nlp Nathaniel Lichfield and Partners

Planning Design Economics

ROSSENDALE BOROUGH COUNCIL

RETAIL AND TOWN CENTRE STUDY UPDATE 2009

APPENDICES

September 2009

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Appendix A

Study Area and Existing Retail Facilities

ROSSENDALE STUDY AREA ZONES

Zone	Area	Postcode Sectors
1	**Haslingden**	**BB5 2**
		BB4 5
		BB4 4
2	**Rawtenstall/Waterfoot**	**BB4 8**
		BB4 9
		BB4 6
		BB4 7
3	**Bacup**	**OL13 8**
		OL13 0
		OL13 9
		OL12 8
4	**Ramsbottom**	**BL8 4**
		BL0 9
		BL0 0
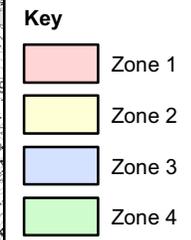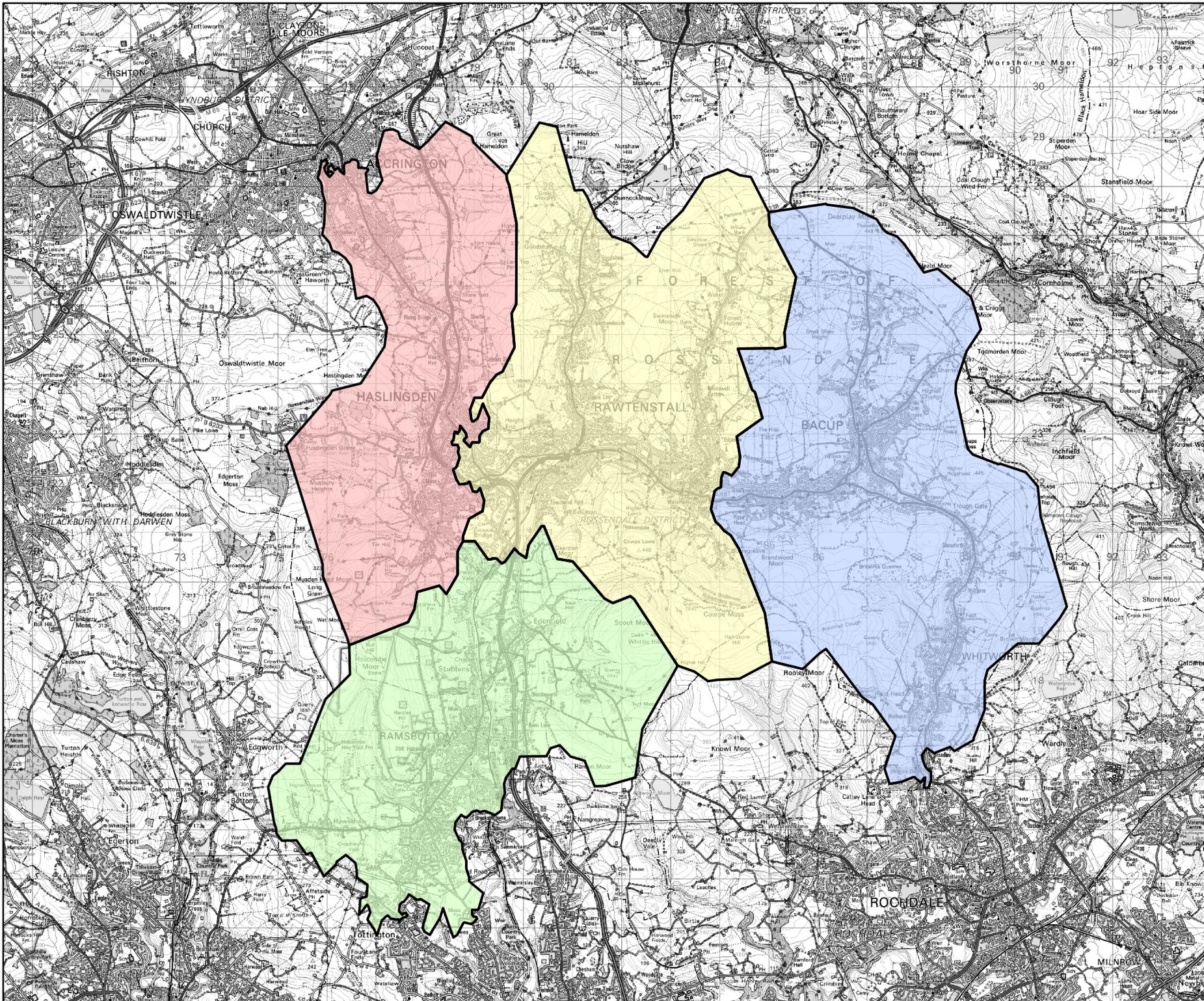
Table 1A - Convenience Floorspace and Benchmark Turnover 2008 (2007 prices)

Location/Store	Net Sales Floorspace Sq M*	Convenience % Sales Floorspace	Convenience Floorspace Sq M Net	Turnover Density £ per Sq M	Total Convenience Turnover £M
Asda, Rawtenstall	5,400	55%	2,970	£14,422	£42.83
Tesco, Rawtenstall	3,222	65%	2,094	£13,203	£27.65
Rawtenstall Other	760	100%	760	£3,500	£2.66
Rawtenstall Total	**9,382**	-	**5,824**	-	**£73.14**
Co-op, Bacup	583	90%	525	£5,882	£3.09
Bacup Other	665	100%	665	£3,500	£2.33
Bacup Total	**1,248**	-	**1,190**	-	**£5.41**
Co-op, Haslingden	279	90%	251	£5,882	£1.48
Haslignden Other	931	100%	931	£3,500	£3.26
HaslingdenTotal	**1,210**	-	**1,182**	-	**£4.74**
Co-op, Waterfoot	334	90%	301	£5,882	£1.77
Waterfoot Other	328	100%	328	£3,500	£1.15
Waterfoot Total	**662**	-	**629**	-	**£2.92**
Freestanding Superstores					
Tesco, Skye Side, Haslingden	4,710	65%	3,062	£13,203	£40.42
Freestanding Superstores Total	**4,710**	-	**3,062**	-	**£40.42**
Local Centres					
Crawshawbooth	370	100%	370	£3,500	£1.30
Edenfield	118	100%	118	£3,500	£0.41
Stacksteads	300	100%	300	£3,500	£1.05
Co-op Whitworth	421	90%	379	£5,882	£2.23
Other Whitworth	34	100%	34	£3,500	£0.12
Helmshore	237	100%	237	£3,500	£0.83
Shawforth/ Facit	139	100%	139	£3,500	£0.49
Rossendale Other Total	**1,619**	-	**1,577**	-	**£6.42**
GRAND TOTAL	**18,831**	-	**13,463**	-	**£133.05**
	Comparison Sales Floorspace in Food Stores Sq M Net				5,368

Sources: Verdict, IGD, Experian Goad and NLP site surveys

* for 'other' floorspace net assumed to be 70% of gross

Convenience/ comparison floorspace splits for Tesco and Asda stores based on NLP site surveys

Table 2A - Existing Comparison Floorspace 2008

Destination	Gross Floorspace Sq M	Net Sales Floorspace Sq M
Rawtenstall comparison shops (excludes Focus)	8,060	5,642
Focus DIY	2,720	2,204
Asda, Rawtenstall	n/a	2,430
Tesco, Rawtenstall	n/a	1,128
Rawtenstall Sub-Total	-	*11,404*
Bacup comparison shops	1,940	1,358
Bacup Co-op	n/a	58
Bacup Sub-Total	-	*1,416*
Haslingden comparison shops	2,340	1,638
Haslingden Co-op	n/a	28
Haslingden Sub-Total	-	*1,666*
Waterfoot comparison shops	722	505
Waterfoot Co-op	n/a	33
Waterfoot Sub-Total	-	*539*
Freestanding Superstores		
Tesco, Syke Side, Haslingden	*n/a*	*1,649*
Freestanding Superstores Total	*n/a*	*1,649*
Local Centres		
Crawshawbooth	480	336
Edenfield	187	131
Stacksteads	696	487
Whitworth comparison shops	219	153
Whitworth Co-op	n/a	42
Helmshore	67	47
Shawforth/ Facit	225	158
Local Centres Sub-Total	*n/a*	*1,354*
Rossendale Total	**n/a**	**18,027**

Sources: Verdict, IGD, Experian Goad and NLP site surveys

* for 'comparison retail units' floorspace net assumed to be 70% of gross

Table 3A - Estimated Turnover of Committed Retail Development 2008(2007 prices)

Convenience Floorspace (2008)

Store	Net Sales Floorspace Sq M	Convenience % Sales Floorspace	Convenience Floorspace Sq M Net	Turnover Density £ per Sq M	Total Convenience Turnover £M
Aldi, New Hall Hey (Unit B1) (awaiting S106)	1,076	76%	818	£3,677	£3.01
Lidl, Bus Depot, 35 Bacup Road*	913	81%	739	£2,679	£1.98
Foodstore, Bacup (awaiting S106)	1,579	78%	1,232	£9,054	£11.15
Total	**3,568**	**-**	**2,789**	**-**	**£16.14**

* N.B although this store has now opened, it was still under construction at the time of the Household Survey and therefore is included as a commitment in the statistical assessment

Comparison Floorspace (2008)

Store	Net Sales Floorspace Sq M	Comparison % Sales Floorspace	Comparison Floorspace Sq M Net	Turnover Density £ per Sq M	Total Comparison Turnover £M
Land at New Hall Hey Rawtenstall (various)					
Homebase (Unit A1)	3,596	100%	3,596	£1,429	£5.14
Pets at Home (Unit A2)		100%	0	n/a	£1.84
Argos (Unit A3)	279	100%	279	£20,561	£5.73
Aldi, New Hall Hey (Unit B1) (awaiting S106)		24%	258	£4,211	£1.09
Sub-total New Hall Hey	*3,874*	*-*	*4,133*	*-*	*£13.80*
Valley Centre	4,792	100%	4,792	£4,000	£19.17
Lidl, Bus Depot, 35 Bacup Road*		19%	173	£4,158	£0.72
Foodstore, Bacup (awaiting S106)		22%	347	£5,000	£1.74
Total	**8,666**	**-**	**9,445**	**-**	**£35.43**

* N.B although this store has now opened, it was still under construction at the time of the Household Survey and therefore is included as a commitment in the statistical assessment

Appendix B

Household Survey Results

Private & Confidential

# Rossendale Borough Council Household Telephone Survey

For

Nathaniel Lichfield and Partners
Planning Design Economics

November 2008

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Sample Questionnaire

Introduction

INTRODUCTION

1.   RESEARCH BACKGROUND & OBJECTIVES

To conduct a survey on behalf of Rossendale Borough Council amongst residents in the Rossendale area to assess shopping habits for main food, top-up food and non-food shopping, as well as commercial leisure patterns.

2.   RESEARCH METHODOLOGY

A total of 800 telephone interviews were conducted between Tuesday 28th November 2008 and Tuesday 9th December 2008. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were the main shopper in the household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

2.1 Sampling

Selection was done using random stratified sampling from all available telephone numbers within the defined survey area. The survey area was segmented into 4 zones, defined using postcodes sectors. The zone details were:

Zone	Postcode Sectors	Interviews
1	BB4 4, BB4 5, BB5 2	200
2	BB4 6, BB4 7, BB4 8, BB4 9	200
3	OL12 8, OL13 0, OL13 8, OL13 9	200
4	BL0 0, BL0 9, BL8 4	200
	Total	**800**

2.2 Weightings

As sample sizes within each sector were not in proportion to number of households, the final tabulated data was weighted to make the overall results representative of the total households within the defined survey area. Details of those weightings are given in the table below:

Postcode Sectors	Estimated Households	Interviews Achieved	Weighting
BB4 4	3000	62	0.9089
BB4 5	2916	60	0.9129
BB5 2	3816	78	0.9190
BB4 6	3272	53	1.1597
BB4 7	2587	42	1.1570
BB4 8	3788	61	1.1665
BB4 9	2710	44	1.1569
OL12 8	3315	64	0.9730
OL13 0	1895	36	0.9888
OL13 8	2017	39	0.9715
OL13 9	3292	61	1.0137
BL0 0	2609	52	0.9425
BL0 9	5186	104	0.9367
BL8 4	2186	44	0.9332
Total	**42589**	**800**	

2.3 Statistical Reliability

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

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

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

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±2.1
20	±2.8
30	±3.2
40	±3.4
50	±3.5

Data Tabulations
By Demographics & Zone

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q01 Which store or shop did you last undertake your household's last main food and grocery shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Aldi, Accrington, Argyle Street	0.9%	7	0.0%	0	1.2%	7	0.0%	0	0.7%	2	1.1%	5	0.8%	3	1.1%	4	1.0%	7	3.5%	7	0.0%	0	0.0%	0	0.0%	0
Aldi, Bury Lane, Bolton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Active Way, Burnley	0.3%	2	0.5%	1	0.2%	1	1.6%	1	0.4%	1	0.0%	0	0.0%	0	0.5%	2	0.3%	2	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Asda, Hollymount - St Marys Way, Rawtenstall	27.8%	222	28.2%	62	27.6%	160	40.3%	25	27.5%	77	26.0%	119	22.2%	86	33.7%	125	26.4%	183	19.0%	38	49.5%	99	30.5%	61	12.0%	24
Asda, Accrington, Hyndburn Road	4.5%	36	2.7%	6	5.2%	30	1.6%	1	2.1%	6	6.3%	29	4.4%	17	4.3%	16	4.5%	31	18.0%	36	0.0%	0	0.0%	0	0.0%	0
Asda, Pricess Way, Burnley	0.6%	5	0.0%	0	0.9%	5	1.6%	1	0.7%	2	0.4%	2	0.5%	2	0.8%	3	0.7%	5	0.5%	1	0.0%	0	2.0%	4	0.0%	0
Asda, The Old Cricket Ground, Rochdale	3.3%	26	4.1%	9	2.9%	17	4.8%	3	3.6%	10	2.8%	13	2.3%	9	4.0%	15	3.0%	21	0.0%	0	1.5%	3	11.5%	23	0.0%	0
Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Pilsworth Road, Bury	1.8%	14	1.8%	4	1.7%	10	3.2%	2	1.4%	4	1.8%	8	2.3%	9	1.1%	4	2.0%	14	0.5%	1	0.0%	0	0.0%	0	6.5%	13
Asda, Spring Street, Bury	0.9%	7	0.5%	1	1.0%	6	0.0%	0	0.0%	0	1.5%	7	1.5%	6	0.3%	1	1.0%	7	0.0%	0	0.0%	0	0.5%	1	3.0%	6
Co-op, 695-699 Bacup Road, Waterfoot	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	1	0.4%	2	0.0%	0	0.8%	3	0.1%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Co-op, John Street, Haslingden	0.5%	4	0.9%	2	0.3%	2	0.0%	0	0.0%	0	0.9%	4	0.3%	1	0.8%	3	0.3%	2	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, 5 Irwell Street, Bacup	1.8%	14	0.0%	0	2.4%	14	1.6%	1	0.7%	2	2.4%	11	1.8%	7	1.6%	6	1.0%	7	0.0%	0	0.0%	0	7.0%	14	0.0%	0
Co-op, King Street, Ramsbottom	1.6%	13	1.4%	3	1.7%	10	1.6%	1	1.1%	3	2.0%	9	1.0%	4	1.9%	7	1.3%	9	0.0%	0	0.0%	0	0.0%	0	6.5%	13
Co-op, Market Street, Whitworth	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.1%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Lidl, Hyndburn Road, Accrington	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Lidl, Halifax Road, Todmorden	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Tesco, Bury Road, Rawtenstall	10.3%	82	9.1%	20	10.7%	62	11.3%	7	9.6%	27	10.5%	48	9.0%	35	11.9%	44	10.2%	71	3.0%	6	17.5%	35	17.0%	34	3.5%	7
Tesco, Skye Street, Haslingden	15.5%	124	16.4%	36	15.2%	88	9.7%	6	17.9%	50	14.9%	68	18.6%	72	12.1%	45	17.2%	119	37.0%	74	14.0%	28	1.5%	3	9.5%	19
Tesco Extra, Centenary Way, Burnley	1.8%	14	3.2%	7	1.2%	7	1.6%	1	1.8%	5	1.8%	8	2.1%	8	1.6%	6	1.9%	13	0.5%	1	1.5%	3	5.0%	10	0.0%	0
Tesco Metro, Irwell Street, Ramsbottom	3.0%	24	2.7%	6	3.1%	18	3.2%	2	3.6%	10	2.6%	12	3.9%	15	2.4%	9	2.5%	17	0.5%	1	0.0%	0	0.0%	0	11.5%	23
Tesco, Woodfield Retail Park, Bury	5.3%	42	5.9%	13	5.0%	29	1.6%	1	6.4%	18	5.0%	23	8.2%	32	2.4%	9	5.9%	41	0.5%	1	0.0%	0	0.0%	0	20.5%	41
WM Morrison's, Railway Road, Blackburn	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
WM Morrison's, Kingsway, Rochdale	0.5%	4	1.4%	3	0.2%	1	0.0%	0	0.4%	1	0.7%	3	0.5%	2	0.5%	2	0.6%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
WM Morrison's, Rochdale Road, Todmorden	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.4%	1	0.9%	4	0.0%	0	1.3%	5	0.4%	3	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Local Shops Accrington	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops Bacup	0.3%	2	0.5%	1	0.2%	1	1.6%	1	0.4%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Local Shops Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local Shops Bury	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Local Shops Haslingden	1.0%	8	0.5%	1	1.2%	7	0.0%	0	1.1%	3	1.1%	5	1.0%	4	1.1%	4	0.7%	5	3.0%	6	1.0%	2	0.0%	0	0.0%	0
Local Shops Ramsbottom	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local Shops Rawtenstall	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Local Shops Rochdale	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.0%	0	1.1%	5	0.3%	1	1.1%	4	0.3%	2	0.5%	1	0.0%	0	2.0%	4	0.0%	0
Internet	2.0%	16	2.7%	6	1.7%	10	3.2%	2	4.3%	12	0.4%	2	2.3%	9	1.6%	6	2.2%	15	2.5%	5	1.0%	2	1.5%	3	3.0%	6
Aldi, Bell Lane, Bury	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Blackburn Road, Bolton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Greenfield Lane, Shaw	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Lower Mill, The Fold, Rossendale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bacup market	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Costco, Trafford Centre, Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, Arndale Centre, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Broadway, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Crostons Road, Bury	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Netto, Eastgate Retail Park, Accrington	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Netto, Queens Lancashire Way, Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Heaton Park Road, Manchester	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsburys, Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsburys, Union Street, Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Helmshore	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco, Rochdale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco, Station Road, Cheadle Hulme, Cheadle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
WM Morrisons, Lea Gate, Harwood	1.1%	9	1.4%	3	1.0%	6	3.2%	2	0.4%	1	1.3%	6	1.3%	5	1.1%	4	1.3%	9	0.5%	1	0.5%	1	0.5%	1	3.0%	6
WM Morrisons, Pendle Street, Nelson	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	1	0.4%	2	0.5%	2	0.3%	1	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.0%	64	10.0%	22	7.2%	42	6.5%	4	9.3%	26	7.4%	34	9.0%	35	5.7%	21	8.7%	60	1.5%	3	8.0%	16	7.0%	14	15.5%	31
(Don't do main food shopping)	0.9%	7	0.9%	2	0.9%	5	0.0%	0	0.7%	2	1.1%	5	1.0%	4	0.8%	3	0.7%	5	0.5%	1	0.5%	1	1.5%	3	1.0%	2

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For Nathaniel Lichfield & Partners

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Base:	800	220	580	62	280	457	388	371	693	200	200	200	200

Q02 How do you normally travel to do your main food shopping?
Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01)

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Car-driver	69.3% 494	86.3% 164	63.1% 330	67.9% 38	84.2% 202	60.8% 253	82.6% 281	56.0% 191	80.1% 491	64.4% 123	69.1% 125	67.8% 122	77.0% 124
Car-passenger	17.0% 121	4.7% 9	21.4% 112	16.1% 9	11.3% 27	20.4% 85	11.5% 39	21.7% 74	14.2% 87	22.5% 43	13.3% 24	18.3% 33	13.0% 21
Bus/Coach	6.2% 44	2.6% 5	7.5% 39	5.4% 3	0.8% 2	9.4% 39	1.8% 6	10.6% 36	1.5% 9	4.7% 9	8.8% 16	8.3% 15	2.5% 4
Train	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Taxi	0.3% 2	0.0% 0	0.4% 2	0.0% 0	0.0% 0	0.5% 2	0.0% 0	0.6% 2	0.0% 0	0.0% 0	0.6% 1	0.0% 0	0.6% 1
Walk	6.0% 43	5.8% 11	6.1% 32	8.9% 5	2.5% 6	7.7% 32	3.2% 11	9.4% 32	3.3% 20	7.3% 14	6.6% 12	4.4% 8	5.6% 9
Bicycle	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.3% 2	0.5% 1	0.2% 1	0.0% 0	0.4% 1	0.2% 1	0.3% 1	0.3% 1	0.2% 1	0.5% 1	0.0% 0	0.6% 1	0.0% 0
(Don't know / varies)	1.0% 7	0.0% 0	1.3% 7	1.8% 1	0.8% 2	1.0% 4	0.6% 2	1.5% 5	0.8% 5	0.5% 1	1.7% 3	0.6% 1	1.2% 2
Base:	713	190	523	56	240	416	340	341	613	191	181	180	161

Q03 Where do you normally start your main food shopping from?
Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01)

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Home	88.9% 634	92.1% 175	87.8% 459	85.7% 48	80.8% 194	94.0% 391	83.8% 285	93.5% 319	87.9% 539	89.5% 171	89.5% 162	86.1% 155	90.7% 146
Work	6.9% 49	5.8% 11	7.3% 38	5.4% 3	12.5% 30	3.8% 16	10.9% 37	2.9% 10	7.8% 48	6.8% 13	6.6% 12	7.8% 14	6.2% 10
Other	0.8% 6	0.5% 1	1.0% 5	1.8% 1	1.3% 3	0.5% 2	1.5% 5	0.3% 1	1.0% 6	1.0% 2	0.6% 1	0.6% 1	1.2% 2
(Don't know / varies)	3.4% 24	1.6% 3	4.0% 21	7.1% 4	5.4% 13	1.7% 7	3.8% 13	3.2% 11	3.3% 20	2.6% 5	3.3% 6	5.6% 10	1.9% 3
Base:	713	190	523	56	240	416	340	341	613	191	181	180	161

Q04 When you undertake your household's main food shopping at (STORE MENTIONED AT Q01) do you normally combine this with any other shops/ services?
Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01)

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Yes	32.1% 229	28.9% 55	33.3% 174	28.6% 16	25.8% 62	36.3% 151	31.8% 108	32.3% 110	31.5% 193	23.6% 45	33.7% 61	33.3% 60	39.1% 63
No	67.9% 484	71.1% 135	66.7% 349	71.4% 40	74.2% 178	63.7% 265	68.2% 232	67.7% 231	68.5% 420	76.4% 146	66.3% 120	66.7% 120	60.9% 98
Base:	713	190	523	56	240	416	340	341	613	191	181	180	161

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Q05 If yes, where do you normally carry out these activities?

Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01) and those who normally combine their main food shopping with other activities at Q04

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	10.9%	25	3.6%	2	13.2%	23	0.0%	0	11.3%	7	11.9%	18	9.3%	10	10.9%	12	13.0%	25	48.9%	22	0.0%	0	1.7%	1	3.2%	2
Bacup	7.0%	16	3.6%	2	8.0%	14	31.3%	5	3.2%	2	6.0%	9	6.5%	7	7.3%	8	6.2%	12	0.0%	0	0.0%	0	26.7%	16	0.0%	0
Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	3.5%	8	3.6%	2	3.4%	6	6.3%	1	4.8%	3	2.6%	4	3.7%	4	3.6%	4	3.1%	6	0.0%	0	6.6%	4	6.7%	4	0.0%	0
Bury	14.4%	33	18.2%	10	13.2%	23	0.0%	0	14.5%	9	15.9%	24	20.4%	22	9.1%	10	16.6%	32	0.0%	0	1.6%	1	0.0%	0	50.8%	32
Haslingden	9.2%	21	12.7%	7	8.0%	14	6.3%	1	6.5%	4	10.6%	16	8.3%	9	9.1%	10	8.8%	17	28.9%	13	8.2%	5	0.0%	0	4.8%	3
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	5.2%	12	5.5%	3	5.2%	9	6.3%	1	4.8%	3	5.3%	8	5.6%	6	4.5%	5	4.7%	9	0.0%	0	0.0%	0	0.0%	0	19.0%	12
Rawtenstall	32.8%	75	41.8%	23	29.9%	52	43.8%	7	40.3%	25	28.5%	43	28.7%	31	37.3%	41	32.1%	62	15.6%	7	67.2%	41	30.0%	18	14.3%	9
Rochdale	7.0%	16	7.3%	4	6.9%	12	0.0%	0	6.5%	4	7.9%	12	10.2%	11	4.5%	5	6.2%	12	0.0%	0	1.6%	1	23.3%	14	1.6%	1
Todmorden	2.6%	6	0.0%	0	3.4%	6	6.3%	1	1.6%	1	2.6%	4	0.0%	0	5.5%	6	2.1%	4	0.0%	0	1.6%	1	8.3%	5	0.0%	0
Waterfoot	1.3%	3	1.8%	1	1.1%	2	0.0%	0	1.6%	1	1.3%	2	0.0%	0	2.7%	3	0.5%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Whitworth	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Other	1.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	2.0%	3	0.9%	1	1.8%	2	1.0%	2	4.4%	2	1.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.4%	10	1.8%	1	5.2%	9	0.0%	0	4.8%	3	4.6%	7	6.5%	7	2.7%	3	5.2%	10	2.2%	1	6.6%	4	1.7%	1	6.3%	4
Base:		229		55		174		16		62		151		108		110		193		45		61		60		63

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	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Q06 At which store of shop did you last visit for small scale/top up shopping for items such as bread, milk or newspapers?																										
Aldi, Accrington, Argyle Street	1.0%	8	1.8%	4	0.7%	4	0.0%	0	1.8%	5	0.7%	3	0.5%	2	1.3%	5	1.2%	8	3.5%	7	0.0%	0	0.0%	0	0.5%	1
Aldi, Active Way, Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Asda, Hollymount - St Marys Way, Rawtenstall	9.4%	75	6.8%	15	10.3%	60	14.5%	9	11.1%	31	7.7%	35	9.8%	38	9.4%	35	9.2%	64	5.0%	10	21.5%	43	6.5%	13	4.5%	9
Asda, Accrington, Hyndburn Road	1.1%	9	1.4%	3	1.0%	6	0.0%	0	0.7%	2	1.5%	7	1.0%	4	0.8%	3	1.3%	9	4.5%	9	0.0%	0	0.0%	0	0.0%	0
Asda, The Old Cricket Ground, Rochdale	1.1%	9	1.8%	4	0.9%	5	3.2%	2	1.1%	3	0.9%	4	0.8%	3	1.6%	6	1.3%	9	0.0%	0	0.5%	1	4.0%	8	0.0%	0
Asda, Pilsworth Road, Bury	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Asda, Spring Street, Bury	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Co-op, 695-699 Bacup Road, Waterfoot	2.1%	17	2.3%	5	2.1%	12	3.2%	2	2.9%	8	1.5%	7	2.3%	9	2.2%	8	1.7%	12	0.0%	0	6.5%	13	2.0%	4	0.0%	0
Co-op, John Street, Haslingden	1.5%	12	1.8%	4	1.4%	8	0.0%	0	2.5%	7	1.1%	5	1.8%	7	1.3%	5	1.4%	10	5.0%	10	1.0%	2	0.0%	0	0.0%	0
Co-op, 5 Irwell Street, Bacup	8.4%	67	6.8%	15	9.0%	52	19.4%	12	9.3%	26	6.3%	29	8.5%	33	8.4%	31	7.8%	54	0.0%	0	0.0%	0	33.0%	66	0.5%	1
Co-op, King Street, Ramsbottom	3.4%	27	2.3%	5	3.8%	22	4.8%	3	2.5%	7	3.7%	17	3.1%	12	3.8%	14	3.3%	23	0.0%	0	0.0%	0	0.0%	0	13.5%	27
Co-op, Market Street, Whitworth	2.3%	18	3.2%	7	1.9%	11	1.6%	1	2.1%	6	2.4%	11	2.6%	10	1.9%	7	2.3%	16	0.0%	0	0.0%	0	9.0%	18	0.0%	0
Lidl, Hyndburn Road, Accrington	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Active Way, Burnley	0.5%	4	0.5%	1	0.5%	3	3.2%	2	0.0%	0	0.4%	2	0.5%	2	0.5%	2	0.6%	4	0.0%	0	1.0%	2	1.0%	2	0.0%	0
Tesco, Bury Road, Rawtenstall	5.1%	41	4.1%	9	5.5%	32	4.8%	3	5.4%	15	5.0%	23	4.9%	19	5.9%	22	5.3%	37	0.0%	0	13.5%	27	5.0%	10	2.0%	4
Tesco, Skye Street, Haslingden	7.6%	61	8.6%	19	7.2%	42	6.5%	4	6.4%	18	8.3%	38	6.7%	26	7.8%	29	8.4%	58	21.5%	43	5.0%	10	0.5%	1	3.5%	7
Tesco Extra, Centenary Way, Burnley	0.5%	4	0.5%	1	0.5%	3	0.0%	0	1.1%	3	0.2%	1	0.5%	2	0.5%	2	0.6%	4	0.0%	0	0.0%	0	1.5%	3	0.5%	1
Tesco Metro, Irwell Street, Ramsbottom	4.6%	37	5.0%	11	4.5%	26	3.2%	2	5.4%	15	4.4%	20	4.9%	19	4.9%	18	4.6%	32	0.0%	0	0.0%	0	0.5%	1	18.0%	36
Tesco, Woodfield Retail Park, Bury	0.9%	7	1.4%	3	0.7%	4	0.0%	0	1.8%	5	0.4%	2	1.5%	6	0.3%	1	1.0%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
WM Morrison's, Railway Road, Blackburn	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
WM Morrison's, Rochdale Road, Todmorden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local Shops Accrington	4.0%	32	2.7%	6	4.5%	26	0.0%	0	4.6%	13	4.2%	19	3.9%	15	4.0%	15	3.9%	27	16.0%	32	0.0%	0	0.0%	0	0.0%	0
Local Shops Bacup	0.5%	4	0.5%	1	0.5%	3	1.6%	1	0.0%	0	0.7%	3	0.5%	2	0.5%	2	0.4%	3	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Local Shops Blackburn	0.3%	2	0.9%	2	0.0%	0	1.6%	1	0.0%	0	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Local Shops Burnley	0.4%	3	0.5%	1	0.3%	2	1.6%	1	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Local Shops Bury	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.7%	2	0.7%	3	0.8%	3	0.5%	2	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Local Shops Haslingden	4.1%	33	4.5%	10	4.0%	23	1.6%	1	2.5%	7	5.5%	25	3.9%	15	4.0%	15	4.2%	29	13.0%	26	3.5%	7	0.0%	0	0.0%	0
Local Shops Ramsbottom	0.8%	6	1.4%	3	0.5%	3	0.0%	0	0.7%	2	0.9%	4	1.0%	4	0.5%	2	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	6

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For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Local Shops Rawtenstall	3.5%	28	5.0%	11	2.9%	17	4.8%	3	3.6%	10	3.3%	15	3.1%	12	4.3%	16	3.8%	26	1.5%	3	10.0%	20	1.0%	2	1.5%	3
Local Shops Rochdale	0.6%	5	0.9%	2	0.5%	3	1.6%	1	0.4%	1	0.7%	3	0.5%	2	0.8%	3	0.6%	4	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Local Shops Waterfoot	0.8%	6	0.9%	2	0.7%	4	0.0%	0	1.4%	4	0.4%	2	0.8%	3	0.8%	3	0.7%	5	0.0%	0	2.5%	5	0.5%	1	0.0%	0
Internet	0.3%	2	0.5%	1	0.2%	1	1.6%	1	0.4%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Bacup market	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Booths, Clitheroe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op ,Vernon Road, Greenmount	1.1%	9	0.5%	1	1.4%	8	0.0%	0	0.0%	0	2.0%	9	1.0%	4	1.1%	4	1.2%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	9
Co-Op, Longsight Road, Holcombe Brook	1.6%	13	1.8%	4	1.6%	9	0.0%	0	1.4%	4	2.0%	9	3.1%	12	0.3%	1	1.9%	13	0.0%	0	0.0%	0	0.0%	0	6.5%	13
Co-Op, Market Street, Tottington	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.4%	1	0.4%	2	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Co-Op, Rossendale	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, Arndale Centre, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Rochdale	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Local shops, Burnley Road, Weir	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Chorlton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local shops, Cloughfold	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Crawshawbooth	0.8%	6	0.9%	2	0.7%	4	0.0%	0	1.1%	3	0.7%	3	1.0%	4	0.5%	2	0.7%	5	0.0%	0	3.0%	6	0.0%	0	0.0%	0
Local shops, Edenfield	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.4%	1	0.4%	2	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Local shops, Greenmount	0.3%	2	0.0%	0	0.3%	2	1.6%	1	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Helmshore	2.3%	18	1.8%	4	2.4%	14	3.2%	2	3.2%	9	1.5%	7	2.8%	11	1.9%	7	2.3%	16	8.5%	17	0.5%	1	0.0%	0	0.0%	0
Local shops, Holcombe Brook	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Rossendale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stackstead	0.8%	6	1.4%	3	0.5%	3	1.6%	1	0.4%	1	0.9%	4	0.3%	1	1.3%	5	0.7%	5	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Local shops, Stechford	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Stubbins	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Whitworth	0.5%	4	0.5%	1	0.5%	3	1.6%	1	0.4%	1	0.4%	2	0.5%	2	0.5%	2	0.4%	3	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Marks and Spencer, St. James Street, Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks and Spencer, The Haymarket, Bury	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Whitworth Road, Rochdale	0.4%	3	0.0%	0	0.5%	3	1.6%	1	0.7%	2	0.0%	0	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Tesco, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Clitheroe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Lea Gate, Harwood	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
(Don't know / can't remember)	5.8%	46	8.2%	18	4.8%	28	6.5%	4	5.4%	15	5.9%	27	5.9%	23	5.4%	20	6.3%	44	3.0%	6	7.0%	14	3.5%	7	9.5%	19
(Don't do top-up food shopping)	16.8%	134	15.0%	33	17.4%	101	4.8%	3	13.6%	38	20.4%	93	13.7%	53	18.9%	70	15.3%	106	14.5%	29	20.5%	41	17.5%	35	14.5%	29
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q07 In which location do you buy most of your household's non-food shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	11.6%	93	7.3%	16	13.3%	77	6.5%	4	10.7%	30	12.9%	59	8.8%	34	13.2%	49	11.4%	79	40.0%	80	5.5%	11	0.5%	1	0.5%	1
Bacup	2.6%	21	2.7%	6	2.6%	15	6.5%	4	0.7%	2	3.3%	15	2.3%	9	2.7%	10	1.9%	13	0.0%	0	0.5%	1	10.0%	20	0.0%	0
Blackburn	2.4%	19	3.6%	8	1.9%	11	0.0%	0	2.1%	6	2.8%	13	2.8%	11	1.9%	7	2.6%	18	6.5%	13	2.0%	4	0.5%	1	0.5%	1
Bolton	1.6%	13	1.8%	4	1.6%	9	4.8%	3	1.4%	4	1.3%	6	2.3%	9	0.8%	3	1.4%	10	2.0%	4	0.5%	1	1.5%	3	2.5%	5
Burnley	7.8%	62	4.1%	9	9.1%	53	9.7%	6	7.5%	21	7.7%	35	4.6%	18	11.6%	43	7.2%	50	1.0%	2	15.5%	31	14.0%	28	0.5%	1
Bury	19.4%	155	17.3%	38	20.2%	117	12.9%	8	18.2%	51	21.0%	96	21.6%	84	17.8%	66	19.9%	138	9.5%	19	13.5%	27	5.0%	10	49.5%	99
Haslingden	4.9%	39	4.1%	9	5.2%	30	1.6%	1	5.7%	16	4.8%	22	5.4%	21	4.3%	16	5.2%	36	14.5%	29	3.5%	7	0.0%	0	1.5%	3
Manchester	7.6%	61	10.5%	23	6.6%	38	14.5%	9	11.8%	33	4.2%	19	10.6%	41	5.1%	19	8.4%	58	8.0%	16	9.0%	18	4.5%	9	9.0%	18
Ramsbottom	2.3%	18	2.3%	5	2.2%	13	0.0%	0	2.1%	6	2.6%	12	1.5%	6	3.0%	11	1.9%	13	0.0%	0	0.0%	0	0.0%	0	9.0%	18
Rawtenstall	14.5%	116	16.8%	37	13.6%	79	21.0%	13	15.0%	42	13.1%	60	13.1%	51	15.6%	58	14.6%	101	9.0%	18	24.0%	48	19.5%	39	5.5%	11
Rochdale	6.1%	49	8.2%	18	5.3%	31	9.7%	6	5.0%	14	6.3%	29	6.2%	24	5.7%	21	6.1%	42	0.0%	0	1.0%	2	23.5%	47	0.0%	0
Todmorden	0.5%	4	0.0%	0	0.7%	4	1.6%	1	0.4%	1	0.4%	1	0.0%	0	1.1%	4	0.6%	4	0.0%	0	0.5%	1	1.5%	3	0.0%	0
Waterfoot	0.5%	4	0.9%	2	0.3%	2	0.0%	0	0.0%	0	0.9%	4	0.3%	1	0.8%	3	0.3%	2	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Whitworth	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Internet / mail order / catalogue	1.8%	14	2.3%	5	1.6%	9	1.6%	1	2.9%	8	1.1%	5	2.1%	8	1.6%	6	1.9%	13	1.0%	2	4.0%	8	1.0%	2	1.0%	2
Boundary Mills, Colne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leeds	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Next, Deepdale Retail Park, Preston	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stoke-on-Trent	0.1%	1	0.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Skye Street, Haslingden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Trafford Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
WM Morrisons, Lea Gate, Harwood	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know / varies)	15.1%	121	16.4%	36	14.7%	85	8.1%	5	14.3%	40	16.6%	76	16.8%	65	13.5%	50	15.6%	108	7.5%	15	16.5%	33	16.5%	33	20.0%	40
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q08 How do you normally travel to do your non-food shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Car-driver	63.1%	505	80.9%	178	56.4%	327	69.4%	43	76.8%	215	53.8%	246	74.5%	289	50.9%	189	72.2%	500	56.5%	113	66.0%	132	63.5%	127	66.5%	133
Car-passenger	12.9%	103	1.8%	4	17.1%	99	6.5%	4	10.7%	30	15.1%	69	8.5%	33	17.3%	64	11.5%	80	17.0%	34	10.5%	21	12.5%	25	11.5%	23
Bus / coach	12.5%	100	6.8%	15	14.7%	85	11.3%	7	2.9%	8	18.6%	85	7.2%	28	18.3%	68	6.1%	42	13.5%	27	14.0%	28	11.5%	23	11.0%	22
Train	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Taxi	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.4%	1	0.4%	1	0.3%	1	0.5%	2	0.1%	1	0.0%	0	0.5%	1	0.5%	1	0.5%	1
Walk	5.4%	43	5.5%	12	5.3%	31	11.3%	7	3.9%	11	5.5%	25	4.4%	17	6.5%	24	3.9%	27	7.5%	15	3.0%	6	7.0%	14	4.0%	8
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Do not travel / delivered	1.5%	12	2.3%	5	1.2%	7	1.6%	1	2.1%	6	1.1%	5	1.5%	6	1.6%	6	1.6%	11	1.0%	2	3.0%	6	1.0%	2	1.0%	2
(Don't know / varies)	3.8%	30	1.4%	3	4.7%	27	0.0%	0	3.2%	9	4.6%	21	3.4%	13	4.0%	15	4.0%	28	3.0%	6	2.5%	5	4.0%	8	5.5%	11
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q09 At which location did you last buy clothes and shoes ?

Location	Total %	n	Male %	n	Female %	n	18-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n	Car %	n	Zone 1 %	n	Zone 2 %	n	Zone 3 %	n	Zone 4 %	n
Accrington	6.8%	54	5.0%	11	7.4%	43	6.5%	4	3.2%	9	9.0%	41	3.4%	13	9.2%	34	6.2%	43	18.5%	37	4.0%	8	3.0%	6	1.5%	3
Bacup	0.6%	5	1.4%	3	0.3%	2	1.6%	1	0.0%	0	0.9%	4	0.5%	2	0.8%	3	0.6%	4	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Blackburn	4.3%	34	2.7%	6	4.8%	28	1.6%	1	4.6%	13	4.4%	20	5.2%	20	3.2%	12	4.8%	33	13.0%	26	3.0%	6	1.0%	2	0.0%	0
Bolton	3.4%	27	1.4%	3	4.1%	24	4.8%	3	3.9%	11	2.8%	13	4.1%	16	3.0%	11	3.5%	24	3.0%	6	2.0%	4	1.0%	2	7.5%	15
Burnley	12.0%	96	7.3%	16	13.8%	80	16.1%	10	11.4%	32	11.8%	54	10.1%	39	15.4%	57	11.4%	79	6.0%	12	20.0%	40	20.5%	41	1.5%	3
Bury	20.1%	161	19.1%	42	20.5%	119	11.3%	7	18.6%	52	22.3%	102	20.4%	79	19.7%	73	20.2%	140	14.5%	29	18.5%	37	6.5%	13	41.0%	82
Haslingden	1.5%	12	2.3%	5	1.2%	7	0.0%	0	2.5%	7	1.1%	5	2.3%	9	0.8%	3	1.7%	12	3.5%	7	1.0%	2	0.5%	1	1.0%	2
Manchester	18.3%	146	20.0%	44	17.6%	102	21.0%	13	24.3%	68	14.0%	64	24.0%	93	12.9%	48	19.8%	137	20.0%	40	16.5%	33	14.5%	29	22.0%	44
Preston	1.1%	9	1.4%	3	1.0%	6	0.0%	0	2.1%	6	0.7%	3	1.0%	4	1.1%	4	1.2%	8	3.5%	7	1.0%	2	0.0%	0	0.0%	0
Ramsbottom	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.5%	2	0.0%	1	0.4%	3	0.0%	0	0.0%	0	0.5%	1	1.0%	2
Rawtenstall	6.4%	51	8.2%	18	5.7%	33	8.1%	5	5.4%	15	6.8%	31	4.6%	18	8.6%	32	5.8%	40	3.0%	6	10.0%	20	8.0%	16	4.5%	9
Rochdale	6.5%	52	6.4%	14	6.6%	38	14.5%	9	6.4%	18	5.5%	25	5.9%	23	7.0%	26	6.1%	42	0.0%	0	1.5%	3	24.5%	49	0.0%	0
Waterfoot	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / mail order / catalogue	4.1%	33	5.9%	13	3.4%	20	4.8%	3	5.4%	15	3.3%	15	4.1%	16	4.0%	15	3.6%	25	3.5%	7	4.0%	8	5.0%	10	4.0%	8
Abroad	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.4%	1	0.4%	2	0.5%	2	0.3%	1	0.4%	3	0.5%	1	0.0%	0	0.5%	1	0.5%	1
Betws-y-Coed	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Blackpool	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.0%	0	0.9%	4	0.8%	3	0.3%	1	0.4%	3	0.0%	0	1.0%	2	0.5%	1	0.5%	1
Boundary Mills, Colne	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.4%	1	0.9%	4	0.5%	2	0.8%	3	0.7%	5	0.5%	1	0.0%	0	1.0%	2	1.0%	2
Carlisle City Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chester	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	1	0.4%	2	0.8%	3	0.0%	0	0.4%	3	1.0%	2	0.0%	0	0.5%	1	0.0%	0
Chippenham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Colne	1.6%	13	2.3%	5	1.4%	8	0.0%	0	2.1%	6	1.5%	7	1.8%	7	1.6%	6	1.9%	13	2.5%	5	1.5%	3	2.0%	4	0.5%	1
Durham City Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Fleetwood	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.5%	2	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Gretna Green	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Halifax	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hawkshead	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hebden Bridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Horwich	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Liverpool	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.4%	1	0.4%	2	0.3%	1	0.5%	2	0.4%	3	0.5%	1	0.5%	1	0.0%	0	0.5%	1
Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Newcastle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Next, Skipton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Oldham	0.4%	3	0.0%	0	0.5%	3	1.6%	1	0.7%	2	0.0%	0	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Oswaldtwistle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Scotland	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Skipton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Southport	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Stockport	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Trafford Centre	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Wigan	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	5.9%	47	7.3%	16	5.3%	31	6.5%	4	3.9%	11	7.0%	32	4.1%	16	6.2%	23	5.5%	38	2.0%	4	8.5%	17	6.0%	12	7.0%	14
(Don't regularly buy these kind of goods)	0.9%	7	1.4%	3	0.7%	4	0.0%	0	0.0%	0	1.5%	7	0.3%	1	1.6%	6	0.7%	5	1.0%	2	0.0%	0	0.0%	0	2.5%	5
Base:	800		220		580		62		280		457		388		371		693		200		200		200		200	

Q10 At which location did you last buy domestic electrical appliances (e.g. fridges and kitchen items) ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	4.5%	36	4.1%	9	4.7%	27	1.6%	1	1.8%	5	6.6%	30	3.6%	14	5.1%	19	4.0%	28	14.5%	29	3.0%	6	0.0%	0	0.5%	1
Bacup	0.5%	4	0.9%	2	0.3%	2	0.0%	0	0.4%	1	0.7%	3	0.8%	3	0.3%	1	0.4%	3	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Blackburn	11.9%	95	8.6%	19	13.1%	76	3.2%	2	11.4%	32	13.3%	61	10.6%	41	12.7%	47	12.7%	88	37.5%	75	8.5%	17	1.0%	2	0.5%	1
Bolton	1.4%	11	1.4%	3	1.4%	8	3.2%	2	1.4%	4	1.1%	5	1.8%	7	0.8%	3	1.4%	10	0.5%	1	2.5%	5	0.5%	1	2.0%	4
Burnley	11.5%	92	12.3%	27	11.2%	65	12.9%	8	13.2%	37	10.3%	47	9.0%	35	15.1%	56	11.5%	80	3.5%	7	21.5%	43	20.0%	40	1.0%	2
Bury	19.1%	153	15.9%	35	20.3%	118	14.5%	9	16.8%	47	21.2%	97	21.4%	83	17.0%	63	20.3%	141	10.5%	21	10.0%	20	6.0%	12	50.0%	100
Haslingden	1.4%	11	0.5%	1	1.7%	10	0.0%	0	1.8%	5	1.3%	6	1.3%	5	1.3%	5	1.4%	10	4.0%	8	1.0%	2	0.0%	0	0.5%	1
Manchester	2.5%	20	3.2%	7	2.2%	13	8.1%	5	3.6%	10	1.1%	5	3.9%	15	1.3%	5	2.7%	19	1.0%	2	2.5%	5	2.0%	4	4.5%	9
Preston	0.6%	5	0.9%	2	0.5%	3	0.0%	0	0.7%	2	0.7%	3	0.8%	3	0.5%	2	0.6%	4	2.0%	4	0.0%	0	0.0%	0	0.5%	1
Ramsbottom	0.5%	4	0.0%	0	0.7%	4	0.0%	0	0.4%	1	0.7%	3	0.5%	2	0.5%	2	0.3%	2	0.0%	0	0.5%	1	0.0%	0	1.5%	3
Rawtenstall	5.9%	47	8.2%	18	5.0%	29	9.7%	6	4.6%	13	6.1%	28	2.8%	11	9.7%	36	5.3%	37	4.0%	8	11.5%	23	4.5%	9	3.5%	7
Rochdale	9.3%	74	9.1%	20	9.3%	54	12.9%	8	9.6%	27	8.5%	39	9.5%	37	9.2%	34	8.7%	60	0.5%	1	3.0%	6	33.0%	66	0.5%	1
Waterfoot	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	1	0.4%	2	0.0%	0	0.8%	3	0.1%	1	0.5%	1	1.0%	2	0.0%	0	0.0%	0
Whitworth	2.0%	16	1.8%	4	2.1%	12	0.0%	0	1.8%	5	2.4%	11	0.5%	2	3.2%	12	1.6%	11	0.0%	0	1.5%	3	6.5%	13	0.0%	0
Internet / mail order / catalogue	10.4%	83	15.5%	34	8.4%	49	16.1%	10	14.6%	41	7.0%	32	15.5%	60	5.7%	21	11.0%	76	10.0%	20	12.0%	24	9.5%	19	10.0%	20
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cheadle	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	1	0.4%	2	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	1	0.0%	0	1.0%	2
Chorley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Altrincham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Doncaster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Elton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Farnworth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Handforth Dean	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Helmshore	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Horwich	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Oldham	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.7%	2	0.2%	1	0.5%	2	0.3%	1	0.4%	3	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Oswaldtwistle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Radcliffe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Salford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Scotland	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.0%	0	0.1%	1	0.0%	0	0.0%	0	1.0%	2
Stockport	0.3%	2	0.0%	0	0.3%	2	1.6%	1	0.4%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Warrington	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	9.5%	76	12.3%	27	8.4%	49	9.7%	6	9.3%	26	9.6%	44	9.5%	37	9.2%	34	9.8%	68	5.5%	11	13.0%	26	7.5%	15	12.0%	24
(Don't regularly buy these kind of goods)	5.5%	44	3.2%	7	6.4%	37	6.5%	4	5.0%	14	5.5%	25	4.6%	18	4.9%	18	4.9%	34	3.5%	7	4.5%	9	6.5%	13	7.5%	15
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q11 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	4.1%	33	3.6%	8	4.3%	25	0.0%	0	2.5%	7	5.7%	26	3.4%	13	5.1%	19	4.0%	28	15.0%	30	1.0%	2	0.0%	0	0.5%	1
Blackburn	9.5%	76	6.4%	14	10.7%	62	4.8%	3	11.1%	31	9.2%	42	8.8%	34	10.2%	38	10.2%	71	31.0%	62	5.5%	11	1.5%	3	0.0%	0
Bolton	3.0%	24	4.5%	10	2.4%	14	1.6%	1	2.5%	7	3.5%	16	4.6%	18	1.6%	6	3.5%	24	1.5%	3	3.0%	6	1.0%	2	6.5%	13
Burnley	8.6%	69	8.6%	19	8.6%	50	17.7%	11	7.1%	20	8.3%	38	7.0%	27	10.8%	40	8.7%	60	2.0%	4	13.0%	26	19.0%	38	0.5%	1
Bury	14.5%	116	13.6%	30	14.8%	86	4.8%	3	15.0%	42	15.5%	71	16.0%	62	12.4%	46	15.2%	105	8.0%	16	8.5%	17	1.0%	2	40.5%	81
Haslingden	1.9%	15	1.4%	3	2.1%	12	0.0%	0	1.4%	4	2.4%	11	1.5%	6	2.4%	9	1.9%	13	4.0%	8	2.0%	4	1.0%	2	0.5%	1
Manchester	3.9%	31	5.0%	11	3.4%	20	8.1%	5	6.4%	18	1.8%	8	4.9%	19	3.0%	11	4.2%	29	4.5%	9	4.0%	8	1.5%	3	5.5%	11
Preston	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	11.3%	90	11.4%	25	11.2%	65	6.5%	4	10.0%	28	12.7%	58	9.5%	37	13.5%	50	10.0%	69	6.5%	13	25.5%	51	8.5%	17	4.5%	9
Rochdale	7.9%	63	8.6%	19	7.6%	44	16.1%	10	7.1%	20	7.2%	33	8.0%	31	7.8%	29	7.8%	54	0.5%	1	3.0%	6	27.0%	54	1.0%	2
Whitworth	0.9%	7	0.9%	2	0.9%	5	0.0%	0	1.1%	3	0.9%	4	0.3%	1	1.6%	6	0.7%	5	0.0%	0	0.0%	0	3.5%	7	0.0%	0
Internet / mail order / catalogue	12.0%	96	15.9%	35	10.5%	61	19.4%	12	16.4%	46	8.1%	37	16.5%	64	7.3%	27	12.7%	88	10.0%	20	12.0%	24	12.0%	24	14.0%	28
Alston	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Altham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.7%	2	0.2%	1	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	1	1.0%	2	0.0%	0
Cheadle	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.0%	0	0.7%	3	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.5%	1	0.0%	0	1.0%	2
Currys, Luton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Currys, Meols Cop Retail Park, Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Eccles	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Handforth Dean	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Horwich	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leeds	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Middleton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Nelson	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Oldham	0.6%	5	0.9%	2	0.5%	3	1.6%	1	1.4%	4	0.0%	0	0.8%	3	0.5%	2	0.7%	5	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Prestwich	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Scotland	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stockport	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	10.1%	81	6.4%	14	11.6%	67	11.3%	7	7.5%	21	11.6%	53	8.0%	31	11.6%	43	9.7%	67	5.5%	11	12.5%	25	10.5%	21	12.0%	24
(Don't regularly buy these kind of goods)	8.8%	70	7.7%	17	9.1%	53	6.5%	4	6.8%	19	10.3%	47	7.0%	27	10.0%	37	7.9%	55	8.0%	16	6.0%	12	9.5%	19	11.5%	23
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q12 At which location did your household last buy furniture, soft furnishings and floor-coverings ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	10.4%	83	5.5%	12	12.2%	71	3.2%	2	8.6%	24	12.5%	57	9.5%	37	10.8%	40	10.5%	73	29.0%	58	9.0%	18	2.0%	4	1.5%	3
Bacup	2.5%	20	2.7%	6	2.4%	14	4.8%	3	1.1%	3	3.1%	14	1.5%	6	3.8%	14	2.3%	16	0.5%	1	2.0%	4	7.5%	15	0.0%	0
Blackburn	4.5%	36	3.6%	8	4.8%	28	3.2%	2	4.6%	13	4.4%	20	4.9%	19	4.0%	15	4.9%	34	14.0%	28	2.5%	5	1.0%	2	0.5%	1
Bolton	3.4%	27	3.2%	7	3.4%	20	3.2%	2	2.5%	7	3.9%	18	4.6%	18	2.2%	8	3.6%	25	1.5%	3	1.0%	2	1.5%	3	9.5%	19
Burnley	4.5%	36	4.1%	9	4.7%	27	11.3%	7	4.6%	13	3.5%	16	4.6%	18	4.3%	16	4.3%	30	2.5%	5	7.5%	15	8.0%	16	0.0%	0
Bury	8.9%	71	8.6%	19	9.0%	52	3.2%	2	10.4%	29	8.8%	40	8.8%	34	8.9%	33	9.2%	64	5.0%	10	3.5%	7	2.0%	4	25.0%	50
Haslingden	3.0%	24	4.1%	9	2.6%	15	1.6%	1	1.4%	4	4.2%	19	2.1%	8	4.0%	15	3.2%	22	7.0%	14	3.5%	7	0.5%	1	1.0%	2
Manchester	5.4%	43	8.6%	19	4.1%	24	11.3%	7	7.1%	20	3.5%	16	8.8%	34	1.9%	7	6.1%	42	2.5%	5	6.0%	12	3.0%	6	10.0%	20
Preston	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.1%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	2.6%	21	0.5%	1	3.4%	20	1.6%	1	2.1%	6	3.1%	14	2.3%	9	2.7%	10	2.5%	17	0.5%	1	0.5%	1	0.0%	0	9.5%	19
Rawtenstall	11.5%	92	7.3%	16	13.1%	76	6.5%	4	13.9%	39	10.7%	49	9.0%	35	14.0%	52	10.7%	74	7.5%	15	24.5%	49	9.0%	18	5.0%	10
Rochdale	6.8%	54	7.7%	17	6.4%	37	11.3%	7	6.8%	19	6.1%	28	6.4%	25	7.0%	26	6.1%	42	1.0%	2	3.5%	7	22.0%	44	0.5%	1
Waterfoot	0.8%	6	1.4%	3	0.5%	3	0.0%	0	0.4%	1	1.1%	5	0.8%	3	0.8%	3	0.9%	6	0.0%	0	0.5%	1	2.5%	5	0.0%	0
Internet / mail order / catalogue	4.1%	33	5.5%	12	3.6%	21	12.9%	8	5.4%	15	2.2%	10	5.2%	20	3.2%	12	4.3%	30	3.5%	7	5.5%	11	3.5%	7	4.0%	8
Ashton-under-lyne	0.6%	5	1.4%	3	0.3%	2	1.6%	1	1.4%	4	0.0%	0	1.0%	4	0.3%	1	0.7%	5	0.5%	1	1.5%	3	0.0%	0	0.5%	1
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Camilla Carpets, Whitefield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Castleton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cheadle	0.6%	5	0.9%	2	0.5%	3	0.0%	0	0.7%	2	0.7%	3	1.3%	5	0.0%	0	0.7%	5	0.0%	0	1.0%	2	0.0%	0	1.5%	3
Clitheroe	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Colne	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0
DFS, Elk Mill Centre Park, Broadway, Oldham	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Dreams, Luton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Dunelm Mill Stores, Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Handforth Dean	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Harwood	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Helmshore	0.9%	7	1.4%	3	0.7%	4	0.0%	0	1.1%	3	0.9%	4	1.0%	4	0.8%	3	1.0%	7	2.0%	4	1.0%	2	0.0%	0	0.5%	1
Hollingwood	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ikea, Ashton-Under-Lyne	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Land of Leather, Elk Mill Centre Park, Broadway, Oldham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leeds	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
London	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Matalan, Ashton-Under-Lyne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Mytholmroyd	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Oldham	2.3%	18	3.2%	7	1.9%	11	6.5%	4	3.2%	9	1.1%	5	2.6%	10	1.9%	7	2.5%	17	0.0%	0	1.0%	2	5.5%	11	2.5%	5
Oswaldtwistle	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Radcliffe	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Rossendale	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.0%	0	0.1%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Stackstead	0.6%	5	1.4%	3	0.3%	2	0.0%	0	0.7%	2	0.7%	3	0.5%	2	0.8%	3	0.7%	5	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Stockport	0.3%	2	0.5%	1	0.2%	1	1.6%	1	0.0%	0	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
The Warehouse, Prestwich	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tottington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Warrington	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.7%	2	0.2%	1	0.8%	3	0.0%	0	0.4%	3	0.5%	1	0.5%	1	0.5%	1	0.0%	0
Whitefield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Yorkshire	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	13.6%	109	14.5%	32	13.3%	77	12.9%	8	11.4%	32	15.1%	69	11.9%	46	15.4%	57	13.4%	93	11.0%	22	15.5%	31	15.5%	31	12.5%	25
(Don't regularly buy these kind of goods)	8.3%	66	9.5%	21	7.8%	45	1.6%	1	5.7%	16	10.7%	49	6.2%	24	10.5%	39	7.4%	51	7.0%	14	7.0%	14	8.5%	17	10.5%	21
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q13 At which location did your household last buy DIY / hardware and garden items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	6.1%	49	5.5%	12	6.4%	37	4.8%	3	5.7%	16	6.6%	30	5.2%	20	7.3%	27	6.3%	44	23.5%	47	1.0%	2	0.0%	0	0.0%	0
Bacup	0.4%	3	0.5%	1	0.3%	2	1.6%	1	0.0%	0	0.4%	2	0.3%	1	0.5%	2	0.1%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Blackburn	2.5%	20	2.3%	5	2.6%	15	0.0%	0	3.2%	9	2.4%	11	2.3%	9	1.9%	7	2.7%	19	9.5%	19	0.5%	1	0.0%	0	0.0%	0
Bolton	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Burnley	1.1%	9	1.4%	3	1.0%	6	3.2%	2	0.4%	1	1.3%	6	1.0%	4	1.3%	5	1.2%	8	0.5%	1	2.0%	4	2.0%	4	0.0%	0
Bury	27.3%	218	29.5%	65	26.4%	153	21.0%	13	33.9%	95	23.9%	109	35.3%	137	19.1%	71	30.4%	211	15.5%	31	26.0%	52	9.5%	19	58.0%	116
Haslingden	1.1%	9	0.5%	1	1.4%	8	3.2%	2	0.7%	2	1.1%	5	0.3%	1	2.2%	8	1.3%	9	3.0%	6	0.5%	1	1.0%	2	0.0%	0
Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ramsbottom	2.6%	21	2.7%	6	2.6%	15	1.6%	1	1.8%	5	3.3%	15	2.3%	9	2.4%	9	2.7%	19	0.0%	0	0.0%	0	0.0%	0	10.5%	21
Rawtenstall	26.3%	210	23.2%	51	27.4%	159	32.3%	20	25.0%	70	26.3%	120	24.7%	96	29.1%	108	26.1%	181	23.5%	47	43.5%	87	31.0%	62	7.0%	14
Rochdale	6.9%	55	7.3%	16	6.7%	39	11.3%	7	10.4%	29	4.2%	19	9.0%	35	5.4%	20	7.5%	52	1.5%	3	2.0%	4	23.5%	47	0.5%	1
Todmorden	1.6%	13	1.8%	4	1.6%	9	0.0%	0	1.1%	3	2.2%	10	0.5%	2	3.0%	11	1.4%	10	3.0%	6	1.5%	3	2.0%	4	0.0%	0
Waterfoot	0.8%	6	0.9%	2	0.7%	4	0.0%	0	1.4%	4	0.4%	2	0.8%	3	0.8%	3	0.7%	5	0.0%	0	1.5%	3	1.5%	3	0.0%	0
Whitworth	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Internet / mail order / catalogue	1.3%	10	2.7%	6	0.7%	4	1.6%	1	2.5%	7	0.4%	2	1.0%	4	1.6%	6	1.3%	9	0.5%	1	2.0%	4	1.0%	2	1.5%	3
B&Q, Meols Cop Retail Park, Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bangor	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cheadle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Clitheroe	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.4%	1	0.7%	3	0.3%	1	0.8%	3	0.4%	3	1.0%	2	1.0%	2	0.0%	0	0.0%	0
Colne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Greenmount	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Harwood	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Heap Bridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Holcombe Brook	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Nelson	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Oswaldtwistle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Pilsworth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Radcliffe	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Rossendale	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Summerseat	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Walsden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / can't remember)	9.1%	73	12.3%	27	7.9%	46	8.1%	5	8.2%	23	9.8%	45	7.7%	30	9.4%	35	8.8%	61	4.5%	9	10.5%	21	11.0%	22	10.5%	21
(Don't regularly buy these kind of goods)	9.4%	75	7.3%	16	10.2%	59	11.3%	7	2.5%	7	13.3%	61	5.4%	21	12.9%	48	5.6%	39	11.5%	23	6.5%	13	12.0%	24	7.5%	15
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q14 Which location did your household last buy chemist, health and beauty items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	8.4%	67	5.9%	13	9.3%	54	6.5%	4	6.4%	18	9.8%	45	6.2%	24	10.0%	37	8.7%	60	30.5%	61	1.5%	3	1.0%	2	0.5%	1
Bacup	7.4%	59	6.8%	15	7.6%	44	11.3%	7	8.9%	25	5.9%	27	6.4%	25	8.9%	33	6.3%	44	0.0%	0	0.5%	1	29.0%	58	0.0%	0
Blackburn	1.0%	8	0.0%	0	1.4%	8	0.0%	0	1.4%	4	0.9%	4	1.3%	5	0.8%	3	0.9%	6	3.5%	7	0.5%	1	0.0%	0	0.0%	0
Bolton	0.8%	6	0.0%	0	1.0%	6	3.2%	2	0.4%	1	0.7%	3	1.3%	5	0.3%	1	0.9%	6	0.5%	1	0.5%	1	0.5%	1	1.5%	3
Burnley	3.3%	26	1.8%	4	3.8%	22	6.5%	4	3.6%	10	2.6%	12	2.6%	10	4.0%	15	3.5%	24	0.5%	1	5.5%	11	7.0%	14	0.0%	0
Bury	12.4%	99	11.8%	26	12.6%	73	12.9%	8	13.6%	38	11.6%	53	14.7%	57	10.8%	40	13.1%	91	3.5%	7	5.0%	10	1.0%	2	40.0%	80
Haslingden	11.9%	95	13.6%	30	11.2%	65	6.5%	4	11.1%	31	13.1%	60	12.4%	48	11.1%	41	13.0%	90	33.5%	67	11.0%	22	0.5%	1	2.5%	5
Manchester	3.8%	30	3.2%	7	4.0%	23	3.2%	2	6.4%	18	2.2%	10	5.9%	23	1.6%	6	4.3%	30	1.5%	3	5.5%	11	2.0%	4	6.0%	12
Ramsbottom	4.4%	35	4.1%	9	4.5%	26	1.6%	1	3.6%	10	5.3%	24	5.2%	20	3.5%	13	3.9%	27	0.0%	0	0.0%	0	0.0%	0	17.5%	35
Rawtenstall	21.6%	173	24.1%	53	20.7%	120	24.2%	15	20.7%	58	21.9%	100	18.3%	71	26.1%	97	21.4%	148	10.5%	21	49.0%	98	19.0%	38	8.0%	16
Rochdale	4.3%	34	3.2%	7	4.7%	27	8.1%	5	4.6%	13	3.5%	16	5.2%	20	3.5%	13	3.9%	27	0.0%	0	1.0%	2	16.0%	32	0.0%	0
Waterfoot	1.9%	15	2.7%	6	1.6%	9	1.6%	1	2.1%	6	1.8%	8	1.5%	6	2.4%	9	1.3%	9	0.0%	0	6.0%	12	1.5%	3	0.0%	0
Whitworth	2.3%	18	3.6%	8	1.7%	10	1.6%	1	1.4%	4	2.8%	13	1.8%	7	2.4%	9	2.2%	15	0.0%	0	0.0%	0	9.0%	18	0.0%	0
Internet / mail order / catalogue	2.1%	17	1.4%	3	2.4%	14	1.6%	1	1.4%	4	2.4%	11	1.8%	7	1.6%	6	2.0%	14	4.0%	8	1.5%	3	1.0%	2	2.0%	4
Altrincham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Baxenden	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.7%	2	0.7%	3	0.5%	2	0.5%	2	0.4%	3	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth	0.5%	4	0.0%	0	0.7%	4	0.0%	0	0.4%	1	0.7%	3	0.3%	1	0.8%	3	0.3%	2	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Edenfield	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	1	0.4%	2	0.3%	1	0.5%	2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Greenmount	1.3%	10	1.4%	3	1.2%	7	0.0%	0	0.4%	1	2.0%	9	1.5%	6	0.5%	2	1.4%	10	0.0%	0	0.5%	1	0.0%	0	4.5%	9
Harwood	0.3%	2	0.9%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Helmshore	1.4%	11	0.9%	2	1.6%	9	0.0%	0	0.7%	2	2.0%	9	1.3%	5	1.6%	6	1.2%	8	4.5%	9	1.0%	2	0.0%	0	0.0%	0
Holcombe Brook	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.0%	0	0.9%	4	1.0%	4	0.0%	0	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Oldham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Rossendale	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.0%	0	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Salford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Scotland	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Stackstead	0.9%	7	0.9%	2	0.9%	5	0.0%	0	1.1%	3	0.9%	4	0.8%	3	1.1%	4	0.9%	6	0.0%	0	0.0%	0	3.5%	7	0.0%	0
Tottington	0.8%	6	0.9%	2	0.7%	4	0.0%	0	0.7%	2	0.9%	4	1.0%	4	0.5%	2	0.9%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	6
(Don't know / can't remember)	5.9%	47	8.2%	18	5.0%	29	8.1%	5	7.1%	20	4.8%	22	6.4%	25	5.1%	19	6.3%	44	3.0%	6	7.5%	15	5.0%	10	8.0%	16
(Don't regularly buy these kind of goods)	1.6%	13	2.7%	6	1.2%	7	0.0%	0	1.1%	3	2.2%	10	1.0%	4	1.6%	6	1.3%	9	0.5%	1	0.5%	1	3.5%	7	2.0%	4
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q15 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?

	Total %	Total No.	Male %	Male No.	Female %	Female No.	18 to 34 %	18 to 34 No.	35 to 54 %	35 to 54 No.	55+ %	55+ No.	ABC1 %	ABC1 No.	C2DE %	C2DE No.	Car in hhold %	Car in hhold No.	Zone 1 %	Zone 1 No.	Zone 2 %	Zone 2 No.	Zone 3 %	Zone 3 No.	Zone 4 %	Zone 4 No.
Accrington	7.8%	62	5.9%	13	8.4%	49	3.2%	2	4.6%	13	10.3%	47	3.6%	14	11.6%	43	7.5%	52	24.0%	48	3.5%	7	2.0%	4	1.5%	3
Bacup	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Blackburn	1.9%	15	1.4%	3	2.1%	12	0.0%	0	1.8%	5	2.2%	10	2.8%	11	0.8%	3	1.7%	12	5.5%	11	1.0%	2	0.5%	1	0.5%	1
Bolton	2.4%	19	1.8%	4	2.6%	15	4.8%	3	3.6%	10	1.3%	6	3.4%	13	1.6%	6	2.7%	19	1.0%	2	2.0%	4	1.0%	2	5.5%	11
Burnley	6.5%	52	5.5%	12	6.9%	40	6.5%	4	6.8%	19	6.3%	29	3.6%	14	10.0%	37	6.5%	45	3.5%	7	10.5%	21	12.0%	24	0.0%	0
Bury	14.0%	112	11.8%	26	14.8%	86	4.8%	3	13.2%	37	15.8%	72	15.7%	61	11.9%	44	14.6%	101	9.5%	19	7.5%	15	2.5%	5	36.5%	73
Haslingden	4.1%	33	3.6%	8	4.3%	25	3.2%	2	5.4%	15	3.5%	16	4.9%	19	3.8%	14	4.3%	30	11.5%	23	3.5%	7	0.5%	1	1.0%	2
Manchester	9.0%	72	8.6%	19	9.1%	53	11.3%	7	10.7%	30	7.7%	35	12.9%	50	5.4%	20	9.8%	68	9.0%	18	9.5%	19	8.0%	16	9.5%	19
Preston	0.4%	3	1.4%	3	0.0%	0	1.6%	1	0.7%	2	0.0%	0	0.3%	1	0.3%	1	0.4%	3	1.0%	2	0.5%	1	0.0%	0	0.0%	0
Ramsbottom	0.9%	7	0.5%	1	1.0%	6	0.0%	0	0.7%	2	1.1%	5	0.8%	3	1.1%	4	0.9%	6	1.0%	2	0.0%	0	0.0%	0	2.5%	5
Rawtenstall	13.9%	111	12.7%	28	14.3%	83	19.4%	12	13.2%	37	13.6%	62	9.8%	38	18.6%	69	12.7%	88	7.0%	14	27.0%	54	17.0%	34	4.5%	9
Rochdale	6.1%	49	4.1%	9	6.9%	40	12.9%	8	5.0%	14	5.9%	27	5.7%	22	6.5%	24	5.1%	35	0.0%	0	0.5%	1	24.0%	48	0.0%	0
Todmorden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / mail order / catalogue	17.0%	136	25.5%	56	13.8%	80	24.2%	15	23.2%	65	12.0%	55	24.7%	96	8.6%	32	18.8%	130	13.0%	26	20.0%	40	15.0%	30	20.0%	40
Bedford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Chester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.8%	3	0.4%	3	1.0%	2	0.0%	0	0.0%	0	0.5%	1
Colne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Helmshore	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	1	0.3%	1	0.1%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Land of Leather, Elk Mill Centre Park, Broadway, Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Rossendale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Scotland	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Shaw	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Skipton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Southport	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stoke-on-Trent	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Trafford Centre	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
(Don't know / can't remember)	7.5%	60	9.5%	21	6.7%	39	6.5%	4	6.8%	19	8.1%	37	6.2%	24	8.6%	32	7.6%	53	4.5%	9	9.5%	19	7.0%	14	9.0%	18
(Don't regularly buy these kind of goods)	5.6%	45	6.4%	14	5.3%	31	1.6%	1	1.4%	4	8.8%	40	2.6%	10	8.6%	32	4.2%	29	5.5%	11	3.0%	6	6.5%	13	7.5%	15
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Q16 How often do you visit nearby markets ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
1-3 times per week	6.6%	53	3.6%	8	7.8%	45	3.2%	2	1.1%	3	10.5%	48	3.1%	12	10.5%	39	5.2%	36	9.5%	19	3.5%	7	8.5%	17	5.0%	10
Once per week	23.5%	188	21.8%	48	24.1%	140	12.9%	8	17.9%	50	28.4%	130	20.9%	81	25.6%	95	22.2%	154	24.0%	48	25.5%	51	22.0%	44	22.5%	45
1-2 times per month	21.4%	171	16.4%	36	23.3%	135	25.8%	16	22.1%	62	20.4%	93	24.5%	95	18.6%	69	21.1%	146	23.0%	46	20.5%	41	20.0%	40	22.0%	44
Less than 1-2 times per month	8.9%	71	10.5%	23	8.3%	48	11.3%	7	9.6%	27	8.1%	37	11.6%	45	6.7%	25	9.7%	67	5.5%	11	8.5%	17	7.0%	14	14.5%	29
Never	36.9%	295	43.6%	96	34.3%	199	41.9%	26	46.1%	129	30.4%	139	36.6%	142	37.2%	138	39.3%	272	36.0%	72	41.0%	82	38.0%	76	32.5%	65
(Don't know / varies)	2.8%	22	4.1%	9	2.2%	13	4.8%	3	3.2%	9	2.2%	10	3.4%	13	1.3%	5	2.6%	18	2.0%	4	1.0%	2	4.5%	9	3.5%	7
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q17 Which markets do you use for food shopping?
Those who visit nearby markets at Q16

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	11.6%	69	7.0%	8	16.6%	61	3.0%	1	13.4%	19	15.9%	49	10.7%	25	16.7%	38	11.9%	48	46.8%	58	6.0%	7	3.5%	4	0.0%	0
Bacup	9.3%	58	12.2%	14	12.0%	44	21.2%	7	10.6%	15	11.7%	36	10.7%	25	13.6%	31	11.2%	45	0.0%	0	0.0%	0	50.4%	58	0.0%	0
Blackburn	1.9%	12	0.9%	1	3.0%	11	0.0%	0	2.1%	3	2.9%	9	1.7%	4	2.6%	6	2.5%	10	8.9%	11	0.9%	1	0.0%	0	0.0%	0
Burnley	3.5%	22	1.7%	2	5.4%	20	3.0%	1	4.2%	6	4.9%	15	3.0%	7	6.1%	14	4.2%	17	1.6%	2	8.6%	10	7.8%	9	0.8%	1
Bury	26.1%	163	33.9%	39	33.7%	124	18.2%	6	39.4%	56	32.8%	101	36.9%	86	31.6%	72	36.5%	147	22.6%	28	31.0%	36	19.1%	22	60.2%	77
Clitheroe	1%	6	0.9%	1	1.4%	5	3.0%	1	0.0%	0	1.6%	5	0.9%	2	1.8%	4	1.2%	5	3.2%	4	1.7%	2	0.0%	0	0.0%	0
Haslingden	3.2%	20	5.2%	6	3.8%	14	3.0%	1	2.8%	4	4.9%	15	3.0%	7	4.8%	11	4.0%	16	12.1%	15	4.3%	5	0.0%	0	0.0%	0
Rawtenstall	17.5%	109	20.0%	23	23.4%	86	18.2%	6	23.2%	33	22.7%	70	18.5%	43	26.3%	60	22.6%	91	8.1%	10	59.5%	69	18.3%	21	7.0%	9
Rochdale	2.6%	16	1.7%	2	3.8%	14	9.1%	3	1.4%	2	3.6%	11	3.4%	8	3.1%	7	2.7%	11	0.0%	0	0.0%	0	13.9%	16	0.0%	0
Todmorden	1.8%	11	1.7%	2	2.4%	9	6.1%	2	2.1%	3	1.9%	6	1.3%	3	3.5%	8	2.2%	9	0.0%	0	0.9%	1	7.8%	9	0.8%	1
Skipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.8%	5	2.6%	3	0.5%	2	3.0%	1	1.4%	2	0.6%	2	1.7%	4	0.4%	1	1.2%	5	0.8%	1	0.9%	1	1.7%	2	0.8%	1
Ramsbottom	8.5%	53	10.4%	12	11.1%	41	15.2%	5	14.1%	20	9.1%	28	13.7%	32	8.3%	19	11.7%	47	1.6%	2	0.0%	0	1.7%	2	38.3%	49
Helmshore	0.6%	4	0.0%	0	1.1%	4	0.0%	0	2.1%	3	0.3%	1	1.7%	4	0.0%	0	1.0%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0
Bolton	1%	6	0.0%	0	1.6%	6	0.0%	0	1.4%	2	1.3%	4	0.4%	1	2.2%	5	0.7%	3	0.8%	1	0.9%	1	0.9%	1	2.3%	3
Oldham	0.5%	3	0.9%	1	0.5%	2	0.0%	0	2.1%	3	0.0%	0	0.4%	1	0.9%	2	0.5%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0
(Don't know / varies)	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't visit markets for food shopping)	10.6%	66	18.3%	21	12.2%	45	15.2%	5	14.1%	20	13.3%	41	16.3%	38	10.5%	24	13.9%	56	15.3%	19	13.8%	16	12.2%	14	13.3%	17
Base:		483		115		368		33		142		308		233		228		403		124		116		115		128

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q18 Which markets do you use for non-food shopping?
Those who visit nearby markets at Q16

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	8.9%	50	6.1%	7	11.7%	43	6.1%	2	7.7%	11	12.0%	37	6.9%	16	12.7%	29	9.4%	38	27.4%	34	10.3%	12	2.6%	3	0.8%	1
Bacup	5%	28	7.0%	8	5.4%	20	9.1%	3	6.3%	9	5.2%	16	6.0%	14	6.1%	14	5.0%	20	0.0%	0	0.0%	0	24.3%	28	0.0%	0
Blackburn	1.8%	10	0.9%	1	2.4%	9	0.0%	0	1.4%	2	2.6%	8	0.9%	2	3.5%	8	1.7%	7	6.5%	8	1.7%	2	0.0%	0	0.0%	0
Burnley	5.1%	29	2.6%	3	7.1%	26	6.1%	2	4.2%	6	6.8%	21	4.7%	11	7.5%	17	5.0%	20	4.0%	5	11.2%	13	9.6%	11	0.0%	0
Bury	29.8%	168	35.7%	41	34.5%	127	18.2%	6	31.0%	44	38.3%	118	33.9%	79	36.0%	82	36.2%	146	30.6%	38	31.0%	36	20.9%	24	54.7%	70
Clitheroe	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Haslingden	1%	6	1.7%	2	1.1%	4	3.0%	1	0.7%	1	1.3%	4	0.4%	1	1.8%	4	1.2%	4	3.2%	4	1.7%	2	0.0%	0	0.0%	0
Rawtenstall	11.7%	66	13.9%	16	13.6%	50	12.1%	4	11.3%	16	14.9%	46	10.3%	24	17.1%	39	12.4%	50	5.6%	7	36.2%	42	12.2%	14	2.3%	3
Rochdale	3.2%	18	3.5%	4	3.8%	14	3.0%	1	3.5%	5	3.9%	12	3.0%	7	3.9%	9	3.2%	13	0.0%	0	0.9%	1	14.8%	17	0.0%	0
Todmorden	0.7%	4	0.0%	0	1.1%	4	3.0%	1	0.7%	1	0.6%	2	0.0%	0	1.8%	4	0.7%	3	0.0%	0	0.0%	0	3.5%	4	0.0%	0
Skipton	0.4%	2	0.9%	1	0.3%	1	0.0%	0	0.7%	1	0.3%	1	0.4%	1	0.4%	1	0.5%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Other	0.5%	3	0.9%	1	0.5%	2	0.0%	0	2.1%	3	0.0%	0	0.9%	2	0.4%	1	0.7%	3	0.8%	1	0.0%	0	1.7%	2	0.0%	0
Ramsbottom	1.4%	8	3.5%	4	1.1%	4	6.1%	2	1.4%	2	1.3%	4	2.6%	6	0.9%	2	1.7%	7	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Bolton	1.6%	9	0.9%	1	2.2%	8	3.0%	1	1.4%	2	1.9%	6	1.7%	4	1.8%	4	1.5%	6	2.4%	3	1.7%	2	1.7%	2	1.6%	2
(Don't know / varies)	0.5%	3	1.7%	2	0.3%	1	0.0%	0	1.4%	2	0.3%	1	0.9%	2	0.4%	2	0.7%	1	1.6%	3	0.0%	0	0.9%	1	0.0%	0
(Don't visit markets for non-food shopping)	28.2%	159	29.6%	34	34.0%	125	36.4%	12	38.0%	54	30.2%	93	38.2%	89	27.6%	63	34.7%	140	34.7%	43	28.4%	33	27.0%	31	40.6%	52
Base:		483		115		368		33		142		308		233		228		403		124		116		115		128

Q19 Of the markets you have just specified, which one do you use most (for any type of shopping)?
Those who visit nearby markets at Q16

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	13.9%	67	7.0%	8	16.0%	59	6.1%	2	11.3%	16	15.9%	49	10.7%	25	16.2%	37	12.4%	50	46.8%	58	6.9%	8	0.9%	1	0.0%	0
Bacup	9.7%	47	11.3%	13	9.2%	34	18.2%	6	8.5%	12	9.4%	29	10.3%	24	9.2%	21	9.2%	37	0.0%	0	0.0%	0	40.9%	47	0.0%	0
Blackburn	1.2%	6	0.0%	0	1.6%	6	0.0%	0	0.7%	1	1.6%	5	1.3%	3	1.3%	3	1.2%	5	4.8%	6	0.0%	0	0.0%	0	0.0%	0
Burnley	3.3%	16	1.7%	2	3.8%	14	6.1%	2	4.2%	6	2.6%	8	2.6%	6	4.4%	10	3.2%	13	3.2%	4	5.2%	6	4.3%	5	0.8%	1
Bury	32.7%	158	34.8%	40	32.1%	118	12.1%	4	31.7%	45	35.4%	109	34.3%	80	32.0%	73	34.5%	139	23.4%	29	20.7%	24	19.1%	22	64.8%	83
Clitheroe	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.0%	3	0.9%	2	0.4%	1	0.5%	2	1.6%	2	0.9%	1	0.0%	0	0.0%	0
Haslingden	2.5%	12	6.1%	7	1.4%	5	3.0%	1	2.1%	3	2.6%	8	1.7%	4	3.5%	8	2.7%	11	8.1%	10	1.7%	2	0.0%	0	0.0%	0
Rawtenstall	19.3%	93	20.9%	24	18.8%	69	18.2%	6	20.4%	29	18.8%	58	15.5%	36	22.4%	51	18.9%	76	5.6%	7	59.5%	69	11.3%	13	3.1%	4
Rochdale	3.5%	17	4.3%	5	3.3%	12	9.1%	3	2.1%	3	3.6%	11	3.4%	8	3.1%	7	3.0%	12	0.0%	0	0.0%	0	14.8%	17	0.0%	0
Todmorden	1.0%	5	0.0%	0	1.4%	5	0.0%	0	0.7%	1	1.3%	4	0.0%	0	2.2%	5	1.0%	4	0.0%	0	0.9%	1	3.5%	4	0.0%	0
Skipton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other	0.4%	2	1.7%	2	0.0%	0	3.0%	1	0.7%	1	0.0%	0	0.4%	1	0.4%	1	0.5%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Ramsbottom	7.2%	35	9.6%	11	6.5%	24	12.1%	4	11.3%	16	4.9%	15	12.0%	28	2.6%	6	7.9%	32	1.6%	2	0.0%	0	0.0%	0	25.8%	33
Helmshore	0.6%	3	0.0%	0	0.8%	3	0.0%	0	1.4%	2	0.3%	1	1.3%	3	0.0%	0	0.7%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Bolton	0.6%	3	0.9%	1	0.5%	2	3.0%	1	0.7%	1	0.3%	1	0.9%	2	0.4%	1	0.5%	2	0.8%	1	0.0%	0	0.9%	1	0.8%	1
(Don't know / varies)	3.1%	15	1.7%	2	3.5%	13	9.1%	3	3.5%	5	2.3%	7	4.3%	10	1.8%	4	3.5%	14	0.8%	1	4.3%	5	3.5%	4	3.9%	5
Base:		483		115		368		33		142		308		233		228		403		124		116		115		128

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q20 Are there any improvements to Bacup market which would make you shop there more often?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better range of food goods	4.8%	38	4.5%	10	4.8%	28	11.3%	7	3.6%	10	4.6%	21	4.6%	18	5.1%	19	4.2%	29	2.0%	4	2.0%	4	15.0%	30	0.0%	0
Better range of non-food goods	3.8%	30	4.1%	9	3.6%	21	8.1%	5	2.9%	8	3.7%	17	4.1%	16	3.8%	14	3.3%	23	1.0%	2	2.0%	4	12.0%	24	0.0%	0
Better weather protection	1.1%	9	1.8%	4	0.9%	5	0.0%	0	1.4%	4	1.1%	5	1.5%	6	0.8%	3	0.9%	6	0.5%	1	0.5%	1	3.5%	7	0.0%	0
Different market times/ days	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Different locations for markets	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1
More stalls at markets	8.9%	71	7.7%	17	9.3%	54	9.7%	6	9.3%	26	8.5%	39	6.7%	26	11.1%	41	8.9%	62	2.5%	5	7.0%	14	25.0%	50	1.0%	2
Better environment	0.5%	4	0.9%	2	0.3%	2	1.6%	1	0.7%	2	0.2%	1	0.8%	3	0.3%	1	0.6%	4	0.0%	0	1.0%	2	0.5%	1	0.5%	1
Other	1.3%	10	2.7%	6	0.7%	4	0.0%	0	1.8%	5	1.1%	5	1.5%	6	1.1%	4	1.4%	9	0.5%	1	0.5%	1	3.0%	6	1.0%	2
Better parking	1.9%	15	1.4%	3	2.1%	12	0.0%	0	2.5%	7	1.8%	8	1.3%	5	2.4%	9	2.0%	14	1.0%	2	1.5%	3	5.0%	10	0.0%	0
Nothing	17.0%	136	16.4%	36	17.2%	100	22.6%	14	13.6%	38	18.4%	84	15.5%	60	17.3%	64	16.2%	112	15.5%	31	14.5%	29	26.5%	53	11.5%	23
(Don't know / varies)	1.6%	13	1.8%	4	1.6%	9	3.2%	2	2.1%	6	1.1%	5	1.3%	5	2.2%	8	1.7%	12	2.0%	4	2.0%	4	2.5%	5	0.0%	0
(Don't visit Bacup market)	66.6%	533	66.4%	146	66.7%	387	54.8%	34	69.3%	194	66.5%	304	70.6%	274	63.1%	234	67.8%	470	78.0%	156	74.5%	149	28.5%	57	85.5%	171
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q21 Are there any improvements to Haslingden market which would make you shop there more often?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better range of food goods	2.1%	17	1.8%	4	2.2%	13	0.0%	0	2.5%	7	2.2%	10	2.6%	10	1.6%	6	2.5%	17	6.0%	12	2.5%	5	0.0%	0	0.0%	0
Better range of non-food goods	1.4%	11	0.9%	2	1.6%	9	0.0%	0	2.1%	6	1.1%	5	1.3%	5	1.3%	5	1.6%	11	4.0%	8	1.5%	3	0.0%	0	0.0%	0
Better weather protection	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.0%	0	0.9%	4	0.8%	3	0.3%	1	0.4%	3	1.5%	3	0.5%	1	0.0%	0	0.0%	0
Different market times/ days	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.0%	0	0.7%	3	0.5%	2	0.3%	1	0.4%	3	0.5%	1	1.0%	2	0.0%	0	0.0%	0
Different locations for markets	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.7%	2	0.2%	1	0.3%	1	0.5%	2	0.3%	2	1.0%	2	0.0%	0	0.5%	1	0.0%	0
More stalls at markets	9.6%	77	6.8%	15	10.7%	62	6.5%	4	6.8%	19	11.6%	53	7.5%	29	10.8%	40	9.2%	64	26.0%	52	10.0%	20	1.5%	3	1.0%	2
Better environment	0.8%	6	0.5%	1	0.9%	5	0.0%	0	1.1%	3	0.7%	3	1.0%	4	0.5%	2	0.9%	6	2.0%	4	0.5%	1	0.0%	0	0.5%	1
Other	0.6%	5	0.9%	2	0.5%	3	1.6%	1	0.7%	2	0.4%	2	0.8%	3	0.5%	2	0.6%	4	1.5%	3	0.5%	1	0.0%	0	0.5%	1
Better parking	0.6%	5	0.0%	0	0.9%	5	0.0%	0	0.4%	1	0.9%	4	0.3%	1	0.8%	3	0.7%	5	1.5%	3	0.5%	1	0.5%	1	0.0%	0
Nothing	12.8%	102	13.6%	30	12.4%	72	16.1%	10	9.6%	27	14.2%	65	9.5%	37	15.9%	59	12.1%	84	11.5%	23	14.0%	28	13.5%	27	12.0%	24
(Don't know / varies)	0.9%	7	0.5%	1	1.0%	6	1.6%	1	0.0%	0	1.3%	6	0.3%	1	1.6%	6	0.7%	5	1.0%	2	1.0%	2	1.0%	2	0.5%	1
(Don't visit Haslingden market)	74.1%	593	75.0%	165	73.8%	428	77.4%	48	80.4%	225	70.0%	320	79.1%	307	69.8%	259	75.0%	520	52.5%	105	72.5%	145	85.5%	171	86.0%	172
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q22 Are there any improvements to Rawtenstall market which would make you shop there more often?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better range of food goods	3.4%	27	2.3%	5	3.8%	22	4.8%	3	5.4%	15	2.0%	9	4.4%	17	2.7%	10	3.6%	25	1.5%	3	6.0%	12	4.0%	8	2.0%	4
Better range of non-food goods	2.9%	23	2.7%	6	2.9%	17	3.2%	2	3.6%	10	2.4%	11	3.9%	15	2.2%	8	3.0%	21	1.5%	3	5.0%	10	2.5%	5	2.5%	5
Better weather protection	0.4%	3	0.5%	1	0.3%	2	1.6%	1	0.0%	0	0.4%	2	0.0%	0	0.8%	3	0.3%	2	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Different market times/ days	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	1	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Different locations for markets	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.0%	0	0.3%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0
More stalls at markets	5.6%	45	4.5%	10	6.0%	35	4.8%	3	7.5%	21	4.6%	21	5.7%	22	5.4%	20	6.1%	42	4.5%	9	12.0%	24	3.5%	7	2.5%	5
Better environment	3.4%	27	2.7%	6	3.6%	21	3.2%	2	3.6%	10	3.3%	15	5.7%	22	1.3%	5	3.6%	25	4.0%	8	6.5%	13	2.0%	4	1.0%	2
Other	0.5%	4	1.4%	3	0.2%	1	1.6%	1	0.7%	2	0.2%	1	0.8%	3	0.3%	1	0.4%	3	0.0%	0	0.5%	1	0.0%	0	1.5%	3
Better parking	2.8%	22	3.6%	8	2.4%	14	0.0%	0	4.3%	12	2.2%	10	2.8%	11	2.7%	10	3.2%	22	2.5%	5	4.5%	9	2.5%	5	1.5%	3
Better access to the market	0.5%	4	0.9%	2	0.3%	2	0.0%	0	0.4%	1	0.7%	3	0.3%	1	0.5%	2	0.4%	3	0.0%	0	1.5%	3	0.0%	0	0.5%	1
Redevelop the area	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.7%	2	0.2%	1	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	1	0.5%	1	0.5%	1
Nothing	32.4%	259	35.5%	78	31.2%	181	30.6%	19	28.6%	80	35.0%	160	25.5%	99	39.4%	146	30.6%	212	32.0%	64	44.5%	89	33.5%	67	19.5%	39
(Don't know / varies)	4.3%	34	1.8%	4	5.2%	30	4.8%	3	3.6%	10	4.6%	21	3.6%	14	4.6%	17	3.9%	27	6.0%	12	4.5%	9	4.0%	8	2.5%	5
(Don't visit Rawtenstall market)	48.1%	385	46.8%	103	48.6%	282	48.4%	30	48.6%	136	47.7%	218	52.8%	205	43.7%	162	48.9%	339	50.5%	101	22.5%	45	50.0%	100	69.5%	139
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q23 What, if anything, would make you shop more often in Rawtenstall Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	3.6%	29	3.2%	7	3.8%	22	3.2%	2	4.3%	12	3.3%	15	3.4%	13	4.0%	15	3.5%	24	3.0%	6	6.5%	13	3.5%	7	1.5%	3
Better choice of non-food shops	14.8%	118	11.4%	25	16.0%	93	24.2%	15	17.9%	50	11.6%	53	16.0%	62	13.7%	51	15.0%	104	13.0%	26	26.0%	52	13.5%	27	6.5%	13
Better maintenance/ cleanliness	5.9%	47	5.0%	11	6.2%	36	9.7%	6	3.9%	11	6.6%	30	5.4%	21	6.2%	23	6.3%	44	6.5%	13	7.0%	14	6.5%	13	3.5%	7
Better quality shops	7.6%	61	6.4%	14	8.1%	47	9.7%	6	8.9%	25	6.3%	29	8.8%	34	7.0%	26	7.5%	52	11.0%	22	11.5%	23	4.0%	8	4.0%	8
Improved bus service	1.4%	11	0.9%	2	1.6%	9	1.6%	1	0.7%	2	1.8%	8	0.8%	3	2.2%	8	0.7%	5	0.5%	1	0.5%	1	1.5%	3	3.0%	6
More car parking	8.0%	64	9.1%	20	7.6%	44	1.6%	1	11.1%	31	7.0%	32	10.8%	42	5.7%	21	9.2%	64	6.5%	13	8.5%	17	8.0%	16	9.0%	18
More traffic free areas/ pedestrianisation	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Improved security	0.6%	5	0.0%	0	0.9%	5	0.0%	0	0.7%	2	0.7%	3	0.8%	3	0.5%	2	0.4%	3	1.0%	2	1.5%	3	0.0%	0	0.0%	0
Other	2.5%	20	3.6%	8	2.1%	12	6.5%	4	1.8%	5	2.4%	11	2.8%	11	2.2%	8	2.6%	18	1.5%	3	2.0%	4	4.0%	8	2.5%	5
Redevelop the shopping precinct	5.3%	42	7.7%	17	4.3%	25	3.2%	2	3.6%	10	6.6%	30	3.9%	15	6.7%	25	5.6%	39	4.0%	8	8.0%	16	5.0%	10	4.0%	8
Fill vacant / boarded up shops	0.8%	6	0.0%	0	1.0%	6	0.0%	0	1.4%	4	0.4%	2	0.5%	2	0.8%	3	0.7%	5	1.5%	3	1.5%	3	0.0%	0	0.0%	0
Cheaper shops	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.4%	1	0.4%	2	0.8%	3	0.0%	0	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.5%	1
More cafes / restaurants	0.5%	4	0.5%	1	0.5%	3	1.6%	1	0.4%	1	0.4%	1	0.3%	2	0.8%	1	0.6%	3	0.5%	1	0.5%	1	0.5%	1	0.5%	1
Nothing	36.8%	294	38.6%	85	36.0%	209	24.2%	15	34.3%	96	40.0%	183	32.5%	126	39.6%	147	35.8%	248	33.0%	66	18.5%	37	45.0%	90	50.5%	101
(Don't know)	11.9%	95	12.7%	28	11.6%	67	14.5%	9	10.7%	30	12.3%	56	13.1%	51	10.5%	39	11.5%	80	17.5%	35	7.5%	15	8.0%	16	14.5%	29
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Q24 What, if anything, would make you shop more often in Haslingden Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	1.1%	9	0.9%	2	1.2%	7	1.6%	1	1.4%	4	0.9%	4	1.3%	5	1.1%	4	1.2%	8	1.5%	3	2.0%	4	1.0%	2	0.0%	0
Better choice of non-food shops	6.0%	48	5.5%	12	6.2%	36	11.3%	7	5.0%	14	5.9%	27	5.7%	22	6.5%	24	6.2%	43	15.5%	31	6.0%	12	1.5%	3	1.0%	2
Better maintenance/ cleanliness	1.3%	10	0.5%	1	1.6%	9	3.2%	2	1.1%	3	1.1%	5	1.5%	6	0.5%	2	1.4%	10	3.5%	7	1.5%	3	0.0%	0	0.0%	0
Better quality shops	3.3%	26	1.8%	4	3.8%	22	3.2%	2	4.3%	12	2.6%	12	3.9%	15	2.7%	10	3.6%	25	8.5%	17	2.0%	4	1.0%	2	1.5%	3
Improved bus service	0.8%	6	0.0%	0	1.0%	6	1.6%	1	0.0%	0	1.1%	5	0.0%	0	1.6%	6	0.4%	3	0.0%	0	0.5%	1	1.5%	3	1.0%	2
More car parking	2.0%	16	2.3%	5	1.9%	11	1.6%	1	0.7%	2	2.8%	13	2.1%	8	2.2%	8	2.3%	16	4.5%	9	1.5%	3	1.0%	2	1.0%	2
More traffic free areas/ pedestrianisation	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Improved security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	7	1.8%	4	0.5%	3	3.2%	2	0.4%	1	0.9%	4	0.5%	2	1.1%	4	0.9%	6	0.5%	1	1.5%	3	0.5%	1	1.0%	2
If it had less takeaway outlets	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.7%	2	0.2%	1	0.8%	3	0.0%	0	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Nothing	64.6%	517	66.8%	147	63.8%	370	54.8%	34	64.6%	181	65.9%	301	62.4%	242	66.0%	245	64.1%	444	47.0%	94	59.0%	118	77.0%	154	75.5%	151
(Don't know)	19.6%	157	19.5%	43	19.7%	114	19.4%	12	21.8%	61	18.4%	84	21.9%	85	18.1%	67	19.3%	134	17.0%	34	26.0%	52	16.5%	33	19.0%	38
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q25 What, if anything, would make you shop more often in Bacup Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	2.6%	21	2.7%	6	2.6%	15	3.2%	2	3.2%	9	2.2%	10	3.1%	12	1.9%	7	2.7%	19	0.5%	1	0.0%	0	9.5%	19	0.5%	1
Better choice of non-food shops	6.0%	48	4.5%	10	6.6%	38	14.5%	9	7.5%	21	3.9%	18	6.4%	25	6.2%	23	5.8%	40	2.0%	4	5.0%	10	17.0%	34	0.0%	0
Better maintenance/ cleanliness	1.8%	14	2.7%	6	1.4%	8	1.6%	1	1.8%	5	1.8%	8	1.5%	6	2.2%	8	1.6%	11	1.0%	2	1.0%	2	5.0%	10	0.0%	0
Better quality shops	2.4%	19	0.9%	2	2.9%	17	6.5%	4	3.2%	9	1.3%	6	0.8%	3	3.8%	14	1.9%	13	1.0%	2	2.0%	4	6.5%	13	0.0%	0
Improved bus service	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.0%	0	0.7%	3	0.0%	0	0.8%	3	0.1%	1	0.5%	1	0.0%	0	0.5%	1	0.5%	1
More car parking	2.0%	16	1.8%	4	2.1%	12	1.6%	1	3.6%	10	1.1%	5	2.1%	8	2.2%	8	2.2%	15	0.0%	0	1.5%	3	6.5%	13	0.0%	0
More traffic free areas/ pedestrianisation	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Improved security	0.4%	3	0.0%	0	0.5%	3	1.6%	1	0.4%	1	0.2%	1	0.8%	3	0.0%	0	0.3%	2	0.0%	0	0.5%	1	1.0%	2	0.0%	0
Other	1.4%	11	1.8%	4	1.2%	7	0.0%	0	1.4%	4	1.5%	7	1.0%	4	1.9%	7	1.4%	10	0.5%	1	0.0%	0	4.0%	8	1.0%	2
Nothing	60.4%	483	63.6%	140	59.1%	343	43.5%	27	56.4%	158	65.0%	297	60.3%	234	59.0%	219	61.5%	426	55.0%	110	64.0%	128	43.5%	87	79.0%	158
(Don't know)	22.5%	180	20.5%	45	23.3%	135	27.4%	17	22.5%	63	21.9%	100	24.0%	93	21.6%	80	22.2%	154	39.5%	79	26.0%	52	5.5%	11	19.0%	38
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q26 What, if anything, would make you shop more often in Waterfoot Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	1.6%	13	2.7%	6	1.2%	7	6.5%	4	2.1%	6	0.7%	3	1.5%	6	1.9%	7	1.6%	11	0.0%	0	2.0%	4	4.5%	9	0.0%	0
Better choice of non-food shops	5.0%	40	5.5%	12	4.8%	28	11.3%	7	6.8%	19	3.1%	14	4.4%	17	5.9%	22	4.9%	34	2.5%	5	9.0%	18	7.5%	15	1.0%	2
Better maintenance/ cleanliness	1.5%	12	1.4%	3	1.6%	9	0.0%	0	1.4%	4	1.8%	8	1.8%	7	1.3%	5	1.3%	9	0.0%	0	4.5%	9	1.0%	2	0.5%	1
Better quality shops	1.4%	11	1.4%	3	1.4%	8	3.2%	2	1.8%	5	0.9%	4	1.3%	5	1.3%	5	1.4%	10	0.0%	0	4.0%	8	1.5%	3	0.0%	0
Improved bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	2.5%	20	3.6%	8	2.1%	12	1.6%	1	3.2%	9	2.2%	10	3.4%	13	1.9%	7	2.9%	20	1.0%	2	3.5%	7	4.5%	9	1.0%	2
More traffic free areas/ pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	4	0.5%	1	0.5%	3	0.0%	0	1.4%	4	0.0%	0	0.8%	3	0.3%	1	0.6%	4	0.0%	0	0.5%	1	1.0%	2	0.5%	1
Better mix of food and non-food shops	0.6%	5	0.9%	2	0.5%	3	0.0%	0	1.1%	3	0.4%	2	0.5%	2	0.8%	3	0.7%	5	1.5%	3	0.5%	1	0.5%	1	0.0%	0
Need more banks	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.7%	2	0.2%	1	0.3%	1	0.5%	2	0.4%	3	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Nothing	65.5%	524	63.2%	139	66.4%	385	48.4%	30	60.4%	169	70.9%	324	63.9%	248	65.5%	243	65.2%	452	58.5%	117	61.5%	123	64.5%	129	77.5%	155
(Don't know)	21.0%	168	20.9%	46	21.0%	122	29.0%	18	21.1%	59	19.9%	91	22.2%	86	20.5%	76	20.9%	145	36.5%	73	13.5%	27	14.5%	29	19.5%	39
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q27 What, if anything, would make you shop more often in Whitworth Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	2.4%	19	3.2%	7	2.1%	12	1.6%	1	2.1%	6	2.6%	12	2.8%	11	2.2%	8	2.5%	17	0.0%	0	0.0%	0	9.5%	19	0.0%	0
Better choice of non-food shops	1.0%	8	0.0%	0	1.4%	8	4.8%	3	0.4%	1	0.9%	4	1.0%	4	1.1%	4	1.2%	8	0.0%	0	0.0%	0	4.0%	8	0.0%	0
Better maintenance/ cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.9%	7	1.4%	3	0.7%	4	3.2%	2	1.1%	3	0.4%	2	0.8%	3	0.8%	3	0.7%	5	0.0%	0	0.0%	0	2.5%	5	1.0%	2
Improved bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More traffic free areas/ pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Nothing	68.1%	545	68.6%	151	67.9%	394	53.2%	33	67.9%	190	70.2%	321	66.0%	256	69.5%	258	68.8%	477	60.0%	120	65.0%	130	69.5%	139	78.0%	156
(Don't know)	27.4%	219	26.4%	58	27.8%	161	35.5%	22	28.6%	80	25.6%	117	29.1%	113	26.1%	97	26.6%	184	40.0%	80	35.0%	70	13.5%	27	21.0%	42
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q28 What items, if any, do you regularly buy on the internet?

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Groceries	4.6% 37	5.9% 13	4.1% 24	8.1% 5	7.1% 20	2.6% 12	7.5% 29	1.9% 7	4.8% 33	4.5% 9	2.5% 5	5.0% 10	6.5% 13
Clothes and Shoes	11.6% 93	10.9% 24	11.9% 69	25.8% 16	18.6% 52	5.5% 25	16.5% 64	6.7% 25	12.8% 89	8.5% 17	13.0% 26	14.0% 28	11.0% 22
Domestic Electrical Appliances	8.8% 70	17.7% 39	5.3% 31	8.1% 5	15.0% 42	5.0% 23	13.1% 51	4.0% 15	10.0% 69	6.5% 13	10.5% 21	9.5% 19	8.5% 17
Electrical TV, Hi-Fi and Computers	13.4% 107	23.6% 52	9.5% 55	9.7% 6	21.8% 61	8.5% 39	20.4% 79	6.2% 23	14.7% 102	9.5% 19	12.5% 25	16.5% 33	15.0% 30
Furniture, Soft Furnishings and Floor Coverings	2.3% 18	4.1% 9	1.6% 9	4.8% 3	3.2% 9	1.3% 6	1.5% 6	3.2% 12	2.0% 14	3.0% 6	3.0% 6	2.0% 4	1.0% 2
DIY, Hardware and Homewares	2.8% 22	7.3% 16	1.0% 6	6.5% 4	5.0% 14	0.9% 4	3.4% 13	2.4% 9	3.2% 22	2.5% 5	3.0% 6	2.0% 4	3.5% 7
Health and Beauty, Chemist Items	2.8% 22	2.7% 6	2.8% 16	1.6% 1	5.4% 15	1.3% 6	3.9% 15	1.9% 7	2.7% 19	3.0% 6	4.0% 8	2.0% 4	2.0% 4
Books, CD's, Toys etc.	33.3% 266	38.2% 84	31.4% 182	59.7% 37	49.3% 138	19.7% 90	48.5% 188	18.1% 67	36.7% 254	26.5% 53	34.0% 68	36.5% 73	36.0% 72
Other	1.6% 13	2.3% 5	1.4% 8	0.0% 0	1.4% 4	2.0% 9	2.1% 8	1.1% 4	1.9% 13	1.5% 3	0.5% 1	2.0% 4	2.5% 5
Holidays / flights / tickets etc	2.4% 19	1.8% 4	2.6% 15	3.2% 2	4.3% 12	1.1% 5	4.1% 16	0.5% 2	0.8% 3	2.6% 18	2.0% 4	2.0% 4	2.0% 4 3.5% 7
Insurance	0.5% 4	0.5% 1	0.5% 3	0.0% 0	1.1% 3	0.2% 1	0.5% 2	0.5% 2	0.6% 4	0.0% 0	0.5% 1	0.5% 1	1.0% 2
Nothing	53.6% 429	44.1% 97	57.2% 332	22.6% 14	33.9% 95	70.0% 320	34.8% 135	72.5% 269	49.2% 341	62.0% 124	52.5% 105	47.0% 94	53.0% 106
(Don't know)	2.0% 16	1.4% 3	2.2% 13	3.2% 2	1.8% 5	2.0% 9	2.1% 8	1.9% 7	2.2% 15	1.0% 2	1.5% 3	3.0% 6	2.5% 5
Base:	800	220	580	62	280	457	388	371	693	200	200	200	200

Q29 Do you or your family do any of the following leisure activities?

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Cinema	50.5% 404	49.1% 108	51.0% 296	64.5% 40	69.6% 195	36.8% 168	62.1% 241	40.2% 149	54.7% 379	52.0% 104	53.5% 107	45.0% 90	51.5% 103
Theatre	44.0% 352	38.2% 84	46.2% 268	29.0% 18	45.7% 128	44.9% 205	53.1% 206	35.0% 130	46.8% 324	46.5% 93	44.5% 89	37.5% 75	47.5% 95
Pub/bar to drink	41.0% 328	50.9% 112	37.2% 216	58.1% 36	54.6% 153	30.2% 138	45.9% 178	36.9% 137	43.0% 298	46.0% 92	41.0% 82	34.5% 69	42.5% 85
Pub / restaurant to eat	80.3% 642	80.9% 178	80.0% 464	83.9% 52	84.3% 236	77.2% 353	86.6% 336	73.6% 273	82.7% 573	82.5% 165	79.5% 159	77.5% 155	81.5% 163
Nightclub/ music venue	24.4% 195	33.6% 74	20.9% 121	53.2% 33	32.9% 92	15.1% 69	29.1% 113	19.9% 74	26.0% 180	24.0% 48	25.5% 51	24.5% 49	23.5% 47
Bingo	3.9% 31	1.8% 4	4.7% 27	1.6% 1	2.9% 8	4.8% 22	2.3% 9	5.7% 21	3.2% 22	5.0% 10	3.5% 7	4.0% 8	3.0% 6
Healthclub/ gym	22.5% 180	22.7% 50	22.4% 130	40.3% 25	29.3% 82	15.8% 72	29.9% 116	14.6% 54	24.4% 169	28.5% 57	22.0% 44	18.0% 36	21.5% 43
Tenpin bowling	22.3% 178	25.9% 57	20.9% 121	43.5% 27	38.9% 109	9.0% 41	27.8% 108	17.0% 63	24.7% 171	22.5% 45	21.0% 42	25.5% 51	20.0% 40
Swimming	39.4% 315	37.3% 82	40.2% 233	64.5% 40	53.9% 151	26.9% 123	47.2% 183	31.8% 118	42.7% 296	38.5% 77	41.0% 82	38.0% 76	40.0% 80
Sports Centre	21.5% 172	26.8% 59	19.5% 113	33.9% 21	33.2% 93	12.5% 57	29.1% 113	13.2% 49	23.4% 162	26.0% 52	21.0% 42	16.0% 32	23.0% 46
(None of these)	9.5% 76	10.0% 22	9.3% 54	3.2% 2	6.4% 18	12.3% 56	6.2% 24	12.1% 45	8.4% 58	6.0% 12	10.0% 20	12.0% 24	10.0% 20
(Don't know)	0.3% 2	0.0% 0	0.3% 2	0.0% 0	0.7% 2	0.0% 0	0.5% 2	0.0% 0	0.3% 2	0.0% 0	0.5% 1	0.0% 0	0.5% 1
Base:	800	220	580	62	280	457	388	371	693	200	200	200	200

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Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Q30 Where did you or your family last visit the cinema																										
Those who visit the cinema at Q29																										
Vue Cinema, The Viaduct, Hyndburn Rd, Accrington, Lancashire	10.9%	44	8.3%	9	11.8%	35	7.5%	3	10.3%	20	12.5%	21	9.1%	22	13.4%	20	10.6%	40	37.5%	39	4.7%	5	0.0%	0	0.0%	0
Vue Cinema, Peel Leisure and Retail Park, Lower Audley Street, Blackburn	1.0%	4	1.9%	2	0.7%	2	0.0%	0	1.5%	3	0.6%	1	0.4%	1	2.0%	3	1.1%	4	1.9%	2	0.9%	1	1.1%	1	0.0%	0
Odeon, Riversway Portway Ashton-On-Ribble, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Sandbrook Park, Sandbrook Way, Rochdale, Lancashire	6.7%	27	7.4%	8	6.4%	19	7.5%	3	8.7%	17	4.2%	7	6.6%	16	7.4%	11	6.9%	26	1.0%	1	1.9%	2	25.6%	23	1.0%	1
Apollo Cinemas, Manchester Rd, Hollywood Park, Burnley, Lancashire	15.3%	62	10.2%	11	17.2%	51	17.5%	7	16.4%	32	13.7%	23	12.4%	30	20.8%	31	14.5%	55	6.7%	7	26.2%	28	25.6%	23	3.9%	4
Cineworld, The Valley, 15, Eagley Brook Way, Bolton, Lancashire	5.0%	20	5.6%	6	4.7%	14	2.5%	1	6.2%	12	4.2%	7	5.8%	14	3.4%	5	5.3%	20	0.0%	0	0.9%	1	0.0%	0	18.4%	19
Accrington	2.0%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0	4.8%	8	0.8%	2	4.0%	6	1.8%	7	4.8%	5	2.8%	3	0.0%	0	0.0%	0
Bacup	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.7%	3	0.0%	0	1.0%	3	2.5%	1	0.5%	1	0.0%	0	0.8%	2	0.0%	0	0.8%	3	1.9%	2	0.9%	1	0.0%	0	0.0%	0
Bolton	4.0%	16	2.8%	3	4.4%	13	5.0%	2	3.6%	7	4.2%	7	4.1%	10	4.0%	6	4.2%	16	1.0%	1	0.0%	0	0.0%	0	14.6%	15
Burnley	4.7%	19	1.9%	2	5.7%	17	5.0%	2	3.6%	7	6.0%	10	5.0%	12	4.0%	6	4.2%	16	1.0%	1	12.2%	13	5.6%	5	0.0%	0
Bury	32.2%	130	44.4%	48	27.7%	82	37.5%	15	32.8%	64	30.4%	51	35.3%	85	26.2%	39	33.0%	125	30.8%	32	36.4%	39	14.4%	13	44.7%	46
Hebden Bridge	0.5%	2	0.9%	1	0.3%	1	0.0%	0	0.5%	1	0.6%	1	0.4%	1	0.7%	1	0.5%	2	0.0%	0	0.9%	1	1.1%	1	0.0%	0
Manchester	6.2%	25	6.5%	7	6.1%	18	5.0%	2	5.6%	11	7.1%	12	7.9%	19	4.0%	6	6.3%	24	5.8%	6	4.7%	5	6.7%	6	7.8%	8
Rochdale	2.7%	11	5.6%	6	1.7%	5	7.5%	3	3.6%	7	0.6%	1	2.9%	7	2.0%	3	2.9%	11	0.0%	0	0.0%	0	11.1%	10	1.0%	1
Other	2.5%	10	0.9%	1	3.0%	9	0.0%	0	3.1%	6	2.4%	4	2.9%	7	1.3%	2	2.4%	9	2.9%	3	2.8%	3	2.2%	2	1.9%	2
Pilsworth	2.7%	11	1.9%	2	3.0%	9	0.0%	0	2.1%	4	4.2%	7	2.1%	5	4.0%	6	2.6%	10	2.9%	3	1.9%	2	1.1%	1	4.9%	5
Whitworth	0.7%	3	0.0%	0	1.0%	3	0.0%	0	0.5%	1	1.2%	2	1.2%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
(Don't know / can't remember)	2.2%	9	1.9%	2	2.4%	7	2.5%	1	1.0%	2	3.6%	6	2.1%	5	2.7%	4	2.1%	8	1.9%	2	2.8%	3	2.2%	2	1.9%	2
Base:		404		108		296		40		195		168		241		149		379		104		107		90		103	

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	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q31 Where did you or your family last visit the Theatre?
Those who visit the theatre at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Royal Court Theatre, Rochdale Rd, Bacup, Lancashire	6.5%	23	7.1%	6	6.3%	17	5.6%	1	4.7%	6	7.8%	16	4.4%	9	10.0%	13	5.2%	17	3.2%	3	6.7%	6	16.0%	12	2.1%	2
New Millennium Theatre, Waterfoot	0.9%	3	1.2%	1	0.7%	2	0.0%	0	0.8%	1	1.0%	2	0.5%	1	1.5%	2	0.9%	3	1.1%	1	0.0%	0	2.7%	2	0.0%	0
The Horse and Bamboo Centre (The Boo), Waterfoot	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Accrington	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bacup	4.0%	14	1.2%	1	4.9%	13	0.0%	0	4.7%	6	3.9%	8	2.9%	6	5.4%	7	3.4%	11	6.5%	6	1.1%	1	9.3%	7	0.0%	0
Blackburn	0.6%	2	2.4%	2	0.0%	0	0.0%	0	0.8%	1	0.5%	1	1.0%	2	0.0%	0	0.6%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Bolton	2.6%	9	3.6%	3	2.2%	6	0.0%	0	1.6%	2	3.4%	7	2.9%	6	1.5%	2	2.5%	8	0.0%	0	2.2%	2	2.7%	2	5.3%	5
Bury	1.4%	5	6.0%	5	0.0%	0	0.0%	0	2.3%	3	1.0%	2	1.9%	4	0.8%	1	1.5%	5	2.2%	2	2.2%	2	0.0%	0	1.1%	1
Haslingden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	59.7%	210	52.4%	44	61.9%	166	77.8%	14	61.7%	79	56.6%	116	59.7%	123	62.3%	81	61.4%	199	59.1%	55	67.4%	60	49.3%	37	61.1%	58
Ramsbottom	4.3%	15	4.8%	4	4.1%	11	0.0%	0	2.3%	3	5.9%	12	5.3%	11	3.1%	4	4.6%	15	0.0%	0	0.0%	0	0.0%	0	15.8%	15
Rawtenstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfoot	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other	3.4%	12	2.4%	2	3.7%	10	0.0%	0	4.7%	6	2.9%	6	3.4%	7	3.8%	5	3.7%	12	6.5%	6	2.2%	2	2.7%	2	2.1%	2
Burnley	3.1%	11	1.2%	1	3.7%	10	0.0%	0	2.3%	3	3.9%	8	2.4%	5	3.8%	5	2.8%	9	6.5%	6	3.4%	3	1.3%	1	1.1%	1
London	4.3%	15	6.0%	5	3.7%	10	0.0%	0	6.3%	8	3.4%	7	5.8%	12	2.3%	3	4.3%	14	5.4%	5	4.5%	4	4.0%	3	3.2%	3
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	2.0%	7	2.4%	2	1.9%	5	0.0%	0	2.3%	3	2.0%	4	2.9%	6	0.8%	1	2.2%	7	0.0%	0	2.2%	2	4.0%	3	2.1%	2
Oswaldtwistle	0.9%	3	1.2%	1	0.7%	2	0.0%	0	0.8%	1	1.0%	2	0.5%	1	0.0%	0	0.9%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Preston	1.1%	4	2.4%	2	0.7%	2	5.6%	1	0.8%	1	1.0%	2	1.5%	3	0.0%	0	0.9%	3	0.0%	0	1.1%	1	1.3%	1	2.1%	2
Blackpool	0.9%	3	1.2%	1	0.7%	2	5.6%	1	0.8%	1	0.5%	1	0.0%	0	1.5%	2	0.9%	3	1.1%	1	1.1%	1	1.3%	1	0.0%	0
Salford	0.9%	3	1.2%	1	0.7%	2	0.0%	0	0.8%	1	1.0%	2	1.5%	3	0.0%	0	0.9%	3	0.0%	0	2.2%	2	0.0%	0	1.1%	1
(Don't know / can't remember)	2.8%	10	2.4%	2	3.0%	8	5.6%	1	2.3%	3	2.9%	6	1.9%	4	3.1%	4	2.5%	8	2.2%	2	3.4%	3	2.7%	2	3.2%	3
Base:		352		84		268		18		128		205		206		130		324		93		89		75		95

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q32 Where did you or your family last visit a pub or bar for drinking?
Those who visit a pub or bar for drinking at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	7.9%	26	4.5%	5	9.7%	21	5.6%	2	7.2%	11	9.4%	13	7.3%	13	6.6%	9	8.4%	25	28.3%	26	0.0%	0	0.0%	0	0.0%	0
Bacup	6.7%	22	6.3%	7	6.9%	15	25.0%	9	3.9%	6	5.1%	7	5.6%	10	8.0%	11	5.7%	17	0.0%	0	1.2%	1	30.4%	21	0.0%	0
Blackburn	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.7%	1	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Burnley	3.0%	10	1.8%	2	3.7%	8	5.6%	2	3.3%	5	2.2%	3	2.8%	5	2.2%	3	2.3%	7	3.3%	3	4.9%	4	4.3%	3	0.0%	0
Bury	6.7%	22	6.3%	7	6.9%	15	8.3%	3	7.2%	11	5.8%	8	6.2%	11	7.3%	10	6.7%	20	1.1%	1	1.2%	1	7.2%	5	17.6%	15
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth/ Loveclough	1.2%	4	0.9%	1	1.4%	3	0.0%	0	2.0%	3	0.7%	1	1.1%	2	1.5%	2	1.3%	4	0.0%	0	4.9%	4	0.0%	0	0.0%	0
Edenfield	3.4%	11	2.7%	3	3.7%	8	0.0%	0	3.9%	6	2.9%	4	2.8%	5	3.7%	5	3.7%	11	2.2%	2	0.0%	0	1.4%	1	9.4%	8
Haslingden	12.5%	41	14.3%	16	11.6%	25	13.9%	5	8.5%	13	16.7%	23	9.6%	17	16.8%	23	12.4%	37	35.9%	33	7.3%	6	0.0%	0	2.4%	2
Manchester	5.8%	19	7.1%	8	5.1%	11	13.9%	5	7.2%	11	2.2%	3	7.3%	13	4.4%	6	6.4%	19	4.3%	4	6.1%	5	4.3%	3	8.2%	7
Ramsbottom	8.2%	27	9.8%	11	7.4%	16	0.0%	0	11.8%	18	6.5%	9	11.2%	20	4.4%	6	8.4%	25	1.1%	1	2.4%	2	0.0%	0	28.2%	24
Rawtenstall	15.9%	52	20.5%	23	13.4%	29	19.4%	7	15.7%	24	15.2%	21	14.6%	26	19.0%	26	15.4%	46	6.5%	6	45.1%	37	8.7%	6	3.5%	3
Rochdale	2.4%	8	1.8%	2	2.8%	6	0.0%	0	3.3%	5	2.2%	3	2.2%	4	2.2%	3	2.0%	6	0.0%	0	0.0%	0	10.1%	7	1.2%	1
Todmorden	1.2%	4	0.9%	1	1.4%	3	0.0%	0	1.3%	2	1.4%	2	1.1%	2	1.5%	2	1.3%	4	0.0%	0	0.0%	0	4.3%	3	1.2%	1
Waterfoot	3.4%	11	1.8%	2	4.2%	9	0.0%	0	4.6%	7	2.9%	4	2.8%	5	4.4%	6	3.0%	9	0.0%	0	11.0%	9	2.9%	2	0.0%	0
Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.1%	20	6.3%	7	6.0%	13	2.8%	1	5.9%	9	7.2%	10	6.2%	11	6.6%	9	6.4%	19	4.3%	4	7.3%	6	5.8%	4	7.1%	6
Helmshore	3.0%	10	3.6%	4	2.8%	6	0.0%	0	4.6%	7	2.2%	3	3.9%	7	2.2%	3	3.4%	10	5.4%	5	3.7%	3	0.0%	0	2.4%	2
Abroad	0.9%	3	0.9%	1	0.9%	2	0.0%	0	0.0%	0	2.2%	3	0.6%	1	1.5%	2	1.0%	3	1.1%	1	0.0%	0	1.4%	1	1.2%	1
Baxenden	0.9%	3	0.9%	1	0.9%	2	0.0%	0	0.0%	0	2.2%	3	1.1%	2	0.7%	1	0.7%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Greenmount	1.5%	5	2.7%	3	0.9%	2	0.0%	0	0.7%	1	2.9%	4	2.2%	4	0.7%	1	1.7%	5	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Affetside	0.9%	3	0.9%	1	0.9%	2	0.0%	0	0.0%	0	2.2%	3	0.6%	1	1.5%	2	1.0%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Holcombe Brook	1.2%	4	0.9%	1	1.4%	3	0.0%	0	0.7%	1	2.2%	3	1.7%	3	0.7%	1	1.3%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Rossendale	0.9%	3	0.0%	0	1.4%	3	0.0%	0	1.3%	2	0.7%	1	0.6%	1	0.7%	1	1.0%	3	1.1%	1	1.2%	1	1.4%	1	0.0%	0
Whitworth	3.4%	11	1.8%	2	4.2%	9	5.6%	2	2.6%	4	3.6%	5	5.1%	9	1.5%	2	3.7%	11	0.0%	0	0.0%	0	15.9%	11	0.0%	0
(Don't know / can't remember)	2.1%	7	2.7%	3	1.9%	4	0.0%	0	3.3%	5	1.4%	2	2.8%	5	1.5%	2	2.0%	6	1.1%	1	3.7%	3	1.4%	1	2.4%	2
Base:		328		112		216		36		153		138		178		137		298		92		82		69		85

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q33 Where did you or your family last visit a pub or restaurant to eat?
Those who visit a pub or restaurant to eat at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	4.4%	28	3.9%	7	4.5%	21	3.8%	2	4.2%	10	4.5%	16	3.6%	12	4.4%	12	4.4%	25	14.5%	24	1.3%	2	0.6%	1	0.6%	1
Bacup	2.8%	18	1.1%	2	3.4%	16	5.8%	3	3.0%	7	2.3%	8	2.7%	9	3.3%	9	2.8%	16	0.0%	0	0.6%	1	10.3%	16	0.6%	1
Blackburn	3.4%	22	5.1%	9	2.8%	13	0.0%	0	3.8%	9	3.7%	13	1.8%	6	5.1%	14	3.1%	18	8.5%	14	3.1%	5	1.3%	2	0.6%	1
Bolton	1.2%	8	0.0%	0	1.7%	8	1.9%	1	0.4%	1	1.7%	6	2.1%	7	0.4%	1	1.2%	7	0.6%	1	0.6%	1	0.0%	0	3.7%	6
Burnley	3.9%	25	1.7%	3	4.7%	22	3.8%	2	5.5%	13	2.8%	10	2.7%	9	5.1%	14	3.1%	18	3.0%	5	5.0%	8	7.7%	12	0.0%	0
Bury	6.4%	41	6.7%	12	6.3%	29	5.8%	3	6.4%	15	6.5%	23	5.7%	19	8.1%	22	5.9%	34	3.6%	6	3.8%	6	3.2%	5	14.7%	24
Clitheroe	0.6%	4	0.0%	0	0.9%	4	0.0%	0	1.3%	3	0.3%	1	0.9%	3	0.4%	1	0.7%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth / Loveclough	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Edenfield	2.2%	14	4.5%	8	1.3%	6	0.0%	0	1.7%	4	2.6%	9	1.5%	5	2.9%	8	2.3%	13	0.6%	1	3.1%	5	0.6%	1	4.3%	7
Haslingden	13.6%	87	14.6%	26	13.1%	61	11.5%	6	11.9%	28	15.0%	53	12.8%	43	15.0%	41	13.8%	79	26.7%	44	17.6%	28	5.8%	9	3.7%	6
Manchester	5.8%	37	7.9%	14	5.0%	23	9.6%	5	5.9%	14	5.1%	18	7.7%	26	3.7%	10	6.3%	36	3.6%	6	8.8%	14	4.5%	7	6.1%	10
Ramsbottom	8.6%	55	11.2%	20	7.5%	35	7.7%	4	11.9%	28	6.5%	23	12.5%	42	4.4%	12	8.7%	50	0.6%	1	3.1%	5	0.6%	1	29.4%	48
Rawtenstall	15.7%	101	12.9%	23	16.8%	78	25.0%	13	19.1%	45	12.2%	43	14.6%	49	16.5%	45	15.5%	89	7.3%	12	34.0%	54	17.4%	27	4.9%	8
Rochdale	4.7%	30	5.1%	9	4.5%	21	7.7%	4	5.1%	12	4.0%	14	6.0%	20	3.3%	9	4.7%	27	3.0%	5	0.0%	0	14.2%	22	1.8%	3
Todmorden	1.7%	11	1.1%	2	1.9%	9	1.9%	1	2.5%	6	1.1%	4	1.5%	5	2.2%	6	1.9%	11	0.0%	0	0.6%	1	5.8%	9	0.6%	1
Waterfoot	0.3%	2	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.7%	2	0.2%	1	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.7%	62	7.3%	13	10.6%	49	5.8%	3	5.9%	14	12.7%	45	10.1%	34	8.4%	23	10.1%	58	11.5%	19	6.9%	11	10.3%	16	9.8%	16
Abroad	0.6%	4	1.1%	2	0.4%	2	0.0%	0	0.8%	2	0.6%	2	0.9%	3	0.4%	1	0.7%	4	0.0%	0	0.0%	0	1.3%	2	1.2%	2
Blackpool	0.5%	3	0.6%	1	0.4%	2	0.0%	0	0.8%	2	0.9%	3	0.6%	2	0.4%	1	0.5%	3	0.0%	0	0.6%	1	1.3%	2	0.0%	0
Colne	0.5%	3	0.6%	1	0.4%	2	0.0%	0	0.8%	2	0.3%	1	0.0%	0	1.1%	3	0.5%	3	1.2%	2	0.6%	1	0.0%	0	0.0%	0
Great Harwood	0.5%	3	0.6%	1	0.4%	2	0.0%	0	0.0%	0	0.9%	3	0.6%	2	0.4%	1	0.5%	3	0.6%	1	0.6%	1	0.0%	0	0.6%	1
Greenmount	1.1%	7	1.1%	2	1.1%	5	0.0%	0	1.3%	3	1.1%	4	0.9%	3	1.5%	4	1.0%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Hawkshaw	0.8%	5	0.6%	1	0.9%	4	0.0%	0	0.0%	0	1.4%	5	0.9%	3	0.7%	2	0.9%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Helmshore	1.1%	7	0.0%	0	1.5%	7	0.0%	0	0.8%	2	1.4%	5	1.5%	5	0.7%	2	1.2%	7	3.0%	5	0.6%	1	0.0%	0	0.6%	1
Preston	0.5%	3	0.0%	0	0.6%	3	1.9%	1	0.4%	1	0.3%	1	0.0%	0	1.1%	3	0.5%	3	1.2%	2	0.0%	0	0.6%	1	0.0%	0
Stackstead	0.8%	5	1.1%	2	0.6%	3	0.0%	0	0.4%	1	1.1%	4	0.3%	1	1.5%	4	0.7%	4	0.0%	0	0.6%	1	2.6%	4	0.0%	0
Rossendale	0.6%	4	0.0%	0	0.9%	4	0.0%	0	1.3%	3	0.3%	1	0.6%	2	0.4%	1	0.7%	4	0.6%	1	0.6%	1	0.6%	1	0.6%	1
Tottington	1.1%	7	1.7%	3	0.9%	4	0.0%	0	1.3%	3	1.1%	4	1.8%	6	0.4%	1	1.2%	7	0.0%	0	1.3%	2	0.0%	0	3.1%	5
Whitworth	1.2%	8	1.1%	2	1.3%	6	0.0%	0	0.8%	2	1.7%	6	1.5%	5	0.7%	2	1.0%	6	0.0%	0	0.0%	0	5.2%	8	0.0%	0
Whalley	0.8%	5	1.1%	2	0.6%	3	0.0%	0	0.0%	0	1.4%	5	0.9%	3	0.7%	2	0.9%	5	2.4%	4	0.6%	1	0.0%	0	0.0%	0
Scotland	0.5%	3	0.6%	1	0.4%	2	0.0%	0	0.8%	2	0.3%	1	0.6%	2	0.4%	1	0.5%	3	1.2%	2	0.0%	0	0.0%	0	0.6%	1
(Don't know / can't remember)	4.5%	29	6.2%	11	3.9%	18	7.7%	4	2.5%	6	5.4%	19	2.7%	9	5.9%	16	4.2%	24	3.6%	6	4.4%	7	5.2%	8	4.9%	8
Base:		642		178		464		52		236		353		336		273		573		165		159		155		163

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q34 Where did you or your family last visit a nightclub/ live music venue?
Those who visit a nightclub / live music venue at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	1.5%	3	1.4%	1	1.7%	2	0.0%	0	1.1%	1	2.9%	2	1.8%	2	0.0%	0	1.7%	3	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Bacup	1.5%	3	2.7%	2	0.8%	1	0.0%	0	0.0%	0	4.3%	3	0.0%	0	4.1%	3	1.1%	2	0.0%	0	2.0%	1	4.1%	2	0.0%	0
Blackburn	2.6%	5	2.7%	2	2.5%	3	3.0%	1	3.3%	3	1.4%	1	3.5%	4	1.4%	1	2.8%	5	0.0%	0	5.9%	3	2.0%	1	2.1%	1
Bolton	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Burnley	11.8%	23	9.5%	7	13.2%	16	18.2%	6	10.9%	10	10.1%	7	8.9%	10	14.9%	11	9.4%	17	12.5%	6	15.7%	8	18.4%	9	0.0%	0
Bury	4.6%	9	5.4%	4	4.1%	5	6.1%	2	5.4%	5	2.9%	2	5.3%	6	4.1%	3	5.0%	9	4.2%	2	3.9%	2	0.0%	0	10.6%	5
Haslingden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	56.9%	111	54.1%	40	58.7%	71	48.5%	16	60.9%	56	55.1%	38	61.9%	70	51.4%	38	58.9%	106	56.3%	27	56.9%	29	46.9%	23	68.1%	32
Ramsbottom	1.5%	3	0.0%	0	2.5%	3	0.0%	0	1.1%	1	2.9%	2	1.8%	2	1.4%	1	1.7%	3	0.0%	0	2.0%	1	0.0%	0	4.3%	2
Rawtenstall	3.1%	6	6.8%	5	0.8%	1	6.1%	2	1.1%	1	4.3%	3	0.0%	0	8.1%	6	2.8%	5	2.1%	1	2.0%	1	8.2%	4	0.0%	0
Rochdale	3.1%	6	2.7%	2	3.3%	4	6.1%	2	3.3%	3	1.4%	1	3.5%	4	2.7%	2	2.8%	5	4.2%	2	0.0%	0	8.2%	4	0.0%	0
Waterfoot	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other	7.2%	14	6.8%	5	7.4%	9	6.1%	2	8.7%	8	5.8%	4	6.2%	7	9.5%	7	7.8%	14	4.2%	2	7.8%	4	8.2%	4	8.5%	4
(Don't know / can't remember)	5.1%	10	5.4%	4	5.0%	6	6.1%	2	3.3%	3	7.2%	5	6.2%	7	1.4%	1	5.0%	9	10.4%	5	2.0%	1	4.1%	2	4.3%	2
Base:		195		74		121		33		92		69		113		74		180		48		51		49		47

Q35 Where did you or your family last go to play bingo?
Those who visit bingo at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	9.7%	3	0.0%	0	11.1%	3	0.0%	0	0.0%	0	13.6%	3	0.0%	0	9.5%	2	9.1%	2	20.0%	2	14.3%	1	0.0%	0	0.0%	0
Bacup	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	9.7%	3	0.0%	0	11.1%	3	0.0%	0	12.5%	1	9.1%	2	22.2%	2	4.8%	1	9.1%	2	30.0%	3	0.0%	0	0.0%	0	0.0%	0
Bolton	9.7%	3	0.0%	0	11.1%	3	0.0%	0	0.0%	0	13.6%	3	0.0%	0	14.3%	3	13.6%	3	0.0%	0	0.0%	0	0.0%	0	50.0%	3
Burnley	19.4%	6	25.0%	1	18.5%	5	100.0%	1	12.5%	1	18.2%	4	22.2%	2	19.0%	4	18.2%	4	10.0%	1	57.1%	4	12.5%	1	0.0%	0
Bury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haslingden	6.5%	2	25.0%	1	3.7%	1	0.0%	0	0.0%	0	9.1%	2	0.0%	0	9.5%	2	9.1%	2	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	3.2%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Rochdale	16.1%	5	0.0%	0	18.5%	5	0.0%	0	37.5%	3	9.1%	2	22.2%	2	14.3%	3	9.1%	2	0.0%	0	0.0%	0	62.5%	5	0.0%	0
Waterfoot	3.2%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	4.8%	1	4.5%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Other	16.1%	5	0.0%	0	18.5%	5	0.0%	0	25.0%	2	13.6%	3	22.2%	2	14.3%	3	18.2%	4	0.0%	0	0.0%	0	25.0%	2	50.0%	3
(Don't know/ can't remember)	6.5%	2	25.0%	1	3.7%	1	0.0%	0	12.5%	1	4.5%	1	11.1%	1	4.8%	1	9.1%	2	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Base:		31		4		27		1		8		22		9		21		22		10		7		8		6

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q36 Where did you or your family last go to a healthclub / gym?
Those who visit a healthclub / gym at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Fearnes Gym Facilities, Stacksteads	1.1%	2	2.0%	1	0.8%	1	4.0%	1	0.0%	0	1.4%	1	0.9%	1	1.9%	1	1.2%	2	0.0%	0	2.3%	1	2.8%	1	0.0%	0
Rossendale Leisure Trust, 41-45, Kay St, Rossendale, Lancashire	0.6%	1	2.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.9%	1	0.6%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Body & Fitness, The Church, John St, Haslingden, Rossendale, Lancashire	1.7%	3	0.0%	0	2.3%	3	4.0%	1	2.4%	2	0.0%	0	1.7%	2	1.9%	1	1.8%	3	3.5%	2	2.3%	1	0.0%	0	0.0%	0
T1 Health & Fitness Club, Lench Rd, Waterfoot, Rossendale, Lancashire	1.7%	3	2.0%	1	1.5%	2	8.0%	2	0.0%	0	1.4%	1	0.9%	1	3.7%	2	1.2%	2	0.0%	0	4.5%	2	2.8%	1	0.0%	0
Pioneer Health Studio, Riverside Business Park, River St, Bacup, Lancashire	3.9%	7	0.0%	0	5.4%	7	4.0%	1	6.1%	5	1.4%	1	3.4%	4	5.6%	3	3.0%	5	0.0%	0	2.3%	1	16.7%	6	0.0%	0
Accrington	9.4%	17	4.0%	2	11.5%	15	4.0%	1	8.5%	7	12.5%	9	10.3%	12	5.6%	3	9.5%	16	29.8%	17	0.0%	0	0.0%	0	0.0%	0
Bacup	3.9%	7	2.0%	1	4.6%	6	12.0%	3	3.7%	3	1.4%	1	2.6%	3	7.4%	4	3.6%	6	0.0%	0	0.0%	0	16.7%	6	2.3%	1
Blackburn	2.8%	5	4.0%	2	2.3%	3	0.0%	0	3.7%	3	2.8%	2	4.3%	5	0.0%	0	3.0%	5	5.3%	3	4.5%	2	0.0%	0	0.0%	0
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	3.3%	6	2.0%	1	3.8%	5	4.0%	1	4.9%	4	1.4%	1	3.4%	4	1.9%	1	3.6%	6	5.3%	3	6.8%	3	0.0%	0	0.0%	0
Bury	13.3%	24	16.0%	8	12.3%	16	12.0%	3	11.0%	9	16.7%	12	19.0%	22	1.9%	1	13.6%	23	3.5%	2	11.4%	5	11.1%	4	30.2%	13
Haslingden	20.6%	37	26.0%	13	18.5%	24	16.0%	4	14.6%	12	29.2%	21	17.2%	20	27.8%	15	20.7%	35	42.1%	24	27.3%	12	2.8%	1	0.0%	0
Manchester	1.7%	3	4.0%	2	0.8%	1	0.0%	0	1.2%	1	1.4%	1	1.7%	2	0.0%	0	1.8%	3	1.8%	1	0.0%	0	2.8%	1	2.3%	1
Ramsbottom	14.4%	26	10.0%	5	16.2%	21	4.0%	1	13.4%	11	19.4%	14	15.5%	18	13.0%	7	14.8%	25	1.8%	1	2.3%	1	0.0%	0	55.8%	24
Rawtenstall	3.9%	7	6.0%	3	3.1%	4	8.0%	2	6.1%	5	0.0%	0	3.4%	4	5.6%	3	4.1%	7	0.0%	0	13.6%	6	2.8%	1	0.0%	0
Rochdale	2.2%	4	0.0%	0	3.1%	4	4.0%	1	2.4%	2	1.4%	1	1.7%	2	3.7%	2	2.4%	4	0.0%	0	2.3%	1	8.3%	3	0.0%	0
Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfoot	5.6%	10	10.0%	5	3.8%	5	4.0%	1	9.8%	8	1.4%	1	4.3%	5	9.3%	5	5.3%	9	1.8%	1	13.6%	6	5.6%	2	2.3%	1
Whitworth	3.9%	7	4.0%	2	3.8%	5	4.0%	1	3.7%	3	4.2%	3	5.2%	6	1.9%	1	4.1%	7	0.0%	0	0.0%	0	19.4%	7	0.0%	0
Other	2.2%	4	4.0%	2	1.5%	2	4.0%	1	3.7%	3	0.0%	0	0.9%	1	3.7%	2	2.4%	4	1.8%	1	2.3%	1	5.6%	2	0.0%	0
(Don't know/ can't remember)	3.9%	7	2.0%	1	4.6%	6	4.0%	1	3.7%	3	4.2%	3	3.4%	3	3.7%	4	3.6%	6	3.5%	2	2.3%	1	2.8%	1	7.0%	3
Base:		180		50		130		25		82		72		116		54		169		57		44		36		43

NEMS market research

Q37 **Where did you or your family last go for tenpin bowling?**
Those who go tenpin bowling at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington Super bowl, The Viaduct, Hyndburn Rd, Accrington, Lancashire	15.2%	27	8.8%	5	18.2%	22	22.2%	6	14.7%	16	12.2%	5	12.0%	13	19.0%	12	14.0%	24	40.0%	18	14.3%	6	5.9%	3	0.0%	0
AMF Bowling, Finley Gate, Burnley, Lancashire	7.3%	13	12.3%	7	5.0%	6	11.1%	3	6.4%	7	7.3%	3	6.5%	7	7.9%	5	7.6%	13	2.2%	1	9.5%	4	15.7%	8	0.0%	0
Strike Ten Bowl, Sandbrook Park, Sandbrook Way, Rochdale, Lancashire	8.4%	15	8.8%	5	8.3%	10	18.5%	5	7.3%	8	4.9%	2	9.3%	10	7.9%	5	8.8%	15	0.0%	0	2.4%	1	25.5%	13	2.5%	1
Tenpin, Park 66 Leisure, Pilsworth Industrial Estate, Bury, Lancashire	24.2%	43	31.6%	18	20.7%	25	3.7%	1	27.5%	30	29.3%	12	27.8%	30	19.0%	12	24.6%	42	17.8%	8	28.6%	12	7.8%	4	47.5%	19
Accrington	1.7%	3	0.0%	0	2.5%	3	0.0%	0	2.8%	3	0.0%	0	2.8%	3	0.0%	0	1.8%	3	2.2%	1	4.8%	2	0.0%	0	0.0%	0
Burnley	16.3%	29	14.0%	8	17.4%	21	11.1%	3	17.4%	19	17.1%	7	13.9%	15	22.2%	14	16.4%	28	6.7%	3	28.6%	12	25.5%	13	2.5%	1
Bury	14.6%	26	14.0%	8	14.9%	18	14.8%	4	13.8%	15	14.6%	6	15.7%	17	9.5%	6	14.6%	25	17.8%	8	4.8%	2	5.9%	3	32.5%	13
Manchester	2.2%	4	1.8%	1	2.5%	3	0.0%	0	3.7%	4	0.0%	0	3.7%	4	0.0%	0	2.3%	4	2.2%	1	2.4%	1	2.0%	1	2.5%	1
Other	5.1%	9	3.5%	2	5.8%	7	11.1%	3	3.7%	4	4.9%	2	3.7%	4	7.9%	5	5.3%	9	6.7%	3	2.4%	1	5.9%	3	5.0%	2
Pilsworth	1.7%	3	1.8%	1	1.7%	2	0.0%	0	0.9%	1	4.9%	2	1.9%	2	1.6%	2	1.8%	1	0.0%	0	2.4%	1	0.0%	0	5.0%	2
(Don't know / can't remember)	3.4%	6	3.5%	2	3.3%	4	7.4%	2	1.8%	2	4.9%	2	2.8%	2	4.8%	3	2.9%	3	4.4%	5	0.0%	0	5.9%	3	2.5%	1
Base:		178		57		121		27		109		41		108		63		171		45		42		51		40

Q38 Where did you or your family last go for swimming?
Those who go swimming at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Haslingden Swimming Pool, East Bank Avenue, Haslingden	12.1%	38	4.9%	4	14.6%	34	5.0%	2	6.6%	10	21.1%	26	8.7%	16	16.1%	19	11.1%	33	35.1%	27	12.2%	10	0.0%	0	1.3%	1
Marls Pits Swimming Pool, Newchurch Road, Rossendale	14.0%	44	14.6%	12	13.7%	32	22.5%	9	15.2%	23	9.8%	12	14.2%	26	15.3%	18	13.5%	40	0.0%	0	42.7%	35	11.8%	9	0.0%	0
Accrington	5.7%	18	6.1%	5	5.6%	13	2.5%	1	6.6%	10	5.7%	7	7.1%	13	3.4%	4	5.7%	17	22.1%	17	1.2%	1	0.0%	0	0.0%	0
Burnley	3.2%	10	0.0%	0	4.3%	10	5.0%	2	3.3%	5	2.4%	3	2.7%	5	3.4%	4	2.4%	7	1.3%	1	4.9%	4	6.6%	5	0.0%	0
Bury	8.6%	27	11.0%	9	7.7%	18	10.0%	4	7.9%	12	8.9%	11	11.5%	21	4.2%	5	8.8%	26	2.6%	2	4.9%	4	6.6%	5	20.0%	16
Haslingden	6.3%	20	4.9%	4	6.9%	16	0.0%	0	6.0%	9	8.1%	10	6.6%	12	4.2%	5	6.8%	20	20.8%	16	3.7%	3	1.3%	1	0.0%	0
Manchester	0.6%	2	1.2%	1	0.4%	1	0.0%	0	1.3%	2	0.0%	0	1.1%	2	0.0%	0	0.7%	2	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Nelson	0.6%	2	0.0%	0	0.9%	2	0.0%	0	1.3%	2	0.0%	0	0.5%	1	0.8%	1	0.7%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Rochdale	1.0%	3	2.4%	2	0.4%	1	0.0%	0	1.3%	2	0.8%	1	1.1%	2	0.8%	1	1.0%	3	0.0%	0	1.2%	1	2.6%	2	0.0%	0
Todmorden	1.3%	4	2.4%	2	0.9%	2	2.5%	1	0.7%	1	1.6%	2	0.5%	1	2.5%	3	1.4%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Whitworth	10.5%	33	8.5%	7	11.2%	26	17.5%	7	11.3%	17	7.3%	9	10.9%	20	10.2%	12	10.8%	32	0.0%	0	1.2%	1	40.8%	31	1.3%	1
Other	4.1%	13	4.9%	4	3.9%	9	5.0%	2	4.6%	7	3.3%	4	4.9%	9	3.4%	4	4.4%	13	3.9%	3	3.7%	3	3.9%	3	5.0%	4
Ramsbottom	17.5%	55	19.5%	16	16.7%	39	5.0%	2	17.9%	27	21.1%	26	17.5%	32	17.8%	21	18.2%	54	2.6%	2	4.9%	4	0.0%	0	61.3%	49
Rawtenstall	7.9%	25	9.8%	8	7.3%	17	20.0%	8	7.3%	11	4.9%	6	6.0%	11	11.0%	13	7.8%	23	2.6%	2	15.9%	13	13.2%	10	0.0%	0
Blackburn	2.5%	8	4.9%	4	1.7%	4	2.5%	1	4.0%	6	0.8%	1	2.7%	5	1.7%	2	2.7%	8	6.5%	5	1.2%	1	1.3%	1	1.3%	1
(Don't know/ can't remember)	4.1%	13	4.9%	4	3.9%	9	2.5%	1	4.6%	7	4.1%	5	3.8%	7	5.1%	6	4.1%	12	2.6%	2	1.2%	1	2.6%	2	10.0%	8
Base:		315		82		233		40		151		123		183		118		296		77		82		76		80

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q39 Where did you or your family last go for sports centre?
Those who visit a sports centre at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Marl Pits Sports Centre, Marl Pits, Rossendale	5.8%	10	5.1%	3	6.2%	7	14.3%	3	5.4%	5	3.5%	2	6.2%	7	6.1%	3	6.2%	10	0.0%	0	16.7%	7	9.4%	3	0.0%	0
Accrington	10.5%	18	10.2%	6	10.6%	12	4.8%	1	10.8%	10	12.3%	7	9.7%	11	6.1%	3	9.9%	16	34.6%	18	0.0%	0	0.0%	0	0.0%	0
Bacup	1.2%	2	3.4%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	1.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Blackburn	1.7%	3	3.4%	2	0.9%	1	4.8%	1	2.2%	2	0.0%	0	0.9%	1	4.1%	2	1.9%	3	0.0%	0	4.8%	2	3.1%	1	0.0%	0
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	4.1%	7	1.7%	1	5.3%	6	4.8%	1	3.2%	3	5.3%	3	4.4%	5	4.1%	2	3.1%	5	3.8%	2	7.1%	3	6.3%	2	0.0%	0
Bury	15.1%	26	16.9%	10	14.2%	16	19.0%	4	12.9%	12	17.5%	10	14.2%	16	16.3%	8	14.2%	23	0.0%	0	4.8%	2	0.0%	0	52.2%	24
Haslingden	35.5%	61	30.5%	18	38.1%	43	38.1%	8	29.0%	27	43.9%	25	33.6%	38	40.8%	20	36.4%	59	55.8%	29	52.4%	22	15.6%	5	10.9%	5
Manchester	2.3%	4	5.1%	3	0.9%	1	0.0%	0	4.3%	4	0.0%	0	3.5%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	9.4%	3	2.2%	1
Ramsbottom	7.6%	13	3.4%	2	9.7%	11	0.0%	0	9.7%	9	7.0%	4	9.7%	11	4.1%	2	8.0%	13	0.0%	0	2.4%	1	0.0%	0	26.1%	12
Rawtenstall	1.2%	2	0.0%	0	1.8%	2	0.0%	0	2.2%	2	0.0%	0	1.8%	2	0.0%	0	1.2%	2	0.0%	0	2.4%	1	3.1%	1	0.0%	0
Rochdale	2.3%	4	3.4%	2	1.8%	2	0.0%	0	3.2%	3	1.8%	1	1.8%	2	4.1%	2	2.5%	4	0.0%	0	2.4%	1	6.3%	2	2.2%	1
Waterfoot	3.5%	6	6.8%	4	1.8%	2	4.8%	1	2.2%	2	5.3%	3	2.7%	3	6.1%	3	3.1%	5	0.0%	0	2.4%	1	15.6%	5	0.0%	0
Other	3.5%	6	5.1%	3	2.7%	3	0.0%	0	6.5%	6	0.0%	0	4.4%	5	2.0%	1	3.7%	6	1.9%	1	4.8%	2	6.3%	2	2.2%	1
Whitworth	2.3%	4	1.7%	1	2.7%	3	4.8%	1	3.2%	3	0.0%	0	3.5%	4	0.0%	0	2.5%	4	0.0%	0	0.0%	0	12.5%	4	0.0%	0
(Don't know/ can't remember)	3.5%	6	3.4%	2	3.5%	4	4.8%	1	3.2%	3	3.5%	2	1.8%	2	6.1%	3	3.7%	6	3.8%	2	0.0%	0	6.3%	2	4.3%	2
Base:		172		59		113		21		93		57		113		49		162		52		42		32		46

GEN Gender:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Male	27.5%	220	100.0%	220	0.0%	0	32.3%	20	29.3%	82	25.8%	118	28.9%	112	26.4%	98	29.6%	205	23.0%	46	29.0%	58	29.0%	58	29.0%	58
Female	72.5%	580	0.0%	0	100.0%	580	67.7%	42	70.7%	198	74.2%	339	71.1%	276	73.6%	273	70.4%	488	77.0%	154	71.0%	142	71.0%	142	71.0%	142
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

AGE In order to gain a representative sample for the survey, could I please ask your age?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
18-24	2.1%	17	2.7%	6	1.9%	11	27.4%	17	0.0%	0	0.0%	0	2.6%	10	1.6%	6	2.0%	14	1.0%	2	1.5%	3	5.0%	10	1.0%	2
25-34	5.6%	45	6.4%	14	5.3%	31	72.6%	45	0.0%	0	0.0%	0	6.7%	26	4.6%	17	5.8%	40	4.0%	8	5.5%	11	10.0%	20	3.0%	6
35-44	14.4%	115	16.8%	37	13.4%	78	0.0%	0	41.1%	115	0.0%	0	20.1%	78	9.2%	34	15.9%	110	13.5%	27	16.0%	32	14.5%	29	13.5%	27
45-54	20.6%	165	20.5%	45	20.7%	120	0.0%	0	58.9%	165	0.0%	0	28.6%	111	12.9%	48	22.9%	159	21.5%	43	20.0%	40	20.5%	41	20.5%	41
55-64	27.4%	219	23.6%	52	28.8%	167	0.0%	0	0.0%	0	47.9%	219	26.8%	104	28.3%	105	28.9%	200	25.5%	51	28.0%	56	26.0%	52	30.0%	60
65+	29.8%	238	30.0%	66	29.7%	172	0.0%	0	0.0%	0	52.1%	238	15.2%	59	43.4%	161	24.4%	169	34.0%	68	29.0%	58	24.0%	48	32.0%	64
(Refused)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

CAR How many cars are there normally available for use in the household ?

	Total %	Total N	Male %	Male N	Female %	Female N	18 to 34 %	18 to 34 N	35 to 54 %	35 to 54 N	55+ %	55+ N	ABC1 %	ABC1 N	C2DE %	C2DE N	Car in hhold %	Car in hhold N	Zone 1 %	Zone 1 N	Zone 2 %	Zone 2 N	Zone 3 %	Zone 3 N	Zone 4 %	Zone 4 N
None	13.1%	105	6.4%	14	15.7%	91	12.9%	8	3.9%	11	18.8%	86	4.1%	16	22.1%	82	0.0%	0	13.5%	27	14.5%	29	17.5%	35	7.0%	14
One	50.3%	402	59.5%	131	46.7%	271	46.8%	29	35.0%	98	60.2%	275	44.8%	174	55.3%	205	58.0%	402	56.5%	113	48.0%	96	47.5%	95	49.0%	98
Two	30.8%	246	28.6%	63	31.6%	183	30.6%	19	50.7%	142	18.4%	84	44.6%	173	18.1%	67	35.5%	246	25.0%	50	31.0%	62	29.5%	59	37.5%	75
Three or more	5.6%	45	5.0%	11	5.9%	34	9.7%	6	10.4%	29	2.2%	10	6.4%	25	4.6%	17	6.5%	45	5.0%	10	6.0%	12	5.5%	11	6.0%	12
(Refused)	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?

	Total %	Total N	Male %	Male N	Female %	Female N	18 to 34 %	18 to 34 N	35 to 54 %	35 to 54 N	55+ %	55+ N	ABC1 %	ABC1 N	C2DE %	C2DE N	Car in hhold %	Car in hhold N	Zone 1 %	Zone 1 N	Zone 2 %	Zone 2 N	Zone 3 %	Zone 3 N	Zone 4 %	Zone 4 N
British	96.5%	772	97.3%	214	96.2%	558	91.9%	57	96.1%	269	97.4%	445	95.9%	372	97.6%	362	96.5%	669	96.0%	192	96.5%	193	97.0%	194	96.5%	193
Irish	1.1%	9	0.9%	2	1.2%	7	1.6%	1	1.4%	4	0.9%	4	1.5%	6	0.5%	2	1.0%	7	2.0%	4	0.5%	1	1.5%	3	0.5%	1
Other	1.0%	8	0.5%	1	1.2%	7	0.0%	0	1.1%	3	1.1%	5	1.3%	5	0.8%	3	1.2%	8	0.0%	0	1.0%	2	1.0%	2	2.0%	4
White & Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.5%	4	0.9%	2	0.3%	2	4.8%	3	0.4%	1	0.0%	0	0.8%	3	0.0%	0	0.6%	4	1.5%	3	0.5%	1	0.0%	0	0.0%	0
Bangladeshi	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Any other Asian or Asian British	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.7%	2	0.7%	3	0.3%	1	0.8%	3	0.4%	3	0.5%	1	1.0%	2	0.5%	1	0.5%	1
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

SEG Socio Economic Group

	Total %	Total N	Male %	Male N	Female %	Female N	18 to 34 %	18 to 34 N	35 to 54 %	35 to 54 N	55+ %	55+ N	ABC1 %	ABC1 N	C2DE %	C2DE N	Car in hhold %	Car in hhold N	Zone 1 %	Zone 1 N	Zone 2 %	Zone 2 N	Zone 3 %	Zone 3 N	Zone 4 %	Zone 4 N
A	3.1%	25	2.3%	5	3.4%	20	1.6%	1	2.9%	8	3.5%	16	6.4%	25	0.0%	0	3.6%	25	2.5%	5	5.0%	10	0.5%	1	4.5%	9
B	17.1%	137	19.5%	43	16.2%	94	12.9%	8	24.6%	69	13.1%	60	35.3%	137	0.0%	0	19.5%	135	12.0%	24	15.0%	30	15.5%	31	26.0%	52
C1	28.3%	226	29.1%	64	27.9%	162	43.5%	27	40.0%	112	19.0%	87	58.2%	226	0.0%	0	30.6%	212	29.5%	59	26.0%	52	28.0%	56	29.5%	59
C2	16.9%	135	17.3%	38	16.7%	97	22.6%	14	19.3%	54	14.7%	67	0.0%	0	36.4%	135	18.3%	127	17.5%	35	18.0%	36	18.5%	37	13.5%	27
D	6.9%	55	9.1%	20	6.0%	35	8.1%	5	7.5%	21	6.3%	29	0.0%	0	14.8%	55	6.8%	47	8.0%	16	5.0%	10	10.0%	20	4.5%	9
E	22.6%	181	18.2%	40	24.3%	141	6.5%	4	2.5%	7	37.2%	170	0.0%	0	48.8%	181	16.6%	115	23.5%	47	26.5%	53	23.0%	46	17.5%	35
(Refused)	5.1%	41	4.5%	10	5.3%	31	4.8%	3	3.2%	9	6.1%	28	0.0%	0	0.0%	0	4.6%	32	7.0%	14	4.5%	9	4.5%	9	4.5%	9
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
ZON Zone																											
Zone 1	25.0%	200	20.9%	46	26.6%	154	16.1%	10	25.0%	70	26.0%	119	22.7%	88	26.4%	98	25.0%	173	100.0%	200	0.0%	0	0.0%	0	0.0%	0
Zone 2	25.0%	200	26.4%	58	24.5%	142	22.6%	14	25.7%	72	24.9%	114	23.7%	92	26.7%	99	24.5%	170	0.0%	0	100.0%	200	0.0%	0	0.0%	0
Zone 3	25.0%	200	26.4%	58	24.5%	142	48.4%	30	25.0%	70	21.9%	100	22.7%	88	27.8%	103	23.8%	165	0.0%	0	0.0%	0	100.0%	200	0.0%	0
Zone 4	25.0%	200	26.4%	58	24.5%	142	12.9%	8	24.3%	68	27.1%	124	30.9%	120	19.1%	71	26.7%	185	0.0%	0	0.0%	0	0.0%	0	100.0%	200
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200
SEC Sector																											
BB4 4	7.8%	62	5.5%	12	8.6%	50	4.8%	3	7.9%	22	7.9%	36	8.5%	33	6.5%	24	8.1%	56	31.0%	62	0.0%	0	0.0%	0	0.0%	0
BB4 5	7.5%	60	7.7%	17	7.4%	43	8.1%	5	7.1%	20	7.7%	35	5.9%	23	9.2%	34	7.1%	49	30.0%	60	0.0%	0	0.0%	0	0.0%	0
BB4 6	6.6%	53	5.9%	13	6.9%	40	4.8%	3	3.6%	10	8.8%	40	6.7%	26	5.9%	22	6.8%	47	0.0%	0	26.5%	53	0.0%	0	0.0%	0
BB4 7	5.3%	42	5.5%	12	5.2%	30	3.2%	2	6.4%	18	4.8%	22	4.4%	17	6.5%	24	5.1%	35	0.0%	0	21.0%	42	0.0%	0	0.0%	0
BB4 8	7.6%	61	8.2%	18	7.4%	43	8.1%	5	8.6%	24	7.0%	32	8.5%	33	7.3%	27	7.5%	52	0.0%	0	30.5%	61	0.0%	0	0.0%	0
BB4 9	5.5%	44	6.8%	15	5.0%	29	6.5%	4	7.1%	20	4.4%	20	4.1%	16	7.0%	26	5.2%	36	0.0%	0	22.0%	44	0.0%	0	0.0%	0
BB5 2	9.8%	78	7.7%	17	10.5%	61	3.2%	2	10.0%	28	10.5%	48	8.2%	32	10.8%	40	9.8%	68	39.0%	78	0.0%	0	0.0%	0	0.0%	0
BL0 0	6.5%	52	6.4%	14	6.6%	38	0.0%	0	6.1%	17	7.7%	35	7.2%	28	5.7%	21	6.8%	47	0.0%	0	0.0%	0	0.0%	0	26.0%	52
BL0 9	13.0%	104	15.9%	35	11.9%	69	9.7%	6	14.6%	41	12.5%	57	15.7%	61	10.8%	40	13.6%	94	0.0%	0	0.0%	0	0.0%	0	52.0%	104
BL8 4	5.5%	44	4.1%	9	6.0%	35	3.2%	2	3.6%	10	7.0%	32	8.0%	31	2.7%	10	6.3%	44	0.0%	0	0.0%	0	0.0%	0	22.0%	44
OL12 8	8.0%	64	10.0%	22	7.2%	42	11.3%	7	7.1%	20	8.1%	37	8.0%	31	7.3%	27	7.8%	54	0.0%	0	0.0%	0	32.0%	64	0.0%	0
OL13 0	4.5%	36	4.1%	9	4.7%	27	9.7%	6	4.3%	12	3.9%	18	3.1%	12	6.2%	23	4.5%	31	0.0%	0	0.0%	0	18.0%	36	0.0%	0
OL13 8	4.9%	39	5.5%	12	4.7%	27	11.3%	7	3.9%	11	4.6%	21	4.9%	19	5.4%	20	4.3%	30	0.0%	0	0.0%	0	19.5%	39	0.0%	0
OL13 9	7.6%	61	6.8%	15	7.9%	46	16.1%	10	9.6%	27	5.3%	24	6.7%	26	8.9%	33	7.2%	50	0.0%	0	0.0%	0	30.5%	61	0.0%	0
Base:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Data Tabulations
By Demographics & Zone
(Weighted)

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q01 Which store or shop did you last undertake your household's last main food and grocery shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Aldi, Accrington, Argyle Street	0.8%	6	0.0%	0	1.1%	6	0.0%	0	0.7%	2	1.0%	5	0.7%	3	1.0%	4	0.9%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0
Aldi, Bury Lane, Bolton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Aldi, Active Way, Burnley	0.3%	2	0.5%	1	0.2%	1	1.6%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	2	0.3%	2	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Asda, Hollymount - St Marys Way, Rawtenstall	29.1%	233	29.4%	65	29.0%	168	42.1%	26	29.0%	81	27.2%	124	23.5%	91	35.1%	131	27.7%	192	19.0%	35	49.5%	115	30.6%	60	12.0%	23
Asda, Accrington, Hyndburn Road	4.1%	33	2.5%	6	4.8%	28	1.5%	1	2.0%	6	5.8%	27	4.0%	16	3.9%	15	4.1%	28	18.1%	33	0.0%	0	0.0%	0	0.0%	0
Asda, Pricess Way, Burnley	0.6%	5	0.0%	0	0.9%	5	1.6%	1	0.7%	2	0.4%	2	0.5%	2	0.8%	3	0.7%	5	0.5%	1	0.0%	0	2.0%	4	0.0%	0
Asda, The Old Cricket Ground, Rochdale	3.2%	26	4.1%	9	2.9%	17	4.7%	3	3.6%	10	2.9%	13	2.3%	9	4.1%	15	3.0%	21	0.0%	0	1.5%	3	11.4%	22	0.0%	0
Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Pilsworth Road, Bury	1.6%	13	1.7%	4	1.6%	9	3.0%	2	1.3%	4	1.6%	8	2.2%	8	1.0%	4	1.9%	13	0.5%	1	0.0%	0	0.0%	0	6.5%	12
Asda, Spring Street, Bury	0.8%	7	0.4%	1	1.0%	6	0.0%	0	0.0%	0	1.5%	7	1.5%	6	0.3%	1	1.0%	7	0.0%	0	0.0%	0	0.5%	1	3.0%	6
Co-op, 695-699 Bacup Road, Waterfoot	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	1	0.5%	2	0.0%	0	0.9%	3	0.2%	1	0.0%	0	1.5%	3	0.0%	0	0.0%	0
Co-op, John Street, Haslingden	0.5%	4	0.8%	2	0.3%	2	0.0%	0	0.0%	0	0.8%	4	0.2%	1	0.7%	3	0.3%	2	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Co-op, 5 Irwell Street, Bacup	1.7%	14	0.0%	0	2.4%	14	1.6%	1	0.7%	2	2.4%	11	1.8%	7	1.6%	6	1.0%	7	0.0%	0	0.0%	0	7.0%	14	0.0%	0
Co-op, King Street, Ramsbottom	1.5%	12	1.3%	3	1.6%	9	1.5%	1	1.0%	3	1.9%	8	1.0%	4	1.8%	7	1.2%	8	0.0%	0	0.0%	0	0.0%	0	6.5%	12
Co-op, Market Street, Whitworth	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.1%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Lidl, Hyndburn Road, Accrington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Lidl, Halifax Road, Todmorden	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Sainsbury's, Active Way, Burnley	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.6%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Tesco, Bury Road, Rawtenstall	10.8%	86	9.5%	21	11.3%	65	11.1%	7	10.2%	29	11.1%	51	9.5%	37	12.4%	46	10.7%	74	3.0%	5	17.5%	41	17.0%	34	3.5%	7
Tesco, Skye Street, Haslingden	15.1%	121	15.9%	35	14.8%	86	9.5%	6	17.1%	48	14.7%	67	18.3%	71	11.5%	43	16.8%	116	36.9%	68	14.0%	33	1.5%	3	9.5%	18
Tesco Extra, Centenary Way, Burnley	1.8%	14	3.2%	7	1.2%	7	1.6%	1	1.8%	5	1.8%	8	2.1%	8	1.6%	6	1.9%	13	0.5%	1	1.5%	3	5.0%	10	0.0%	0
Tesco Metro, Irwell Street, Ramsbottom	2.8%	22	2.5%	6	2.9%	17	3.0%	2	3.3%	9	2.5%	11	3.6%	14	2.3%	8	2.3%	16	0.5%	1	0.0%	0	0.0%	0	11.5%	22
Tesco, Woodfield Retail Park, Bury	4.9%	39	5.5%	12	4.7%	27	1.5%	1	6.0%	17	4.7%	21	7.7%	30	2.3%	8	5.5%	38	0.5%	1	0.0%	0	0.0%	0	20.4%	38
WM Morrison's, Railway Road, Blackburn	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
WM Morrison's, Kingsway, Rochdale	0.5%	4	1.3%	3	0.2%	1	0.0%	0	0.4%	1	0.6%	3	0.5%	2	0.5%	2	0.6%	4	0.0%	0	0.0%	0	2.0%	4	0.0%	0

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	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
WM Morrison's, Rochdale Road, Todmorden	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.4%	1	0.9%	4	0.0%	0	1.3%	5	0.4%	3	0.0%	0	0.0%	0	2.5%	5	0.0%	0
Local Shops Accrington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local Shops Bacup	0.2%	2	0.4%	1	0.2%	1	1.6%	1	0.3%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Local Shops Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local Shops Bury	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Local Shops Haslingden	1.0%	8	0.4%	1	1.2%	7	0.0%	0	1.1%	3	1.1%	5	1.1%	4	1.0%	4	0.7%	5	3.0%	5	1.0%	2	0.0%	0	0.0%	0
Local Shops Ramsbottom	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local Shops Rawtenstall	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.8%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Local Shops Rochdale	0.6%	5	0.4%	1	0.7%	4	0.0%	0	0.0%	0	1.1%	5	0.3%	1	1.0%	4	0.3%	2	0.5%	1	0.0%	0	2.0%	4	0.0%	0
Internet	1.9%	15	2.7%	6	1.7%	10	3.4%	2	4.0%	11	0.5%	2	2.2%	9	1.6%	6	2.1%	15	2.5%	5	1.0%	2	1.5%	3	3.0%	6
Aldi, Bell Lane, Bury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Blackburn Road, Bolton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Asda, Greenfield Lane, Shaw	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Lower Mill, The Fold, Rossendale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Bacup market	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Costco, Trafford Centre, Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, Arndale Centre, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencer, Broadway, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Netto, Crostons Road, Bury	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Netto, Eastgate Retail Park, Accrington	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Netto, Queens Lancashire Way, Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Heaton Park Road, Manchester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsburys, Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Sainsburys, Union Street, Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Helmshore	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco, Rochdale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco, Station Road, Cheadle Hulme, Cheadle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
WM Morrisons, Lea Gate, Harwood	1.1%	9	1.3%	3	1.0%	6	3.0%	2	0.3%	1	1.3%	6	1.3%	5	1.0%	4	1.3%	9	0.5%	1	0.5%	1	0.5%	1	3.0%	6
WM Morrisons, Pendle Street, Nelson	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	8.0%	64	10.1%	22	7.2%	42	6.4%	4	9.4%	26	7.4%	34	9.1%	35	5.7%	21	8.6%	60	1.5%	3	8.0%	19	6.9%	14	15.5%	29
(Don't do main food shopping)	0.9%	7	0.9%	2	0.9%	5	0.0%	0	0.7%	2	1.1%	5	1.0%	4	0.8%	3	0.7%	5	0.5%	1	0.5%	1	1.5%	3	1.0%	2

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Weighted base:	800	221	579	63	281	456	387	373	692	183	232	198	187
Sample:	800	220	580	62	280	457	388	371	693	200	200	200	200

Q02 How do you normally travel to do your main food shopping?
Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01)

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Car-driver	69.3%	494	85.9%	164	63.2%	331	67.9%	38	84.1%	203	60.8%	252	82.8%	281	56.0%	192	80.2%	491	64.4%	112	69.1%	145	67.8%	121	77.0%	116
Car-passenger	16.7%	119	4.9%	9	21.0%	110	16.4%	9	11.1%	27	20.1%	84	11.3%	38	21.4%	73	14.0%	86	22.5%	39	13.3%	28	18.3%	33	13.0%	20
Bus/Coach	6.4%	45	2.9%	5	7.6%	40	5.5%	3	0.9%	2	9.7%	40	1.9%	6	10.8%	37	1.5%	9	4.7%	8	8.8%	19	8.4%	15	2.5%	4
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Walk	6.0%	43	5.9%	11	6.1%	32	8.4%	5	2.6%	6	7.7%	32	3.1%	11	9.5%	32	3.3%	20	7.3%	13	6.6%	14	4.4%	8	5.6%	8
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.2%	1	0.5%	1	0.0%	0	0.6%	1	0.0%	0
(Don't know / varies)	1.0%	7	0.0%	0	1.4%	7	1.8%	1	0.9%	2	1.0%	4	0.6%	2	1.5%	5	0.8%	5	0.5%	1	1.7%	3	0.6%	1	1.2%	2
Weighted base:		713		191		523		56		241		415		339		343		612		175		210		178		151
Sample:		713		190		523		56		240		416		340		341		613		191		181		180		161

Q03 Where do you normally start your main food shopping from?
Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01)

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Home	88.9%	634	92.2%	176	87.7%	459	86.1%	49	80.7%	194	94.0%	390	83.7%	284	93.5%	321	87.9%	538	89.5%	156	89.5%	188	86.1%	153	90.7%	137
Work	6.9%	49	5.8%	11	7.3%	38	5.2%	3	12.4%	30	3.9%	16	10.9%	37	3.0%	10	7.8%	48	6.8%	12	6.6%	14	7.8%	14	6.2%	9
Other	0.8%	6	0.5%	1	0.9%	5	1.6%	1	1.3%	3	0.5%	2	1.4%	5	0.3%	1	1.0%	6	1.0%	2	0.6%	1	0.5%	1	1.2%	2
(Don't know / varies)	3.4%	24	1.5%	3	4.1%	21	7.1%	4	5.6%	14	1.6%	7	3.9%	13	3.3%	11	3.3%	20	2.6%	5	3.3%	7	5.6%	10	1.9%	3
Weighted base:		713		191		523		56		241		415		339		343		612		175		210		178		151
Sample:		713		190		523		56		240		416		340		341		613		191		181		180		161

Q04 When you undertake your household's main food shopping at (STORE MENTIONED AT Q01) do you normally combine this with any other shops/ services?
Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01)

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Yes	32.3%	230	30.1%	57	33.1%	173	28.4%	16	26.4%	64	36.3%	151	31.9%	108	32.5%	111	31.7%	194	23.6%	41	33.7%	71	33.4%	59	39.1%	59
No	67.7%	483	69.9%	133	66.9%	350	71.6%	40	73.6%	177	63.7%	264	68.1%	231	67.5%	232	68.3%	419	76.4%	133	66.3%	139	66.6%	119	60.9%	92
Weighted base:		713		191		523		56		241		415		339		343		612		175		210		178		151
Sample:		713		190		523		56		240		416		340		341		613		191		181		180		161

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by Demographics and Zone

Weighted:

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	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q05 If yes, where do you normally carry out these activities?
Those who do main food shopping at Q01 (Excluding 'Internet' and '(Don't know / can't remember)' at Q01) and those who normally combine their main food shopping with other activities at Q04

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	10.0%	23	3.2%	2	12.3%	21	0.0%	0	10.1%	6	11.0%	17	8.5%	9	10.0%	11	11.9%	23	49.0%	20	0.0%	0	1.7%	1	3.2%	2
Bacup	6.9%	16	3.5%	2	8.0%	14	31.3%	5	3.1%	2	5.9%	9	6.4%	7	7.2%	8	6.1%	12	0.0%	0	0.0%	0	26.8%	16	0.0%	0
Blackburn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	3.8%	9	4.1%	2	3.7%	6	6.3%	1	5.3%	3	2.9%	4	4.0%	4	3.9%	4	3.4%	7	0.0%	0	6.6%	5	6.8%	4	0.0%	0
Bury	13.5%	31	16.7%	10	12.4%	21	0.0%	0	13.6%	9	14.9%	22	19.3%	21	8.4%	9	15.5%	30	0.0%	0	1.6%	1	0.0%	0	50.7%	30
Haslingden	8.9%	20	11.6%	7	8.0%	14	5.7%	1	6.6%	4	10.2%	15	8.4%	9	8.4%	9	8.7%	17	28.8%	12	8.2%	6	0.0%	0	4.8%	3
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	4.9%	11	4.9%	3	4.9%	8	5.8%	1	4.4%	3	5.0%	8	5.2%	6	4.2%	5	4.4%	8	0.0%	0	0.0%	0	0.0%	0	19.1%	11
Rawtenstall	34.8%	80	44.8%	26	31.4%	54	44.6%	7	42.3%	27	30.6%	46	30.6%	33	39.4%	44	34.4%	67	15.5%	6	67.2%	48	29.8%	18	14.4%	8
Rochdale	6.9%	16	7.2%	4	6.8%	12	0.0%	0	6.4%	4	7.8%	12	10.1%	11	4.4%	5	6.1%	12	0.0%	0	1.6%	1	23.1%	14	1.6%	1
Todmorden	2.7%	6	0.0%	0	3.6%	6	6.3%	1	1.6%	1	2.8%	4	0.0%	0	5.6%	6	2.2%	4	0.0%	0	1.6%	1	8.5%	5	0.0%	0
Waterfoot	1.5%	3	2.0%	1	1.3%	2	0.0%	0	1.8%	1	1.5%	2	0.0%	0	3.1%	3	0.6%	1	0.0%	0	4.9%	3	0.0%	0	0.0%	0
Whitworth	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	1	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other	1.3%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0	2.0%	3	0.8%	1	1.9%	2	0.9%	2	4.4%	2	1.6%	1	0.0%	0	0.0%	0
(Don't know / varies)	4.5%	10	2.0%	1	5.3%	9	0.0%	0	4.8%	3	4.8%	7	6.7%	7	2.8%	3	5.3%	10	2.2%	1	6.5%	5	1.7%	1	6.3%	4
Weighted base:		230		57		173		16		64		151		108		111		194		41		71		59		59
Sample:		229		55		174		16		62		151		108		110		193		45		61		60		63

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q06 At which store of shop did you last visit for small scale/top up shopping for items such as bread, milk or newspapers?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Aldi, Accrington, Argyle Street	0.9%	7	1.7%	4	0.6%	4	0.0%	0	1.6%	5	0.6%	3	0.5%	2	1.2%	5	1.1%	7	3.5%	6	0.0%	0	0.0%	0	0.5%	1
Aldi, Active Way, Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Asda, Hollymount - St Marys Way, Rawtenstall	10.0%	80	7.4%	16	11.0%	64	15.7%	10	11.8%	33	8.2%	37	10.6%	41	10.0%	37	9.9%	68	5.0%	9	21.5%	50	6.5%	13	4.5%	8
Asda, Accrington, Hyndburn Road	1.0%	8	1.2%	3	1.0%	6	0.0%	0	0.7%	2	1.4%	6	1.0%	4	0.7%	3	1.2%	8	4.5%	8	0.0%	0	0.0%	0	0.0%	0
Asda, The Old Cricket Ground, Rochdale	1.1%	9	1.9%	4	0.8%	5	3.1%	2	1.1%	3	0.9%	4	0.8%	3	1.6%	6	1.3%	9	0.0%	0	0.5%	1	4.0%	8	0.0%	0
Asda, Pilsworth Road, Bury	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Asda, Spring Street, Bury	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.6%	3	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Co-op, 695-699 Bacup Road, Waterfoot	2.4%	19	2.5%	6	2.3%	13	3.2%	2	3.2%	9	1.7%	8	2.6%	10	2.4%	9	2.0%	14	0.0%	0	6.5%	15	2.0%	4	0.0%	0
Co-op, John Street, Haslingden	1.4%	11	1.9%	4	1.3%	7	0.0%	0	2.3%	6	1.1%	5	1.8%	7	1.2%	5	1.4%	10	5.0%	9	1.0%	2	0.0%	0	0.0%	0
Co-op, 5 Irwell Street, Bacup	8.4%	67	6.8%	15	9.0%	52	19.1%	12	9.2%	26	6.3%	29	8.5%	33	8.3%	31	7.8%	54	0.0%	0	0.0%	0	33.3%	66	0.5%	1
Co-op, King Street, Ramsbottom	3.2%	25	2.1%	5	3.6%	21	4.5%	3	2.3%	7	3.5%	16	2.9%	11	3.5%	13	3.1%	22	0.0%	0	0.0%	0	0.0%	0	13.5%	25
Co-op, Market Street, Whitworth	2.2%	18	3.1%	7	1.8%	11	1.6%	1	2.1%	6	2.3%	11	2.5%	10	1.8%	7	2.3%	16	0.0%	0	0.0%	0	8.9%	18	0.0%	0
Lidl, Hyndburn Road, Accrington	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Active Way, Burnley	0.5%	4	0.4%	1	0.6%	3	3.2%	2	0.0%	0	0.5%	2	0.6%	2	0.6%	2	0.6%	4	0.0%	0	1.0%	2	1.0%	2	0.0%	0
Tesco, Bury Road, Rawtenstall	5.6%	45	4.3%	10	6.1%	35	4.7%	3	6.0%	17	5.5%	25	5.4%	21	6.5%	24	5.8%	40	0.0%	0	13.5%	31	5.0%	10	2.0%	4
Tesco, Skye Street, Haslingden	7.3%	58	8.1%	18	7.0%	40	6.2%	4	6.1%	17	8.0%	36	6.5%	25	7.4%	28	8.0%	55	21.5%	39	5.0%	12	0.5%	1	3.5%	7
Tesco Extra, Centenary Way, Burnley	0.5%	4	0.5%	1	0.5%	3	0.0%	0	1.0%	3	0.2%	1	0.5%	2	0.5%	2	0.6%	4	0.0%	0	0.0%	0	1.5%	3	0.5%	1
Tesco Metro, Irwell Street, Ramsbottom	4.3%	35	4.7%	10	4.2%	24	3.0%	2	5.0%	14	4.1%	19	4.6%	18	4.5%	17	4.3%	30	0.0%	0	0.0%	0	0.5%	1	18.0%	34
Tesco, Woodfield Retail Park, Bury	0.8%	7	1.3%	3	0.6%	4	0.0%	0	1.7%	5	0.4%	2	1.5%	6	0.3%	1	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	7
WM Morrison's, Railway Road, Blackburn	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
WM Morrison's, Rochdale Road, Todmorden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local Shops Accrington	3.7%	29	2.5%	6	4.1%	24	0.0%	0	4.3%	12	3.8%	17	3.6%	14	3.7%	14	3.6%	25	16.1%	29	0.0%	0	0.0%	0	0.0%	0
Local Shops Bacup	0.5%	4	0.4%	1	0.5%	3	1.6%	1	0.0%	0	0.6%	3	0.5%	2	0.5%	2	0.4%	3	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Local Shops Blackburn	0.3%	2	0.9%	2	0.0%	0	1.5%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Local Shops Burnley	0.4%	3	0.5%	1	0.4%	2	1.6%	1	0.4%	1	0.3%	1	0.3%	1	0.3%	1	0.3%	2	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Local Shops Bury	0.6%	5	0.4%	1	0.6%	4	0.0%	0	0.7%	2	0.6%	3	0.7%	3	0.5%	2	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Local Shops Haslingden	4.0%	32	4.5%	10	3.8%	22	1.9%	1	2.3%	6	5.3%	24	3.7%	14	3.9%	14	4.0%	28	13.0%	24	3.5%	8	0.0%	0	0.0%	0
Local Shops Ramsbottom	0.7%	6	1.3%	3	0.5%	3	0.0%	0	0.7%	2	0.8%	4	1.0%	4	0.5%	2	0.4%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	6

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Local Shops Rawtenstall	3.8%	31	5.4%	12	3.3%	19	5.2%	3	3.8%	11	3.7%	17	3.3%	13	4.8%	18	4.1%	28	1.5%	3	10.0%	23	1.0%	2	1.5%	3
Local Shops Rochdale	0.6%	5	1.0%	2	0.5%	3	1.9%	1	0.3%	1	0.6%	3	0.6%	2	0.8%	3	0.6%	4	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Local Shops Waterfoot	0.8%	7	1.0%	2	0.8%	4	0.0%	0	1.6%	4	0.5%	2	0.9%	3	0.9%	3	0.8%	6	0.0%	0	2.5%	6	0.5%	1	0.0%	0
Internet	0.3%	2	0.4%	1	0.2%	1	1.9%	1	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Bacup market	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Booths, Clitheroe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op ,Vernon Road, Greenmount	1.1%	8	0.4%	1	1.3%	7	0.0%	0	0.0%	0	1.8%	8	1.0%	4	1.0%	4	1.1%	7	0.0%	0	0.0%	0	0.0%	0	4.5%	8
Co-Op, Longsight Road, Holcombe Brook	1.5%	12	1.7%	4	1.5%	8	0.0%	0	1.3%	4	1.8%	8	2.9%	11	0.3%	1	1.8%	12	0.0%	0	0.0%	0	0.0%	0	6.5%	12
Co-Op, Market Street, Tottington	0.4%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.7%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Co-Op, Rossendale	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Iceland, Arndale Centre, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Rochdale	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Local shops, Burnley Road, Weir	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Chorlton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Local shops, Cloughfold	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Local shops, Crawshawbooth	0.9%	7	1.1%	2	0.8%	5	0.0%	0	1.2%	4	0.8%	4	1.2%	5	0.6%	2	0.8%	6	0.0%	0	3.0%	7	0.0%	0	0.0%	0
Local shops, Edenfield	0.4%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Local shops, Greenmount	0.2%	2	0.0%	0	0.3%	2	1.5%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Helmshore	2.1%	17	1.8%	4	2.2%	13	2.9%	2	2.9%	8	1.5%	7	2.7%	10	1.7%	6	2.1%	15	8.5%	15	0.5%	1	0.0%	0	0.0%	0
Local shops, Holcombe Brook	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Rossendale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stackstead	0.7%	6	1.3%	3	0.5%	3	1.6%	1	0.4%	1	0.9%	4	0.3%	1	1.3%	5	0.7%	5	0.0%	0	0.0%	0	3.0%	6	0.0%	0
Local shops, Stechford	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Local shops, Stubbins	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Local shops, Whitworth	0.5%	4	0.4%	1	0.5%	3	1.6%	1	0.3%	1	0.4%	2	0.5%	2	0.5%	2	0.4%	3	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Marks and Spencer, St. James Street, Burnley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Marks and Spencer, The Haymarket, Bury	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco Express, Whitworth Road, Rochdale	0.4%	3	0.0%	0	0.5%	3	1.6%	1	0.7%	2	0.0%	0	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Tesco, Accrington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Clitheroe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
WM Morrisons, Lea Gate, Harwood	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.2%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
(Don't know / can't remember)	5.8%	46	8.3%	18	4.9%	28	6.4%	4	5.5%	15	5.9%	27	6.0%	23	5.5%	21	6.4%	45	3.0%	5	7.0%	16	3.4%	7	9.5%	18
(Don't do top-up food shopping)	17.0%	136	15.3%	34	17.6%	102	4.8%	3	13.9%	39	20.6%	94	13.9%	54	19.0%	71	15.5%	108	14.5%	27	20.5%	48	17.5%	35	14.5%	27
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q07 In which location do you buy most of your household's non-food shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	11.0%	88	6.8%	15	12.6%	73	6.2%	4	10.1%	28	12.3%	56	8.3%	32	12.4%	46	10.8%	74	40.1%	73	5.5%	13	0.5%	1	0.5%	1
Bacup	2.6%	21	2.8%	6	2.6%	15	6.3%	4	0.7%	2	3.3%	15	2.3%	9	2.7%	10	1.9%	13	0.0%	0	0.5%	1	10.1%	20	0.0%	0
Blackburn	2.3%	18	3.5%	8	1.8%	11	0.0%	0	2.1%	6	2.8%	13	2.8%	11	1.7%	6	2.5%	18	6.5%	12	2.0%	5	0.5%	1	0.5%	1
Bolton	1.6%	12	1.8%	4	1.5%	8	4.5%	3	1.4%	4	1.2%	6	2.3%	9	0.8%	3	1.4%	10	2.0%	4	0.5%	1	1.5%	3	2.5%	5
Burnley	8.3%	66	4.4%	10	9.8%	57	9.5%	6	8.0%	22	8.3%	38	4.9%	19	12.5%	46	7.7%	53	1.0%	2	15.5%	36	14.0%	28	0.5%	1
Bury	18.9%	151	16.5%	37	19.8%	115	13.0%	8	17.8%	50	20.5%	93	21.2%	82	17.3%	64	19.4%	134	9.5%	17	13.5%	31	5.0%	10	49.5%	93
Haslingden	4.7%	37	3.8%	8	5.0%	29	1.5%	1	5.4%	15	4.7%	21	5.2%	20	4.0%	15	5.0%	35	14.5%	26	3.5%	8	0.0%	0	1.5%	3
Manchester	7.6%	61	10.3%	23	6.6%	38	14.5%	9	11.8%	33	4.1%	19	10.6%	41	5.2%	19	8.4%	58	8.0%	15	9.0%	21	4.5%	9	9.0%	17
Ramsbottom	2.1%	17	2.1%	5	2.1%	12	0.0%	0	2.0%	6	2.5%	11	1.5%	6	2.8%	10	1.8%	12	0.0%	0	0.0%	0	0.0%	0	9.0%	17
Rawtenstall	15.1%	121	17.6%	39	14.2%	82	21.5%	13	15.8%	44	13.7%	62	13.9%	54	16.3%	61	15.2%	105	9.0%	16	24.0%	56	19.5%	39	5.5%	10
Rochdale	6.1%	48	8.1%	18	5.3%	30	9.4%	6	4.9%	14	6.3%	29	6.1%	24	5.6%	21	6.0%	42	0.0%	0	1.0%	2	23.3%	46	0.0%	0
Todmorden	0.5%	4	0.0%	0	0.7%	4	1.6%	1	0.4%	1	0.5%	1	0.0%	0	1.1%	4	0.6%	4	0.0%	0	0.5%	1	1.5%	3	0.0%	0
Waterfoot	0.6%	5	1.0%	2	0.4%	2	0.0%	0	0.0%	0	1.0%	5	0.3%	1	0.9%	3	0.3%	2	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Whitworth	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Internet / mail order / catalogue	1.9%	15	2.2%	5	1.7%	10	1.9%	1	2.9%	8	1.2%	6	2.2%	8	1.8%	7	2.0%	14	1.0%	2	4.0%	9	1.0%	2	1.0%	2
Boundary Mills, Colne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leeds	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Next, Deepdale Retail Park, Preston	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stoke-on-Trent	0.1%	1	0.5%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Tesco, Skye Street, Haslingden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Trafford Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
WM Morrisons, Lea Gate, Harwood	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
(Don't know / varies)	15.3%	122	16.9%	37	14.7%	85	8.1%	5	14.5%	41	16.8%	76	16.9%	65	13.7%	51	15.7%	108	7.5%	14	16.5%	38	16.5%	33	20.0%	38
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

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	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q08 How do you normally travel to do your non-food shopping ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Car-driver	63.3%	506	81.0%	179	56.5%	327	69.5%	43	76.8%	216	54.0%	246	74.8%	289	51.0%	190	72.4%	501	56.5%	103	66.0%	153	63.4%	125	66.5%	125
Car-passenger	12.7%	102	1.8%	4	16.9%	98	6.4%	4	10.6%	30	14.9%	68	8.2%	32	17.2%	64	11.4%	79	17.0%	31	10.5%	24	12.5%	25	11.5%	22
Bus / coach	12.6%	100	6.8%	15	14.7%	85	11.0%	7	2.9%	8	18.7%	85	7.2%	28	18.4%	69	6.0%	42	13.5%	25	14.0%	32	11.4%	23	11.0%	21
Train	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.2%	1	0.3%	1	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Taxi	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.4%	1	0.5%	2	0.2%	1	0.6%	2	0.1%	1	0.0%	0	0.5%	1	0.5%	1	0.5%	1
Walk	5.3%	42	5.4%	12	5.2%	30	11.3%	7	3.9%	11	5.3%	24	4.4%	17	6.3%	23	3.8%	26	7.5%	14	3.0%	7	7.1%	14	4.0%	8
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Do not travel / delivered	1.6%	13	2.2%	5	1.3%	8	1.9%	1	2.1%	6	1.2%	6	1.6%	6	1.8%	6	1.7%	7	1.0%	12	3.0%	2	1.0%	7	1.0%	2
(Don't know / varies)	3.7%	30	1.4%	3	4.6%	27	0.0%	0	3.4%	9	4.4%	20	3.4%	13	4.0%	15	4.0%	28	3.0%	6	2.5%	6	4.1%	8	5.5%	10
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q09 At which location did you last buy clothes and shoes ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	6.5%	52	4.7%	10	7.1%	41	6.4%	4	3.0%	8	8.6%	39	3.2%	12	8.7%	32	5.9%	41	18.5%	34	4.0%	9	3.0%	6	1.5%	3
Bacup	0.6%	5	1.4%	3	0.3%	2	1.6%	1	0.0%	0	0.9%	4	0.5%	2	0.8%	3	0.6%	4	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Blackburn	4.1%	33	2.7%	6	4.6%	27	1.5%	1	4.6%	13	4.1%	19	4.9%	19	3.2%	12	4.6%	32	13.0%	24	3.0%	7	1.0%	2	0.0%	0
Bolton	3.3%	26	1.4%	3	4.0%	23	4.8%	3	3.9%	11	2.7%	12	4.0%	15	2.9%	11	3.3%	23	3.0%	5	2.0%	5	1.0%	2	7.5%	14
Burnley	12.6%	101	8.0%	18	14.4%	83	16.5%	10	11.8%	33	12.6%	57	10.5%	41	16.2%	60	12.0%	83	6.0%	11	20.0%	46	20.6%	41	1.5%	3
Bury	19.9%	159	18.7%	41	20.4%	118	11.0%	7	18.4%	52	22.0%	100	20.2%	78	19.3%	72	20.0%	138	14.5%	26	18.5%	43	6.5%	13	41.0%	77
Haslingden	1.5%	12	2.1%	5	1.2%	7	0.0%	0	2.5%	7	1.0%	5	2.2%	9	0.8%	3	1.7%	12	3.5%	6	1.0%	2	0.5%	1	1.0%	2
Manchester	18.1%	145	19.6%	43	17.5%	102	21.1%	13	24.1%	68	13.9%	63	23.9%	92	12.8%	48	19.6%	136	20.0%	37	16.5%	38	14.5%	29	22.0%	41
Preston	1.1%	9	1.4%	3	1.0%	6	0.0%	0	2.1%	6	0.6%	3	1.1%	4	1.0%	4	1.1%	8	3.5%	6	1.0%	2	0.0%	0	0.0%	0
Ramsbottom	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.6%	3	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.5%	1	1.0%	2
Rawtenstall	6.6%	53	8.3%	18	6.0%	34	7.9%	5	5.7%	16	7.0%	32	4.8%	19	8.9%	33	6.0%	41	3.0%	5	10.0%	23	8.0%	16	4.5%	8
Rochdale	6.5%	52	6.3%	14	6.5%	38	14.2%	9	6.5%	18	5.4%	25	5.9%	23	7.0%	26	6.1%	42	0.0%	0	1.5%	3	24.4%	48	0.0%	0
Waterfoot	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Internet / mail order / catalogue	4.1%	33	5.9%	13	3.5%	20	5.2%	3	5.3%	15	3.3%	15	4.2%	16	4.0%	15	3.7%	25	3.5%	6	4.0%	9	5.0%	10	4.0%	8
Abroad	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.4%	3	0.5%	1	0.0%	0	0.5%	1	0.5%	1
Betws-y-Coed	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Blackpool	0.5%	4	0.4%	1	0.6%	3	0.0%	0	0.0%	0	0.9%	4	0.8%	3	0.3%	1	0.5%	3	0.0%	0	1.0%	2	0.5%	1	0.5%	1
Boundary Mills, Colne	0.6%	5	0.4%	1	0.7%	4	0.0%	0	0.3%	1	0.8%	4	0.5%	2	0.8%	3	0.7%	5	0.5%	1	0.0%	0	1.0%	2	1.0%	2
Carlisle City Centre	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Chester	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	1	0.4%	2	0.7%	3	0.0%	0	0.4%	3	1.0%	2	0.0%	0	0.5%	1	0.0%	0
Chippenham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Colne	1.6%	13	2.3%	5	1.4%	8	0.0%	0	2.1%	6	1.5%	7	1.8%	7	1.6%	6	1.9%	13	2.5%	5	1.5%	3	2.0%	4	0.5%	1
Durham City Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Fleetwood	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.6%	2	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Gretna Green	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Halifax	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hawkshead	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Hebden Bridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Horwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lake District	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Liverpool	0.4%	3	1.4%	3	0.0%	0	0.0%	0	0.3%	1	0.5%	2	0.2%	1	0.6%	2	0.4%	3	0.5%	1	0.5%	1	0.0%	0	0.5%	1
Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Milton Keynes	0.1%	1	0.0%	0	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Newcastle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Next, Skipton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Oldham	0.4%	3	0.0%	0	0.5%	3	1.6%	1	0.7%	2	0.0%	0	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Oswaldtwistle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Scotland	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Skipton	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Southport	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Stockport	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Trafford Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Wigan	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	6.0%	48	7.7%	17	5.4%	31	6.8%	4	4.1%	11	7.1%	33	4.3%	16	6.4%	24	5.6%	39	2.0%	4	8.5%	20	5.9%	12	7.0%	13
(Don't regularly buy these kind of goods)	0.8%	7	1.3%	3	0.6%	4	0.0%	0	0.0%	0	1.4%	7	0.2%	1	1.5%	6	0.7%	5	1.0%	2	0.0%	0	0.0%	0	2.5%	5
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187	
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200	

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q10 At which location did you last buy domestic electrical appliances (e.g. fridges and kitchen items) ?

Location	Total %	Total	Male %	Male	Female %	Female	18 to 34 %	18 to 34	35 to 54 %	35 to 54	55+ %	55+	ABC1 %	ABC1	C2DE %	C2DE	Car in hhold %	Car in hhold	Zone 1 %	Zone 1	Zone 2 %	Zone 2	Zone 3 %	Zone 3	Zone 4 %	Zone 4
Accrington	4.3%	34	4.0%	9	4.4%	26	1.5%	1	1.6%	5	6.4%	29	3.4%	13	4.9%	18	3.9%	27	14.5%	27	3.0%	7	0.0%	0	0.5%	1
Bacup	0.5%	4	0.9%	2	0.3%	2	0.0%	0	0.4%	1	0.6%	3	0.8%	3	0.3%	1	0.4%	3	0.0%	0	0.0%	0	2.0%	4	0.0%	0
Blackburn	11.4%	91	8.5%	19	12.5%	72	2.9%	2	10.9%	31	12.9%	59	10.3%	40	11.8%	44	12.2%	85	37.5%	69	8.5%	20	1.0%	2	0.5%	1
Bolton	1.4%	11	1.5%	3	1.4%	8	3.5%	2	1.5%	4	1.1%	5	1.8%	7	0.9%	3	1.5%	10	0.5%	1	2.5%	6	0.5%	1	2.0%	4
Burnley	12.2%	98	13.1%	29	11.9%	69	13.2%	8	13.9%	39	11.1%	50	9.6%	37	16.1%	60	12.3%	85	3.5%	6	21.5%	50	20.1%	40	1.0%	2
Bury	18.5%	148	15.2%	34	19.8%	114	14.4%	9	16.3%	46	20.5%	93	20.8%	80	16.2%	60	19.7%	136	10.5%	19	10.0%	23	6.0%	12	50.0%	94
Haslingden	1.3%	11	0.4%	1	1.7%	10	0.0%	0	1.6%	5	1.3%	6	1.3%	5	1.2%	5	1.4%	10	4.0%	7	1.0%	2	0.0%	0	0.5%	1
Manchester	2.5%	20	3.1%	7	2.3%	13	7.9%	5	3.6%	10	1.1%	5	3.9%	15	1.3%	5	2.8%	19	1.0%	2	2.5%	6	2.0%	4	4.5%	8
Preston	0.6%	5	0.8%	2	0.5%	3	0.0%	0	0.7%	2	0.6%	3	0.7%	3	0.5%	2	0.5%	4	2.0%	4	0.0%	0	0.0%	0	0.5%	1
Ramsbottom	0.5%	4	0.0%	0	0.7%	4	0.0%	0	0.4%	1	0.6%	3	0.5%	2	0.3%	2	0.3%	2	0.0%	0	0.5%	1	0.0%	0	1.5%	3
Rawtenstall	6.2%	50	8.6%	19	5.3%	31	10.1%	6	4.9%	14	6.5%	29	2.9%	11	10.3%	38	5.6%	39	4.0%	7	11.5%	27	4.5%	9	3.5%	7
Rochdale	9.2%	74	9.0%	20	9.3%	54	12.5%	8	9.5%	27	8.6%	39	9.5%	37	9.2%	34	8.7%	60	0.5%	1	3.0%	7	32.9%	65	0.5%	1
Waterfoot	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	1	0.5%	2	0.0%	0	0.9%	3	0.2%	1	0.5%	1	1.0%	2	0.0%	0	0.0%	0
Whitworth	2.0%	16	1.8%	4	2.1%	12	0.0%	0	1.8%	5	2.4%	11	0.5%	2	3.3%	12	1.6%	11	0.0%	0	1.5%	3	6.4%	13	0.0%	0
Internet / mail order / catalogue	10.5%	84	15.2%	34	8.7%	50	16.4%	10	14.7%	41	7.1%	32	15.8%	61	5.6%	21	11.1%	77	10.0%	18	12.0%	28	9.5%	19	10.0%	19
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cheadle	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.4%	1	0.4%	2	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	1	0.0%	0	1.0%	2
Chorley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Altrincham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Doncaster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Elton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Farnworth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Handforth Dean	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Helmshore	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Horwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Liverpool	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Oldham	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.8%	2	0.3%	1	0.6%	2	0.3%	1	0.5%	3	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Oswaldtwistle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Radcliffe	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Salford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Scotland	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Stockport	0.3%	2	0.0%	0	0.4%	2	1.9%	1	0.4%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Warrington	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	9.7%	77	12.5%	28	8.6%	50	9.6%	6	9.4%	26	9.9%	45	9.7%	37	9.5%	35	10.0%	69	5.5%	10	13.0%	30	7.4%	15	12.0%	22
(Don't regularly buy these kind of goods)	5.5%	44	3.1%	7	6.4%	37	6.1%	4	5.1%	14	5.4%	25	4.5%	18	4.8%	18	4.8%	33	3.5%	6	4.5%	10	6.5%	13	7.5%	14
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q11 At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	3.8%	31	3.3%	7	4.1%	23	0.0%	0	2.3%	6	5.3%	24	3.2%	12	4.7%	18	3.8%	26	15.1%	28	1.0%	2	0.0%	0	0.5%	1
Blackburn	9.1%	72	6.1%	13	10.2%	59	4.4%	3	10.8%	30	8.6%	39	8.4%	33	9.6%	36	9.8%	68	31.0%	57	5.5%	13	1.5%	3	0.0%	0
Bolton	3.0%	24	4.7%	10	2.3%	14	1.5%	1	2.6%	7	3.4%	16	4.6%	18	1.6%	6	3.4%	24	1.5%	3	3.0%	7	1.0%	2	6.5%	12
Burnley	9.1%	72	9.2%	20	9.0%	52	18.0%	11	7.5%	21	8.8%	40	7.3%	28	11.3%	42	9.1%	63	2.0%	4	13.0%	30	19.1%	38	0.5%	1
Bury	14.0%	112	12.8%	28	14.5%	84	4.9%	3	14.6%	41	14.9%	68	15.4%	59	11.9%	45	14.7%	102	8.0%	15	8.5%	20	1.0%	2	40.5%	76
Haslingden	1.9%	15	1.4%	3	2.0%	12	0.0%	0	1.3%	4	2.4%	11	1.6%	6	2.3%	9	1.9%	13	4.0%	7	2.0%	5	1.0%	2	0.5%	1
Manchester	3.9%	31	4.8%	11	3.5%	20	7.9%	5	6.5%	18	1.7%	8	5.0%	19	2.9%	11	4.2%	29	4.5%	8	4.0%	9	1.5%	3	5.5%	10
Preston	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	12.1%	96	12.1%	27	12.0%	70	6.7%	4	10.7%	30	13.7%	62	10.0%	39	14.6%	54	10.7%	74	6.5%	12	25.5%	59	8.6%	17	4.5%	8
Rochdale	7.9%	63	8.6%	19	7.6%	44	15.9%	10	7.0%	20	7.3%	33	8.0%	31	7.8%	29	7.8%	54	0.5%	1	3.0%	7	27.0%	53	1.0%	2
Whitworth	0.9%	7	0.9%	2	0.8%	5	0.0%	0	1.0%	3	0.9%	4	0.3%	1	1.6%	6	0.7%	5	0.0%	0	0.0%	0	3.5%	7	0.0%	0
Internet / mail order / catalogue	12.0%	96	15.9%	35	10.5%	61	19.7%	12	16.4%	46	8.0%	37	16.5%	64	7.4%	28	12.7%	88	10.0%	18	12.0%	28	12.0%	24	14.0%	26
Alston	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Altham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.4%	3	1.0%	2	0.2%	1	0.0%	0	0.8%	2	0.2%	1	0.8%	3	0.0%	0	0.5%	3	0.0%	0	0.5%	1	1.0%	2	0.0%	0
Cheadle	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.0%	0	0.7%	3	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.5%	1	0.0%	0	1.0%	2
Currys, Luton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Currys, Meols Cop Retail Park, Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Doncaster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Eccles	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Handforth Dean	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Horwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Keighley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Lancaster	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leeds	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Middleton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Nelson	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Oldham	0.6%	5	0.9%	2	0.5%	3	1.6%	1	1.5%	4	0.0%	0	0.8%	3	0.5%	2	0.7%	5	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Prestwich	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Scotland	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Stockport	0.1%	1	0.0%	0	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	10.3%	82	6.5%	14	11.7%	68	11.7%	7	7.5%	21	11.8%	54	8.1%	31	11.9%	44	9.7%	67	5.5%	10	12.5%	29	10.5%	21	12.0%	23
(Don't regularly buy these kind of goods)	8.6%	69	7.7%	17	9.0%	52	5.9%	4	6.7%	19	10.1%	46	6.8%	26	9.8%	36	7.9%	54	8.0%	15	6.0%	14	9.5%	19	11.5%	22
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q12 At which location did your household last buy furniture, soft furnishings and floor-coverings ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	10.1%	81	5.2%	12	12.0%	69	2.9%	2	8.2%	23	12.3%	56	9.4%	36	10.2%	38	10.3%	71	29.1%	53	9.0%	21	2.0%	4	1.5%	3
Bacup	2.6%	20	2.9%	6	2.4%	14	4.8%	3	1.1%	3	3.2%	14	1.6%	6	3.9%	14	2.3%	16	0.5%	1	2.0%	5	7.6%	15	0.0%	0
Blackburn	4.3%	34	3.4%	8	4.6%	27	3.7%	2	4.3%	12	4.1%	19	4.8%	18	3.8%	14	4.7%	32	14.0%	26	2.5%	6	1.0%	2	0.5%	1
Bolton	3.2%	26	3.1%	7	3.3%	19	3.3%	2	2.4%	7	3.8%	17	4.4%	17	2.1%	8	3.4%	24	1.5%	3	1.0%	2	1.5%	3	9.5%	18
Burnley	4.7%	38	4.4%	10	4.9%	28	11.4%	7	4.9%	14	3.7%	17	4.9%	19	4.5%	17	4.5%	31	2.5%	5	7.5%	17	8.1%	16	0.0%	0
Bury	8.5%	68	8.1%	18	8.6%	50	3.0%	2	9.9%	28	8.4%	38	8.3%	32	8.7%	32	8.9%	61	5.0%	9	3.5%	8	2.0%	4	25.0%	47
Haslingden	3.0%	24	4.1%	9	2.5%	15	1.5%	1	1.3%	4	4.2%	19	2.1%	8	3.9%	15	3.2%	22	7.0%	13	3.5%	8	0.5%	1	1.0%	2
Manchester	5.4%	43	8.6%	19	4.2%	24	11.8%	7	7.1%	20	3.5%	16	8.8%	34	1.9%	7	6.1%	42	2.5%	5	6.0%	14	3.0%	6	10.0%	19
Preston	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	2.5%	20	0.5%	1	3.2%	19	1.5%	1	2.0%	6	2.9%	13	2.2%	8	2.6%	10	2.3%	16	0.5%	1	0.5%	1	0.0%	0	9.5%	18
Rawtenstall	12.2%	98	7.6%	17	14.0%	81	6.1%	4	14.9%	42	11.4%	52	9.4%	37	15.1%	56	11.3%	78	7.5%	14	24.5%	57	9.0%	18	5.0%	9
Rochdale	6.8%	54	7.8%	17	6.4%	37	10.9%	7	6.8%	19	6.2%	28	6.5%	25	7.0%	26	6.1%	42	1.0%	2	3.5%	8	21.9%	43	0.5%	1
Waterfoot	0.8%	6	1.3%	3	0.5%	3	0.0%	0	0.4%	1	1.1%	5	0.8%	3	0.8%	3	0.9%	6	0.0%	0	0.5%	1	2.5%	5	0.0%	0
Internet / mail order / catalogue	4.2%	34	5.2%	12	3.8%	22	13.2%	8	5.5%	15	2.2%	10	5.3%	20	3.3%	12	4.4%	30	3.5%	6	5.5%	13	3.5%	7	4.0%	7
Ashton-under-lyne	0.7%	5	1.6%	3	0.3%	2	1.9%	1	1.5%	4	0.0%	0	1.1%	4	0.3%	1	0.8%	5	0.5%	1	1.5%	3	0.0%	0	0.5%	1
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Camilla Carpets, Whitefield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Castleton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Cheadle	0.6%	5	0.8%	2	0.6%	3	0.0%	0	0.7%	2	0.7%	3	1.3%	5	0.0%	0	0.7%	5	0.0%	0	1.0%	2	0.0%	0	1.5%	3
Clitheroe	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.3%	1	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Colne	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0
DFS, Elk Mill Centre Park, Broadway, Oldham	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.7%	2	0.0%	0	0.2%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1
Dreams, Luton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Dunelm Mill Stores, Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Handforth Dean	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Harwood	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Helmshore	0.9%	7	1.3%	3	0.7%	4	0.0%	0	1.1%	3	0.9%	4	1.1%	4	0.7%	3	1.0%	7	2.0%	4	1.0%	2	0.0%	0	0.5%	1
Hollingwood	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Ikea, Ashton-Under-Lyne	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Land of Leather, Elk Mill Centre Park, Broadway, Oldham	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Leeds	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
London	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Matalan, Ashton-Under-Lyne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Mytholmroyd	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Oldham	2.2%	18	3.2%	7	1.9%	11	6.2%	4	3.2%	9	1.1%	5	2.5%	10	1.9%	7	2.4%	17	0.0%	0	1.0%	2	5.5%	11	2.5%	5
Oswaldtwistle	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.1%	1	0.5%	1	0.0%	0	0.5%	1	0.0%	0
Radcliffe	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Rossendale	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0

by Demographics and Zone

Weighted:

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

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November 2008

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Stackstead	0.6%	5	1.3%	3	0.4%	2	0.0%	0	0.7%	2	0.7%	3	0.5%	2	0.8%	3	0.7%	5	0.0%	0	0.5%	1	2.0%	4	0.0%	0
Stockport	0.3%	2	0.4%	1	0.2%	1	1.9%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	1	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
The Warehouse, Prestwich	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tottington	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Warrington	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.7%	2	0.2%	1	0.8%	3	0.0%	0	0.4%	3	0.5%	1	0.5%	1	0.5%	1	0.0%	0
Whitefield	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Yorkshire	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	13.8%	110	14.6%	32	13.4%	78	13.0%	8	11.7%	33	15.2%	69	12.2%	47	15.3%	57	13.6%	94	11.0%	20	15.5%	36	15.4%	30	12.5%	23
(Don't regularly buy these kind of goods)	8.2%	66	9.6%	21	7.6%	44	1.5%	1	5.7%	16	10.6%	49	6.1%	24	10.4%	39	7.3%	51	7.0%	13	7.0%	16	8.5%	17	10.5%	20
Weighted base:	800		221		579		63		281		456		387		373		692		183		232		198		187	
Sample:	800		220		580		62		280		457		388		371		693		200		200		200		200	

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q13 At which location did your household last buy DIY / hardware and garden items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	5.7%	45	5.0%	11	5.9%	34	4.4%	3	5.2%	15	6.1%	28	4.8%	19	6.7%	25	5.9%	41	23.6%	43	1.0%	2	0.0%	0	0.0%	0
Bacup	0.4%	3	0.4%	1	0.3%	2	1.6%	1	0.0%	0	0.4%	2	0.3%	1	0.5%	2	0.1%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Blackburn	2.3%	19	2.1%	5	2.4%	14	0.0%	0	3.0%	8	2.2%	10	2.2%	8	1.7%	6	2.6%	18	9.5%	17	0.5%	1	0.0%	0	0.0%	0
Bolton	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Burnley	1.2%	9	1.5%	3	1.1%	6	3.5%	2	0.3%	1	1.4%	6	1.0%	4	1.5%	5	1.2%	9	0.5%	1	2.0%	5	2.0%	4	0.0%	0
Bury	27.0%	216	29.3%	65	26.2%	152	20.8%	13	33.5%	94	23.8%	108	35.1%	136	18.9%	71	30.3%	210	15.5%	28	26.0%	60	9.6%	19	58.0%	109
Haslingden	1.1%	9	0.4%	1	1.3%	8	3.0%	2	0.6%	2	1.1%	5	0.2%	1	2.1%	8	1.2%	9	3.0%	5	0.5%	1	1.0%	2	0.0%	0
Manchester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Ramsbottom	2.5%	20	2.5%	6	2.4%	14	1.5%	1	1.7%	5	3.1%	14	2.2%	8	2.3%	8	2.6%	18	0.0%	0	0.0%	0	0.0%	0	10.5%	20
Rawtenstall	27.3%	219	23.8%	53	28.7%	166	33.0%	21	26.4%	74	27.2%	124	25.7%	99	30.3%	113	27.2%	188	23.4%	43	43.5%	101	31.2%	62	7.0%	13
Rochdale	6.8%	55	7.2%	16	6.7%	39	11.0%	7	10.3%	29	4.1%	19	8.9%	34	5.4%	20	7.4%	51	1.5%	3	2.0%	5	23.4%	46	0.5%	1
Todmorden	1.6%	13	1.9%	4	1.5%	9	0.0%	0	1.2%	3	2.1%	10	0.5%	2	3.0%	11	1.4%	10	3.0%	5	1.5%	3	2.0%	4	0.0%	0
Waterfoot	0.8%	6	0.9%	2	0.8%	4	0.0%	0	1.5%	4	0.5%	2	0.8%	3	0.9%	3	0.8%	5	0.0%	0	1.5%	3	1.5%	3	0.0%	0
Whitworth	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.6%	3	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	1.5%	3	0.0%	0
Internet / mail order / catalogue	1.3%	10	2.8%	6	0.7%	4	1.9%	1	2.5%	7	0.5%	2	1.0%	4	1.8%	7	1.3%	9	0.5%	1	2.0%	5	1.0%	2	1.5%	3
B&Q, Meols Cop Retail Park, Southport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Bangor	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cheadle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Clitheroe	0.5%	4	0.4%	1	0.6%	3	0.0%	0	0.3%	1	0.7%	3	0.2%	1	0.9%	3	0.4%	3	1.0%	2	1.0%	2	0.0%	0	0.0%	0
Colne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Greenmount	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Harwood	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Heap Bridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Holcombe Brook	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.6%	3	0.5%	2	0.3%	1	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Nelson	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Oswaldtwistle	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Pilsworth	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Radcliffe	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Rossendale	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Summerseat	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Walsden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
(Don't know / can't remember)	9.2%	74	12.4%	27	8.0%	46	8.4%	5	8.3%	23	10.0%	45	8.0%	31	9.4%	35	8.9%	62	4.5%	8	10.5%	24	10.9%	22	10.5%	20
(Don't regularly buy these kind of goods)	9.2%	74	7.3%	16	10.0%	58	10.9%	7	2.4%	7	13.2%	60	5.3%	20	12.6%	47	5.5%	38	11.5%	21	6.5%	15	12.0%	24	7.5%	14
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q14 Which location did your household last buy chemist, health and beauty items ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	7.8%	62	5.4%	12	8.7%	50	6.0%	4	6.0%	17	9.2%	42	5.8%	22	9.3%	35	8.1%	56	30.6%	56	1.5%	3	1.0%	2	0.5%	1
Bacup	7.4%	59	6.8%	15	7.6%	44	11.3%	7	8.9%	25	5.9%	27	6.5%	25	8.8%	33	6.4%	44	0.0%	0	0.5%	1	29.3%	58	0.0%	0
Blackburn	0.9%	8	0.0%	0	1.3%	8	0.0%	0	1.4%	4	0.8%	4	1.2%	5	0.7%	3	0.8%	6	3.5%	6	0.5%	1	0.0%	0	0.0%	0
Bolton	0.7%	6	0.0%	0	1.0%	6	3.3%	2	0.3%	1	0.6%	3	1.2%	5	0.3%	1	0.8%	6	0.5%	1	0.5%	1	0.5%	1	1.5%	3
Burnley	3.5%	28	2.0%	4	4.0%	23	7.0%	4	3.7%	10	2.8%	13	2.7%	11	4.3%	16	3.7%	25	0.5%	1	5.5%	13	7.1%	14	0.0%	0
Bury	11.9%	95	11.0%	24	12.2%	71	12.8%	8	13.0%	36	11.1%	51	14.2%	55	10.2%	38	12.6%	87	3.5%	6	5.0%	12	1.0%	2	40.0%	75
Haslingden	11.5%	92	13.0%	29	11.0%	64	6.2%	4	10.6%	30	12.9%	59	12.2%	47	10.4%	39	12.7%	88	33.4%	61	11.0%	26	0.5%	1	2.5%	5
Manchester	3.8%	31	3.3%	7	4.1%	23	3.5%	2	6.7%	19	2.2%	10	6.1%	24	1.6%	6	4.5%	31	1.5%	3	5.5%	13	2.0%	4	6.0%	11
Ramsbottom	4.1%	33	3.8%	8	4.2%	24	1.5%	1	3.3%	9	4.9%	23	4.9%	19	3.3%	12	3.7%	25	0.0%	0	0.0%	0	0.0%	0	17.5%	33
Rawtenstall	23.2%	185	25.8%	57	22.2%	128	24.4%	15	22.3%	63	23.6%	108	19.5%	75	28.0%	105	22.9%	158	10.5%	19	49.0%	114	19.0%	38	8.0%	15
Rochdale	4.2%	34	3.2%	7	4.6%	27	8.1%	5	4.5%	13	3.5%	16	5.1%	20	3.5%	13	3.8%	26	0.0%	0	1.0%	2	15.8%	31	0.0%	0
Waterfoot	2.1%	17	3.1%	7	1.7%	10	1.6%	1	2.4%	7	2.0%	9	1.7%	7	2.8%	10	1.5%	10	0.0%	0	6.0%	14	1.5%	3	0.0%	0
Whitworth	2.2%	18	3.5%	8	1.7%	10	1.6%	1	1.4%	4	2.8%	13	1.8%	7	2.3%	9	2.1%	15	0.0%	0	0.0%	0	8.9%	18	0.0%	0
Internet / mail order / catalogue	2.1%	17	1.3%	3	2.4%	14	1.9%	1	1.3%	4	2.4%	11	1.7%	7	1.6%	6	1.9%	13	4.0%	7	1.5%	3	1.0%	2	2.0%	4
Altrincham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Baxenden	0.6%	5	0.4%	1	0.6%	4	0.0%	0	0.7%	2	0.6%	3	0.5%	2	0.5%	2	0.4%	3	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth	0.6%	5	0.0%	0	0.8%	5	0.0%	0	0.4%	1	0.8%	4	0.3%	1	0.9%	4	0.3%	2	0.0%	0	2.0%	5	0.0%	0	0.0%	0
Edenfield	0.4%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.5%	2	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	3
Greenmount	1.2%	10	1.4%	3	1.1%	7	0.0%	0	0.3%	1	1.9%	9	1.5%	6	0.5%	2	1.4%	10	0.0%	0	0.5%	1	0.0%	0	4.5%	8
Harwood	0.2%	2	0.8%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Helmshore	1.3%	11	0.9%	2	1.5%	8	0.0%	0	0.6%	2	1.9%	9	1.2%	5	1.5%	6	1.1%	8	4.5%	8	1.0%	2	0.0%	0	0.0%	0
Holcombe Brook	0.5%	4	0.4%	1	0.5%	3	0.0%	0	0.0%	0	0.8%	4	1.0%	4	0.0%	0	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	4
Oldham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Rossendale	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.0%	0	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Salford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Scotland	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Stackstead	0.9%	7	0.9%	2	0.9%	5	0.0%	0	1.1%	3	0.9%	4	0.8%	3	1.1%	4	0.9%	6	0.0%	0	0.0%	0	3.5%	7	0.0%	0
Tottington	0.7%	6	0.8%	2	0.6%	4	0.0%	0	0.7%	2	0.8%	4	1.0%	4	0.5%	2	0.8%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	6
(Don't know / can't remember)	6.0%	48	8.5%	19	5.0%	29	8.0%	5	7.3%	21	4.9%	22	6.6%	25	5.2%	19	6.4%	44	3.0%	5	7.5%	17	5.0%	10	8.0%	15
(Don't regularly buy these kind of goods)	1.6%	13	2.6%	6	1.2%	7	0.0%	0	1.0%	3	2.2%	10	1.1%	4	1.5%	6	1.3%	9	0.5%	1	0.5%	1	3.5%	7	2.0%	4
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q15 Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?

Location	Total %	Total n	Male %	Male n	Female %	Female n	18 to 34 %	18 to 34 n	35 to 54 %	35 to 54 n	55+ %	55+ n	ABC1 %	ABC1 n	C2DE %	C2DE n	Car in hhold %	Car in hhold n	Zone 1 %	Zone 1 n	Zone 2 %	Zone 2 n	Zone 3 %	Zone 3 n	Zone 4 %	Zone 4 n
Accrington	7.4%	59	5.7%	13	8.0%	46	3.1%	2	4.3%	12	9.8%	45	3.3%	13	11.0%	41	7.1%	49	24.1%	44	3.5%	8	2.0%	4	1.5%	3
Bacup	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.7%	2	0.0%	0	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Blackburn	1.8%	14	1.4%	3	2.0%	11	0.0%	0	1.7%	5	2.1%	9	2.7%	11	0.8%	3	1.7%	12	5.5%	10	1.0%	2	0.5%	1	0.5%	1
Bolton	2.3%	19	1.8%	4	2.5%	15	4.8%	3	3.5%	10	1.3%	6	3.3%	13	1.6%	6	2.7%	19	1.0%	2	2.0%	5	1.0%	2	5.5%	10
Burnley	6.8%	55	5.6%	12	7.3%	42	6.4%	4	7.1%	20	6.7%	31	3.8%	15	10.5%	39	6.8%	47	3.5%	6	10.5%	24	12.0%	24	0.0%	0
Bury	13.5%	108	11.4%	25	14.3%	83	4.8%	3	12.9%	36	15.1%	69	15.3%	59	11.3%	42	14.1%	97	9.5%	17	7.5%	17	2.5%	5	36.5%	68
Haslingden	4.0%	32	3.5%	8	4.2%	24	2.9%	2	5.1%	14	3.5%	16	4.8%	19	3.6%	13	4.2%	29	11.5%	21	3.5%	8	0.5%	1	1.0%	2
Manchester	9.0%	72	8.5%	19	9.2%	53	11.4%	7	10.9%	31	7.6%	34	13.0%	50	5.3%	20	9.8%	68	9.0%	16	9.5%	22	8.0%	16	9.5%	18
Preston	0.4%	3	1.4%	3	0.0%	0	1.5%	1	0.7%	2	0.0%	0	0.2%	1	0.3%	1	0.4%	3	1.0%	2	0.5%	1	0.0%	0	0.0%	0
Ramsbottom	0.8%	7	0.4%	1	1.0%	6	0.0%	0	0.7%	2	1.0%	5	0.7%	3	0.7%	3	0.8%	6	1.0%	2	0.0%	0	0.0%	0	2.5%	5
Rawtenstall	14.7%	118	13.3%	29	15.2%	88	19.8%	12	13.8%	39	14.5%	66	10.2%	40	19.8%	74	13.4%	93	7.0%	13	27.0%	63	17.1%	34	4.5%	8
Rochdale	6.0%	48	4.0%	9	6.8%	39	12.5%	8	4.9%	14	5.8%	27	5.6%	22	6.4%	24	5.0%	34	0.0%	0	0.5%	1	23.8%	47	0.0%	0
Todmorden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Internet / mail order / catalogue	17.2%	137	25.7%	57	13.9%	81	24.7%	15	23.4%	66	12.2%	56	25.1%	97	8.7%	33	19.0%	131	13.0%	24	20.0%	46	15.1%	30	20.0%	37
Bedford	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Blackpool	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Chester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Clitheroe	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.7%	3	0.3%	3	1.0%	2	0.0%	0	0.0%	0	0.5%	1
Colne	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Helmshore	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.3%	1	0.2%	1	0.2%	1	0.5%	1	0.5%	1	0.0%	0	0.0%	0
Land of Leather, Elk Mill Centre Park, Broadway, Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Oldham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Rossendale	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Scotland	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.5%	1
Shaw	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Skipton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Southport	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Stoke-on-Trent	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Trafford Centre	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
(Don't know / can't remember)	7.6%	61	9.7%	21	6.8%	40	6.5%	4	6.8%	19	8.3%	38	6.3%	24	8.7%	33	7.7%	53	4.5%	8	9.5%	22	7.0%	14	9.0%	17
(Don't regularly buy these kind of goods)	5.5%	44	6.4%	14	5.2%	30	1.6%	1	1.4%	4	8.6%	39	2.5%	10	8.4%	31	4.1%	29	5.5%	10	3.0%	7	6.5%	13	7.5%	14
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Each cell below shows the percentage followed by the count for that group.

Q16 How often do you visit nearby markets ?

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
1-3 times per week	6.5% 52	3.6% 8	7.6% 44	3.2% 2	1.0% 3	10.3% 47	2.9% 11	10.3% 39	5.1% 35	9.5% 17	3.5% 8	8.6% 17	5.0% 9
Once per week	23.6% 189	22.1% 49	24.2% 140	12.4% 8	18.2% 51	28.5% 130	21.0% 81	25.7% 96	22.3% 154	24.0% 44	25.5% 59	22.0% 44	22.5% 42
1-2 times per month	21.3% 170	16.3% 36	23.2% 134	25.5% 16	21.5% 60	20.6% 94	24.1% 93	18.8% 70	20.9% 145	23.0% 42	20.5% 48	20.0% 39	22.0% 41
Less than 1-2 times per month	8.9% 71	10.4% 23	8.3% 48	11.1% 7	9.7% 27	8.0% 37	11.6% 45	6.7% 25	9.7% 67	5.5% 10	8.5% 20	7.1% 14	14.5% 27
Never	37.1% 297	43.7% 97	34.6% 200	42.8% 27	46.5% 130	30.4% 139	37.1% 143	37.2% 139	39.5% 274	36.0% 66	41.0% 95	37.9% 75	32.5% 61
(Don't know / varies)	2.7% 21	3.9% 9	2.2% 13	4.8% 3	3.1% 9	2.1% 10	3.3% 13	1.3% 5	2.5% 17	2.0% 4	1.0% 2	4.5% 9	3.5% 7
Weighted base:	800	221	579	63	281	456	387	373	692	183	232	198	187
Sample:	800	220	580	62	280	457	388	371	693	200	200	200	200

Q17 Which markets do you use for food shopping?
Those who visit nearby markets at Q16

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Zone 1	Zone 2	Zone 3	Zone 4
Accrington	10.5% 65	6.6% 8	15.7% 58	2.8% 1	12.8% 18	15.0% 46	10.3% 24	15.7% 36	11.3% 45	46.9% 53	6.0% 8	3.5% 4	0.0% 0
Bacup	9.3% 58	12.0% 14	12.0% 44	21.1% 7	10.6% 15	11.6% 36	10.8% 25	13.5% 31	11.2% 45	0.0% 0	0.0% 0	50.6% 58	0.0% 0
Blackburn	1.8% 11	0.8% 1	2.8% 10	0.0% 0	1.9% 3	2.8% 8	1.6% 4	2.5% 6	2.3% 9	8.9% 10	0.9% 1	0.0% 0	0.0% 0
Burnley	3.7% 23	2.0% 2	5.7% 21	3.1% 1	4.7% 7	5.1% 16	3.2% 7	6.5% 15	4.5% 18	1.6% 2	8.6% 12	7.8% 9	0.8% 1
Bury	25.9% 161	33.4% 39	33.5% 123	18.1% 6	39.4% 56	32.3% 99	37.0% 85	31.0% 71	36.3% 145	22.5% 26	31.0% 42	19.1% 22	60.1% 72
Clitheroe	1% 6	0.8% 1	1.4% 5	2.8% 1	0.0% 0	1.6% 5	0.8% 2	1.8% 4	1.2% 5	3.2% 4	1.7% 2	0.0% 0	0.0% 0
Haslingden	3.1% 19	5.2% 6	3.7% 14	3.5% 1	2.6% 4	4.8% 15	3.0% 7	4.6% 11	3.9% 16	12.1% 14	4.3% 6	0.0% 0	0.0% 0
Rawtenstall	19% 118	21.8% 25	25.4% 93	18.9% 6	25.4% 36	24.8% 76	20.3% 47	28.4% 65	24.5% 98	8.0% 9	59.5% 80	18.2% 21	7.1% 8
Rochdale	2.5% 16	1.7% 2	3.7% 14	8.9% 3	1.4% 2	3.5% 11	3.4% 8	3.0% 7	2.7% 11	0.0% 0	0.0% 0	13.7% 16	0.0% 0
Todmorden	1.8% 11	1.7% 2	2.5% 9	6.1% 2	2.1% 3	2.0% 6	1.3% 3	3.6% 8	2.3% 9	0.0% 0	0.9% 1	7.9% 9	0.8% 1
Skipton	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.8% 5	2.5% 3	0.6% 2	2.8% 1	1.4% 2	0.7% 2	1.7% 4	0.5% 1	1.3% 5	0.8% 1	0.9% 1	1.8% 2	0.8% 1
Ramsbottom	8% 50	9.7% 11	10.5% 39	14.4% 5	13.2% 19	8.6% 26	13.0% 30	7.8% 18	11.0% 44	1.6% 2	0.0% 0	1.7% 2	38.3% 46
Helmshore	0.6% 4	0.0% 0	1.0% 4	0.0% 0	1.9% 3	0.3% 1	1.6% 4	0.0% 0	0.9% 4	3.2% 4	0.0% 0	0.0% 0	0.0% 0
Bolton	0.9% 6	0.0% 0	1.6% 6	0.0% 0	1.3% 2	1.3% 4	0.4% 1	2.1% 5	0.7% 3	0.8% 1	0.9% 1	0.9% 1	2.3% 3
Oldham	0.5% 3	0.8% 1	0.5% 2	0.0% 0	2.1% 3	0.0% 0	0.4% 1	0.8% 2	0.5% 2	0.0% 0	0.0% 0	2.6% 3	0.0% 0
(Don't know / varies)	0.2% 1	0.0% 0	0.2% 1	0.0% 0	0.0% 0	0.3% 1	0.0% 0	0.4% 1	0.2% 1	0.8% 1	0.0% 0	0.0% 0	0.0% 0
(Don't visit markets for food shopping)	10.5% 66	18.4% 21	12.1% 44	15.5% 5	14.0% 20	13.3% 41	16.0% 37	10.7% 25	13.8% 55	15.3% 17	13.8% 19	12.2% 14	13.3% 16
Weighted base:	482	116	366	33	142	307	230	229	401	113	135	114	120
Sample:	483	115	368	33	142	308	233	228	403	124	116	115	128

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q18 Which markets do you use for non-food shopping?
Those who visit nearby markets at Q16

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	8.7%	49	6.2%	7	11.4%	42	6.6%	2	7.5%	11	11.8%	36	7.1%	16	12.2%	28	9.3%	37	27.5%	31	10.3%	14	2.6%	3	0.8%	1
Bacup	4.9%	28	6.9%	8	5.4%	20	9.1%	3	6.3%	9	5.2%	16	6.0%	14	6.1%	14	5.0%	20	0.0%	0	0.0%	0	24.5%	28	0.0%	0
Blackburn	1.7%	10	1.0%	1	2.3%	8	0.0%	0	1.5%	2	2.5%	8	0.8%	2	3.4%	8	1.7%	7	6.4%	7	1.7%	2	0.0%	0	0.0%	0
Burnley	5.4%	31	2.8%	3	7.5%	27	6.1%	2	4.4%	6	7.3%	22	5.0%	11	7.8%	18	5.3%	21	4.0%	5	11.2%	15	9.6%	11	0.0%	0
Bury	29.4%	166	35.0%	40	34.2%	125	18.1%	6	30.5%	43	38.0%	117	33.6%	78	35.4%	81	35.8%	143	30.6%	35	31.0%	42	20.9%	24	54.7%	66
Clitheroe	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Haslingden	1%	6	1.8%	2	1.1%	4	2.8%	1	0.6%	1	1.3%	4	0.4%	1	1.7%	4	1.2%	5	3.2%	4	1.7%	2	0.0%	0	0.0%	0
Rawtenstall	12.7%	72	15.4%	18	14.7%	54	13.0%	4	12.7%	18	16.1%	49	11.3%	26	18.5%	42	13.7%	55	5.6%	6	36.2%	49	12.2%	14	2.4%	3
Rochdale	3.2%	18	3.6%	4	3.8%	14	3.1%	1	3.6%	5	3.9%	12	3.0%	7	4.0%	9	3.3%	13	0.0%	0	0.9%	1	14.7%	17	0.0%	0
Todmorden	0.7%	4	0.0%	0	1.1%	4	3.1%	1	0.7%	1	0.7%	2	0.7%	2	1.8%	4	0.8%	3	0.0%	0	0.0%	0	3.6%	4	0.0%	0
Skipton	0.3%	2	0.8%	1	0.3%	1	0.0%	0	0.7%	1	0.3%	1	0.4%	1	0.4%	1	0.5%	2	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Other	0.5%	3	0.8%	1	0.5%	2	0.0%	0	2.0%	3	0.0%	0	0.8%	2	0.4%	1	0.7%	3	0.8%	1	0.0%	0	1.7%	2	0.0%	0
Ramsbottom	1.3%	8	3.2%	4	1.0%	4	5.7%	2	1.3%	2	1.2%	2	2.4%	4	0.8%	6	1.6%	7	0.0%	0	0.0%	0	0.0%	0	6.3%	8
Bolton	1.6%	9	0.8%	1	2.2%	8	2.9%	1	1.3%	2	2.0%	6	1.7%	4	1.8%	4	1.5%	6	2.4%	3	1.7%	2	1.7%	2	1.6%	2
(Don't know / varies)	0.5%	3	1.6%	2	0.3%	1	0.0%	0	1.3%	2	0.3%	1	0.8%	2	0.4%	1	0.7%	3	1.6%	2	0.0%	0	0.9%	1	0.0%	0
(Don't visit markets for non-food shopping)	27.8%	157	29.2%	34	33.6%	123	35.7%	12	37.8%	53	29.8%	92	37.6%	87	27.5%	63	34.4%	138	34.7%	39	28.5%	38	26.8%	31	40.6%	49
Weighted base:	482		116		366		33		142		307		230		229		401		113		135		114		120	
Sample:	483		115		368		33		142		308		233		228		403		124		116		115		128	

Q19 Of the markets you have just specified, which one do you use most (for any type of shopping)?
Those who visit nearby markets at Q16

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	13.2%	63	6.6%	8	15.3%	56	6.3%	2	10.7%	15	15.0%	46	10.4%	24	15.2%	35	11.7%	47	46.9%	53	6.9%	9	0.9%	1	0.0%	0
Bacup	9.7%	47	11.1%	13	9.2%	34	18.1%	6	8.5%	12	9.3%	29	10.3%	24	9.1%	21	9.2%	37	0.0%	0	0.0%	0	41.0%	47	0.0%	0
Blackburn	1.1%	5	0.0%	0	1.5%	5	0.0%	0	0.6%	1	1.5%	5	1.2%	3	1.2%	3	1.1%	3	4.8%	5	0.0%	0	0.0%	0	0.0%	0
Burnley	3.4%	17	1.8%	2	3.9%	14	6.1%	2	4.3%	6	2.7%	8	2.5%	6	4.7%	11	3.4%	13	3.2%	4	5.2%	7	4.4%	5	0.8%	1
Bury	31.9%	154	33.9%	39	31.3%	115	11.7%	4	31.1%	44	34.5%	106	33.8%	78	30.9%	71	33.6%	135	23.3%	26	20.7%	28	19.2%	22	64.8%	78
Clitheroe	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	1.0%	3	0.8%	2	0.5%	1	0.5%	2	1.6%	2	0.9%	1	0.0%	0	0.0%	0
Haslingden	2.4%	11	6.0%	7	1.2%	5	2.8%	1	1.9%	3	2.5%	8	1.7%	4	3.3%	8	2.6%	11	8.1%	9	1.7%	2	0.0%	0	0.0%	0
Rawtenstall	21.4%	103	23.2%	27	20.8%	76	19.4%	6	22.5%	32	21.1%	65	17.2%	40	24.8%	57	21.0%	84	5.6%	6	59.5%	80	11.3%	13	3.1%	4
Rochdale	3.5%	17	4.2%	5	3.2%	12	9.0%	3	2.1%	3	3.5%	11	3.4%	8	3.0%	7	2.9%	12	0.0%	0	0.0%	0	14.7%	17	0.0%	0
Todmorden	1.1%	5	0.0%	0	1.4%	5	0.0%	0	0.7%	1	1.4%	4	0.0%	0	2.3%	5	1.0%	4	0.0%	0	0.9%	1	3.5%	4	0.0%	0
Skipton	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other	0.4%	2	1.6%	2	0.0%	0	2.8%	1	0.7%	1	0.0%	0	0.4%	1	0.4%	1	0.5%	2	0.8%	1	0.0%	0	0.9%	1	0.0%	0
Ramsbottom	6.8%	33	8.9%	10	6.1%	22	11.4%	4	10.6%	15	4.6%	14	11.4%	26	2.4%	6	7.5%	30	1.6%	2	0.0%	0	0.0%	0	25.8%	31
Helmshore	0.6%	3	0.0%	0	0.7%	3	0.0%	0	1.3%	2	0.3%	1	1.2%	3	0.0%	0	0.7%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Bolton	0.6%	3	0.8%	1	0.5%	2	2.9%	1	0.7%	1	0.3%	1	0.8%	2	0.4%	1	0.5%	2	0.8%	1	0.0%	0	0.9%	1	0.8%	1
(Don't know / varies)	3.2%	15	1.8%	2	3.6%	13	9.5%	3	3.5%	5	2.3%	7	4.4%	10	1.8%	4	3.6%	14	0.8%	1	4.3%	6	3.4%	4	3.9%	5
Weighted base:	482		116		366		33		142		307		230		229		401		113		135		114		120	
Sample:	483		115		368		33		142		308		233		228		403		124		116		115		128	

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q20 Are there any improvements to Bacup market which would make you shop there more often?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better range of food goods	4.8%	38	4.5%	10	4.8%	28	11.0%	7	3.6%	10	4.6%	21	4.7%	18	5.1%	19	4.2%	29	2.0%	4	2.0%	5	15.0%	30	0.0%	0
Better range of non-food goods	3.8%	30	4.1%	9	3.7%	21	7.8%	5	2.9%	8	3.8%	17	4.2%	16	3.8%	14	3.4%	23	1.0%	2	2.0%	5	12.0%	24	0.0%	0
Better weather protection	1.1%	9	1.9%	4	0.8%	5	0.0%	0	1.4%	4	1.1%	5	1.5%	6	0.9%	3	0.9%	6	0.5%	1	0.5%	1	3.5%	7	0.0%	0
Different market times/ days	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Different locations for markets	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	2	0.0%	0	0.0%	0	0.5%	1	0.5%	1
More stalls at markets	9.0%	72	8.1%	18	9.4%	54	9.6%	6	9.5%	27	8.7%	40	6.9%	27	11.2%	42	9.1%	63	2.5%	5	7.0%	16	25.1%	50	1.0%	2
Better environment	0.5%	4	0.9%	2	0.4%	2	1.9%	1	0.8%	2	0.2%	1	0.8%	3	0.3%	1	0.6%	4	0.0%	0	1.0%	2	0.5%	1	0.5%	1
Other	1.2%	10	2.7%	6	0.7%	4	0.0%	0	1.8%	5	1.1%	5	1.6%	6	1.0%	4	1.4%	9	0.5%	1	0.5%	1	3.0%	6	1.0%	2
Better parking	1.9%	15	1.4%	3	2.1%	12	0.0%	0	2.6%	7	1.8%	8	1.3%	5	2.5%	9	2.1%	14	1.0%	2	1.5%	3	5.1%	10	0.0%	0
Nothing	17.0%	136	16.7%	37	17.1%	99	21.7%	14	13.3%	37	18.6%	85	15.4%	60	17.3%	65	16.1%	111	15.5%	28	14.5%	34	26.5%	52	11.5%	22
(Don't know / varies)	1.7%	13	1.8%	4	1.6%	9	3.4%	2	2.1%	6	1.1%	5	1.3%	5	2.2%	8	1.7%	12	2.0%	4	2.0%	5	2.5%	5	0.0%	0
(Don't visit Bacup market)	66.5%	532	65.7%	145	66.8%	387	55.6%	35	69.3%	195	66.1%	302	70.5%	273	62.8%	234	67.7%	468	78.0%	143	74.5%	173	28.3%	56	85.5%	160
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q21 Are there any improvements to Haslingden market which would make you shop there more often?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better range of food goods	2.1%	17	1.8%	4	2.2%	13	0.0%	0	2.4%	7	2.2%	10	2.7%	10	1.5%	5	2.4%	17	6.0%	11	2.5%	6	0.0%	0	0.0%	0
Better range of non-food goods	1.3%	11	0.8%	2	1.5%	9	0.0%	0	2.0%	6	1.1%	5	1.4%	5	1.2%	5	1.6%	11	4.0%	7	1.5%	3	0.0%	0	0.0%	0
Better weather protection	0.5%	4	0.5%	1	0.5%	3	0.0%	0	0.0%	0	0.9%	4	0.7%	3	0.3%	1	0.4%	3	1.5%	3	0.5%	1	0.0%	0	0.0%	0
Different market times/ days	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.0%	0	0.7%	3	0.6%	2	0.2%	1	0.5%	3	0.5%	1	1.0%	2	0.0%	0	0.0%	0
Different locations for markets	0.4%	3	0.4%	1	0.3%	2	0.0%	0	0.7%	2	0.2%	1	0.3%	1	0.5%	2	0.3%	2	1.0%	2	0.0%	0	0.5%	1	0.0%	0
More stalls at markets	9.4%	75	6.9%	15	10.4%	60	6.6%	4	6.5%	18	11.5%	52	7.5%	29	10.4%	39	9.1%	63	26.0%	47	10.0%	23	1.5%	3	1.0%	2
Better environment	0.7%	6	0.4%	1	0.8%	5	0.0%	0	1.1%	3	0.6%	3	1.0%	4	0.5%	2	0.8%	6	2.0%	4	0.5%	1	0.0%	0	0.5%	1
Other	0.6%	5	0.9%	2	0.5%	3	1.5%	1	0.7%	2	0.4%	2	0.8%	3	0.5%	2	0.6%	4	1.5%	3	0.5%	1	0.0%	0	0.5%	1
Better parking	0.6%	5	0.0%	0	0.8%	5	0.0%	0	0.3%	1	0.9%	4	0.3%	1	0.8%	3	0.7%	5	1.5%	3	0.5%	1	0.5%	1	0.0%	0
Nothing	12.8%	103	13.8%	31	12.5%	72	16.3%	10	9.5%	27	14.5%	66	9.5%	37	16.1%	60	12.1%	84	11.5%	21	14.0%	33	13.5%	27	12.0%	23
(Don't know / varies)	0.9%	7	0.4%	1	1.1%	6	1.6%	1	0.0%	0	1.3%	6	0.3%	1	1.6%	6	0.7%	5	1.0%	2	1.0%	2	1.0%	2	0.5%	1
(Don't visit Haslingden market)	74.3%	594	74.8%	165	74.1%	429	77.2%	48	80.9%	227	70.0%	319	79.2%	306	70.2%	262	75.2%	521	52.6%	96	72.5%	168	85.5%	169	86.0%	161
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Q22 Are there any improvements to Rawtenstall market which would make you shop there more often?																										
Better range of food goods	3.5%	28	2.4%	5	4.0%	23	4.8%	3	5.7%	16	2.1%	9	4.5%	17	3.0%	11	3.8%	26	1.5%	3	6.0%	14	4.0%	8	2.0%	4
Better range of non-food goods	3.0%	24	2.9%	6	3.0%	18	3.2%	2	3.7%	10	2.5%	12	4.0%	15	2.3%	9	3.2%	22	1.5%	3	5.0%	12	2.5%	5	2.5%	5
Better weather protection	0.4%	3	0.4%	1	0.4%	2	1.6%	1	0.0%	0	0.5%	2	0.0%	0	0.9%	3	0.3%	2	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Different market times/ days	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.2%	1	0.3%	1	0.3%	1	0.3%	1	0.0%	0	0.5%	1	0.5%	1	0.0%	0
Different locations for markets	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.0%	0	0.3%	2	0.5%	1	0.0%	0	0.5%	1	0.0%	0
More stalls at markets	6.0%	48	4.8%	11	6.4%	37	5.3%	3	8.0%	22	4.8%	22	5.9%	23	5.8%	22	6.4%	44	4.5%	8	12.0%	28	3.5%	7	2.5%	5
Better environment	3.5%	28	2.9%	6	3.8%	22	3.3%	2	3.9%	11	3.3%	15	5.9%	23	1.4%	5	3.8%	26	4.0%	7	6.5%	15	2.0%	4	1.0%	2
Other	0.5%	4	1.4%	3	0.2%	1	1.5%	1	0.7%	2	0.2%	1	0.8%	3	0.3%	1	0.4%	3	0.0%	0	0.5%	1	0.0%	0	1.5%	3
Better parking	2.8%	23	3.8%	8	2.5%	15	0.0%	0	4.5%	12	2.3%	10	3.0%	12	2.7%	10	3.3%	23	2.5%	5	4.5%	10	2.5%	5	1.5%	3
Better access to the market	0.6%	4	1.1%	2	0.4%	2	0.0%	0	0.4%	1	0.7%	3	0.3%	1	0.6%	2	0.5%	3	0.0%	0	1.5%	3	0.0%	0	0.5%	1
Redevelop the area	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.7%	2	0.3%	1	0.8%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	1	0.5%	1	0.5%	1
Nothing	33.1%	265	36.4%	81	31.8%	184	31.2%	19	28.9%	81	36.0%	164	26.1%	101	40.2%	150	31.2%	216	31.9%	58	44.5%	103	33.6%	66	19.5%	37
(Don't know / varies)	4.3%	34	1.8%	4	5.2%	30	4.9%	3	3.5%	10	4.7%	21	3.6%	14	4.6%	17	3.9%	27	6.0%	11	4.5%	10	4.1%	8	2.5%	5
(Don't visit Rawtenstall market)	46.7%	373	45.2%	100	47.2%	274	47.4%	30	47.2%	132	46.1%	210	51.4%	199	42.2%	157	47.4%	328	50.6%	92	22.5%	52	49.8%	98	69.4%	130
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200
Q23 What, if anything, would make you shop more often in Rawtenstall Town Centre?																										
Better choice of food shops	3.8%	30	3.4%	8	3.9%	23	3.2%	2	4.4%	12	3.5%	16	3.4%	13	4.3%	16	3.6%	25	3.0%	5	6.5%	15	3.5%	7	1.5%	3
Better choice of non-food shops	15.4%	123	11.4%	25	16.9%	98	25.0%	16	18.6%	52	12.2%	55	16.7%	65	14.3%	53	15.6%	108	13.0%	24	26.0%	60	13.6%	27	6.5%	12
Better maintenance/ cleanliness	5.9%	48	5.2%	12	6.2%	36	10.1%	6	4.1%	11	6.5%	30	5.5%	21	6.3%	24	6.4%	45	6.5%	12	7.0%	16	6.5%	13	3.5%	7
Better quality shops	7.8%	62	6.7%	15	8.2%	47	10.1%	6	9.2%	26	6.4%	29	8.9%	34	7.2%	27	7.6%	53	11.0%	20	11.5%	27	4.0%	8	4.0%	8
Improved bus service	1.3%	11	1.0%	2	1.5%	9	1.6%	1	0.7%	2	1.7%	8	0.7%	3	2.1%	8	0.7%	5	0.5%	1	0.5%	1	1.5%	3	3.0%	6
More car parking	8.0%	64	9.1%	20	7.6%	44	1.5%	1	11.1%	31	7.0%	32	10.9%	42	5.7%	21	9.3%	64	6.5%	12	8.5%	20	8.0%	16	9.0%	17
More traffic free areas/ pedestrianisation	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Improved security	0.7%	5	0.0%	0	0.9%	5	0.0%	0	0.7%	2	0.7%	3	0.8%	3	0.6%	2	0.5%	3	1.0%	2	1.5%	3	0.0%	0	0.0%	0
Other	2.5%	20	3.7%	8	2.1%	12	6.4%	4	1.8%	5	2.4%	11	2.8%	11	2.1%	8	2.6%	18	1.5%	3	2.0%	5	4.0%	8	2.5%	5
Redevelop the shopping precinct	5.4%	43	7.7%	17	4.6%	26	3.3%	2	3.5%	10	6.9%	31	3.9%	15	7.0%	26	5.8%	40	4.0%	7	8.0%	19	5.0%	10	4.0%	8
Fill vacant / boarded up shops	0.8%	6	0.0%	0	1.1%	6	0.0%	0	1.6%	4	0.4%	2	0.6%	2	0.7%	3	0.8%	5	1.5%	3	1.5%	3	0.0%	0	0.0%	0
Cheaper shops	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.3%	1	0.5%	2	0.8%	3	0.0%	0	0.3%	2	0.5%	1	0.5%	1	0.0%	0	0.5%	1
More cafes / restaurants	0.5%	4	0.4%	1	0.5%	3	1.6%	1	0.3%	1	0.5%	2	0.2%	1	0.8%	3	0.6%	4	0.5%	1	0.5%	1	0.5%	1	0.5%	1
Nothing	35.8%	287	38.3%	85	34.9%	202	23.2%	15	33.2%	93	39.3%	179	31.7%	123	38.5%	143	34.9%	241	33.0%	60	18.5%	43	44.9%	89	50.5%	95
(Don't know)	11.6%	93	12.3%	27	11.3%	65	14.0%	9	10.4%	29	12.0%	55	12.8%	49	10.3%	38	11.2%	78	17.6%	32	7.5%	17	8.0%	16	14.5%	27
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

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	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q24 What, if anything, would make you shop more often in Haslingden Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	1.2%	9	1.0%	2	1.2%	7	1.6%	1	1.4%	4	1.0%	4	1.3%	5	1.1%	4	1.2%	8	1.5%	3	2.0%	5	1.0%	2	0.0%	0
Better choice of non-food shops	5.9%	47	5.4%	12	6.1%	35	11.1%	7	4.9%	14	5.8%	26	5.7%	22	6.1%	23	6.1%	42	15.5%	28	6.0%	14	1.5%	3	1.0%	2
Better maintenance/ cleanliness	1.2%	10	0.4%	1	1.5%	9	3.3%	2	1.0%	3	1.1%	5	1.5%	6	0.6%	2	1.4%	10	3.5%	6	1.5%	3	0.0%	0	0.0%	0
Better quality shops	3.1%	25	1.7%	4	3.7%	21	3.2%	2	4.1%	12	2.5%	11	3.7%	14	2.6%	10	3.5%	24	8.5%	16	2.0%	5	1.0%	2	1.5%	3
Improved bus service	0.7%	6	0.0%	0	1.0%	6	1.6%	1	0.0%	0	1.1%	5	0.0%	0	1.6%	6	0.4%	3	0.0%	0	0.5%	1	1.5%	3	1.0%	2
More car parking	1.9%	16	2.1%	5	1.9%	11	1.9%	1	0.6%	2	2.8%	13	2.0%	8	2.1%	8	2.2%	16	4.5%	8	1.5%	3	1.0%	2	1.0%	2
More traffic free areas/ pedestrianisation	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Improved security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.9%	7	1.9%	4	0.5%	3	3.1%	2	0.3%	1	1.0%	4	0.5%	2	1.1%	4	0.9%	6	0.5%	1	1.5%	3	0.5%	1	1.0%	2
If it had less takeaway outlets	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.6%	2	0.2%	1	0.7%	3	0.0%	0	0.4%	3	1.5%	3	0.0%	0	0.0%	0	0.0%	0
Nothing	64.6%	517	66.6%	147	63.8%	370	55.0%	34	64.8%	182	65.7%	300	62.6%	242	65.8%	245	64.0%	442	47.0%	86	59.0%	137	77.0%	152	75.5%	142
(Don't know)	19.9%	160	20.1%	44	19.9%	115	19.3%	12	22.2%	62	18.7%	85	21.9%	85	18.8%	70	19.6%	136	17.1%	31	26.0%	60	16.5%	33	19.0%	36
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q25 What, if anything, would make you shop more often in Bacup Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	2.6%	21	2.7%	6	2.6%	15	3.2%	2	3.1%	9	2.2%	10	3.1%	12	1.9%	7	2.7%	19	0.5%	1	0.0%	0	9.6%	19	0.5%	1
Better choice of non-food shops	6.1%	49	4.9%	11	6.6%	38	15.0%	9	7.7%	22	3.9%	18	6.6%	26	6.2%	23	5.9%	41	2.0%	4	5.0%	12	17.0%	34	0.0%	0
Better maintenance/ cleanliness	1.8%	14	2.8%	6	1.4%	8	1.6%	1	1.9%	5	1.7%	8	1.6%	6	2.1%	8	1.6%	11	1.0%	2	1.0%	2	5.0%	10	0.0%	0
Better quality shops	2.4%	19	1.0%	2	3.0%	17	6.4%	4	3.3%	9	1.3%	6	0.8%	3	3.8%	14	1.9%	13	1.0%	2	2.0%	5	6.6%	13	0.0%	0
Improved bus service	0.4%	3	0.9%	2	0.2%	1	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.8%	3	0.1%	1	0.5%	1	0.0%	0	0.5%	1	0.5%	1
More car parking	2.1%	16	1.9%	4	2.1%	12	1.6%	1	3.7%	10	1.1%	5	2.1%	8	2.2%	8	2.2%	15	0.0%	0	1.5%	3	6.5%	13	0.0%	0
More traffic free areas/ pedestrianisation	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Improved security	0.4%	3	0.0%	0	0.5%	3	1.6%	1	0.4%	1	0.3%	1	0.8%	3	0.0%	0	0.3%	2	0.0%	0	0.5%	1	1.0%	2	0.0%	0
Other	1.3%	11	1.8%	4	1.2%	7	0.0%	0	1.4%	4	1.5%	7	1.0%	4	1.8%	7	1.4%	10	0.5%	1	0.0%	0	4.0%	8	1.0%	2
Nothing	60.3%	483	63.8%	141	59.0%	342	43.1%	27	56.1%	158	65.2%	297	60.2%	233	59.0%	220	61.4%	425	54.9%	100	64.0%	149	43.3%	85	79.0%	148
(Don't know)	22.4%	179	20.0%	44	23.3%	135	27.7%	17	22.4%	63	21.7%	99	23.7%	92	21.7%	81	22.1%	153	39.6%	72	26.0%	60	5.5%	11	19.0%	36
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

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For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q26 What, if anything, would make you shop more often in Waterfoot Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	1.7%	14	2.8%	6	1.3%	7	6.6%	4	2.2%	6	0.7%	3	1.7%	6	1.9%	7	1.7%	11	0.0%	0	2.0%	5	4.5%	9	0.0%	0
Better choice of non-food shops	5.3%	42	5.8%	13	5.1%	29	11.7%	7	7.0%	20	3.3%	15	4.6%	18	6.3%	24	5.1%	36	2.5%	5	9.0%	21	7.6%	15	1.0%	2
Better maintenance/ cleanliness	1.7%	13	1.5%	3	1.7%	10	0.0%	0	1.6%	4	1.9%	9	2.0%	8	1.6%	6	1.4%	10	0.0%	0	4.5%	10	1.0%	2	0.5%	1
Better quality shops	1.5%	12	1.5%	3	1.5%	9	3.4%	2	2.0%	6	1.0%	4	1.5%	6	1.5%	6	1.6%	11	0.0%	0	4.0%	9	1.5%	3	0.0%	0
Improved bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	2.6%	21	3.7%	8	2.2%	13	1.9%	1	3.4%	10	2.2%	10	3.5%	14	1.9%	7	3.0%	21	1.0%	2	3.5%	8	4.5%	9	1.0%	2
More traffic free areas/ pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	4	0.5%	1	0.5%	3	0.0%	0	1.5%	4	0.0%	0	0.8%	3	0.3%	1	0.6%	4	0.0%	0	0.5%	1	1.0%	2	0.5%	1
Better mix of food and non-food shops	0.6%	5	0.9%	2	0.5%	3	0.0%	0	1.1%	3	0.4%	2	0.5%	2	0.8%	3	0.7%	5	1.5%	3	0.5%	1	0.5%	1	0.0%	0
Need more banks	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.8%	2	0.3%	1	0.3%	1	0.6%	2	0.5%	3	0.0%	0	1.0%	2	0.5%	1	0.0%	0
Nothing	65.3%	522	63.1%	139	66.1%	383	47.7%	30	60.0%	168	70.8%	323	63.9%	247	65.0%	242	64.9%	449	58.4%	107	61.6%	143	64.3%	127	77.5%	145
(Don't know)	20.4%	163	20.2%	45	20.5%	119	28.7%	18	20.4%	57	19.4%	88	21.4%	83	20.1%	75	20.4%	141	36.6%	67	13.5%	31	14.6%	29	19.5%	36
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q27 What, if anything, would make you shop more often in Whitworth Town Centre?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Better choice of food shops	2.3%	19	3.1%	7	2.0%	12	1.6%	1	2.1%	6	2.6%	12	2.8%	11	2.1%	8	2.4%	17	0.0%	0	0.0%	0	9.4%	19	0.0%	0
Better choice of non-food shops	1.0%	8	0.0%	0	1.4%	8	4.9%	3	0.4%	1	0.9%	4	1.0%	4	1.1%	4	1.2%	8	0.0%	0	0.0%	0	4.1%	8	0.0%	0
Better maintenance/ cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops	0.8%	7	1.3%	3	0.7%	4	3.1%	2	1.0%	3	0.4%	2	0.7%	3	0.8%	3	0.7%	5	0.0%	0	0.0%	0	2.5%	5	1.0%	2
Improved bus service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More car parking	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
More traffic free areas/ pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Nothing	68.0%	544	68.8%	152	67.7%	392	53.0%	33	67.7%	190	70.3%	320	65.9%	255	69.3%	258	68.7%	475	59.9%	110	65.1%	151	69.6%	137	78.0%	146
(Don't know)	27.5%	220	26.4%	58	28.0%	162	35.9%	22	28.9%	81	25.6%	117	29.2%	113	26.5%	99	26.7%	185	40.1%	73	34.9%	81	13.5%	27	21.0%	39
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

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For Nathaniel Lichfield & Partners

Q28 What items, if any, do you regularly buy on the internet?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Groceries	4.5%	36	5.8%	13	4.0%	23	7.8%	5	6.8%	19	2.7%	12	7.3%	28	1.9%	7	4.6%	32	4.5%	8	2.5%	6	5.0%	10	6.5%	12
Clothes and Shoes	11.7%	94	10.7%	24	12.1%	70	26.9%	17	18.6%	52	5.5%	25	16.7%	65	6.8%	26	13.0%	90	8.5%	16	13.0%	30	14.0%	28	11.0%	21
Domestic Electrical Appliances	8.9%	71	17.9%	40	5.4%	31	8.6%	5	15.1%	42	5.1%	23	13.5%	52	4.0%	15	10.1%	70	6.5%	12	10.5%	24	9.5%	19	8.5%	16
Electrical TV, Hi-Fi and Computers	13.4%	107	23.8%	53	9.4%	55	9.9%	6	21.6%	61	8.6%	39	20.6%	80	6.2%	23	14.8%	102	9.5%	17	12.5%	29	16.5%	33	15.0%	28
Furniture, Soft Furnishings and Floor Coverings	2.3%	18	3.9%	9	1.6%	10	5.0%	3	3.1%	9	1.4%	6	1.7%	6	3.1%	12	2.1%	14	3.0%	5	3.0%	7	2.0%	4	1.0%	2
DIY, Hardware and Homewares	2.8%	22	7.1%	16	1.1%	6	6.7%	4	4.8%	14	0.9%	4	3.3%	13	2.4%	9	3.2%	22	2.5%	5	3.0%	7	2.0%	4	3.5%	7
Health and Beauty, Chemist Items	2.8%	22	2.8%	6	2.8%	16	1.9%	1	5.3%	15	1.4%	6	4.0%	15	1.9%	7	2.8%	19	3.0%	5	4.0%	9	2.0%	4	2.0%	4
Books, CD's, Toys etc.	33.4%	267	38.2%	84	31.5%	183	59.4%	37	49.3%	138	19.9%	91	48.9%	189	18.2%	68	36.8%	255	26.5%	48	34.0%	79	36.6%	72	36.0%	67
Other	1.6%	13	2.2%	5	1.3%	8	0.0%	0	1.4%	4	1.9%	9	2.0%	8	1.0%	4	1.8%	13	1.5%	3	0.5%	1	2.0%	4	2.5%	5
Holidays / flights / tickets etc	2.3%	19	1.8%	4	2.6%	15	3.4%	2	4.2%	12	1.1%	5	4.1%	16	0.8%	3	2.6%	18	2.0%	4	2.0%	5	2.0%	4	3.5%	7
Insurance	0.5%	4	0.4%	1	0.5%	3	0.0%	0	1.1%	3	0.2%	1	0.5%	2	0.6%	2	0.6%	4	0.0%	0	0.5%	1	0.5%	1	1.0%	2
Nothing	53.4%	427	43.9%	97	57.1%	330	23.1%	14	33.7%	95	69.8%	318	34.4%	133	72.2%	269	48.9%	339	62.0%	113	52.5%	122	47.0%	93	53.0%	99
(Don't know)	2.0%	16	1.4%	3	2.2%	13	3.0%	2	1.8%	5	2.0%	9	2.0%	8	1.9%	7	2.2%	15	1.0%	2	1.5%	3	3.0%	6	2.5%	5
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Q29 Do you or your family do any of the following leisure activities?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
Cinema	50.6%	405	48.9%	108	51.3%	297	65.9%	41	69.7%	196	36.7%	167	62.6%	242	40.0%	149	54.9%	380	52.0%	95	53.5%	124	45.1%	89	51.5%	97
Theatre	43.9%	352	37.7%	83	46.3%	268	29.4%	18	45.7%	128	44.8%	204	53.4%	206	34.6%	129	46.7%	323	46.5%	85	44.5%	103	37.6%	74	47.5%	89
Pub/bar to drink	40.9%	327	50.9%	112	37.1%	215	57.6%	36	54.3%	152	30.2%	138	45.7%	177	36.8%	137	42.9%	297	46.0%	84	41.0%	95	34.5%	68	42.5%	80
Pub / restaurant to eat	80.2%	641	80.4%	178	80.1%	464	84.2%	53	84.3%	237	77.0%	351	86.6%	335	73.4%	274	82.6%	571	82.5%	151	79.5%	184	77.6%	153	81.5%	153
Nightclub/ music venue	24.5%	196	33.9%	75	20.8%	121	53.2%	33	32.9%	92	15.2%	69	29.4%	113	20.0%	74	26.0%	180	24.0%	44	25.5%	59	24.6%	49	23.5%	44
Bingo	3.8%	31	1.9%	4	4.6%	27	1.5%	1	2.8%	8	4.8%	22	2.2%	9	5.6%	21	3.1%	22	5.0%	9	3.5%	8	4.0%	8	3.0%	6
Healthclub/ gym	22.4%	179	23.1%	51	22.1%	128	40.8%	26	29.2%	82	15.5%	71	29.9%	116	14.4%	54	24.3%	168	28.5%	52	22.0%	51	18.0%	36	21.5%	40
Tenpin bowling	22.3%	178	25.7%	57	20.9%	121	43.7%	27	38.9%	109	8.9%	41	28.0%	108	17.0%	63	24.7%	171	22.5%	41	21.0%	49	25.7%	51	20.0%	38
Swimming	39.4%	316	37.5%	83	40.2%	233	65.1%	41	54.0%	151	26.9%	122	47.6%	184	31.6%	118	42.8%	296	38.5%	70	41.0%	95	38.0%	75	40.0%	75
Sports Centre	21.4%	171	26.5%	59	19.4%	113	33.9%	21	33.0%	93	12.4%	56	29.3%	113	13.0%	48	23.4%	162	26.0%	48	21.0%	49	16.0%	32	23.0%	43
(None of these)	9.6%	77	10.3%	23	9.3%	54	2.9%	2	6.4%	18	12.5%	57	6.0%	23	12.5%	46	8.4%	58	6.0%	11	10.0%	23	12.0%	24	10.0%	19
(Don't know)	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.8%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q30 Where did you or your family last visit the cinema
Those who visit the cinema at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Vue Cinema, The Viaduct, Hyndburn Rd, Accrington, Lancashire	10.3%	42	7.6%	8	11.2%	33	7.3%	3	9.7%	19	11.7%	19	8.6%	21	12.6%	19	10.0%	38	37.6%	36	4.7%	6	0.0%	0	0.0%	0
Vue Cinema, Peel Leisure and Retail Park, Lower Audley Street, Blackburn	1.0%	4	1.9%	2	0.6%	2	0.0%	0	1.6%	3	0.5%	1	0.4%	1	2.0%	3	1.0%	4	1.9%	2	0.9%	1	1.1%	1	0.0%	0
Odeon, Riversway Portway Ashton-On-Ribble, Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon Cinema, Sandbrook Park, Sandbrook Way, Rochdale, Lancashire	6.6%	27	7.3%	8	6.4%	19	7.1%	3	8.6%	17	4.2%	7	6.6%	16	7.3%	11	6.8%	26	1.0%	1	1.9%	2	25.5%	23	1.0%	1
Apollo Cinemas, Manchester Rd, Hollywood Park, Burnley, Lancashire	16.2%	66	11.1%	12	18.1%	54	17.2%	7	17.4%	34	14.7%	25	12.8%	31	22.5%	34	15.5%	59	6.7%	6	26.2%	33	25.8%	23	3.9%	4
Cineworld, The Valley, 15, Eagley Brook Way, Bolton, Lancashire	4.7%	19	5.2%	6	4.5%	13	2.3%	1	5.9%	11	3.9%	7	5.5%	13	3.1%	5	5.0%	19	0.0%	0	0.9%	1	0.0%	0	18.4%	18
Accrington	2.0%	8	0.0%	0	2.7%	8	0.0%	0	0.0%	0	4.8%	8	0.9%	2	4.0%	6	1.9%	7	4.8%	5	2.8%	3	0.0%	0	0.0%	0
Bacup	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	0.7%	3	0.0%	0	1.0%	3	2.8%	1	0.5%	1	0.0%	0	0.9%	2	0.0%	0	0.8%	3	1.9%	2	0.9%	1	0.0%	0	0.0%	0
Bolton	3.7%	15	2.6%	3	4.1%	12	4.5%	2	3.3%	7	3.9%	7	3.9%	9	3.8%	6	3.9%	15	1.0%	1	0.0%	0	0.0%	0	14.6%	14
Burnley	5.2%	21	2.2%	2	6.3%	19	5.6%	2	4.1%	8	6.4%	11	5.6%	14	4.2%	6	4.7%	18	1.0%	1	12.2%	15	5.5%	5	0.0%	0
Bury	32.2%	131	45.0%	49	27.6%	82	38.9%	16	32.6%	64	30.4%	51	35.4%	86	26.1%	39	33.0%	125	30.7%	29	36.4%	45	14.6%	13	44.7%	43
Hebden Bridge	0.5%	2	0.9%	1	0.4%	1	0.0%	0	0.5%	1	0.7%	1	0.4%	1	0.8%	1	0.6%	2	0.0%	0	0.9%	1	1.1%	1	0.0%	0
Manchester	6.1%	25	6.1%	7	6.1%	18	4.9%	2	5.8%	11	6.8%	11	7.9%	19	3.8%	6	6.3%	24	5.8%	5	4.7%	6	6.7%	6	7.8%	7
Rochdale	2.6%	11	5.4%	6	1.6%	5	7.1%	3	3.5%	7	0.6%	1	2.8%	7	2.0%	3	2.8%	11	0.0%	0	0.0%	0	11.0%	10	1.0%	1
Other	2.5%	10	1.1%	1	3.0%	9	0.0%	0	3.1%	6	2.4%	4	3.0%	7	1.2%	2	2.3%	9	2.9%	3	2.8%	3	2.2%	2	1.9%	2
Pilsworth	2.7%	11	1.9%	2	2.9%	9	0.0%	0	2.1%	4	4.0%	7	2.1%	5	3.8%	6	2.6%	10	2.9%	3	1.9%	2	1.1%	1	4.8%	5
Whitworth	0.7%	3	0.0%	0	1.0%	3	0.0%	0	0.5%	1	1.2%	2	1.2%	2	0.0%	0	0.8%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0
(Don't know / can't remember)	2.3%	9	1.7%	2	2.5%	7	2.4%	1	0.9%	2	3.8%	6	2.0%	5	2.8%	4	2.1%	8	1.9%	2	2.8%	3	2.2%	2	1.9%	2
Weighted base:		405		108		297		41		196		167		242		149		380		95		124		89		97
Sample:		404		108		296		40		195		168		241		149		379		104		107		90		103

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q31 Where did you or your family last visit the Theatre?
Those who visit the theatre at Q29

	Total %	Total N	Male %	Male N	Female %	Female N	18 to 34 %	18 to 34 N	35 to 54 %	35 to 54 N	55+ %	55+ N	ABC1 %	ABC1 N	C2DE %	C2DE N	Car in hhold %	Car in hhold N	Zone 1 %	Zone 1 N	Zone 2 %	Zone 2 N	Zone 3 %	Zone 3 N	Zone 4 %	Zone 4 N
Royal Court Theatre, Rochdale Rd, Bacup, Lancashire	6.7%	24	7.8%	6	6.4%	17	6.3%	1	4.6%	6	8.1%	17	4.4%	9	10.3%	13	5.4%	17	3.2%	3	6.7%	7	16.2%	12	2.1%	2
New Millennium Theatre, Waterfoot	0.8%	3	1.1%	1	0.7%	2	0.0%	0	0.8%	1	0.9%	2	0.5%	1	1.5%	2	0.9%	3	1.1%	1	0.0%	0	2.6%	2	0.0%	0
The Horse and Bamboo Centre (The Boo), Waterfoot	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Accrington	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.4%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bacup	3.9%	14	1.2%	1	4.7%	13	0.0%	0	4.4%	6	3.9%	8	2.8%	6	5.3%	7	3.2%	10	6.4%	5	1.1%	1	9.3%	7	0.0%	0
Blackburn	0.5%	2	2.2%	2	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.9%	2	0.0%	0	0.6%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Bolton	2.6%	9	3.7%	3	2.2%	6	0.0%	0	1.5%	2	3.5%	7	3.0%	6	1.5%	2	2.5%	8	0.0%	0	2.2%	2	2.7%	2	5.3%	5
Bury	1.4%	5	6.1%	5	0.0%	0	0.0%	0	2.3%	3	1.0%	2	2.0%	4	0.7%	1	1.6%	5	2.1%	2	2.2%	2	0.0%	0	1.1%	1
Haslingden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hebden Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	60.0%	211	52.2%	44	62.4%	167	77.4%	14	62.2%	80	56.8%	116	59.9%	124	62.9%	81	61.9%	200	59.1%	50	67.4%	70	49.2%	36	61.1%	54
Ramsbottom	4.0%	14	4.5%	4	3.8%	10	0.0%	0	2.2%	3	5.5%	11	5.0%	10	2.9%	4	4.3%	14	0.0%	0	0.0%	0	0.0%	0	15.8%	14
Rawtenstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfoot	0.3%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Other	3.3%	12	2.3%	2	3.6%	10	0.0%	0	4.7%	6	2.8%	6	3.4%	7	3.6%	5	3.6%	12	6.5%	5	2.2%	2	2.7%	2	2.1%	2
Burnley	3.1%	11	1.1%	1	3.7%	10	0.0%	0	2.5%	3	3.8%	8	2.4%	5	3.9%	5	2.7%	9	6.5%	5	3.4%	3	1.4%	1	1.1%	1
London	4.3%	15	5.9%	5	3.7%	10	0.0%	0	6.2%	8	3.5%	7	5.9%	12	2.2%	3	4.3%	14	5.4%	5	4.5%	5	4.0%	3	3.2%	3
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldham	2.0%	7	2.3%	2	1.9%	5	0.0%	0	2.4%	3	2.0%	4	3.0%	6	0.8%	1	2.2%	7	0.0%	0	2.3%	2	3.9%	3	2.1%	2
Oswaldtwistle	0.8%	3	1.1%	1	0.7%	2	0.0%	0	0.7%	1	0.9%	2	0.4%	1	0.0%	0	0.9%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Preston	1.2%	4	2.3%	2	0.8%	2	5.5%	1	0.7%	1	1.0%	2	1.5%	3	0.0%	0	0.9%	3	0.0%	0	1.1%	1	1.4%	1	2.1%	2
Blackpool	0.9%	3	1.1%	1	0.8%	2	5.5%	1	0.9%	1	0.5%	1	0.0%	0	1.5%	2	1.0%	3	1.1%	1	1.1%	1	1.4%	1	0.0%	0
Salford	0.9%	3	1.4%	1	0.8%	2	0.0%	0	0.7%	1	1.1%	2	1.6%	3	0.0%	0	1.0%	3	0.0%	0	2.2%	2	0.0%	0	1.0%	1
(Don't know / can't remember)	2.9%	10	2.5%	2	3.0%	8	5.3%	1	2.3%	3	3.0%	6	2.0%	4	2.9%	4	2.5%	8	2.1%	2	3.4%	4	2.7%	2	3.2%	3
Weighted base:		352		83		268		18		128		204		206		129		323		85		103		74		89
Sample:		352		84		268		18		128		205		206		130		324		93		89		75		95

NEMS market research

by Demographics and Zone

Weighted:

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

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November 2008

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q32 Where did you or your family last visit a pub or bar for drinking?
Those who visit a pub or bar for drinking at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	7.3%	24	4.1%	5	9.0%	19	5.1%	2	6.6%	10	8.7%	12	6.8%	12	6.0%	8	7.7%	23	28.4%	24	0.0%	0	0.0%	0	0.0%	0
Bacup	6.7%	22	6.3%	7	7.0%	15	24.8%	9	4.0%	6	5.0%	7	5.6%	10	8.0%	11	5.7%	17	0.0%	0	1.2%	1	30.6%	21	0.0%	0
Blackburn	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bolton	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Burnley	3.2%	10	1.8%	2	3.9%	8	5.6%	2	3.5%	5	2.2%	3	2.8%	5	2.3%	3	2.4%	7	3.3%	3	4.9%	5	4.4%	3	0.0%	0
Bury	6.5%	21	5.9%	7	6.7%	14	7.9%	3	6.8%	10	5.7%	8	5.8%	10	7.2%	10	6.4%	19	1.1%	1	1.2%	1	7.3%	5	17.6%	14
Clitheroe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth/ Loveclough	1.4%	5	1.0%	1	1.6%	3	0.0%	0	2.3%	3	0.8%	1	1.3%	2	1.7%	2	1.6%	5	0.0%	0	4.9%	5	0.0%	0	0.0%	0
Edenfield	3.2%	10	2.5%	3	3.5%	8	0.0%	0	3.7%	6	2.7%	4	2.6%	5	3.5%	5	3.5%	10	2.2%	2	0.0%	0	1.5%	1	9.5%	8
Haslingden	11.9%	39	13.6%	15	11.0%	24	12.6%	5	7.9%	12	16.1%	22	9.3%	16	15.5%	21	11.9%	35	35.7%	30	7.3%	7	0.0%	0	2.4%	2
Manchester	5.8%	19	7.0%	8	5.2%	11	15.0%	5	6.9%	11	2.2%	3	7.3%	13	4.4%	6	6.4%	19	4.4%	4	6.1%	6	4.4%	3	8.2%	7
Ramsbottom	7.9%	26	9.4%	11	7.1%	15	0.0%	0	11.1%	17	6.5%	9	10.7%	19	4.1%	6	8.0%	24	1.1%	1	2.4%	2	0.0%	0	28.2%	23
Rawtenstall	17.5%	57	22.5%	25	14.8%	32	21.0%	8	17.5%	27	16.6%	23	16.1%	28	20.9%	29	17.2%	51	6.5%	5	45.2%	43	8.6%	6	3.5%	3
Rochdale	2.4%	8	1.7%	2	2.7%	6	0.0%	0	3.2%	5	2.1%	3	2.2%	4	2.2%	3	2.0%	6	0.0%	0	0.0%	0	10.1%	7	1.2%	1
Todmorden	1.2%	4	0.9%	1	1.4%	3	0.0%	0	1.3%	2	1.5%	2	1.1%	2	1.5%	2	1.3%	4	0.0%	0	0.0%	0	4.4%	3	1.2%	1
Waterfoot	3.8%	12	2.1%	2	4.7%	10	0.0%	0	5.1%	8	3.4%	5	3.3%	6	4.8%	7	3.4%	10	0.0%	0	10.9%	10	2.9%	2	0.0%	0
Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	6.2%	20	6.3%	7	6.1%	13	2.6%	1	5.9%	9	7.5%	10	6.3%	11	6.7%	9	6.4%	19	4.4%	4	7.3%	7	5.9%	4	7.1%	6
Helmshore	3.0%	10	3.5%	4	2.8%	6	0.0%	0	4.4%	7	2.4%	3	3.9%	7	2.2%	3	3.3%	10	5.4%	5	3.7%	3	0.0%	0	2.4%	2
Abroad	0.9%	3	0.8%	1	0.9%	2	0.0%	0	0.0%	0	2.0%	3	0.6%	1	1.3%	2	1.0%	3	1.1%	1	0.0%	0	1.4%	1	1.2%	1
Baxenden	0.8%	3	0.8%	1	0.9%	2	0.0%	0	0.0%	0	2.0%	3	1.0%	2	0.7%	1	0.6%	2	3.3%	3	0.0%	0	0.0%	0	0.0%	0
Greenmount	1.4%	5	2.5%	3	0.9%	2	0.0%	0	0.6%	1	2.7%	4	2.1%	4	0.7%	1	1.6%	5	0.0%	0	0.0%	0	0.0%	0	5.9%	5
Affetside	0.9%	3	0.8%	1	0.9%	2	0.0%	0	0.0%	0	2.0%	3	0.5%	1	1.4%	2	0.9%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3
Holcombe Brook	1.1%	4	0.8%	1	1.3%	3	0.0%	0	0.6%	1	2.0%	3	1.6%	3	0.7%	1	1.3%	4	0.0%	0	0.0%	0	0.0%	0	4.7%	4
Rossendale	0.9%	3	0.0%	0	1.4%	3	0.0%	0	1.2%	2	0.8%	1	0.7%	1	0.7%	1	1.0%	3	1.1%	1	1.2%	1	1.4%	1	0.0%	0
Whitworth	3.3%	11	1.7%	2	4.1%	9	5.4%	2	2.6%	4	3.6%	5	5.0%	9	1.4%	2	3.6%	11	0.0%	0	0.0%	0	15.7%	11	0.0%	0
(Don't know / can't remember)	2.2%	7	2.9%	3	1.8%	4	0.0%	0	3.4%	5	1.5%	2	2.9%	5	1.6%	2	2.1%	6	1.1%	1	3.7%	3	1.4%	1	2.4%	2
Weighted base:		327		112		215		36		152		138		177		137		297		84		95		68		80
Sample:		328		112		216		36		153		138		178		137		298		92		82		69		85

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q33 Where did you or your family last visit a pub or restaurant to eat?

Those who visit a pub or restaurant to eat at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	4.1%	26	3.6%	6	4.3%	20	3.9%	2	4.0%	9	4.2%	15	3.4%	11	4.1%	11	4.1%	24	14.6%	22	1.3%	2	0.7%	1	0.6%	1
Bacup	2.8%	18	1.1%	2	3.5%	16	5.8%	3	3.0%	7	2.3%	8	2.7%	9	3.3%	9	2.8%	16	0.0%	0	0.6%	1	10.4%	16	0.6%	1
Blackburn	3.4%	22	5.0%	9	2.7%	13	0.0%	0	3.6%	9	3.7%	13	1.7%	6	5.0%	14	3.1%	17	8.5%	13	3.1%	6	1.3%	2	0.6%	1
Bolton	1.2%	8	0.0%	0	1.7%	8	1.7%	1	0.4%	1	1.7%	6	2.0%	7	0.4%	1	1.1%	7	0.6%	1	0.6%	1	0.0%	0	3.7%	6
Burnley	4.0%	26	1.9%	3	4.8%	22	3.8%	2	5.7%	13	2.9%	10	2.8%	10	5.2%	14	3.3%	19	3.0%	5	5.0%	9	7.7%	12	0.0%	0
Bury	6.2%	40	6.5%	12	6.1%	28	5.8%	3	6.1%	15	6.4%	22	5.5%	18	7.9%	22	5.7%	33	3.6%	5	3.8%	7	3.2%	5	14.7%	22
Clitheroe	0.6%	4	0.0%	0	0.8%	4	0.0%	0	1.2%	3	0.3%	1	0.8%	3	0.3%	1	0.6%	4	2.4%	4	0.0%	0	0.0%	0	0.0%	0
Crawshawbooth / Loveclough	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Edenfield	2.2%	14	4.7%	8	1.3%	6	0.0%	0	1.7%	4	2.7%	9	1.5%	5	3.0%	8	2.3%	13	0.6%	1	3.1%	6	0.7%	1	4.3%	7
Haslingden	13.6%	87	14.8%	26	13.1%	61	10.9%	6	11.7%	28	15.3%	54	12.9%	43	15.0%	41	13.8%	79	26.6%	40	17.6%	32	5.8%	9	3.7%	6
Manchester	5.9%	38	8.0%	14	5.1%	24	10.2%	5	6.3%	15	5.1%	18	8.0%	27	3.8%	10	6.5%	37	3.6%	5	8.8%	16	4.5%	7	6.1%	9
Ramsbottom	8.2%	53	10.6%	19	7.3%	34	7.6%	4	11.2%	26	6.3%	22	12.0%	40	4.2%	11	8.4%	48	0.6%	1	3.1%	6	0.6%	1	29.5%	45
Rawtenstall	16.8%	108	13.8%	24	18.0%	83	25.7%	14	20.6%	49	12.9%	45	15.7%	52	17.5%	48	16.7%	95	7.3%	11	33.9%	63	17.4%	27	4.9%	7
Rochdale	4.5%	29	4.9%	9	4.4%	20	7.5%	4	4.9%	12	3.8%	13	5.8%	19	3.2%	9	4.6%	26	3.0%	5	0.0%	0	14.1%	22	1.8%	3
Todmorden	1.7%	11	1.2%	2	1.9%	9	1.8%	1	2.6%	6	1.1%	4	1.5%	5	2.2%	6	1.9%	11	0.0%	0	0.6%	1	5.9%	9	0.6%	1
Waterfoot	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.8%	2	0.2%	1	0.0%	0	0.6%	1	0.6%	1	0.0%	0
Whitchurch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	9.5%	61	7.2%	13	10.4%	48	5.6%	3	5.8%	14	12.6%	44	10.0%	34	8.2%	22	9.9%	57	11.5%	17	6.9%	13	10.4%	16	9.8%	15
Abroad	0.6%	4	1.1%	2	0.4%	2	0.0%	0	0.8%	2	0.5%	2	0.9%	3	0.3%	1	0.7%	4	0.0%	0	0.0%	0	1.3%	2	1.2%	2
Blackpool	0.5%	3	0.5%	1	0.5%	2	0.0%	0	0.9%	2	0.3%	1	0.6%	2	0.4%	1	0.5%	3	0.0%	0	0.6%	1	1.3%	2	0.0%	0
Colne	0.5%	3	0.7%	1	0.4%	2	0.0%	0	0.9%	2	0.3%	1	0.0%	0	1.1%	3	0.5%	3	1.2%	2	0.6%	1	0.0%	0	0.6%	1
Great Harwood	0.5%	3	0.5%	1	0.5%	2	0.0%	0	0.0%	0	0.9%	3	0.6%	2	0.4%	1	0.5%	3	0.6%	1	0.6%	1	0.0%	0	0.6%	1
Greenmount	1.0%	7	1.1%	2	1.0%	5	0.0%	0	1.2%	3	1.1%	4	0.8%	3	1.4%	5	1.0%	6	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Hawkshaw	0.7%	5	0.5%	1	0.8%	4	0.0%	0	0.0%	0	1.3%	5	0.0%	0	0.7%	3	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.1%	5
Helmshore	1.0%	7	0.0%	0	1.4%	7	0.0%	0	0.8%	2	1.4%	5	1.4%	5	0.8%	2	1.2%	7	3.0%	5	0.6%	1	0.0%	0	0.6%	1
Preston	0.4%	3	0.0%	0	0.6%	3	1.8%	1	0.4%	1	0.3%	1	0.0%	0	1.0%	3	0.5%	3	1.2%	2	0.0%	0	0.6%	1	0.0%	0
Stackstead	0.8%	5	1.1%	2	0.7%	3	0.0%	0	0.4%	1	1.2%	4	0.3%	1	1.5%	4	0.7%	4	0.0%	0	0.6%	1	2.6%	4	0.0%	0
Rossendale	0.6%	4	0.0%	0	0.9%	4	0.0%	0	1.2%	3	0.3%	1	0.3%	1	0.4%	2	0.7%	4	0.6%	1	0.6%	1	0.6%	1	0.6%	1
Tottington	1.1%	7	1.7%	3	0.9%	4	0.0%	0	1.3%	3	1.1%	4	1.7%	6	0.4%	1	1.2%	7	0.0%	0	1.3%	2	0.0%	0	3.1%	5
Whitworth	1.2%	8	1.1%	2	1.3%	6	0.0%	0	0.8%	2	1.7%	6	1.5%	5	0.7%	2	1.0%	6	0.0%	0	0.0%	0	5.1%	8	0.0%	0
Whalley	0.8%	5	1.2%	2	0.6%	3	0.0%	0	0.0%	0	1.4%	5	0.8%	3	0.8%	2	0.8%	5	2.4%	4	0.6%	1	0.0%	0	0.0%	0
Scotland	0.4%	3	0.5%	1	0.4%	2	0.0%	0	0.8%	2	0.3%	1	0.5%	2	0.3%	1	0.5%	3	1.2%	2	0.0%	0	0.0%	0	0.6%	1
(Don't know / can't remember)	4.5%	29	6.1%	11	3.9%	18	7.8%	4	2.7%	6	5.3%	18	2.7%	9	5.8%	16	4.2%	24	3.6%	5	4.4%	8	5.1%	8	4.9%	8
Weighted base:		641		178		464		53		237		351		335		274		571		151		184		153		153
Sample:		642		178		464		52		236		353		336		273		573		165		159		155		163

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q34 Where did you or your family last visit a nightclub/ live music venue?
Those who visit a nightclub / live music venue at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	1.4%	3	1.2%	1	1.5%	2	0.0%	0	1.0%	1	2.7%	2	1.6%	2	0.0%	0	1.5%	3	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Bacup	1.6%	3	2.6%	2	1.0%	1	0.0%	0	0.0%	0	4.5%	3	0.0%	0	4.2%	3	1.1%	2	0.0%	0	2.0%	1	4.0%	2	0.0%	0
Blackburn	2.8%	5	2.9%	2	2.7%	3	3.0%	1	3.5%	3	1.7%	1	3.8%	4	1.6%	1	3.0%	5	0.0%	0	5.9%	3	2.0%	1	2.1%	1
Bolton	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Burnley	12.1%	24	10.0%	7	13.4%	16	17.8%	6	11.5%	11	10.3%	7	8.6%	10	15.7%	12	9.7%	17	12.5%	5	15.7%	9	18.4%	9	0.0%	0
Bury	4.5%	9	5.6%	4	3.9%	5	5.5%	2	5.1%	5	3.4%	2	5.3%	6	3.7%	3	4.9%	9	4.2%	2	3.9%	2	0.0%	0	10.6%	5
Haslingden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	56.8%	111	53.5%	40	58.9%	71	49.5%	16	60.6%	56	54.8%	38	62.5%	71	50.3%	37	58.8%	106	56.2%	25	56.9%	34	47.1%	23	68.1%	30
Ramsbottom	1.6%	3	0.0%	0	2.5%	3	0.0%	0	1.3%	1	2.7%	2	1.8%	2	1.3%	1	1.7%	3	0.0%	0	2.0%	1	0.0%	0	4.3%	2
Rawtenstall	3.1%	6	6.9%	5	0.8%	1	6.0%	2	1.3%	1	4.2%	3	0.0%	0	8.2%	6	2.8%	5	2.1%	1	2.0%	1	8.3%	4	0.0%	0
Rochdale	2.9%	6	2.7%	2	3.1%	4	5.8%	2	3.1%	3	1.3%	1	3.4%	4	2.6%	2	2.7%	5	4.2%	2	0.0%	0	8.1%	4	0.0%	0
Waterfoot	0.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.6%	1	0.6%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Other	7.2%	14	6.6%	5	7.6%	9	5.8%	2	8.7%	8	6.0%	4	6.2%	7	9.5%	7	7.8%	14	4.2%	2	7.8%	5	8.0%	4	8.5%	4
(Don't know / can't remember)	4.9%	10	5.3%	4	4.7%	6	6.6%	2	3.0%	3	6.7%	5	5.9%	7	1.4%	1	4.8%	9	10.4%	5	2.0%	1	4.1%	2	4.3%	2
Weighted base:	196		75		121		33		92		69		113		74		180		44		59		49		44	
Sample:	195		74		121		33		92		69		113		74		180		48		51		49		47	

Q35 Where did you or your family last go to play bingo?
Those who visit bingo at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington	9.7%	3	0.0%	0	11.2%	3	0.0%	0	0.0%	0	13.6%	3	0.0%	0	8.7%	2	9.6%	2	20.1%	2	14.3%	1	0.0%	0	0.0%	0
Bacup	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackburn	8.9%	3	0.0%	0	10.3%	3	0.0%	0	11.6%	1	8.3%	2	21.0%	2	4.4%	1	8.5%	2	29.9%	3	0.0%	0	0.0%	0	0.0%	0
Bolton	9.2%	3	0.0%	0	10.6%	3	0.0%	0	0.0%	0	12.8%	3	0.0%	0	13.5%	3	13.1%	3	0.0%	0	0.0%	0	0.0%	0	50.1%	3
Burnley	21.3%	7	27.9%	1	20.3%	5	100.0%	1	14.8%	1	20.3%	4	23.9%	2	21.4%	4	19.7%	4	10.0%	1	57.1%	5	12.8%	1	0.0%	0
Bury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Haslingden	5.9%	2	22.1%	1	3.4%	1	0.0%	0	0.0%	0	8.3%	2	0.0%	0	8.7%	2	8.5%	2	20.0%	2	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ramsbottom	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rawtenstall	3.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	5.2%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Rochdale	16.1%	5	0.0%	0	18.6%	5	0.0%	0	37.9%	3	9.0%	2	22.9%	2	14.1%	3	9.2%	2	0.0%	0	0.0%	0	62.6%	5	0.0%	0
Waterfoot	3.8%	1	27.9%	1	0.0%	0	0.0%	0	0.0%	0	5.2%	1	0.0%	0	5.5%	1	5.4%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0
Other	15.5%	5	0.0%	0	17.9%	5	0.0%	0	24.0%	2	13.1%	3	21.6%	2	13.8%	2	17.6%	3	0.0%	0	0.0%	0	24.6%	2	49.9%	3
(Don't know/ can't remember)	6.0%	2	22.1%	1	3.5%	1	0.0%	0	11.7%	1	4.2%	1	10.5%	1	4.4%	1	8.5%	1	20.1%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	31		4		27		1		8		22		9		21		22		9		8		8		6	
Sample:	31		4		27		1		8		22		9		21		22		10		7		8		6	

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q36 Where did you or your family last go to a healthclub / gym?
Those who visit a healthclub / gym at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Fearnes Gym Facilities, Stacksteads	1.2%	2	2.3%	1	0.8%	1	4.5%	1	0.0%	0	1.4%	1	1.0%	1	1.8%	1	1.3%	2	0.0%	0	2.3%	1	2.8%	1	0.0%	0
Rossendale Leisure Trust, 41-45, Kay St, Rossendale, Lancashire	0.6%	1	2.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.2%	1	0.7%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Body & Fitness, The Church, John St, Haslingden, Rossendale, Lancashire	1.7%	3	0.0%	0	2.3%	3	3.6%	1	2.5%	2	0.0%	0	1.8%	2	1.7%	1	1.8%	3	3.5%	2	2.3%	1	0.0%	0	0.0%	0
T1 Health & Fitness Club, Lench Rd, Waterfoot, Rossendale, Lancashire	1.9%	3	2.3%	1	1.7%	2	8.4%	2	0.0%	0	1.6%	1	1.0%	1	4.0%	2	1.3%	2	0.0%	0	4.6%	2	2.8%	1	0.0%	0
Pioneer Health Studio, Riverside Business Park, River St, Bacup, Lancashire	4.0%	7	0.0%	0	5.6%	7	4.0%	1	6.2%	5	1.4%	1	3.6%	4	5.5%	3	3.1%	5	0.0%	0	2.3%	1	16.8%	6	0.0%	0
Accrington	8.7%	16	3.6%	2	10.8%	14	3.6%	1	7.8%	6	11.7%	8	9.5%	11	5.1%	3	8.7%	15	30.0%	16	0.0%	0	0.0%	0	0.0%	0
Bacup	3.8%	7	2.0%	1	4.6%	6	11.7%	3	3.6%	3	1.4%	1	2.5%	3	7.4%	4	3.5%	6	0.0%	0	0.0%	0	16.8%	6	2.3%	1
Blackburn	2.8%	5	4.1%	2	2.3%	3	0.0%	0	3.7%	3	2.9%	2	4.4%	5	0.0%	0	3.0%	5	5.3%	3	4.6%	2	0.0%	0	0.0%	0
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	3.5%	6	1.8%	1	4.2%	5	4.5%	1	4.8%	4	1.6%	1	3.6%	4	2.2%	1	3.7%	6	5.3%	3	6.8%	3	0.0%	0	0.0%	0
Bury	13.3%	24	15.8%	8	12.3%	16	11.9%	3	10.6%	9	17.1%	12	18.9%	22	1.7%	1	13.6%	23	3.5%	2	11.4%	6	11.1%	4	30.2%	12
Haslingden	20.5%	37	26.3%	13	18.2%	23	15.5%	4	14.2%	12	29.9%	21	17.3%	20	27.2%	15	20.8%	35	42.0%	22	27.3%	14	2.8%	1	0.0%	0
Manchester	1.6%	3	3.8%	2	0.7%	1	0.0%	0	1.2%	1	1.3%	1	1.7%	2	0.0%	0	1.7%	3	1.7%	1	0.0%	0	2.8%	1	2.3%	1
Ramsbottom	13.7%	25	9.2%	5	15.5%	20	3.7%	1	12.8%	11	18.6%	13	14.8%	17	12.2%	7	14.1%	24	1.7%	1	2.3%	1	0.0%	0	55.8%	23
Rawtenstall	4.5%	8	6.8%	3	3.5%	5	8.5%	2	7.1%	6	0.0%	0	4.0%	5	6.2%	3	4.7%	8	0.0%	0	13.6%	7	2.9%	1	0.0%	0
Rochdale	2.3%	4	0.0%	0	3.2%	4	3.9%	1	2.6%	2	1.4%	1	1.8%	2	3.6%	2	2.4%	4	0.0%	0	2.3%	1	8.3%	3	0.0%	0
Todmorden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterfoot	6.0%	11	10.5%	5	4.2%	5	4.5%	1	10.5%	9	1.4%	1	4.6%	5	10.0%	5	5.8%	10	1.8%	1	13.6%	7	5.5%	2	2.3%	1
Whitworth	3.8%	7	3.8%	2	3.8%	5	3.8%	1	3.6%	3	4.1%	3	5.0%	6	1.8%	1	4.0%	7	0.0%	0	0.0%	0	19.2%	7	0.0%	0
Other	2.3%	4	3.7%	2	1.7%	2	3.8%	1	3.8%	3	0.0%	0	1.0%	1	3.7%	2	2.4%	4	1.8%	1	2.3%	1	5.6%	2	0.0%	0
(Don't know/ can't remember)	3.8%	7	1.8%	1	4.6%	6	4.0%	1	3.7%	3	3.9%	3	3.4%	3	3.6%	4	3.4%	6	3.5%	2	2.3%	1	2.9%	1	7.0%	3
Weighted base:		179		51		128		26		82		71		116		54		168		52		51		36		40
Sample:		180		50		130		25		82		72		116		54		169		57		44		36		43

NEMS market research

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For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	

Q37 Where did you or your family last go for tenpin bowling?
Those who go tenpin bowling at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Accrington Super bowl, The Viaduct, Hyndburn Rd, Accrington, Lancashire	14.8%	26	8.1%	5	18.0%	22	21.7%	6	14.5%	16	11.3%	5	11.8%	13	18.7%	12	13.7%	24	40.1%	17	14.3%	7	5.8%	3	0.0%	0
AMF Bowling, Finley Gate, Burnley, Lancashire	7.6%	14	13.1%	7	5.0%	6	11.5%	3	6.5%	7	8.2%	3	6.8%	7	8.2%	5	7.9%	14	2.2%	1	9.5%	5	15.8%	8	0.0%	0
Strike Ten Bowl, Sandbrook Park, Sandbrook Way, Rochdale, Lancashire	8.4%	15	8.9%	5	8.2%	10	18.0%	5	7.2%	8	5.3%	2	9.1%	10	8.0%	5	8.7%	15	0.0%	0	2.4%	1	25.4%	13	2.5%	1
Tenpin, Park 66 Leisure, Pilsworth Industrial Estate, Bury, Lancashire	24.2%	43	31.8%	18	20.6%	25	4.2%	1	27.4%	30	29.5%	12	28.0%	30	18.6%	12	24.6%	42	17.8%	7	28.6%	14	7.9%	4	47.5%	18
Accrington	1.8%	3	0.0%	0	2.7%	3	0.0%	0	3.0%	3	0.0%	0	3.0%	3	0.0%	0	1.9%	3	2.2%	1	4.8%	2	0.0%	0	0.0%	0
Burnley	17.2%	31	14.6%	8	18.3%	22	11.4%	3	18.3%	20	18.4%	7	14.5%	16	23.5%	15	17.2%	29	6.7%	3	28.6%	14	25.5%	13	2.5%	1
Bury	13.9%	25	13.3%	8	14.2%	17	14.9%	4	13.0%	14	13.7%	6	14.9%	16	9.3%	6	13.9%	24	17.7%	7	4.8%	2	5.9%	3	32.5%	12
Manchester	2.3%	4	1.6%	1	2.6%	3	0.0%	0	3.7%	4	0.0%	0	3.7%	4	0.0%	0	2.4%	4	2.2%	1	2.4%	1	2.0%	1	2.5%	1
Other	4.9%	9	3.7%	2	5.5%	7	10.9%	3	3.6%	4	4.5%	2	3.6%	4	7.6%	5	5.1%	9	6.6%	3	2.4%	1	5.9%	3	5.0%	2
Pilsworth	1.7%	3	1.7%	1	1.7%	2	0.0%	0	1.1%	1	4.6%	2	1.9%	2	1.5%	1	1.8%	3	0.0%	0	2.4%	1	0.0%	0	5.0%	2
(Don't know / can't remember)	3.2%	6	3.3%	2	3.2%	4	7.3%	2	1.7%	2	4.5%	2	2.6%	2	4.6%	3	2.8%	5	4.4%	2	0.0%	0	5.9%	3	2.5%	1
Weighted base:		178		57		121		27		109		41		108		63		171		41		49		51		38
Sample:		178		57		121		27		109		41		108		63		171		45		42		51		40

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q38 Where did you or your family last go for swimming?
Those who go swimming at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Haslingden Swimming Pool, East Bank Avenue, Haslingden	11.8%	37	4.7%	4	14.3%	33	4.5%	2	6.4%	10	21.0%	26	8.6%	16	15.6%	18	10.9%	32	35.1%	25	12.2%	12	0.0%	0	1.3%	1
Marls Pits Swimming Pool, Newchurch Road, Rossendale	15.7%	49	16.3%	14	15.4%	36	24.4%	10	17.1%	26	11.1%	14	16.1%	30	16.9%	20	15.2%	45	0.0%	0	42.6%	41	11.8%	9	0.0%	0
Accrington	5.3%	17	5.5%	5	5.2%	12	2.3%	1	6.2%	9	5.3%	6	6.5%	12	3.3%	4	5.4%	16	22.2%	16	1.2%	1	0.0%	0	0.0%	0
Burnley	3.3%	11	0.0%	0	4.5%	11	4.9%	2	3.3%	5	2.8%	3	2.9%	5	3.7%	4	2.6%	8	1.3%	1	4.9%	5	6.6%	5	0.0%	0
Bury	8.4%	26	10.6%	9	7.6%	18	9.9%	4	7.6%	12	8.9%	11	11.3%	21	4.0%	5	8.6%	25	2.6%	2	4.9%	5	6.6%	5	20.0%	15
Haslingden	6.0%	19	5.0%	4	6.4%	15	0.0%	0	5.6%	9	7.8%	10	6.3%	12	4.1%	5	6.4%	19	20.7%	15	3.7%	3	1.4%	1	0.0%	0
Manchester	0.7%	2	1.2%	1	0.5%	1	0.0%	0	1.4%	2	0.0%	0	1.2%	2	0.0%	0	0.7%	2	0.0%	0	1.2%	1	1.3%	1	0.0%	0
Nelson	0.6%	2	0.0%	0	0.8%	2	0.0%	0	1.3%	2	0.0%	0	0.5%	1	0.8%	1	0.7%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Rochdale	1.0%	3	2.6%	2	0.4%	1	0.0%	0	1.4%	2	0.8%	1	1.2%	2	0.8%	1	1.0%	3	0.0%	0	1.2%	1	2.6%	2	0.0%	0
Todmorden	1.3%	4	2.4%	2	0.8%	2	2.4%	1	0.7%	1	1.6%	2	0.5%	1	2.6%	3	1.3%	4	0.0%	0	0.0%	0	5.3%	4	0.0%	0
Whitworth	10.3%	33	8.2%	7	11.1%	26	16.7%	7	11.2%	17	7.2%	9	10.6%	20	10.2%	12	10.7%	32	0.0%	0	1.2%	1	40.6%	30	1.2%	1
Other	4.1%	13	4.8%	4	3.9%	9	4.6%	2	4.7%	7	3.3%	4	5.0%	9	3.2%	4	4.4%	13	3.9%	3	3.7%	3	4.0%	3	5.0%	4
Ramsbottom	16.6%	52	18.4%	15	16.0%	37	4.6%	2	17.0%	26	20.2%	25	16.5%	30	16.9%	20	17.4%	51	2.6%	2	4.9%	5	0.0%	0	61.3%	46
Rawtenstall	8.5%	27	10.6%	9	7.8%	18	20.9%	8	7.7%	12	5.4%	7	6.5%	12	11.6%	14	8.3%	25	2.6%	2	15.9%	15	13.3%	10	0.0%	0
Blackburn	2.4%	8	4.9%	4	1.6%	4	2.5%	1	3.8%	6	0.8%	1	2.6%	5	1.6%	2	2.6%	8	6.5%	5	1.2%	1	1.4%	1	1.2%	1
(Don't know/ can't remember)	4.0%	12	4.8%	4	3.6%	8	2.5%	1	4.5%	7	3.8%	5	3.7%	7	4.8%	6	3.9%	11	2.6%	2	1.2%	1	2.6%	2	10.0%	7
Weighted base:		316		83		233		41		151		122		184		118		296		70		95		75		75
Sample:		315		82		233		40		151		123		183		118		296		77		82		76		80

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

Q39 Where did you or your family last go for sports centre?
Those who visit a sports centre at Q29

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Marl Pits Sports Centre, Marl Pits, Rossendale	6.5%	11	5.9%	3	6.8%	8	15.7%	3	6.1%	6	3.8%	2	6.9%	8	6.9%	3	6.9%	11	0.0%	0	16.7%	8	9.5%	3	0.0%	0
Accrington	9.7%	17	9.4%	6	9.8%	11	4.3%	1	9.9%	9	11.4%	6	8.9%	10	5.7%	3	9.1%	15	34.8%	17	0.0%	0	0.0%	0	0.0%	0
Bacup	1.2%	2	3.4%	2	0.0%	0	0.0%	0	2.1%	2	0.0%	0	1.8%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Blackburn	1.9%	3	4.0%	2	0.9%	1	5.5%	1	2.3%	2	0.0%	0	1.0%	1	4.4%	2	2.0%	3	0.0%	0	4.8%	2	3.1%	1	0.0%	0
Bolton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnley	4.3%	7	1.6%	1	5.7%	6	4.6%	1	3.3%	3	5.7%	3	4.6%	5	4.4%	2	3.3%	5	3.9%	2	7.1%	3	6.3%	2	0.0%	0
Bury	14.5%	25	16.4%	10	13.5%	15	17.6%	4	12.4%	11	17.0%	10	13.6%	15	15.5%	7	13.6%	22	0.0%	0	4.8%	2	0.0%	0	52.1%	22
Haslingden	36.0%	62	31.0%	18	38.7%	43	38.6%	8	29.4%	27	44.9%	25	34.2%	39	41.2%	20	37.0%	60	55.6%	26	52.4%	26	15.7%	5	10.9%	5
Manchester	2.3%	4	5.0%	3	0.9%	1	0.0%	0	4.2%	4	0.0%	0	3.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	9.3%	3	2.2%	1
Ramsbottom	7.3%	12	3.2%	2	9.4%	11	0.0%	0	9.4%	9	6.7%	4	9.3%	11	3.9%	2	7.7%	12	0.0%	0	2.4%	1	0.0%	0	26.1%	11
Rawtenstall	1.3%	2	0.0%	0	1.9%	2	0.0%	0	2.4%	2	0.0%	0	1.9%	2	0.0%	0	1.3%	2	0.0%	0	2.4%	1	3.2%	1	0.0%	0
Rochdale	2.4%	4	3.3%	2	1.9%	2	0.0%	0	3.3%	3	1.7%	1	1.9%	2	4.0%	2	2.5%	4	0.0%	0	2.4%	1	6.2%	2	2.2%	1
Waterfoot	3.6%	6	6.8%	4	1.9%	2	4.6%	1	2.3%	2	5.3%	3	2.8%	3	6.1%	3	3.2%	5	0.0%	0	2.4%	1	15.6%	5	0.0%	0
Other	3.6%	6	5.3%	3	2.7%	3	0.0%	0	6.7%	6	0.0%	0	4.6%	5	2.1%	1	3.8%	6	1.9%	1	4.7%	2	6.3%	2	2.2%	1
Whitworth	2.3%	4	1.7%	1	2.6%	3	4.6%	1	3.2%	3	0.0%	0	3.4%	4	0.0%	0	2.4%	4	0.0%	0	0.0%	0	12.3%	4	0.0%	0
(Don't know/ can't remember)	3.3%	6	3.2%	2	3.4%	4	4.6%	1	3.0%	3	3.4%	2	1.7%	2	5.9%	3	3.5%	6	3.9%	2	0.0%	0	6.2%	2	4.4%	2
Weighted base:		171		59		113		21		93		56		113		48		162		48		49		32		43
Sample:		172		59		113		21		93		57		113		49		162		52		42		32		46

GEN Gender:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
Male	27.6%	221	100.0%	221	0.0%	0	32.1%	20	29.4%	83	25.9%	118	28.9%	112	26.6%	99	29.7%	205	23.0%	42	29.0%	67	28.9%	57	29.0%	54
Female	72.4%	579	0.0%	0	100.0%	579	67.9%	42	70.6%	198	74.1%	338	71.1%	275	73.4%	274	70.3%	487	77.0%	141	71.0%	165	71.1%	140	71.0%	133
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

AGE In order to gain a representative sample for the survey, could I please ask your age?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
18-24	2.1%	17	2.8%	6	1.9%	11	27.3%	17	0.0%	0	0.0%	0	2.6%	10	1.6%	6	2.0%	14	1.0%	2	1.5%	3	5.0%	10	1.0%	2
25-34	5.7%	45	6.3%	14	5.4%	31	72.7%	45	0.0%	0	0.0%	0	6.8%	26	4.6%	17	5.9%	41	4.0%	7	5.5%	13	10.0%	20	3.0%	6
35-44	14.5%	116	17.0%	37	13.5%	78	0.0%	0	41.3%	116	0.0%	0	20.2%	78	9.4%	35	16.1%	111	13.5%	25	16.0%	37	14.5%	29	13.5%	25
45-54	20.6%	165	20.4%	45	20.7%	120	0.0%	0	58.7%	165	0.0%	0	28.7%	111	12.8%	48	23.0%	159	21.5%	39	20.0%	46	20.6%	41	20.5%	38
55-64	27.4%	219	23.7%	52	28.8%	167	0.0%	0	0.0%	0	48.1%	219	26.6%	103	28.6%	107	28.9%	200	25.5%	47	28.0%	65	26.0%	51	30.0%	56
65+	29.6%	237	29.8%	66	29.5%	171	0.0%	0	0.0%	0	51.9%	237	15.0%	58	43.0%	160	24.1%	167	34.0%	62	29.0%	67	23.9%	47	32.0%	60
(Refused)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

CAR How many cars are there normally available for use in the household ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
None	13.3%	106	6.6%	15	15.8%	92	12.6%	8	3.8%	11	19.2%	87	4.1%	16	22.4%	83	0.0%	0	13.5%	25	14.5%	34	17.5%	35	7.0%	13
One	50.0%	400	59.1%	131	46.6%	270	47.1%	29	35.0%	98	59.8%	273	44.6%	173	55.0%	205	57.9%	400	56.5%	103	48.0%	111	47.5%	94	49.0%	92
Two	30.8%	246	28.7%	63	31.6%	183	30.5%	19	50.9%	143	18.3%	84	44.9%	173	18.0%	67	35.6%	246	25.0%	46	31.0%	72	29.5%	58	37.5%	70
Three or more	5.6%	45	5.1%	11	5.9%	34	9.8%	6	10.3%	29	2.2%	10	6.4%	25	4.6%	17	6.5%	45	5.0%	9	6.0%	14	5.5%	11	6.0%	11
(Refused)	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

ETH Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of the community, please could you tell me which of the following best describes your ethnic origin ?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
British	96.5%	772	97.3%	215	96.2%	557	91.5%	57	96.2%	270	97.4%	444	95.9%	371	97.6%	364	96.5%	668	96.0%	176	96.5%	224	97.0%	192	96.5%	181
Irish	1.1%	9	1.0%	2	1.1%	7	1.9%	1	1.3%	4	0.8%	4	1.5%	6	0.5%	2	1.0%	7	2.0%	4	0.5%	1	1.5%	3	0.5%	1
Other	1.0%	8	0.4%	1	1.2%	7	0.0%	0	1.1%	3	1.1%	5	1.3%	5	0.8%	3	1.2%	8	0.0%	0	1.0%	2	1.0%	2	2.0%	4
White & Black Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White & Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other mixed background	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Indian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.5%	4	0.8%	2	0.4%	2	4.8%	3	0.3%	1	0.0%	0	0.8%	3	0.0%	0	0.6%	4	1.5%	3	0.5%	1	0.0%	0	0.0%	0
Bangladeshi	0.1%	1	0.0%	0	0.2%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Any other Asian or Asian British	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Black background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	5	0.5%	1	0.7%	4	0.0%	0	0.8%	2	0.7%	3	0.3%	1	0.8%	3	0.4%	3	0.5%	1	1.0%	2	0.5%	1	0.5%	1
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

SEG Socio Economic Group

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
A	3.2%	26	2.3%	5	3.5%	20	1.9%	1	3.0%	8	3.5%	16	6.6%	26	0.0%	0	3.7%	26	2.5%	5	5.0%	12	0.5%	1	4.5%	8
B	17.0%	136	19.4%	43	16.1%	93	13.2%	8	24.6%	69	12.9%	59	35.2%	136	0.0%	0	19.4%	134	12.0%	22	15.0%	35	15.4%	30	26.0%	49
C1	28.1%	225	28.8%	64	27.9%	161	43.2%	27	39.8%	112	18.9%	86	58.2%	225	0.0%	0	30.5%	211	29.5%	54	26.0%	60	28.1%	55	29.5%	55
C2	17.0%	136	17.4%	38	16.8%	97	23.1%	14	19.4%	55	14.6%	67	0.0%	0	36.4%	136	18.5%	128	17.5%	32	18.0%	42	18.6%	37	13.5%	25
D	6.8%	55	9.2%	20	5.9%	34	7.8%	5	7.5%	21	6.2%	28	0.0%	0	14.6%	55	6.7%	46	8.0%	15	5.0%	12	10.0%	20	4.5%	8
E	22.8%	183	18.3%	40	24.6%	142	6.3%	4	2.5%	7	37.7%	172	0.0%	0	49.0%	183	16.7%	115	23.5%	43	26.5%	62	23.0%	45	17.5%	33
(Refused)	5.1%	41	4.6%	10	5.3%	30	4.6%	3	3.1%	9	6.1%	28	0.0%	0	0.0%	0	4.5%	31	7.0%	13	4.5%	10	4.5%	9	4.5%	8
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Zone 1		Zone 2		Zone 3		Zone 4	
ZON Zone																										
Zone 1	22.9%	183	19.0%	42	24.3%	141	14.6%	9	22.8%	64	23.9%	109	20.8%	80	24.0%	90	22.9%	158	100.0%	183	0.0%	0	0.0%	0	0.0%	0
Zone 2	29.0%	232	30.5%	67	28.5%	165	26.0%	16	29.8%	84	29.0%	132	27.6%	107	30.8%	115	28.5%	197	0.0%	0	100.0%	232	0.0%	0	0.0%	0
Zone 3	24.7%	198	25.9%	57	24.2%	140	47.5%	30	24.7%	69	21.6%	99	22.5%	87	27.3%	102	23.6%	163	0.0%	0	0.0%	0	100.0%	198	0.0%	0
Zone 4	23.4%	187	24.6%	54	23.0%	133	12.0%	7	22.7%	64	25.5%	116	29.1%	112	17.9%	67	25.1%	173	0.0%	0	0.0%	0	0.0%	0	100.0%	187
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200
SEC Sector																										
BB4 4	7.0%	56	4.9%	11	7.8%	45	4.4%	3	7.1%	20	7.2%	33	7.8%	30	5.8%	22	7.4%	51	30.8%	56	0.0%	0	0.0%	0	0.0%	0
BB4 5	6.8%	55	7.0%	16	6.8%	39	7.3%	5	6.5%	18	7.0%	32	5.4%	21	8.3%	31	6.5%	45	30.0%	55	0.0%	0	0.0%	0	0.0%	0
BB4 6	7.7%	61	6.8%	15	8.0%	46	5.6%	3	4.1%	12	10.2%	46	7.8%	30	6.8%	26	7.9%	55	0.0%	0	26.5%	61	0.0%	0	0.0%	0
BB4 7	6.1%	49	6.3%	14	6.0%	35	3.7%	2	7.4%	21	5.6%	25	5.1%	20	7.4%	28	5.9%	40	0.0%	0	20.9%	49	0.0%	0	0.0%	0
BB4 8	8.9%	71	9.5%	21	8.7%	50	9.3%	6	10.0%	28	8.2%	37	10.0%	38	8.4%	31	8.8%	61	0.0%	0	30.7%	71	0.0%	0	0.0%	0
BB4 9	6.4%	51	7.9%	17	5.8%	34	7.4%	5	8.2%	23	5.1%	23	4.8%	19	8.1%	30	6.0%	42	0.0%	0	21.9%	51	0.0%	0	0.0%	0
BB5 2	9.0%	72	7.1%	16	9.7%	56	2.9%	2	9.2%	26	9.7%	44	7.6%	29	9.9%	37	9.0%	62	39.2%	72	0.0%	0	0.0%	0	0.0%	0
BL0 0	6.1%	49	6.0%	13	6.2%	36	0.0%	0	5.7%	16	7.2%	33	6.8%	26	5.3%	20	6.4%	44	0.0%	0	0.0%	0	0.0%	0	26.1%	49
BL0 9	12.2%	97	14.8%	33	11.2%	65	9.0%	6	13.7%	38	11.7%	53	14.8%	57	10.0%	37	12.7%	88	0.0%	0	0.0%	0	0.0%	0	52.0%	97
BL8 4	5.1%	41	3.8%	8	5.6%	33	3.0%	2	3.3%	9	6.6%	30	7.5%	29	2.5%	9	5.9%	41	0.0%	0	0.0%	0	0.0%	0	21.9%	41
OL12 8	7.8%	62	9.7%	21	7.1%	41	10.9%	7	6.9%	19	7.9%	36	7.8%	30	7.0%	26	7.6%	53	0.0%	0	0.0%	0	31.5%	62	0.0%	0
OL13 0	4.5%	36	4.0%	9	4.6%	27	9.5%	6	4.2%	12	3.9%	18	3.1%	12	6.1%	23	4.4%	31	0.0%	0	0.0%	0	18.0%	36	0.0%	0
OL13 8	4.7%	38	5.3%	12	4.5%	26	10.9%	7	3.8%	11	4.5%	20	4.8%	18	5.2%	19	4.2%	29	0.0%	0	0.0%	0	19.2%	38	0.0%	0
OL13 9	7.7%	62	6.9%	15	8.1%	47	16.2%	10	9.8%	27	5.3%	24	6.8%	26	9.0%	33	7.3%	51	0.0%	0	0.0%	0	31.3%	62	0.0%	0
Weighted base:		800		221		579		63		281		456		387		373		692		183		232		198		187
Sample:		800		220		580		62		280		457		388		371		693		200		200		200		200

NEMS market research

Others

Rossendale Borough Council Household Telephone Survey
For Nathaniel Lichfield & Partners
'Other' responses

Q02. **How do you normally travel to do your main food shopping?**

Got it delivered	1
Motorbike	1
Total	**2**

Q03. **Where do you normally start your main food shopping from?**

School run	2
After playing golf	1
Dance school	1
Pick up relatives	1
Town Centre	1
Total	**6**

Q05. **If yes, where do you normally carry out these activities?**

Clitheroe	1
Nelson	1
Rossendale	1
Total	**3**

Q08. **How do you normally travel to do your non-food shopping ?**

Mobility scooter	1
Motorbike	1
Total	**2**

Q17. **Which markets do you use for food shopping?**

Manchester	2
Halifax	1
Southport	1
Walkden	1
Total	**5**

Q18. **Which markets do you use for non-food shopping?**

Oldham	2
Lancaster	1
Total	**3**

Q19. **Of the markets you have just specified, which one do you use most (for any type of shopping)?**

Manchester	1
Oldham	1
Total	**2**

Q20. **Are there any improvements to Bacup market which would make you shop there more often?**

Toilet facilities	2
Awareness of what's available	1
Better entrance	1
Better roads to get there	1
Information on market	1
Make it bigger	1
More local products	1
Open at weekends	1
Open until later	1
Total	**10**

Q21. **Are there any improvements to Haslingden market which would make you shop there more often?**

Any improvements	1
Knowing what's there and when its open	1
Make it less dreary	1
Move into a better area	1
Open on weekends	1
Total	**5**

Q22. **Are there any improvements to Rawtenstall market which would make you shop there more often?**

Anything to improve it	1
Knowing what's there and when open	1
More information on market	1
Size of market	1
Total	**4**

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Q23. **What, if anything, would make you shop more often in Rawtenstall Town Centre?**

Access	1
Better access for wheelchair users	1
Better environment	1
Free parking	1
Get rid of cobbles	1
Get rid of valet centre	1
Good setting	1
If the market was open more days	1
Knowing what stores are there	1
Less traffic congestion	1
Make it more attractive for shopping	1
More advertising	1
More convenient to home	1
Only if visiting family	1
Other reasons to go there	1
Park wise car park needs to allow longer time for free car parking	1
Pavements need resurfacing	1
Proper bus station	1
Remove disc parking	1
Sunday opening	1
Total	**20**

Q24. **What, if anything, would make you shop more often in Haslingden Town Centre?**

Better disabled access	1
Extend free parking time to an hour	1
Free Wi-Fi	1
Improve market section	1
Indoor shopping arcade	1
Information	1
More variety of both food and non-food shops	1
Total	**7**

Q25. **What, if anything, would make you shop more often in Bacup Town Centre?**

Better environment	2
Redevelopment	2
A decent cafe	1
Bring the fountain back	1
Convenience to home	1
Decent public toilets	1
Free parking	1
Get rid of empty shops	1
Later closing times	1
Total	**11**

Q26. **What, if anything, would make you shop more often in Waterfoot Town Centre?**

Redevelopment	2
Get rid of parking wardens	1
Less take away shops	1
Total	**4**

Q27. **What, if anything, would make you shop more often in Whitworth Town Centre?**

Better Christmas lights	1
Total	**1**

Q28. **What items, if any, do you regularly buy on the internet?**

Craft materials	2
Flowers	2
Musical items	2
Sports equipment	2
Animal medicines	1
Car parts	1
Caravans	1
Rabbit hutch	1
Watches	1
Total	**13**

Q30. **Where did you or your family last visit the cinema**

Ramsbottom	2
Abroad	1
Altrincham	1
Burnworth	1
Glasgow	1
Leeds	1
London	1
Morecambe	1
Preston	1
Total	**10**

Q31. Where did you or your family last visit the Theatre?

Colne	2
Southport	2
Aldum	1
Halford	1
Keswick	1
Lancashire	1
Morecambe	1
New York	1
Sheffield	1
Victoria Theatre, Halifax	1
Total	**12**

Q32. Where did you or your family last visit a pub or bar for drinking?

Chorley	2
Anglesey	1
Blackpool	1
Brighton	1
Colne	1
Edenfield	1
Haworth	1
Heptonstall	1
Leeds	1
Pendal	1
Preston	1
Reading	1
Scoutbottom	1
Skegness	1
Stackstead	1
Tottington	1
Walshore	1
Whalley	1
Worsley	1
Total	**20**

Q33. **Where did you or your family last visit a pub or restaurant to eat?**

Affetside	2
Chorley	2
Hebden Bridge	2
Holcombe Brook	2
Littleborough	2
Liverpool	2
Mitton	2
Oldham	2
Prestwich	2
Ribble Valley	2
Skipton	2
Yorkshire	2
Altham	1
Bamstord	1
Birkenhead	1
Bradford	1
Bradshaw Gate	1
Burton on Trent	1
Cheshire	1
Chester	1
Cleveleys	1
Darwin	1
Elswick	1
Hapton	1
Harvest, Yorkshire Moors	1
Heywood	1
Kirby Lonsdale	1
London	1
Longridge	1
Mawdsley	1
Oswaldtwistle	1
Padiham	1
Rhyl	1
Rimmington	1
Ripponden	1
Rishton	1
Saddleworth	1
Sensegate	1
South Wales	1
Southport	1
St Annes	1
Tamworth, Staffordshire	1
Thirsk	1
Uppermill	1
Walsden	1
Walshaw	1
Warrington	1
Weir	1
Whitefield	1
Worsley	1

Total **62**

Q34. **Where did you or your family last visit a nightclub/ live music venue?**

Blackpool	1
Clitheroe	1
Crewe	1
Donnington	1
Edinburgh	1
Glasgow	1
Holmfirth	1
Lake District	1
London	1
Reading	1
Roswick	1
Salford	1
Sheffield	1
Victoria Theatre, Halifax	1
Total	**14**

Q35. **Where did you or your family last go to play bingo?**

Whitworth	2
Edenfield	1
Middelton	1
Walkden	1
Total	**5**

Q36. **Where did you or your family last go to a healthclub / gym?**

Haywood	1
Preston	1
Stackstead	1
Sutton Coldfield	1
Total	**4**

Q37. **Where did you or your family last go for tenpin bowling?**

Blackpool	2
Ashton under Lyne	1
Bolton	1
Bradford	1
Devon	1
Northampton	1
Peel Leisure and Retail Park, Blackburn	1
Preston	1
Total	**9**

Q38. **Where did you or your family last go for swimming?**

Blackpool	2
Rossendale	2
Salford	2
Chorley	1
Hawkshaw	1
Haywood	1
Inverness	1
Leeds International	1
St Annes	1
Whitefield	1
Total	**13**

Q39. **Where did you or your family last go for sports centre?**

Altrincham	1
Chester	1
Huddersfield	1
Pendlebury	1
Rossendale	1
Stackstead	1
Total	**6**

Sample Questionnaire

Rossendale Borough Council Telephone Household Survey

Good morning / afternoon / evening, I am ...... calling from NEMS Market Research, an independent market research company. We are conducting a short survey about shopping, on behalf of Rossendale Borough Council. Would you be kind enough to spare the time to answer some questions please? It will take about xx minutes.

QA   Are you the person who does most of the shopping for the household, clothes and household goods, as well as food and groceries ?
IF 'YES' - START THE INTERVIEW. IF 'NO' ASK - "COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING PLEASE?" IF NOT AVAILABLE, THANK AND CLOSE INTERVIEW.

1	Yes	GO TO Q01
2	No	CLOSE

Q01   Which store or shop did you last undertake your household's last main food and grocery shopping ?
DO NOT READ OUT. ONE ANSWER ONLY. PROBE FOR LOCATION OF STORE

1   Aldi, Accrington, Argyle Street
2   Aldi, Bury Lane, Bolton
3   Aldi, Active Way, Burnley
4   Asda, Hollymount - St Marys Way, Rawtenstall
5   Asda, Accrington, Hyndburn Road
6   Asda, Pricess Way, Burnley
7   Asda, The Old Cricket Ground, Rochdale
8   Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn
9   Asda, Pilsworth Road, Bury
10   Asda, Spring Street, Bury
11   Co-op, 695-699 Bacup Road, Waterfoot
12   Co-op, John Street, Haslingden
13   Co-op, 5 Irwell Street, Bacup
14   Co-op, King Street, Ramsbottom
15   Co-op, Market Street, Whitworth
16   Lidl, Hyndburn Road, Accrington
17   Lidl, Halifax Road, Todmorden
18   Sainsbury's, Active Way, Burnley
19   Tesco, Bury Road, Rawtenstall
20   Tesco, Skye Street, Haslingden
21   Tesco Extra, Centenary Way, Burnley
22   Tesco Metro, Irwell Street, Ramsbottom
23   Tesco, Woodfield Retail Park, Bury
24   WM Morrison's, Railway Road, Blackburn
25   WM Morrison's, Kingsway, Rochdale
26   WM Morrison's, Rochdale Road, Todmorden
27   Local Shops Accrington
28   Local Shops Bacup
29   Local Shops Blackburn
30   Local Shops Burnley
31   Local Shops Bury
32   Local Shops Haslingden
33   Local Shops Ramsbottom
34   Local Shops Rawtenstall
35   Local Shops Rochdale
36   Local Shops Waterfoot
37   Local Shops Other (PLEASE WRITE IN)
38   Other (PLEASE WRITE IN)
39   (Don't know / can't remember)
40   Don't do main food shopping

Q02   How do you normally travel to do your main food shopping?
DO NOT READ OUT. ONE ANSWER ONLY.

1   Car-driver
2   Car-passenger
3   Bus/Coach
4   Train
5   Taxi
6   Walk
7   Bicycle
8   Other (PLEASE WRITE IN)
9   (Don't know / varies)

Q03   Where do you normally start your main food shopping from?
DO NOT READ OUT. ONE ANSWER ONLY.

1   Home
2   Work
3   Other

Q04   When you undertake your household's main food shopping at (STORE MENTIONED AT Q01) do you normally combine this with any other shops/ services?
DO NOT READ OUT. ONE ANSWER ONLY.

1	Yes	
2	No	GO TO Q07

Q05   If yes, where do you normally carry out these activities?
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Ramsbottom
A   Rawtenstall
B   Rochdale
C   Todmorden
D   Waterfoot
E   Whitworth
F   Other (PLEASE WRITE IN)
G   (Don't know / varies)

Q06   At which store of shop did you last visit for small scale/top up shopping for items such as bread, milk or newspapers?
DO NOT READ OUT. ONE ANSWER ONLY. PROBE FOR LOCATION OF STORE

1   Aldi, Accrington, Argyle Street
2   Aldi, Bury Lane, Bolton
3   Aldi, Active Way, Burnley
4   Asda, Hollymount - St Marys Way, Rawtenstall
5   Asda, Accrington, Hyndburn Road
6   Asda, Pricess Way, Burnley
7   Asda, The Old Cricket Ground, Rochdale
8   Asda, Lower Audley Retail Park, Grimshaw Park Road, Blackburn
9   Asda, Pilsworth Road, Bury
10   Asda, Spring Street, Bury
11   Co-op, 695-699 Bacup Road, Waterfoot
12   Co-op, John Street, Haslingden
13   Co-op, 5 Irwell Street, Bacup
14   Co-op, King Street, Ramsbottom
15   Co-op, Market Street, Whitworth
16   Lidl, Hyndburn Road, Accrington
17   Lidl, Halifax Road, Todmorden
18   Sainsbury's, Active Way, Burnley
19   Tesco, Bury Road, Rawtenstall
20   Tesco, Skye Street, Haslingden
21   Tesco Extra, Centenary Way, Burnley
22   Tesco Metro, Irwell Street, Ramsbottom
23   Tesco, Woodfield Retail Park, Bury
24   WM Morrison's, Railway Road, Blackburn
25   WM Morrison's, Kingsway, Rochdale
26   WM Morrison's, Rochdale Road, Todmorden
27   Local Shops Accrington
28   Local Shops Bacup
29   Local Shops Blackburn
30   Local Shops Burnley
31   Local Shops Bury
32   Local Shops Haslingden
33   Local Shops Ramsbottom
34   Local Shops Rawtenstall
35   Local Shops Rochdale
36   Local Shops Waterfoot
37   Local Shops Other (PLEASE WRITE IN)
38   Other (PLEASE WRITE IN)
39   (Don't know / can't remember)
40   Don't do main food shopping

Q07 **In which location do you buy most of your household's non-food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Ramsbottom
A   Rawtenstall
B   Rochdale
C   Todmorden
D   Waterfoot
E   Whitworth
F   Other (PLEASE WRITE IN)
G   (Don't know / varies)

Q08 **How do you normally travel to do your non-food shopping ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Car-driver
2   Car-passenger
3   Bus / coach
4   Train
5   Taxi
6   Walk
7   Bicycle
8   Other (PLEASE WRITE IN)
9   (Don't know / varies)

Q09 **At which location did you last buy clothes and shoes ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Preston
A   Ramsbottom
B   Rawtenstall
C   Rochdale
D   Todmorden
E   Waterfoot
F   Whitworth
G   Other (PLEASE WRITE IN)
H   (Don't know / varies)
I   (Don't regularly buy these kind of goods)

Q10 **At which location did you last buy domestic electrical appliances (e.g. fridges and kitchen items) ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Preston
A   Ramsbottom
B   Rawtenstall
C   Rochdale
D   Todmorden
E   Waterfoot
F   Whitworth
G   Other (PLEASE WRITE IN)
H   (Don't know / varies)
I   (Don't regularly buy these kind of goods)

Q11 **At which location did your household last buy other kinds of electric goods such as TV / Hi-Fi and computers ?**

DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Preston
A   Ramsbottom
B   Rawtenstall
C   Rochdale
D   Todmorden
E   Waterfoot
F   Whitworth
G   Other (PLEASE WRITE IN)
H   (Don't know / varies)
I   (Don't regularly buy these kind of goods)

Q12 **At which location did your household last buy furniture, soft furnishings and floor-coverings ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Preston
A   Ramsbottom
B   Rawtenstall
C   Rochdale
D   Todmorden
E   Waterfoot
F   Whitworth
G   Other (PLEASE WRITE IN)
H   (Don't know / varies)
I   (Don't regularly buy these kind of goods)

Q13 **At which location did your household last buy DIY / hardware and garden items ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Preston
A   Ramsbottom
B   Rawtenstall
C   Rochdale
D   Todmorden
E   Waterfoot
F   Whitworth
G   Other (PLEASE WRITE IN)
H   (Don't know / varies)
I   (Don't regularly buy these kind of goods)

Q14 **Which location did your household last buy chemist, health and beauty items ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Preston
A   Ramsbottom
B   Rawtenstall
C   Rochdale
D   Todmorden
E   Waterfoot
F   Whitworth
G   Other (PLEASE WRITE IN)
H   (Don't know / varies)
I   (Don't regularly buy these kind of goods)

Q15 **Which location did your household last buy other non-food items such as books, CD's, toys and gifts ?**
DO NOT READ OUT. ONE ANSWER ONLY.

1   Accrington
2   Bacup
3   Blackburn
4   Bolton
5   Burnley
6   Bury
7   Haslingden
8   Manchester
9   Preston
A   Ramsbottom
B   Rawtenstall
C   Rochdale
D   Todmorden
E   Waterfoot
F   Whitworth
G   Other (PLEASE WRITE IN)
H   (Don't know / varies)
I   (Don't regularly buy these kind of goods)

Q16 **How often do you visit nearby markets ?**
READ OUT. ONE ANSWER ONLY

1   1-3 times per week   GO TO Q17
2   Once per week   GO TO Q17
3   1-2 times per month   GO TO Q17
4   Less than 1-2 times per month   GO TO Q17
5   Never   GO TO Q20
6   (Don't know / varies)   GO TO Q20

Q17 **Which markets do you use for food shopping?**
DO NOT PROMPT. CAN BE MULTICODED

1   Accrington
2   Bacup
3   Blackburn
4   Burnley
5   Bury
6   Clitheroe
7   Haslingden
8   Rawtenstall
9   Rochdale
A   Todmorden
B   Skipton
C   Other (PLEASE WRITE IN)
D   (Don't know / varies)
E   (Don't visit markets)

Q18 **Which markets do you use for non-food shopping?**
DO NOT PROMPT. CAN BE MULTICODED

1   Accrington
2   Bacup
3   Blackburn
4   Burnley
5   Bury
6   Clitheroe
7   Haslingden
8   Rawtenstall
9   Rochdale
A   Todmorden
B   Skipton
C   Other (PLEASE WRITE IN)
D   (Don't know / varies)
E   (Don't visit markets)

Q19 **Of the markets you have just specified, which one do you use most (for any type of shopping)?**
DO NO PROMPT. ONE ANSWER ONLY

1   Accrington
2   Bacup
3   Blackburn
4   Burnley
5   Bury
6   Clitheroe
7   Haslingden
8   Rawtenstall
9   Rochdale
A   Todmorden
B   Skipton
C   Other (PLEASE WRITE IN)
D   (Don't know / varies)
E   (Don't visit markets)

Q20 **Are there any improvements to Bacup market which would make you shop there more often?**
DO NOT PROMPT. PROBE FULLY. CAN BE MULTICODED

1   Better range of food goods
2   Better range of non-food goods
3   Better weather protection
4   Different market times/ days
5   Different locations for markets
6   More stalls at markets
7   Better environment
8   Other (PLEASE WRITE IN)
9   Nothing
A   (Don't know / varies)

Q21 **Are there any improvements to Haslingden market which would make you shop there more often?**
DO NOT PROMPT. PROBE FULLY. CAN BE MULTICODED

1   Better range of food goods
2   Better range of non-food goods
3   Better weather protection
4   Different market times/ days
5   Different locations for markets
6   More stalls at markets
7   Better environment
8   Other (PLEASE WRITE IN)
9   Nothing
A   (Don't know / varies)

Q22 **Are there any improvements to Rawtenstall market which would make you shop there more often?**
DO NOT PROMPT. PROBE FULLY. CAN BE MULTICODED

1   Better range of food goods
2   Better range of non-food goods
3   Better weather protection
4   Different market times/ days
5   Different locations for markets
6   More stalls at markets
7   Better environment
8   Other (PLEASE WRITE IN)
9   Nothing
A   (Don't know / varies)

Q23 **What, if anything, would make you shop more often in Rawtenstall Town Centre?**
DO NO PROMPT. ONE ANSWER ONLY

1   Better choice of food shops
2   Better choice of non-food shops
3   Better maintenance/ cleanliness
4   Better quality shops]
5   Improved bus service
6   More car parking
7   More traffic free areas/ pedestrianisation
8   Improved security
9   Other (PLEASE WRITE IN)
A   Nothing
B   (Don't know)

Q24 **What, if anything, would make you shop more often in Haslingden Town Centre?**
DO NO PROMPT. ONE ANSWER ONLY

1   Better choice of food shops
2   Better choice of non-food shops
3   Better maintenance/ cleanliness
4   Better quality shops]
5   Improved bus service
6   More car parking
7   More traffic free areas/ pedestrianisation
8   Improved security
9   Other (PLEASE WRITE IN)
A   Nothing
B   (Don't know)

Q25 **What, if anything, would make you shop more often in Bacup Town Centre?**
DO NO PROMPT. ONE ANSWER ONLY

1 Better choice of food shops
2 Better choice of non-food shops
3 Better maintenance/ cleanliness
4 Better quality shops]
5 Improved bus service
6 More car parking
7 More traffic free areas/ pedestrianisation
8 Improved security
9 Other (PLEASE WRITE IN)
A Nothing
B (Don't know)

Q26 **What, if anything, would make you shop more often in Waterfoot Town Centre?**
DO NO PROMPT. ONE ANSWER ONLY

1 Better choice of food shops
2 Better choice of non-food shops
3 Better maintenance/ cleanliness
4 Better quality shops
5 Improved bus service
6 More car parking
7 More traffic free areas/ pedestrianisation
8 Improved security
9 Other (PLEASE WRITE IN)
A Nothing
B (Don't know)

Q27 **What, if anything, would make you shop more often in Whitworth Town Centre?**
DO NO PROMPT. ONE ANSWER ONLY

1 Better choice of food shops
2 Better choice of non-food shops
3 Better maintenance/ cleanliness
4 Better quality shops
5 Improved bus service
6 More car parking
7 More traffic free areas/ pedestrianisation
8 Improved security
9 Other (PLEASE WRITE IN)
A Nothing
B (Don't know)

Q28 **What items, if any, do you regularly buy on the internet?**
DO NOT PROMPT. PROBE FULLY. RECORD UP TO THREE ANSWERS.

1 Nothing
2 Groceries
3 Clothes and Shoes
4 Domestic Electrical Appliances
5 Electrical TV, Hi-Fi and Computers
6 Furniture, Soft Furnishings and Floor Coverings
7 DIY, Hardware and Homewares
8 Health and Beauty, Chemist Items
9 Books, CD's, Toys etc.
A Other (PLEASE WRITE IN)
B (Don't know)

Q29 **Do you or your family do any of the following leisure activities?**
READ OUT. CAN BE MULTICODED.

1 Cinema
2 Theatre
3 Pub/bar
4 Restaurant
5 Nightclub/ music venue
6 Bingo
7 Healthclub/ gym
8 Tenpin bowling
9 Swimming
A Sports Centre
B (None of these)
C (Don't know)

Q30 **Where did you or your family last visit the cinema**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Vue Cinema, The Viaduct, Hyndburn Rd, Accrington, Lancashire
2 Vue Cinema, Peel Leisure and Retail Park, Lower Audley Street, Blackburn
3 Odeon, Riversway Portway Ashton-On-Ribble, Preston
4 Odeon Cinema, Sandbrook Park, Sandbrook Way, Rochdale, Lancashire
5 Apollo Cinemas, Manchester Rd, Hollywood Park, Burnley, Lancashire
6 Cineworld, The Valley, 15, Eagley Brook Way, Bolton, Lancashire
7 Accrington
8 Bacup
9 Blackburn
A Bolton
B Burnley
C Bury
D Hebden Bridge
E Manchester
F Rochdale
G Other (PLEASE WRITE IN)
H (Don't do)
I (Don't know/ can't remember)

Q31 **Where did you or your family last visit the Theatre?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Royal Court Theatre, Rochdale Rd, Bacup, Lancashire
2 New Millennium Theatre, Waterfoot
3 The Horse and Bamboo Centre (The Boo), Waterfoot
4 Accrington
5 Bacup
6 Blackburn
7 Bolton
8 Bury
9 Haslingden
A Hebden Bridge
B Manchester
C Ramsbottom
D Rawenstall
E Todmorden
F Waterfoot
G Other (PLEASE WRITE IN)
H (Don't do)
I (Don't know/ can't remember)

Q32 **Where did you or your family last visit a pub or bar for drinking?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Accrington
2 Bacup
3 Blackburn
4 Bolton
5 Burnley
6 Bury
7 Clitheroe
8 Crawshawbooth/ Loveclough
9 Edenfield
A Haslingden
B Manchester
C Ramsbottom
D Rawtenstall
E Rochdale
F Todmorden
G Waterfoot
H Whitchurch
I Other (PLEASE WRITE IN)
J (Don't do)
K (Don't know/ can't remember)

Q33 **Where did you or your family last visit a pub or restaurant to eat?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Accrington
2 Bacup
3 Blackburn
4 Bolton
5 Burnley
6 Bury
7 Clitheroe
8 Crawshawbooth/ Loveclough
9 Edenfield
A Haslingden
B Manchester
C Ramsbottom
D Rawtenstall
E Rochdale
F Todmorden
G Waterfoot
H Whitchurch
I Other (PLEASE WRITE IN)
J (Don't do)
K (Don't know/ can't remember)

Q34 **Where did you or your family last visit a nightclub/ live music venue?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Accrington
2 Bacup
3 Blackburn
4 Bolton
5 Burnley
6 Bury
7 Haslingden
8 Manchester
9 Ramsbottom
A Rawtenstall
B Rochdale
C Waterfoot
D Other (PLEASE WRITE IN)
E (Don't do)
F (Don't know/ can't remember)

Q35 **Where did you or your family last go to play bingo?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Accrington
2 Bacup
3 Blackburn
4 Bolton
5 Burnley
6 Bury
7 Haslingden
8 Manchester
9 Ramsbottom
A Rawtenstall
B Rochdale
C Waterfoot
D Other (PLEASE WRITE IN)
E (Don't do)
F (Don't know/ can't remember)

Q36 **Where did you or your family last go to a healthclub / gym?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Fearnes Gym Facilities, Stacksteads
2 Rossendale Leisure Trust, 41-45, Kay St, Rossendale, Lancashire
3 Body & Fitness, The Church, John St, Haslingden, Rossendale, Lancashire
4 T1 Health & Fitness Club, Lench Rd, Waterfoot, Rossendale, Lancashire
5 Pioneer Health Studio, Riverside Business Park, River St, Bacup, Lancashire
6 Accrington
7 Bacup
8 Blackburn
9 Bolton
A Burnley
B Bury
C Haslingden
D Manchester
E Ramsbottom
F Rawtenstall
G Rochdale
H Todmorden
I Waterfoot
J Whitworth
K Other (PLEASE WRITE IN)
L (Don't do)
M (Don't know/ can't remember)

Q37 **Where did you or your family last go for tenpin bowling?**
DO NOT READ OUT. ONE ANSWER ONLY.

1 Accrington Super bowl, The Viaduct, Hyndburn Rd, Accrington, Lancashire
2 AMF Bowling, Finley Gate, Burnley, Lancashire
3 Strike Ten Bowl, Sandbrook Park, Sandbrook Way, Rochdale, Lancashire
4 Tenpin, Park 66 Leisure, Pilsworth Industrial Estate, Bury, Lancashire
5 Accrington
6 Burnley
7 Bury
8 Manchester
9 Other (PLEASE WRITE IN)
A (Don't do)
B (Don't know / can't remember)

Q38 **Where did you or your family last go for swimming?**

1 Haslingden Swimming Pool, East Bank Avenue, Haslingden
2 Marls Pits Swimming Pool, Newchurch Road, Rossendale
3 Accrington
4 Burnley
5 Bury
6 Haslingden
7 Manchester
8 Nelson
9 Rochdale
A Todmorden
B Whitworth
C Other (PLEASE WRITE IN)
D (Don't do)
E (Don't know/ can't remember)

Q39 **Where did you or your family last go for sports centre?**

1 Marl Pits Sports Centre, Marl Pits, Rossendale
2 Accrington
3 Bacup
4 Blackburn
5 Bolton
6 Burnley
7 Bury
8 Haslingden
9 Manchester
A Ramsbottom
B Rawtenstall
C Rochdale
D Waterfoot
E Other (PLEASE WRITE IN)
F (Don't do)
G (Don't know/ can't remember)

GEN **Gender:**

1 Male
2 Female

AGE **In order to gain a representative sample for the survey, could I please ask your age?**
READ OUT IF NECESSARY. ONE ANSWER ONLY.

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

OCC **What is the occupation of the chief income earner in your household ?**
(IF RETIRED, ASK IF THE CHIEF WAGE EARNER IS IN RECEIPT OF A COMPANY/PRIVATE PENSION. IF 'YES' - ASK
FOR PREVIOUS OCCUPATION, IF 'NO' - FLAG AS 'BASIC STATE PENSION ONLY'.)

1 Occupation / job description (PLEASE WRITE IN)
2 (Refused)
3 Basic State pension only
4 Private Pension

CAR **How many cars are there normally available for use in the household ?**
DO NOT READ OUT. ONE ANSWER ONLY

1 None
2 One
3 Two
4 Three or more
5 (Refused)

ETH **Finally, just for the purposes of the survey and to make sure we speak to a representative cross section of
the community, please could you tell me which of the following best describes your ethnic origin ?**
PROMPT IF NECESSARY. ONE ANSWER ONLY

White:
1 British
2 Irish
3 Other
Mixed:
4 White & Black Caribbean
5 White & Black African
6 White & Asian
7 Any other mixed background
Asian or Asian British:
8 Indian
9 Pakistani
A Bangladeshi
B Any other Asian or Asian British
Black or Black British:
C Caribbean
D African
E Any other Black background
Other:
F Chinese
G Other ethnic group (PLEASE WRITE IN)
H (Refused)

Thank & Close

Appendix C

Household Survey Analysis

HOUSEHOLD SURVEY ANALYSIS

Introduction

AC.1 In order to inform this update, NEMS Market Research was commissioned to carry out a telephone survey of 800 households in the Rossendale study area. These were undertaken between November and December 2008. The study area was split into four survey zones based on postcode sectors which were identical to those used in the 2005 study. A plan of the study area is included at Appendix A.

Food and Grocery Shopping

Main Food Shopping

AC.2 The main food shopping patterns in the four survey zones is shown in Table AC.1 below, which are compared to the results recorded in the 2005 Retail and Town Centre Study (RTCS). Large food stores are the most popular destination for respondents' last main food shopping trip across the study area.

AC.3 It should be borne in mind when comparing the main food shopping household survey results from 2004 (N.B although the RTCS was published in 2005, the household survey was undertaken in November 2004) and 2008 that the question is worded slightly differently. In 2004, the main food shopping questioned asked 'which store or shop *do you buy* your household's main food and grocery shopping?', whilst in 2008 the question asked 'which store or shop *did you last* undertake your household's last main food and grocery shopping?'.

Table AC.1   Main Food Shopping Destinations

Zone	Primary Main Food Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Asda, Rawtenstall (39.0%) Asda, Accrington (35.5%) Local Shops (4.0%)	Tesco, Syke Side (36.9%) Asda, Rawtenstall (19.0%) Asda, Accrington (18.1%)
2 – Rawtenstall/ Waterfoot	Asda, Rawtenstall (76.5%) Local Shops (5.0%)	Asda, Rawtenstall (49.5%) Tesco, Rawtenstall (17.5%) Tesco, Syke Side (14.0%)
3 – Bacup	Asda, Rawtenstall (33.5%) Asda, Rochdale (17.5%) Co-op, Bacup (17.5%)	Asda, Rawtenstall (30.6%) Tesco, Rawtenstall (17.0%) Asda, Rochdale (11.4%) Co-op, Bacup (7.0%)
4 – Ramsbottom	Tesco, Bury (26%) Co-op, Ramsbottom (15.5%) Asda, Spring Street, Bury (13.5%) Asda, Park 66, Bury (12.5%)	Tesco, Bury (20.4%) Asda, Rawtenstall (12.0%) Tesco, Ramsbottom (11.5%) Tesco, Syke Side (9.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.4   As would be expected there has been considerable change in main food shopping patterns since the 2005 RTCS. This reflects the opening of a new Asda store in Rawtenstall since the 2004 household survey, which has relocated from premises now occupied by Tesco on Bocholt Way. In addition, an out-of-centre foodstore has opened at Syke Side in Haslingden since the previous household survey was undertaken.

AC.5   In the Haslingden zone, the Tesco store at Syke Side has replaced the Asda, Rawtenstall as the most popular main food shopping destination, and leakage to the Asda, Accrington, has declined significantly from 35.5% in 2004 to 18.1% in 2008.

AC.6   In the Rawtenstall/ Waterfoot zone the dominance of the Asda, Rawtenstall, which previously commanded a 76.5% market share of main food shopping trips in this zone, has fallen to 49.5% (despite the fact that it is a new store) and a wider range of shopping destinations are used by residents, including the Tesco, Rawtenstall (17.5%) and the Tesco, Syke Side (14.0%).

AC.7   In the Bacup zone, Asda, Rawtenstall attracts the greatest proportion of main food shopping trips of any single shopping destination in both 2004 (33.5%) and 2008 (30.6%). The Tesco store in Rawtenstall attracts some 17.0% of shopping trips at 2008. This appears to have been achieved by diverting trade from the Asda, Rochdale, and in particular the Co-op, Bacup which have both seen their market share of main food shopping trips decline, the latter having fallen from 17.5% to 7.0%.

AC.8   In the Ramsbottom zone, the Tesco in Bury remains the most popular store although with a reduced market share of 20.4% in 2008 compared to in 26% in 2004. Main food shopping trips in this zone remain split between a variety of destinations, although Rossendale appears to have increased its retention of shopping trips through the new Asda store in Rawtenstall and the Tesco store at Syke Side.

AC.9   The overwhelming majority of residents surveyed by NEMS (86.0%) undertook their main food shopping trip in a car as either a driver or passenger. Although this may appear high it is understandable given the relatively rural nature of Rossendale and the amount of convenience goods typically purchased during a main food shop. 88.9% of respondents travelled to their main food shopping destination directly from home. Most respondents (67.7%) did not combine their main food shopping trip with any other activity. However, of those that did Rawtenstall was the most popular destination at which to do so.

Top-Up Food Shopping

AC.10 Top-up food shopping trips are made to supplement main food shopping trips and are undertaken on a frequent basis for staples such as bread and milk. The NEMS household survey indicated that 83.0% of respondents undertake such top-up food shopping trips. This is a significant increase of some 30 percentage points on the propensity for residents to undertake of top-up shopping trips in 2005, when 53% indicated that they undertook such trips.

AC.11 It should be noted that the wording of the question about top-up shopping trips in 2004 is different to that used in 2008. In 2004 the Focus household survey asked whether respondents 'normally undertake small scale or top-up shopping' whereas the 2008 NEMS household survey asked 'at which store or shop did you last visit for small scale/ top-up shopping'.

AC.12 The most popular destinations cited by respondents for undertaking top-up food shopping in both 2004 and 2008 are shown in Table AC.2 below. As would be expected, top-up shopping patterns are split over a much wider variety of stores compared to main food shopping.

Table AC.2   Top-Up Food Shopping Destinations

Zone	Top-Up Food Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Local Shops - Accrington (20.5%) - Blackburn (13.7%) - Haslingden (11.1%) Asda, Accrington (27.4%)	Local Shops - Accrington (20.5%)* - Haslingden (13.0%) - Helmshore (8.5%) Tesco, Syke Side (21.5%)
2 – Rawtenstall/ Waterfoot	Local Shops - Burnley (14.6%) - Rawtenstall (13.0%) Asda, Rawtenstall (37.4%)	Local Shops - Rawtenstall (10.0%) Asda, Rawtenstall (21.5%) Tesco, Rawtenstall (13.5%)
3 – Bacup	Local Shops - Rochdale (18.5%) - Rawtenstall (14.1%) - Blackburn (9.8%) Co-op, Bacup (26.0%)	Co-op, Bacup (33.3%) Co-op, Whitworth (8.9%)
4 – Ramsbottom	Local Shops - Ramsbottom (21.3%) - Bury (18.0%) Co-op, Ramsbottom (23.6%)	Tesco, Ramsbottom (18.0%) Co-op, Ramsbottom (13.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)
* Includes 'Aldi, Accrington, Argyle Street' and 'Lidl, Hyndburn Road, Accrington'

AC.13 In the Haslingden zone, the Tesco store at Syke Side (21.5%) has replaced the Asda store at Accrington (27.4%) as the most popular top-up shopping destination. Local shops in Accrington have retained their market share of 20.5%, although Blackburn appears to be less popular for shoppers buying top-up goods in 2008 compared to 2004.

AC.14 As would be expected, destinations in Rawtenstall are the most popular for undertaking top-up shopping in the Rawtenstall/ Waterfoot zone. However the dominance of Asda, which achieved a market share of 37.4% in this zone in 2004, has reduced to 21.5% in 2008, with the Tesco store achieving a 13.5% market share in 2008.

AC.15 The Co-op store in Bacup accounts for a third (33.3%) of top-up shopping trips made by residents in the Bacup zone in 2008, which represents a greater market share than that which it recorded in 2004 (26.0%). Local shops in Rochdale are the second most popular destinations in 2004 with a market share of 18.5%, followed by local shops in Rawtenstall (14.1%), however a greater range of destinations are recorded in 2008 and the second most popular top-up shopping destination overall is recorded as being the Co-op in Whitworth, achieving a relatively modest market share of 8.9%.

AC.16 Destinations in Ramsbottom are the most popular in the Ramsbottom zone for carrying out shopping for top-up food items. In 2008, the Tesco store in Ramsbottom records the largest single market share of 18.0%, followed by the Co-op in Ramsbottom with a 13.5% market share. At 2004, the Co-op in Ramsbottom was the most popular destination with a market share of 23.6%, followed by local shops in Ramsbottom (21.3%).

Non-Food Shopping

AC.17 Households were asked at which location they buy most of their household's non-food shopping. For the study area as a whole, Bury is the most popular shopping destination with a market share of 18.9% of non-food shopping trips, followed by Rawtenstall (15.1%) and Accrington (11.0%). The overall patterns of non-food shopping in the four survey zones are shown in Table AC.3 below, within which they are also compared to the results from the previous household survey.

Table AC.3   Non-Food Shopping Destinations

Zone	Non-Food Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (52.0%) Bury (15.0%) Blackburn (8.0%) Rawtenstall (6.5%)	Accrington (40.1%) Haslingden (14.5%) Bury (9.5%) Rawtenstall (9.0%)
2 – Rawtenstall/ Waterfoot	Burnley (25.5%) Bury (24.5%) Rawtenstall (24.5%)	Rawtenstall (24.0%) Burnley (15.5%) Bury (13.5%)
3 – Bacup	Rochdale (34.5%) Burnley (18.5%) Bacup (11.5%)	Rochdale (23.3%) Rawtenstall (19.5%) Burnley (14.0%)
4 – Ramsbottom	Bury (69.0%) Ramsbottom (9.5%) Manchester (8.5%)	Bury (49.5%) Ramsbottom (9.0%) Manchester (9.0%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.18   Table AC.3 indicates that patterns of non-food shopping trips in all of the survey zones has remained broadly the same at 2004 and 2008, and indeed the same destinations command the greatest proportion of shopping trips in both surveys. Notwithstanding this, there has been some change in the market shares of individual destinations, and it appears that at 2008 residents chose to shop at a greater variety of destinations than was the case in 2004, given that market shares of the main destinations listed in Table AC.3 at 2008 are predominately lower than those recorded in 2004.

AC.19   The shopping patterns of residents in relation to different categories of comparison goods are considered below. In terms of the results of the 2004 and 2008 household surveys, we reiterate that the wording of the questions were different in the two household surveys. The 2004 survey asked respondents *'at which town or centre does your household spend most money on....'*, however the 2008 household survey asked *'at which location did you last buy...'*. We consider that the choice of wording used in the 2008 household survey provides a more accurate reflection of household shopping habits because *'where do you spend most...'* tends to favour larger comparison goods destinations. Notwithstanding this, we have provided a comparison of the results below and this provides a useful indicator of the changes in shopping patterns that have occurred over the 2004 to 2008 period.

Table AC.4   Clothing and Footwear Shopping Destinations

| Zone | Clothing and Footwear Shopping Destinations | |
	2004 Household Survey	2008 Household Survey
1 – Haslingden	Accrington (42.5%) Bury (20.0%) Blackburn (11.0%)	Manchester (20.0%) Accrington (18.5%) Bury (14.5%) Blackburn (13.0%)
2 – Rawtenstall/ Waterfoot	Bury (26.0%) Burnley (22.0%) Rawtenstall (9.5%) Manchester (9.0%)	Burnley (20.0%) Bury (18.5%) Manchester (16.5%) Rawtenstall (10.0%)
3 – Bacup	Rochdale (32.5%) Burnley (18.0%) Bury (11.0%)	Rochdale (24.4%) Burnley (20.6%) Manchester (14.5%)
4 – Ramsbottom	Bury (54.0%) Manchester (20.5%) Bolton (15.0%)	Bury (41.0%) Manchester (22.0%) Bolton (7.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.20 In the Haslingden zone, Manchester is the most popular destination for clothing and footwear with a market share of 20.0% as shown in Table AC.4 above. This is followed by Accrington (18.5%), Bury (14.5%) and Blackburn (13.0%). Since 2004 the market share of Accrington has more than halved from 42.5% and the market share of Bury has also declined. Much of this is attributable to an increase in shopping trips to Manchester.

AC.21 In the Rawtenstall/ Waterfoot zone, Burnley is the most popular destination for this type of shopping with a market share of 20.0%, followed by Bury (18.5%), Manchester (16.5%) and Rawtenstall (10.0%). All of these destinations have seen a relative decline in their market share since 2004, except Manchester which has seen a 7.5 percentage point increase from 9.0%. Bury was the most popular destination for clothing and footwear in 2004 with a market share of 26.0%, but was only the second most popular destination at 2008.

AC.22 Rochdale is the most popular destination for clothing and footwear in the Bacup zone, achieving a market share of 24.4%. Burnley was the second most popular destination in this zone with a market share of 20.6%, and Manchester was the third most popular with a 14.5% market share. Rochdale has maintained its dominant position from 2004, although its market share has declined from 32.5% to its current level.

AC.23 In the Ramsbottom zone, the three most popular destinations in 2008 are Bury (41.0%), Manchester (22.0%) and Bolton (7.5%). This reflects the order of shopping destinations recorded in the 2004 household survey, although over the period the market shares attained by Bury and Bolton have declined (the latter having halved),

with Manchester experiencing a slight increase in the proportion of clothing and footwear shopping trips for which it accounts.

Table AC.5   Domestic Electrical Appliances Shopping Destinations

Zone	Domestic Electrical Appliances Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (30.0%) Blackburn (23.0%) Bury (16.5%)	Blackburn (37.5%) Accrington (14.5%) Bury (10.5%) Internet/ mail order/ catalogue (10.0%)
2 – Rawtenstall/ Waterfoot	Burnley (28.5%) Rawtenstall (16.5%) Bury (14.0%)	Burnley (21.5%) Rawtenstall (11.5%) Bury (10.0%) Internet/ mail order/ catalogue (12.0%)
3 – Bacup	Rochdale (36.0%) Burnley (13.5%)	Rochdale (32.9%) Burnley (20.1%) Internet/ mail order/ catalogue (9.5%)
4 – Ramsbottom	Bury (73.5%) Bolton (4.0%)	Bury (50.0%) Internet/ mail order/ catalogue (10.0%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.24 Table AC.5 indicates the shopping patterns recorded for domestic electrical appliances. In all cases it is clear to see the increase in the importance of internet/ mail order/ catalogue shopping, which recorded a negligible market share in 2004, but a market share ranging from 9.5% (Bacup zone) to 12.0% (Rawtenstall/ Waterfoot zone) in 2008.

AC.25 In the Haslingden zone, at 2008 Blackburn has replaced Accrington as the most popular shopping destination for these types of products, with a market share of 37.5% compared to Accrington's 30.0% in 2004. At 2008, Accrington achieves a significantly reduced market share of 14.5%.

AC.26 In the Rawtenstall/ Waterfoot zone at 2008 Burnley is the most popular shopping destination for domestic electrical appliances with a market share of 21.5%, followed by Rawtenstall (11.5%) and Bury (10.0%). This hierarchy of shopping destinations for these types of goods is identical to that recorded in 2004, although all destinations have seen a proportional decline in their market share, probably caused by internet sales.

AC.27 In the Bacup zone Rochdale is the most popular destination in both 2004 and 2008 for domestic electrical appliances, followed in both periods by Burnley. At 2008 Rochdale attained a market share of 32.9%, compared to 36.0% in 2004, however over the same period the market share of Burnley has increased from 13.5% to 20.1%.

AC.28 Bury dominated shopping trips for this type of good in 2004 with a market share of 73.5%. At 2008 it remains the dominant destination, although with a significantly reduced market share of 50.0%.

Table AC.6   Other Electrical Goods Shopping Destinations

Zone	Other Electrical Goods Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (29.0%) Blackburn (21.0%) Bury (17.5%)	Blackburn (31.0%) Accrington (15.1%) Internet/ mail order/ catalogue (10.0%)
2 – Rawtenstall/ Waterfoot	Burnley (23.0%) Rawtenstall (17.0%) Bury (15.5%)	Rawtenstall (25.5%) Burnley (13.0%) Internet/ mail order/ catalogue (12.0%)
3 – Bacup	Rochdale (36.5%) Burnley (14.5%)	Rochdale (27.0%) Burnley (19.1%) Internet/ mail order/ catalogue (12.0%)
4 – Ramsbottom	Bury (74.5%) Ramsbottom (4.0%) Bolton (4.0%)	Bury (40.5%) Internet/ mail order/ catalogue (14.0%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.29 Table AC.6 shows the market shares achieved on a zone by zone basis for other electrical goods such as TV/ Hi-Fi and computers in 2004 and 2008. As with domestic electrical goods, the rising importance of internet/ mail order/ catalogue as a means of purchasing these types of goods is evident, with such purchasing accounting for between 10.0% (Haslingden zone) and 14.0% (Ramsbottom zone) of market share in the study area at 2008, which is significantly higher than the equivalent market share achieved in 2004.

AC.30 In the Haslingden zone, at 2008 Blackburn is the most popular shopping destination for other electrical goods with a market share of 31.0%, followed by Accrington which achieves a market share of 15.1%. Over the 2004 to 2008 period Accrington's market share has almost halved from 29.0%, whilst Blackburn has improved its trading position given that it achieved a market share of 21.0% in 2004.

AC.31 Rawtenstall is the most popular destination for other electrical goods items in the Rawtenstall/ Waterfoot zone with a market share of 25.5%, which compares to a market share of 17.0% in 2004. Burnley is the second most popular destination for these types of products in 2008 given that it attained a 13.0% market share, although this represents a significant decline from its 2004 level of 23.0%.

AC.32 Rochdale is the most popular destination for other electrical goods in the Bacup zone. It recorded a market share of 27.0% in 2008, and was followed in popularity by Burnley (19.1%). At 2004, Rochdale was also the most popular destination followed by

Burnley, although both have seen a reduction in the proportion of shopping trips for which they account.

AC.33 In the Ramsbottom zone, Bury is the most popular destination with a market share of 40.5%. Notwithstanding this, the relative importance of Bury has declined significantly over the period as it recorded a 74.5% share of shopping trips from this zone at 2004.

Table AC.7   Furniture, Soft Furnishings and Floor-Coverings Shopping Destinations

Zone	Furniture, Soft Furnishings and Floor-Coverings Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (33.5%) Bury (18.5%) Blackburn (13.0%)	Accrington (29.1%) Blackburn (14.0%) Rawtenstall (7.5%)
2 – Rawtenstall/ Waterfoot	Rawtenstall (19.5%) Bury (13.5%) Burnley (12.5%)	Rawtenstall (24.5%) Accrington (9.0%) Burnley (7.5%)
3 – Bacup	Rochdale (26.0%) Burnley (9.0%) Bacup (9.0%)	Rochdale (21.9%) Rawtenstall (9.0%) Burnley (8.1%)
4 – Ramsbottom	Bury (45.5%) Ramsbottom (10.5%) Bolton (8.0%)	Bury (25.0%) Manchester (10.0%) Bolton (9.5%) Ramsbottom (9.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.34 The shopping patterns for furniture, soft furnishings and floor-coverings recorded in the household surveys in 2004 and 2008 are shown in Table AC.7 above.

AC.35 Accrington is the most popular shopping destination for these types of goods in the Haslingden zone in 2008, with a market share of 29.1%, followed by Blackburn (14.0%) and Rawtenstall (7.5%). Accrington was also the most popular shopping destination at 2004, although it has seen a reduction in its market share.

AC.36 In the Rawtenstall/ Waterfoot zone, Rawtenstall is the most popular destination for furniture, soft furnishings and floor-coverings, and has seen an increase in its market share from 19.5% in 2004 to 24.5% in 2008. The market share of both Burnley and Bury has declined notably over the period. Accrington achieves a market share of 9.0%.

AC.37 Rochdale achieves the greatest market share of any destination in 2008 (21.9%) in the Bacup zone, and was also the most popular shopping destination for these types of goods in 2004 (26.0%). Rawtenstall is the second most popular shopping destination in 2008 with a market share of 9.0%, followed by Burnley (8.1%).

AC.38 In the Ramsbottom zone Bury is the most popular destination for furniture, soft furnishing and floor-coverings, but has seen its market share decline from 45.5% to 25.0% over the 2004 to 2008 period. Manchester is increasingly important at 2008 and attracts a market share of 10.0%.

Table AC.8   DIY/ Hardware and Garden Items Shopping Destinations

Zone	DIY/ Hardware and Garden Items Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (28.0%) Bury (20.0%) Rawtenstall (6.5%)	Accrington (23.6%) Rawtenstall (23.4%) Bury (15.5%)
2 – Rawtenstall/ Waterfoot	Rawtenstall (30.0%) Bury (20.0%) Burnley (8.5%)	Rawtenstall (43.5%) Bury (26.0%)
3 – Bacup	Rochdale (27.5%) Rawtenstall (19.5%) Bacup (7.5%)	Rawtenstall (31.2%) Rochdale (23.4%) Bury (9.6%)
4 – Ramsbottom	Bury (74.5%) Ramsbottom (4.5%)	Bury (58.0%) Ramsbottom (10.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.39 In terms of DIY/ Hardware and garden items, the shopping patterns recorded in both 2004 and 2008 have remained broadly similar. In the Haslingden zone, Accrington was the most popular shopping destination with a market share of 23.6% in 2008, which represents a small reduction on the 28.0% market share recorded in 2004. Rawtenstall is the second most popular destination for these types of goods at 2008, and has seen a significant increase in market share from 8.5% in 2004 to 23.4% in 2008.

AC.40 In the Rawtenstall/ Waterfoot zone, Rawtenstall is the most popular shopping destination commanding a 43.5% market share. This comprises a 13.5 percentage point rise from the level recorded in 2004 (30.0%). Bury has also witnessed an increase in the market share in this sector from 20.0% in 2004 to 26.0% in 2008.

AC.41 Rawtenstall achieves a market share of 31.2% of shopping trips made for DIY/ Hardware and garden items in the Bacup zone, which makes it the single most popular destination and represents an improvement on 2004 when it recorded a 19.5% market share. Rochdale has seen a slight decline in the market share in this zone from 27.5% in 2004 to 23.4% in 2008.

AC.42 In the Ramsbottom zone, Bury attracts the majority of shopping trips for DIY/ hardware and garden items in 2008 with a market share of 58.0%, although this represents a decline from 74.5% in 2004. Ramsbottom achieves a market share of 10.5% in 2008, which has more than doubled from 4.5% in 2004.

Table AC.9   Chemist, Health and Beauty Shopping Destinations

Zone	Chemist, Health and Beauty Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (40.5%) Haslingden (27.0%) Rawtenstall (10.0%)	Haslingden (33.4%) Accrington (30.6%) Rawtenstall (10.5%)
2 – Rawtenstall/ Waterfoot	Rawtenstall (57.0%) Burnley (7.0%)	Rawtenstall (49.0%) Haslingden (11.0%)
3 – Bacup	Bacup (31.0%) Rochdale (19.0%) Rawtenstall (14.0%) Whitworth (11.5%)	Bacup (29.3%) Rawtenstall (19.0%) Rochdale (15.8%) Whitworth (8.9%)
4 – Ramsbottom	Bury (44.5%) Ramsbottom (31.5%)	Bury (40.0%) Ramsbottom (17.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.43 Haslingden is the most popular shopping destinations in Zone 1 for chemist, health and beauty items as shown in Table AC.9, with a market share of 33.4% in 2008. This is followed by Accrington (30.6%) and Rawtenstall (10.5%). Compared to 2004, Haslingden attracts an increased proportion of shoppers from this zone and Accrington has suffered a decline in shopping trips. The trade draw of Rawtenstall is comparable at both 2004 (10.5%) and 2008 (10.0%).

AC.44 Rawtenstall is the most popular destination for chemist, health and beauty products in the Rawtenstall/ Waterfoot zone in both 2004 and 2008, achieving respective market shares of 57.0% and 49.0%. Haslingden has a market share of 11.0% in 2008 making it the second most popular shopping destination for these types of goods.

AC.45 In the Bacup zone, Bacup attains a 29.3% market share in 2008 making it the most popular shopping destination. It was also the most popular destination in 2004 although it recorded a slightly higher market share of 31.0% at that time. Rawtenstall is the second most popular destination and has seen its market share increase from 14.0% in 2004 to 19.0% in 2008.

AC.46 In the Ramsbottom zone, Bury is the most popular shopping destination for these types of goods at 2008 with a market share of 40.0%, followed by Ramsbottom (17.5%). Both these destinations have seen a decline in their attractions since 2004, with Ramsbottom in particular recording a notable fall.

Table AC.10   Other non-food items Shopping Destinations

Zone	Other Non-Food Items Shopping Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (46.0%) Bury (17.0%) Rawtenstall (6.5%)	Accrington (24.1%) Internet/ mail order/ catalogue (13.0%) Haslingden (11.5%)
2 – Rawtenstall/ Waterfoot	Rawtenstall (34.0%) Burnley (22.0%) Bury (14.5%)	Rawtenstall (27.0%) Internet/ mail order/ catalogue (20.0%) Burnley (10.5%)
3 – Bacup	Rochdale (31.5%) Bacup (14.5%) Manchester (6.0%)	Rochdale (23.8%) Rawtenstall (17.1%) Internet/ mail order/ catalogue (15.1%) Burnley (12.0%)
4 – Ramsbottom	Bury (69.5%) Ramsbottom (6.0%)	Bury (36.5%) Internet/ mail order/ catalogue (20.0%) Manchester (9.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.47   Table AC.10 shows the shopping patterns for other non-food items such as books, CD's, toys and gifts. In the Haslingden zone, Accrington is the shopping destination which attracts the greatest proportion of shopping trips overall, although it has seen a significant fall in its market share from 46.0% in 2004 to 24.1% in 2008. The market shares of Bury and Rawtenstall have also declined markedly since 2004, and this is in part attributable to the growth in internet/ mail order/ catalogue spending which attains a 13.0% market share in 2008. Haslingden has strengthened its market position since 2004 and achieves an 11.5% market share of shopping trips in 2008.

AC.48   In the Rawtenstall/ Waterfoot zone, Rawtenstall remains the most popular destination but again has seen a fall in overall market share from 34.0% in 2004 to 27.0% in 2008. The second most popular destination for other non-food shopping purchases in 2008 is via the internet/ mail order/ catalogue, which records a 20.0% market share. As a result, the market share achieved by Burnley has more than halved from 22.0% in 2004 to 10.5% in 2008.

AC.49   Rochdale is the most popular other non-food shopping destination in the Bacup zone in 2008, with a market share of 23.8%. This is followed in popularity by Rawtenstall (17.1%), internet/ mail order/ catalogue (15.1%) and Burnley (12.0%). Rochdale has seen a decline in its market share since 2004 and the proportion of shopping trips attracted to Bacup is significantly less in 2008 than in 2004.

AC.50   In the Ramsbottom zone, Bury is the most popular single destination in both 2004 and 2008 for other comparison goods, although it has witnessed a marked decline in shopping trips, achieving a 69.5% market share in 2004 compared to 36.5% in 2008. The second most popular destination in 2008 is internet/ mail order/ catalogue (20.0%) followed by Manchester (9.5%).

Markets

AC.51 The household survey asked questions about residents' use of the markets in Rossendale and the wider area. The results of these questions are shown below.

AC.52 Table AC.11 below shows the responses recorded in relation to whether and how frequently residents use nearby markets. A majority of residents in all zones used markets at some time, although the frequency of usage varied between zones. Residents in the Haslingden zone use the markets most frequently, with 33.5% using them at least once a week compared to 30.6% in the Bacup zone, 29.0% in the Rawtenstall/ Waterfoot zone and 27.5% in the Ramsbottom zone. Residents in the Rawtenstall/ Waterfoot zone were least likely to use the markets, with 41.0% stated that they 'never' visited them. Since 2004, the proportion of residents who use markets in the Borough appears to have grown in the Haslingden zone and the Ramsbottom zone, but declined in the Rawtenstall/ Waterfoot and Bacup zones.

Table AC.11   Frequency of Market Use

Zone	2004 Household Survey	2008 Household Survey
1 – Haslingden	1-3 times per week (7.0%) Once per week (21.5%) 1-2 times per month (10.0%) Less than 1-2 times per month (4.5%) Never (57.0%)	1-3 times per week (9.5%) Once per week (24.0%) 1-2 times per month (23.0%) Less than 1-2 times per month (5.5%) Never (36.0%) Don't know/ varies (2.0%)
2 – Rawtenstall/ Waterfoot	1-3 times per week (1.5%) Once per week (35.5%) 1-2 times per month (18.5%) Less than 1-2 times per month (12.5%) Never (32.0%)	1-3 times per week (3.5%) Once per week (25.5%) 1-2 times per month (20.5%) Less than 1-2 times per month (8.5%) Never (41.0%) Don't know/ varies (1.0%)
3 – Bacup	1-3 times per week (11.0%) Once per week (27.5%) 1-2 times per month (12.5%) Less than 1-2 times per month (12.5%) Never (36.5%)	1-3 times per week (8.6%) Once per week (22.0%) 1-2 times per month (20.0%) Less than 1-2 times per month (7.1%) Never (37.9%) Don't know/ varies (4.5%)
4 – Ramsbottom	1-3 times per week (5.5%) Once per week (33.5%) 1-2 times per month (12.0%) Less than 1-2 times per month (12.0%) Never (37.0%)	1-3 times per week (5.0%) Once per week (22.5%) 1-2 times per month (22.0%) Less than 1-2 times per month (14.5%) Never (32.5%) Don't know/ varies (3.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

AC.53 Of those residents who indicated that they use markets at some time, the most popular markets for food shopping overall were Bury (33.5%), Rawtenstall (24.6%) and Accrington (13.5%). For non-food shopping, the most popular markets were Bury (34.4%), Rawtenstall (14.9%) and Accrington (10.2%).

AC.54 The use of markets for food shopping purposes is broken down in Table AC.12 in terms of the total number of responses recorded across the study area. In order to be

consistent with the 2005 RTCS, 'don't do' responses have been removed from the data below and rebased accordingly. More people appear to use markets for food purposes rather than non-food, with 89% of respondents using the market to buy food goods compared to 72% for non-food goods.

Table AC.12   Market Usage

Centre	2004 Household Survey*		2008 Household Survey[1]	
	Food (%)	Non-food (%)	Food (%)	Non-food (%)
Rawtenstall	23	19	21	18
Bacup	14	11	10	7
Haslingden	5	4	3	1
Accrington	11	11	12	13
Blackburn	1	2	2	3
Burnley	5	6	4	7
Bury	28	32	29	40
Rochdale	6	6	3	4
Todmorden	0	0	2	1
Ramsbottom	4	2	9	1
Bolton	1	1	1	3
Other	7	9	3	1

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)
* These results differ marginally from those shown in the 2005 RTCS due to rounding
[1] The percentages shown here differ from those shown in NEMS Household Survey results given that the percentages in the Household Survey results have not been calculated in light of multiple responses being recorded.

AC.55 At 2008 the most popular market for purchasing both food and non-food goods was Bury, which achieved a market share of 29% and 40% respectively. This was followed by Rawtenstall which attained a 21% market share for food goods and an 18% market share for non-food goods. These results are broadly consistent with those recorded in the 2004 survey, with Bury and Rawtenstall being the top two shopping destinations for both food and non-food market goods. The market shares achieved by markets has changed over the period, with some increasing their market shares (e.g. Accrington and Blackburn) whilst others have experienced a decline in their market shares (e.g. Rochdale). Table AC.12 appears to show that the relative importance of Bacup and Haslingden markets as shopping destinations has declined for both food and for non-food goods.

AC.56 Respondents were asked whether, in their view, there were any changes that could be made to Bacup, Haslingden or Rawtenstall markets that would make them shop there more often. These results have been recalculated to exclude 'don't visit' and 'don't do varies' responses and are shown in Table AC.13 below.

Table AC.13 Frequency of Market Use

	Rawtenstall %	Bacup %	Haslingden %
Better range of food goods	6.5	12.0	7.3
Better range of non-food goods	5.5	9.5	4.7
More stalls at markets	11.1	22.7	32.3
Better parking	5.3	4.7	2.2
Better environment	6.5	1.3	2.6
Other	4.0	6.9	6.5
Nothing	61.1	42.9	44.4

Source: NEMS Household survey (November 2008)

AC.57 Table AC.13 confirms that the majority of respondents consider that there was 'nothing' that could be done for them to use Rawtenstall market more frequently, with 61.1% of respondents (excluding 'don't visit' and 'don't do/ varies') recording this view. The measures deemed most likely to make residents use the market was 'more stalls at markets' (11.1%), a 'better range of food goods' (6.5%) and a 'better range of non-food goods' (5.5%). The 2004 household survey also recorded 'more stalls at market' as being the most popular response to increase residents frequency of market use (27.7%), with this being followed in popularity by 'better range of non-food goods' (24.4%) and 'better range of food goods' (22.6%).

AC.58 In terms of Bacup and Haslingden markets, of the respondents who did use these facilities the most popular measures to make them shop there more often were 'more stalls at markets' (22.7% and 32.3% market share respectively) and 'better range of food goods' (12.0% and 7.3% market share respectively). It is interesting to note that the 2004 survey also recorded these two measures as being the most likely to encourage people to use Bacup and Haslingden markets more frequently, suggesting that improvements in these areas are still required. In addition, the proportion of respondents who stated that there was 'nothing' that could be done to make them use these two markets more frequently has fallen markedly since 2004.

Town Centre Improvements

AC.59 Respondents were asked what measures would encourage them shop in Rawtenstall, Haslingden, Bacup, Waterfoot and Whitworth centres more often. The responses to these questions are shown in Table AC.14 below.

Table AC.14   Suggested Measures to increase shopping frequency

	Rawtenstall %	Bacup %	Haslingden %	Waterfoot %	Whitworth %
Better Choice of food shops	3.8	2.6	1.2	1.7	2.3
Better choice of non-food shops	15.4	6.1	5.9	5.3	1.0
More maintenance/ cleanliness	5.9	1.8	1.2	1.7	0.0
Better quality shops	7.8	2.4	3.1	1.5	0.8
More car parking	8.0	2.1	1.9	2.6	0.1
Nothing	35.8	60.3	64.6	65.3	68.0
Other	11.7	2.3	2.2	1.5	0.3
Don't know	11.6	22.4	19.9	20.4	27.5

Source: NEMS Household survey (November 2008)

AC.60   With regard to Rawtenstall 35.8% of respondents stated that there was 'nothing' that could be done to encourage them to use the centre more often. However, the most popular measure recorded that would make them use the town centre more frequently was 'better choice of non-food shops' which accounted for 15.4% of responses. Other popular responses included 'more car parking (8.0%) and 'better quality shops' (7.8%).

AC.61   In the other centres of Bacup, Haslingden, Waterfoot and Whitworth the majority of responses stated that there was 'nothing' that could be done to make them shop there more often. In Bacup, Haslingden and Waterfoot the most popular measures to encourage a greater frequency of use was 'better choice of non-food shops'. In Whitworth, the most popular measure was a 'better choice of food shops', albeit that this response still only accounted for 2.3% of responses.

Leisure Activities

AC.62   The household survey asked a series of questions to examine what leisure activities residents in the study area undertook, and how they use leisure facilities. Table AC.15 shows a range of leisure activities and the percentage of respondents in the study area who indicated that they did partake in them. Overall, visiting the pub/ restaurant to dine was the most popular leisure activity, with 80.2% of respondents in the study area as a whole stating that they undertake this leisure activity.

Table AC.15   Leisure Activities

Leisure Activities	% of respondents in each sector			
	Haslingden	**Rawtenstall/ Waterfoot**	**Bacup**	**Ramsbottom**
Cinema	52.0	53.5	45.1	51.5
Theatre	46.5	44.5	37.6	47.5
Pub/ Bar	46.0	41.0	34.5	42.5
Restaurant	82.5	79.5	77.6	81.5
Nightclub	24.0	25.5	24.6	23.5
Bingo	5.0	3.5	4.0	3.0
Health & Fitness Club	28.5	22.0	18.0	21.5
Tenpin Bowling	22.5	21.0	25.7	20.0
Swimming	38.5	41.0	38.0	40.0
Sports Centre	26.0	21.0	16.0	23.0
None of these	6.0	10.0	12.0	10.0
Don't know	0.0	0.5	0.0	0.5

Source: NEMS Household survey (November 2008)

AC.63 Each of the activities listed above are explored in greater depth below. Please note that the following responses relate only to those residents who stated that they undertake the specific leisure activity.

Cinemas

AC.64 In the Haslingden zone, Accrington is the preferred destination for visiting the cinema with a 42.4% market share as shown in Table AC.16. This was preceded by Bury (30.7%). Accrington was also the most popular destination in this zone in 2004, although it attained a greater market share of 51.1% at that time. Burnley is the most popular cinema destination in the Rawtenstall/ Waterfoot zone with a 38.4% market share and is followed in popularity by Bury (36.4%). This reflects the order of cinema preference recorded in 2004. With regard to the Bacup zone, Rochdale recorded the greatest market share of 36.5%, followed by Burnley (31.3%) and Bury (14.6%). The popularity of Burnley as a destination for cinema-going in both the Rawtenstall/ Waterfoot and Bacup zones appears to have declined over the 2004 to 2008 period. In the Ramsbottom zone, Bury (44.7%), Bolton (33.0%) and Manchester (7.8%) were the most popular destinations. This hierarchy of cinema destinations is consistent with that recorded in 2004, although individual market shares have changed.

Table AC.16   Cinema Destinations

Zone	Cinema Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (51.1%) Bury (20.2%) Blackburn (9.6%) Burnley (9.6%) Other (9.6%)	Accrington (42.4%) Bury (30.7%) Burnley (7.7%) Other (19.2%)
2 – Rawtenstall/ Waterfoot	Burnley (51.1%) Bury (27.8%) Manchester (10.0%) Other (11.1%)	Burnley (38.4%) Bury (36.4%) Other (25.2%)
3 – Bacup	Burnley (42.1%) Rochdale (36.8%) Bury (9.2%) Other (11.8%)	Rochdale (36.5%) Burnley (31.3%) Bury (14.6%) Other (17.6%)
4 – Ramsbottom	Bury (57.3%) Bolton (25.2%) Manchester (6.8%) Other (10.7%)	Bury (44.7%) Bolton (33.0%) Manchester (7.8%) Other (14.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Theatre

AC.65   Table AC.17 indicates that Manchester is the most popular destination for visiting the theatre in all four of the survey zones. Bacup is cited as the second most popular destinations in the Haslingden, Rawtenstall/ Waterfoot and Bacup zones, with Ramsbottom being the second most popular destination in the Ramsbottom zone. This is similar to the results recorded in 2004, at which time Manchester was also the most popular theatre destination in all of the survey zones.

Table AC.17   Theatre Destinations

Zone	Theatre Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Manchester (86.9%) Accrington (4.9%) Other (8.2%)	Manchester (59.1%) Bacup (9.6%) Other (31.3%)
2 – Rawtenstall/ Waterfoot	Manchester (55.6%) Bacup (11.1%) Waterfoot (4.9%) Other (47.5%)	Manchester (67.4%) Bacup (7.8%) Other (24.8%)
3 – Bacup	Manchester (47.5%) Bacup (28.1%) Waterfoot (5.1%) Other (18.7%)	Manchester (49.2%) Bacup (25.5%) Other (25.3%)
4 – Ramsbottom	Manchester (75.3%) Ramsbottom (8.3%) Bolton (6.2%) Bury (4.1%) Other (6.2%)	Manchester (61.1%) Ramsbottom (15.8%) Bolton (5.3%) Other (17.8%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Pubs/ Bars for Drinking

AC.66 As would be expected, residents showed a lesser propensity to travel longer distances in order to visit pub/ bar destinations for drinking purposes, predominantly due to the availability of a range of such facilities in the local area. As a result, the most popular destinations at which to visit a public house or bar were those closest to each zone and a wider range of destinations were recorded than for other categories of leisure activity. This is a similar pattern to that recorded in the previous household survey from 2004.

Table AC.18   Pub/ bar Destinations

Zone	Pub/ Bar Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Haslingden (26.3%) Accrington (25.0%) Blackburn (16.3%) Rawtenstall (8.8%) Other (23.8%)	Haslingden (35.7%) Accrington (28.4%) Rawtenstall (6.5%) Other (29.4%)
2 – Rawtenstall/ Waterfoot	Rawtenstall (57.3%) Haslingden (9.3%) Burnley (4.0%) Other (29.3%)	Rawtenstall (45.2%) Waterfoot (10.9%) Haslingden (7.3%) Other (36.6%)
3 – Bacup	Bacup (29.2%) Rochdale (18.1%) Rawtenstall (13.9%) Burnley (11.1%) Manchester (6.9%) Other (20.3%)	Bacup (30.6%) Whitworth (15.7%) Rochdale (10.1%) Rawtenstall (8.6%) Bury (7.3%) Other (27.7%)
4 – Ramsbottom	Ramsbottom (43.3%) Bury (32.7%) Manchester (14.4%) Other (9.6%)	Ramsbottom (28.2%) Bury (17.6%) Edenfield (9.5%) Manchester (8.2%) Other (36.5%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Restaurants

AC.67 In common with visits to pub/ bar destinations for drinking, there is a wide range of restaurant destinations recorded. Haslingden was the most popular destination for this type of activity in the Haslingden zone, recording a 26.6% market share. Rawtenstall was the most popular restaurant destination in the Rawtenstall/ Waterfoot and the Bacup zones, recording a respective market share of 33.9% and 17.4%. In the Ramsbottom zone, Ramsbottom was the most popular destination at which to visit restaurants, with a market share of 29.5%. The most popular destinations for this type of activity recorded in 2004 were broadly similar, although the actual market shares recorded for individual destinations has varied over the period, and in most cases has declined. Most notably in the Rawtenstall/ Waterfoot

zone the market share recorded by Rawtenstall has fallen from 65.0% in 2004 to 33.9% in 2008.

Table AC.19   Restaurant Destinations

Zone	Restaurant Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (26.3%) Blackburn (20.0%) Haslingden (18.0%) Rawtenstall (10.0%) Other (30.0%)	Haslingden (26.6%) Accrington (14.6%) Blackburn (8.5%) Rawtenstall (7.3%) Other (43.0%)
2 – Rawtenstall/ Waterfoot	Rawtenstall (65.0%) Burnley (24.4%) Haslingden (6.7%) Other (20.0%)	Rawtenstall (33.9%) Haslingden (17.6%) Manchester (8.8%) Other (39.7%)
3 – Bacup	Rochdale (24.4%) Rawtenstall (21.1%) Bacup (15.6%) Burnley (11.1%) Manchester (5.6%) Other (22.2%)	Rawtenstall (17.4%) Rochdale (14.1%) Bacup (10.4%) Burnley (7.7%) Other (50.4%)
4 – Ramsbottom	Ramsbottom (39.3%) Bury (26.0%) Manchester (9.3%) Other (25.3%)	Ramsbottom (29.5%) Bury (14.7%) Manchester (6.1%) Other (49.7%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Nightclubs

AC.68 Manchester is the most popular destination in all four zones for visiting nightclubs in 2008. Manchester achieves a market share of 56.2% in the Haslingden zone, 56.9% in Rawtenstall/ Waterfoot zone, 47.1% in the Bacup zone and 68.1% in the Ramsbottom zone. Manchester appears to have significantly increased its draw from the study area since 2004, and indeed at the time of the previous survey it was only the most popular destination for visiting nightclubs in the Haslingden zone, with a relatively modest market share of 37.5%.

Table AC.20   Nightclub Destinations

Zone	Nightclub Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Manchester (37.5%) Bury (25.0%) Burnley (12.5%) Accrington (12.5%) Rawtenstall (12.5%)	Manchester (56.2%) Burnley (12.5%) Accrington (6.3%) Other (25.0%)
2 – Rawtenstall/ Waterfoot	Rawtenstall (40.0%) Burnley (25.0%) Manchester (15.0%) Other (20.0%)	Manchester (56.9%) Burnley (15.7%) Other (27.4%)
3 – Bacup	Burnley (33.3%) Manchester (33.3%) Rawtenstall (16.7%) Blackburn (8.3%) Bacup (8.3%) Other (0.1%)	Manchester (47.1%) Burnley (18.4%) Rawtenstall (8.3%) Rochdale (8.1%) Other (18.1%)
4 – Ramsbottom	Bury (53.3%) Manchester (33.3%) Ramsbottom (6.7%) Other (6.7%)	Manchester (68.1%) Bury (10.6%) Other (21.3%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Bingo

AC.69   Only 31 residents in the study area indicated that they visit bingo halls, which represents a slight increase from the 24 persons recorded in 2004, but nevertheless remains a very modest activity level. On this basis, we have only provided a breakdown of the leisure patterns of residents who undertake this activity across the study area as a whole. At 2008, Burnley is the most popular destination (21.3%), followed by Rochdale (16.1%), Accrington (9.7%) and Bolton (9.2%). Burnley was also the most popular destination for bingo activities in 2004, although at that time it recorded a significantly greater market share of 41.7%.

Table AC.21   Bingo Destinations

Bingo Destinations	% of respondents in the Borough	
	2004 Household Survey	**2008 Household Survey**
Burnley	41.7	21.3
Rochdale	4.2	16.1
Accrington	0.0	9.7
Bolton	8.3	9.2
Blackburn	4.2	8.9
Haslingden	4.2	5.9
Rawtenstall	0.0	3.8
Waterfoot	8.3	3.8
Bury	8.3	0.0
Other	0.0	15.5
Don't know	20.8	6.0

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Health Clubs

AC.70 In terms of health club/ gym facilities, residents who visit such facilities generally do so within close proximity to their home. In the Haslingden and Rawtenstall/ Waterfoot zones, Haslingden was the most popular destination for this type of activity attaining a market share of 45.5% and 29.6% respectively. In the Bacup zone, Bacup was the most popular destination for health club/ gum destinations with a 33.6% market share, and in the Ramsbottom zone Ramsbottom achieved a 55.8% market share. It is interesting to note that Rawtenstall did not record a particularly high market share even in the Rawtenstall/ Waterfoot zone (15.9%), suggesting that health club/ gym provision in the centre is not particularly strong compared to other destinations.

AC.71 Since 2004 there has been some change in health and fitness clubs destinations. In the Haslingden zone, Accrington has declined in popularity with a market share of 53.9% in 2004 compared to 30.0% in 2008, with Haslingden having increased its market share from 15.4% to 45.5%. In the Rawtenstall/ Waterfoot zone Haslingden and Waterfoot have both increased their market share of health club/ gym trips. In the Bacup zone, Bacup was the most popular destination at both 2004 and 2008, but has witnessed a decline in the market share which it achieves from 50.0% to 33.6%. In this zone, the market share of Rawtenstall has fallen from 27.8% in 2004 to just 2.9% in 2008. Finally in the Ramsbottom zone, Bury was the most popular destination in 2004 with a 47.8% market share, but has fallen to the second most popular in 2008 with a 30.2% market share. Over the same period, Ramsbottom has increased its market share from 32.6% to 55.8%.

Table AC.22   Health Club/ Gym Destinations

Zone	Health Club Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Accrington (53.9%) Bury (23.1%) Haslingden (15.4%) Blackburn (7.7%)	Haslingden (45.5%) Accrington (30.0%) Other (24.5%)
2 – Rawtenstall/ Waterfoot	Haslingden (25.0%) Burnley (14.3%) Rawtenstall (14.3%) Waterfoot (10.7%) Bury (10.7%) Blackburn (7.1%) Other (17.9%)	Haslingden (29.6%) Waterfoot (18.2%) Rawtenstall (15.9%) Bury (11.4%) Other (24.9%)
3 – Bacup	Bacup (50.0%) Rawtenstall (27.8%) Burnley (11.1%) Other (11.1%)	Bacup (33.6%) Bury (11.1%) Whitworth (19.2%) Rochdale (8.3%) Other (27.8%)
4 – Ramsbottom	Bury (47.8%) Ramsbottom (32.6%) Bolton (6.5%) Other (13.0%)	Ramsbottom (55.8%) Bury (30.2%) Other (14.0%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Tenpin Bowling

AC.72   Rossendale has no tenpin bowling facilities, and therefore residents who undertake this activity do so at locations outside of the Borough. In the Haslingden zone, Accrington was the most popular tenpin bowling destination with a 42.3% market share, in the Rawtenstall/ Waterfoot and Bacup zones, Burnley is the most popular destination with market shares of 38.1% and 41.3% respectively, whilst in the Ramsbottom zone Burnley dominates tenpin bowling trips attaining an 80.0% market share. These destinations broadly reflect the patterns of tenpin bowling trips recorded in 2004.

Table AC.23   Tenpin Bowling Destinations

Zone	Tenpin Bowling Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Bury (55.6%) Accrington (22.2%) Manchester (11.1%) Other (11.1%)	Accrington (42.3%) Bury (35.5%) Burnley (8.9%) Other (13.3%)
2 – Rawtenstall/ Waterfoot	Burnley (42.1%) Bury (26.3%) Accrington (15.8%) Other (22.3%)	Burnley (38.1%) Bury (33.4%) Accrington (19.1%) Other (9.4%)
3 – Bacup	Burnley (33.3%) Bury (22.2%) Blackburn (11.1%) Manchester (11.1%) Other (22.3%)	Burnley (41.3%) Rochdale (25.4%) Bury (13.8%) Other (19.5%)
4 – Ramsbottom	Burnley (100.0%)	Bury (80.0%) Other (20.0%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Swimming

AC.73 Rossendale appears to be relatively well provided for in terms swimming pools, with destinations within the Borough accounting for the majority of leisure trips for this type of activity in the Haslingden, Rawtenstall/ Waterfoot and Bacup zones. In the Haslingden zone, Haslingden is the most popular destination for swimming activities (55.8% market share), with Marl Pits being most popular in the Rawtenstall/ Waterfoot zone (58.5%) and Whitworth being most popular in the Bacup zone (40.6%). In the Ramsbottom zone, Ramsbottom is the preferred swimming destination with a market share of 61.3%. Since 2004 the most popular swimming destinations have remained the same and in all cases have increased their market share, except for in the Ramsbottom zone, within which Bury has seen its market share decline from 61.9% to 20.0% and Ramsbottom has significantly increased its market share from 27.0% to 61.3% over the 2004 to 2008 period.

Table AC.24   Swimming Destinations

Zone	Swimming Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Haslingden (41.7%) Bury (25.0%) Marl Pits (20.8%)	Haslingden (55.8%) Accrington (22.2%) Other (22.0%)
2 – Rawtenstall/ Waterfoot	Marl Pits (33.3%) Haslingden (31.5%) Burnley (8.8%) Other (8.8%)	Marls Pits (58.5%) Haslingden (15.9%) Other (25.6%)
3 – Bacup	Whitworth (33.3%) Haslingden (22.2%) Burnley (22.2%)	Whitworth (40.6%) Marls Pits (25.1%) Other (34.3%)
4 – Ramsbottom	Bury (61.9%) Ramsbottom (27.0%) Other (6.3%) Marl Pits (4.8%)	Ramsbottom (61.3%) Bury (20.0%) Other (18.7%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Sports Centres

AC.74   As shown in Table AC.25 below Haslingden is the most popular destination for sports centre activities in the Haslingden (55.6%), Rawtenstall/ Waterfoot (52.4%) and Bacup (15.7%) zones. In the Ramsbottom zone, Bury is the most popular destination achieving a market share of 52.1%. Since 2004, Haslingden has significantly improved its attraction in all of the survey zones in terms of sports centre usage. Over the same period, the relative popularity of Marl Pits, Burnley and Bury by residents of the study area for this type of activity has declined.

Table AC.25   Sports Centre Destinations

Zone	Sport Centre Destinations	
	2004 Household Survey	**2008 Household Survey**
1 – Haslingden	Bacup (44.4%) Haslingden (33.3%) Marl Pits (16.7%)	Haslingden (55.6%) Accrington (34.8%) Other (9.6%)
2 – Rawtenstall/ Waterfoot	Marl Pits (53.9%) Haslingden (23.1%)	Haslingden (52.4%) Marls Pits (16.7%) Burnley (7.1%) Other (23.8%)
3 – Bacup	Burnley (50.0%) Accrington (25.0%) Rochdale (25.0%)	Haslingden (15.7%) Waterfoot (15.6%) Whitworth (12.3%) Marls Pits (9.5%) Manchester (9.3%) Other (37.6%)
4 – Ramsbottom	Bury (87.9%) Other (12.1%)	Bury (52.1%) Ramsbottom (26.1%) Haslingden (10.9%) Other (10.9%)

Source: NEMS Household survey (November 2008) and Focus Household Survey (November 2004)

Conclusions

AC.75 The key findings of the Household Survey are as follows:

- There has been considerable change in main food shopping patterns in the survey area since 2004, due to the opening of new Asda and Tesco stores in Rawtenstall and the Tesco at Syke Side, Haslingden. Asda remains the most popular main food shopping destination in the Borough, but has a reduced market share, despite its relocation to a new store, reflecting the increased competition.

- 83% of respondents undertake top-up shopping trips in between their main food shopping trips. These are directed to a wide variety of shopping destinations, predominately within the Borough.

- In terms of overall non-food shopping trips, a significant level of expenditure leaks outside the Borough (although Rawtenstall is second most popular destination). Bury is the most popular destination by residents in the Borough overall with Accrington also popular. The most popular destination for individual types of non-food goods varied across each zone and according to the particular category of good.

- When respondents were asked to consider what would make them frequent the markets in Rossendale more frequently, the most popular response in relation to all three markets (other than 'nothing') was the provision of more stalls.

- The most popular measures that would encourage residents to use existing defined centres in the Borough more often are a better choice of food and non-food shops, better quality shops and more car parking.

- The most popular leisure activity which respondents indicated that they undertake is visiting pubs or restaurants for food, with the least popular being bingo. Participation rates and facility usage vary across the survey zones and between leisure activities.

Appendix D

Goad Town Centre Plans and NLP Local Centre Plans
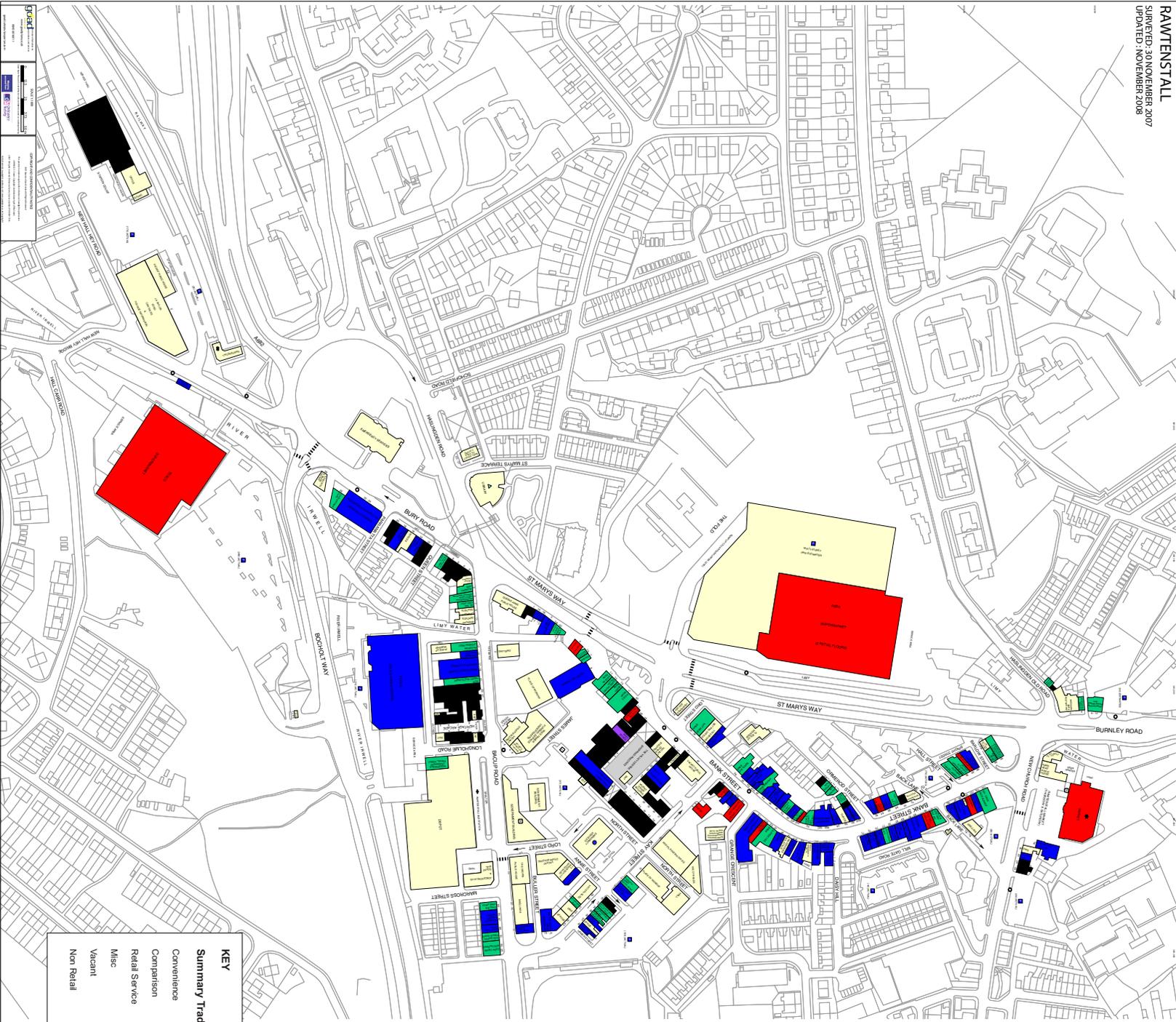
KEY

Summary Trade Type

- Convenience
- Comparison
- Retail Service
- Misc
- Vacant
- Non Retail

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KEY

Summary Trade Type

- Convenience
- Comparison
- Retail Service
- Misc
- Vacant
- Non Retail

SCALE 1:1000

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Mapping sourced from
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CO-OP SUPERMARKET

ONE STOP CONVENIENCE STORE

PLACE OF WORSHIP

LIBRARY

COMMUNITY CENTRE

VACANT PUBLIC HOUSE
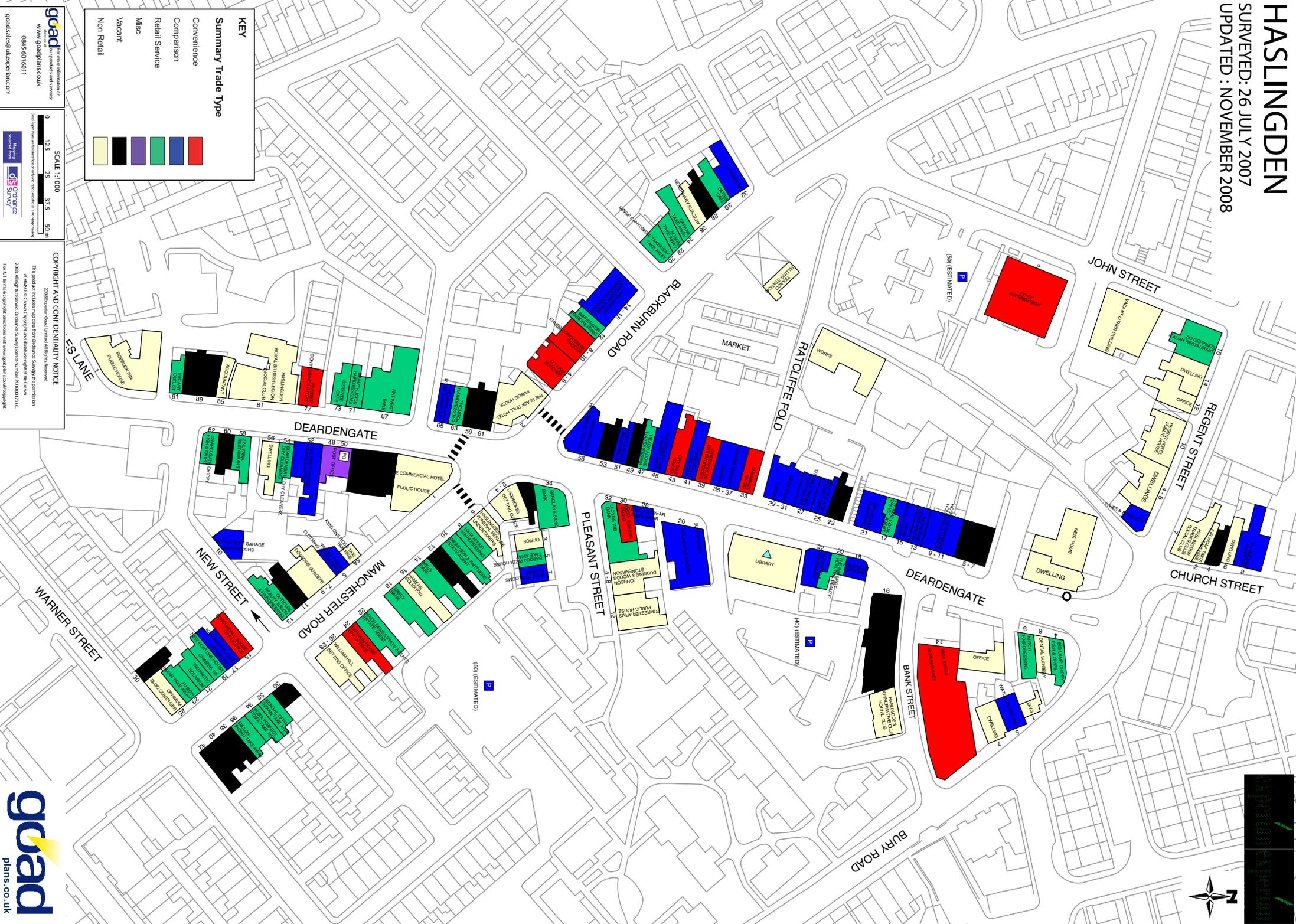
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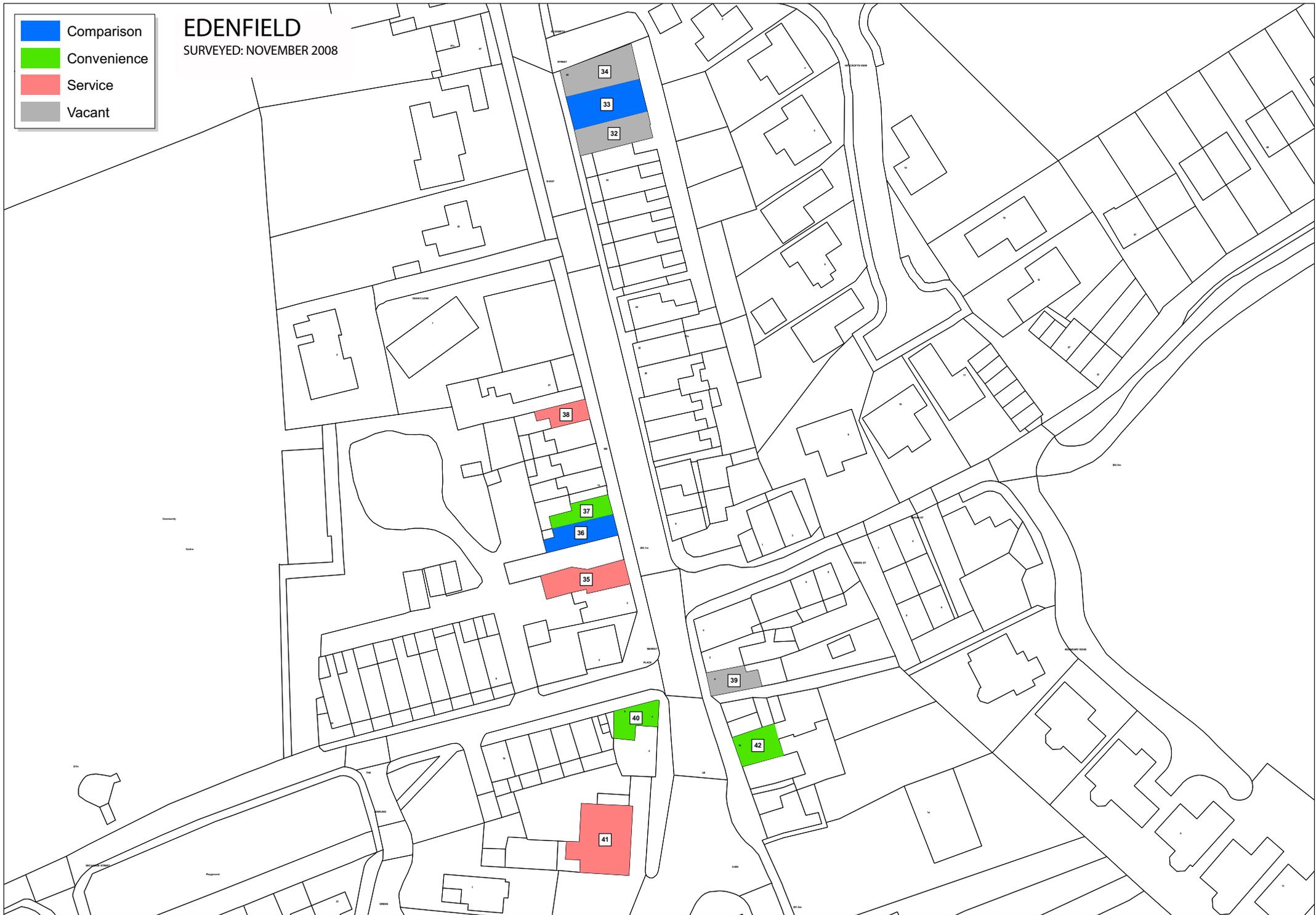
	Comparison
	Convenience
	Service
	Vacant

CRAWSHAWBOOTH

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Legend:
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- Convenience (green)
- Service (red)
- Vacant (grey)
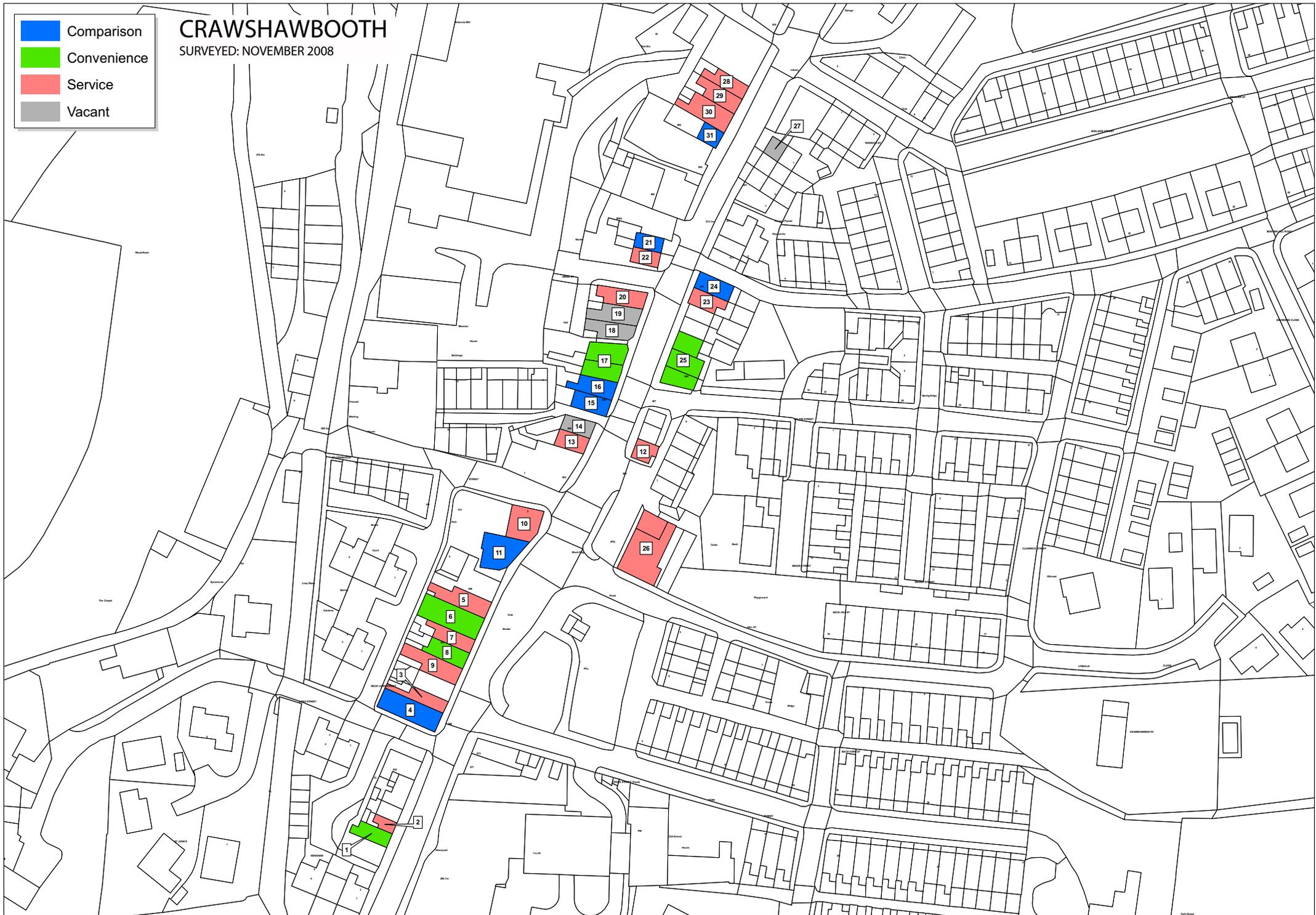
HELMSHORE

SURVEYED: MARCH 2009

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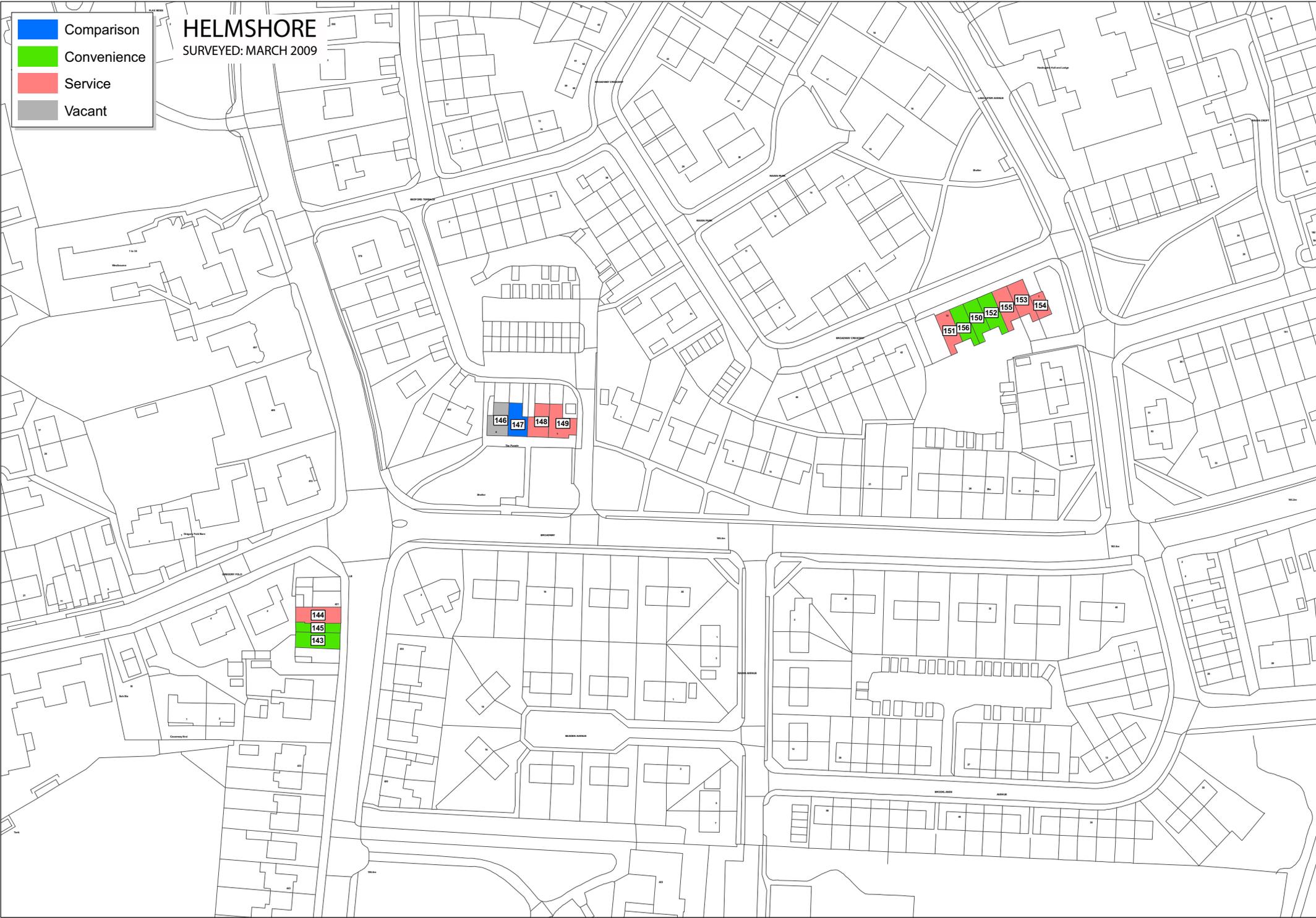
SHAWFORTH / FACIT

SURVEYED: MARCH 2009

Legend:
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- Convenience (green)
- Service (red)
- Vacant (grey)

STACKSTEADS

SURVEYED: NOVEMBER 2008
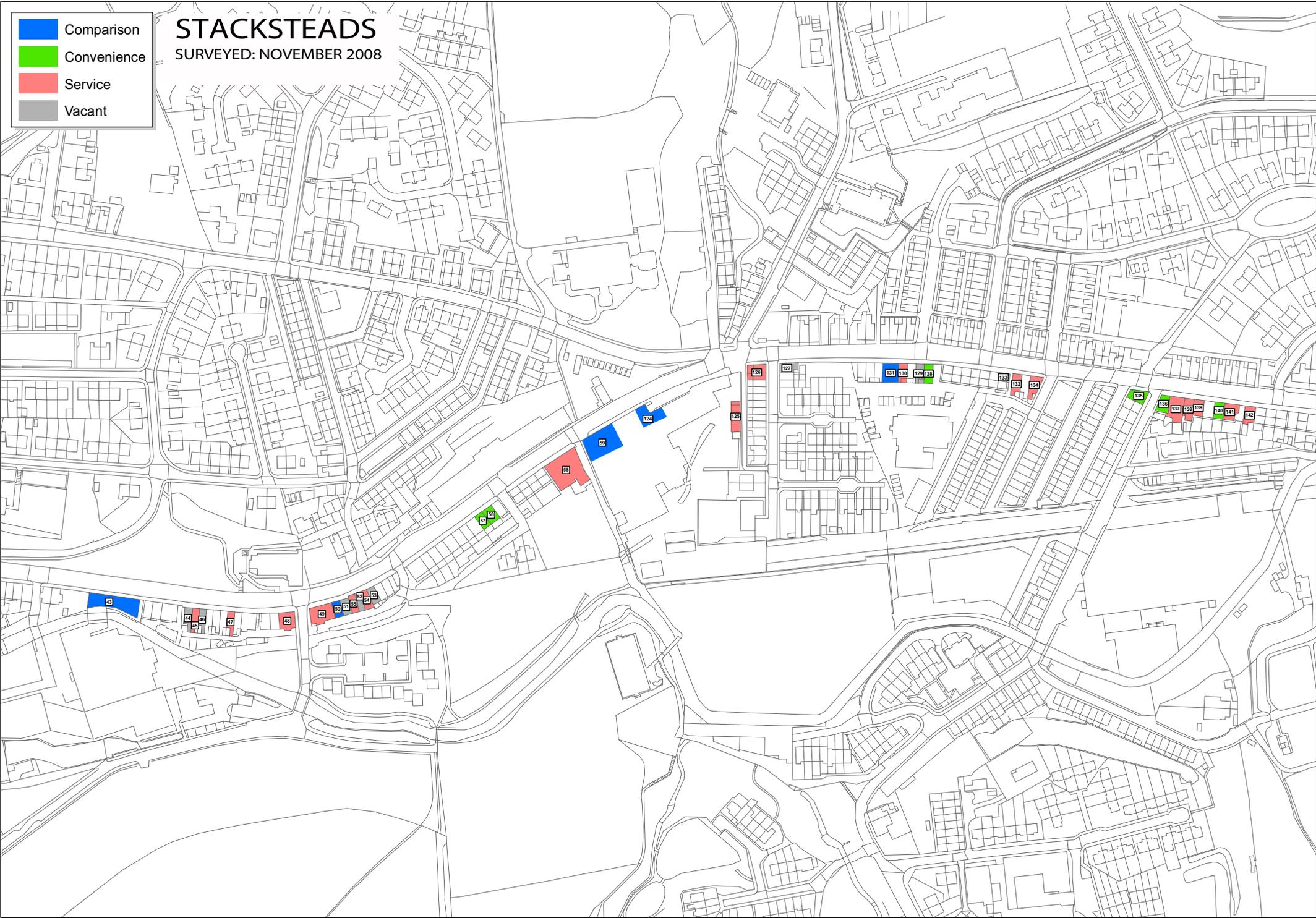
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- Comparison
- Convenience
- Service
- Vacant

WHITWORTH
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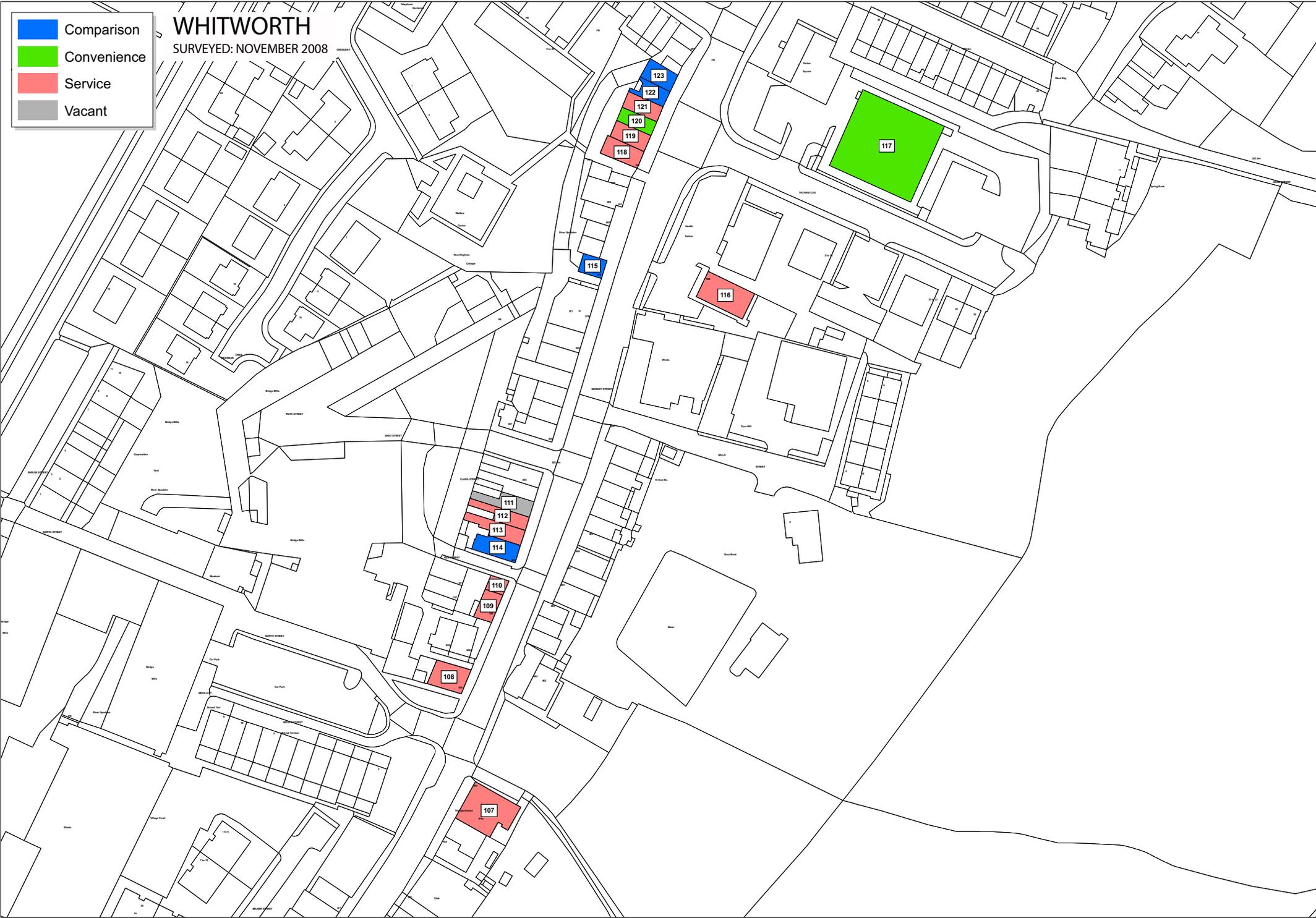
Comparison
Convenience
Service
Vacant

WATERFOOT

SURVEYED: NOVEMBER 2008

Comparison
Convenience
Service
Vacant
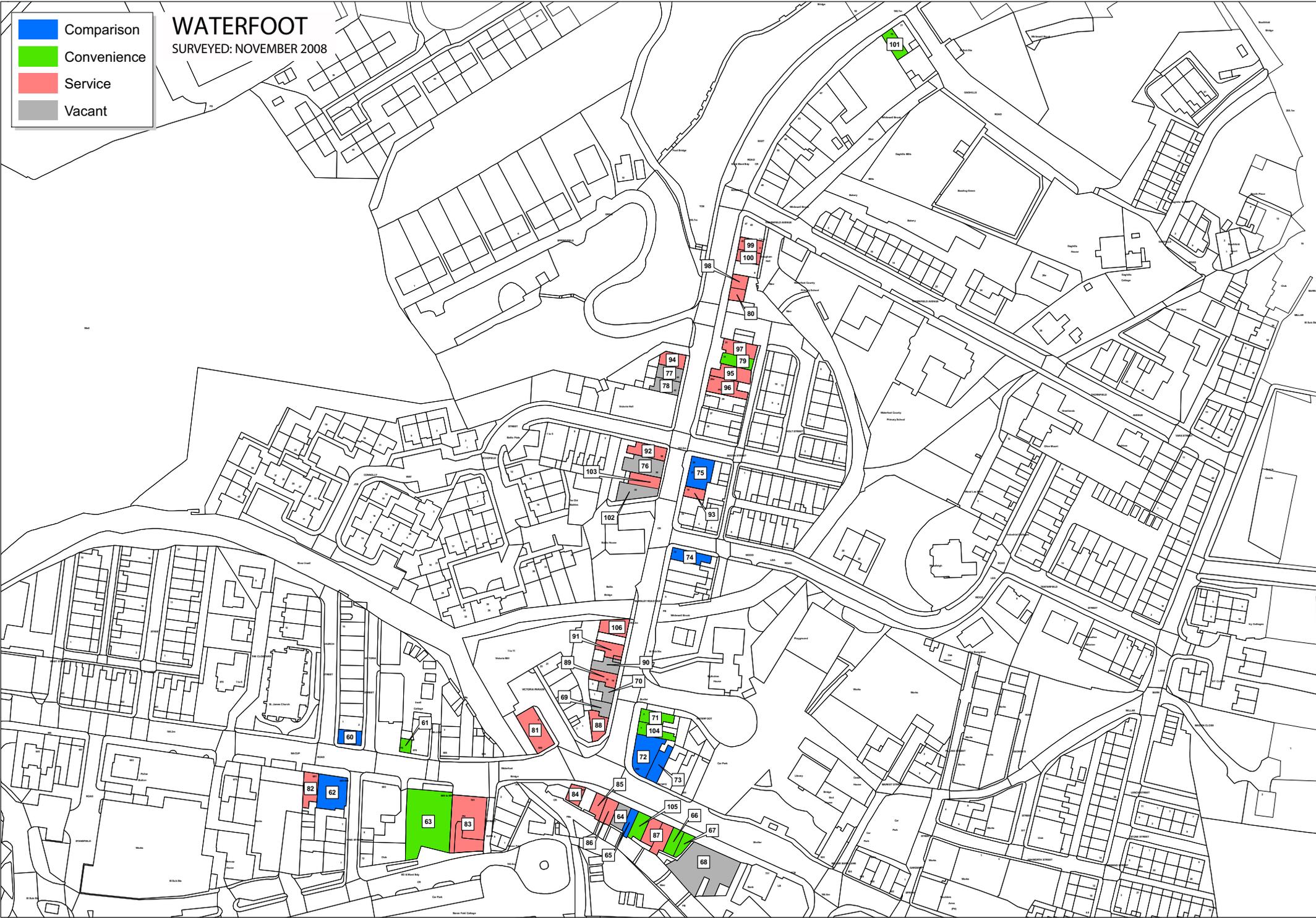
Appendix E

Diversity of Uses in the Town and Local Centres in Rossendale

APPENDIX E: DIVERSITY OF USES IN THE TOWN AND LOCAL CENTRES IN ROSSENDALE

Town Centres

Diversity of Uses	Percentage of Units				National Average*
	Rawtenstall	Bacup	Haslingden	Waterfoot	
Comparison	30.6	23.0	22.2	15.4	44.0
Convenience	8.1	11.0	11.1	15.4	9.5
A1 Services	12.1	16.0	15.7	21.2	11.4
A2 Services	12.1	10.0	9.3	5.8	8.8
A3 and A5	8.1	16.0	17.6	17.3	14.8
A4	2.3	5.0	5.6	3.8	n/a
Vacant	26.6	19.0	18.5	21.2	11.4
Total	**100**	**100**	**100**	**100**	**100**

* Based on all retail centres surveyed by Goad (April 2009)
N.B All town centres surveyed in November 2008

Local Centres

Diversity of Uses	Percentage of Units						National Average*
	Whitworth	Crawshawbooth	Edenfield	Helmshore	Shawforth/ Facit	Stacksteads	
Comparison	23.5	23.3	18.2	8.3	15.4	13.5	44.0
Convenience	11.8	16.7	27.3	25.0	23.1	16.2	9.5
A1 Services	29.4	30.0	0.0	33.3	7.7	16.2	11.4
A2 Services	0.0	0.0	0.0	8.3	0.0	10.8	8.8
A3 and A5	23.5	13.3	18.2	16.7	23.1	16.2	14.8
A4	5.9	3.3	9.1	0.0	7.7	8.1	n/a
Vacant	5.9	13.3	27.3	8.3	23.1	18.9	11.4
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**

* Based on all retail centres surveyed by Goad (April 2009)
N.B All local centres surveyed in November 2008 except for Helmshore and Shawforth/ Facit which were surveyed in March 2009

Appendix F

Convenience Retail Assessment

Table 1F : Population Projections

Zone Area	2008	2013	2018	2024
1 - Haslingden	21,470	21,938	22,484	23,186
2 - Rawtenstall/ Waterfoot	28,078	28,733	29,470	30,453
3 - Bacup	21,892	22,402	22,977	23,744
4 - Ramsbottom	23,096	23,672	24,323	25,115
	94,537	**96,745**	**99,254**	**102,498**

Sources:
  2001 Census of Population

  Population Projections 2001-2006 derived from Lancashire County Council (Rossendale/ Hyndburn) and Bury MBC

  mid-year population estimates, allocated on a proportional basis (N.B Bury 2001- 2006 projections calculated on a pro-rata basis)

  Population Projections 2006- 2024 derived from ONS 2006 data, allocated on a proportional basis based on amount of each postcode

  in Rossendale/ Bury/ Hyndburn authorities

Table 2F: Convenience Goods Expenditure Per Capita (2007 Prices)

Expenditure Per Capita	2008	2013	2018	2024	Growth 2008-2013	Growth 2008-2018	Growth 2008-2024
1 - Haslingden	£1,567	£1,571	£1,622	£1,691	0.3%	3.5%	7.9%
2 - Rawtenstall/ Waterfoot	£1,606	£1,611	£1,663	£1,734	0.3%	3.5%	7.9%
3 - Bacup	£1,548	£1,552	£1,602	£1,671	0.3%	3.5%	7.9%
4 - Ramsbottom	£1,738	£1,743	£1,799	£1,876	0.3%	3.5%	7.9%

Sources:

Experian local estimates of 2007 convenience goods expenditure per capita

Excluding special forms of trading - 2.0% in 2009, 2.2% in 2010, 2.3% in 2011 and 2012, 2.5% in 2013, 2.6% in 2014 and 2.8% in 2015 and beyond

Experian Business Strategies - forecast annual growth rates for 2007 to 2011 (0.9%, -0.5%, -0.1% and 0.2%)

Experian Business Strategies - ultra long term growth rate adopted beyond 2011 (0.7% per annum)

Table 3F: Total Available Convenience Goods Expenditure (£M - 2007 Prices)

Zone	2008	2013	2018	2024	Growth 2008-2013	Growth 2008-2018	Growth 2008-2024
1 - Haslingden	£33.63	£34.46	£36.46	£39.21	2.5%	8.4%	16.6%
2 - Rawtenstall/ Waterfoot	£45.10	£46.28	£49.00	£52.80	2.6%	8.6%	17.1%
3 - Bacup	£33.88	£34.77	£36.81	£39.67	2.6%	8.6%	17.1%
4 - Ramsbottom	£40.14	£41.25	£43.76	£47.12	2.8%	9.0%	17.4%
Total	**£152.75**	**£156.76**	**£166.03**	**£178.79**	**2.6%**	**8.7%**	**17.0%**

Sources: *Table 1F and Table 2F*

Table 4F: **Convenience Shopping Penetration Rates 2008**

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow
Asda, Rawtenstall	16%	48%	26%	12%	5%
Tesco, Rawtenstall	2%	20%	15%	4%	5%
Other Rawtenstall	1%	5%	1%	1%	2%
Bacup	0%	0%	20%	0%	2%
Haslingden	10%	2%	0%	0%	2%
Waterfoot	0%	5%	1%	0%	2%
Local Centres	0%	1%	6%	1%	2%
Tesco, Syke Side	35%	14%	2%	10%	5%
Other Rossendale	3%	0%	0%	0%	2%
Rossendale Sub-Total	**67%**	**95%**	**71%**	**28%**	**n/a**
Ramsbottom	0%	0%	0%	29%	**n/a**
Study Area Total	**67%**	**95%**	**71%**	**57%**	**n/a**
Other Destinations					**n/a**
Bury	1%	0%	0%	31%	**n/a**
Accrington	28%	0%	0%	1%	**n/a**
Rochdale	0%	1%	15%	0%	**n/a**
Burnley	1%	3%	8%	0%	**n/a**
Other outside study area	3%	1%	6%	11%	**n/a**
Expenditure Outflow	**33%**	**5%**	**29%**	**43%**	**n/a**
Market Share Total	*100%*	*100%*	*100%*	*100%*	*n/a*

Source: *Market shares based on NEMS household survey 2008*

Table 5F: Convenience Expenditure 2008 £Million

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expend
Expenditure 2008	**£33.63**	**£45.10**	**£33.88**	**£40.14**	**n/a**	
Asda, Rawtenstall	£5.38	£21.65	£8.81	£4.82	£2.14	£42.79
Tesco, Rawtenstall	£0.67	£9.02	£5.08	£1.61	£0.86	£17.24
Other Rawtenstall	£0.34	£2.25	£0.34	£0.40	£0.07	£3.40
Bacup	£0.00	£0.00	£6.78	£0.00	£0.14	£6.91
Haslingden	£3.36	£0.90	£0.00	£0.00	£0.09	£4.35
Waterfoot	£0.00	£2.25	£0.34	£0.00	£0.05	£2.65
Local Centres	£0.00	£0.45	£2.03	£0.40	£0.06	£2.94
Tesco, Syke Side	£11.77	£6.31	£0.68	£4.01	£1.20	£23.98
Other Rossendale	£1.01	£0.00	£0.00	£0.00	£0.02	£1.03
Rossendale Sub-Total	**£22.53**	**£42.84**	**£24.06**	**£11.24**	**£4.63**	**£105.30**
Ramsbottom	£0.00	£0.00	£0.00	£11.64	n/a	£11.64
Study Area Total	**£22.53**	**£42.84**	**£24.06**	**£22.88**	**n/a**	**£116.94**
Other Destinations						
Bury	£0.34	£0.00	£0.00	£12.44	n/a	£12.78
Accrington	£9.42	£0.00	£0.00	£0.40	n/a	£9.82
Rochdale	£0.00	£0.45	£5.08	£0.00	n/a	£5.53
Burnley	£0.34	£1.35	£2.71	£0.00	n/a	£4.40
Other outside study area	£1.01	£0.45	£2.03	£4.42	n/a	£7.91
Expenditure Outflow	**£11.10**	**£2.25**	**£9.83**	**£17.26**	**n/a**	**£40.44**
Total	**£33.63**	**£45.10**	**£33.88**	**£40.14**	**n/a**	**£157.38**

Source: *Table 3F and 4F*

Table 6F: **Convenience Expenditure 2013 £Million**

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expend
Expenditure 2011	**£34.46**	**£46.28**	**£34.77**	**£41.25**	**n/a**	
Asda, Rawtenstall	£5.51	£22.21	£9.04	£4.95	£2.20	£43.91
Tesco, Rawtenstall	£0.69	£9.26	£5.22	£1.65	£0.88	£17.70
Other Rawtenstall	£0.34	£2.31	£0.35	£0.41	£0.07	£3.49
Bacup	£0.00	£0.00	£6.95	£0.00	£0.15	£7.10
Haslingden	£3.45	£0.93	£0.00	£0.00	£0.09	£4.46
Waterfoot	£0.00	£2.31	£0.35	£0.00	£0.06	£2.72
Local Centres	£0.00	£0.46	£2.09	£0.41	£0.06	£3.02
Tesco, Syke Side	£12.06	£6.48	£0.70	£4.13	£1.23	£24.59
Other Rossendale	£1.03	£0.00	£0.00	£0.00	£0.02	£1.06
Rossendale Sub-Total	**£23.09**	**£43.96**	**£24.69**	**£11.55**	**£4.76**	**£108.05**
Ramsbottom	£0.00	£0.00	£0.00	£11.96	n/a	£11.96
Study Area Total	**£23.09**	**£43.96**	**£24.69**	**£23.51**	**n/a**	**£120.02**
Other Destinations						
Bury	£0.34	£0.00	£0.00	£12.79	n/a	£13.13
Accrington	£9.65	£0.00	£0.00	£0.41	n/a	£10.06
Rochdale	£0.00	£0.46	£5.22	£0.00	n/a	£5.68
Burnley	£0.34	£1.39	£2.78	£0.00	n/a	£4.51
Other outside study area	£1.03	£0.46	£2.09	£4.54	n/a	£8.12
Expenditure Outflow	**£11.37**	**£2.31**	**£10.08**	**£17.74**	**n/a**	**£41.51**
Total	**£34.46**	**£46.28**	**£34.77**	**£41.25**	**n/a**	**£161.52**

Source: *Table 3F and 4F*
                                   Assumes constant market share

Table 7F: **Convenience Expenditure 2018 £Million**

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expend
Expenditure 2016	**£36.46**	**£49.00**	**£36.81**	**£43.76**	**n/a**	
Asda, Rawtenstall	£5.83	£23.52	£9.57	£5.25	£2.33	£46.50
Tesco, Rawtenstall	£0.73	£9.80	£5.52	£1.75	£0.94	£18.74
Other Rawtenstall	£0.36	£2.45	£0.37	£0.44	£0.08	£3.70
Bacup	£0.00	£0.00	£7.36	£0.00	£0.16	£7.52
Haslingden	£3.65	£0.98	£0.00	£0.00	£0.10	£4.72
Waterfoot	£0.00	£2.45	£0.37	£0.00	£0.06	£2.88
Local Centres	£0.00	£0.49	£2.21	£0.44	£0.07	£3.20
Tesco, Syke Side	£12.76	£6.86	£0.74	£4.38	£1.30	£26.03
Other Rossendale	£1.09	£0.00	£0.00	£0.00	£0.02	£1.12
Rossendale Sub-Total	**£24.43**	**£46.55**	**£26.14**	**£12.25**	**£5.04**	**£114.41**
Ramsbottom	£0.00	£0.00	£0.00	£12.69	n/a	£12.69
Study Area Total	**£24.43**	**£46.55**	**£26.14**	**£24.94**	**n/a**	**£127.10**
Other Destinations						
Bury	£0.36	£0.00	£0.00	£13.57	n/a	£13.93
Accrington	£10.21	£0.00	£0.00	£0.44	n/a	£10.65
Rochdale	£0.00	£0.49	£5.52	£0.00	n/a	£6.01
Burnley	£0.36	£1.47	£2.95	£0.00	n/a	£4.78
Other outside study area	£1.09	£0.49	£2.21	£4.81	n/a	£8.61
Expenditure Outflow	**£12.03**	**£2.45**	**£10.68**	**£18.82**	**n/a**	**£43.97**
Total	**£36.46**	**£49.00**	**£36.81**	**£43.76**	**n/a**	**£171.07**

Source: *Table 3F and 4F*
Assumes constant market share

Table 8F: **Convenience Expenditure 2024 £Million**

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expend
Expenditure 2021	**£39.21**	**£52.80**	**£39.67**	**£47.12**	**n/a**	
Asda, Rawtenstall	£6.27	£25.34	£10.31	£5.65	£2.50	£50.09
Tesco, Rawtenstall	£0.78	£10.56	£5.95	£1.88	£1.01	£20.19
Other Rawtenstall	£0.39	£2.64	£0.40	£0.47	£0.08	£3.98
Bacup	£0.00	£0.00	£7.93	£0.00	£0.17	£8.10
Haslingden	£3.92	£1.06	£0.00	£0.00	£0.10	£5.08
Waterfoot	£0.00	£2.64	£0.40	£0.00	£0.06	£3.10
Local Centres	£0.00	£0.53	£2.38	£0.47	£0.07	£3.45
Tesco, Syke Side	£13.72	£7.39	£0.79	£4.71	£1.40	£28.02
Other Rossendale	£1.18	£0.00	£0.00	£0.00	£0.02	£1.20
Rossendale Sub-Total	**£26.27**	**£50.16**	**£28.16**	**£13.19**	**£5.43**	**£123.21**
Ramsbottom	£0.00	£0.00	£0.00	£13.66	n/a	£13.66
Study Area Total	**£26.27**	**£50.16**	**£28.16**	**£26.86**	**n/a**	**£136.87**
Other Destinations						
Bury	£0.39	£0.00	£0.00	£14.61	n/a	£15.00
Accrington	£10.98	£0.00	£0.00	£0.47	n/a	£11.45
Rochdale	£0.00	£0.53	£5.95	£0.00	n/a	£6.48
Burnley	£0.39	£1.58	£3.17	£0.00	n/a	£5.15
Other outside study area	£1.18	£0.53	£2.38	£5.18	n/a	£9.27
Expenditure Outflow	**£12.94**	**£2.64**	**£11.50**	**£20.26**	**n/a**	**£47.34**
Total	**£39.21**	**£52.80**	**£39.67**	**£47.12**	**n/a**	**£184.21**

Source: *Table 3F and 4F*
                                 Assumes constant market share

Table 9F: Summary of Convenience Turnover/Floorspace Projections 2008 to 2024 (£Million)

	2008	2013	2018	2024
Available Expenditure in Rossendale				
Rawtenstall	£63.44	£65.10	£68.93	£74.26
Bacup	£6.91	£7.10	£7.52	£8.10
Haslingden	£4.35	£4.46	£4.72	£5.08
Waterfoot	£2.65	£2.72	£2.88	£3.10
Local Centres	£2.94	£3.02	£3.20	£3.45
Other Rossendale	£25.01	£25.65	£27.15	£29.22
Total	**£105.30**	**£108.05**	**£114.41**	**£123.21**
Benchmark Turnover of Existing Facilities				
Rawtenstall	£73.14	£73.58	£74.69	£76.04
Bacup	£5.41	£5.44	£5.52	£5.62
Haslingden	£4.74	£4.77	£4.84	£4.93
Waterfoot	£2.92	£2.94	£2.98	£3.04
Local Centres	£6.42	£6.46	£6.56	£6.67
Tesco, Syke Site	£40.42	£40.66	£41.28	£42.03
Total	**£133.05**	**£133.85**	**£135.87**	**£138.33**
Benchmark Turnover of Commitments				
Rawtenstall	£4.99	£5.02	£5.10	£5.19
Bacup	£11.15	£11.22	£11.39	£11.59
Haslingden	£0.00	£0.00	£0.00	£0.00
Waterfoot	£0.00	£0.00	£0.00	£0.00
Local Centres	£0.00	£0.00	£0.00	£0.00
Tesco, Syke Site	£0.00	£0.00	£0.00	£0.00
Total	**£16.14**	**£16.24**	**£16.48**	**£16.78**
Surplus/ Deficit Expenditure				
Rawtenstall	-£14.69	-£13.50	-£10.85	-£6.98
Bacup	-£9.65	-£9.56	-£9.39	-£9.12
Haslingden	-£0.39	-£0.30	-£0.12	£0.15
Waterfoot	-£0.27	-£0.22	-£0.10	£0.06
Local Centres	-£3.48	-£3.43	-£3.35	-£3.22
Tesco, Syke Site	-£15.41	-£15.02	-£14.12	-£12.80
Total	**-£43.89**	**-£42.04**	**-£37.94**	**-£31.90**

Sources: Tables 1A, 3A, 5F to 8F
Assumes 0% floorspace efficiency to 2011, 0.3% beyond 2011

Appendix G

Comparison Retail Assessment

Table 1G: Comparison Goods Expenditure Per Capita (2007 Prices)

Expenditure Per Capita	2008	2013	2018	2024	Growth 2008-2013	Growth 2008-2018	Growth 2008-2024
1 - Haslingden	£2,640	£2,770	£3,469	£4,543	4.9%	31.4%	72.1%
2 - Rawtenstall/ Waterfoot	£2,675	£2,808	£3,516	£4,604	4.9%	31.4%	72.1%
3 - Bacup	£2,543	£2,669	£3,341	£4,376	4.9%	31.4%	72.1%
4 - Ramsbottom	£3,066	£3,218	£4,029	£5,277	4.9%	31.4%	72.1%

Sources:

Experian local estimates of 2007 comparison goods expenditure per capita

Excluding special froms of trading - 8.1% in 2009, 8.5% in 2010, 8.9% in 2011 and beyond

Experian Business Strategies - forecast annual growth rates for 2007 to 2011 (4.0%,-3.0%,- 1.1% and 1.3%)

Experian Business Strategies - ultra long term growth rate adopted beyond 2011 (4.6% per annum)

Table 2G: Total Available Comparison Goods Expenditure (£M - 2007 Prices)

Zone	2008	2013	2018	2024	Growth 2008-2013	Growth 2008-2018	Growth 2008-2024
1 - Haslingden	£56.68	£60.78	£77.99	£105.34	7.2%	37.6%	85.9%
2 - Rawtenstall/ Waterfoot	£75.12	£80.67	£103.60	£140.22	7.4%	37.9%	86.7%
3 - Bacup	£55.67	£59.78	£76.78	£103.91	7.4%	37.9%	86.7%
4 - Ramsbottom	£70.81	£76.16	£97.99	£132.53	7.6%	38.4%	87.2%
Total	**£258.27**	**£277.39**	**£356.36**	**£482.00**	**7.4%**	**38.0%**	**86.6%**

Sources: *Table 1G and Table 2G*

Table 3G: Comparison Shopping Penetration Rates and Available Expenditure 2008

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expenditure
Expenditure 2008 (£m)	**£56.68**	**£75.12**	**£55.67**	**£70.81**	**n/a**	**£258.27**
Market Share						
Rawtenstall	10%	32%	17%	7%	5%	
Bacup	0%	1%	5%	0%	2%	
Haslingden (including Tesco, Skye Side)	10%	4%	1%	1%	5%	
Waterfoot	0%	1%	1%	0%	2%	
Local Centres	0%	0%	3%	0%	2%	
Rossendale Total	**20%**	**38%**	**27%**	**8%**	**n/a**	
Ramsbottom	**0%**	**0%**	**0%**	**6%**	**n/a**	
Accrington	27%	5%	2%	2%	n/a	
Blackburn	16%	4%	1%	0%	n/a	
Bolton	2%	2%	1%	8%	n/a	
Burnley	4%	16%	17%	1%	n/a	
Bury	12%	16%	5%	52%	n/a	
Manchester	10%	11%	8%	15%	n/a	
Rochdale	1%	2%	31%	0%	n/a	
Other outside study area	8%	6%	8%	8%	n/a	
Total Outflow	**80%**	**62%**	**73%**	**86%**	**n/a**	
TOTAL MARKET SHARE	*100%*	*100%*	*100%*	*100%*	**n/a**	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**% Inflow**	**Total £M**
Turnover £M						
Rawtenstall	£5.67	£24.04	£9.46	£4.96	£2.32	£46.45
Bacup	£0.00	£0.75	£2.78	£0.00	£0.07	£3.61
Haslingden (including Tesco, Skye Side)	£5.67	£3.00	£0.56	£0.71	£0.51	£10.44
Waterfoot	£0.00	£0.75	£0.56	£0.00	£0.03	£1.33
Local Centres	£0.00	£0.00	£1.67	£0.00	£0.03	£1.70
Rossendale Total	**£11.34**	**£28.54**	**£15.03**	**£5.66**	**£2.96**	**£63.54**
Ramsbottom	**£0.00**	**£0.00**	**£0.00**	**£4.25**	**n/a**	**£4.25**
Accrington	£15.30	£3.76	£1.11	£1.42	n/a	£21.59
Blackburn	£9.07	£3.00	£0.56	£0.00	n/a	£12.63
Bolton	£1.13	£1.50	£0.56	£5.66	n/a	£8.86
Burnley	£2.27	£12.02	£9.46	£0.71	n/a	£24.46
Bury	£6.80	£12.02	£2.78	£36.82	n/a	£58.43
Manchester	£5.67	£8.26	£4.45	£10.62	n/a	£29.01
Rochdale	£0.57	£1.50	£17.26	£0.00	n/a	£19.33
Other outside study area	£4.53	£4.51	£4.45	£5.66	n/a	£19.16
Total Outflow	**£45.34**	**£46.57**	**£40.64**	**£60.90**	**n/a**	**£193.45**
TOTAL TURNOVER	**£56.68**	**£75.12**	**£55.67**	**£70.81**	**n/a**	**n/a**

Sources: *Table 2G*
NEMS Household Survey 2008

Table 4G:

Comparison Shopping Penetration Rates and Available Expenditure 2013 (Based on Increase in Market Share)

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expenditure
Expenditure 2008 (£m)	**£60.78**	**£80.67**	**£59.78**	**£76.16**	**n/a**	**£277.39**
Market Share						
Rossendale Borough	30%	50%	35%	15%	5%	
Other Outside Borough	70%	50%	65%	85%	n/a	
TOTAL MARKET SHARE	*100%*	*100%*	*100%*	*100%*	**n/a**	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**% Inflow**	**Total £M**
Turnover £M						
Rossendale Borough	£18.23	£40.33	£20.92	£11.42	£4.79	£95.70
Other Outside Borough	£42.54	£40.33	£38.86	£64.74	n/a	£186.48
TOTAL TURNOVER	**£60.78**	**£80.67**	**£59.78**	**£76.16**	**n/a**	**n/a**

Sources: *Table 2G*
NEMS Household Survey 2008

Table 5G:

Comparison Shopping Penetration Rates and Available Expenditure 2018 (Based on Increase in Market Share)

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall/ Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expenditure
Expenditure 2008 (£m)	**£77.99**	**£103.60**	**£76.78**	**£97.99**	**n/a**	**£356.36**
Market Share						
Rossendale Borough	30%	50%	35%	15%	5%	
Other Outside Borough	70%	50%	65%	85%	n/a	
TOTAL MARKET SHARE	*100%*	*100%*	*100%*	*100%*	n/a	
	Zone 1	**Zone 2**	**Zone 3**	**Zone 4**	**% Inflow**	**Total £M**
Turnover £M						
Rossendale Borough	£23.40	£51.80	£26.87	£14.70	£6.15	£122.92
Other Outside Borough	£54.59	£51.80	£49.90	£83.29	n/a	£239.59
TOTAL TURNOVER	**£77.99**	**£103.60**	**£76.78**	**£97.99**	**n/a**	**n/a**

Sources: *Table 2G*
                                     NEMS Household Survey 2008

Table 6G: **Comparison Shopping Penetration Rates and Available Expenditure 2024 (Based on Increase in Market Share)**

Centre/Facilities	Zone 1 Haslingden	Zone 2 Rawtenstall / Waterfoot	Zone 3 Bacup	Zone 4 Ramsbottom	% Inflow	Total Expenditure
Expenditure 2008 (£m)	£105.34	£140.22	£103.91	£132.53	n/a	£482.00
Market Share						
Rossendale Borough	30%	50%	35%	15%	5%	
Other Outside Borough	70%	50%	65%	85%	n/a	
TOTAL MARKET SHARE	*100%*	*100%*	*100%*	*100%*	n/a	
	Zone 1	Zone 2	Zone 3	Zone 4	% Inflow	Total £M
Turnover £M						
Rossendale Borough	£31.60	£70.11	£36.37	£19.88	£8.31	£166.28
Other Outside Borough	£73.74	£70.11	£67.54	£112.65	n/a	£324.04
TOTAL TURNOVER	**£105.34**	**£140.22**	**£103.91**	**£132.53**	**n/a**	**n/a**

Sources: *Table 2G*
                                    NEMS Household Survey 2008

Table 7G: Summary of Comparison Expenditure Projections 2008 to 2024 (£m)

Centre	2008	2013	2018	2024
Available Expenditure				
Rossendale	£63.54	£95.70	£122.92	£166.28
Turnover of Existing Floorspace				
Rossendale	£63.54	£66.10	£72.99	£82.19
Turnover of Commitments				
Rossendale	n/a	£35.58	£39.28	£44.24
Surplus/ Deficit Expenditure				
Rossendale	n/a	-£5.98	£10.65	£39.84
Total	**n/a**	**-£5.98**	**£10.65**	**£39.84**
Sales Density for New Floorspace (per sq.m)	£4,000	£4,162	£4,595	£5,174
Sales Floorspace (Sq M Net)				
Rossendale	n/a	-1,438	2,317	7,700
Gross Floorspace (Sq M Gross)				
Rossendale	n/a	-1,917	3,090	10,267

Sources: *Tables 3A, 2G, 7G*

Assumes 0% floorspace efficiency to 2011, 2% beyond 2011

Appendix H

Evaluation of Potential Development Sites

SITE R1: Rawtenstall Market

The site is currently occupied by the Rawtenstall market situated at the top of Bank Street, between Burnley Road and New Church Road. The market is a prime site with good links to the primary shopping area. The site could be redeveloped to accommodate retail floorspace, although market relocation would be a major issue. Any redevelopment would have to provide an alternative central site to accommodate the relocated market. There are no obvious sites at which this could be achieved, unless provision could be secured with any redevelopment of the civic area (site R5).

Evaluation Criteria	Comment
Availability	Medium / long term
Scale of Development (retail/leisure)	Small/ Medium – dependent upon inclusion of adjacent land
Commercial Potential	Prime site located in close proximity to the primary shopping area with good frontage onto New Church Road and within easy walking distance of Bank Street.
Potential Type of Development	Retail, A3 and leisure uses.
Development Constraints	Likely to be contentious to relocate the market. The market stalls would need to be relocated to a suitable alternative site. Site faces onto a busy junction.
Possible Alternative Uses	Retention of existing market.
Access	Existing access along New Church Road.
Overall Development Rating	**Poor, unless there is a strong and clear commercial desire from an operator to redevelop the site and a suitable alternative site for the market is made available**

SITE R2: Car Park, St. Mary's Way

The site is a public car park between St.Mary's Way and Bank Street. It could be fully or partially developed to provide new retail units for comparison retailers. Alternative parking provision would need to be made elsewhere before the site could be developed to ensure that the vitality and viability of the centre is not undermined. Rawtenstall has historically faced car parking pressures, although these have been eased by the development of the Asda store.

Evaluation Criteria	Comment
Availability	Medium/long term
Scale of Development (retail/leisure)	Small/Medium
Commercial Potential	Prime site located adjacent to the primary shopping area. The site has good vehicular access onto Bank Street. Excellent visibility onto St Mary's Way gives the site a good commercial profile.
Potential Type of Development	New retail floorspace to encourage pedestrian linkage between Asda superstore and Bank Street in the town centre, or partial development of site to provide new retail units onto Bank Street frontage with car parking retained to the rear.
Development Constraints	Loss of public car parking could preclude development on the site in the short term.
Possible Alternative Uses	Retention of car park.
Access	Existing vehicular access onto Bank Street.
Overall Development Rating	**Reasonable/ Good, dependent on additional car parking provision being secured**

SITE R3: The Valley Centre and Town Hall

Largely vacant 1960s shopping centre located in the centre of Rawtenstall. Currently vacant units are boarded up and the centre detracts from the overall shopping environment. Planning application has been submitted for the redevelopment of this area for a mixed use scheme including retail, residential and food and drink uses. Although this has a resolution to grant, the Council is currently awaiting a revised application from developers.

The site is situated adjacent to the existing Council offices and police station, and any redevelopment of the site could be linked with redevelopment of this area to provide new, larger units more suited to national multiple retailers, leisure and food and drink operators.

Evaluation Criteria	Comment
Availability	Short/ medium term
Scale of Development (retail/leisure)	Large
Commercial Potential	Prime site located within the primary shopping area of Rawtenstall town centre.
Potential Type of Development	Redevelopment of the Valley Centre to accommodate national multiples with potential to include leisure, food and drink and residential uses.
Development Constraints	Redevelopment of the wider site will require relocation of existing council offices and police station. Commercial viability is an issue at the current time.
Possible Alternative Uses	Refurbish existing shopping centre.
Access	There is existing delivery access along North Street.
Overall Development Rating	**Good**

SITE R4: Car Park, Rear of Kay Street

The car park at the rear of Kay Street currently provides approximately 100 car parking spaces. It is located within Rawtenstall town centre, although outside the primary shopping area and not a prominent site. If developed the site could accommodate leisure uses or provide additional retail floorspace.

Evaluation Criteria	Comment
Availability	Medium / long term
Scale of Development (retail/leisure)	Small/Medium
Commercial Potential	Off-prime site and outside the primary shopping area.
Potential Type of Development	The site could provide an extension to the existing shopping area, although redevelopment may need to include some of the existing retail units along Kay Street. Alternatively, site could accommodate leisure uses.
Development Constraints	Probable requirement to replace public car parking spaces elsewhere within the centre before development of the site could be considered. The site lacks prominence, being behind the terraced retail units on Kay Street and away from the areas of highest footfall. This may deter potential operators, particularly retailers. Large scale development could harm the setting of the cricket ground.
Possible Alternative Uses	Retain use as a car park.
Access	Existing one way vehicular access along Kay Street.
Overall Development Rating	**Poor, but the commercial appeal of the site may improve if major redevelopment of the Valley Centre and some surrounding buildings occurs, which could help to improve integration with the main shopping streets.**

SITE R5: Heritage Arcade, Bacup Road

A listed building worthy of retention with a direct frontage onto Bacup Road. Currently the building is vacant. Planning permission has been granted for conversion of the Heritage Arcade into a complex of bars and restaurants, although work on this has yet to commence.

Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Small
Commercial Potential	Off-prime site for shopping, but with good potential for commercial leisure uses/ bars and restaurants.
Potential Type of Development	Commercial leisure uses/ bars and restaurants.
Development Constraints	Requirement to re-use the existing building. Lack of adjacent car parking.
Possible Alternative Uses	Other leisure uses, community uses.
Access	On-street frontage onto Bacup Road, but no car parking available.
Overall Development Rating	**Good, for A3 uses**

SITE R6: Former Robert Street Depot, Burnley Road, Rawtenstall

This edge-of-centre site is situated to the north-west of the town centre. It is separated from the town centre by Burnley Road. The site comprises a former Council works depot and incorporates a surface level car park. It covers an area of approximately 0.45ha, and is located adjacent to the Kingfisher Centre, a recently converted former mill in use for offices purposes.

Evaluation Criteria	Comment
Availability	Short/ medium term
Scale of Development (retail/leisure)	Small/ medium
Commercial Potential	The site is located adjacent to the busy Burnley Road and is easily visible from it. Under one ownership. Likely to be attractive to potential occupiers, although in an off-prime location.
Potential Type of Development	Potentially suitable for retail or leisure development, although other more central sites are available which should be developed in advance of this site where appropriate.
Development Constraints	Any redevelopment of the site will most likely need to make some provision for residents parking as the existing car park would be lost. In light of the former use of the site the land may be contaminated which will increase redevelopment costs.
Possible Alternative Uses	Residential, employment.
Access	Easy vehicular access to the site off Bacup Road. Pedestrian links to the town centre are not particularly strong and should be strengthened if the site was to come forward for future retail redevelopment.
Overall Development Rating	**Reasonable/ Poor. Given the lack of capacity identified up to 2013, this site should only be considered once other sequentially preferable sites have been discounted.**

SITE WF1: Former More Shoes, Spring Gardens Street

This unit was formerly occupied by More Shoes. It remains largely vacant but appears to be in partial use by an IT company. It comprises a large stone building on Spring Gardens Street adjacent to surface car parking. The unit is well maintained and recently refurbished. It is not particularly well linked to the shopping area of Waterfoot and is therefore unlikely to be attractive to commercial retail/ leisure operators.

Evaluation Criteria	Comment
Availability	Short/ medium term
Scale of Development (retail/leisure)	Small/ medium
Commercial Potential	Not a prominent site and located at some distance from the retail facilities in the centre. Unlikely to be attractive to a commercial retail/ leisure operators
Potential Type of Development	Small scale retail
Development Constraints	Lack of frontage and constrained access. Impact on surrounding residential properties. Existing building may need to be retained.
Possible Alternative Uses	Residential/ employment
Access	Poor. Residents use the surface level car park, Spring Gardens Street is a narrow, one car width, street.
Overall Development Rating	Poor

SITE WF2: Victorian Arcade, Burnley Road East, Waterfoot

This largely vacant traditional shopping parade could be refurbished to provide larger units more attractive to retailers.

Evaluation Criteria	Comment
Availability	Short / medium
Scale of Development (retail/leisure)	Small scale
Commercial Potential	Prime location with excellent frontage onto Burnley Road East.
Potential Type of Development	Provision of larger units for high street retailers at ground level.
Development Constraints	Site assembly, particularly if development incorporated adjoining properties on Victoria Parade and requirement to relocate existing uses.
Possible Alternative Uses	N/A
Access	Existing vehicular access along Burnley Road East.
Overall Development Rating	**Reasonable, commercial viability is key to the redevelopment of this site.**

SITE WF3: The Royal Hotel, Bacup Road, Waterfoot

This former public house occupies a medium-sized unit on Bacup Road, on the eastern periphery of the town centre. It benefits from its location on the main shopping frontage and is highly visible from the busy Bacup Road

Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Small
Commercial Potential	The site is in an off prime location
Potential Type of Development	A3 leisure or retail uses.
Development Constraints	Retention of building desirable.
Possible Alternative Uses	Residential, although alternative A3 leisure or retail uses would be preferable.
Access	Easily accessible by vehicular transport from Bacup Road and well connected to Waterfoot centre on foot.
Overall Development Rating	**Good**

SITE B1: Vacant Bingo Hall, Burnley Road, Bacup

Large vacant bingo site located on Burnley Road to the north of the town centre. Burnley Road is a main route through the town centre. Opposite the site is the Burnley war memorial and public seating area. The bingo hall could be redeveloped or converted to other commercial or leisure uses and/or housing.

Evaluation Criteria	Comment
Availability	Short/medium term
Scale of Development (retail/leisure)	Small/Medium
Commercial Potential	Prime site with excellent frontage onto Burnley Road.
Potential Type of Development	Possible leisure and retail uses.
Development Constraints	The cost of refurbishing the existing building rather than redevelopment could be prohibitive. The site lies within the Conservation Area. The length of time that the building has been vacant raises question marks over its commercial viability for alternative uses.
Possible Alternative Uses	Mixed use retail, leisure and residential uses. In conjunction with adjoining land and buildings bound by Hall Street, Princess Street, Maitland Street and Burnley Road, there is potential to create a new mixed use / leisure gateway development on entering Bacup.
Access	Existing vehicular access available on Burnley Road.
Overall Development Rating	**Reasonable/ good, although retail / leisure element may be limited in predominantly housing scheme and there are doubts over the viability of commercial retail/ leisure uses.**

SITE B2: Vacant Market Hall, Bank Street, Bacup

This large Georgian building is situated on Bank Street. It is situated directly opposite the Bank Street car park site (Site B4) and adjacent to the police station. Although located physically close to the main shopping area, it feels relatively isolated.

Evaluation Criteria	Comment
Availability	Short/ medium term
Scale of Development (retail/leisure)	Small
Commercial Potential	Large unit but lack of prominence raises concerns over its viability for retail/ leisure uses. The site has been vacant for some years.
Potential Type of Development	Class A3 or D2 leisure uses
Development Constraints	The building is located within a Conservation Area and is Grade II listed. Given the architectural quality of the building it would need to be retained as part of any development. This is likely to further constrain the development potential of the site.
Possible Alternative Uses	Residential dwellings, community uses
Access	Vehicular access along Bank Street, well connected to the town centre on foot
Overall Development Rating	**Poor**

SITE B3: Lancashire & Yorkshire building, Market Street, Bacup

Georgian building with excellent frontage onto Market Street (120 sq m). Prime location for retail development or other small-scale town centre uses, such as a public house.

Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Small
Commercial Potential	Prime location with good shopping frontage onto Market Street.
Potential Type of Development	Public House/ A3.
Development Constraints	Sited within conservation area and is a listed building. Re-use will need to preserve important features of the existing building.
Possible Alternative Uses	Community use, financial and professional services, residential use
Access	Existing vehicular access from Market Street.
Overall Development Rating	**Reasonable, although the building has been vacant for a number of years which raises question marks over its commercial viability**

SITE B4: Bank Street Car Park, Bacup

Long-stay surface public car park of 20 spaces overlooking a residential area and in front of the police station.

Evaluation Criteria	Comment
Availability	Medium/Long term
Scale of Development (retail/leisure)	Small
Commercial Potential	Secondary site located close to the main shopping area
Potential Type of Development	Small scale retail
Development Constraints	Loss of public car park and may need to maintain existing levels of public car parking in town centre. Access through Bank Street/Lord Street is poor. Likely to be of limited interest to retailers/leisure operators because of very limited prominence. Within a conservation area.
Possible Alternative Uses	Retention of existing car park.
Access	Existing vehicular access to Market Street via Lord Street.
Overall Development Rating	Poor

SITE B5: Former Horace's nightclub, Lee Street, Bacup

Large vacant public house and surrounding land with car park adjacent to the Co-op food store on Lee Street, Bacup. This site has a resolution to grant planning permission subject to a S106 for redevelopment to provide a foodstore and associated car park, although redevelopment of the site has yet to commence.

Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Medium
Commercial Potential	Off-prime site located at the edge of the main shopping area and adjacent to the Co-op food store.
Potential Type of Development	Retail. The site currently incorporates derelict buildings of poor visual quality, and development would improve the environmental quality of the town centre.
Development Constraints	The site is located near to employment uses. Development for retail could further extend the town centre (it already suffers due to retailing being rather dispersed). Retail demand could be limited despite the current foodstore proposal. Within a conservation area.
Possible Alternative Uses	Redevelop to provide quality premises for employment purposes.
Access	Existing vehicular access along Lee Street.
Overall Development Rating	**Good/ Reasonable, particularly in light of the resolution to grant retail planning permission, although a lack of retailer interest to date.**

SITE B6: Former Bacup Health Centre, Yorkshire Street

This site is located to the north-east of the town centre on Yorkshire Street to the rear of the library. A new health centre has recently opened on Rochdale Road. The former Health Centre is boarded up and in a poor state of repair. Redevelopment of the site for residential uses rather than retail/ leisure may be more appropriate and this option is promoted in the 'Bacup, Stacksteads and Britannia Area Action Plan' Issues and Options report. A planning application to demolish the existing building and redevelop it for a residential care scheme is imminent and will be supported by the Council.

Evaluation Criteria	Comment
Availability	Short term.
Scale of Development (retail/leisure)	Small/ Medium
Commercial Potential	The site is situated close to the main shopping area of Bacup but lacks prominence. As such, commercial potential for retail/ leisure uses is limited- secondary location
Potential Type of Development	Retail/ leisure.
Development Constraints	Retailer demand. Pressure for redevelopment for residential purposes. Site falls within a conservation area.
Possible Alternative Uses	Residential uses/ care home.
Access	The site has easy access to the main shopping area on foot. Vehicular access to the site is unproblematic
Overall Development Rating	**Poor, given the pressure for the site to be developed for residential purposes, or a care home. Limited commercial potential.**

SITE H1: Vacant Works Building, Radcliffe Road and Bell Street Mill

This site has been extended since the 2005 TCRS to incorporate the adjacent Bell Street Mill. This comprises a medium sized site situated on the eastern side of Bell Street within the town centre and is immediately available. Could be redeveloped for new retail floorspace. Redevelopment of this site could also lead to improved pedestrian connectivity between Deardengate and the Co-op supermarket on John Street.

Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Medium
Commercial Potential	Off prime site located between the Deardengate shopping street and Co-op supermarket.
Potential Type of Development	Redevelopment to provide additional retail/ leisure floorspace.
Development Constraints	Site acquisition. Cost of redevelopment. Retailer/ leisure demand
Possible Alternative Uses	Residential.
Access	Existing vehicular access along Radcliffe Road and Bell Street.
Overall Development Rating	**Reasonable, although mixed use housing/retail likely to be most appropriate. Retail use dependent upon operator demand.**

SITE Ref H2: Dearden House, 16 Deardengate

This former NHS health centre occupies prime frontage on Deardengate. It has the potential to accommodate new retail floorspace, although given the quality of the existing building it is likely that the building itself will need to be retained.

Evaluation Criteria	Comment
Availability	Short term.
Scale of Development (retail/leisure)	Small
Commercial Potential	Prime location – may be attractive to retailers due to its prominent position, although retention of the existing building may deter potential occupiers.
Potential Type of Development	Retail
Development Constraints	Possible need to retain the existing building.
Possible Alternative Uses	Restaurant, leisure, residential.
Access	Vehicular access available from Deardengate and Bank Street.
Overall Development Rating	**Good/ Reasonable**

SITE Ref H3: Derelict plot John Street

This site is currently derelict and in a poor state of repair. It is situated adjacent to the Co-op supermarket although somewhat detached from the rest of the town centre and footfall in the area is low. However, given the proximity to the Co-op supermarket the site has potential to provide complementary uses.

Evaluation Criteria	Comment
Availability	Short term
Scale of Development (retail/leisure)	Small
Commercial Potential	Given the modest size of the site and its detachment from the rest of the centre, it may generate limited commercial interest - secondary location.
Potential Type of Development	Retail/ leisure
Development Constraints	Modest site size/ detached from main shopping area
Possible Alternative Uses	Residential or employment uses.
Access	Vehicular access off John Street. Pedestrian access from the town centre is unproblematic.
Overall Development Rating	**Reasonable, although it is more likely that the site will come forward for residential development in view of its limited commercial potential.**

Appendix I

Use Classes Order List

Use Classes Order 2005 (England)

U S E S U L I A T E R	A1	Shops	Retail sale of goods to the public. Shops, Post Offices, Travel Agencies and Ticket Agencies, Hairdressers, Funeral Director and Undertakers, Domestic Hire shops, Dry Cleaners, Sandwich Bars (sandwiches and other cold food purchased and consumed off the premises), Internet Cafes.
	A2	Financial and Professional Services	Financial Services - Banks, Building Societies and Bureau de Change Professional Services (other than Health or Medical Services) Estate Agents and Employment Agencies, Other Services - Betting Shops. Principally where services are provided to visiting members of the public.
	A3	Restaurants and Cafes	Restaurants and Cafes - Use for the sale of food for consumption on the premises. Excludes Internet cafes (now A1).
	A4	Drinking Establishments	Use as a Public House, Wine Bar or other Drinking Establishment.
	A5	Hot Food Take Away	Use for the sale of hot food for consumption off the premises.
I N D U S T R I A L	B1	Business	a) Offices other than in a use within Class A2 (Financial and Professional Services) b) Research and Development - Laboratories and Studios c) Light Industry
	B2	General Industrial	General Industry (Other than Classified as in B1) The former 'Special Industrial' Use Classes, B3 - B7, are all now encompassed in the B2 Use Class
	B8	Storage and Distribution	Storage or Distribution Centres - Wholesale Warehouses, Distribution Centres and Rrepositories.
R E S I D E N T I A L	C1	Hotels	Hotels, Boarding Houses and Guest Houses Development falls witin this class if 'no significant element of care is provided'.
	C2	Residential Institution	Hospitals, Nursing Homes, Residential Education and Training Centres. Use for the provision of residential accommodation and care to people in need of care.
	C3	Dwelling Houses	Dwellings for individuals, families or not more than six people living together as a single household. Not more then six people living together includes - students or young people sharing a dwelling and small group homes for disabled or handicapped people living together in the community.

N O N R E S I D E N T I A L	D1	Non Residential Institutions	Medical and Health Services - Clinics and Health Centres, Creche, Day Nursing, Day Centres and Consulting Rooms (not attached to the Consultants or Doctors house), Museums, Public Libraries, Art Galleries, Exhibition Halls, Non residential Education and Training Centres, Places of Worship, Religious Instruction and Church Halls.
	D2	Assembly and Leisure	Cinemas, Dance and Concert Halls, Sports Halls, Swimming Baths, Skating Rinks, Gymnasiums, Bingo Halls and Casinos. Other Indoor and Outdoor Sports and Leisure Uses, not involving motorised vehicles or firearms.
S U I G E N E R I S		SUI GENERIS	For example, Retail Warehouse Clubs, Amusement Arcades, Launderettes, Petrol Filling Stations, Taxi Businesses, Car Vehicle hire Businesses and the Selling and Displaying of Motor Vehicles, Nightclubs, Theatres, Hostels, Builders Yards, Garden Centres.

Use Classes (Amendment) Order 1995

R E T A I L U S E	A1	Shops	Use for retail sale of goods other than hot food; post office; the sale of tickets or as a travel agency; the sale of sandwiches or other cold food for consumption off the premises; hairdressing; the direction of funerals; the display of goods for sale; the hiring out of domestic or personal goods or articles; the reception of goods to be washed, cleaned or repaired Where the sale, display or service is to visiting members of the public
	A2	Financial and Professional Services	Financial services, or professional services (other than health or medical services), or any other services (including use as a betting office) which it is appropriate to provide in a shopping area Where the services are provided principally to visiting members of the public.
	A3	Restaurants and Cafes	Use for the sale of food or drink for consumption on the premises or of hot food for consumption off the premises.
I N D U S T R I A L	B1	Business	a) Offices other than in a use within Class A2 (Financial and Professional Services) b) Research and Development - Laboratories and Studios c) Light Industry
	B2	General Industrial	General Industry (Other than Classified as in B1) The former 'Special Industrial' Use Classes, B3 - B7, are all now encompassed in the B2 Use Class
	B8	Storage and Distribution	Storage or Distribution Centres - Wholesale Warehouses, Distribution Centres and Rrepositories.
R E S I D E N T I A L	C1	Hotels	Hotels, Boarding Houses and Guest Houses Development falls witin this class if 'no significant element of care is provided'.
	C2	Residential Institution	Hospitals, Nursing Homes, Residential Education and Training Centres. Use for the provision of residential accommodation and care to people in need of care.
	C3	Dwelling Houses	Dwellings for individuals, families or not more than six people living together as a single household. Not more then six people living together includes - students or young people sharing a dwelling and small group homes for disabled or handicapped people living together in the community.

NON RESIDENTIAL	D1	Non Residential Institutions	Medical and Health Services - Clinics and Health Centres, Creche, Day Nursing, Day Centres and Consulting Rooms (not attached to the Consultants or Doctors house), Museums, Public Libraries, Art Galleries, Exhibition Halls, Non residential Education and Training Centres, Places of Worship, Religious Instruction and Church Halls.
	D2	Assembly and Leisure	Cinemas, Dance and Concert Halls, Sports Halls, Swimming Baths, Skating Rinks, Gymnasiums, Bingo Halls and Casinos. Other Indoor and Outdoor Sports and Leisure Uses, not involving motorised vehicles or firearms.
SUI GENERIS	SUI GENERIS		For example, Retail Warehouse Clubs, Amusement Arcades, Launderettes, Petrol Filling Stations, Taxi Businesses, Car Vehicle hire Businesses and the Selling and Displaying of Motor Vehicles, Nightclubs, Theatres, Hostels, Builders Yards, Garden Centres.