.4%	1 0.0%	0 0.0%	0 7.7%	1 0.0%
Bolton	4.3%	1 0.0%	0 0.0%	0 0.0%	0 31.8%
Bury	3.3%	1 0.0%	0 0.0%	0 0.0%	0 24.7%
Haslingden	7.1%	1 40.9%	1 0.0%	0 0.0%	0 0.0%
Club 3000 Bingo, Tithebarn Street, Preston	5.2%	1 29.6%	1 0.0%	0 0.0%	0 0.0%
Weighted base:	15	3	2	9	2
Sample:	15	3	2	7	3

**Q41 Which leisure facilities would you like to see more of in your area? [MR]**

Hotels	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bars / pubs	3.4%	13 0.9%	1 9.2%	11 1.2%	1 0.5%	1 0.5%	1 0.5%	1 0.5%	1 0.5%
Better shopping facilities	1.4%	6 3.7%	3 0.0%	0 1.2%	1 1.2%	1 1.2%	1 1.2%	1 1.2%	1 1.2%
Bowling alley	6.7%	27 6.2%	6 11.4%	14 1.5%	1 6.5%	6 6.5%	6 6.5%	6 6.5%	6 6.5%
Cinema	15.9%	64 7.3%	7 29.4%	35 15.2%	15 7.7%	7 7.7%	7 7.7%	7 7.7%	7 7.7%
Concert hall / venue	0.5%	2 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cycle paths / area	0.7%	3 0.0%	0 0.0%	0 2.7%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Dance facilities	0.5%	2 0.0%	0 0.0%	0 0.0%	0 2.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
Skate park	0.7%	3 0.0%	0 1.9%	2 0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Health & fitness (gym)	1.6%	6 0.0%	0 0.0%	0 4.9%	5 1.6%	2 1.6%	2 1.6%	2 1.6%	2 1.6%
Performing arts facilities	0.3%	1 0.0%	0 0.0%	0 0.5%	1 0.7%	1 0.7%	1 0.7%	1 0.7%	1 0.7%
Ice rink	0.5%	2 0.7%	1 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Karting	0.3%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Leisure centre	3.8%	15 2.5%	2 2.6%	3 5.0%	5 5.1%	5 5.1%	5 5.1%	5 5.1%	5 5.1%
More children facilities / activities	7.2%	29 7.1%	6 4.9%	6 8.2%	8 9.2%	9 9.2%	9 9.2%	9 9.2%	9 9.2%
More sports facilities (football pitches, tennis courts)	5.9%	23 6.9%	6 8.4%	10 5.1%	5 2.4%	2 2.4%	2 2.4%	2 2.4%	2 2.4%
Museum / art galleries	1.6%	6 0.0%	0 0.0%	0 5.1%	5 1.4%	1 1.4%	1 1.4%	1 1.4%	1 1.4%
Outdoor play areas / park facilities	2.4%	10 0.0%	0 2.5%	3 5.1%	5 2.0%	2 2.0%	2 2.0%	2 2.0%	2 2.0%
Paintballing	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Restaurants / cafes	4.1%	16 5.6%	5 2.2%	3 9.1%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Swimming pool	8.1%	32 15.1%	14 8.0%	9 6.0%	6 3.7%	3 3.7%	3 3.7%	3 3.7%	3 3.7%
Theatre	1.3%	5 1.2%	1 0.9%	1 2.7%	3 0.5%	1 0.5%	1 0.5%	1 0.5%	1 0.5%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Activities centre for the disabled	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.7%	1 0.7%	1 0.7%	1 0.7%
Annual bike show	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.7%	1 0.7%	1 0.7%	1 0.7%
Badminton courts	0.3%	1 0.0%	0 0.0%	0 0.5%	1 0.7%	1 0.7%	1 0.7%	1 0.7%	1 0.7%
Bingo hall	0.4%	2 0.0%	0 0.5%	1 0.0%	0 0.9%	1 0.9%	1 0.9%	1 0.9%	1 0.9%
Climbing wall	1.2%	5 0.0%	0 3.9%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Horse livery yard	0.5%	2 0.0%	0 0.0%	0 0.0%	0 2.0%	2 2.0%	2 2.0%	2 2.0%	2 2.0%
More activities for the elderly	0.4%	2 0.7%	1 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
More walking paths	0.2%	1 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Mountain biking facilities	0.6%	2 0.0%	0 1.9%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(None)	54.2%	217 55.1%	50 41.7%	50 53.6%	52 69.6%	66 69.6%	66 69.6%	66 69.6%	66 69.6%
(Don't know)	2.1%	8 2.5%	2 1.7%	2 4.1%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	400	90	119	96	94	94	94	94	94
Sample:	400	100	100	100	100	100	100	100	100

**GEN Gender of respondent:**

Male	37.3%	149 34.8%	31 43.5%	52 36.8%	35 32.5%	31 32.5%	31 32.5%	31 32.5%	31 32.5%
Female	62.7%	251 65.2%	59 56.5%	67 63.2%	61 67.5%	64 67.5%	64 67.5%	64 67.5%	64 67.5%
Weighted base:	400	90	119	96	94	94	94	94	94
Sample:	400	100	100	100	100	100	100	100	100

# Rossendale Household Survey for WYG

Weighted:

December 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>AGE Could I ask how old you are please?</b>										
18 – 24 years	5.6%	22	0.0%	0	4.3%	5	9.1%	9	9.0%	9
25 – 34 years	13.0%	52	0.0%	0	21.7%	26	13.7%	13	13.5%	13
35 – 44 years	17.4%	69	17.7%	16	17.4%	21	16.3%	16	18.1%	17
45 – 54 years	18.0%	72	15.6%	14	14.0%	17	22.4%	22	20.7%	20
55 – 64 years	18.6%	74	21.4%	19	18.2%	22	17.2%	17	18.0%	17
65+ years	21.7%	87	29.7%	27	20.6%	25	18.4%	18	18.8%	18
(Refused)	5.8%	23	15.6%	14	3.7%	4	2.9%	3	1.9%	2
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

**EMP What is your employment status?**

Employed - works away from home	50.9%	204	43.4%	39	52.2%	62	66.4%	64	40.8%	39
Employed - works from home	1.6%	6	1.7%	2	1.6%	2	0.7%	1	2.4%	2
Self employed - works away from home	5.2%	21	4.9%	4	1.9%	2	1.2%	1	13.6%	13
Self employed - works from home	1.2%	5	0.9%	1	0.9%	1	2.4%	2	0.7%	1
Unemployed	3.7%	15	0.0%	0	6.2%	7	3.4%	3	4.5%	4
Student	2.4%	9	0.0%	0	4.3%	5	0.0%	0	4.5%	4
Retired	28.4%	113	41.8%	38	28.3%	34	21.8%	21	22.3%	21
House person	2.4%	10	1.7%	2	0.9%	1	0.7%	1	6.7%	6
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / sick	0.7%	3	0.0%	0	0.0%	0	1.0%	1	2.0%	2
(Refused)	3.5%	14	5.5%	5	3.7%	4	2.5%	2	2.4%	2
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

**ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?**

White	93.8%	375	95.2%	86	88.0%	105	95.9%	92	97.8%	92
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	1.3%	5	0.0%	0	4.3%	5	0.0%	0	0.0%	0
Bangladeshi	1.3%	5	0.0%	0	4.3%	5	0.0%	0	0.0%	0
Other Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Mixed race	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	3.4%	14	4.8%	4	2.8%	3	4.1%	4	2.2%	2
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

**PC Postcode Sector:**

BB4 4	7.9%	32	35.0%	32	0.0%	0	0.0%	0	0.0%	0
BB4 5	7.3%	29	32.5%	29	0.0%	0	0.0%	0	0.0%	0
BB4 6	5.9%	23	0.0%	0	19.7%	23	0.0%	0	0.0%	0
BB4 7	7.3%	29	0.0%	0	24.5%	29	0.0%	0	0.0%	0
BB4 8	7.7%	31	0.0%	0	25.9%	31	0.0%	0	0.0%	0
BB4 9	8.9%	36	0.0%	0	30.0%	36	0.0%	0	0.0%	0
BB5 2	7.3%	29	32.5%	29	0.0%	0	0.0%	0	0.0%	0
BL0 0	9.2%	37	0.0%	0	0.0%	0	0.0%	0	39.0%	37
BL0 9	10.2%	41	0.0%	0	0.0%	0	0.0%	0	43.4%	41
BL8 4	4.1%	17	0.0%	0	0.0%	0	0.0%	0	17.6%	17
OL128	6.9%	28	0.0%	0	0.0%	0	28.6%	28	0.0%	0
OL130	5.2%	21	0.0%	0	0.0%	0	21.4%	21	0.0%	0
OL138	3.2%	13	0.0%	0	0.0%	0	13.5%	13	0.0%	0
OL139	8.8%	35	0.0%	0	0.0%	0	36.5%	35	0.0%	0
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

# Rossendale Household Survey for WYG

Weighted:

December 2016

	Total	Zone 1		Zone 2		Zone 3		Zone 4		
<b>QUOTA</b>										
Zone 1	22.6%	90	100.0%	90	0.0%	0	0.0%	0	0.0%	0
Zone 2	29.8%	119	0.0%	0	100.0%	119	0.0%	0	0.0%	0
Zone 3	24.1%	96	0.0%	0	0.0%	0	100.0%	96	0.0%	0
Zone 4	23.6%	94	0.0%	0	0.0%	0	0.0%	0	100.0%	94
Weighted base:		400		90		119		96		94
Sample:		400		100		100		100		100

### **Appendix 3:**

## **Sample Questionnaire**

Job No: 051216

**Rossendale Household Telephone Survey**

Good morning / afternoon / evening, I am ..... from NEMS market research, an independent market research company, and we are conducting a short survey about shopping on behalf of Rossendale Borough Council. Do you have time to answer some questions please? It will take about 5 minutes.

**QA Are you the person responsible for most of the shopping in your household?**

Yes  
No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK, COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

**Q01 Where do you do most of your main food and grocery shopping?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#Food Food List  
Don't do this type of shopping

**GO TO Q03**

Those who do main food shopping at Q01

**Q02 Where else do you do your main food and grocery shopping?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#Food Food List

**Q03 Where do you do most of your top-up food shopping, i.e. food shopping done at other times, usually involving smaller purchases?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#Food Food List  
Don't do this type of shopping

**GO TO Q05**

Those who do top-up food shopping at Q03

**Q04 Where else do you do your top-up food shopping?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#Food Food List

**Q05 Where do you undertake most of your shopping for clothes, footwear and other fashion goods?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#NonFood Non Food List  
Don't do this type of shopping

**GO TO Q07**

Those who shop for clothes, footwear and other fashion goods at Q05

**Q06 Where else do you undertake shopping for clothes, footwear and other fashion goods?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#NonFood Non Food List

**Q07 Where do you undertake most of your shopping for books, CDs, DVDs, toys and jewellery?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#NonFood Non Food List

Those who shop for books, CDs, DVDs, toys and jewellery at Q07

**Q08 Where else do you undertake shopping for books, CDs, DVDs, toys and jewellery?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#NonFood Non Food List

**Q09 Where do you undertake most of your shopping for small household goods such as tableware, crockery, etc?**

DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#NonFood Non Food List

Those who shop for small household goods such as tableware, crockery, etc at Q09

- Q10** **Where else do undertake shopping for small household goods such as tableware, crockery, etc?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#NonFood Non Food List

- Q11** **Where do you undertake most of your shopping for chemist goods, toiletries and cosmetics?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#NonFood Non Food List

Those who shop for chemist goods, toiletries and cosmetics at Q11

- Q12** **Where else do undertake shopping for chemist goods, toiletries and cosmetics?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#NonFood Non Food List

- Q13** **Where do you undertake most of your shopping for furniture, carpets and soft furnishings?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#NonFood Non Food List

Those who shop for furniture, carpets and soft furnishings at Q13

- Q14** **Where else do undertake shopping for furniture, carpets and soft furnishings?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#NonFood Non Food List

- Q15** **Where do you undertake most of your shopping for electrical goods, e.g PCs, TVs, videos, Hi-Fi's, washing machines, cookers, etc?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#NonFood Non Food List

Those who shop for electrical goods, e.g PCs, TVs, videos, Hi-Fi's, washing machines, cookers, etc at Q15

- Q16** **Where else do undertake shopping for electrical goods, e.g PCs, TVs, videos, Hi-Fi, washing machines, cookers, etc?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#NonFood Non Food List

- Q17** **Where do you undertake most of your shopping for DIY and hardware goods?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THEIR MAIN ONE AS THEY CAN SAY OTHER LOCATIONS AT THE FOLLOW-UP QUESTION.

#NonFood Non Food List

Those who shop for DIY and hardware goods at Q17

- Q18** **Where else do undertake shopping for DIY and hardware goods?**  
DO NOT READ OUT. ONE ANSWER ONLY. IF THEY SAY VARIES ASK FOR THE ONE THEY USE MOST OFTEN AFTER THEIR MAIN LOCATION MENTIONED AT THE PREVIOUS QUESTION

#NonFood Non Food List

- Q19** **How much would you estimate you typically spend on a weekly basis on main food shopping?**  
DO NOT PROMPT. ONE ANSWER ONLY.

1 PLEASE WRITE IN TO THE NEAREST £  
Y (Don't know / varies)  
Z (Refused)

- Q20** **How much would you estimate you typically spend on a weekly basis on top up food shopping (trips for staple goods in between your 'main' food shopping trip)?**  
DO NOT PROMPT. ONE ANSWER ONLY.

1 PLEASE WRITE IN TO THE NEAREST £  
Y (Don't know / varies)  
Z (Refused)

**Q21 Do you ever visit any of the following centres?**

READ OUT. CODE ALL THAT APPLY.

- |   |                            |                  |
|---|----------------------------|------------------|
| 1 | Rawtenstall Town Centre    | GO TO Q22        |
| 2 | Haslingden District Centre | GO TO Q22        |
| 3 | Bacup District Centre      | GO TO Q22        |
| 4 | (None of these)            | <b>GO TO Q27</b> |

**Those who don't visit Rawtenstall Town Centre at Q21:**

**Q22 Why don't you visit Rawtenstall Town Centre?**

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Choice of leisure facilities (cinema, gym, pubs etc.)
- 2 Choice of services (hairdressers, banks etc.)
- 3 Doesn't have preferred supermarket
- 4 Environmental quality of centre
- 5 Inconveniently located car parking
- 6 Lack of choice and range of shops
- 7 Not accessible by public transport
- 8 Too far away from home or work
- 9 Other (PLEASE WRITE IN)
- A Nothing, no reason to visit
- B (Don't know)

**Those who don't visit Haslingden District Centre at Q21:**

**Q23 Why don't you visit Haslingden District Centre?**

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Choice of leisure facilities (cinema, gym, pubs etc.)
- 2 Choice of services (hairdressers, banks etc.)
- 3 Doesn't have preferred supermarket
- 4 Environmental quality of centre
- 5 Inconveniently located car parking
- 6 Lack of choice and range of shops
- 7 Not accessible by public transport
- 8 Too far away from home or work
- 9 Other (PLEASE WRITE IN)
- A Nothing, no reason to visit
- B (Don't know)

**Those who don't visit Bacup District Centre at Q21:**

**Q24 Why don't you visit Bacup District Centre?**

DO NOT READ OUT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Choice of leisure facilities (cinema, gym, pubs etc.)
- 2 Choice of services (hairdressers, banks etc.)
- 3 Doesn't have preferred supermarket
- 4 Environmental quality of centre
- 5 Inconveniently located car parking
- 6 Lack of choice and range of shops
- 7 Not accessible by public transport
- 8 Too far away from home or work
- 9 Other (PLEASE WRITE IN)
- A (Nothing, no reason to visit)
- B (Don't know)

**Those who visit one or more of the centres mentioned at Q21:**

**Q25 Which centre do you visit the most?**

READ OUT. ONE ANSWER ONLY.

- 1 Rawtenstall Town Centre
- 2 Haslingden District Centre
- 3 Bacup District Centre

Those who visit one of the centres the most at Q25:

**Q26** How often do you visit (CENTRE MENTIONED AT Q25)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily
- 2 At least two times a week
- 3 At least once a week
- 4 At least once a fortnight
- 5 At least once a month
- 6 At least every two months
- 7 At least every 3 months
- 8 At least every 6 months
- 9 Less often than once every 6 months
- A Have only visited once
- B (Don't know / varies)

Those who visit one of the centres the most at Q25:

**Q27** How do you usually travel to (CENTRE MENTIONED AT Q25) (main part of journey)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Steam train
- 9 Bicycle
- A Mobility scooter / disability vehicle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)

Those who visit one of the centres the most at Q25:

**Q28** What is the main reason for visiting (CENTRE MENTIONED AT Q25)?

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Choice and range of shops
- 2 Choice of leisure facilities (restaurants, pubs etc.)
- 3 Choice of services (hairdressers, banks etc.)
- 4 Close to home
- 5 Close to work
- 6 Convenient car parking
- 7 Easily accessible by public transport
- 8 Environmental quality of centre
- 9 Free car parking
- A Market
- B Performing arts facilities
- C Supermarket
- D Other (PLEASE WRITE IN)
- E (Nothing in particular)

Those who visit one of the centres the most at Q22:

**Q26** Are there any measures that would encourage you to visit (CENTRE MENTIONED AT Q22) more often?

DO NOT PROMPT. CODE UP TO THREE RESPONSES ONLY.

- 1 Additional foodstores within the town centre
- 2 Additional parking
- 3 Better personal environment
- 4 Better security
- 5 Cheaper public transport
- 6 Improved leisure facilities
- 7 Improved markets
- 8 Improved non-food shops within the town centre
- 9 Improved quality of shops
- A Improved street cleaning
- B Increased choice and range of shops
- C Increased public transport
- D Longer opening hours
- E Other (PLEASE WRITE IN)
- F (Nothing / Nothing else)
- G (Don't know)

1st Mention|2nd  
Mention|3rd  
Mention

**Q30 Which of these leisure activities do you participate in?**

READ OUT. CODE ALL THAT APPLY.

1	Health & fitness	GO TO Q31
2	Leisure centre activities	GO TO Q31
3	Cinema	GO TO Q32
4	Restaurant	GO TO Q33
5	Pub / bars	GO TO Q34
6	Nightclub	GO TO Q34
7	Social club	GO TO Q34
8	Performing arts	GO TO Q35
9	Outdoor active sports	GO TO Q36
A	Theatre / concert hall	GO TO Q37
B	Museum / art galleries	GO TO Q38
C	Ten pin bowling	GO TO Q39
D	Bingo	GO TO Q40
E	(None of these)	GO TO Q41

Those who visit for indoor sports or health and fitness activities at Q30:

**Q31 Which centre / facility did you last visit for indoor sports or health and fitness activity?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Health Health List

Those who visit the cinema at Q30:

**Q32 Which centre / facility did you last visit to go to the cinema?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Cinema Cinema List

Those who visit for restaurants at Q30:

**Q33 Which centre / facility did you last visit to go to a restaurant?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who visit for bars, pubs, social clubs and / or nightclubs at Q30:

**Q34 Which centre / facility did you last visit to go to bars, pubs and night / social clubs?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Social Social List

Those who visit to participate in the performing arts at Q30:

**Q35 Which centre / facility did you last visit to participate in the performing arts?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Arts Performing Arts List

Those who visit to participate in 'outdoor active sports' at Q30:

**Q36 Which centre / facility did you last visit to participate in 'outdoor active sports' (such as skiing, mountain biking, climbing, canoeing, etc.)?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Sports Outdoor Active Sports List

Those who visit the theatre at Q30:

**Q37 Which centre / facility did you last visit to go to the theatre?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Theatre Theatre List

Those who visit galleries / museums at Q30:

**Q38 Which centre / facility did you last visit go to a gallery / museum?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Museum Museum / Art Gallery List

Those who visit for ten-pin bowling at Q30:

**Q39 Which centre / facility did you last visit to go ten-pin bowling?**

DO NOT PROMPT. ONE ANSWER ONLY.

#Bowling Bowling List

Those who visit for bingo at Q30:

**Q40** Which centre / facility did you last visit to go to bingo?  
DO NOT PROMPT. ONE ANSWER ONLY.

#Bingo Bingo List

**Q41** Which leisure facilities would you like to see more of in your area?  
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Hotels
- 2 Bars / pubs
- 3 Better shopping facilities
- 4 Bowling alley
- 5 Cinema
- 6 Concert hall / venue
- 7 Cycle paths / area
- 8 Dance facilities
- 9 Skate park
- A Health & fitness (gym)
- B Performing arts facilities
- C Ice rink
- D Karting
- E Leisure centre
- F More children facilities / activities
- G More sports facilities (football pitches, tennis courts)
- H Museum / art galleries
- I Outdoor play areas / park facilities
- J Paintballing
- K Restaurants / cafes
- L Swimming pool
- M Theatre
- N Other (PLEASE WRITE IN)
- O (None)
- P (Don't know)

**GEN**      **Gender of respondent.**  
DO NOT READ OUT. CODE FROM OBSERVATION

- 1      Male
- 2      Female

**AGE**      **Could I ask, how old are you?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1      18 – 24 years
- 2      25 – 34 years
- 3      35 – 44 years
- 4      45 – 54 years
- 5      55 – 64 years
- 6      65+ years
- 7      (Refused)

**EMP**      **What is your employment status?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1      Employed - works away from home
- 2      Employed - works from home
- 3      Self employed - works away from home
- 4      Self employed - works from home
- 5      Unemployed
- 6      Student
- 7      Retired
- 8      House person
- 9      Other (PLEASE WRITE IN)
- A      (Refused)

**ETH**      **To ensure we get a representative sample can I please ask what you consider your ethnicity to be?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1      White
- 2      Indian
- 3      Pakistani
- 4      Bangladeshi
- 5      Other Asian
- 6      Black Caribbean
- 7      Black African
- 8      Other Black
- 9      Chinese
- A      Mixed race
- B      Other ethnic group (PLEASE WRITE IN)
- C      (Refused)

Thank & close.