| by demographics | | | Ox | ford | l Cit | y Co | ounci | il In | cen | tre S | Surve | ey | | | | | Page 7 |
|-------------------------------------|---|--------|----------|---------|---------|-------|--------|-------|-------|--------|-------|-------|-------|-------|-------|--------|---------------|
| | | | | | f | or (| Carte | er Jo | onas | | | - | | | | I | February 2017 |
| | Tota | ıl | Male | e | Fema | | 16 - 3 | | 35 - | 54 | 55 - | + | ABC | 1 | C2D | | |
| Q01 How did you travel | to (STUI | DY CE | NTRE) t | oday | ? | | | | | | | | | | | | |
| Car – driver | 15.0% | 86 | 19.2% | 46 | 12.0% | 40 | 11.6% | 29 | 23.3% | 34 | 13.1% | 23 | 14.4% | 59 | 16.7% | 27 | |
| Car – passenger | 3.5% | 20 | 2.5% | 6 | 4.2% | 14 | 4.0% | 10 | 3.4% | 5 | 2.9% | 5 | 2.9% | 12 | 4.9% | 8 | |
| Bus | 30.0% | 172 | 24.7% | 59 | 33.8% | 113 | 25.5% | 64 | 28.1% | 41 | 38.3% | 67 | 26.5% | 109 | 38.9% | 63 | |
| Bicycle | 12.7% | 73 | 13.8% | 33 | | 40 | 17.5% | 44 | 9.6% | 14 | 8.6% | 15 | 15.3% | 63 | 6.2% | 10 | |
| Rail | 1.4% | 8 | 1.3% | 3 | 1.5% | 5 | 1.6% | 4 | 1.4% | 2 | 1.1% | 2 | 1.9% | 8 | 0.0% | 0 | |
| Taxi | 1.6% | 9 | 1.7% | 4 | 1.5% | 5 | 2.0% | 5 | 1.4% | 2 | 1.1% | 2 | 1.5% | 6 | 1.9% | 3 | |
| Park and Ride | 3.1% | 18 | 2.1% | 5 | 3.9% | 13 | 0.8% | 2 | 3.4% | 5 | 6.3% | 11 | 3.2% | 13 | 3.1% | 5 | |
| On foot | 31.2% | 179 | 33.5% | 80 | | 99 | 35.9% | 90 | 28.1% | 41 | 26.9% | 47 | 33.3% | 137 | 25.9% | 42 | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Mobility scooter | 0.7% | 4 | 0.0% | Ő | 1.2% | 4 | 0.0% | Ő | 1.4% | 2 | 1.1% | 2 | 0.5% | 2 | 1.2% | 2 | |
| Motorcycle | 0.7% | 4 | 1.3% | 3 | 0.3% | 1 | 1.2% | 3 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 1.2% | 2 | |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 | |
| Mean score [minute | s] | | | | | | | | | | | | | | | | |
| Q02 How long do you in | o you intend to stay in (STUDY CENTRE) today? | | | | | | | | | | | | | | | | |
| Less than 30 minutes | 19.4% | 111 | 16.7% | 40 | | 71 | 20.3% | 51 | 15.8% | 23 | 21.1% | 37 | 19.5% | 80 | 19.1% | 31 | |
| 30- 59 minutes | 19.4% | 111 | 19.2% | 46 | | 65 | 21.5% | 54 | 21.2% | 31 | 14.9% | 26 | 20.9% | 86 | 15.4% | 25 | |
| 1 hour – 1hour 59 minutes | 22.3% | 128 | 23.4% | 56 | 21.6% | 72 | 18.3% | 46 | 22.6% | 33 | 27.4% | 48 | 20.0% | 82 | 28.4% | 46 | 5 |
| 2 hours – 2 hours 59 minutes | 14.0% | 80 | 14.2% | 34 | 13.8% | 46 | 13.5% | 34 | 13.7% | 20 | 14.9% | 26 | 12.9% | 53 | 16.7% | 27 | |
| 3 hours – 3 hours 59 minutes | 3.8% | 22 | 4.6% | 11 | 3.3% | 11 | 4.8% | 12 | 3.4% | 5 | 2.9% | 5 | 3.7% | 15 | 4.3% | 7 | |
| 4 hours and over | 20.1% | 115 | 20.1% | 48 | 20.1% | 67 | 20.7% | 52 | 20.5% | 30 | 18.9% | 33 | 22.1% | 91 | 14.8% | 24 | |
| Overnight stay | 0.9% | 5 | 1.7% | 4 | 0.3% | 1 | 0.8% | 2 | 2.1% | 3 | 0.0% | 0 | 0.7% | 3 | 1.2% | 2 | |
| (Don't know) | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |) |
| Mean: | 1 | 18.01 | 1 | 23.01 | i | 14.41 | 1 | 18.15 | | 123.10 | i | 13.74 | i | 19.78 | | 113.52 | 2 |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 | |
| Mean score [times p | oer weel | k, exc | ludes Fi | rst tir | ne toda | у] | | | | | | | | | | | |
| Q03 How often do you s | hop in (| STUD | Y CENT | RE) (i | ncludin | g Sun | iday)? | | | | | | | | | | |
| 7 days a week | 13.8% | 79 | 16.7% | 40 | 11.7% | 39 | 14.3% | 36 | 12.3% | 18 | 14.3% | 25 | 11.7% | 48 | 19.1% | 31 | |
| 4-6 days a week | 19.9% | 114 | 16.7% | 40 | 22.2% | 74 | 23.5% | 59 | 15.1% | 22 | 18.9% | 33 | 20.4% | 84 | 18.5% | 30 |) |
| 2-3 days a week | 23.6% | 135 | 28.9% | 69 | 19.8% | 66 | 22.3% | 56 | 24.0% | 35 | 24.6% | 43 | 25.3% | 104 | 19.1% | 31 | |
| Once a week | 14.1% | 81 | 10.9% | 26 | 16.5% | 55 | 14.3% | 36 | 17.1% | 25 | 11.4% | 20 | 14.4% | 59 | 13.6% | 22 | |
| Once every 2 weeks | 7.0% | 40 | 5.0% | 12 | 8.4% | 28 | 7.6% | 19 | 7.5% | 11 | 5.7% | 10 | 7.1% | 29 | 6.8% | 11 | |
| Once every month | 8.7% | 50 | 9.2% | 22 | 8.4% | 28 | 5.6% | 14 | 12.3% | 18 | 10.3% | 18 | 8.3% | 34 | 9.9% | 16 | 5 |
| Once every 3 months | 4.4% | 25 | 3.8% | 9 | 4.8% | 16 | 3.6% | 9 | 4.1% | 6 | 5.7% | 10 | 4.9% | 20 | 3.1% | 5 | |
| Less often than once every 3 months | 5.6% | 32 | 5.4% | 13 | 5.7% | 19 | 4.0% | 10 | 5.5% | 8 | 8.0% | 14 | 4.9% | 20 | 7.4% | 12 | |
| First time today | 2.1% | 12 | 2.5% | 6 | 1.8% | 6 | 3.2% | 8 | 1.4% | 2 | 1.1% | 2 | 2.4% | 10 | 1.2% | 2 | |
| (Don't know) | 0.9% | 5 | 0.8% | 2 | 0.9% | 3 | 1.6% | 4 | 0.7% | 1 | 0.0% | 0 | 0.7% | 3 | 1.2% | 2 | |
| (2011 t kilo ii) | 0.770 | 5 | 0.070 | 4 | 0.770 | 5 | 1.070 | -7 | 0.770 | 1 | 0.070 | 0 | 0.770 | 5 | 1.2/0 | 4 | |

Mean:

Base:

2.85

573

3.00

239

2.74

334

3.09

251

2.52

146

2.78

175

2.77

411

3.03

162

Page 8 February 2017

| | | | | | f | or (| Carte | er Jo | onas | | | | | | | February 201 |
|---|---------------|----------|-----------------------|----------|---------------|----------|---------------|----------|---------------|----------|--------------|----------|---------------|----------|---------------|--------------|
| | Tota | վ | Mal | e | Fema | le | 16 - 3 | 34 | 35 - 54 | 4 | 55 + | | ABC | 1 | C2DE | |
| Q04 What is the MAIN re | ason fo | r your | [,] visit he | ere to | day? | | | | | | | | | | | |
| To buy food items at the shops (not take-away / | 27.7% | 159 | 24.3% | 58 | 30.2% | 101 | 26.7% | 67 | 26.7% | 39 | 29.7% | 52 | 26.8% | 110 | 30.2% | 49 |
| café / restaurant) To buy non-food goods in the shops (e.g. shoes, | 13.8% | 79 | 10.5% | 25 | 16.2% | 54 | 11.2% | 28 | 15.1% | 22 | 16.6% | 29 | 13.9% | 57 | 13.6% | 22 |
| clothes, jewellery) To buy food items at the Market (not take-away / | 3.1% | 18 | 2.9% | 7 | 3.3% | 11 | 2.0% | 5 | 2.7% | 4 | 5.1% | 9 | 3.7% | 15 | 1.9% | 3 |
| café / restaurant) To buy non-food goods at the Market (e.g. shoes, | 1.2% | 7 | 0.8% | 2 | 1.5% | 5 | 0.8% | 2 | 0.7% | 1 | 2.3% | 4 | 1.0% | 4 | 1.9% | 3 |
| clothes, jewellery) For services (e.g. post office, bank, building society, | 5.6% | 32 | 6.3% | 15 | 5.1% | 17 | 4.0% | 10 | 6.2% | 9 | 7.4% | 13 | 4.9% | 20 | 7.4% | 12 |
| hairdressers) To use a leisure facility (eg. sports centre) | 2.3% | 13 | 3.8% | 9 | 1.2% | 4 | 2.8% | 7 | 2.7% | 4 | 1.1% | 2 | 1.5% | 6 | 4.3% | 7 |
| As a day visitor to the Town Centre | 3.0% | 17 | 4.2% | 10 | 2.1% | 7 | 2.4% | 6 | 2.7% | 4 | 4.0% | 7 | 2.4% | 10 | 4.3% | 7 |
| As a staying visitor to the Town Centre | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Eat out (e.g. take-away / café / restaurant) | 6.1% | 35 | 9.2% | 22 | 3.9% | 13 | 8.8% | 22 | 3.4% | 5 | 4.6% | 8 | 6.3% | 26 | 5.6% | 9 |
| Work (respondent works in the town) | 12.0% | 69 | 14.2% | 34 | 10.5% | 35 | 12.4% | 31 | 15.8% | 23 | 8.6% | 15 | 13.6% | 56 | 8.0% | 13 |
| To attend a business appointment | 2.3% | 13 | 3.8% | 9 | 1.2% | 4 | 2.0% | 5 | 4.1% | 6 | 1.1% | 2 | 2.4% | 10 | 1.9% | 3 |
| To meet someone Library / public services (doctor, dentist, etc) | 12.6% 1.9% | 72 11 | 10.5% 1.3% | 25 3 | 14.1% 2.4% | 47 8 | 15.5% 1.2% | 39 3 | 13.0% 0.7% | 19 1 | 8.0% 4.0% | 14 7 | 12.7% 1.9% | 52 8 | 12.3% 1.9% | 20 3 |
| To study (attending University / Further level education) | 3.3% | 19 | 2.1% | 5 | 4.2% | 14 | 6.4% | 16 | 0.7% | 1 | 1.1% | 2 | 3.9% | 16 | 1.9% | 3 |
| Oxford City Centre – To visit the university as a | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| tourist Oxford City Centre –To visit the theatre | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| Oxford City Centre –To visit museums | 0.9% | 5 | 0.4% | 1 | 1.2% | 4 | 0.0% | 0 | 1.4% | 2 | 1.7% | 3 | 1.2% | 5 | 0.0% | 0 |
| Oxford City Centre –To visit cinema | 0.7% | 4 | 1.7% | 4 | 0.0% | 0 | 1.2% | 3 | 0.7% | 1 | 0.0% | 0 | 0.5% | 2 | 1.2% | 2 |
| Oxford City Centre –To visit The Clarendon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown - To visit The Ferry leisure centre | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Just passing through Window shopping / | 1.2% 1.0% | 7 6 | 2.1% 1.3% | 5 3 | 0.6% 0.9% | 2 3 | 2.0% 0.0% | 5 0 | 0.0% 1.4% | 0 2 | 1.1% 2.3% | 2 4 | 1.0% 0.7% | 4 | 1.9% 1.9% | 3 3 |
| browsing | | | | | | | | | | | | | | | | |
| (Don't know) Base: | 0.7% | 4 573 | 0.0% | 0 239 | 1.2% | 4 334 | 0.8% | 2 251 | 0.7% | 1 146 | 0.6% | 1 175 | 1.0% | 4 411 | 0.0% | 0 162 |
| Q05 What type of shop / Those who said food or | | stall o | - | | to visit | | e likely | | it today? | | | 1,5 | | | | 102 |
| Food & Grocery | 62.0% | | 63.0% | 58 | 61.4% | 105 | 62.7% | 64 | 63.6% | 42 | 59.6% | 56 | 61.3% | 114 | 63.6% | 49 |
| Clothing & Footwear Furniture, Carpets, Soft Household Furnishings | 19.8% 0.4% | 52 1 | 14.1% | 13 1 | | 39 0 | 18.6% | 19 0 | 19.7% 0.0% | 13 0 | | 20 1 | 19.9% 0.5% | 37 1 | 19.5% 0.0% | 15 0 |
| DIY and Decorating Goods | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.5% | 1 | 0.0% | 0 |
| Domestic Appliances CDs, DVDs, games, books etc | 1.1% 1.5% | 3 4 | 1.1% 4.3% | 1 4 | 1.2% 0.0% | 2 0 | 0.0% 2.0% | 0 2 | 3.0% 3.0% | 2 2 | 1.1% 0.0% | 1 0 | 1.1% 0.5% | 2 1 | 1.3% 3.9% | 1 3 |
| Gifts and Antiques | 1.1% | 3 | 2.2% | 2 | 0.6% | 1 | 1.0% | 1 | 0.0% | 0 | 2.1% | 2 | 1.1% | 2 | 1.3% | 1 |
| Art and Crafts (None of the above) | 1.1% 6.1% | 3 16 | 0.0% 4.3% | 0 4 | 1.8% 7.0% | 3 12 | 1.0% 4.9% | 1 5 | 1.5% 7.6% | 1 5 | 1.1% 6.4% | 1 6 | 1.1% 7.0% | 2 13 | 1.3% 3.9% | 1 3 |
| (Don't know) | 6.5% | 17 | 4.3% 9.8% | 4 9 | 4.7% | 8 | 4.9% 9.8% | 10 | 1.5% | 1 | 6.4% | 6 | 7.0% | 13 | 5.2% | 4 |
| Base: | | 263 | | 92 | | 171 | | 102 | | 66 | | 94 | | 186 | | 77 |
| | | | | | | | | | | | | | | | | |

| by demographics | | | Oxf | ord | • | | ouncil | | | re S | Surve | y | | | | Page 9 |
|--|--------------|--------|---------------|--------|--------------|---------|--------------|--------|--------------|--------|--------------|--------|----------------------|--------|--------------|---------------|
| | | | | | | | Carter | | | | | | | | | February 2017 |
| | Total | | Male | | Femal | e | 16 - 34 | | 35 - 54 | 1 | 55 + | | ABC1 | | C2DE | |
| Q06 What are the name Those who said non for | | ON F | OOD sh | ops y | you have | e visit | ed, or int | end | to visit f | today | in (STU | DY C | ENTRE) | ? | | |
| Marks and Spencer | 39.5% | 34 | 29.6% | 8 | 44.1% | 26 | | 7 | 47.8% | 11 | | 16 | 36.1% | 22 | 48.0% | 12 |
| Primark | 18.6% | 16 | 11.1% | 3 | | 13 | 26.7% | 8 | 30.4% | 7 | 3.0% | 1 | 18.0% | 11 | 20.0% | 5 |
| Boots | 16.3% | 14 | 14.8% | 4 | | 10 | 6.7% | 2 | 17.4% | 4 | 24.2% | 8 | 16.4% | 10 | 16.0% | 4 |
| Next | 9.3% | 8 | 7.4% | 2 | 10.2% | 6 | 16.7% | 5 | 13.0% | 3 | 0.0% | 0 | 9.8% | 6 | 8.0% | 2 |
| WHSmith | 8.1% | 7 | 11.1% | 3 | 6.8% | 4 | 6.7% | 2 | 8.7% | 2 | 9.1% | 3 | 6.6% | 4 | 12.0% | 3 |
| Asda | 7.0% | 6 | 0.0% | 0 | 10.2% | 6 | 10.0% | 3 | 4.3% | 1 | 6.1% | 2 | 9.8% | 6 | 0.0% | 0 |
| Don't know | 7.0% | 6 | 7.4% | 2 | 6.8% | 4 | 13.3% | 4 | 0.0% | 0 | 6.1% | 2 | 8.2% | 5 | 4.0% | 1 |
| Gloucester Green Market | 5.8% | 5 | 11.1% 3.7% | 3 | 3.4% | 2 | 0.0% 6.7% | 0 2 | 8.7% 0.0% | 2 0 | 9.1% 6.1% | 3 2 | 6.6% 4.9% | 4 | 4.0% 4.0% | 1 |
| ГК Maxx Гopshop | 4.7% 4.7% | 4 4 | 3.7% 3.7% | 1 1 | 5.1% 5.1% | 3 3 | 6.7% 6.7% | 2 | 0.0% | 0 | 6.1% 6.1% | 2 | 4.9% 4.9% | 3 | 4.0% | 1 |
| Boswells & Co | 4.7% | 4 | 0.0% | 0 | 5.1% 6.8% | 4 | 3.3% | 1 | 0.0% 8.7% | 2 | 3.0% | 1 | 4.9% | 3 | 4.0% | 1 |
| Matalan | 4.7% | 4 | 0.0% | 0 | 6.8% | 4 | 6.7% | 2 | 4.3% | 1 | 3.0% | 1 | 4.9 <i>%</i> 6.6% | 4 | 4.0% | 0 |
| Paperchase | 3.5% | 3 | 0.0% | 0 | 5.1% | 3 | 6.7% | 2 | 4.3% | 1 | 0.0% | 0 | 4.9% | 3 | 0.0% | 0 |
| Superdrug | 3.5% | 3 | 0.0% | 0 | 5.1% | 3 | 3.3% | 1 | 4.3% | 1 | 3.0% | 1 | 1.6% | 1 | 8.0% | 2 |
| Poundland | 3.5% | 3 | 3.7% | 1 | 3.4% | 2 | 6.7% | 2 | 0.0% | 0 | 3.0% | 1 | 3.3% | 2 | 4.0% | 1 |
| H&M | 3.5% | 3 | 0.0% | 0 | 5.1% | 3 | 10.0% | 3 | 0.0% | Ő | 0.0% | 0 | 4.9% | 3 | 0.0% | 0 |
| Waterstones | 2.3% | 2 | 3.7% | 1 | 1.7% | 1 | 3.3% | 1 | 0.0% | ŏ | 3.0% | 1 | 0.0% | 0 | 8.0% | 2 |
| Pets At Home | 2.3% | 2 | 0.0% | 0 | 3.4% | 2 | 0.0% | 0 | 4.3% | 1 | 3.0% | 1 | 3.3% | 2 | 0.0% | 0 |
| Clarks | 2.3% | 2 | 0.0% | Ő | 3.4% | 2 | 0.0% | Ő | 4.3% | 1 | 3.0% | 1 | 3.3% | 2 | 0.0% | 0 |
| Book shop | 2.3% | 2 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 | 3.0% | 1 | 1.6% | 1 | 4.0% | 1 |
| Western Computers | 2.3% | 2 | 3.7% | 1 | 1.7% | 1 | 0.0% | 0 | 8.7% | 2 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 |
| New Look | 2.3% | 2 | 0.0% | 0 | 3.4% | 2 | 6.7% | 2 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 4.0% | 1 |
| Topshop | 2.3% | 2 | 0.0% | 0 | 3.4% | 2 | 3.3% | 1 | 4.3% | 1 | 0.0% | 0 | 1.6% | 1 | 4.0% | 1 |
| Oxford Covered Market | 2.3% | 2 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 | 8.7% | 2 | 0.0% | 0 | 3.3% | 2 | 0.0% | 0 |
| Hobbs | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Flower stall | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| American Nails | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| Moss Bros | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| FCUK | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Ryman | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Oliver Bonas | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Oxfam | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| 3 Mobile | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| Oxford United Store | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Blackwells Music Shop PC World | 1.2% 1.2% | 1 1 | 0.0% 3.7% | 0 1 | 1.7% 0.0% | 1 0 | 0.0% 0.0% | 0 | 4.3% 0.0% | 1 0 | 0.0% 3.0% | 0 1 | 1.6% 1.6% | 1 1 | 0.0% 0.0% | 0 0 |
| Hotter Shoes | | 1 | 5.7% 0.0% | 0 | 0.0% 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| L'Occitane | 1.2% 1.2% | 1 | 0.0% 3.7% | 1 | 0.0% | 1 | 0.0% | 1 | 0.0% | 0 | 3.0% 0.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Marie Curie | 1.2% | 1 | 3.7% 3.7% | 1 | 0.0% | 0 | 5.5% 0.0% | 0 | 0.0% | 0 | 0.0% 3.0% | 1 | 0.0% | 0 | 0.0% 4.0% | 0 |
| Crew clothing | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 4.0% | 0 |
| Monsoon | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Specsavers | 1.2% | 1 | 0.0% | Ő | 1.7% | 1 | 0.0% | Ő | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Fat Face | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Fesco | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 0.0% | 0 | 4.0% | 1 |
| Figer Lily | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Game | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| Гор Man | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| Ann Summers | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Helen & Douglas House | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| Vision Express | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 0.0% | 0 | 4.0% | 1 |
| Vodafone | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Waitrose | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Watch Stall | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 0.0% | 0 | 4.0% | 1 |
| Computer shop | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.0% | 1 |
| River Island | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 3.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| Zara | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| Base: | | 86 | | 27 | | 59 | | 30 | | 23 | | 33 | | 61 | | 25 |

Page 10

| Total Male Female 16 - 34 35 - 54 55 + ABC1 C2DE | |
|--|--|
|--|--|

Mean score [£]

Q07 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)? Those who said non food at Q04

| Nothing | 7.0% | 6 | 11.1% | 3 | 5.1% | 3 | 6.7% | 2 | 4.3% | 1 | 9.1% | 3 | 4.9% | 3 | 12.0% | 3 |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| £1-£5 | 7.0% | 6 | 7.4% | 2 | 6.8% | 4 | 6.7% | 2 | 4.3% | 1 | 9.1% | 3 | 6.6% | 4 | 8.0% | 2 |
| £6-10 | 9.3% | 8 | 11.1% | 3 | 8.5% | 5 | 10.0% | 3 | 8.7% | 2 | 9.1% | 3 | 6.6% | 4 | 16.0% | 4 |
| £11-£20 | 12.8% | 11 | 18.5% | 5 | 10.2% | 6 | 10.0% | 3 | 17.4% | 4 | 12.1% | 4 | 14.8% | 9 | 8.0% | 2 |
| £21-£30 | 9.3% | 8 | 3.7% | 1 | 11.9% | 7 | 10.0% | 3 | 8.7% | 2 | 9.1% | 3 | 9.8% | 6 | 8.0% | 2 |
| £31-£40 | 12.8% | 11 | 7.4% | 2 | 15.3% | 9 | 6.7% | 2 | 8.7% | 2 | 21.2% | 7 | 14.8% | 9 | 8.0% | 2 |
| £41-£50 | 7.0% | 6 | 3.7% | 1 | 8.5% | 5 | 13.3% | 4 | 0.0% | 0 | 6.1% | 2 | 4.9% | 3 | 12.0% | 3 |
| £51-£100 | 15.1% | 13 | 18.5% | 5 | 13.6% | 8 | 13.3% | 4 | 21.7% | 5 | 12.1% | 4 | 14.8% | 9 | 16.0% | 4 |
| £101-£150 | 4.7% | 4 | 7.4% | 2 | 3.4% | 2 | 13.3% | 4 | 0.0% | 0 | 0.0% | 0 | 6.6% | 4 | 0.0% | 0 |
| £151-£200 | 1.2% | 1 | 0.0% | 0 | 1.7% | 1 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 | 1.6% | 1 | 0.0% | 0 |
| £201-£250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over £250 | 1.2% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 |
| (Don't know) | 12.8% | 11 | 7.4% | 2 | 15.3% | 9 | 10.0% | 3 | 21.7% | 5 | 9.1% | 3 | 13.1% | 8 | 12.0% | 3 |
| Mean: | | 40.63 | | 46.04 | | 37.93 | | 44.72 | | 47.47 | | 32.85 | | 45.68 | | 28.48 |
| Base: | | 86 | | 27 | | 59 | | 30 | | 23 | | 33 | | 61 | | 25 |

Mean score [£]

Q08 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)? Those who said food at Q04

| Nothing | 4.0% | 7 | 6.2% | 4 | 2.7% | 3 | 5.6% | 4 | 0.0% | 0 | 3.3% | 2 | 2.4% | 3 | 7.7% | 4 |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| £1-£5 | 6.2% | 11 | 7.7% | 5 | 5.4% | 6 | 5.6% | 4 | 7.0% | 3 | 6.6% | 4 | 5.6% | 7 | 7.7% | 4 |
| £6-10 | 23.2% | 41 | 27.7% | 18 | 20.5% | 23 | 23.6% | 17 | 23.3% | 10 | 23.0% | 14 | 21.6% | 27 | 26.9% | 14 |
| £11-£20 | 39.0% | 69 | 30.8% | 20 | 43.8% | 49 | 44.4% | 32 | 27.9% | 12 | 41.0% | 25 | 43.2% | 54 | 28.8% | 15 |
| £21-£30 | 13.6% | 24 | 15.4% | 10 | 12.5% | 14 | 8.3% | 6 | 16.3% | 7 | 18.0% | 11 | 14.4% | 18 | 11.5% | 6 |
| £31-£40 | 4.5% | 8 | 6.2% | 4 | 3.6% | 4 | 6.9% | 5 | 4.7% | 2 | 1.6% | 1 | 4.0% | 5 | 5.8% | 3 |
| £41-£50 | 1.7% | 3 | 1.5% | 1 | 1.8% | 2 | 0.0% | 0 | 7.0% | 3 | 0.0% | 0 | 1.6% | 2 | 1.9% | 1 |
| £51-£100 | 1.7% | 3 | 1.5% | 1 | 1.8% | 2 | 0.0% | 0 | 7.0% | 3 | 0.0% | 0 | 0.8% | 1 | 3.8% | 2 |
| £101-£150 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £151-£200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £201-£250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 6.2% | 11 | 3.1% | 2 | 8.0% | 9 | 5.6% | 4 | 7.0% | 3 | 6.6% | 4 | 6.4% | 8 | 5.8% | 3 |
| Mean: | | 16.05 | | 15.48 | | 16.39 | | 14.18 | | 22.03 | | 14.36 | | 15.90 | | 16.40 |
| Base: | | 177 | | 65 | | 112 | | 72 | | 43 | | 61 | | 125 | | 52 |

| by demographics | | | Oxf | orc | • | | ouncil Carter | | centr mas | e S | urve | y | | | | Page February 20 |
|---|--------------|--------|--------------|--------|--------------|--------|------------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|---------------------|
| | Total | | Male | | Female | e | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | - | C2DE | |
| Q09 What are the names of Those who said food at Q | | nain F | OOD sh | ops y | you have | visi | ted, or in | tend | to visit ir | n (S1 | | ENTR | E) today | ? [MI | र] | |
| Oxford | 4.00/ | 7 | 4 60/ | 2 | 2.60 | 4 | 0.00/ | 0 | 2.20/ | 1 | 0.90/ | C | 4.90/ | C | 1.00/ | 1 |
| Marks and Spencer, Queen Street | 4.0% | 7 | 4.6% | 3 | 3.6% | 4 | 0.0% | 0 | 2.3% | 1 | 9.8% | 6 | 4.8% | 6 | 1.9% | 1 |
| Sainsbury's Local, Magdalen Street | 2.3% | 4 | 1.5% | 1 | 2.7% | 3 | 2.8% | 2 | 0.0% | 0 | 3.3% | 2 | 1.6% | 2 | 3.8% | 2 |
| Sainsbury's, Westgate Shopping Centre | 0.6% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 |
| Tesco Metro, Magdalen Street | 6.8% | 12 | 7.7% | 5 | 6.3% | 7 | 4.2% | 3 | 4.7% | 2 | 11.5% | 7 | 3.2% | 4 | 15.4% | 8 |
| | 11.3% | 20 | 13.8% | 9 | 9.8% | 11 | 8.3% | 6 | 11.6% | 5 | 14.8% | 9 | 13.6% | 17 | 5.8% | 3 |
| Holland & Barrett | 0.6% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.0% | 0 | 1.9% | 1 |
| Oxford Covered Market Cowley | 1.7% | 3 | 3.1% | 2 | 0.9% | 1 | 0.0% | 0 | 2.3% | 1 | 3.3% | 2 | 0.8% | 1 | 3.8% | 2 |
| Co-op , Templars Square Shopping Centre | 0.6% | 1 | 0.0% | 0 | 0.9% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Iceland, Templars Square Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holland and Barrett | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's , Templars Retail Park | 8.5% | 15 | 6.2% | 4 | 9.8% | 11 | 4.2% | 3 | 20.9% | 9 | 4.9% | 3 | 7.2% | 9 | 11.5% | 6 |
| Summertown | | _ | | | | | | | | | | | | _ | | |
| Sainsbury's Local, Suffolk House, 263 Banbury Rd | 2.8% | 5 | 3.1% | 2 | 2.7% | 3 | 5.6% | 4 | 0.0% | 0 | 1.6% | 1 | 4.0% | 5 | 0.0% | 0 |
| Tesco Express, 263 Banbury Rd, Oxford | 1.7% | 3 | 1.5% | 1 | 1.8% | 2 | 2.8% | 2 | 2.3% | 1 | 0.0% | 0 | 1.6% | 2 | 1.9% | 1 |
| Holland & Barrett, 241 Banbury Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S Simply Food | 4.5% | 8 | 1.5% | 1 | 6.3% | 7 | 1.4% | 1 | 7.0% | 3 | 6.6% | 4 | 6.4% | 8 | 0.0% | 0 |
| The Co-operative Food, 228-240 Banbury Rd, | 4.0% | 7 | 3.1% | 2 | 4.5% | 5 | 4.2% | 3 | 4.7% | 2 | 3.3% | 2 | 4.8% | 6 | 1.9% | 1 |
| Oxford Headington | | | | | | | | | | | | | | | | |
| The Co-operative Food, 152 London Rd, Headington | 3.4% | 6 | 4.6% | 3 | 2.7% | 3 | 2.8% | 2 | 7.0% | 3 | 1.6% | 1 | 2.4% | 3 | 5.8% | 3 |
| Chong Heng Chinese Supermarket, 6 Windmill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Euro Foods Polski Sklep | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zubr, 115 London Rd Waitrose, 9-11 Old High St, | 6.8% | 12 | 9.2% | 6 | 5.4% | 6 | 2.8% | 2 | 14.0% | 6 | 6.6% | 4 | 6.4% | 8 | 7.7% | 4 |
| Headington | | | | | | | | | | | | | | - | | |
| celand, 108-110 London Rd Fesco Exrpess, 83a-85 | 2.3% 1.1% | 4 2 | 1.5% 0.0% | 1 0 | 2.7% 1.8% | 3 2 | 2.8% 2.8% | 2 2 | 2.3% 0.0% | 1 0 | 1.6% 0.0% | 1 0 | 2.4% 1.6% | 3 2 | 1.9% 0.0% | 1 0 |
| London Rd | | | | | | | | | | | | | | _ | | |
| Sainsbury's Local, 98 London Rd | 2.3% | 4 | 0.0% | 0 | 3.6% | 4 | 2.8% | 2 | 0.0% | 0 | 3.3% | 2 | 2.4% | 3 | 1.9% | 1 |
| Cowley Road Uhuru Wholefoods, 48 | 1.1% | 2 | 1.5% | 1 | 0.9% | 1 | 1.4% | 1 | 0.0% | 0 | 1.6% | 1 | 1.6% | 2 | 0.0% | 0 |
| Cowley Rd | | | | | | | | | | | | | | | | |
| Tahmid Stores (Indian Supermarket), 53 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Green Village, 78A Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Baltic Food, 88 Cowley Rd | 0.6% | 1 | 0.0% | 0 | 0.9% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Polski Sklep Zubr, 124 Cowley Rd | 0.6% | 1 | 0.0% | 0 | 0.9% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Tesco Metro, 159-161 Cowley Rd | 28.2% | 50 | 26.2% | 17 | 29.5% | 33 | 44.4% | 32 | 14.0% | 6 | 18.0% | 11 | 32.8% | 41 | 17.3% | 9 |
| ingjing Asian Grocery Shop, 188 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alamin Food Store (Buthcher), 216 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Alder W (Buthcher), 224 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd Simply Fresh Supermarket, | 1.7% | 3 | 1.5% | 1 | 1.8% | 2 | 1.4% | 1 | 0.0% | 0 | 1.6% | 1 | 1.6% | 2 | 1.9% | 1 |
| 236-238 Cowley Rd Coop Food, 217-219 Cowley | 1.1% | 2 | 1.5% | 1 | 0.9% | 1 | 1.4% | 1 | 0.0% | 0 | 1.6% | 1 | 1.6% | 2 | 0.0% | 0 |
| Rd East Oxford Farmers Market, | 2.3% | 4 | 1.5% | 1 | 2.7% | 3 | 2.8% | 2 | 2.3% | 1 | 1.6% | 1 | 3.2% | 4 | 0.0% | 0 |

Page 12

| | Total | | Male | | Femal | e | 16 - 34 | | 35 - 54 | ļ | 55 + | | ABC | l | C2DE | C |
|---|-------|-----|-------|----|-------|-----|---------|----|---------|----|------|----|------|-----|-------|----|
| East Oxford Primary School, Cowley Rd Sainsbury's Local, Asiatic Stores, 134b Cowley Rd, Oxford Blackbird Leys | 2.3% | 4 | 3.1% | 2 | 1.8% | 2 | 5.6% | 4 | 0.0% | 0 | 0.0% | 0 | 3.2% | 4 | 0.0% | 0 |
| Nisa Local, Blackbird Leys Road, Blackbird Leys | 6.2% | 11 | 10.8% | 7 | 3.6% | 4 | 6.9% | 5 | 7.0% | 3 | 4.9% | 3 | 2.4% | 3 | 15.4% | 8 |
| Martins, Blackbird Leys Rd, Oxford | 0.6% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Don't know | 7.9% | 14 | 7.7% | 5 | 8.0% | 9 | 6.9% | 5 | 9.3% | 4 | 8.2% | 5 | 7.2% | 9 | 9.6% | 5 |
| Base: | | 177 | | 65 | | 112 | | 72 | | 43 | | 61 | | 125 | | 52 |

town centre? [MR] Those who said food at Q04

| No | 62.1% | 110 | 69.2% | 45 | 58.0% | 65 | 69.4% | 50 | 48.8% | 21 | 63.9% | 39 | 62.4% | 78 | 61.5% | 32 |
|----------------------------|-------|-----|-------|----|-------|-----|-------|----|-------|----|-------|----|-------|-----|-------|----|
| Yes- Other food shop | 3.4% | 6 | 3.1% | 2 | 3.6% | 4 | 0.0% | 0 | 11.6% | 5 | 1.6% | 1 | 4.0% | 5 | 1.9% | 1 |
| Yes- Other non-food shops | 22.6% | 40 | 13.8% | 9 | 27.7% | 31 | 16.7% | 12 | 32.6% | 14 | 23.0% | 14 | 23.2% | 29 | 21.2% | 11 |
| Yes- Café / restaurant | 10.7% | 19 | 9.2% | 6 | 11.6% | 13 | 9.7% | 7 | 16.3% | 7 | 8.2% | 5 | 11.2% | 14 | 9.6% | 5 |
| Yes- Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Library | 0.6% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.8% | 1 | 0.0% | 0 |
| Yes- Leisure (e.g. cinema) | 0.6% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 | 0.8% | 1 | 0.0% | 0 |
| Yes - Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Browsing | 4.0% | 7 | 6.2% | 4 | 2.7% | 3 | 4.2% | 3 | 0.0% | 0 | 4.9% | 3 | 3.2% | 4 | 5.8% | 3 |
| (Don't know) | 0.6% | 1 | 0.0% | 0 | 0.9% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 |
| Base: | | 177 | | 65 | | 112 | | 72 | | 43 | | 61 | | 125 | | 52 |

| | | | | | 1 | | | I U (| 114 5 | | | | | | | rebrua |
|--|--------------|---------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|
| | Tota | ıl | Male | e | Femal | le | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2DF | 6 |
| Q11 What do you like me | ost abou | ut (ST | UDY CE | NTRE | :)? [MR] | | | | | | | | | | | |
| Near / convenient | 27.7% | 159 | 28.0% | 67 | 27.5% | 92 | 26.3% | 66 | 25.3% | 37 | 31.4% | 55 | 27.5% | 113 | 28.4% | 46 |
| Good public transport links | 5.6% | 32 | 6.7% | 16 | 4.8% | 16 | 5.6% | 14 | 5.5% | 8 | 5.7% | 10 | 5.4% | 22 | 6.2% | 10 |
| Parking is easy | 2.1% | 12 | 2.5% | 6 | 1.8% | 6 | 2.8% | 7 | 2.1% | 3 | 1.1% | 2 | 1.9% | 8 | 2.5% | 4 |
| Parking is cheap | 1.0% | 6 | 1.7% | 4 | 0.6% | 2 | 1.2% | 3 | 2.1% | 3 | 0.0% | 0 | 0.5% | 2 | 2.5% | 4 |
| Lack of congestion on roads | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Pedestrianised streets | 2.4% | 14 | 2.1% | 5 | 2.7% | 9 | 3.2% | 8 | 2.1% | 3 | 1.7% | 3 | 3.2% | 13 | 0.6% | 1 |
| Little traffic-pedestrian | 0.7% | 4 | 1.3% | 3 | 0.3% | 1 | 0.8% | 2 | 1.4% | 2 | 0.0% | 0 | 1.0% | 4 | 0.0% | 0 |
| conflict Good directional signs to | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Centre | | | | | | | | | | | | | | | | |
| Convenient drop off / pick up stops for buses / good location of bus station | 0.9% | 5 | 1.3% | 3 | 0.6% | 2 | 1.6% | 4 | 0.0% | 0 | 0.6% | 1 | 1.2% | 5 | 0.0% | 0 |
| Ease of access to all (with pushchairs, wheelchairs, etc) | 1.0% | 6 | 1.3% | 3 | 0.9% | 3 | 0.8% | 2 | 0.7% | 1 | 1.7% | 3 | 1.0% | 4 | 1.2% | 2 |
| Well signposted route ways / good local maps | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 1.6% | 4 | 0.0% | 0 | 0.0% | 0 | 1.0% | 4 | 0.0% | 0 |
| General cleanliness of shopping streets | 1.0% | 6 | 1.3% | 3 | 0.9% | 3 | 2.0% | 5 | 0.0% | 0 | 0.6% | 1 | 1.5% | 6 | 0.0% | 0 |
| Feels safe / absence of threatening individuals / groups | 3.3% | 19 | 2.1% | 5 | 4.2% | 14 | 2.4% | 6 | 4.8% | 7 | 3.4% | 6 | 3.9% | 16 | 1.9% | 3 |
| Presence of police / other security measures | 0.5% | 3 | 0.8% | 2 | 0.3% | 1 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.7% | 3 | 0.0% | 0 |
| Nice street furniture / floral displays | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 |
| Nice busy feel | 15.5% | 89 | 11.3% | 27 | 18.6% | 62 | 20.3% | 51 | 8.9% | 13 | 13.7% | 24 | 18.2% | 75 | 8.6% | 14 |
| Not too crowded | 5.1% | 29 | 2.9% | 7 | 6.6% | 22 | 4.0% | 10 | 5.5% | 8 | 6.3% | 11 | 5.4% | 22 | 4.3% | 7 |
| Character / atmosphere | 29.7% | 170 | 32.2% | 77 | 27.8% | 93 | 27.9% | 70 | 31.5% | 46 | 30.9% | 54 | 33.1% | 136 | 21.0% | 34 |
| Historic buildings / tourist attractions | 22.5% | 129 | 22.6% | 54 | 22.5% | 75 | 16.3% | 41 | 28.8% | 42 | 26.3% | 46 | 25.5% | 105 | 14.8% | 24 |
| Oxford City Centre – The Cinema | 0.9% | 5 | 0.8% | 2 | 0.9% | 3 | 1.2% | 3 | 0.0% | 0 | 1.1% | 2 | 0.7% | 3 | 1.2% | 2 |
| Oxford City Centre – The Oxford Covered Market | 3.7% | 21 | 3.3% | 8 | 3.9% | 13 | 2.4% | 6 | 6.2% | 9 | 3.4% | 6 | 3.7% | 15 | 3.7% | 6 |
| Oxford City Centre – Gloucester Green Market | 4.7% | 27 | 5.0% | 12 | 4.5% | 15 | 3.6% | 9 | 3.4% | 5 | 7.4% | 13 | 4.6% | 19 | 4.9% | 8 |
| Oxford City Centre – Westgate Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Clarendon shopping centre | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 2 | 0.0% | 0 |
| Selection / choice of independent / specialist shops | 15.5% | 89 | 11.7% | 28 | 18.3% | 61 | 13.9% | 35 | 18.5% | 27 | 15.4% | 27 | 17.0% | 70 | 11.7% | 19 |
| Presence of a large supermarkets | 6.5% | 37 | 5.0% | 12 | 7.5% | 25 | 6.0% | 15 | 7.5% | 11 | 6.3% | 11 | 5.6% | 23 | 8.6% | 14 |
| Selection / choice of multiple shops (i.e. high street | 19.9% | 114 | 15.5% | 37 | 23.1% | 77 | 23.5% | 59 | 17.1% | 25 | 16.6% | 29 | 20.9% | 86 | 17.3% | 28 |
| chains such as Boots etc) | | | | | | | | | | | | | | | | |
| Quality of shops | 12.2% | 70 | 7.5% | 18 | 15.6% | 52 | 10.4% | 26 | 13.0% | 19 | 14.3% | 25 | 11.9% | 49 | 13.0% | 21 |
| Prices are competitive in shops compared to other | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| town / district centres | | | | | | | | | | | | | | | | |
| Play area for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of places to eat | 13.1% | 75 | 15.5% | 37 | 11.4% | 38 | 15.9% | 40 | 10.3% | 15 | 11.4% | 20 | 13.1% | 54 | 13.0% | 21 |
| Range of pubs / bars | 3.7% | 21 | 5.9% | 14 | 2.1% | 7 | 6.0% | 15 | 3.4% | 5 | 0.6% | 1 | 4.6% | 19 | 1.2% | 2 |
| Range of services (banks, insurance, hairdressers, etc) | 2.4% | 14 | 3.8% | 9 | 1.5% | 5 | 2.4% | 6 | 4.8% | 7 | 0.6% | 1 | 1.9% | 8 | 3.7% | 6 |
| Range of leisure facilities Availability of employment | 2.3% 1.2% | 13 7 | 2.9% 1.3% | 7 3 | 1.8% 1.2% | 6 4 | 3.6% 1.2% | 9 3 | 2.7% 2.1% | 4 3 | 0.0% 0.6% | 0 1 | 1.5% 1.7% | 6 7 | 4.3% 0.0% | 7 0 |
| opportunities | | | | | | | | | | | | | | | | |
| Other I like everything about the Town Centre | 0.0% 1.9% | 0 11 | 0.0% 2.9% | 0 7 | 0.0% 1.2% | 0 4 | 0.0% 2.0% | 0 5 | 0.0% 1.4% | 0 2 | 0.0% 2.3% | 0 4 | 0.0% 1.7% | 0 7 | 0.0% 2.5% | 0 4 |
| Architecture | 0.5% | 3 | 1.3% | 3 | 0.0% | 0 | 0.4% | 1 | 1.4% | 2 | 0.0% | 0 | 0.7% | 3 | 0.0% | 0 |
| Close to friends | 1.0% | 6 | 2.1% | 5 | 0.3% | 1 | 1.6% | 4 | 1.4% | 2 | 0.0% | 0 | 0.7% | 3 | 1.9% | 3 |
| Community feel | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.7% | 1 | 0.0% | Ő | 0.2% | 1 | 0.6% | 1 |
| Cosmopolitan feel | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Cycle friendly | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.4% | 1 | 1.4% | 2 | 0.0% | 0 | 0.7% | 3 | 0.0% | 0 |
| Diversity | 4.0% | 23 | 3.3% | 8 | 4.5% | 15 | 3.6% | 9 | 3.4% | 5 | 5.1% | 9 | 4.4% | 18 | 3.1% | 5 |
| | | | | | | | | | | | | | | | | |

February 2017

| | Tota | 1 | Male | e | Femal | le | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2DI | E |
|-----------------------------|------|-----|------|-----|-------|-----|--------|-----|--------|-----|-------|-----|------|-----|-------|-----|
| | | | | | | | | | | | | | | | | |
| Friendly people | 1.7% | 10 | 1.7% | 4 | 1.8% | 6 | 2.4% | 6 | 1.4% | 2 | 1.1% | 2 | 1.5% | 6 | 2.5% | 4 |
| Green Space | 0.9% | 5 | 1.3% | 3 | 0.6% | 2 | 0.4% | 1 | 0.7% | 1 | 1.7% | 3 | 1.0% | 4 | 0.6% | 1 |
| It's compact | 2.6% | 15 | 3.3% | 8 | 2.1% | 7 | 1.6% | 4 | 4.1% | 6 | 2.9% | 5 | 2.4% | 10 | 3.1% | 5 |
| Music shop | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Oxford City Centre - Oxford | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| Theatre | | | | | | | | | | | | | | | | |
| Tesco | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |
| The Farmers Market | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| (No opinion) | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 0.4% | 1 | 0.7% | 1 | 1.1% | 2 | 0.7% | 3 | 0.6% | 1 |
| (Nothing in particular) | 6.5% | 37 | 5.0% | 12 | 7.5% | 25 | 4.4% | 11 | 4.8% | 7 | 10.9% | 19 | 3.4% | 14 | 14.2% | 23 |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 |

| | | | | | - | <u> </u> | - ui vu | | | | | | | | | i coi uu |
|---|--------------|--------|------------------|--------|--------------|----------|------------------|--------|--------------|---------------------------------------|--------------|--------|--------------|--------|--------------|----------|
| | Tota | 1 | Male | e | Fema | le | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC | 1 | C2DE | E |
| Q12 What do you dislike | most at | oout (| STUDY | CENT | RE)? [N | IR] | | | | | | | | | | |
| Unsafe for pedestrians / traffic conflict | 4.9% | 28 | 3.3% | 8 | 6.0% | 20 | 7.2% | 18 | 2.1% | 3 | 4.0% | 7 | 5.6% | 23 | 3.1% | 5 |
| Not enough pedestrianisation | 2.6% | 15 | 1.7% | 4 | 3.3% | 11 | 3.6% | 9 | 2.1% | 3 | 1.7% | 3 | 3.7% | 15 | 0.0% | 0 |
| Difficulties in parking | 3.5% | 20 | 5.9% | 14 | 1.8% | 6 | 1.2% | 3 | 6.8% | 10 | 4.0% | 7 | 2.9% | 12 | 4.9% | 8 |
| Location of parking | 1.2% | 7 | 1.3% | 3 | 1.2% | 4 | 0.0% | 0 | 1.4% | 2 | 2.9% | 5 | 1.5% | 6 | 0.6% | 1 |
| Parking is expensive | 9.9% | 57 | 13.4% | 32 | 7.5% | 25 | 8.0% | 20 | 13.0% | 19 | 10.3% | 18 | 10.0% | 41 | 9.9% | 16 |
| Poor public transport links | 1.0% | 6 | 1.7% | 4 | 0.6% | 2 | 1.2% | 3 | 1.4% | 2 | 0.6% | 1 | 1.0% | 4 | 1.2% | 2 |
| Road congestion | 13.8% | 79 | 15.5% | 37 | 12.6% | 42 | 16.7% | 42 | 13.0% | 19 | 10.3% | 18 | 16.5% | 68 | 6.8% | 11 |
| Poor directional signs to Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor signage / routeways within centre / lack of maps of centre | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.7% | 3 | 0.7% | 3 | 0.0% | 0 |
| Inconvenient location of bus stops / bus station | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| Difficulties with pushchairs, wheelchairs, etc | 0.9% | 5 | 0.0% | 0 | 1.5% | 5 | 1.2% | 3 | 0.7% | 1 | 0.6% | 1 | 0.5% | 2 | 1.9% | 3 |
| Dirty shopping streets | 12.9% | 74 | 15.1% | 36 | 11.4% | 38 | 10.4% | 26 | 10.3% | 15 | 18.3% | 32 | 13.4% | 55 | 11.7% | 19 |
| Feels unsafe / presence of threatening individuals / groups | 4.4% | 25 | 4.2% | 10 | 4.5% | 15 | 5.6% | 14 | 2.7% | 4 | 4.0% | 7 | 3.4% | 14 | 6.8% | 11 |
| Lack of police presence / other security measures | 0.9% | 5 | 1.3% | 3 | 0.6% | 2 | 1.2% | 3 | 0.7% | 1 | 0.6% | 1 | 1.2% | 5 | 0.0% | 0 |
| Lack of street furniture / floral displays | 1.7% | 10 | 1.7% | 4 | 1.8% | 6 | 2.0% | 5 | 0.7% | 1 | 2.3% | 4 | 2.2% | 9 | 0.6% | 1 |
| Not busy enough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 10.5% | 60 | 10.0% | 24 | 10.8% | 36 | 11.2% | 28 | 8.2% | 12 | 11.4% | 20 | 11.7% | 48 | 7.4% | 12 |
| General lack of choice of | 4.2% | 24 | 2.5% | 6 | 5.4% | 18 | 2.0% | 5 | 5.5% | 8 | 6.3% | 11 | 4.1% | 17 | 4.3% | 7 |
| multiple shops General lack of independent / | 5.9% | 34 | 5.9% | 14 | 6.0% | 20 | 3.2% | 8 | 8.9% | 13 | 7.4% | 13 | 5.8% | 24 | 6.2% | 10 |
| specialist shops | 0.0% | 0 | 0.00/ | 0 | 0.0% | 0 | 0.00/ | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shops too small Inadequate range of places to eat | 0.0% 1.7% | 10 | 0.0% 2.1% | 5 | 0.0% 1.5% | 5 | 0.0% 2.4% | 6 | 0.0% 2.7% | 4 | 0.0% | 0 | 1.2% | 5 | 3.1% | 5 |
| Inadequate range of services | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Inadequate range of leisure facilities | 1.2% | 7 | 1.3% | 3 | 1.2% | 4 | 0.8% | 2 | 2.1% | 3 | 1.1% | 2 | 0.7% | 3 | 2.5% | 4 |
| Absence of play areas for children | 0.9% | 5 | 0.0% | 0 | 1.5% | 5 | 1.6% | 4 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 2.5% | 4 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I dislike everything about the Town Centre | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Cyclists are dangerous | 0.9% | 5 | 0.8% | 2 | 0.9% | 3 | 0.0% | 0 | 0.7% | 1 | 2.3% | 4 | 1.2% | 5 | 0.0% | 0 |
| Dangerous for cyclists | 0.9% | 5 | 0.4% | 1 | 1.2% | 4 | 0.8% | 2 | 0.7% | 1 | 1.1% | 2 | 1.2% | 5 | 0.0% | 0 |
| Early closing times | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | Õ |
| Expensive public transport | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Expensive shops | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 1.2% | 3 | 0.7% | 1 | 0.0% | 0 | 1.0% | 4 | 0.0% | 0 |
| Expensive to live here | 0.5% | 3 | 0.8% | 2 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.6% | 1 | 0.7% | 3 | 0.0% | 0 |
| Lack of character | 0.9% | 5 | 0.4% | 1 | 1.2% | 4 | 0.8% | 2 | 1.4% | 2 | 0.6% | 1 | 1.0% | 4 | 0.6% | 1 |
| Lack of cycle lanes | 1.2% | 7 | 0.8% | 2 | 1.5% | 5 | 1.2% | 3 | 2.7% | 4 | 0.0% | 0 | 1.7% | 7 | 0.0% | 0 |
| Lack of cycle parking | 1.2% | 7 | 1.3% | 3 | 1.2% | 4 | 0.0% | 0 | 2.1% | 3 | 2.3% | 4 | 1.7% | 7 | 0.0% | 0 |
| Lack of green space | 0.5% | 3 | 0.8% | 2 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 1.1% | 2 | 0.7% | 3 | 0.0% | 0 |
| Lack of public toilets | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| More pedestrian crossings | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.4% | 2 | 0.0% | 0 | 0.5% | 2 | 0.0% | 0 |
| Noisy | 0.3% | 2 | 0.0% | 0 | 0.6% | 2 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 0.0% | 0 |
| Pollution | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.8% | 2 | 0.7% | 1 | 0.0% | 0 | 0.5% | 2 | 0.6% | 1 |
| Poor layout | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Poor road surfaces / pavements | 1.7% | 10 | 2.1% | 5 | 1.5% | 5 | 1.6% | 4 | 1.4% | 2 | 2.3% | 4 | 1.9% | 8 | 1.2% | 2 |
| Poor WIFI Pundown | 0.3% 0.9% | 2 5 | 0.8% | 2 2 | 0.0% 0.9% | 0 3 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% 0.7% | 2 | 0.0% 1.2% | $0 \\ 2$ |
| Rundown Streets are dark | 0.9% 0.2% | 5 1 | $0.8\% \\ 0.4\%$ | 2 | 0.9% | 3 0 | $0.8\% \\ 0.4\%$ | 2 1 | 0.0% 0.0% | 0 | 1.1% 0.0% | 2 0 | 0.7% | 3 1 | 1.2% 0.0% | 2 0 |
| Streets are dark Streets are narrow | 0.2% | 1 | 0.4% | 1 0 | | 0 | 0.4% 0.0% | 1 | 0.0% 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% 0.6% | 0 |
| The building works | 0.2% 0.9% | 1 5 | 0.0% | 2 | 0.3% 0.9% | 1 3 | 0.0% | 0 | 0.7% 1.4% | 2 | 0.0% 1.7% | 3 | 0.0% | 4 | 0.6% 0.6% | 1 |
| Too many cyclists | 0.9% | 2 | 0.8% | 2 0 | 0.9% | 3 2 | 0.0% | 1 | 1.4% 0.0% | 0 | 1.7% 0.6% | 5 1 | 0.5% | 4 | 0.6% | 0 |
| Too many empty shops | 0.3% | 1 | 0.0% | 1 | 0.0% | 0 | 0.4% | 0 | 0.0% | 0 | 0.6% | 1 | 0.3% | 1 | 0.0% | 0 |
| Too many homeless people | 6.5% | 37 | 5.4% | 13 | 7.2% | 24 | 5.2% | 13 | 6.2% | 9 | 8.6% | 15 | 6.8% | 28 | 5.6% | 9 |
| Too many of one type of shop | 2.6% | 15 | 2.5% | 6 | 2.7% | 9 | 0.4% | 13 | 4.8% | 7 | 4.0% | 7 | 2.7% | 11 | 2.5% | 4 |
| Too many pubs / bars | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |
| Too many students Too many tourists | 0.5% 0.3% | 3 2 | 0.0% 0.8% | 0 2 | 0.9% 0.0% | 3 0 | 0.4% 0.8% | 1 2 | 0.7% 0.0% | $\begin{array}{c} 1 \\ 0 \end{array}$ | 0.6% 0.0% | 1 0 | 0.5% 0.5% | 2 2 | 0.6% 0.0% | 1 0 |
| | | | | | | | | | | | | | | | | |

| | Tota | 1 | Male | e | Fema | le | 16 - 3 | 4 | 35 - 5 | 54 | 55 + | | ABC | 1 | C2D | E | _ |
|---|--------------|------------|------------------|-----------|---------------|------------|------------------|----------|------------------|-----------|---------------|-----------|---------------|------------|---------------|-----------|---|
| (No opinion) | 3.1% | 18 | 2.9% | 7 | 3.3% | 11 | 3.2% | 8 97 | 1.4% | 2 | 4.6% | 8 | 2.2% | 9 | 5.6% | 9 | |
| (Nothing in particular) Base: | 36.3% | 208 573 | 34.7% | 83 239 | 37.4% | 125 334 | 38.6% | 251 | 36.3% | 53 146 | 33.1% | 58 175 | 33.6% | 138 411 | 43.2% | 70 162 | |
| | | | | | | | | | | | | | | 411 | | 102 | |
| Q13 Is there a specific | c shop / typ | be of s | shop tha | at wou | uld enco | ourage | e you to | visit | (STUDY | CEN | TRE) mo | ore of | ten? | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| No Asda | 50.3% | 288 | 54.8% 0.0% | 131 0 | 47.0% 0.3% | 157 | 55.0% 0.0% | 138 0 | 50.0% 0.7% | 73 | 43.4% 0.0% | 76 0 | 48.7% 0.2% | 200 | 54.3% 0.0% | 88 | |
| Asua B&Q | 0.2% 0.3% | 1 2 | 0.0% | 1 | 0.3% | 1 1 | 0.0% | 0 | 0.7% | 1 1 | 0.6% | 1 | 0.2% | 1 1 | 0.6% | 0 1 | |
| Baby / childrens shop | 0.7% | 4 | 0.0% | 0 | 1.2% | 4 | 0.0% | 0 | 2.1% | 3 | 0.6% | 1 | 0.2% | 2 | 1.2% | 2 | |
| Bakery | 0.9% | 5 | 0.0% | 0 | 1.5% | 5 | 0.8% | 2 | 0.0% | 0 | 1.7% | 3 | 1.0% | 4 | 0.6% | 1 | |
| Book shop | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 0.4% | 1 | 1.4% | 2 | 0.6% | 1 | 0.7% | 3 | 0.6% | 1 | |
| Bosworths | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 | |
| Charity shop | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 | |
| Cheaper shops | 0.5% | 3 | 0.0% | 0 | 0.9% | 3 | 0.8% | 2 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 0.6% | 1 | |
| Clarks | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 9 | 0.0% | 0 | |
| Clothes shops Cobbler | 1.9% 0.2% | 11 1 | 2.5% 0.4% | 6 1 | 1.5% 0.0% | 5 0 | 2.8% 0.0% | 7 0 | $0.7\% \\ 0.0\%$ | 1 0 | 1.7% 0.6% | 3 1 | 2.2% 0.0% | 9 | 1.2% 0.6% | 2 1 | |
| Coffee shop | 0.2% | 4 | 0.4% | 0 | 1.2% | 4 | 1.2% | 3 | 0.0% | 1 | 0.0% | 0 | 0.0% | 3 | 0.6% | 1 | |
| Computer shop | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 2 | 0.0% | 0 | |
| Costco | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | Õ | 0.2% | 1 | 0.0% | 0 | |
| Department store | 0.7% | 4 | 0.0% | 0 | 1.2% | 4 | 0.4% | 1 | 0.7% | 1 | 1.1% | 2 | 1.0% | 4 | 0.0% | 0 | |
| Edinburgh Wool | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 | |
| Fat Face | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | |
| Fortnum & Mason | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 | |
| GAME | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | |
| Garden Centre | 0.3% | 2 | $0.4\% \\ 0.0\%$ | 1 0 | 0.3% 0.3% | 1 | $0.0\% \\ 0.4\%$ | 0 1 | 0.7% | 1 0 | 0.6% | 1 0 | 0.2% | 1 1 | 0.6% | 1 0 | |
| Gucci Haberdashery store | 0.2% 0.7% | 1 4 | 0.0% | 1 | 0.5% | 1 3 | 0.4% | 1 | 0.0% 0.7% | 1 | 0.0% 1.1% | 2 | 0.2% 0.7% | 3 | 0.0% 0.6% | 1 | |
| Hardware store | 1.4% | 8 | 1.3% | 3 | 1.5% | 5 | 0.8% | 2 | 0.0% | 0 | 3.4% | 6 | 1.5% | 6 | 1.2% | 2 | |
| Health shop | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | Ő | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 | |
| Hippy shop | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 | |
| HMV | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.0% | 0 | 0.7% | 1 | 1.1% | 2 | 0.0% | 0 | 1.9% | 3 | |
| House of Fraser | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.6% | 1 | 0.2% | 1 | 0.6% | 1 | |
| Ikea | 0.3% | 2 | 0.0% | 0 | 0.6% | 2 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 | 0.5% | 2 | 0.0% | 0 | |
| Independent shops Indoor market | 8.7% | 50 | 9.2% | 22 | 8.4% | 28 | 8.8% | 22 | 11.0% | 16 0 | 6.9% | 12 | 10.5% | 43 | 4.3% | 7 | |
| John Lewis | 0.2% 7.0% | 1 40 | 0.0% 4.6% | 0 11 | 0.3% 8.7% | 1 29 | 0.0% 2.4% | 0 6 | 0.0% 5.5% | 8 | 0.6% 14.9% | 1 26 | 0.0% 8.3% | 0 34 | 0.6% 3.7% | 1 6 | |
| Lakeland | 0.2% | 40 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 20 | 0.2% | 1 | 0.0% | 0 | |
| Lidl | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 | |
| Marks & Spencer | 0.3% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 | 0.0% | Õ | 0.5% | 2 | 0.0% | 0 | |
| Mens clothing store | 0.7% | 4 | 1.7% | 4 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 1.7% | 3 | 0.5% | 2 | 1.2% | 2 | |
| Motorcross shop | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 | |
| Music shop | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 0.0% | 0 | |
| New Look | 0.9% | 5 | 0.0% | 0 | 1.5% | 5 | 1.2% | 3 | 1.4% | 2 | 0.0% | 0 | 1.0% | 4 | 0.6% | 1 | |
| Oasis | 0.2% 0.3% | 1 2 | $0.4\% \\ 0.4\%$ | 1 1 | 0.0% 0.3% | 0 1 | $0.4\% \\ 0.4\%$ | 1 1 | 0.0% 0.7% | 0 1 | 0.0% 0.0% | 0 0 | 0.2% 0.2% | 1 1 | 0.0% 0.6% | 0 1 | |
| Organic shops Outdoor clothing store | 0.5% | 23 | 0.4% | 2 | 0.3% | 1 | 0.4% | 1 | 0.7% | 1 | 0.6% | 1 | 0.2% | 3 | 0.0% | 0 | |
| Peacocks | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 | |
| Post Office | 0.9% | 5 | 0.8% | 2 | 0.9% | 3 | 0.4% | 1 | 0.7% | 1 | 1.7% | 3 | 1.0% | 4 | 0.6% | 1 | |
| Poundland | 1.9% | 11 | 0.8% | 2 | 2.7% | 9 | 0.8% | 2 | 2.1% | 3 | 3.4% | 6 | 1.2% | 5 | 3.7% | 6 | |
| Primark | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.8% | 2 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 0.6% | 1 | |
| Record shop | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.6% | 1 | 0.5% | 2 | 0.0% | 0 | |
| Selfridges | 0.3% | 2 | 0.0% | 0 | 0.6% | 2 | 0.4% | 1 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 | |
| Shoe shop | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 0.4% | 1 | 0.0% | 0 | 1.7% | 3 | 0.5% | 2 | 1.2% | 2 | |
| Sports shop | 1.0% | 6 | 1.3% | 3 2 | 0.9% | 3 | 1.6% | 4 | 1.4% | 2 | 0.0% | 0 | 1.0% | 4 | 1.2% | 2 2 | |
| Supermarket The Range | 0.5% 0.2% | 3 1 | $0.8\% \\ 0.0\%$ | 0 | 0.3% 0.3% | 1 1 | $0.4\% \\ 0.0\%$ | 1 0 | 0.7% 0.7% | 1 1 | 0.6% 0.0% | 1 0 | 0.2% 0.2% | 1 1 | 1.2% 0.0% | 0 | |
| TK Maxx | 0.2% | 2 | 0.0% | 1 | 0.3% | 1 | 0.0% | 1 | 0.7% | 1 | 0.0% | 0 | 0.2% | 2 | 0.0% | 0 | |
| Tobacco shop | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 | |
| Urban Outfitters | 0.5% | 3 | 0.0% | 0 | 0.9% | 3 | 1.2% | 3 | 0.0% | 0 | 0.0% | 0 | 0.7% | 3 | 0.0% | 0 | |
| Whole Foods | 0.2% | 1 | 0.0% | Ő | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 | |
| Wilkinsons | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 | |
| Zara | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 0.0% | 0 | |
| (Don't know) | 8.6% | 49 | 9.2% | 22 | 8.1% | 27 | 12.0% | 30 | 6.8% | 10 | 5.1% | 9 | 8.0% | 33 | 9.9% | 16 | |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 | |
| | | | | | | | | | | | | | | | | | |

16 - 34

35 - 54

55 +

Page 17

ABC1

C2DE

| Q14 What improvements, if any, would encourage you to visit the (STUDY CENTRE) r | more often? [MR] |
|--|------------------|
|--|------------------|

Female

Male

Total

| Q14 What improvements | s, if any, | would | | rage | you to v | isit th | e (STUL | DY CE | NTRE) | more | often? | [MR] | | | | |
|---|---------------|----------|---------------|---------|---------------|---------|---------------|---------|---------------|--------------------------------------|---------------|---------|---------------|----------|---------------|---------|
| No improvements needed Specified new shop | 18.2% 0.0% | 104 0 | 15.5% 0.0% | 37 0 | 20.1% 0.0% | 67 0 | 23.1% 0.0% | 58 0 | 15.8% 0.0% | 23 0 | 13.1% 0.0% | 23 0 | 19.2% 0.0% | 79 0 | 15.4% 0.0% | 25 0 |
| More choice in women's | 1.7% | 10 | 0.4% | 1 | 2.7% | 9 | 2.0% | 5 | 1.4% | 2 | 1.7% | 3 | 2.4% | 10 | 0.0% | 0 |
| wear shops Better quality women's wear shops | 3.1% | 18 | 0.4% | 1 | 5.1% | 17 | 3.2% | 8 | 3.4% | 5 | 2.9% | 5 | 3.2% | 13 | 3.1% | 5 |
| More choice in men's wear shops | 2.1% | 12 | 3.8% | 9 | 0.9% | 3 | 3.2% | 8 | 2.1% | 3 | 0.6% | 1 | 1.9% | 8 | 2.5% | 4 |
| Better quality men's wear | 0.7% | 4 | 1.3% | 3 | 0.3% | 1 | 0.4% | 1 | 1.4% | 2 | 0.6% | 1 | 0.5% | 2 | 1.2% | 2 |
| shops More choice in children's wear shops | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 0.4% | 1 | 2.1% | 3 | 0.0% | 0 | 1.0% | 4 | 0.0% | 0 |
| Better quality children's wear shops | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |
| More choice of shops in general | 3.5% | 20 | 1.7% | 4 | 4.8% | 16 | 2.8% | 7 | 3.4% | 5 | 4.6% | 8 | 3.7% | 15 | 3.1% | 5 |
| Better quality shops in general | 2.4% | 14 | 1.7% | 4 | 3.0% | 10 | 1.6% | 4 | 4.1% | 6 | 2.3% | 4 | 2.4% | 10 | 2.5% | 4 |
| More fashion/clothing 'high street' brands | 2.3% | 13 | 1.7% | 4 | 2.7% | 9 | 3.2% | 8 | 1.4% | 2 | 1.7% | 3 | 2.2% | 9 | 2.5% | 4 |
| More non-fashion/clothing retailers | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 0.4% | 1 | 0.7% | 1 | 1.1% | 2 | 0.7% | 3 | 0.6% | 1 |
| More independent clothing shops | 3.0% | 17 | 2.1% | 5 | 3.6% | 12 | 2.0% | 5 | 2.1% | 3 | 5.1% | 9 | 3.7% | 15 | 1.2% | 2 |
| More independent shops in general | 11.2% | 64 | 11.7% | 28 | 10.8% | 36 | 5.6% | 14 | 15.8% | 23 | 15.4% | 27 | 12.2% | 50 | 8.6% | 14 |
| More niche retailers (e.g. music, books, art and hobbies, etc.) | 3.8% | 22 | 5.0% | 12 | 3.0% | 10 | 2.4% | 6 | 7.5% | 11 | 2.9% | 5 | 4.4% | 18 | 2.5% | 4 |
| More/ better food shopping offer | 2.4% | 14 | 0.8% | 2 | 3.6% | 12 | 3.6% | 9 | 2.1% | 3 | 1.1% | 2 | 2.4% | 10 | 2.5% | 4 |
| More/better branded cafes/ coffee shops | 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/ better independent cafes/ coffee shops | 1.9% | 11 | 1.7% | 4 | 2.1% | 7 | 1.6% | 4 | 1.4% | 2 | 2.9% | 5 | 2.2% | 9 | 1.2% | 2 |
| More cafés/ coffee shops in general | 1.2% | 7 | 1.3% | 3 | 1.2% | 4 | 1.6% | 4 | 1.4% | 2 | 0.6% | 1 | 1.5% | 6 | 0.6% | 1 |
| More/better branded restaurants | 0.7% | 4 | 1.3% | 3 | 0.3% | 1 | 0.8% | 2 | 1.4% | 2 | 0.0% | 0 | 0.5% | 2 | 1.2% | 2 |
| More/better independent restaurants | 1.0% | 6 | 1.3% | 3 | 0.9% | 3 | 1.6% | 4 | 0.7% | 1 | 0.6% | 1 | 1.0% | 4 | 1.2% | 2 |
| More/better restaurants in general | 1.2% | 7 | 1.3% | 3 | 1.2% | 4 | 2.0% | 5 | 0.7% | 1 | 0.6% | 1 | 1.5% | 6 | 0.6% | 1 |
| Cheaper shops More personal service uses | 6.5% 0.3% | 37 2 | 9.2% 0.0% | 22 0 | 4.5% 0.6% | 15 2 | 6.0% 0.0% | 15 0 | 6.2% 0.7% | 9 1 | 6.9% 0.6% | 12 1 | 5.6% 0.5% | 23 2 | 8.6% 0.0% | 14 0 |
| (e.g. beauty related) | | | | | | | | | | | | | | | | |
| More banks More customer facilities (e.g customer toilets, ATM, etc) | 0.2% 2.4% | 1 14 | 0.4% 3.3% | 1 8 | 0.0% 1.8% | 0 6 | 0.4% 2.0% | 1 5 | 0.0% 3.4% | 0 5 | 0.0% 2.3% | 0 4 | 0.2% 2.2% | 1 9 | 0.0% 3.1% | 0 5 |
| A cinema | 1.2% | 7 | 1.3% | 3 | 1.2% | 4 | 2.0% | 5 | 1.4% | 2 | 0.0% | 0 | 1.0% | 4 | 1.9% | 3 |
| A theatre | 0.9% | 5 | 1.3% | 3 | 0.6% | 2 | 0.8% | 2 | 2.1% | 3 | 0.0% | 0 | 1.0% | 4 | 0.6% | 1 |
| More seating areas More events (e.g. food market, craft market, | 4.5% 2.6% | 26 15 | 7.1% 2.5% | 17 6 | 2.7% 2.7% | 9 9 | 3.2% 3.2% | 8 8 | 3.4% 3.4% | 5 5 | 7.4% 1.1% | 13 2 | 5.1% 2.9% | 21 12 | 3.1% 1.9% | 5 3 |
| music performances, etc.) Improvements to the street | 0.9% | 5 | 0.0% | 0 | 1.5% | 5 | 0.4% | 1 | 0.7% | 1 | 1.1% | 2 | 0.7% | 3 | 1.2% | 2 |
| markets Discount or loyalty schemes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free wifi access | 1.0% | 6 | 0.8% | 2 | 1.2% | 4 | 2.0% | 5 | 0.7% | 1 | 0.0% | 0 | 1.2% | 5 | 0.6% | 1 |
| More/ better parking | 2.6% | 15 | 3.3% | 8 | 2.1% | 7 | 2.0% | 5 | 3.4% | 5 | 2.9% | 5 | 3.2% | 13 | 1.2% | 2 |
| Reduced parking fees | 6.6% | 38 | 9.6% | 23 | 4.5% | 15 | 4.8% | 12 | 11.0% | 16 | 5.7% | 10 | 6.3% | 26 | 7.4% | 12 |
| Free parking Better signage to the | 3.1% 0.2% | 18 1 | 4.6% 0.4% | 11 1 | 2.1% 0.0% | 7 0 | 2.4% 0.0% | 6 0 | 6.8% 0.0% | $\begin{array}{c} 10\\ 0\end{array}$ | 1.1% 0.6% | 2 1 | 2.2% 0.2% | 9 1 | 5.6% 0.0% | 9 0 |
| shopping centre Better pedestrian links within | 1.0% | 6 | 1.3% | 3 | 0.9% | 3 | 0.8% | 2 | 2.1% | 3 | 0.6% | 1 | 0.7% | 3 | 1.9% | 3 |
| the shopping centre Better public transport connections | 1.7% | 10 | 1.7% | 4 | 1.8% | 6 | 0.8% | 2 | 1.4% | 2 | 3.4% | 6 | 1.0% | 4 | 3.7% | 6 |
| Improvements to the physical environment | 5.9% | 34 | 8.0% | 19 | 4.5% | 15 | 6.0% | 15 | 4.8% | 7 | 6.3% | 11 | 6.1% | 25 | 5.6% | 9 |
| Safer environment | 1.9% | 11 | 1.3% | 3 | 2.4% | 8 | 2.0% | 5 | 1.4% | 2 | 2.3% | 4 | 2.2% | 9 | 1.2% | 2 |

| | | | | | I | or | arte | er Jo | onas | | | | | | | Februar |
|---|----------------|-----------|------------------|-----------|------------------|-------------------------------------|------------------|-----------|------------------|-----------|----------------|-----------|----------------|-----------|------------------|-----------|
| | Tota | ıl | Mal | e | Fema | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | - | ABC | 1 | C2D | E |
| Later opening shops | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A Hardware store | 1.0% | 6 | 1.3% | 3 | 0.9% | 3 | 0.4% | 1 | 0.7% | 1 | 2.3% | 4 | 1.0% | 4 | 1.2% | 2 |
| Address the homeless problem | 2.8% | 16 | 2.5% | 6 | 3.0% | 10 | 2.4% | 6 | 2.7% | 4 | 3.4% | 6 | 3.4% | 14 | 1.2% | 2 |
| Art Gallery | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Asda | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Bakery | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 0.0% | 0 |
| Better cycle lanes | 1.2% | 7 | 1.7% | 4 | 0.9% | 3 | 0.4% | 1 | 2.7% | 4 0 | 1.1% | 2 | 1.5% | 6 | 0.6% | 1 |
| Better lighting Cheaper public transport | 0.3% 0.3% | 2 2 | $0.8\% \\ 0.0\%$ | 2 0 | 0.0% 0.6% | $\begin{array}{c} 0\\ 2\end{array}$ | 0.8% 0.0% | 2 0 | 0.0% 0.0% | 0 | 0.0% 1.1% | 0 2 | 0.5% 0.5% | 2 2 | 0.0% 0.0% | 0 0 |
| Cleaner streets | 2.1% | 12 | 1.3% | 3 | 2.7% | 9 | 1.2% | 3 | 1.4% | 2 | 4.0% | 7 | 1.7% | 7 | 3.1% | 5 |
| Clothing shops | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 2 | 0.0% | 0 |
| Department store | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.7% | 3 | 0.2% | 1 | 1.2% | 2 |
| Finish the improvements | 0.9% | 5 | 0.4% | 1 | 1.2% | 4 | 1.2% | 3 | 0.0% | 0 | 1.1% | 2 | 0.5% | 2 | 1.9% | 3 |
| Improved access for cars | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.6% | 1 |
| Improved internet connection | | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Improved layout | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| Improved road surfaces Improved traffic congestion | 0.3% 1.0% | 2 6 | 0.0% 1.3% | 0 3 | $0.6\% \\ 0.9\%$ | 2 3 | $0.4\% \\ 0.8\%$ | 1 2 | $0.7\% \\ 0.7\%$ | 1 1 | 0.0% 1.7% | 0 3 | 0.5% 1.0% | 2 4 | 0.0% 1.2% | $0 \\ 2$ |
| Increased frequency of | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| market John Lewis | 1.4% | 8 | 1.3% | 3 | 1.5% | 5 | 0.0% | 0 | 1.4% | 2 | 3.4% | 6 | 1.5% | 6 | 1.2% | 2 |
| Less restaurants | 0.3% | 8 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.7% | 2 1 | 5.4% 0.6% | 1 | 0.0% | 0 | 1.2% | 2 |
| Lidl | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| More cycle parking | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| More for children | 0.7% | 4 | 0.0% | 0 | 1.2% | 4 | 0.8% | 2 | 1.4% | 2 | 0.0% | 0 | 0.5% | 2 | 1.2% | 2 |
| More green areas | 0.5% | 3 | 1.3% | 3 | 0.0% | 0 | 0.4% | 1 | 0.7% | 1 | 0.6% | 1 | 0.5% | 2 | 0.6% | 1 |
| More leisure provisions | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| More police presence | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.6% | 1 |
| Organic stores | 0.7% | 4 | 0.8% | 2 | 0.6% | 2 | 0.8% | 2 | 0.7% | 1 1 | 0.6% | 1 0 | 0.7% | 3 | 0.6% | 1 0 |
| Outdoor clothing store Pedestrianisation | 0.5% 0.9% | 3 5 | $0.8\% \\ 0.4\%$ | 2 1 | 0.3% 1.2% | 1 4 | 0.8% 1.2% | 2 3 | $0.7\% \\ 0.0\%$ | 1 | 0.0% 1.1% | 2 | 0.7% 1.2% | 3 5 | $0.0\% \\ 0.0\%$ | 0 |
| Poundshop | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.8% | 2 | 0.7% | 1 | 0.0% | 0 | 0.7% | 3 | 0.0% | 0 |
| Reduce rents | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 | 0.5% | 2 | 0.0% | Ő |
| Repair the road / pavement surfaces | 1.2% | 7 | 1.7% | 4 | 0.9% | 3 | 1.2% | 3 | 0.7% | 1 | 1.7% | 3 | 1.2% | 5 | 1.2% | 2 |
| Sports shops | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Whole Foods | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Wider pavements | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 |
| (Don't know) | 7.3% | 42 | 9.2% | 22 | 6.0% | 20 | 10.0% | 25 | 4.8% | 7 | 5.7% | 10 | 6.3% | 26 | 9.9% | 16 |
| (None mentioned) Base: | 13.3% | 76 573 | 11.3% | 27 239 | 14.7% | 49 334 | 12.7% | 32 251 | 11.0% | 16 146 | 16.0% | 28 175 | 14.6% | 60 411 | 9.9% | 16 162 |
| Q15 Have you ever visit | od Wost | | bonnin | | tro bofc | | wae ehu | | odovola | | +2 | 175 | | | | 102 |
| Those in Oxford City C | | yale c | moppin | y cen | ille beit | | was 5110 | | eueven | pinei | | | | | | |
| Yes | 78.9% | | 79.0% | | 78.9% | 146 | | | | | 86.0% | | 76.8% | | 84.9% | 73 |
| No Base: | 21.1% | 68 323 | 21.0% | 29 138 | 21.1% | 39 185 | 29.2% | 35 120 | 19.1% | 17 89 | 14.0% | 16 114 | 23.2% | 55 237 | 15.1% | 13 86 |
| Mean score [times | ner week | | | 150 | | 105 | | 120 | | 07 | | 114 | | 237 | | 00 |
| Q16 How often did you | | - | ato Sho | nninc | Contro | befo | ro it wa | e ehut | for red | مروام | oment? | | | | | |
| Those who said yes at | | westy | | pping | Gentre | , DEIO | | 5 Shu | lorreu | evelo | Sinent: | | | | | |
| 7 days a week | 2.0% | 5 | 3.7% | 4 | 0.7% | 1 | 2.4% | 2 | 1.4% | 1 | 2.0% | 2 | 1.6% | 3 | 2.7% | 2 |
| 4-6 days a wee | 1.6% | 4 | 1.8% | 2 | 1.4% | 2 | 2.4% | 2 | 0.0% | 0 | 2.0% | 2 | 0.5% | 1 | 4.1% | 3 |
| 2-3 days a week Once a week | 9.8% 25.5% | 25 65 | | 13 23 | 8.2% 28.8% | 12 42 | 9.4% 25.9% | 8 22 | 5.6% 22.2% | 4 16 | 13.3% 27.6% | 13 27 | 6.6% 23.6% | 12 43 | 17.8% 30.1% | 13 22 |
| Once every 2 weeks | 23.3% 14.1% | | 10.1% | 25 11 | | 42 25 | 23.9% 8.2% | 7 | 16.7% | 10 | 27.0% 17.3% | 17 | 25.0% 15.9% | 45 29 | 9.6% | 7 |
| Once every month | 22.0% | | 22.9% | | 21.2% | 31 | | 24 | 26.4% | | 13.3% | | 23.1% | | 19.2% | 14 |
| Once every 3 months | 11.4% | 29 | 11.0% | | 11.6% | 17 | 12.9% | 11 | 12.5% | 9 | 9.2% | 9 | 15.4% | 28 | 1.4% | 1 |
| Less often than once every 3 months | 13.7% | 35 | 17.4% | 19 | 11.0% | 16 | 10.6% | 9 | 15.3% | 11 | 15.3% | 15 | 13.2% | 24 | 15.1% | 11 |
| Mean: | | 0.88 | | 1.01 | | 0.78 | | 0.93 | | 0.65 | | 1.00 | | 0.72 | | 1.27 |
| Base: | | 255 | | 109 | | 146 | | 85 | | 72 | | 98 | | 182 | | 73 |

| by demographics | | | Ox | ford | l Cit | v Co | ounci | il In | cent | tre S | Surve | ev | | | | | Page 19 |
|--|------------------|----------|----------------|----------|----------------|----------|----------------|----------|----------------|----------|----------------|----------|------------------|----------|----------------|----------|--------------|
| | | | | | • | , | Carte | | | | | · | | | | Fe | ebruary 2017 |
| | Tota | ıl | Mal | e | Fema | ile | 16 - 3 | 34 | 35 - 5 | 54 | 55 - | + | ABC | 1 | C2D | | |
| Mean score [times p | oer week | <] | | | | | | | | | | | | | | | |
| Q17 Once the Westgate Those in Oxford City C | | ng Cei | ntre ope | ens af | ter its | redev | elopme | nt, ho | w often | you a | are likel | y to sl | nop the | re? | | | |
| 7 days a week | 1.9% | 6 | 2.9% | 4 | 1.1% | 2 | 1.7% | 2 | 1.1% | 1 | 2.6% | 3 | 1.3% | 3 | 3.5% | 3 | |
| 4-6 days a week | 1.9% | 6 | 3.6% | 5 | 0.5% | 1 | 1.7% | 2 | 1.1% | 1 | 2.6% | 3 | 0.8% | 2 | 4.7% | 4 | |
| 2-3 days a week | 8.7% | 28 | 10.9% | 15 | 7.0% | 13 | 10.0% | 12 | 5.6% | 5 | 9.6% | 11 | 7.6% | | 11.6% | 10 | |
| Once a week | 22.0% | 71 | 17.4% | 24 | | 47 | | 22 | 23.6% | 21 | | 28 | 21.5% | 51 | 23.3% | 20 9 | |
| Once every 2 weeks Once every month | 13.3% 16.4% | 43 53 | 9.4% 18.8% | 26 | 16.2% 14.6% | 30 27 | 10.8% 18.3% | 13 22 | 16.9% 16.9% | 15 | 13.2% 14.0% | 15 16 | 14.3% 16.9% | 34 40 | 10.5% 15.1% | 13 | |
| Once every 3 months | 6.8% | 22 | 7.2% | 10 | 6.5% | 12 | 4.2% | 5 | 9.0% | 8 | 7.9% | 9 | 8.9% | 21 | 1.2% | 13 | |
| Less often than once every 3 months | 5.6% | 18 | 6.5% | 9 | 4.9% | 9 | 5.0% | 6 | 3.4% | 3 | 7.9% | 9 | 4.6% | 11 | 8.1% | 7 | |
| Never | 1.9% | 6 | 2.2% | 3 | 1.6% | 3 | 1.7% | 2 | 2.2% | 2 | 1.8% | 2 | 2.5% | 6 | 0.0% | 0 | |
| (Don't know) | 21.7% | 70 | 21.0% | 29 | 22.2% | 41 | 28.3% | 34 | 20.2% | 18 | 15.8% | 18 | 21.5% | 51 | 22.1% | 19 | |
| Mean: | | 0.80 | | 0.97 | | 0.68 | | 0.76 | | 0.67 | | 0.94 | | 0.69 | | 1.11 | |
| Base: | | 323 | | 138 | | 185 | | 120 | | 89 | | 114 | | 237 | | 86 | |
| Q18 Do you ever visit Ox <i>Those in Oxford City C</i> | | verec | l Market | ? | | | | | | | | | | | | | |
| Yes | 75.2% | 243 | 75.4% | 104 | 75.1% | 139 | 65.0% | 78 | 76.4% | 68 | 85.1% | 97 | 76.4% | 181 | 72.1% | 62 | |
| No | 24.8% | 80 | 24.6% | 34 | 24.9% | 46 | 35.0% | 42 | 23.6% | 21 | 14.9% | 17 | 23.6% | | 27.9% | 24 | |
| Base: | | 323 | | 138 | | 185 | | 120 | | 89 | | 114 | | 237 | | 86 | |
| Q19 What do you LIKE M Those who said yes at Q | | out th | ne Oxfoi | rd Cov | vered M | arket | ? [MR] | | | | | | | | | | |
| Nothing | 1.6% | 4 | 1.0% | 1 | 2.2% | 3 | 3.8% | 3 | 0.0% | 0 | 1.0% | 1 | 2.2% | 4 | 0.0% | 0 | |
| Near/convenient | 4.9% | 12 | 6.7% | 7 | 3.6% | 5 | 7.7% | 6 | 4.4% | 3 | 3.1% | 3 | 5.5% | 10 | 3.2% | 2 | |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Pedestrianised streets | 1.6% | 4 | 1.9% | 2 | 1.4% | 2 | 3.8% | 3 | 0.0% | 0 | 1.0% | 1 | 1.1% | 2 | 3.2% | 2 | |
| Nice busy feel | 4.5% | 11 | 3.8% | 4 | 5.0% | 7 | 5.1% | 4 | 7.4% | 5 | 2.1% | 2 | 5.5% | 10 | 1.6% | 1 | |
| Nice street furniture/floral | 0.8% | 2 | 0.0% | 0 | 1.4% | 2 | 1.3% | 1 | 0.0% | 0 | 1.0% | 1 | 0.6% | 1 | 1.6% | 1 | |
| displays Seating around the market | 0.4% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 1.5% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | |
| The frequency of the markets | 4.9% | 12 | 4.8% | 5 | 5.0% | 7 | 9.0% | 7 | 0.0% | 0 | 5.2% | 5 | 4.4% | 8 | 6.5% | 4 | |
| The days the markets are on | 1.6% | 4 | 1.9% | 2 | 1.4% | 2 | 1.3% | 1 | 4.4% | 3 | 0.0% | 0 | 2.2% | 4 | 0.0% | 0 | |
| The non-food stalls | 7.8% | 19 | 8.7% | 9 | 7.2% | 10 | 7.7% | 6 | 8.8% | 6 | 7.2% | 7 | 8.8% | 16 | 4.8% | 3 | |
| The food stalls | 26.3% | 64 | 27.9% | 29 | 25.2% | 35 | 21.8% | 17 | 27.9% | 19 | 28.9% | 28 | 27.1% | 49 | 24.2% | 15 | |
| The variety of stalls The character of the market | 35.8% 39.9% | 87 97 | 39.4% 39.4% | 41 41 | 33.1% 40.3% | 46 56 | 44.9% 34.6% | 35 27 | 32.4% 39.7% | 22 27 | 30.9% 44.3% | 30 43 | 35.9% 42.5% | 65 77 | 35.5% 32.3% | 22 20 | |
| The places to eat | 39.9% 7.4% | 18 | 39.4% 8.7% | 41 9 | 40.3% 6.5% | 9 | 9.0% | 27 | 8.8% | 6 | 44.3% 5.2% | 43 | 42.3% | 13 | 32.3% 8.1% | 20 5 | |
| Quality of the food products | 25.5% | 62 | 34.6% | | 18.7% | 26 | 17.9% | 14 | | 22 | | 26 | 24.3% | 44 | 29.0% | 18 | |
| Quality of the non-food | 8.6% | 21 | 1.9% | 2 | 13.7% | 19 | 9.0% | 7 | 7.4% | 5 | 9.3% | 9 | 8.8% | 16 | 8.1% | 5 | |
| products The different types of | 23.5% | 57 | 14.4% | 15 | 30.2% | 42 | 17.9% | 14 | 23.5% | 16 | 27.8% | 27 | 23.2% | 42 | 24.2% | 15 | |
| markets (i.e. antiques, farmers market) | | | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Everything Eriondly stallholders | $0.8\% \\ 0.8\%$ | 2 | 1.0% | 1 0 | 0.7% | 1 | 1.3% | 1 | 0.0% | $0 \\ 2$ | 1.0% 0.0% | 1 0 | 0.6% | 1 | 1.6% | 1 | |
| Friendly stallholders Good cafes | 0.8% 4.1% | 2 10 | 0.0% 2.9% | 3 | 1.4% 5.0% | 2 7 | 0.0% 3.8% | 0 3 | 2.9% 5.9% | 2 4 | 0.0% | 3 | $0.6\% \\ 4.4\%$ | 1 8 | 1.6% 3.2% | 1 2 | |
| Independent shops and stalls | 13.6% | 33 | 2.9% 14.4% | 15 | 13.0% | 18 | 5.8% 14.1% | 11 | 14.7% | 10 | 12.4% | 12 | 4.4% | 30 | 3.2% 4.8% | 3 | |
| Nice atmosphere | 2.5% | 6 | 3.8% | 4 | 1.4% | 2 | 1.3% | 1 | 1.5% | 10 | 4.1% | 4 | 2.2% | 4 | 3.2% | 2 | |
| Nice smells | 0.4% | 1 | 1.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.0% | 1 | 0.6% | 1 | 0.0% | 0 | |
| Sheltered | 1.6% | 4 | 0.0% | 0 | 2.9% | 4 | 1.3% | 1 | 2.9% | 2 | 1.0% | 1 | 1.1% | 2 | 3.2% | 2 | |
| (Don't know) | 1.2% | 3 | 1.0% | 1 | 1.4% | 2 | 2.6% | 2 | 0.0% | 0 | 1.0% | 1 | 0.0% | 0 | 4.8% | 3 | |
| Base: | | 243 | | 104 | | 139 | | 78 | | 68 | | 97 | | 181 | | 62 | |

| by demographics | | | Ox | forc | • | | ouncil Carter | | | e S | urve | y | | | | Page 2 February 201 |
|--|------------------|-------------------------------------|------------------|---------|------------------|---------|------------------|---------|---------------|---------|---------------|---------|------------------|----------|---------------|------------------------|
| | Tota | 1 | Male | 9 | Femal | e | 16 - 34 | | 35 - 54 | | 55 + | | ABC | 1 | C2DE | · |
| Q20 If you are using the <i>Those who said yes at</i> | | Covei | red Mark | ket, w | hat type | of m | arket stal | l do | you inter | nd to | visit or | are I | ikely to | visit t | oday? [N | R] |
| Food & Grocery | 17.7% | 43 | 21.2% | 22 | 15.1% | 21 | 12.8% | 10 | 20.6% | 14 | 19.6% | 19 | 15.5% | 28 | 24.2% | 15 |
| Clothing & Footwear | 4.1% | 10 | 4.8% | 5 | 3.6% | 5 | 1.3% | 1 | 4.4% | 3 | 6.2% | 6 | 2.2% | 4 | 9.7% | 6 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.4% | 1 1 | $1.0\% \\ 0.0\%$ | 1 0 | $0.0\% \\ 0.7\%$ | 0 1 | 1.3% 0.0% | 1 0 | 0.0% 0.0% | 0 | 0.0% 1.0% | 0 1 | $0.6\% \\ 0.0\%$ | 1 0 | 0.0% 1.6% | 0 1 |
| Domestic Appliances CDs, DVDs, games, books | $0.4\% \\ 0.4\%$ | 1 | 1.0% | 1 | 0.7% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.6% | 1 |
| etc Gifts and Antiques | 1.2% | 3 | 1.9% | 2 | 0.7% | 1 | 0.0% | 0 | 1.5% | 1 | 2.1% | 2 | 1.7% | 3 | 0.0% | 0 |
| Art and Crafts | 1.2% | 3 | 0.0% | 0 | 2.2% | 3 | 1.3% | 1 | 1.5% | 1 | 1.0% | 1 | 1.7% | 3 | 0.0% | 0 |
| Other Specialist Non-Food | 1.2% | 3 | 1.9% | 2 | 0.7% | 1 | 1.3% | 1 | 2.9% | 2 | 0.0% | 0 | 0.6% | 1 | 3.2% | 2 |
| Items Food Takeaways (street food | 4.9% | 12 | 3.8% | 4 | 5.8% | 8 | 2.6% | 2 | 10.3% | 7 | 3.1% | 3 | 5.0% | 9 | 4.8% | 3 |
| stalls) | 4.00/ | 10 | 1 00/ | F | 5.00/ | 7 | 6 40/ | F | 2.00/ | 2 | 5 20/ | ~ | 5.00/ | 0 | 1 00/ | 2 |
| Not using today (None of the above) | 4.9% 61.7% | 12 150 | 4.8% 58.7% | 5 61 | 5.0% 64.0% | 7 89 | 6.4% 65.4% | 5 51 | 2.9% 55.9% | 2 38 | 5.2% 62.9% | 5 61 | 5.0% 64.1% | 9 116 | 4.8% 54.8% | 3 34 |
| (Don't know) | 6.6% | 16 | 6.7% | 7 | 6.5% | 9 | 10.3% | 8 | 4.4% | 3 | 5.2% | 5 | 7.2% | 13 | 4.8% | 3 |
| Base: | | 243 | | 104 | | 139 | | 78 | | 68 | | 97 | | 181 | | 62 |
| | ITO | | | | | | | | | | | | | | | |
| Q21 What IMPROVEMEN Those in Oxford City C | | a be | made to | the C | Dxford C | overe | ed Market | tha | t would e | ncol | irage yo | uto | visit mo | re ott | en? [IVIR] | |
| Nothing | 49.2% | 159 | 50.7% | 70 | 48.1% | 89 | 43.3% | 52 | 50.6% | 45 | 54.4% | 62 | 51.9% | 123 | 41.9% | 36 |
| Frequency | 0.6% | 2 | 1.4% | 2 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.9% | 1 | 0.8% | 2 | 0.0% | 0 |
| A larger market | 0.6% | 2 | 0.0% | 0 | 1.1% | 2 | 0.8% | 1 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 | 1.2% | 1 |
| More butcher stalls More bakery stalls | 0.3% 0.0% | 1 0 | $0.7\% \\ 0.0\%$ | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.9% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 | 1.2% 0.0% | 1 0 |
| More deli stalls | 0.0% | 1 | 0.0% | 0 | 0.0% | 1 | 0.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 0 |
| More fishmonger stalls | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 | 0.0% | 0 |
| More sweet stalls | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| The food stalls in general More non-food stalls | 1.2% 0.9% | 4 | 2.2% 0.7% | 3 1 | 0.5% 1.1% | 1 2 | 1.7% 1.7% | 2 2 | 1.1% 0.0% | 1 0 | 0.9% 0.9% | 1 1 | 1.3% 0.8% | 3 2 | 1.2% 1.2% | 1 1 |
| More variety of stalls | 1.2% | 4 | 0.7% | 1 | 1.1% | 3 | 0.0% | 0 | 3.4% | 3 | 0.9% | 1 | 1.3% | 3 | 1.2% | 1 |
| Better quality of the stalls | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| More events throughout the | 2.2% | 7 | 0.7% | 1 | 3.2% | 6 | 2.5% | 3 | 2.2% | 2 | 1.8% | 2 | 2.5% | 6 | 1.2% | 1 |
| year | 1.20/ | 4 | 0.70/ | 1 | 1 (0/ | 2 | 2.50/ | 2 | 1 10/ | 1 | 0.00/ | 0 | 1 20/ | 2 | 1.20/ | 1 |
| Festivals Evening market | 1.2% 1.5% | 4 5 | 0.7% 0.7% | 1 | 1.6% 2.2% | 3 4 | 2.5% 2.5% | 3 3 | 1.1% 2.2% | 2 | 0.0% 0.0% | 0 0 | 1.3% 2.1% | 3 5 | 1.2% 0.0% | 1 0 |
| Cleaner streets | 1.5% | 5 | 2.2% | 3 | 1.1% | 2 | 0.8% | 1 | 3.4% | 3 | 0.9% | 1 | 1.7% | 4 | 1.2% | 1 |
| Protection from the weather (i.e. covered market) | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 1.2% | 1 |
| More seats | 0.6% | 2 | 0.7% | 1 | 0.5% | 1 | 0.8% | 1 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 | 1.2% | 1 |
| Better signposting | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 | 0.0% | 0 |
| Over-crowded | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Better pedestrian streets i.e. easier to walk around | 0.9% | 3 | 0.7% | 1 | 1.1% | 2 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 | 1.2% | 1 |
| Other Better lighting | 0.0% 1.2% | $\begin{array}{c} 0\\ 4\end{array}$ | $0.0\% \\ 0.7\%$ | 0 1 | 0.0% 1.6% | 0 3 | 0.0% 0.8% | 0 1 | 0.0% 1.1% | 0 1 | 0.0% 1.8% | 0 2 | 0.0% 0.8% | 0 2 | 0.0% 2.3% | 0 2 |
| Better quality cafes | 0.3% | 4 | 0.7% | 0 | 0.5% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Cheaper prices | 0.6% | 2 | 0.0% | 0 | 1.1% | 2 | 0.8% | 1 | 1.1% | 1 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 |
| Cheaper rents | 6.2% | 20 | 7.2% | 10 | 5.4% | 10 | 2.5% | 3 | 7.9% | 7 | 8.8% | 10 | 6.8% | 16 | 4.7% | 4 |
| Cleaner toilets Have WIFI | 0.9% 0.3% | 3 1 | $0.7\% \\ 0.7\%$ | 1 | $1.1\% \\ 0.0\%$ | 2 0 | 1.7% 0.8% | 2 1 | 0.0% 0.0% | 0 0 | 0.9% 0.0% | 1 0 | 1.3% 0.4% | 3 1 | 0.0% 0.0% | 0 0 |
| Improved safety | 0.3% | 1 | 0.7% | 1 | 0.0% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Less meat stalls | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Longer opening hours | 1.2% | 4 | 2.9% | 4 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.9% | 1 | 1.7% | 4 | 0.0% | 0 |
| Modernised More advertisement | 0.9% | 3 2 | $0.7\% \\ 0.0\%$ | 1 0 | 1.1% 1.1% | 2 2 | 0.8% 0.0% | 1 0 | 2.2% 0.0% | 2 0 | 0.0% 1.8% | 0 2 | $0.4\% \\ 0.8\%$ | 1 2 | 2.3% 0.0% | 2 0 |
| More independent stalls | 0.6% 2.8% | 2 9 | 0.0% | 3 | 1.1% 3.2% | 2 6 | 0.0% 0.8% | 1 | 0.0% 2.2% | 2 | 1.8% 5.3% | 2 6 | 0.8% 2.5% | 2 6 | 0.0% 3.5% | 0 3 |
| More vegetarian cafes | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Stop the meat stalls hanging up dead animals | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| (Don't know) | 26.9% | 87 | 23.9% | 33 | 29.2% | 54 | 35.0% | 42 | 25.8% | 23 | 19.3% | 22 | 23.6% | 56 | 36.0% | 31 |
| Base: | | 323 | | 138 | | 185 | | 120 | | 89 | | 114 | | 237 | | 86 |

| by demographics | | | Ox | forc | • | | ounci Carte | | centr onas | e S | Surve | y | | | | Page 21 February 2017 |
|---|---------------|----------|---------------|---------|---------------|-------------------------------------|----------------|-------------------------------------|---------------|---------|---------------|---------|---------------|----------|---------------|--------------------------|
| | Tota | ıl | Mal | e | Fema | le | 16 - 3 | 4 | 35 - 54 | ļ | 55 + | | ABC | 1 | C2DE | |
| Q22 Do you ever visit Gl Those in Oxford City C | | r Gre | en Mark | tet? | | | | | | | | | | | | |
| Yes | 68.1% | 220 | 79.7% | 110 | 59.5% | 110 | 68.3% | 82 | 68.5% | 61 | 67.5% | 77 | 67.9% | 161 | 68.6% | 59 |
| No | 31.9% | 103 | 20.3% | 28 | 40.5% | 75 | 31.7% | 38 | 31.5% | 28 | 32.5% | 37 | 32.1% | 76 | 31.4% | 27 |
| Base: | | 323 | | 138 | | 185 | | 120 | | 89 | | 114 | | 237 | | 86 |
| Q23 What do you LIKE N Those who said yes at g | | out th | ne Glou | ceste | Green | Marke | et?[MR |] | | | | | | | | |
| Nothing | 2.7% | 6 | 2.7% | 3 | 2.7% | 3 | 1.2% | 1 | 1.6% | 1 | 5.2% | 4 | 3.1% | 5 | 1.7% | 1 |
| Near/convenient | 4.5% | 10 | 5.5% | 6 | 3.6% | 4 | 8.5% | 7 | 0.0% | 0 | 3.9% | 3 | 6.2% | 10 | 0.0% | 0 |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 6.4% | 14 | 7.3% | 8 | 5.5% | 6 | 6.1% | 5 | 4.9% | 3 | 7.8% | 6 | 5.6% | 9 | 8.5% | 5 |
| Nice busy feel | 7.3% | 16 | 6.4% | 7 | 8.2% | 9 | 8.5% | 7 | 4.9% | 3 | 7.8% | 6 | 8.7% | 14 | 3.4% | 2 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 3.2% | 7 | 5.5% | 6 | 0.9% | 1 | 6.1% | 5 | 0.0% | 0 | 2.6% | 2 | 1.2% | 2 | 8.5% | 5 |
| The frequency of the markets | 4.5% | 10 | 6.4% | 7 | 2.7% | 3 | 7.3% | 6 | 4.9% | 3 | 1.3% | 1 | 6.2% | 10 | 0.0% | 0 |
| The days the markets are on | 1.4% | 3 | 1.8% | 2 | 0.9% | 1 | 1.2% | 1 | 3.3% | 2 | 0.0% | 0 | 1.9% | 3 | 0.0% | 0 |
| The non-food stalls | 5.5% | 12 | 4.5% | 5 | 6.4% | 7 | 2.4% | 2 | 9.8% | 6 | 5.2% | 4 | 6.2% | 10 | 3.4% | 2 |
| The food stalls | 40.5% | 89 | 43.6% | 48 | 37.3% | 41 | 45.1% | 37 | 42.6% | 26 | 33.8% | 26 | 46.0% | 74 | 25.4% | 15 |
| The variety of stalls | 45.5% | 100 | 50.0% | 55 | 40.9% | 45 | 43.9% | 36 | 32.8% | 20 | 57.1% | 44 | 42.9% | 69 | 52.5% | 31 |
| The character of the market | 20.0% | 44 | 18.2% | 20 | | 24 | 17.1% | 14 | 23.0% | 14 | 20.8% | 16 | 16.8% | 27 | 28.8% | 17 |
| The places to eat | 15.5% | 34 | 15.5% | 17 | | 17 | 25.6% | 21 | 13.1% | 8 | 6.5% | 5 | 16.8% | 27 | 11.9% | 7 |
| Quality of the food products | 16.8% | 37 | 17.3% | 19 | | 18 | 18.3% | 15 | 16.4% | 10 | 15.6% | 12 | 20.5% | 33 | 6.8% | 4 |
| Quality of the non-food products | 2.3% | 5 | 0.9% | 1 | 3.6% | 4 | 2.4% | 2 | 3.3% | 2 | 1.3% | 1 | 2.5% | 4 | 1.7% | 1 |
| The different types of markets (i.e. antiques, | 28.2% | 62 | 24.5% | 27 | 31.8% | 35 | 17.1% | 14 | 34.4% | 21 | 35.1% | 27 | 26.7% | 43 | 32.2% | 19 |
| farmers market) | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Other Eviandly, atmosphere | 0.0% | 0 5 | 0.0% 2.7% | 0 3 | 0.0% 1.8% | $\begin{array}{c} 0\\ 2\end{array}$ | 0.0% 2.4% | $\begin{array}{c} 0\\ 2\end{array}$ | 0.0% 1.6% | 0 | 0.0% 2.6% | 0 2 | 0.0% 1.9% | 0 3 | 0.0% 3.4% | 0 2 |
| Friendly atmosphere Able to barter | 2.3% 0.5% | 1 | 2.7% 0.9% | 1 | 0.0% | 0 | 2.4% | 0 | 0.0% | 1 | 2.0% | 1 | 0.0% | 0 | 5.4% 1.7% | 1 |
| Open and spacious | 0.5% | 1 | 0.0% | 0 | 0.9% | 1 | 1.2% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 |
| Good prices | 8.2% | 18 | 10.0% | 11 | 6.4% | 7 | 9.8% | 8 | 9.8% | 6 | 5.2% | 4 | 9.9% | 16 | 3.4% | 2 |
| Friendly stallholders | 2.3% | 5 | 1.8% | 2 | 2.7% | 3 | 1.2% | 1 | 3.3% | 2 | 2.6% | 2 | 1.9% | 3 | 3.4% | 2 |
| Cultural diversity | 2.3% | 5 | 1.8% | 2 | 2.7% | 3 | 3.7% | 3 | 1.6% | 1 | 1.3% | 1 | 2.5% | 4 | 1.7% | 1 |
| Good disbled access | 0.5% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 0.0% | 0 | 1.3% | 1 | 0.6% | 1 | 0.0% | 0 |
| (Don't know) | 1.8% | 4 | 3.6% | 4 | 0.0% | 0 | 0.0% | 0 | 4.9% | 3 | 1.3% | 1 | 1.2% | 2 | 3.4% | 2 |
| Base: | | 220 | | 110 | | 110 | | 82 | | 61 | | 77 | | 161 | | 59 |
| Q24 If you are using the <i>Those who said yes at</i> Q | | ster G | reen Ma | arket, | what ty | pe of | market | stall c | lo you in | tend | to visit | or are | e likely t | o visi | t today? | [MR] |
| Food & Grocery | 25.0% | 55 | 24.5% | 27 | 25.5% | 28 | 24.4% | 20 | 21.3% | 13 | 28.6% | 22 | 24.8% | 40 | 25.4% | 15 |
| Clothing & Footwear | 3.2% | 7 | 2.7% | 3 | 3.6% | 4 | 4.9% | 4 | 1.6% | 1 | 2.6% | 2 | 3.1% | 5 | 3.4% | 2 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods Domestic Appliances | 1.4% | 3 | 0.9% 0.0% | 1 0 | 1.8% 0.9% | 2 1 | 1.2% | 1 | 1.6% 1.6% | 1 | 1.3% 0.0% | 1 0 | 1.2% 0.6% | 2 1 | 1.7% 0.0% | 1 0 |
| CDs, DVDs, games, books etc | 0.5% 4.1% | 9 | 0.0% 7.3% | 8 | 0.9% 0.9% | 1 | 0.0% 6.1% | 0 5 | 1.6% 3.3% | 2 | 0.0% 2.6% | 2 | 0.8% 3.7% | 1 6 | 0.0% 5.1% | 3 |
| Gifts and Antiques | 4.5% | 10 | 6.4% | 7 | 2.7% | 3 | 1.2% | 1 | 3.3% | 2 | 9.1% | 7 | 4.3% | 7 | 5.1% | 3 |
| Art and Crafts | 3.2% | 7 | 2.7% | 3 | 3.6% | 4 | 1.2% | 1 | 3.3% | 2 | 5.2% | 4 | 2.5% | 4 | 5.1% | 3 |
| Other Specialist Non-Food Items | 3.6% | 8 | 3.6% | 4 | 3.6% | 4 | 1.2% | 1 | 6.6% | 4 | 3.9% | 3 | 2.5% | 4 | 6.8% | 4 |
| Food Takeaways (street food stalls) | 18.6% | 41 | 22.7% | | 14.5% | 16 | 26.8% | 22 | | 12 | 9.1% | 7 | | 31 | | 10 |
| (None of the above) (Don't know) | 34.5% 7.3% | 76 16 | 27.3% 7.3% | 30 8 | 41.8% 7.3% | 46 8 | 30.5% 8.5% | 25 7 | 37.7% 4.9% | 23 3 | 36.4% 7.8% | 28 6 | 36.0% 8.1% | 58 13 | 30.5% 5.1% | 18 3 |
| · · · · · · | 1.570 | | 1.570 | | 1.570 | | 0.070 | | 7.270 | | 7.070 | | 0.1 /0 | | 5.1 /0 | |
| Base: | | 220 | | 110 | | 110 | | 82 | | 61 | | 77 | | 161 | | 59 |

| by demographics | | | Ox | fora | - | | | | cent | re S | Surve | y | | | | Page |
|--|-------|-------|---------|-------|----------|--------|---------|--------|----------|-------|--------|-------|-----------|--------|-----------|-------------|
| | | | | | f | or (| Carte | r J(| onas | | | | | | | February 2 |
| | Tota | al | Male | e | Fema | le | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2DI | Ξ |
| Q25 What IMPROVEME Those in Oxford City C | | ld be | made to | the C | Gloucest | ter Gr | een mar | ket th | nat woul | d enc | ourage | you t | o visit n | nore c | often? [N | /R] |
| Nothing | 43.3% | 140 | 54.3% | 75 | 35.1% | 65 | 40.8% | 49 | 43.8% | 39 | 45.6% | 52 | 44.7% | 106 | 39.5% | 34 |
| Frequency | 2.8% | 9 | 5.1% | 7 | 1.1% | 2 | 5.0% | 6 | 3.4% | 3 | 0.0% | 0 | 3.8% | 9 | 0.0% | 0 |
| A larger market | 2.5% | 8 | 2.9% | 4 | 2.2% | 4 | 2.5% | 3 | 3.4% | 3 | 1.8% | 2 | 2.1% | 5 | 3.5% | 3 |
| More butcher stalls | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More bakery stalls | 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 deli stalls | 0.3% | 1 | 0.7% | 1 | 0.0% | Ő | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | Õ |
| More fishmonger stalls | 0.6% | 2 | 1.4% | 2 | 0.0% | Ő | 0.8% | 1 | 0.0% | 0 | 0.9% | 1 | 0.8% | 2 | 0.0% | 0 0 |
| More sweet stalls | 0.3% | 1 | 0.0% | 0 | | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | Ő |
| The food stalls in general | 0.9% | 3 | 1.4% | 2 | 0.5% | 1 | 1.7% | 2 | 1.1% | 1 | 0.0% | 0 | 1.3% | 3 | 0.0% | 0 0 |
| More non-food stalls | 0.9% | 3 | 0.0% | 0 | | 3 | 0.0% | 0 | 2.2% | 2 | 0.0% | 1 | 0.4% | 1 | 2.3% | 2 |
| More variety of stalls | 3.1% | 10 | 3.6% | 5 | 2.7% | 5 | 1.7% | 2 | 3.4% | 3 | 4.4% | 5 | 1.7% | 4 | 7.0% | 6 |
| • | 0.3% | 10 | 0.0% | 0 | | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 | 0.0% | 0 |
| Better quality of the stalls | | 4 | | 2 | | 2 | | 3 | 0.0% | 0 | 0.9% | 1 | 1.3% | 3 | | 0 |
| More events throughout the | 1.2% | 4 | 1.4% | 2 | 1.1% | 2 | 2.5% | 5 | 0.0% | 0 | 0.9% | 1 | 1.5% | 5 | 1.2% | 1 |
| year | 0.20/ | 1 | 0.00/ | 0 | 0.50 | | 0.00/ | 1 | 0.00/ | 0 | 0.00/ | 0 | 0.40/ | 1 | 0.00/ | 0 |
| Festivals | 0.3% | 1 | 0.0% | 0 | | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Evening market | 0.9% | 3 | 0.7% | 1 | 1.1% | 2 | 0.8% | 1 | 1.1% | 1 | 0.9% | 1 | 0.4% | 1 | 2.3% | 2 |
| Cleaner streets | 4.6% | 15 | 5.1% | 7 | 4.3% | 8 | 5.8% | 7 | 5.6% | 5 | 2.6% | 3 | 5.5% | 13 | 2.3% | 2 |
| Protection from the weather (i.e. covered market) | 0.6% | 2 | 0.7% | 1 | 0.5% | 1 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 1.2% | 1 |
| More seats | 3.4% | 11 | 2.2% | 3 | 4.3% | 8 | 4.2% | 5 | 4.5% | 4 | 1.8% | 2 | 4.2% | 10 | 1.2% | 1 |
| Better signposting | 0.9% | 3 | 0.7% | 1 | 1.1% | 2 | 0.8% | 1 | 2.2% | 2 | 0.0% | 0 | 0.8% | 2 | 1.2% | 1 |
| Over-crowded | 0.6% | 2 | 0.7% | 1 | 0.5% | 1 | 1.7% | 2 | 0.0% | 0 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 |
| Better pedestrian streets i.e. easier to walk around | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A cashpoint | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Better advertising | 0.9% | 3 | 2.2% | 3 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 | 0.0% | 0 | 1.3% | 3 | 0.0% | 0 |
| Better lighting | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Less food stalls | 1.5% | 5 | 1.4% | 2 | 1.6% | 3 | 0.0% | Ő | 1.1% | 1 | 3.5% | 4 | 1.3% | 3 | 2.3% | 2 |
| Live music | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | $\tilde{0}$ |
| Longer opening hours | 0.6% | 2 | 0.7% | 1 | 0.5% | 1 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 0.4% | 1 | 1.2% | 1 |
| Lower rents for stallholders | 0.6% | 2 | 0.0% | 0 | | 2 | 0.0% | 0 | 1.1% | 1 | 0.9% | 1 | 0.4% | 2 | 0.0% | 0 |
| Make it a food market | 0.6% | 2 | 0.7% | 1 | 0.5% | 1 | 0.0% | 0 | 1.1% | 1 | 0.9% | 1 | 0.8% | 2 | 0.0% | 0 |
| Make the bus station larger | | 1 | 0.0% | 0 | | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.8% | 0 | 1.2% | 1 |
| e | 0.3% | | | | | | | | | | | | | | | |
| More craft stalls More demonstrations | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 1 | 0.0% | 0 0 |
| | 0.3% | | 0.0% | | 0.5% | 1 | 0.8% | 1 | 0.0% | | 0.0% | 0 | 0.4% | | 0.0% | |
| More diverse retailers | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 1.2% | 1 |
| More places to eat | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| More pleasant atmosphere | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 | 0.0% | 0 |
| No smoking | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| Separate food and art markets | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 | 1.2% | 1 |
| Vendors improve their own cleanliness | 0.3% | 1 | 0.0% | 0 | 0.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.4% | 1 | 0.0% | 0 |
| More vegetarian stalls | 0.3% | 1 | 0.7% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 |
| (Don't know) | 33.1% | 107 | 20.3% | 28 | | 79 | 33.3% | 40 | 32.6% | 29 | 33.3% | 38 | 31.6% | | 37.2% | 32 |
| | | | | | | | | | | | | | | | | |
| Base: | | 323 | | 138 | | 185 | | 120 | | 89 | | 114 | | 237 | | 86 |

Page 23

February 2017

| Cowley Disiriel Control 6.5% 7 6.3% 15 6.4% 2 6.4% 6 6.2% 9 6.9% 12 5.6% 14 3.5% 15 13% 33 13% 14 2.4% 6 1.4% 2 4.9% 7 1.9% 12 3.1% 15 Dical Control Contro Control Control Control Control Control Control Control Control C | | Tota | 1 | Male | e | Femal | e | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC | 1 | C2D | E |
|---|---------------------------|--------|-------|--------|-------|----------|---------|-----------|-------|----------|-------|------|---|-------|----|-------|----|
| Westgate Shopping Center, Calxed 0.5% 3 0.4% 1 0.6% 1 0.4% 2 0.6% 1 0.5% 1 Templen Shopping Center 51.8 28 8.8 21 24% 8 6.8% 17 4.8% 7 2.9% 5 2.9% 1 0.9% 1 <th>Q26 What other CENTRE</th> <th>or RET</th> <th>AIL P</th> <th>ARK do</th> <th>you i</th> <th>egularly</th> <th>/ visit</th> <th>t (once a</th> <th>a mon</th> <th>th or mo</th> <th>ore)?</th> <th>[MR]</th> <th></th> <th></th> <th></th> <th></th> <th></th> | Q26 What other CENTRE | or RET | AIL P | ARK do | you i | egularly | / visit | t (once a | a mon | th or mo | ore)? | [MR] | | | | | |
| Templans Nopping Centre 5.1% 9 10 16 16.7% 40 2.2% 5 2.2% 12 10.5% 17 Oxford City Centre 0.2.% 116 16.7% 40 2.2% 16 16.7% 40 2.2% 12 5.5% 23 8.6% 14 Oxford City Centre 0.2.% 13 1.5% 6 2.4% 1 1.6% 4 1.1% 2 4.0% 7 1.9% 12 1.5% 2 1.0% 1 1.5% 2 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 0 0.0% 1 0.0% 1 0.0% 0 0.0% | Westgate Shopping Centre, | | | | | | | | | | | | | | | | |
| Ochood Carbo Ochood Carbo< | Templars Shopping Centre | 5.1% | 29 | 8.8% | 21 | 2.4% | 8 | 6.8% | 17 | 4.8% | 7 | 2.9% | 5 | 2.9% | 12 | 10.5% | 17 |
| Summerony District Corner 2.6% 15 1.3% 3 3.6% 12 2.4% 6 1.4% 2 4.0% 7 2.9% 8 3.7% 6 Conviet Found District Corner 0.0% 10 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 </td <td>Oxford City Centre</td> <td></td> | Oxford City Centre | | | | | | | | | | | | | | | | |
| Heading on District Centre 2.4% 1 2.4% 6 2.1% 5 2.9% 12 3.7% 6 Convely Road District 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 | • | | | | | | | | | | | | | | | | |
| Blackbard Derson D D.0% T D.4% T D.0% D D.0% D <thd.0%< th=""> <thd< td="" thd<=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></thd<></thd.0%<> | | | | | | | | | | | | | | | | | |
| Control Control Strike 11 3.0% 12 0.2% 7 4.8% 7 4.0% 7 4.4% 11 1.2% 2 Aylesbury 0.5% 3 0.4% 1 0.0% 1 0.7% 1 0.6% 1 0.5% 2 0.0% 0 Wittey 3.3% 19 3.3% 3 2.1% 7 0.8% 2 7.% 1 4.4% 7 1.7% 7 11 4.9% 8 Almpade meter 2.3% 1 0.2% 1 0.4% | | | | | | | | | | | | | | | | | |
| Ayleshäry 0.5% 3 0.4% 1 0.6% 1 0.7% 1 0.6% 1 0.2% 1 1.2% 2 0.0% 0 Winey 3.3% 19 3.8% 9 3.0% 10 0.4% 1 0.5% 5 5.7% 10 0.5% 3 5.7% 17 1.7% 3 3.8% 5 3.8% 10 0.4% 1 5.7% 1 1.4% 2 1.2% 3 4.8% 1.1% 2 1.2% 3 4.8% 1.1% 2 1.2% 3 4.8% 1.2% 3 4.8% 1.2% 3 4.8% 1.2% 3 4.8% 1.2% 3 4.8% 1.2% 3 4.8% 1.2% 3 0.8% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.2% 1 0.6% 1 0.2% 1 0.6% 1 0.6% | - | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Centre 0.3% 1 0.9% 1 0.9% 1 0.9% 2 0.9% 2 0.9% 2 0.9% 0 0.7% 10 0.2% 2 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% 1 0.9% 1 0.9% 1 0.9% 3 1.9% 3 1.9% 3 1.9% 3 1.9% 3 1.9% 3 1.9% 3 1.9% 3 1.9% 3 0.9% 0 0.2% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 1 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.9% | 6 | | | | | | | | | | | | | | | | |
| Winey 3.3% 19 3.8% 9 3.0% 10 0.4% 1 5.7% 10 2.7% 11 4.9% 8 Abingoton 2.3% 13 2.1% 5 2.4% 8 1.2% 3 4.8% 7 1.7% 3 1.9% 8 3.1% 5 Chelenbann 0.3% 2 0.4% 1 0.3% 1 0.4% 1 0.0% 0 0.7% 1 1.1% 2 1.2% 3 4.8% 1.0% 0 0.0% 0 | | | | | | | | | | | | | | | | | |
| Banbary 1.7% 10 1.3% 3 2.1% 7 0.8% 2 0.7% 1 4.0% 7 1.7% 3 1.9% 3 3.1% 5 Milton Keynes 1.0% 6 0.0% 0 1.8% 6 1.2% 3 0.7% 1 1.1% 3 1.9% 1 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<> | | | | | | | | | | | | | | | | | |
| Abingtón 2.3% 13 2.4% 8 1.2% 3 4.8% 7 1.7% 2 1 9% 5 0.6% 1 Chelenham 0.3% 2 0.4% 1 0.4% 1 0.4% 1 0.4% 1 0.2% 1 0.6% 1 0.2% 1 0.6% 1 0.2% 1 0.6% 1 0.6% 0 0.4% 1 0.6% 0 0.6% 0 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 0 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 0 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% 0 0.6% 0 0.6% </td <td>•</td> <td></td> | • | | | | | | | | | | | | | | | | |
| Cheltenham 0.3% 2 0.4% 1 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 0.4% 0 <td>•</td> <td></td> | • | | | | | | | | | | | | | | | | |
| Bicester Centre 1.2% 7 0.8% 2 1 0.0% 0 2.3% 4 0.7% 3 2.5% 4 0.0% 0 0.3% 1 0.2% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.2% 1 1.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0 | Milton Keynes | 1.0% | | 0.0% | 0 | | 6 | 1.2% | 3 | | | 1.1% | | | 5 | 0.6% | |
| Wallingford 0.2% 1 0.0% 0 0.0% 0 0.0% 1 0.2% 1 0.0% 0 High Wycomb 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 0 0.0% < | | | | | | | | | | | | | | | | | |
| High Wycombe 0.5% 3 0.4% 1 0.6% 2 0.0% 0 0.0% 0 0.6% 1 0.6% 1 0.6% 1 0.6% 0 0.0% 0 0.6% 1 0.6% 1 0.6% 1 0.6% 0 0.6% 1 0.6% 0 0.6% 0 0.6% 0 0.6% 0 0.6% 0 0.6% 0 0.6% 0 0.6% 0 0.6% 0 | | | | | | | | | | | | | | | | | |
| Thime 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 | | | | | | | | | | | | | | | | | |
| Newbury 0.2% 1 0.4% 1 0.0% 0 0.4% 1 0.0% 0 0.2% 1 0.0% 0 Dideot 0.9% 5 1.3% 3 0.6% 2 0.4% 1 0.0% 0 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 0 | | | | | | | | | | | | | | | | | |
| Dideor 0.9% 5 1.3% 3 0.6% 2 0.8% 2 1.4% 2 0.6% 1 0.5% 2 1.9% 3 Burford 0.3% 2 0.4% 1 0.3% 1 0.0% 0 | | | | | | | | | | | | | | | | | |
| Burford 0.0% 0 | Wantage | 0.5% | 3 | 0.4% | | 0.6% | | 0.4% | | 0.7% | | 0.6% | 1 | 0.2% | | 1.2% | |
| Henley 0.3% 2 0.4% 1 0.0% 0 0.0% 2 0.5% 2 0.0% 0 Carterton 0.2% 1 0.0% 0 0.4% 1 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | |
| Carterion 0.2% 1 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | |
| Woodshock 0.3% 2 0.4% 1 0.0% 0 1.4% 2 0.0% 0 <td>•</td> <td></td> | • | | | | | | | | | | | | | | | | |
| Princes Risborough 0.9% 0 0.9% < | | | | | | | | | | | | | | | | | |
| Retail Parks 0.0% 0 </td <td></td> | | | | | | | | | | | | | | | | | |
| Templars Retail Park (Cowley DC) 1.0% 6 1.3% 3 0.9% 3 1.6% 4 1.4% 2 0.0% 0 1.0% 4 1.2% 2 Shopping Banbury Cross Retail Park 0.0% 0 0.4% 1 0.9% 3 0.4% 1 0.7% 1 1.1% 2 0.0% 0 0.0% | Watlington | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| | | | | | | | | | | | | | | | | | |
| Bicester Village Outlet 1.0% 6 1.3% 3 0.9% 3 1.6% 4 1.4% 2 0.0% 0 1.5% 6 0.0% 0 Shopping Banbury Cross Retail Park 0.7% 4 0.4% 1 0.7% 0 0.0%< | - | 1.0% | 6 | 1.3% | 3 | 0.9% | 3 | 1.6% | 4 | 1.4% | 2 | 0.0% | 0 | 1.0% | 4 | 1.2% | 2 |
| Banbury Cross Retail Park 0.7% 4 0.4% 1 0.7% 1 1.1% 2 0.2% 1 1.9% 3 Fairacres Retail Park 0.0% 0 | Bicester Village Outlet | 1.0% | 6 | 1.3% | 3 | 0.9% | 3 | 1.6% | 4 | 1.4% | 2 | 0.0% | 0 | 1.5% | 6 | 0.0% | 0 |
| Seacourt Tower Retail Park 0.0% 0 0.0% | Banbury Cross Retail Park | | | | | | | | | | | | | | | | |
| Bicester Avenue 0.5% 3 1.3% 3 0.0% 0 1.2% 3 0.0% 0 </td <td></td> | | | | | | | | | | | | | | | | | |
| Launton Road Retail Park 0.0% 0 0.0% | | | | | | | | | | | | | | | | | |
| Meadowside Retail Park 0.0% 0 0.0% | Kings Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horspath Driftway Retail 0.2% 1 0.0% 0 0.3% 1 0.4% 1 0.0% 0 0.0% | | | | | | | | | | | | | | | | | |
| Park Hadden Hill Retail Park 0.0% 0 0.0% | | | | | | | | | | | | | | | | | |
| Wallingford Road Retail 0.0% 0 0.0% | · · | 0.2% | I | 0.0% | 0 | 0.3% | I | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | I | 0.0% | 0 |
| Park Botley Road 1.9% 11 2.5% 6 1.5% 5 2.0% 5 3.4% 5 0.6% 1 2.2% 9 1.2% 2 West Oxfordshire Retail 0.3% 2 0.4% 1 0.3% 1 0.8% 2 0.0% 0 0.0% 0 0.2% 1 0.6% 1 Park 0.0% 0 0.0% | | | | | | | | | | | | | | | | | |
| West Oxfordshire Retail 0.3% 2 0.4% 1 0.3% 1 0.8% 2 0.0% 0 0.0% 0 0.2% 1 0.6% 1 Park Southam Road 0.0% 0< | Park | 0.0% | 0 | 0.070 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.070 | 0 | 0.070 | |
| Southam Road 0.0% 0 | West Oxfordshire Retail | | | | | | | | | | | | | | | | |
| Banbury Gateway 0.5% 3 0.4% 1 0.6% 2 0.4% 1 0.7% 1 0.6% 1 0.2% 1 1.2% 2 Orchard Centre 0.0% 0 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orchard Centre 0.0% 0 | | | | | | | | | | | | | | | | | |
| Swindon Grad Western 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Outlet 0 0.0% 0 0 0 | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outlet Outlet Other 0.0% 0 0.0% </td <td>Oxford Shopping Park</td> <td></td> | Oxford Shopping Park | | | | | | | | | | | | | | | | |
| Nowhere else 29.0% 166 29.3% 70 28.7% 96 28.3% 71 28.8% 42 29.7% 52 29.7% 122 27.2% 44 Basingstoke 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.2% 1 0.0% 0 Bath 0.2% 1 0.0% 0 0.3% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Bath 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Brackley 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Central London 0.2% 1 0.4% 1 0.2% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 <td>Outlet</td> <td></td> | Outlet | | | | | | | | | | | | | | | | |
| Basingstoke 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.2% 1 0.0% 0 Bath 0.2% 1 0.0% 0 0.3% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Birmingham 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Brackley 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Brackley 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Cambridge 0.2% 1 0.4% 1 0.4% 1 0.0% 0 0.7% 1 1.1% 2 1.0% 0 Central London 0.9% 5 0.4% 1 1.2% 4 0.8% 2 0.7% 1 </td <td></td> | | | | | | | | | | | | | | | | | |
| Birmingham 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Brackley 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Cambridge 0.2% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 Central London 0.9% 5 0.4% 1 1.2% 4 0.8% 2 0.7% 1 1.1% 2 1.2% 5 0.0% 0 Chipping Norton 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Devizes 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Faringdon 0.9% 5 0.8% 2 0.9% 3 0.4% 1 0.0% | | | | | | | | | | | | | | | | | |
| Brackley 0.2% 1 0.4% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 0.7% 1 0.0% 0 0.2% 1 0.0% 0 0.2% 1 0.0% 0 0.2% 1 0.0% 0 0.2% 1 0.0% 0 0.2% 1 0.0% 0 0.2% 1 0.0% 0 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 0 0 0 0 0 0 0 0 | Bath | 0.2% | 1 | | | 0.3% | | 0.0% | | | 1 | | | | | | |
| Cambridge 0.2% 1 0.0% 0 0.3% 1 0.4% 1 0.0% 0 0.2% 1 0.0% 0 Central London 0.9% 5 0.4% 1 1.2% 4 0.8% 2 0.7% 1 1.1% 2 1.2% 5 0.0% 0 Chipping Norton 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Devizes 0.2% 1 0.0% 0 0.3% 1 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Faringdon 0.9% 5 0.8% 2 0.9% 3 0.4% 1 1.4% 2 1.1% 2 1.2% 5 0.0% 0 Henley on Thames 0.2% 1 0.4% 1 0.0% 0 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.6% 1 0.6% 1 0.6% 1 0.6% | | | | | | | | | | | | | | | | | |
| Central London 0.9% 5 0.4% 1 1.2% 4 0.8% 2 0.7% 1 1.1% 2 1.2% 5 0.0% 0 Chipping Norton 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Devizes 0.2% 1 0.0% 0 0.3% 1 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Faringdon 0.9% 5 0.8% 2 0.9% 3 0.4% 1 1.4% 2 1.1% 2 1.2% 5 0.0% 0 Henley on Thames 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.2% 1 0.6% 1 | 2 | | | | | | | | | | | | | | | | |
| Chipping Norton 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Devizes 0.2% 1 0.0% 0 0.3% 1 0.0% 0 0.6% 1 0.2% 1 0.0% 0 Faringdon 0.9% 5 0.8% 2 0.9% 3 0.4% 1 1.4% 2 1.1% 2 1.2% 5 0.0% 0 Henley on Thames 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0 0 0.6%< | 6 | | | | | | | | | | | | | | | | |
| Devizes 0.2% 1 0.0% 0 0.0% 0 0.0% 1 0.2% 1 0.0% 0 Faringdon 0.9% 5 0.8% 2 0.9% 3 0.4% 1 1.4% 2 1.1% 2 1.2% 5 0.0% 0 Henley on Thames 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0.0% 0 0.6% 1 0 0 0.6% 1 0 0 0 0.6% 1 0 0 0 </td <td></td> | | | | | | | | | | | | | | | | | |
| Faringdon 0.9% 5 0.8% 2 0.9% 3 0.4% 1 1.4% 2 1.1% 2 1.2% 5 0.0% 0 Henley on Thames 0.2% 1 0.4% 1 0.0% 0 0.0% 0 0.6% 1 | | | | | | | | | | | | | | | | | |
| | Faringdon | | | | | | 3 | | | | | | | | | | 0 |
| Huii 0.2% 1 0.0% 0 0.0% 0 0.6% 1 0.0% 0 0.6% 1 | Henley on Thames | | | | | | | | | | | | | | | | |
| | Hull | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |

Page 24 February 2017

| | | | | | - | . . | | | | | | | | | | 1 cor au |
|--|--------------|--------|--------------|--------|--------------|------------|------------------|--------|------------------|--------|------------------|-----|--------------|--------|------------------|----------|
| | Tota | ıl | Mal | e | Fema | ıle | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | - | ABC | 1 | C2D | E |
| | | _ | | | | | | | | | | _ | | _ | | |
| Kidlington | 0.9% | 5 | 0.4% | 1 | 1.2% | 4 | 0.0% | 0 | 0.0% | 0 | 2.9% | 5 | 1.2% | 5 | 0.0% | 0 |
| Lambourne | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Northampton | 0.2% | 1 | 0.0% 0.0% | 0 0 | 0.3% | 1 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.6\% \\ 0.6\%$ | 1 | 0.2% 0.2% | 1 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| Royal Learnington Spa | 0.2% 0.2% | 1 1 | 0.0% | 0 | 0.3% 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| Salisbury | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| Southampton Suffolk Retail Park | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| Wheatley | 0.2% | 1 | | 1 | 0.3% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 0 | 0.6% | 1 |
| York | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 0 |
| (Don't know) | 0.2% | 2 | | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 1 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 |
| | 0.370 | _ | 0.470 | - | 0.370 | - | 0.470 | - | 0.770 | - | 0.070 | | 0.270 | - | 0.070 | - |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 |
| Q27 What is the purpose | - | | | other | centre o | or reta | ail park (| MEN | TIONED | IN Q. | 26) [MR |] | | | | |
| Those who mentioned c | i location | at Q2 | 0 | | | | | | | | | | | | | |
| To buy food items (not take-away / café / restaurant) | 21.5% | 87 | 20.8% | 35 | 21.9% | 52 | 16.8% | 30 | 25.2% | 26 | 25.2% | 31 | 22.2% | 64 | 19.7% | 23 |
| To buy non-food goods (e.g. | 51.1% | 207 | 44.6% | 75 | 55.7% | 132 | 50.8% | 91 | 50.5% | 52 | 52.0% | 64 | 48.6% | 140 | 57.3% | 67 |
| shoes, clothes, jewellery) For services (e.g. bank, | 4.9% | 20 | 6.5% | 11 | 3.8% | 9 | 6.1% | 11 | 2.9% | 3 | 4.9% | 6 | 4.2% | 12 | 6.8% | 8 |
| building society, | 4.970 | 20 | 0.570 | 11 | 5.670 | 2 | 0.170 | 11 | 2.970 | 5 | 4.970 | 0 | 4.270 | 12 | 0.870 | 8 |
| hairdressers) | | | | | | | | | | | | | | | | |
| To use a leisure facility (cinema, sports centre, bowling) | 6.4% | 26 | 7.1% | 12 | 5.9% | 14 | 10.1% | 18 | 5.8% | 6 | 1.6% | 2 | 8.0% | 23 | 2.6% | 3 |
| As a day visitor to the Town | 5.9% | 24 | 8.3% | 14 | 4.2% | 10 | 6.7% | 12 | 4.9% | 5 | 5.7% | 7 | 6.9% | 20 | 3.4% | 4 |
| Centre | | 2. | | | | 10 | | | | U | | | | 20 | 01170 | |
| As a staying visitor to the Town Centre | 1.0% | 4 | 1.2% | 2 | 0.8% | 2 | 1.7% | 3 | 1.0% | 1 | 0.0% | 0 | 0.3% | 1 | 2.6% | 3 |
| Eat out (e.g. take-away / café / restaurant) | 6.4% | 26 | 4.8% | 8 | 7.6% | 18 | 5.6% | 10 | 10.7% | 11 | 4.1% | 5 | 8.0% | 23 | 2.6% | 3 |
| Work | 2.7% | 11 | 4.8% | 8 | 1.3% | 3 | 5.0% | 9 | 1.0% | 1 | 0.8% | 1 | 2.8% | 8 | 2.6% | 3 |
| To meet someone | 3.5% | 14 | | 3 | 4.6% | 11 | 4.5% | 8 | 1.9% | 2 | 3.3% | 4 | 3.8% | 11 | 2.6% | 3 |
| Library / public services | 0.5% | 2 | | 0 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.3% | 1 | 0.9% | 1 |
| (doctor, dentist, etc) | | _ | | | | _ | | | | | | _ | | - | 01270 | - |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to home | 2.5% | 10 | 4.2% | 7 | 1.3% | 3 | 1.7% | 3 | 2.9% | 3 | 3.3% | 4 | 3.1% | 9 | 0.9% | 1 |
| College | 0.7% | 3 | 0.6% | 1 | 0.8% | 2 | 1.7% | 3 | 0.0% | 0 | 0.0% | 0 | 1.0% | 3 | 0.0% | 0 |
| To browse | 1.0% | 4 | | 3 | 0.4% | 1 | 0.6% | 1 | 1.0% | 1 | 1.6% | 2 | 0.7% | 2 | 1.7% | 2 |
| (Don't know) | 4.0% | 16 | 3.6% | 6 | 4.2% | 10 | 3.9% | 7 | 4.9% | 5 | 3.3% | 4 | 4.9% | 14 | 1.7% | 2 |
| Base: | | 405 | | 168 | | 237 | | 179 | | 103 | | 123 | | 288 | | 117 |
| | | | | | | | | | | | | | | | | |

16 - 34

35 - 54

55 +

ABC1

C2DE

Page 25

Q28 What do you like about this centre or retail park? (MENTIONED IN Q. 26) [MR] *Those who mentioned a location at Q26*

Male

Female

Total

| | | ~ | | | | | | | | | | | | | | |
|--|--------------|---------|--------------|----------|------------------|--------|--------------|------------|--------------|--------|------------------|--------|--------------|--------|--------------|--------|
| Better choice of shops | 45.9% | 186 | 35.1% | 59 | 53.6% | 127 | 51.4% | 92 | 36.9% | 38 | 45.5% | 56 | 46.2% | 133 | 45.3% | 53 |
| Better quality of shops | 32.3% | 131 | 20.2% | 34 | 40.9% | 97 | 31.3% | 56 | 30.1% | 31 | 35.8% | 44 | 34.4% | 99 | 27.4% | 32 |
| Better non-food shopping | 6.7% | 27 | 7.1% | 12 | 6.3% | 15 | 5.6% | 10 | 4.9% | 5 | 9.8% | 12 | 5.2% | 15 | 10.3% | 12 |
| Better food shopping | 6.7% | 27 | 6.0% | 10 | 7.2% | 17 | 3.9% | 7 | 3.9% | 4 | 13.0% | 16 | 6.6% | 19 | 6.8% | 8 |
| Better range of places to eat and drink | 11.1% | 45 | 9.5% | 16 | 12.2% | 29 | 11.7% | 21 | 18.4% | 19 | 4.1% | 5 | 14.2% | 41 | 3.4% | 4 |
| Street market/ farmers market | 2.2% | 9 | 1.2% | 2 | 3.0% | 7 | 2.8% | 5 | 2.9% | 3 | 0.8% | 1 | 2.4% | 7 | 1.7% | 2 |
| More available car parking | 3.7% | 15 | 4.2% | 7 | 3.4% | 8 | 3.4% | 6 | 2.9% | 3 | 4.9% | 6 | 3.5% | 10 | 4.3% | 5 |
| Cheaper car parking | 7.2% | 29 | 8.9% | 15 | 5.9% | 14 | 2.8% | 5 | 12.6% | 13 | 8.9% | 11 | 5.9% | 17 | 10.3% | 12 |
| More deli stalls | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.3% | 1 | 0.0% | 0 |
| More fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 1.7% | 7 | 3.6% | 6 | 0.4% | 1 | 2.2% | 4 | 1.0% | 1 | 1.6% | 2 | 2.1% | 6 | 0.9% | 1 |
| More non-food stalls | 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 variety of stalls | 1.5% | 6 | 1.8% | 3 | 1.3% | 3 | 1.1% | 2 | 1.0% | 1 | 2.4% | 3 | 0.7% | 2 | 3.4% | 4 |
| Better quality of the stalls | 1.5% | 6 | 0.6% | 1 | 2.1% | 5 | 0.0% | 0 | 0.0% | 0 | 4.9% | 6 | 1.4% | 4 | 1.7% | 2 |
| More events throughout the year | 4.7% | 19 | 3.6% | 6 | 5.5% | 13 | 6.1% | 11 | 3.9% | 4 | 3.3% | 4 | 5.6% | 16 | 2.6% | 3 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 3.5% | 14 | 3.0% | 5 | 3.8% | 9 | 2.2% | 4 | 4.9% | 5 | 4.1% | 5 | 3.5% | 10 | 3.4% | 4 |
| Protection from the weather | 0.2% | 1 | 0.0% | 0 | 0.4% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 |
| (i.e. covered market) | | | | | | | | | | | | | | | | |
| More seats | 0.5% | 2 | 0.6% | 1 | 0.4% | 1 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.3% | 1 | 0.9% | 1 |
| Better signposting | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. | 3.0% | 12 | 3.0% | 5 | 3.0% | 7 | 1.1% | 2 | 3.9% | 4 | 4.9% | 6 | 2.4% | 7 | 4.3% | 5 |
| easier to walk around | | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing | 6.7% | 27 | 6.5% | 11 | 6.8% | 16 | 8.4% | 15 | 6.8% | 7 | 4.1% | 5 | 7.3% | 21 | 5.1% | 6 |
| Close to home | 12.1% | 49 | 17.3% | 29 | 8.4% | 20 | 11.7% | 21 | 11.7% | 12 | 13.0% | 16 | 11.1% | 32 | 14.5% | 17 |
| Waitrose | 1.0% | 4 | 2.4% | 4 | 0.0% | 0 | 0.6% | 1 | 1.9% | 2 | 0.8% | 1 | 1.4% | 4 | 0.0% | 0 |
| Pleasant environment | 2.5% | 10 2 | 4.2% | 7 2 | 1.3% | 3 0 | 2.8% | 5 1 | 2.9% | 3 1 | 1.6% 0.0% | 2 0 | 2.1% | 6 1 | 3.4% | 4 1 |
| Close to work Less crowded | 0.5% 1.0% | 2 4 | 1.2% 1.8% | 23 | $0.0\% \\ 0.4\%$ | 1 | 0.6% 0.6% | 1 | 1.0% 0.0% | 0 | 2.4% | 3 | 0.3% 1.0% | 3 | 0.9% 0.9% | 1 |
| Good range of leisure | 0.5% | 2 | 0.6% | 1 | 0.4% | 1 | 0.6% | 1 | 1.0% | 1 | 0.0% | 0 | 0.7% | 2 | 0.9% | 0 |
| facilities | | | | | | | | | | | | | | | | |
| More affordable shops | 0.2% | 1 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 |
| Nice for a change | 0.7% | 3 | 1.2% | 2 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 2.4% | 3 | 0.7% | 2 | 0.9% | 1 |
| Meet friends / family | 0.5% | 2 | 0.0% | 0 | 0.8% | 2 | 0.0% | 0 | 1.0% | 1 | 0.8% | 1 | 0.7% | 2 | 0.0% | 0 |
| John Lewis | 0.2% | 1 3 | 0.0% | $0 \\ 2$ | 0.4% | 1 | 0.0% | 02 | 0.0% | 0 0 | 0.8% | 1 | 0.3% | 1 3 | 0.0% 0.0% | 0 0 |
| Good tranport links | 0.7% | | 1.2% 0.6% | 2 1 | $0.4\% \\ 0.0\%$ | 1 0 | 1.1% 0.0% | 0 | 0.0% 1.0% | 1 | 0.8% | 1 0 | 1.0% | | 0.0% | 0 |
| Everything Historical | 0.2% 0.5% | 1 2 | 0.6% | 1 | 0.0% | 1 | 0.0% | 0 | 1.0% | 2 | $0.0\% \\ 0.0\%$ | 0 | 0.3% 0.3% | 1 1 | 0.0% | 1 |
| Aldi | 0.5% | 3 | 1.2% | 2 | 0.4% | 1 | 0.6% | 1 | 1.9% | 2 | 0.0% | 0 | 0.3% | 2 | 0.9% | 1 |
| Free parking | 1.5% | 6 | 2.4% | 4 | 0.4% | 2 | 0.6% | 1 | 1.9% | 1 | 3.3% | 4 | 2.1% | 6 | 0.9% | 0 |
| Discount shopping | 1.5% | 6 | 1.8% | 3 | 1.3% | 3 | 1.7% | 3 | 1.0% | 1 | 1.6% | 2 | 1.4% | 4 | 1.7% | 2 |
| Good tranpsort links | 0.2% | 1 | 0.0% | 0 | 0.4% | 1 | 0.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 |
| Everything is under one rood | 0.2% | 1 | 0.0% | Ő | 0.4% | 1 | 0.0% | 0 | 0.0% | Ő | 0.8% | 1 | 0.3% | 1 | 0.0% | Ő |
| Easy to get to | 0.7% | 3 | 1.2% | 2 | 0.4% | 1 | 0.6% | 1 | 1.0% | 1 | 0.8% | 1 | 1.0% | 3 | 0.0% | ŏ |
| Base: | | 405 | | 168 | | 237 | | 179 | | 103 | | 123 | | 288 | | 117 |
| Q29 Are there any types | of leisu | re fac | ilities th | nat yo | u feel (S | יסטדפ | | RE) is | lacking | in? | | | | | | |
| Yes | 23.6% | | 23.4% | | 23.7% | | 24.3% | 6 1 | | | 15.4% | 27 | 24.6% | 101 | 21.0% | 34 |
| No | 72.1% | | 71.5% | 171 | 72.5% | | 71.3% | 179 | 64.4% | | 79.4% | 139 | 70.3% | 289 | 76.5% | 124 |
| (Don't know) | 4.4% | 25 | 5.0% | 12 | 3.9% | 13 | 4.4% | 11 | 3.4% | 5 | 5.1% | 9 | 5.1% | 21 | 2.5% | 4 |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 |
| | | | | | | | | | | | | | | | | |

| by demographics | | | Ox | ford | l City | | | | | re S | burve | y | | | | Page 26 |
|---|-------|-----|-------|--------|-----------|------|------------------|--------|---------|------|--------|--------|---------|-------|-------|---------------|
| | | | | | fo | or (| Carte | r Jo | onas | | | | | | | February 2017 |
| | Tota | 1 | Male | è | Femal | e | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2DE | |
| Q30 Which types of LE Those who said yes o | | • | | g food | d and dri | nk u | ses) do <u>y</u> | you fe | el (STU | DY C | ENTRE) | is lac | king in | ? [MR |] | |
| Cinema | 13.1% | 21 | 17.6% | 12 | 9.8% | 9 | 12.5% | 9 | 19.2% | 10 | 5.6% | 2 | 9.8% | 12 | 23.7% | 9 |
| Bingo Hall | 3.8% | 6 | 4.4% | 3 | 3.3% | 3 | 1.4% | 1 | 5.8% | 3 | 5.6% | 2 | 3.3% | 4 | 5.3% | 2 |
| Leisure Centre | 13.8% | 22 | 7.4% | 5 | 18.5% | 17 | 15.3% | 11 | 17.3% | 9 | 5.6% | 2 | 15.6% | 19 | 7.9% | 3 |
| Health & Fitness Club | 15.6% | 25 | 20.6% | 14 | 12.0% | 11 | 22.2% | 16 | 13.5% | 7 | 5.6% | 2 | 16.4% | 20 | 13.2% | 5 |
| Theatre | 4.4% | 7 | 5.9% | 4 | 3.3% | 3 | 2.8% | 2 | 9.6% | 5 | 0.0% | 0 | 3.3% | 4 | 7.9% | 3 |
| Pubs / bars | 3.8% | 6 | 2.9% | 2 | 4.3% | 4 | 6.9% | 5 | 1.9% | 1 | 0.0% | 0 | 4.1% | 5 | 2.6% | 1 |
| Restaurants / cafes | 1.3% | 2 | 0.0% | 0 | 2.2% | 2 | 0.0% | 0 | 1.9% | 1 | 2.8% | 1 | 1.6% | 2 | 0.0% | 0 |
| Nightclubs | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Childrens entertainment | 8.1% | 13 | 5.9% | 4 | 9.8% | 9 | 4.2% | 3 | 11.5% | 6 | 11.1% | 4 | 7.4% | 9 | 10.5% | 4 |
| Climbing wall | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Community Centre | 3.1% | 5 | 0.0% | 0 | 5.4% | 5 | 1.4% | 1 | 1.9% | 1 | 8.3% | 3 | 2.5% | 3 | 5.3% | 2 |
| Cycle provisions | 1.9% | 3 | 4.4% | 3 | 0.0% | 0 | 2.8% | 2 | 1.9% | 1 | 0.0% | 0 | 1.6% | 2 | 2.6% | 1 |
| Dance facilities | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.8% | 1 | 0.0% | 0 |
| Library | 2.5% | 4 | 1.5% | 1 | 3.3% | 3 | 0.0% | 0 | 3.8% | 2 | 5.6% | 2 | 1.6% | 2 | 5.3% | 2 |
| More cultural Places | 0.6% | 1 | 1.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.8% | 1 | 0.0% | 0 |
| More public toilets | 1.3% | 2 | 1.5% | 1 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 2.8% | 1 | 1.6% | 2 | 0.0% | 0 |
| Music venue | 1.9% | 3 | 4.4% | 3 | 0.0% | 0 | 2.8% | 2 | 1.9% | 1 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 |
| Sauna | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Ski Slope | 1.9% | 3 | 1.5% | 1 | 2.2% | 2 | 4.2% | 3 | 0.0% | 0 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 |
| Squash | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.8% | 1 | 0.0% | 0 |
| Swimming pool | 17.5% | 28 | 19.1% | 13 | 16.3% | 15 | 15.3% | 11 | 21.2% | 11 | 16.7% | 6 | 18.0% | 22 | 15.8% | 6 |
| Tennis | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.8% | 1 | 0.0% | 0 |
| Trampolining | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| (Don't know) | 16.9% | 27 | 17.6% | 12 | 16.3% | 15 | 13.9% | 10 | 11.5% | 6 | 30.6% | 11 | 18.0% | 22 | 13.2% | 5 |
| Base: | | 160 | | 68 | | 92 | | 72 | | 52 | | 36 | | 122 | | 38 |

| by demographics | | | Oxf | orc | • | | ounci Carte | | | re S | Survey | y | | | | Pag February 2 |
|--|--------------|--------|--------------|--------|--------------|--------|----------------|------------|--------------|--------|--------------|--------|--------------|-----|--------------|-------------------|
| | Total | | Male | | Fema | le | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2DE | |
| Q31 How could (STUDY Those who said yes or a | | | | d for | LEISUR | e us | ES? [MF | ?] | | | | | | | | |
| Specified new leisure operator | 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 choice of leisure destination in general | 27.5% | 44 | 19.1% | 13 | 33.7% | 31 | 27.8% | 20 | 36.5% | 19 | 13.9% | 5 | 28.7% | 35 | 23.7% | 9 |
| Better quality of leisure uses | 17.5% | 28 | 7.4% | 5 | 25.0% | 23 | 18.1% | 13 | 19.2% | 10 | 13.9% | 5 | 18.0% | 22 | 15.8% | 6 |
| More priority of pedestrians / pedestrianisation | 4.4% | 7 | 5.9% | 4 | 3.3% | 3 | 4.2% | 3 | 5.8% | 3 | 2.8% | 1 | 4.9% | 6 | 2.6% | 1 |
| Less traffic / congestion | 1.9% | 3 | 4.4% | 3 | 0.0% | 0 | 1.4% | 1 | 1.9% | 1 | 2.8% | 1 | 1.6% | 2 | 2.6% | 1 |
| More shelter from wind / rain | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Improve appearance / | 3.8% | 6 | 4.4% | 3 | 3.3% | 3 | 0.0% | 0 | 7.7% | 4 | 5.6% | 2 | 4.1% | 5 | 2.6% | 1 |
| environment of centre Remove litter more often | 2.5% | 4 | 2.9% | 2 | 2.2% | 2 | 1.4% | 1 | 1.9% | 1 | 5.6% | 2 | 2.5% | 3 | 2.6% | 1 |
| More parking | 2.5% | 4 | 4.4% | 3 | 1.1% | 1 | 2.8% | 2 | 1.9% | 1 | 2.8% | 1 | 2.5% | 3 | 2.6% | 1 |
| Cheaper parking | 5.6% | 9 | 4.4% | 3 | 6.5% | 6 | 8.3% | 6 | 3.8% | 2 | 2.8% | 1 | 4.9% | 6 | 7.9% | 3 |
| More accessible car parking | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.8% | 1 | 0.0% | 0 |
| Better bus services to the centre | 2.5% | 4 | 2.9% | 2 | 2.2% | 2 | 2.8% | 2 | 1.9% | 1 | 2.8% | 1 | 1.6% | 2 | 5.3% | 2 |
| New / relocated bus stops | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.8% | 1 | 0.0% | 0 |
| Improved security measures / policing | 1.9% | 3 | 0.0% | 0 | 3.3% | 3 | 1.4% | 1 | 3.8% | 2 | 0.0% | 0 | 2.5% | 3 | 0.0% | 0 |
| Better signposting within the Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Redevelopments/changes to site (PLEASE SPECIFIY SITES) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Cinema | 3.1% | 5 | 7.4% | 5 | 0.0% | 0 | 2.8% | 2 | 5.8% | 3 | 0.0% | 0 | 3.3% | 4 | 2.6% | 1 |
| Community Centre | 1.3% | 2 | 0.0% | 0 | 2.2% | 2 | 1.4% | 1 | 0.0% | 0 | 2.8% | 1 | 1.6% | 2 | 0.0% | 0 |
| Dance studio | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.8% | 1 | 0.8% | 1 | 0.0% | 0 |
| Gym | 3.8% | 6 | 4.4% | 3 | 3.3% | 3 | 5.6% | 4 | 3.8% | 2 | 0.0% | 0 | 4.1% | 5 | 2.6% | 1 |
| Indoor ski centre | 1.3% | 2 | 1.5% | 1 | 1.1% | 1 | 2.8% | 2 | 0.0% | 0 | 0.0% | 0 | 1.6% | 2 | 0.0% | 0 |
| Indoor swimming pool | 12.5% | 20 | 16.2% | 11 | 9.8% | 9 | 8.3% | 6 | 17.3% | 9 | 13.9% | 5 | 12.3% | 15 | 13.2% | 5 |
| Leisure Centre Library | 1.9% 1.9% | 3 3 | 1.5% 0.0% | 1 0 | 2.2% 3.3% | 2 3 | 2.8% 0.0% | 2 0 | 0.0% 1.9% | 0 1 | 2.8% 5.6% | 1 2 | 2.5% 1.6% | 32 | 0.0% 2.6% | 0 1 |
| Miore actitivites for children | 1.9% | 3 | 0.0% | 0 | 3.3% | 3 | 1.4% | 1 | 0.0% | 0 | 5.6% | 2 | 0.8% | 1 | 5.3% | 2 |
| More cycle parking | 1.3% | 2 | 2.9% | 2 | 0.0% | 0 | 1.4% | 1 | 1.9% | 1 | 0.0% | 0 | 0.8% | 1 | 2.6% | 1 |
| More public toilets | 1.3% | 2 | 1.5% | 1 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 2.8% | 1 | 1.6% | 2 | 0.0% | 0 |
| More seating areas | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| Music Venue | 1.9% | 3 | 2.9% | 2 | 1.1% | 1 | 0.0% | 0 | 3.8% | 2 | 2.8% | 1 | 2.5% | 3 | 0.0% | 0 |
| Trampoline park | 0.6% | 1 | 0.0% | 0 | 1.1% | 1 | 1.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.8% | 1 | 0.0% | 0 |
| (Don't know) | 16.9% | 27 | 22.1% | 15 | 13.0% | 12 | 15.3% | 11 | 15.4% | 8 | 22.2% | 8 | 16.4% | 20 | 18.4% | 7 |
| (None mentioned) | 4.4% | 7 | 4.4% | 3 | 4.3% | 4 | 6.9% | 5 | 0.0% | 0 | 5.6% | 2 | 5.7% | 7 | 0.0% | 0 |
| Base: | | 160 | | 68 | | 92 | | 72 | | 52 | | 36 | | 122 | | 38 |
| Q32 Do you ever visit the <i>Those in Summertown</i> , | | | Cowley Ro | oad | | | | | | | | | | | | |
| Yes | 40.4% | 59 | 41.2% | 21 | 40.0% | 38 | 29.1% | 23 | 55.2% | 16 | 52.6% | 20 | 41.6% | 47 | 36.4% | 12 |
| No | 58.9% | 86 | 58.8% | 30 | 58.9% | 56 | 70.9% | 56 | 41.4% | 12 | 47.4% | 18 | 57.5% | 65 | 63.6% | 21 |
| Base: | | 146 | | 51 | | 95 | | 79 | | 29 | | 38 | | 113 | | 33 |
| | | | | | | | | | | | | | | | | |

Page 27

2017

16 - 34

35 - 54

55 +

ABC1

C2DE

Page 28

| February 2 | 2017 |
|------------|------|
|------------|------|

Q33 What do you LIKE MOST about the Market ? [MR]

Total

Male

Female

Those in Summertown, Headington & Cowley Road

| , | | | | | | | | | | | | | | | | |
|--|-------|-----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|-----|-------|----|
| Nothing | 19.2% | 28 | 13.7% | 7 | 22.1% | 21 | 27.8% | 22 | 6.9% | 2 | 10.5% | 4 | 18.6% | 21 | 21.2% | 7 |
| Near/convenient | 2.1% | 3 | 0.0% | 0 | 3.2% | 3 | 1.3% | 1 | 3.4% | 1 | 2.6% | 1 | 2.7% | 3 | 0.0% | 0 |
| I do not visit the market | 13.7% | 20 | 23.5% | 12 | 8.4% | 8 | 17.7% | 14 | 20.7% | 6 | 0.0% | 0 | 9.7% | 11 | 27.3% | 9 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 1.4% | 2 | 2.0% | 1 | 1.1% | 1 | 1.3% | 1 | 0.0% | 0 | 2.6% | 1 | 0.9% | 1 | 3.0% | 1 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 3.0% | 1 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| The food stalls | 21.2% | 31 | 15.7% | 8 | 24.2% | 23 | 15.2% | 12 | 34.5% | 10 | 23.7% | 9 | 22.1% | 25 | 18.2% | 6 |
| The variety of stalls | 11.0% | 16 | 11.8% | 6 | 10.5% | 10 | 6.3% | 5 | 13.8% | 4 | 18.4% | 7 | 11.5% | 13 | 9.1% | 3 |
| The character of the market | 3.4% | 5 | 5.9% | 3 | 2.1% | 2 | 2.5% | 2 | 3.4% | 1 | 5.3% | 2 | 3.5% | 4 | 3.0% | 1 |
| The places to eat | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Quality of the food products | 15.8% | 23 | 7.8% | 4 | 20.0% | 19 | 10.1% | 8 | 20.7% | 6 | 23.7% | 9 | 15.9% | 18 | 15.2% | 5 |
| Quality of the non-food products | 2.1% | 3 | 0.0% | 0 | 3.2% | 3 | 2.5% | 2 | 0.0% | 0 | 2.6% | 1 | 1.8% | 2 | 3.0% | 1 |
| The different types of markets (i.e. antiques, farmers market) | 4.8% | 7 | 3.9% | 2 | 5.3% | 5 | 6.3% | 5 | 0.0% | 0 | 5.3% | 2 | 3.5% | 4 | 9.1% | 3 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community spirit | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Local produce | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.9% | 1 | 0.0% | 0 |
| Organic | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| (Don't know) | 24.0% | 35 | 19.6% | 10 | 26.3% | 25 | 24.1% | 19 | 10.3% | 3 | 34.2% | 13 | 27.4% | 31 | 12.1% | 4 |
| Base: | | 146 | | 51 | | 95 | | 79 | | 29 | | 38 | | 113 | | 33 |

Q34 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR] Those in Summertown, Headington & Cowley Road

| Nothing | 39.0% | 57 | 37.3% | 19 | 40.0% | 38 | 35.4% | 28 | 34.5% | 10 | 50.0% | 19 | 37.2% | 42 | 45.5% | 15 |
|--------------------------------|-------|-----|--------|-----|--------|-----|-------|-----|-------|-----|-------|-----|-------|-----|-------|-----|
| Frequency | 9.6% | 14 | 19.6% | 10 | 4.2% | 4 | 11.4% | 9 | 17.2% | 5 | 0.0% | 0 | 10.6% | 12 | 6.1% | 2 |
| A larger market | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.9% | 1 | 0.0% | 0 |
| More butcher stalls | 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 bakery stalls | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.9% | 1 | 0.0% | 0 |
| More deli stalls | 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 fishmonger stalls | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.9% | 1 | 0.0% | 0 |
| More sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (i.e. covered market) | | | | | | | | | | | | | | | | |
| More seats | 0.7% | 1 | 2.0% | 1 | 0.0% | 0 | 1.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.9% | 1 | 0.0% | 0 |
| Better signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| easier to walk around | | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less fast food stalls | 0.7% | 1 | 0.0% | 0 | 1.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.9% | 1 | 0.0% | 0 |
| Cheaper | 1.4% | 2 | 0.0% | 0 | 2.1% | 2 | 0.0% | 0 | 3.4% | 1 | 2.6% | 1 | 1.8% | 2 | 0.0% | 0 |
| Modernise it | 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 advertising | 2.1% | 3 | 0.0% | 0 | 3.2% | 3 | 1.3% | 1 | 6.9% | 2 | 0.0% | 0 | 1.8% | 2 | 3.0% | 1 |
| (Don't know) | 45.2% | 66 | 43.1% | 22 | 46.3% | 44 | 51.9% | 41 | 34.5% | 10 | 39.5% | 15 | 45.1% | 51 | 45.5% | 15 |
| Base: | | 146 | | 51 | | 95 | | 79 | | 29 | | 38 | | 113 | | 33 |
| GEN Gender: | | | | | | | | | | | | | | | | |
| OLIT Gender. | | | | | | | | | | | | | | | | |
| Male | 41.7% | 239 | 100.0% | 239 | 0.0% | 0 | 46.2% | 116 | 45.2% | 66 | 32.6% | 57 | 37.7% | 155 | 51.9% | 84 |
| Female | 58.3% | 334 | 0.0% | 0 | 100.0% | 334 | 53.8% | 135 | 54.8% | 80 | 67.4% | 118 | 62.3% | 256 | 48.1% | 78 |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 |
| Dase. | | 513 | | 239 | | 554 | | 231 | | 140 | | 175 | | 411 | | 102 |
| | | | | | | | | | | | | | | | | |

Page 29

February 2017

| | Tota | 1 | Male | e | Fema | le | 16 - 3 | 4 | 35 - 5 | 54 | 55 + | | ABC | 1 | C2D | E |
|---|--|---|--|--|--|--|---|---|--|--|--|--------------------------------------|--|---|---|--|
| AGE Age Group: | | | | | | | | | | | | | | | | |
| 16 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years 65+ years Refused Base: | 23.2% 20.6% 12.7% 12.7% 12.2% 18.3% 0.2% | 133 118 73 70 105 1 573 | 23.8% 24.7% 15.9% 11.7% 10.9% 13.0% 0.0% | 57 59 38 28 26 31 0 239 | 22.8% 17.7% 10.5% 13.5% 13.2% 22.2% 0.3% | 76 59 35 45 44 74 1 334 | 53.0% 47.0% 0.0% 0.0% 0.0% 0.0% | 133 118 0 0 0 0 0 0 251 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 50.0\% \\ 50.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 0 0 73 73 0 0 0 146 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 40.0\% \\ 60.0\% \\ 0.0\% \end{array}$ | 0 0 0 70 105 0 175 | 28.0% 17.5% 12.2% 13.9% 10.9% 17.5% 0.0% | 115 72 50 57 45 72 0 411 | 11.1% 28.4% 14.2% 9.9% 15.4% 20.4% 0.6% | 18 46 23 16 25 33 1 162 |
| EMP Are you in paid emp | oloymen | t: | | | | | | | | | | | | | | |
| Yes No Base: WORK Location of wor <i>Those in paid employm</i> | - | 300 273 573 | 57.7% 42.3% | 138 101 239 | 48.5% 51.5% | 162 172 334 | 48.2% 51.8% | 121 130 251 | 87.0% 13.0% | 127 19 146 | 29.7% 70.3% | 52 123 175 | 51.3% 48.7% | 211 200 411 | 54.9% 45.1% | 89 73 162 |
| Inside (study centre) town | 53.7% | 161 | 56.5% | 78 | 51.2% | 83 | 47.1% | 57 | 54.3% | 69 | 67.3% | 35 | 58.8% | 124 | 41.6% | 37 |
| centre Outside (study centre) town centre | 46.3% | 139 | 43.5% | 60 | 48.8% | 79 | 52.9% | 64 | 45.7% | 58 | 32.7% | 17 | 41.2% | 87 | 58.4% | 52 |
| Base: | | 300 | | 138 | | 162 | | 121 | | 127 | | 52 | | 211 | | 89 |
| SEG Occupation of Chie | f Wage E | Earne | r in HHo | ld: (| if retire | d, ask | for pre | vious | оссира | tion) | | | | | | |
| AB C1 C2 DE Refused Base: | 29.8% 41.9% 11.9% 16.4% 0.0% | 171 240 68 94 0 573 | 25.5% 39.3% 18.8% 16.3% 0.0% | 61 94 45 39 0 239 | 32.9% 43.7% 6.9% 16.5% 0.0% | 110 146 23 55 0 334 | 13.9% 60.6% 12.4% 13.1% 0.0% | 35 152 31 33 0 251 | 36.3% 37.0% 11.6% 15.1% 0.0% | 53 54 17 22 0 146 | 47.4% 19.4% 11.4% 21.7% 0.0% | 83 34 20 38 0 175 | 41.6% 58.4% 0.0% 0.0% 0.0% | 171 240 0 0 0 411 | 0.0% 0.0% 42.0% 58.0% 0.0% | 0 0 68 94 0 162 |
| ADU No. of adults (incl R | esp) [MI | R] | | | | | | | | | | | | | | |
| 1 adult in hhold 2 adults in hhold 3 adults in hhold 4 or more adults in hhold Base: | 24.8% 44.9% 11.5% 18.8% | 142 257 66 108 573 | 25.1% 43.1% 12.6% 19.2% | 60 103 30 46 239 | 24.6% 46.1% 10.8% 18.6% | 82 154 36 62 334 | 15.1% 33.9% 12.4% 38.6% | 38 85 31 97 251 | 23.3% 55.5% 17.1% 4.1% | 34 81 25 6 146 | 39.4% 52.0% 5.7% 2.9% | 69 91 10 5 175 | 22.1% 44.8% 10.9% 22.1% | 91 184 45 91 411 | 31.5% 45.1% 13.0% 10.5% | 51 73 21 17 162 |
| CHI No. of children (Und | lor 16) [| | | 237 | | 551 | | 201 | | 110 | | 175 | | | | 102 |
| 1 child in hhold 2 children in hhold 3 children in hhold 4 or more children in hhold No children in hhold Refused Base: | 11.2% 5.2% 2.1% 0.2% 81.3% 0.0% | 64 30 12 1 466 0 573 | 13.4% 5.9% 2.1% 0.0% 78.7% 0.0% | 32 14 5 0 188 0 239 | 9.6% 4.8% 2.1% 0.3% 83.2% 0.0% | 32 16 7 1 278 0 334 | 13.5% 2.4% 2.4% 0.4% 81.3% 0.0% | 34 6 1 204 0 251 | 17.8% 15.8% 4.1% 0.0% 62.3% 0.0% | 26 23 6 0 91 0 146 | 2.3% 0.6% 0.0% 0.0% 97.1% 0.0% | 4 1 0 170 0 175 | 9.7% 5.8% 1.5% 0.0% 83.0% 0.0% | 40 24 6 0 341 0 411 | 14.8% 3.7% 3.7% 0.6% 77.2% 0.0% | 24 6 1 125 0 162 |
| CAR No. of cars in house | - | - | | _ | | | | | | | | _ | | | | |
| 1 car in hhold 2 cars in hhold 3 cars in hhold 4 or more cars in hhold No cars in hhold Refused Base: | 31.1% 17.6% 3.1% 1.4% 46.8% 0.0% | 178 101 18 8 268 0 573 | 29.7% 20.5% 5.0% 1.3% 43.5% 0.0% | 71 49 12 3 104 0 239 | 32.0% 15.6% 1.8% 1.5% 49.1% 0.0% | 107 52 6 5 164 0 334 | 21.5% 14.3% 4.4% 1.6% 58.2% 0.0% | 54 36 11 4 146 0 251 | 35.6% 25.3% 3.4% 0.7% 34.9% 0.0% | 52 37 5 1 51 0 146 | $\begin{array}{c} 41.1\% \\ 16.0\% \\ 1.1\% \\ 1.7\% \\ 40.0\% \\ 0.0\% \end{array}$ | 72 28 2 3 70 0 175 | 31.6% 17.3% 3.2% 1.5% 46.5% 0.0% | 130 71 13 6 191 0 411 | 29.6% 18.5% 3.1% 1.2% 47.5% 0.0% | 48 30 5 2 77 0 162 |
| | | 2.0 | | _0/ | | 201 | | | | 0 | | 0 | | | | |

| | Tota | 1 | Male | e | Fema | le | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2D | E |
|--|---|-----------------------------|---|-----------------------------|---|-----------------------------|--|-----------------------------|--|---------------------------|---|-----------------------------|---|-----------------------------|---|---------------------------|
| | | | | | | | | | | | | | | | | |
| DAY Day of interview: | | | | | | | | | | | | | | | | |
| Monday Tuesday Wednesday Thursday Friday | 8.4% 15.7% 17.1% 16.6% 0.0% | 48 90 98 95 0 | 7.5% 12.6% 21.8% 16.3% 0.0% | 18 30 52 39 0 | 9.0% 18.0% 13.8% 16.8% 0.0% | 30 60 46 56 0 | 10.0% 17.9% 16.3% 12.4% 0.0% | 25 45 41 31 0 | 11.0% 15.1% 16.4% 21.2% 0.0% | 16 22 24 31 0 | 4.0% 13.1% 18.9% 18.9% 0.0% | 7 23 33 33 0 | 8.5% 14.4% 19.5% 15.8% 0.0% | 35 59 80 65 0 | 8.0% 19.1% 11.1% 18.5% 0.0% | 13 31 18 30 0 |
| Saturday Sunday | 38.0% 4.2% | 218 24 | 39.7% 2.1% | 95 5 | 36.8% 5.7% | 123 19 | 39.4% 4.0% | 99 10 | 33.6% 2.7% | 49 4 | 39.4% 5.7% | 69 10 | 37.0% 4.9% | 152 20 | 40.7% 2.5% | 66 4 |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 |
| TOWN Town | | | | | | | | | | | | | | | | |
| Oxford City Centre Cowley Summertown Headington Cowley Road | 56.4% 12.9% 8.0% 8.4% 9.1% | 323 74 46 48 52 | 57.7% 13.4% 8.8% 8.0% 4.6% | 138 32 21 19 11 | 55.4% 12.6% 7.5% 8.7% 12.3% | 185 42 25 29 41 | 47.8% 14.3% 9.2% 8.4% 13.9% | 120 36 23 21 35 | 61.0% 14.4% 7.5% 8.2% 4.1% | 89 21 11 12 6 | 65.1% 9.1% 6.9% 8.6% 6.3% | 114 16 12 15 11 | 57.7% 13.1% 9.0% 7.8% 10.7% | 237 54 37 32 44 | 53.1% 12.3% 5.6% 9.9% 4.9% | 86 20 9 16 8 |
| Blackbird Leys Base: | 5.2% | 30 573 | 7.5% | 18 239 | 3.6% | 12 334 | 6.4% | 16 251 | 4.8% | 7 146 | 4.0% | 7 175 | 1.7% | 7 411 | 14.2% | 23 162 |
| LOC Location (see map) Those in Oxford City C | entre | 575 | | 239 | | 554 | | 231 | | 140 | | 175 | | 411 | | 102 |
| Location Point 1 - Entrance to Gloucester Green on George Street | 55.1% | 178 | 68.8% | 95 | 44.9% | 83 | 55.8% | 67 | 57.3% | 51 | 52.6% | 60 | 56.1% | 133 | 52.3% | 45 |
| Location Point 2 - Corner of Cornmarket, George Street, Broad Street, Magdalen Street, outside Debenhams | 9.0% | 29 | 5.1% | 7 | 11.9% | 22 | 12.5% | 15 | 7.9% | 7 | 6.1% | 7 | 8.9% | 21 | 9.3% | 8 |
| Location Point 3 - Cornmarket, outside entrance to Clarenden Centre | 7.4% | 24 | 5.8% | 8 | 8.6% | 16 | 5.0% | 6 | 5.6% | 5 | 11.4% | 13 | 6.8% | 16 | 9.3% | 8 |
| Location Point 4 - Inside Clarenden Centre | 11.8% | 38 | 8.7% | 12 | 14.1% | 26 | 12.5% | 15 | 12.4% | 11 | 10.5% | 12 | 11.8% | 28 | 11.6% | 10 |
| Location Point 5 - Queen Street, outside Marks & Spencer | 11.8% | 38 | 8.7% | 12 | 14.1% | 26 | 10.0% | 12 | 12.4% | 11 | 13.2% | 15 | 10.5% | 25 | 15.1% | 13 |
| Location Point 6 - High Street, outside the entrance to the Covered Market | 5.0% | 16 | 2.9% | 4 | 6.5% | 12 | 4.2% | 5 | 4.5% | 4 | 6.1% | 7 | 5.9% | 14 | 2.3% | 2 |
| Base: | | 323 | | 138 | | 185 | | 120 | | 89 | | 114 | | 237 | | 86 |

| February | 2017 |
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| | | | | | 10 | ru | arter | J 0 | onas | | | | | | | February 201 |
|------------------|--------------|---------|------------------|-------------------------------------|--------------|---------|------------------|------------|--------------|-------------|------------------|---------|------------------|----------|--------------|--------------|
| | Total | | Male | • | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| PC | | | | | | | | | | | | | | | | |
| FG | | | | | | | | | | | | | | | | |
| BA3 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| BA5 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| CB3 0 CB6 3 | 0.2% 0.2% | 1 1 | $0.0\% \\ 0.0\%$ | 0 0 | 0.3% 0.3% | 1 1 | 0.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 0.0% 0.6% | 0 1 | 0.2% 0.2% | 1 1 | 0.0% 0.0% | 0 0 |
| CV31 1 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| CV8 1 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | Ő | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| CW5 8 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| EH15 3 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| EX1 4 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| EX1 5 EX2 9 | 0.2% 0.2% | 1 1 | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0\\ 0\end{array}$ | 0.3% 0.3% | 1 1 | 0.0% 0.0% | 0 0 | 0.7% 0.7% | 1 1 | 0.0% 0.0% | 0 0 | 0.2% 0.2% | 1 | 0.0% 0.0% | 0 0 |
| EX29 7 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| EX3 7 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| HP17 3 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| HP19 7 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |
| HR9 HU9 3 | 0.2% 0.2% | 1 1 | $0.0\% \\ 0.0\%$ | 0 0 | 0.3% 0.3% | 1 1 | 0.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 0.0% 0.6% | 0 1 | $0.0\% \\ 0.0\%$ | 0 0 | 0.6% 0.6% | 1 1 |
| MK17 9 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 0 |
| MK18 1 | 0.2% | 1 | 0.0% | Ő | 0.3% | 1 | 0.4% | 1 | 0.0% | Ő | 0.0% | Ő | 0.2% | 1 | 0.0% | 0 |
| MK18 5 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| MK42 0 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| MK6 2 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| MK8 1 Mk13 5 | 0.2% 0.2% | 1 1 | $0.0\% \\ 0.4\%$ | 0 1 | 0.3% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 0.0% 0.7% | 0 1 | 0.6% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.6% 0.6% | 1 1 |
| N7 8 | 0.2% | 1 | 0.4% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| NN11 3 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | ŏ | 0.2% | 1 | 0.0% | 0 |
| NN13 6 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| NN15 6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| OX1 | 0.5% | 3 | 0.8% | 2 | 0.3% | 1 | 0.4% | 1 | 0.7% | 1 | 0.6% | 1 | 0.5% | 2 | 0.6% | 1 |
| OX1 1 OX1 2 | 1.9% 1.6% | 11 9 | 2.1% 1.3% | 5 3 | 1.8% 1.8% | 6 6 | 1.2% 1.2% | 3 3 | 2.1% 1.4% | 3 2 | 2.9% 2.3% | 5 4 | 2.2% 1.9% | 9 8 | 1.2% 0.6% | 2 1 |
| OXI 2 OXI 3 | 1.0% | 6 | 1.7% | 4 | 0.6% | 2 | 2.0% | 5 | 0.0% | 0 | 0.6% | 1 | 1.5% | 6 | 0.0% | 0 |
| OX1 4 | 4.5% | 26 | 5.9% | 14 | 3.6% | 12 | 8.4% | 21 | 2.1% | 3 | 1.1% | 2 | 4.9% | 20 | 3.7% | 6 |
| OX1 5 | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.6% | 1 | 0.2% | 1 | 0.6% | 1 |
| OX1 6 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |
| OX1 7 OX1 8 | 0.2% 0.2% | 1 1 | $0.0\% \\ 0.4\%$ | 0 1 | 0.3% 0.0% | 1 0 | $0.4\% \\ 0.0\%$ | 1 0 | 0.0% 0.7% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 0.2% | 0 1 | 0.6% 0.0% | 1 0 |
| OX1 8 OX10 0 | 0.2% | 2 | 0.4% | 0 | 0.6% | 2 | 0.0% | 0 | 0.7% | 0 | 0.0% 1.1% | 2 | 0.2% | 2 | 0.0% | 0 |
| OX107 | 0.3% | 2 | 0.0% | 0 | 0.6% | 2 | 0.0% | Ő | 1.4% | 2 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 |
| OX10 9 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX11 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| OX11 6 | 0.5% | 3 | 0.8% | 2 | 0.3% | 1 | 0.4% | 1 | 1.4% | 2 | 0.0% | 0 | 0.7% | 3 | 0.0% | 0 |
| OX11 7 OX12 8 | 0.5% 0.3% | 3 2 | $0.4\% \\ 0.4\%$ | 1 1 | 0.6% 0.3% | 2 1 | $0.0\% \\ 0.4\%$ | 0 1 | 0.7% 0.7% | 1 1 | $1.1\% \\ 0.0\%$ | 2 0 | 0.5% 0.0% | 2 0 | 0.6% 1.2% | 1 2 |
| OX12 8 OX13 5 | 0.3% | 2 | 0.4% | 2 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.0% | 1 | 0.6% | 1 |
| OX13 6 | 0.2% | 1 | 0.4% | 1 | 0.0% | Ő | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX14 1 | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 0.0% | 0 | 1.4% | 2 | 1.1% | 2 | 0.7% | 3 | 0.6% | 1 |
| OX14 2 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| OX14 3 OX14 4 | 1.2% | 7 2 | 1.3% | 3 | 1.2% | 4 2 | 1.2% 0.4% | 3 1 | 2.1% 0.7% | 3 1 | 0.6% | 1 0 | 1.5% 0.2% | 6 1 | 0.6% 0.6% | 1 1 |
| OX14 4 OX14 5 | 0.3% 0.7% | 2 4 | 0.0% 0.8% | $0 \\ 2$ | 0.6% 0.6% | 2 | 0.4% | 1 | 0.7% 1.4% | 2 | 0.0% 0.6% | 1 | 0.2% | 2 | 0.8% 1.2% | 2 |
| OX15 4 | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | $\tilde{0}$ | 0.6% | 1 | 0.2% | 1 | 0.6% | 1 |
| OX15 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| OX16 5 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| OX169 | 0.3% | 2 | 0.0% | 0 | 0.6% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.6% | 1 |
| OX17 3 OX17 4 | 0.2% 0.2% | 1 1 | $0.0\% \\ 0.4\%$ | 0 1 | 0.3% 0.0% | 1 0 | $0.0\% \\ 0.4\%$ | 0 1 | 0.7% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 0.2% 0.2% | 1 | 0.0% 0.0% | 0 0 |
| OX174 OX182 | 0.2% | 1 | 0.4% | 0 | 0.0% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX18 2 OX18 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX2 | 0.5% | 3 | 0.8% | 2 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 1.1% | 2 | 0.7% | 3 | 0.0% | 0 |
| OX2 0 | 2.4% | 14 | 2.5% | 6 | 2.4% | 8 | 2.0% | 5 | 4.1% | 6 | 1.7% | 3 | 2.9% | 12 | 1.2% | 2 |
| OX2 3 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX2 6 OX2 7 | 7.2% | 41 | 5.9% 5.4% | 14 | 8.1% | 27 | 5.2% 5.2% | 13 | 8.9% 5.5% | 13 8 | 8.6% | 15 5 | 8.3% 5.4% | 34 22 | 4.3% 2.5% | 7 4 |
| OX2 7 OX2 8 | 4.5% 1.4% | 26 8 | 5.4% 1.3% | 13 3 | 3.9% 1.5% | 13 5 | 5.2% 0.8% | 13 2 | 5.5% 0.7% | 8 1 | 2.9% 2.9% | 5 5 | 5.4% 1.2% | 22 5 | 2.5% 1.9% | 4 3 |
| OX2 8 OX2 9 | 2.8% | 16 | 3.8% | 9 | 2.1% | 7 | 3.6% | 9 | 3.4% | 5 | 1.1% | 2 | 3.2% | 13 | 1.9% | 3 |
| OX20 1 | 1.0% | 6 | 0.8% | 2 | 1.2% | 4 | 0.0% | 0 | 2.1% | 3 | 1.7% | 3 | 1.0% | 4 | 1.2% | 2 |
| OX25 3 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| OX25 5 | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.5% | 2 | 0.0% | 0 |
| OX26 2 | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.2% | 2 |
| OX26 3 OX26 4 | 0.3% 0.2% | 2 1 | $0.4\% \\ 0.4\%$ | 1 1 | 0.3% 0.0% | 1 0 | $0.4\% \\ 0.4\%$ | 1 1 | 0.0% 0.0% | 0 0 | 0.6% 0.0% | 1 0 | 0.2% 0.2% | 1 1 | 0.6% 0.0% | 1 0 |
| 02320 T | 0.270 | 1 | 0.470 | 1 | 0.070 | 0 | 0.770 | 1 | 0.070 | 0 | 0.070 | U | 0.270 | 1 | 0.070 | 0 |

Page 32 February 2017

| | | | | | L | UI | | I JU | mas | | | | | | | February 2 |
|------------------|--------------|---------|------------------|--------|------------------|---------|------------------|--------|------------------|--------|------------------|--------|----------------------|---------|----------------------|-------------|
| | Tota | 1 | Mal | e | Fema | le | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2DE | 2 |
| | | | | | | | | | | | | | | | | |
| OX26 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| OX26 6 | 0.3% | 2 | 0.4% | 1 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.6% | 1 |
| OX28 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX29 1 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |
| OX29 4 | 0.5% | 3 | 0.4% | 1 | 0.6% | 2 | 0.4% | 1 | 0.7% | 1 | 0.6% | 1 | 0.7% | 3 | 0.0% | 0 |
| OX29 6 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX3 | 0.3% | 2 | 0.8% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 1.1% | 2 | 0.2% | 1 | 0.6% | 1 |
| OX3 0 OX3 1 | 3.3% 0.3% | 19 2 | $1.7\% \\ 0.8\%$ | 4 2 | 4.5% 0.0% | 15 0 | 3.6% 0.0% | 9 0 | 4.1% 0.0% | 6 0 | 2.3% 1.1% | 4 2 | 3.7% 0.2% | 15 1 | 2.5% 0.6% | 4 1 |
| OX3 7 | 3.3% | 19 | 2.5% | 6 | 0.0% 3.9% | 13 | 0.0% 4.0% | 10 | 2.1% | 3 | 3.4% | 6 | 0.2 <i>%</i> 3.7% | 15 | 0.0% 2.5% | 4 |
| OX3 8 | 4.5% | 26 | 3.3% | 8 | 5.4% | 13 | 2.8% | 7 | 4.1% | 6 | 7.4% | 13 | 3.4% | 13 | 2.3 <i>%</i> 7.4% | 12 |
| OX3 9 | 2.1% | 12 | 1.7% | 4 | 2.4% | 8 | 2.8% | 7 | 0.0% | 0 | 2.9% | 5 | 1.5% | 6 | 3.7% | 6 |
| OX33 1 | 1.9% | 11 | 3.3% | 8 | 0.9% | 3 | 1.6% | 4 | 2.1% | 3 | 2.3% | 4 | 1.9% | 8 | 1.9% | 3 |
| OX39 4 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.6% | 1 |
| OX4 | 0.7% | 4 | 0.4% | 1 | 0.9% | 3 | 0.4% | 1 | 0.0% | 0 | 1.1% | 2 | 0.5% | 2 | 1.2% | 2 |
| OX4 1 | 9.4% | 54 | 10.5% | 25 | 8.7% | 29 | 15.5% | 39 | 2.7% | 4 | 6.3% | 11 | 10.7% | 44 | 6.2% | 10 |
| OX4 2 | 4.4% | 25 | 3.8% | 9 | 4.8% | 16 | 4.4% | 11 | 5.5% | 8 | 3.4% | 6 | 3.7% | 15 | 6.2% | 10 |
| OX4 3 | 4.9% | 28 | 3.8% | 9 | 5.7% | 19 | 5.6% | 14 | 7.5% | 11 | 1.7% | 3 | 4.9% | 20 | 4.9% | 8 |
| OX4 4 | 3.3% | 19 | 3.8% | 9 | 3.0% | 10 | 3.2% | 8 | 4.8% | 7 | 2.3% | 4 | 2.2% | 9 | 6.2% | 10 |
| OX4 5 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 0 | 0.6% | 1 |
| OX4 6 | 2.6% | 15 | 2.9% | 7 | 2.4% | 8 | 2.0% | 5 | 3.4% | 5 | 2.9% | 5 | 1.2% | 5 | 6.2% | 10 |
| OX4 7 | 0.9% | 5 | 0.0% | 0 | 1.5% | 5 | 1.2% | 3 | 0.0% | 0 | 1.1% | 2 | 1.0% | 4 | 0.6% | 1 |
| OX4 8 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OX44 7 | 0.9% | 5 | 1.7% | 4 | 0.3% | 1 | 1.2% | 3 | 0.0% | 0 | 1.1% | 2 | 0.5% | 2 | 1.9% | 3 |
| OX44 9 OX40 5 | 0.9% | 5 | 1.3% | 3 | 0.6% | 2 | 0.8% | 2 | 1.4% | 2 | 0.6% | 1 | 1.0% | 4 | 0.6% | 1 |
| OX49 5 OX5 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.7\%$ | 0 | 0.6% | 1 | 0.2% | 1 1 | 0.0% | 0 0 |
| OX5 1 | 0.2% 1.2% | 1 7 | $0.0\% \\ 0.4\%$ | 0 | 0.3% 1.8% | 1 6 | 0.0% | 0 2 | 0.7% | 1 1 | 0.0% 2.3% | $0\\4$ | 0.2% 1.2% | 5 | 0.0% 1.2% | 2 |
| OX5 1 OX5 2 | 0.5% | 3 | 0.4% | 0 | 0.9% | 3 | 0.8% | 0 | 1.4% | 2 | 2.3% 0.6% | 4 | 0.7% | 3 | 0.0% | 0 |
| OX5 3 | 0.7% | 4 | 1.7% | 4 | 0.0% | 0 | 1.2% | 3 | 0.0% | 0 | 0.6% | 1 | 0.5% | 2 | 1.2% | 2 |
| OX7 4 | 0.2% | 1 | 0.4% | 1 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | $\tilde{0}$ |
| OX9 4 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | Õ | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| OXC4 1 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| RG1 7 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| RG14 2 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 |
| RG17 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| RG31 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| RG33 3 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| RG4 6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| RG4 7 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| RG5 3 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| RG8 7 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| RG9 2 RG9 5 | 0.3% 0.2% | 2 1 | 0.8% | 2 1 | $0.0\% \\ 0.0\%$ | 0 | $0.4\% \\ 0.0\%$ | 1 0 | $0.0\% \\ 0.7\%$ | 0 | $0.6\% \\ 0.0\%$ | 1 0 | 0.2% 0.2% | 1 1 | $0.6\% \\ 0.0\%$ | 1 0 |
| SE1 | 0.2% | 1 | $0.4\% \\ 0.0\%$ | 0 | 0.0% | 1 | 0.0% | 0 | 0.7% | 1 0 | 0.6% | 1 | 0.2% | 0 | 0.6% | 0 |
| SN10 2 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.0% | 1 | 0.0% | 0 |
| SN6 7 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.7% | 1 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| SN7 7 | 0.7% | 4 | 0.8% | 2 | 0.6% | 2 | 0.0% | 0 | 1.4% | 2 | 1.1% | 2 | 1.0% | 4 | 0.0% | Ő |
| SN8 4 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| SO14 | 0.2% | 1 | 0.4% | 1 | 0.0% | 0 | 0.4% | 1 | 0.0% | Ő | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 0 |
| SO30 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| SO41 6 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| SP6 3 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.6% | 1 | 0.2% | 1 | 0.0% | 0 |
| SW7 7 | 0.2% | 1 | 0.0% | 0 | 0.3% | 1 | 0.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.2% | 1 | 0.0% | 0 |
| Refused | 1.7% | 10 | 0.4% | 1 | 2.7% | 9 | 1.2% | 3 | 2.1% | 3 | 2.3% | 4 | 1.5% | 6 | 2.5% | 4 |
| Base: | | 573 | | 239 | | 334 | | 251 | | 146 | | 175 | | 411 | | 162 |
| 2.000. | | 515 | | | | 554 | | 201 | | 1 10 | | 115 | | | | 102 |

| for Carter Jonas Peruari Total Male Fermale 16 - 34 35 - 54 55 + ABC1 C2DE Car -driver 25.7% 19 28.1% 0 25.0% 9 23.8% 5 31.3% 5 27.8% 15 20.0% 4 68.0% 6 95.0% 2 27.4% 4 30.0% 6 95.0% 2 27.4% 4 30.0% 6 95.0% 2 27.4% 4 30.0% 6 95.0% 2 2.0% 0 0.0% | Cowley by demographics | | | Ox | ford | l Cit | y Co | ounc | il In | cen | tre S | Surv | ey | | | | | Page 11 |
|---|------------------------------|----------|---------|---------|----------|---------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------|
| OPEN CENTRE) today: Car - driver 25.7% 19 28.1% 9 23.8% 10.0% 0 0 0 | | | | | | 1 | for (| Carte | er Jo | onas | | | | | | |] | February 2017 |
| $ \begin{array}{c c c c c c c c c c c c c c c c c c c $ | | Tota | al | Ma | le | Fem | ale | 16 - | 34 | 35 - | 54 | 55 | + | ABO | C1 | C2E | ЭE | |
| $ \begin{array}{c ccccccccccccccccccccccccccccccccccc$ | Q01 How did you travel | to (STU | DY CE | NTRE) | today | ? | | | | | | | | | | | | |
| Bus biycle13.5% 101018.8% 669.5% 9416.7% 11.1%69.5% 4212.5% 227.4% 7430.0% 66Biycle12.2% 12.3%96.3% 6.3%216.7% 11.1%711.1% 414.3% 14.3%312.5% 12.5%27.4% 13.0%430.0% 600.0% | Car – driver | 25.7% | 19 | 28.1% | 9 | 23.8% | 10 | 25.0% | 9 | 23.8% | 5 | 31.3% | 5 | 27.8% | 15 | 20.0% | 4 | 1 |
| Bicycle Rail12.2% 996.3% 6.3% 0.0%11.1% 1.1%41.4.3% 1.0%11.2.5% 0.0%21.3.0% 071.0.0% 0.0%0Taxi2.7% 2.0%20.0% 0.0%00.0% 0.0% | Car – passenger | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| Raif 0.0% 0.0% 0. 0.0% 0. 0.0% 0. 0.0% 0. 0.0% 0. 0.0% 0. 0.0% 0. <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>16.7%</td><td>6</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<> | | | | | | | | 16.7% | 6 | | | | | | | | | |
| Taxi 2.7% 2 0.0% 0 4.8% 2 5.6% 2 0.0% 0 0.0% 0 1.9% 1 5.0% 1 Park and Ride 0.0% 0 </td <td>•</td> <td></td> | • | | | | | | | | | | | | | | | | | |
| Park and Ride 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | | |
| On foot 44.6% 33 46.9% 15 47.9% 18 41.7% 15 47.0% 10 43.8% 7 50.0% 27 30.0% 6 Other 0.0% 0 0.0% | | | | | | | | | | | | | | | | | | |
| Other 0.0% 0 | | | | | | | | | | | | | | | | | | |
| Mobility scoter 1.4% 1 0.% 0 2.4% 1 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | | |
| Motorcycle 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | | |
| Base. 74 32 42 36 21 16 54 20 Mean score [minutes] OZ How long do you intend to stay in (STUDY CENTRE) today: Less than 30 minutes 36.5% 27 25.0% 8 45.2% 19 36.1% 13 28.6% 6 50.0% 8 37.0% 20 35.0% 7 30-59 minutes 33.8% 25 28.1% 16 30.6% 11 47.6% 6 50.0% 8 37.0% 20 35.0% 7 1 hour - Ihour 59 minutes 2.7% 2 3.1% 1 2.4% 1 5.6% 2 0.0% 0 37.% 2 0.0% 0 2 hours - 2 hours 59 minutes 2.7% 2 3.1% 1 0.0% 0 3.4% 1 0.0% 0 3.6% 1 0.0% 0 3.4% 1 0.0% 0 1.4% 1 0.0% 0 1.4% 1 0.0% 0 1.4% 1 0.0% 0 1.4% 1 0.0% 0 </td <td></td> | | | | | | | | | | | | | | | | | | |
| Mean score [minutes] Solve for long do you intered to start s | Motorcycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| August on the start in (STUPY CENTRE) today: Less than 30 minutes 36.5% 2 25.0% 8 45.2% 19 36.1% 13 28.0% 8 45.2% 8 35.0% 7 2 25.0% 8 45.0% 8 45.0% 8 45.0% 8 45.0% 8 45.0% 4 $28.\%$ 1 4 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% <th< td=""><td>Base:</td><td></td><td>74</td><td></td><td>32</td><td></td><td>42</td><td></td><td>36</td><td></td><td>21</td><td></td><td>16</td><td></td><td>54</td><td></td><td>20</td><td>)</td></th<> | Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |) |
| Less than 30 minutes 36.5% 27 25.0% 8 45.2% 19 36.1% 13 28.6% 6 50.0% 8 37.0% 20 35.0% 7 30.59 minutes $33.8%$ 25 $28.1%$ 9 $38.1%$ 16 $30.6%$ 11 $47.6%$ 10 $25.0%$ 4 $33.3%$ 18 $35.0%$ 71 hour – Ihour 59 minutes $18.9%$ 14 $25.0%$ 8 $14.3%$ 6 $16.7%$ 6 $14.3%$ 3 $25.0%$ 4 $14.8%$ 8 $30.0%$ 62 hours – 2 hours 59 minutes $2.7%$ 2 $3.1%$ 1 $2.4%$ 1 $5.6%$ 2 $0.0%$ 0 $0.0%$ 0 $3.7%$ 2 $0.0%$ 03 hours – 3 hours 59 minutes $1.4%$ 1 $3.1%$ 1 $0.0%$ 0 $2.8%$ 1 $0.0%$ 0 $0.0%$ 0 $1.9%$ 1 $0.0%$ 04 hours and over $5.4%$ 4 $12.5%$ 4 $0.0%$ 0 $8.3%$ 3 $4.8%$ 1 $0.0%$ 0 $7.4%$ 4 $0.0%$ 00 vernight stay $1.4%$ 1 $3.1%$ 1 $0.0%$ 0 $0.0%$ 0 $4.8%$ 1 $0.0%$ 0 $7.4%$ 4 $0.0%$ $0Mean:$ 63.65 94.22 40.36 70.83 67.14 41.25 69.44 $48.00Base: 74 32 42 36 21 16 54 20Mean score [times per week, excludes First time today]G03 How often do you shop in (STUPY CENTRE) (including Sunday):7$ days a week $18.9%$ 14 $25.0%$ 8 $14.3%$ 6 $13.9%$ 5 $19.0%$ 4 $31.3%$ 5 $18.5%$ 10 $20.0%$ 44.6 days a week $18.9%$ 14 $12.50%$ 8 $14.3%$ 6 $16.7%$ 6 $14.3%$ 3 $12.5%$ 2 $11.1%$ 6 $30.0%$ $6Once a week 16.2\% 12 1.8\% 6 16.7\% 6 16.3\% 3 12.5\% 2 11.1\% 6 30.0\% 6Once a week 16.2\% 12 1.8\% 6 16.7\% 6 14.3\% 3 12.5\% 2 11.9\% 1 5.0\% 1Once every 3 meths 5.4\% 4 6.3\% 2 2.9\% 1 0.0\% 0 6.3\% 1 3.7\% 2 0.0\% 0Once every 3 meths 5.4\% 4 6.3\% 2 2.4\% 1 2.5\% 1 3.9\% 5 14.3\% 3 12.5\% 2 13.0\% 7 15.0\% 3Once every 3 month 5.4\% 4 6.3\% 2 2.4\% 1 2.8\% 1 0.0\% 0 6.3\% 1 3.7\% 2 0.0\% 0Less often than once every 3 4.1\% 3 6.3\% 2 2.4\% 1 2.8\% 1 0.0\% 0 0.0\% 0 0.0\% 0 0.0\% 0 0.0\% 0 0.0\% 0 0.0\% 0 0.0\% 0Deno't know) 1.4\% 1 3.1\% 1 0.0\% 0 5.6\% 2$ | Mean score [minute | es] | | | | | | | | | | | | | | | | |
| $ \begin{array}{c c c c c c c c c c c c c c c c c c c $ | Q02 How long do you in | tend to | stay ii | n (STUI | DY CE | NTRE) | today? | • | | | | | | | | | | |
| $ \begin{array}{c c c c c c c c c c c c c c c c c c c $ | Less than 30 minutes | 36.5% | 27 | 25.0% | 8 | 45.2% | 19 | 36.1% | 13 | 28.6% | 6 | 50.0% | 8 | 37.0% | 20 | 35.0% | 5 | 7 |
| $ \begin{array}{c ccccccccccccccccccccccccccccccccccc$ | 30- 59 minutes | 33.8% | 25 | 28.1% | 9 | 38.1% | 16 | 30.6% | 11 | 47.6% | 10 | 25.0% | | 33.3% | 18 | 35.0% | - | 7 |
| 3 hours - 3 hours 59 minutes 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 1.9% 1 0.0% 0 4 hours and over 5.4% 4 1.2.5% 4 0.0% 0 8.3% 3 4.8% 1 0.0% 0 7.4% 4 0.0% 0 Overnight stay 1.4% 1 3.1% 1 0.0% 0 4.8% 1 0.0% 0 7.4% 4 0.0% 0 Mean: 63.65 94.22 40.36 70.83 67.14 41.25 69.44 48.00 Base: 74 32 42 36 21 16 54 20 Mean score [times per week, excluses First time today] 7 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 18.8% 6 14.3% 6 16.7% 6 14.3% | 1 hour – 1hour 59 minutes | 18.9% | 14 | 25.0% | 8 | 14.3% | 6 | 16.7% | 6 | 14.3% | 3 | 25.0% | 4 | 14.8% | 8 | 30.0% | 6 | 5 |
| 4 hours and over 5.4% 4 12.5% 4 0.0% 0 8.3% 3 4.8% 1 0.0% 0 7.4% 4 0.0% 0 Overnight stay 1.4% 1 3.1% 1 0.0% 0 4.8% 1 0.0% 0 7.4% 4 0.0% 0 Mean: 63.65 94.22 40.36 70.83 67.14 41.25 69.44 48.00 Base: 74 32 42 36 21 16 54 20 Mean score [times per week, excluss First substrates to tables 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 7 days a week 18.9% 14 18.8% 6 19.0% 8 22.2% 8 23.8% 5 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 18.8% 6 19.0% 8 23.8% 5 6.3% 1 18.5% 10 20.0% 4 2-3 days a week 16.2% 12< | 2 hours – 2 hours 59 minutes | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 0.0% | (|) |
| Overnight stay 1.4% 1 3.1% 1 0.0% 0 4.8% 1 0.0% 0 1.9% 1 0.0% 0 Mean: 63.65 94.22 40.36 70.83 67.14 41.25 69.44 48.00 Base: 74 32 42 36 21 16 54 20 Mean score [times per week, exclusers First truetary] Vertain Score [times per week, exclusers first truetary] 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 7 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 2-3 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 18.8% 6 19.0% 8 23.2% 5 6.3% 1 18.5% 10 20.0% | 3 hours – 3 hours 59 minutes | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | (|) |
| Mean: 63.65 94.22 40.36 70.83 67.14 41.25 69.44 48.00 Base: 74 32 42 36 21 16 54 20 Mean score [times per week, excludes First time today] Q03 How often do you shop in (STUDY CENTRE) (including Sunday)? 7 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 2-6 days a week 18.9% 14 25.0% 8 14.3% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 2-3 days a week 16.2% 12 3.1% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once every 2 weeks 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every 2 weeks | 4 hours and over | 5.4% | 4 | 12.5% | 4 | 0.0% | 0 | 8.3% | 3 | 4.8% | 1 | 0.0% | 0 | 7.4% | 4 | 0.0% | (|) |
| Base: 74 32 42 36 21 16 54 20 Mean score [times per week, excludes First time today] O3 How often do you shop in (STUTEE) (trutter) survets 7 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 4-6 days a week 18.9% 14 18.8% 6 19.0% 8 22.2% 8 23.8% 5 6.3% 1 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 12.5% 2 13.0% 1 5.0% 1 3.0% 6 14.3% 3 12.5% 2 13.0% 1 5.0% 0 0 0< | Overnight stay | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | (|) |
| Mean score [times per week, excludes First time today] O03 How often do you shop in (STUDY CENTRE) (including Sunday)? 7 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 4-6 days a week 18.9% 14 18.8% 6 19.0% 8 22.2% 8 23.8% 5 6.3% 1 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 18.8% 6 14.3% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 12.5% 2 13.0% 1 5.0% 1 5.0% 1 1 5.0% 1 0.0% 0 2.8% 1 0.0% 0 6.3% 2 2.8% 1 9.5% 2 6.3% 1 7.4% 4 0.0% 0< | Mean: | | 63.65 | | 94.22 | | 40.36 | | 70.83 | | 67.14 | | 41.25 | | 69.44 | | 48.00 |) |
| Q03 How often do you shop in (STUDY CENTRE) (including Sunday)? 7 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 4-6 days a week 18.9% 14 18.8% 6 19.0% 8 22.2% 8 23.8% 5 6.3% 1 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 18.8% 6 14.3% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once every 2 weeks 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every month 2.7% 2 6.3% 2 2.8% 1 9. | Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |) |
| 7 days a week 18.9% 14 25.0% 8 14.3% 6 13.9% 5 19.0% 4 31.3% 5 18.5% 10 20.0% 4 4-6 days a week 18.9% 14 18.8% 6 19.0% 8 22.2% 8 23.8% 5 6.3% 1 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 18.8% 6 14.3% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 18.8% 3 20.4% 11 5.0% 1 Once every 2 weeks 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every 3 month 2.7% 2 6.3% 2 2.8% 1 9.5% 2 6.3% 1 3.7% 2 <td>Mean score [times </td> <td>oer weel</td> <td>k, exc</td> <td>ludes F</td> <td>irst tir</td> <td>ne toda</td> <td>ay]</td> <td></td> | Mean score [times | oer weel | k, exc | ludes F | irst tir | ne toda | ay] | | | | | | | | | | | |
| 4-6 days a week 18.9% 14 18.8% 6 19.0% 8 22.2% 8 23.8% 5 6.3% 1 18.5% 10 20.0% 4 2-3 days a week 16.2% 12 18.8% 6 14.3% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 18.8% 3 20.4% 11 5.0% 1 Once every 2 weeks 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every month 2.7% 2 6.3% 2 2.8% 1 9.5% 2 6.3% 1 7.4% 4 | Q03 How often do you s | hop in (| STUD | | rre) (i | ncludiı | ng Sun | day)? | | | | | | | | | | |
| 2-3 days a week 16.2% 12 18.8% 6 14.3% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 18.8% 3 20.4% 11 5.0% 1 Once a week 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 1 Once every 2 weeks 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every month 2.7% 2 6.3% 2 0.0% 0 2.8% 1 9.5% 2 6.3% 1 7.4% 4 0.0% 0 Less often than once every 3 4.1% 3 6.3% 2 2.4% 1 2.8% 1 4.8% 1 6.3% 1 | 7 days a week | 18.9% | 14 | 25.0% | 8 | 14.3% | 6 | 13.9% | 5 | 19.0% | 4 | 31.3% | 5 | 18.5% | 10 | 20.0% | 2 | 1 |
| 2-3 days a week 16.2% 12 18.8% 6 14.3% 6 16.7% 6 14.3% 3 12.5% 2 11.1% 6 30.0% 6 Once a week 16.2% 12 3.1% 1 26.2% 11 16.7% 6 14.3% 3 18.8% 3 20.4% 11 5.0% 1 Once a week 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every 2 weeks 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every month 2.7% 2 6.3% 2 2.8% 1 9.5% 2 6.3% 1 7.4% 4 0.0% 0 Less often than once every 3 4.1% 3 6.3% 2 2.4% 1 2.8% 1 4.8% 1 6.3% 1 3.7% 2 | | | 14 | 18.8% | 6 | 19.0% | | | 8 | 23.8% | 5 | 6.3% | 1 | | 10 | 20.0% | 4 | 1 |
| Once every 2 weeks 13.5% 10 6.3% 2 19.0% 8 13.9% 5 14.3% 3 12.5% 2 13.0% 7 15.0% 3 Once every month 2.7% 2 6.3% 2 0.0% 0 2.8% 1 0.0% 0 6.3% 1 3.7% 2 0.0% 0 Once every 3 months 5.4% 4 6.3% 2 4.8% 2 2.8% 1 9.5% 2 6.3% 1 7.4% 4 0.0% 0 Less often than once every 3 4.1% 3 6.3% 2 2.4% 1 2.8% 1 4.8% 1 6.3% 2 5.0% 1 months First time today 2.7% 2 6.3% 2 0.0% 0 5.6% 2 0.0% 0 0.0% 0 3.7% 2 0.0% 0 (Don't know) 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 0.0% 0 5.0% | 2-3 days a week | 16.2% | 12 | 18.8% | 6 | 14.3% | 6 | 16.7% | 6 | 14.3% | 3 | 12.5% | 2 | 11.1% | 6 | 30.0% | 6 | 5 |
| Once every month 2.7% 2 6.3% 2 0.0% 0 2.8% 1 0.0% 0 6.3% 1 3.7% 2 0.0% 0 Once every 3 months 5.4% 4 6.3% 2 4.8% 2 2.8% 1 9.5% 2 6.3% 1 7.4% 4 0.0% 0 Less often than once every 3 4.1% 3 6.3% 2 2.4% 1 2.8% 1 4.8% 1 6.3% 1 3.7% 2 5.0% 1 months First time today 2.7% 2 6.3% 2 0.0% 0 5.6% 2 0.0% 0 3.7% 2 0.0% 0 (Don't know) 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 0.0% 0 5.0% 1 | Once a week | 16.2% | 12 | 3.1% | 1 | 26.2% | 11 | 16.7% | 6 | 14.3% | 3 | 18.8% | 3 | 20.4% | 11 | 5.0% | 1 | l |
| Once every 3 months 5.4% 4 6.3% 2 4.8% 2 2.8% 1 9.5% 2 6.3% 1 7.4% 4 0.0% 0 Less often than once every 3 4.1% 3 6.3% 2 2.4% 1 2.8% 1 9.5% 2 6.3% 1 7.4% 4 0.0% 0 Less often than once every 3 4.1% 3 6.3% 2 2.4% 1 2.8% 1 4.8% 1 6.3% 1 3.7% 2 5.0% 1 months 7 7 2 6.3% 2 0.0% 0 5.6% 2 0.0% 0 3.7% 2 0.0% 0 First time today 2.7% 2 6.3% 2 0.0% 0 5.6% 2 0.0% 0 0.0% 0 3.7% 2 0.0% 0 (Don't know) 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 0.0% 0 5.0% 1 | Once every 2 weeks | 13.5% | 10 | 6.3% | 2 | 19.0% | 8 | 13.9% | 5 | 14.3% | 3 | 12.5% | 2 | 13.0% | 7 | 15.0% | 3 | 3 |
| Less often than once every 3 4.1% 3 6.3% 2 2.4% 1 2.8% 1 4.8% 1 6.3% 1 3.7% 2 5.0% 1 months First time today 2.7% 2 6.3% 2 0.0% 0 5.6% 2 0.0% 0 3.7% 2 0.0% 0 (Don't know) 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 0.0% 0 0.0% 0 5.0% 1 | | | 2 | | 2 | | 0 | | 1 | | 0 | | 1 | | 2 | | |) |
| months 2.7% 2 6.3% 2 0.0% 0 5.6% 2 0.0% 0 3.7% 2 0.0% 0 (Don't know) 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 0.0% 0 5.0% 1 | | | | | | | | | | | | | | | | | | |
| (Don't know) 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 0.0% 0 0.0% 0 5.0% 1 | | 4.1% | 3 | 6.3% | 2 | 2.4% | 1 | 2.8% | 1 | 4.8% | 1 | 6.3% | 1 | 3.7% | 2 | 5.0% | 1 | l |
| (Don't know) 1.4% 1 3.1% 1 0.0% 0 2.8% 1 0.0% 0 0.0% 0 0.0% 0 5.0% 1 | First time today | 2.7% | 2 | 6.3% | 2 | 0.0% | 0 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 0.0% | (|) |
| Mean: 3.05 3.59 2.67 3.00 3.11 3.09 2.90 3.45 | | | | | | 0.0% | 0 | 2.8% | | 0.0% | 0 | 0.0% | 0 | | | | 1 | l |
| | Mean: | | 3.05 | | 3.59 | | 2.67 | | 3.00 | | 3.11 | | 3.09 | | 2.90 | | 3.45 | 5 |
| Base: 74 32 42 36 21 16 54 20 | Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |) |

Page 116

| | | | | | fo | or (| Carte | r Jo | onas | | | | | | | February 201 |
|---|----------------|--------|------------------------|--------|------------------|--------|---------------|--------|------------------|--------|---------------|--------|----------------|--------|------------------|--------------|
| | Total | | Male | | Female | e | 16 - 34 | 4 | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q04 What is the MAIN re | ason for | your | [.] visit hei | re too | day? | | | | | | | | | | | |
| Fo buy food items at the shops (not take-away / café / restaurant) | 52.7% | 39 | 43.8% | 14 | 59.5% | 25 | 47.2% | 17 | 57.1% | 12 | 56.3% | 9 | 48.1% | 26 | 65.0% | 13 |
| To buy non-food goods in the shops (e.g. shoes, clothes, jewellery) | 13.5% | 10 | 3.1% | 1 | 21.4% | 9 | 13.9% | 5 | 9.5% | 2 | 18.8% | 3 | 16.7% | 9 | 5.0% | 1 |
| To buy food items at the Market (not take-away / café / restaurant) | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Fo buy non-food goods at the Market (e.g. shoes, clothes, jewellery) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| For services (e.g. post office, bank, building society, | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 6.3% | 1 | 3.7% | 2 | 0.0% | 0 |
| hairdressers) Fo use a leisure facility (eg. sports centre) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| As a day visitor to the Town Centre | 2.7% | 2 | | 2 | 0.0% | 0 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 5.0% | 1 |
| As a staying visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eat out (e.g. take-away / café / restaurant) | 4.1% | 3 | 6.3% | 2 | 2.4% | 1 | 8.3% | 3 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 5.0% | 1 |
| Work (respondent works in the town) To attend a business | 6.8% 4.1% | 5 3 | 9.4% 9.4% | 3 | 4.8% 0.0% | 2 0 | 5.6% 2.8% | 2 | 9.5% 9.5% | 2 2 | 6.3% 0.0% | 1 | 9.3% 3.7% | 5 2 | 0.0% 5.0% | 0 |
| appointment | 10.8% | | 15.6% | | 7.1% | | 13.9% | | 9.5% | | 6.3% | | 11.1% | | 10.0% | 2 |
| To meet someone Library / public services (doctor, dentist, etc) | 1.4% | 8 1 | 3.1% | 5 1 | 0.0% | 3 0 | 0.0% | 5 0 | 9.3% 0.0% | 2 0 | 6.3% 6.3% | 1 | 0.0% | 6 0 | 5.0% | 1 |
| Fo study (attending University / Further level education) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – To visit the university as a tourist | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – To visit the theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – To visit museums | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – To visit cinema | | 0 | | 0 | | 0 | | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dxford City Centre –To visit The Clarendon Centre Summertown - To visit The | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Ferry leisure centre | | | | | | | | | | | | | | | | |
| Other Just passing through | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Window shopping / browsing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| Q05 What type of shop / Those who said food or | | | | tend | to visit o | or ar | e likely to | o visi | t today? | | | | | | | |
| Food & Grocery | 64.0% | 32 | 66.7% | 10 | 62.9% | 22 | 65.2% | 15 | 71.4% | 10 | 50.0% | 6 | 55.6% | 20 | 85.7% | 12 |
| Clothing & Footwear | 8.0% | 4 | 0.0% | 0 | 11.4% | 4 | 8.7% | 2 | 0.0% | 0 | 16.7% | 2 | 11.1% | 4 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances CDs, DVDs, games, books etc | 0.0% 4.0% | 0 2 | 0.0% 13.3% | 0 2 | 0.0% 0.0% | 0 0 | 0.0% 4.3% | 0 1 | 0.0% 7.1% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 2.8% | 0 1 | 0.0% 7.1% | 0 1 |
| Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| None of the above) | 10.0% 14.0% | 5 7 | 0.0% 20.0% | 0 3 | 14.3% 11.4% | 5 4 | 4.3% 17.4% | 1 4 | 21.4% 0.0% | 3 0 | 8.3% 25.0% | 1 3 | 13.9% 16.7% | 5 6 | 0.0% 7.1% | 0 1 |
| (Don't know) | 14.0% | / | 20.0% | 3 | 11.4% | 4 | 17.4% | 4 | 0.0% | U | ∠J.U% | 3 | 10.7% | 0 | 1.1% | 1 |

23

14

12

36

35

50

15

14

Base:

| for Carter Jonas February 2 Total Male 16 - 34 35 - 54 55 + ABC1 C2DE Colspan="2">Of What are the names of the NON FOOD shops you have visited, or intend to visit today in (STUDY CENTRE)? Those who said non food at QO4 Asda 60.0% 6 66.7% 6 0.0% 1 G6.7% 6 0.0% 0 Colspan="2" Colspan="2" G6.7% 6 0.0% 0 G6.7% 6 0.0% 0 G G0.0% 0.0% 1 0.0% 0 GO Mean score [£] Nothing 1 0.0% 0.0% 0.0% 0 0.0% 0 G0.0% 0 0.0% 0 0 <th>Page 11' ebruary 201'</th> | | Page 11' ebruary 201' | | | | | | | | | | | | | | | |
|---|-----------|--------------------------|--------|---------|---------|---------|-----------|-------|----------|----------|----------|--------|----------|--------|---------|----------|------------|
| | Tota | 1 | Ma | le | Fema | ale | 16 - 3 | 34 | 35 - 5 | 54 | 55 - | + | ABC | 21 | C2D | ЭE | |
| | | ION F | OOD s | hops | you hav | ve visi | ted, or i | ntend | to visit | today | ı in (ST | UDY C | ENTRE | :)? | | | |
| Those who said non fo | od at Q04 | | | | | | | | | | | | | | | | |
| Asda | 60.0% | 6 | 0.0% | 0 | 66.7% | 6 | 60.0% | 3 | 50.0% | 1 | 66.7% | 2 | 66.7% | 6 | 0.0% | 0 | |
| Matalan | 40.0% | 4 | 0.0% | 0 | 44.4% | 4 | 40.0% | 2 | 50.0% | 1 | 33.3% | 1 | 44.4% | 4 | 0.0% | 0 | |
| | 30.0% | | | | | | | | | 0 | | | | | | | |
| Poundland | 20.0% | 2 | 0.0% | 0 | 22.2% | 2 | 20.0% | 1 | 0.0% | 0 | 33.3% | 1 | 22.2% | | | 0 | |
| Pets At Home | | | | | | _ | | | | | | - | | _ | 0.0070 | | |
| 1 1 | | | | | | | | | | | | | | | | | |
| Boots | 10.0% | 1 | 0.0% | 0 | 11.1% | 1 | 20.0% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | |
| Base: | | 10 | | 1 | | 9 | | 5 | | 2 | | 3 | | 9 | | 1 | |
| Mean score [£] | | | | | | | | | | | | | | | | | |
| goods, etc.) today | in (STU | | | | o spend | l on ne | on-food | shop | ping (e. | .g. cloi | thing & | footw | ear, pe | rsonal | l goods | s, gifts | , househol |
| Nothing | 10.0% | 1 | 0.0% | 0 | 11.1% | 1 | 20.0% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | |
| ę | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | |
| 31-£40 | | 2 | 0.0% | 0 | 22.2% | 2 | | 2 | | 0 | 0.0% | 0 | 22.2% | 2 | | 0 | |
| | 20.0% | | | 1 | | 1 | 20.0% | 1 | 0.0% | 0 | 33.3% | 1 | | 1 | 100.0% | 1 | |
| £51-£100 | 10.0% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 11.1% | 1 | 0.0% | 0 | |
| £101-£150 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| £151-£200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 201-£250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Over £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Aean: | | 29.65 | | 45.50 | | 27.89 | | 26.40 | | 14.00 | | 45.50 | | 27.89 | | 45.50 | |
| Base: | | 10 | | 1 | | 9 | | 5 | | 2 | | 3 | | 9 | | 1 | |
| Mean score [£] | | | | | | | | | | | | | | | | | |
| Q08 How much have yo Those who said food at | | or do | you in | tend to | o spend | l on fo | od shoj | pping | (i.e. ma | ain and | l top-u | p shop | oping) t | oday i | n (STU | DY CE | NTRE)? |
| Nothing | 2.5% | 1 | 0.0% | 0 | 3.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 | |
| E1-£5 | 5.0% | 2 | 0.0% | 0 | 7.7% | 2 | 0.0% | 0 | 8.3% | 1 | 11.1% | 1 | 7.4% | 2 | 0.0% | 0 | |
| 26-10 | 22.5% | 9 | 35.7% | 5 | 15.4% | 4 | | 5 | 8.3% | 1 | 33.3% | 3 | 22.2% | 6 | 23.1% | 3 | |
| £11-£20 | 40.0% | 16 | | 4 | 46.2% | | 55.6% | 10 | 33.3% | 4 | 22.2% | 2 | 51.9% | | 15.4% | 2 | |
| 21-£30 | 17.5% | 7 | 35.7% | 5 | 7.7% | 2 | | 2 | 25.0% | 3 | 22.2% | 2 | 11.1% | 3 | | 4 | |
| 31-£40 | 2.5% | 1 | 0.0% | 0 | 3.8% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 | |
| 41-£50 | 2.5% | 1 | 0.0% | Ő | 3.8% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 7.7% | 1 | |
| 51_£100 | 2.5% | 1 | 0.0% | 0 | 3.8% | 1 | 0.0% | Ő | 8 3% | 1 | 0.0% | Ő | 3 7% | 1 | 0.0% | 0 | |

1

0

0

0

0

2

26

17.85

0.0%

0.0%

0.0%

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0

0

0

0

0

15.50

18

8.3%

0.0%

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8.3%

1 0.0%

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0

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0

1 11.1%

12

24.50

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0

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1

9

13.38

3.7%

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0.0%

7.7%

1

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0

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0

1

27

16.12

0

0

0

0

0

1

13

19.71

1

0

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0

0

2

17.25

40

2.5%

0.0%

0.0%

0.0%

0.0%

5.0%

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0.0%

0.0%

0

0

0

0

0

0

14

16.21

3.8%

0.0%

0.0%

0.0%

0.0%

7.7%

£51-£100

£101-£150

£151-£200

£201-£250

Over £250

Mean:

Base:

(Don't know)

| | for Carter Jonas | | | | | | | | | | | | | February 201 | | |
|--|------------------|--------|--------------|---------------------------------------|--------------|--------|---------------|--------|---------------|---------------------------------------|--------------|--------|--------------|--------------|--------------|--------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q09 What are the names <i>Those who said food at</i> | | ain F | OOD sh | ops | you have | visi | ted, or int | end | to visit in | i (S1 | UDY CE | NTR | E) today | ? [Mi | २] | |
| Dxford | 204 | | | | | | | | | | | | | | | |
| Marks and Spencer, Queen Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street Sainsbury's, Westgate | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre Fesco Metro, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street Gloucester Green Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holland & Barrett | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford Covered Market Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Co-op , Templars Square | 2.5% | 1 | 0.0% | 0 | 3.8% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 |
| Shopping Centre Iceland, Templars Square | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre Holland and Barrett | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's , Templars Retail | 37.5% | 15 | 28.6% | 4 | | 11 | 0.0% 16.7% | 3 | 0.0% 75.0% | 9 | 33.3% | 3 | 33.3% | 9 | 46.2% | 6 |
| Park Summertown | | | | | | | | | | | | | | | | |
| Sainsbury's Local, Suffolk | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House, 263 Banbury Rd Tesco Express, 263 Banbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd, Oxford | | | | | | | | | | | | 0 | | | | |
| Holland & Barrett, 241 Banbury Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S Simply Food The Co-operative Food, | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| 228-240 Banbury Rd, | 0.070 | 0 | 0.070 | 0 | 0.070 | Ū | 0.070 | Ū | 0.070 | Ū | 0.070 | Ū | 0.070 | Ū | 0.070 | 0 |
| Oxford Headington | | | | | | | | | | | | | | | | |
| The Co-operative Food, 152 London Rd, Headington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thong Heng Chinese Supermarket, 6 Windmill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Euro Foods Polski Sklep | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zubr, 115 London Rd Waitrose, 9-11 Old High St, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington Iceland, 108-110 London Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Exrpess, 83a-85 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd Sainsbury's Local, 98 London Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Road Uhuru Wholefoods, 48 | 5.0% | 2 | 7.1% | 1 | 3.8% | 1 | 5.6% | 1 | 0.0% | 0 | 11.1% | 1 | 7.4% | 2 | 0.0% | 0 |
| Cowley Rd | | | | | | | | | | | | | | | | |
| Tahmid Stores (Indian Supermarket), 53 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Green Village, 78A Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baltic Food, 88 Cowley Rd Polski Sklep Zubr, 124 | 2.5% 2.5% | 1 1 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 3.8% 3.8% | 1 1 | 5.6% 5.6% | 1 1 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 3.7% 3.7% | 1 1 | 0.0% 0.0% | 0 0 |
| Cowley Rd Fesco Metro, 159-161 | 55.0% | 22 | 64.3% | 9 | 50.0% | 13 | 77.8% | 14 | 16.7% | 2 | 55.6% | 5 | 59.3% | 16 | 46.2% | 6 |
| Cowley Rd Jingjing Asian Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shop, 188 Cowley Rd Alamin Food Store (Buthcher), 216 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Alder W (Buthcher), 224 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd Simply Fresh Supermarket, | 7.5% | 3 | 7.1% | 1 | 7.7% | 2 | 5.6% | 1 | 0.0% | 0 | 11.1% | 1 | 7.4% | 2 | 7.7% | 1 |
| 236-238 Cowley Rd Coop Food, 217-219 Cowley | 5.0% | 2 | 7.1% | 1 | 3.8% | 1 | 5.6% | 1 | 0.0% | 0 | 11.1% | 1 | 7.4% | 2 | 0.0% | 0 |
| Rd | | | | | | | | | | | | | | | | |
| East Oxford Farmers Market, | 10.0% | 4 | 7.1% | 1 | 11.5% | 3 | 11.1% | 2 | 8.3% | 1 | 11.1% | 1 | 14.8% | 4 | 0.0% | 0 |

Yes - Other

Browsing

Base:

0.0%

17.5%

0 0.0%

40

7 28.6%

0 0.0%

4 11.5%

14

Oxford City Council In centre Survey for Carter Jonas

Page 119

| February | 2017 |
|----------|------|
|----------|------|

| | Total Male | | Femal | Female 16 - 34 | | | 35 - 54 55 + | | | | ABC1 | | C2DE | | | |
|---|--|----|-------|----------------|-------|----|--------------|----|-------|----|-------|---|-------|----|-------|--------------|
| East Oxford Primary School, Cowley Rd Sainsbury's Local, Asiatic Stores, 134b Cowley Rd, Oxford | 2.5% | 1 | 7.1% | 1 | 0.0% | 0 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 |
| Blackbird Leys Nisa Local, Blackbird Leys | 2.5% | 1 | 0.0% | 0 | 3.8% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 |
| Road, Blackbird Leys | 2.570 | 1 | 0.070 | 0 | 5.070 | 1 | 0.070 | 0 | 0.570 | 1 | 0.070 | 0 | 5.770 | 1 | 0.070 | 0 |
| Martins, Blackbird Leys Rd, Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Don't know | 10.0% | 4 | 14.3% | 2 | 7.7% | 2 | 5.6% | 1 | 16.7% | 2 | 11.1% | 1 | 7.4% | 2 | 15.4% | 2 |
| Base: | | 40 | | 14 | | 26 | | 18 | | 12 | | 9 | | 27 | | 13 |
| town centre? [MR] | Q10 When visiting the (ANSWER GIVEN AT Q.9) do you intend to link you shopping trip with a visit to other shops or services in the | | | | | | | | | | | | | | | vices in the |
| No | 45.0% | 18 | 50.0% | 7 | 42.3% | 11 | 44.4% | 8 | 50.0% | 6 | 44.4% | 4 | 48.1% | 13 | 38.5% | 5 |
| Yes- Other food shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Other non-food shops | 27.5% | 11 | 14.3% | 2 | 34.6% | 9 | 27.8% | 5 | 33.3% | 4 | 22.2% | 2 | 25.9% | 7 | 30.8% | 4 |
| Yes- Café / restaurant | 17.5% | 7 | 14.3% | 2 | 19.2% | 5 | 16.7% | 3 | 25.0% | 3 | 11.1% | 1 | 22.2% | 6 | 7.7% | 1 |
| Yes- Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Leisure (e.g. cinema) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

0 0.0%

3 16.7%

26

0 0.0%

3 0.0%

18

0 0.0%

0 33.3%

12

0 0.0%

9

3 14.8%

0

27

0.0%

4 23.1%

0

3

13

| | | | | Ц | л | | IJ | mas | | | | | | | February | |
|--|---------------|---------|---------------|--------|---------------|-------------------------------------|----------------|--------|--------------|--------|---------------|--------|----------------------|--------|---------------|--------|
| | Total | l | Male | • | Femal | e | 16 - 3 | 4 | 35 - 54 | | 55 + | | ABC | 1 | C2DE | 2 |
| Q11 What do you like mo | ost abou | t (ST | | NTRE | :)? [MR] | | | | | | | | | | | |
| Near / convenient | 47.3% | 35 | 37.5% | 12 | 54.8% | 23 | 30.6% | 11 | 52.4% | 11 | 75.0% | 12 | 44.4% | 24 | 55.0% | 11 |
| Good public transport links | 4.1% | 3 | 6.3% | 2 | 2.4% | 1 | 2.8% | 1 | 4.8% | 1 | 6.3% | 1 | 5.6% | 3 | 0.0% | 0 |
| Parking is easy | 6.8% | 5 | 3.1% | 1 | 9.5% | 4 | 11.1% | 4 | 0.0% | 0 | 6.3% | 1 | 9.3% | 5 | 0.0% | 0 |
| Parking is cheap | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of congestion on roads | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Little traffic-pedestrian conflict | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good directional signs to Centre | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Convenient drop off / pick up stops for buses / good location of bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ease of access to all (with pushchairs, wheelchairs, etc) | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 6.3% | 1 | 1.9% | 1 | 5.0% | 1 |
| Well signposted route ways / good local maps | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| General cleanliness of shopping streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Feels safe / absence of threatening individuals / groups | 5.4% | 4 | 0.0% | 0 | 9.5% | 4 | 0.0% | 0 | 14.3% | 3 | 6.3% | 1 | 7.4% | 4 | 0.0% | 0 |
| Presence of police / other security measures | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Nice street furniture / floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 12.2% | 9 | 9.4% | 3 | 14.3% | 6 | 13.9% | 5 | 9.5% | 2 | 6.3% | 1 | 14.8% | 8 | 5.0% | 1 |
| Not too crowded | 4.1% | 3 | 0.0% | 0 | 7.1% | 3 | 2.8% | 1 | 0.0% | 0 | 12.5% | 2 | 3.7% | 2 | 5.0% | 1 |
| Character / atmosphere | 20.3% | 15 | 25.0% | 8 | 16.7% | 7 | 8.3% | 3 | 19.0% | 4 | 50.0% | 8 | 20.4% | 11 | 20.0% | 4 |
| Historic buildings / tourist attractions | 4.1% | 3 | 3.1% | 1 | 4.8% | 2 | 2.8% | 1 | 4.8% | 1 | 6.3% | 1 | 3.7% | 2 | 5.0% | 1 |
| Oxford City Centre – The Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – The Oxford Covered Market | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Oxford City Centre – Gloucester Green Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Westgate Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Clarendon shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selection / choice of independent / specialist shops | 18.9% | 14 | 25.0% | 8 | 14.3% | 6 | 27.8% | 10 | 14.3% | 3 | 6.3% | 1 | 16.7% | 9 | 25.0% | 5 |
| Presence of a large supermarkets | 12.2% | 9 | 9.4% | 3 | 14.3% | 6 | 8.3% | 3 | 23.8% | 5 | 6.3% | 1 | 9.3% | 5 | 20.0% | 4 |
| Selection / choice of multiple shops (i.e. high street | 35.1% | 26 | 12.5% | 4 | 52.4% | 22 | 27.8% | 10 | 42.9% | 9 | 37.5% | 6 | 37.0% | 20 | 30.0% | 6 |
| chains such as Boots etc) | 12 50/ | 10 | 10 50/ | 4 | 14.20/ | | 11 10/ | 4 | 0.50/ | 2 | 25.00/ | 4 | 11 10/ | ~ | 20.00/ | 4 |
| Quality of shops Prices are competitive in shops compared to other | 13.5% 0.0% | 10 0 | 12.5% 0.0% | 4 0 | 14.3% 0.0% | 6 0 | 11.1% 0.0% | 4 0 | 9.5% 0.0% | 2 0 | 25.0% 0.0% | 4 0 | 11.1% 0.0% | 6 0 | 20.0% 0.0% | 4 0 |
| town / district centres | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Play area for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of places to eat Range of pubs / bars | 16.2% 6.8% | 12 5 | 28.1% 9.4% | 9 3 | 7.1% 4.8% | 3 2 | 25.0% 11.1% | 9 4 | 4.8% 4.8% | 1 1 | 12.5% 0.0% | 2 0 | 13.0% 9.3% | 7 5 | 25.0% 0.0% | 5 0 |
| Range of services (banks, | 0.8% | 0 | 9.4% 0.0% | 0 | 4.8% | 0 | 0.0% | 4 | 4.8% 0.0% | 0 | 0.0% | 0 | 9.3% 0.0% | 0 | 0.0% | 0 |
| insurance, hairdressers, etc) | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | Ū | 0.070 | 0 | 0.070 | 0 | 0.070 | |
| Range of leisure facilities Availability of employment | 0.0% 1.4% | 0 1 | 0.0% 3.1% | 0 1 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 2.8% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 1.9% | 0 1 | 0.0% 0.0% | 0 0 |
| opportunities | | | | | | | | | | | | | | | | |
| Other I like everything about the | 0.0% 2.7% | 0 2 | 0.0% 6.3% | 0 2 | 0.0% 0.0% | 0 0 | 0.0% 2.8% | 0 1 | 0.0% 4.8% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 1.9% | 0 1 | 0.0% 5.0% | 0 1 |
| Town Centre | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Architecture | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to friends Community feel | 1.4% 1.4% | 1 | 3.1% 3.1% | 1 1 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 4.8% 4.8% | 1 1 | 0.0% 0.0% | 0 0 | 0.0% 1.9% | 0 1 | 5.0% 0.0% | 1 0 |
| Cosmopolitan feel | 1.4% 0.0% | 1 0 | 5.1% 0.0% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% 0.0% | 1 | 0.0% | 0 | 0.0% | 1 | 0.0% | 0 |
| Cycle friendly | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Diversity | 6.8% | 5 | 3.1% | 1 | 9.5% | 4 | 8.3% | 3 | 4.8% | 1 | 6.3% | 1 | 0.0 <i>%</i> 7.4% | 4 | 5.0% | 1 |
| | | | | | | | | | | | | | | | | |

Page 121 February 2017

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|--|-------|----|------|----|--------|----|---------|----|---------|----|------|----|------|----|----------|----|
| | Total | | Male | | Female | e | 16 - 34 | ļ | 35 - 54 | 4 | 55 + | | ABC1 | | C2DE | |
| Friendly people | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Green Space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| It's compact | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music shop | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Oxford City Centre - Oxford Theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Farmers Market | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| (No opinion) | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 5.0% | 1 |
| (Nothing in particular) | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 5.0% | 1 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |

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|--|---------------|---------|---------------|--------|---------------|---------------------------------------|---------------|--------|---------------|---------------------------------------|---------------|----------|---------------|---------|---------------|-------------|
| | Total | | Male | | Female | | 16 - 34 | ļ | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q12 What do you dislike | most ab | out (| STUDY (| CENT | RE)? [MR | 2] | | | | | | | | | | |
| Unsafe for pedestrians / traffic conflict | 12.2% | 9 | 3.1% | 1 | 19.0% | 8 | 16.7% | 6 | 4.8% | 1 | 12.5% | 2 | 13.0% | 7 | 10.0% | 2 |
| Not enough pedestrianisation | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 6.3% | 1 | 3.7% | 2 | 0.0% | 0 |
| Difficulties in parking | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Location of parking | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Parking is expensive | 2.7% | 2 | 6.3% | 2 | 0.0% | 0 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 5.0% | 1 |
| Poor public transport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Road congestion Poor directional signs to Centre | 20.3% 0.0% | 15 0 | 25.0% 0.0% | 8 0 | 16.7% 0.0% | 7 0 | 22.2% 0.0% | 8 0 | 14.3% 0.0% | 3 0 | 25.0% 0.0% | $4 \\ 0$ | 24.1% 0.0% | 13 0 | 10.0% 0.0% | 2 0 |
| Poor signage / routeways within centre / lack of maps of centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inconvenient location of bus stops / bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficulties with pushchairs, wheelchairs, etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dirty shopping streets | 14.9% | 11 | 18.8% | 6 | 11.9% | 5 | 11.1% | 4 | 9.5% | 2 | 25.0% | 4 | 11.1% | 6 | 25.0% | 5 |
| Feels unsafe / presence of threatening individuals / groups | 5.4% | 4 | 9.4% | 3 | 2.4% | 1 | 8.3% | 3 | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 15.0% | 3 |
| Lack of police presence / other security measures | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Lack of street furniture / floral displays | 2.7% | 2 | 6.3% | 2 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 6.3% | 1 | 3.7% | 2 | 0.0% | 0 |
| Not busy enough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 |
| General lack of choice of multiple shops General lack of independent / | 1.4% 0.0% | 1 | 0.0% 0.0% | 0 | 2.4% 0.0% | 1 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 6.3% 0.0% | 1 0 | 1.9% 0.0% | 1 0 | 0.0% 0.0% | 0 0 |
| specialist shops Shops too small | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inadequate range of places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inadequate range of services Inadequate range of leisure | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| facilities Absence of play areas for children | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I dislike everything about the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cyclists are dangerous | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dangerous for cyclists Early closing times | 0.0% 0.0% | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Expensive public transport | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive to live here | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 |
| Lack of character | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Lack of cycle lanes | 2.7% | 2 | 0.0% | 0 | 4.8% | 2 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 |
| Lack of cycle parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of green space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of public toilets | 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 pedestrian crossings | 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Noisy Pollution | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 |
| Poor layout | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor road surfaces / | 5.4% | 4 | 3.1% | 1 | 7.1% | 3 | 5.6% | 2 | 0.0% | 0 | 12.5% | 2 | 3.7% | 2 | 10.0% | 2 |
| pavements Poor WIFI | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rundown | 5.4% | 4 | 3.1% | 1 | 7.1% | 3 | 5.6% | 2 | 0.0% | 0 | 6.3% | 1 | 5.6% | 3 | 5.0% | 1 |
| Streets are dark | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Streets are narrow | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| The building works | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many cyclists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many empty shops Too many homeless people | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Too many of one type of shop | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Too many pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many students | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Too many tourists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

| | | | | | 10 | <i>/</i> (| | I U(| mas | | | | | | | rebrua |
|---|---------------|---------|---------------|---------|------------------|------------|---------------|---------|------------------|--------|---------------|---------|---------------|---------|------------------|-------------------------------------|
| | Total | l | Male | | Femal | e | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC1 | l | C2DI | E |
| (No opinion) | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 |
| (Nothing in particular) | 50.0% | 37 | 50.0% | 16 | 50.0% | 21 | 38.9% | 14 | 66.7% | 14 | 56.3% | 9 16 | 50.0% | 27 | 50.0% | 10 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| Q13 Is there a specific | shop / typ | e of s | shop tha | t woi | uld enco | urage | e you to | visit | (STUDY | CEN | TRE) mo | ore of | ten? | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No Asda | 52.7% 1.4% | 39 1 | 62.5% 0.0% | 20 0 | 45.2% 2.4% | 19 1 | 63.9% 0.0% | 23 0 | 33.3% 4.8% | 7 1 | 50.0% 0.0% | 8 0 | 46.3% 1.9% | 25 1 | 70.0% 0.0% | 14 0 |
| B&O | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 6.3% | 1 | 1.9% | 1 | 5.0% | 1 |
| Baby / childrens shop | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | Õ | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Bakery | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| Book shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bosworths Charity shop | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Cheaper shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clarks | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothes shops | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Cobbler | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coffee shop | 4.1% | 3 | 0.0% | 0 | 7.1% | 3 | 5.6% | 2 | 4.8% | 1 | 0.0% | 0 | 5.6% | 3 | 0.0% | 0 |
| Computer shop Costco | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Department store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Edinburgh Wool | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fat Face | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fortnum & Mason | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| GAME | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Garden Centre Gucci | 1.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 2.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 6.3% 0.0% | 1 0 | 1.9% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Haberdashery store | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Hardware store | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 6.3% | 1 | 3.7% | 2 | 0.0% | 0 |
| Health shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hippy shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| HMV | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House of Fraser Ikea | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Independent shops | 6.8% | 5 | 6.3% | 2 | 7.1% | 3 | 8.3% | 3 | 4.8% | 1 | 6.3% | 1 | 9.3% | 5 | 0.0% | 0 |
| Indoor market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lakeland | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl Marka & Spansor | 1.4% 2.7% | 1 2 | 3.1% 0.0% | 1 0 | 0.0% 4.8% | 02 | 2.8% 0.0% | 1 0 | 0.0% 9.5% | 02 | 0.0% 0.0% | 0 | 1.9% 3.7% | 1 2 | $0.0\% \\ 0.0\%$ | 0 0 |
| Marks & Spencer Mens clothing store | 0.0% | 0 | 0.0% | 0 | 4.8% | 0 | 0.0% | 0 | 9.3% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Motorcross shop | 2.7% | 2 | 6.3% | 2 | 0.0% | Ő | 2.8% | 1 | 4.8% | 1 | 0.0% | Ő | 0.0% | Ő | | 2 |
| Music shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New Look | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oasis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic shops Outdoor clothing store | 1.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 2.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 4.8% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 1.9% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Peacocks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| Poundland | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Primark | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Record shop | 1.4% 0.0% | 1 | 3.1% 0.0% | 1 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 4.8% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 1.9% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Selfridges Shoe shop | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sports shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supermarket | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| The Range | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TK Maxx | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tobacco shop | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0\\ 0\end{array}$ |
| Urban Outfitters Whole Foods | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 |
| Wilkinsons | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zara | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 9.5% | 7 | 6.3% | 2 | 11.9% | 5 | 11.1% | 4 | 4.8% | 1 | 12.5% | 2 | 9.3% | 5 | 10.0% | 2 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |

| | Tota | l | Male | | Female | e | 16 - 34 | ļ | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|--|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|-------------------------------------|
| Q14 What improvements | s, if any, | woul | d encour | age | you to vi | sit th | e (STUD | Y CE | NTRE) m | ore | often? [N | /R] | | | | |
| No improvements needed | 16.2% | 12 | 12.5% | 4 | 19.0% | 8 | 19.4% | 7 | 14.3% | 3 | 12.5% | 2 | 16.7% | 9 | 15.0% | 3 |
| Specified new shop | 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 choice in women's | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| wear shops | 0.70/ | 2 | 0.00/ | 0 | 1.00/ | 2 | 2.00/ | 1 | 1.00/ | 1 | 0.00/ | 0 | 1.00/ | | 5.004 | |
| Better quality women's wear | 2.7% | 2 | 0.0% | 0 | 4.8% | 2 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 5.0% | 1 |
| shops More choice in men's wear shops | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Better quality men's wear shops | 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 choice in children's wear shops | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Better quality children's wear shops | 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 choice of shops in general | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| Better quality shops in general | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| More fashion/clothing 'high street' brands | 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 non-fashion/clothing retailers | 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 independent clothing shops | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| More independent shops in general | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 0.0% | 0 | 9.5% | 2 | 0.0% | 0 | 1.9% | 1 | 5.0% | 1 |
| More niche retailers (e.g. music, books, art and hobbies, etc.) | 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/ better food shopping offer | 4.1% | 3 | 3.1% | 1 | 4.8% | 2 | 0.0% | 0 | 14.3% | 3 | 0.0% | 0 | 5.6% | 3 | 0.0% | 0 |
| More/better branded cafes/ coffee shops | 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/ better independent cafes/ coffee shops | 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 cafés/ coffee shops in general | 2.7% | 2 | 0.0% | 0 | 4.8% | 2 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 |
| More/better branded restaurants | 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/better independent restaurants | 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/better restaurants in general | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Cheaper shops | 18.9% | 14 | 28.1% | 9 | 11.9% | 5 | 8.3% | 3 | 19.0% | 4 | 37.5% | 6 | 14.8% | 8 | 30.0% | 6 |
| More personal service uses (e.g. beauty related) | 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 banks More customer facilities (e.g | 0.0% | 0 1 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 2.8% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 1.9% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ |
| customer toilets, ATM, etc) | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| A cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A theatre | 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 seating areas | 12.2% | 9 0 | 15.6% | 5 0 | 9.5% | 4 | 8.3% | 3 0 | 9.5% | 2 0 | 25.0% | 4 0 | 13.0% | 7 | 10.0% | 2 0 |
| More events (e.g. food market, craft market, music performances, etc.) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improvements to the street markets | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Discount or loyalty schemes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free wifi access | 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/ better parking | 4.1% | 3 | 9.4% | 3 | 0.0% | 0 | 5.6% | 2 | 4.8% | 1 | 0.0% | 0 | 3.7% | 2 | 5.0% | 1 |
| Reduced parking fees Free parking | 2.7% 1.4% | 2 1 | 6.3% 3.1% | 2 1 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 9.5% 4.8% | 2 1 | 0.0% 0.0% | 0 | 1.9% 0.0% | 1 0 | 5.0% 5.0% | 1 1 |
| Better signage to the | 1.4% 0.0% | 1 | 5.1% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% 0.0% | 0 |
| shopping centre Better pedestrian links within | 2.7% | 2 | 0.0% | 0 | 4.8% | 2 | 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 |
| the shopping centre Better public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| connections Improvements to the | 16.2% | 12 | 21.9% | 7 | 11.9% | 5 | 16.7% | 6 | 4.8% | 1 | 25.0% | 4 | 13.0% | 7 | 25.0% | 5 |
| physical environment Safer environment | 4.1% | 3 | 6.3% | 2 | 2.4% | 1 | 8.3% | 3 | 0.0% | 0 | 0.0% | 0 | 5.6% | 3 | 0.0% | 0 |
| | | | | | | | | | | | | | | | | |
| February | 2017 |
|----------|------|
|----------|------|

| | | | | | I. | | | JU | mas | | | | | | | rebruary |
|---|------------------------------|------------------|----------------------|------------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|------------------|-------------|
| | Tota | 1 | Male | e | Fema | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | - | ABC | 1 | C2D | E |
| Later opening shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A Hardware store | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 6.3% | 1 | 1.9% | 1 | 5.0% | 1 |
| Address the homeless problem | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art Gallery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Bakery Battan avala lanas | 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 cycle lanes Better lighting | 1.4% 1.4% | 1 1 | 3.1% 3.1% | 1 1 | 0.0% 0.0% | 0 0 | 0.0% 2.8% | 0 1 | 4.8% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 | 1.9% 1.9% | 1 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| Cheaper public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 2.8% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | 2 | 0.0% | 0 | 10.0% | 2 |
| Clothing shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| Department store | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 |
| Finish the improvements | 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 access for cars | 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 internet connection | 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 layout | 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 road surfaces | 2.7% | 2 | 0.0% | 0 | 4.8% | 2 | 2.8% | 1 | 4.8% | 1 | 0.0% | 0 | 3.7% | 2 | 0.0% | 0 |
| Improved traffic congestion | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Increased frequency of market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Less restaurants Lidl | 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 cycle parking | 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 for children | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| More green areas | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 |
| More leisure provisions | 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 police presence | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Organic stores | 2.7% | 2 | 0.0% | 0 | 4.8% | 2 | 0.0% | 0 | 4.8% | 1 | 6.3% | 1 | 3.7% | 2 | 0.0% | 0 |
| Outdoor clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 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 |
| Poundshop | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Reduce rents Repair the road / pavement surfaces | 0.0% 2.7% | 0 2 | 0.0% 3.1% | 0 1 | 0.0% 2.4% | 0 1 | 0.0% 5.6% | 0 2 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 3.7% | 0 2 | 0.0% 0.0% | 0 0 |
| Sports shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whole Foods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wider pavements | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| (Don't know) | 5.4% | 4 | 9.4% | 3 | 2.4% | 1 | 11.1% | 4 | 0.0% | 0 | 0.0% | 0 | 5.6% | 3 | 5.0% | 1 |
| (None mentioned) | 21.6% | 16 | 18.8% | 6 | 23.8% | 10 | 16.7% | 6 | 19.0% | 4 | 37.5% | 6 | 22.2% | 12 | 20.0% | 4 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| Q15 Have you ever visited Those in Oxford City Ce. | | gate S | hoppin | g Cen | tre befo | ore it v | vas shu | it for r | edevelo | opmen | nt? | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Mean score [times pe | er week | k] | | | | | | | | | | | | | | |
| Q16 How often did you sh Those who said yes at Q | | Nestg | ate Sho | pping | Centre | befoi | re it was | s shut | for red | eveloj | pment? | | | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4-6 days a wee | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2-3 days a week | | ~ | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2-3 days a week Once a week | 0.0% | 0 | 0.0% | | 0.00/ | 0 | 0.00/ | | | | | | | | 0.00/ | |
| 2-3 days a week Once a week Once every 2 weeks | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2-3 days a week Once a week Once every 2 weeks Once every month | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2-3 days a week Once a week Once every 2 weeks Once every month Once every 3 months Less often than once every 3 | 0.0% 0.0% | 0 | 0.0% | 0 | | | | | | | | | | | | |
| 2-3 days a week Once a week Once every 2 weeks Once every month Once every 3 months Less often than once every 3 months | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% | 0 0 0 |
| 2-3 days a week Once a week Once every 2 weeks Once every month Once every 3 months Less often than once every 3 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% | 0 0 |

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|--|--|---|--|---|--|---|--|---|--|---|--|---|--|--|--|---|-----------------------|
| | Tota | ıl | Mal | e | Fema | | 16 - 3 | | 35 - 5 | 54 | 55 + | | ABC | 1 | C2D | | <i></i> |
| M | | .1 | | | | | | | | | | | | | | | |
| Mean score [times p | | - | | | | | | | | | | | | | | | |
| Q17 Once the Westgate S Those in Oxford City Ce | | ng Cen | tre ope | ens afte | er its | redeve | elopme | nt, hov | v often | you a | re likel | y to sh | op thei | re? | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 4-6 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every month | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Less often than once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Never | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Q18 Do you ever visit Ox Those in Oxford City Ce | | vered | Market | ? | | | | | | | | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| No Base: | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 | |
| a iə wilaluo vou LINE M | | out th | e Oxio | u cov | ereu w | arnei | | | | | | | | | | | |
| Those who said yes at Q | 218 | | | | | | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| | | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | |
| Those who said yes at Q Nothing Near/convenient | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | | 0.0% 0.0% | 0 0 0 | 0.0% | | | 0 0 0 | 0.0% | | | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market | <i>218</i> 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays | 218 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The variety of stalls | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
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| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The frequency of the markets The days the markets are on The non-food stalls The food stalls The food stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Yedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Yedestrianised streets Vice busy feel Vice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Friendly stallholders | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls Che food stalls Che food stalls Che variety of stalls Che variety of stalls Che variety of the market Che places to eat Quality of the food products Quality of the food products Quality of the non-food products Che different types of markets (i.e. antiques, farmers market) Other Sverything Friendly stallholders Good cafes | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The constant of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Sverything Friendly stallholders Good cafes ndependent shops and stalls | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The constalls The constalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Ther Sverything Triendly stallholders Good cafes ndependent shops and stalls Nice atmosphere | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The character of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Sverything Friendly stallholders Good cafes | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0 | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |

February 2017

| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|--|--------------|--------|--------------|-------------------------------------|--------------|-------------------------------------|--------------|-------------------------------------|--------------|-------------------------------------|--------------|---------------------------------------|--------------|-------------------------------------|------------------|--------|
| Q20 If you are using the <i>Those who said yes at</i> Q | | over | ed Marke | et, wł | nat type c | of ma | arket stal | l do | you inten | d to | visit or | are li | kely to v | /isit t | oday? [N | /R] |
| Food & Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, games, books etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts | 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 Specialist Non-Food Items | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food Takeaways (street food stalls) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not using today | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q21 What IMPROVEMEN Those in Oxford City Co | | be n | nade to t | he O | xford Co | vere | d Market | that | would er | icol | irage yo | u to v | isit mor | e ofte | en? [MR] | 1 |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frequency | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| A larger market | 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 butcher stalls | 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 bakery stalls | 0.0% | 0 0 | 0.0% 0.0% | 0 | 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 deli stalls More fishmonger stalls | 0.0% 0.0% | 0 | 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| More sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| More non-food stalls | 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 variety of stalls | 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 of the stalls More events throughout the | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 |
| year Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better lighting | 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 cafes Cheaper prices | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Cheaper rents | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner toilets | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| Have WIFI | 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 safety | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less meat stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longer opening hours Modernised | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| More advertisement | 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 independent stalls | 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 vegetarian cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stop the meat stalls hanging up dead animals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q22 Do you ever visit Gla Those in Oxford City Co | | Gree | en Marke | t? | | | | | | | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Page 128

February 2017

| | Total | | Male | | Female | е | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|--|--------------|--------|--------------|--------|--------------|--------|--------------|--------|------------------|--------|------------------|--------|--------------|--------|------------------|--------|
| Q23 What do you LIKE M Those who said yes at Q | | ut th | e Glouce | ester | Green N | larke | t ? [MR] | | | | | | | | | |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Near/convenient | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő |
| I do not visit the market | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The variety of stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The character of the market The places to eat | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Quality of the food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the non-food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The different types of markets (i.e. antiques, farmers market) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friendly atmosphere | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Able to barter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Open and spacious | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good prices | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friendly stallholders | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cultural diversity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good disbled access Base: | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 |
| Q24 If you are using the 0 | Gloucest | | een Mar | | what typ | | narket st | | o you int | | to visit o | | likely to | | today? | |
| Those who said yes at Q | | | | , | , | | | | | | | | | | | |
| Food & Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, games, books etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts | 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 Specialist Non-Food Items | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food Takeaways (street food stalls) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

| Cowley by demographics | | | Oxf | ord | • | | ouncil Carter | | | e S | urvey | y | | | | Page 129 February 2017 |
|---|--------------|--------|--------------|-------|--------------|-------------------------------------|------------------|-------|------------------|--------|--------------|-------|--------------|--------|--------------|---------------------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q25 What IMPROVEMEN Those in Oxford City C | | l be n | nade to | the G | loucester | Gro | een marke | et th | at would | enco | ourage y | ou to | o visit mo | ore o | ften? [MF | 8] |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 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 butcher stalls | 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 bakery stalls | 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 deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | Ő | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 |
| Cleaner streets | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | 0.0% | 0 | 0.0% | ů 0 |
| Protection from the weather | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 | 0.0% | ů 0 |
| (i.e. covered market) | 01070 | Ŭ | 0.070 | Ū | 0.070 | Ū | 0.070 | Ŭ | 0.070 | Ŭ | 0.070 | Ŭ | 0.070 | 0 | 0.070 | 0 |
| More seats | 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 signposting | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | 0 | 0.0% | 0 | 0.0% | ů 0 |
| Over-crowded | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 | 0.0% | ŏ | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 | 0.0% | ů 0 |
| Better pedestrian streets i.e. | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| easier to walk around | 01070 | Ŭ | 0.070 | Ū | 0.070 | Ū | 0.070 | Ŭ | 0.070 | Ŭ | 0.070 | Ŭ | 0.070 | 0 | 0.070 | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A cashpoint | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | ů 0 |
| Better advertising | 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 lighting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Live music | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longer opening hours | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower rents for stallholders | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make it a food market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make the bus station larger | 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 craft stalls | 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 demonstrations | 0.0% | 0 | 0.0% | 0 | 0.0% | 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 diverse retailers | 0.0% | | 0.0% | 0 | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | |
| More places to eat | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 |
| More pleasant atmosphere | | 0 | | | | | | 0 | | | | | | | | 0 |
| No smoking Semanata faad and art | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Separate food and art | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| markets Vendors improve their own 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 |
| More vegetarian stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| · | | | | | | 0 | | | | 0 | | | | | | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

| | Total | | Male | | Female | 9 | 16 - 34 | 1 | 35 - 54 | ļ | 55 + | | ABC | 1 | C2D | E |
|--|---------------|---------|---------------|---------|---------------|---------|---------------|--------|------------------|--------|------------------|--------|------------------|---------|------------------|---------|
| Q26 What other CENTRE | or RET | AIL P | ARK do | you r | egularly | visit | i (once a | mon | th or mo | re)? | [MR] | | | | | |
| Claredon Centre, Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westgate Shopping Centre, Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Templars Shopping Centre (the Mall) | 8.1% | 6 | 15.6% | 5 | 2.4% | 1 | 8.3% | 3 | 14.3% | 3 | 0.0% | 0 | 5.6% | 3 | 15.0% | 3 |
| Oxford City Centre | 35.1% | 26 | 28.1% | 9 | 40.5% | 17 | 41.7% | 15 | 38.1% | 8 | 18.8% | 3 | 44.4% | 24 | 10.0% | 2 |
| Cowley District Centre | 5.4% | 4 | 0.0% | 0 | 9.5% | 4 | 5.6% | 2 | 4.8% | 1 | 6.3% | 1 | 5.6% | 3 | 5.0% | 1 |
| Summertown District Centre Headington District Centre | 1.4% 0.0% | 1 0 | 3.1% 0.0% | 1 0 | 0.0% 0.0% | 0 | 2.8% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 1.9% 0.0% | 1 0 | 0.0% 0.0% | 0 0 |
| Cowley Road District Centre | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | Ő | 0.0% | Ő | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| Blackbird Leys District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reading | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Aylesbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Witney Banbury | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Abingdon | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| Milton Keynes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheltenham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wallingford High Wycombe | 1.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 2.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 6.3% 0.0% | 1 0 | 1.9% 0.0% | 1 0 | 0.0% 0.0% | 0 0 |
| Thame | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbury | 1.4% | 1 | 3.1% | 1 | 0.0% | Ő | 2.8% | 1 | 0.0% | Ő | 0.0% | Ő | 1.9% | 1 | 0.0% | 0 |
| Wantage | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Didcot | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Henley Carterton | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Woodstock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Princes Risborough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Watlington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Templars Retail Park (Cowley DC) | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Bicester Village Outlet Shopping | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Banbury Cross Retail Park | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 6.3% | 1 | 1.9% | 1 | 5.0% | 1 |
| Fairacres Retail Park | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Seacourt Tower Retail Park Bicester Avenue | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 |
| Kings Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Launton Road Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowside Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horspath Driftway Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hadden Hill Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wallingford Road Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Botley Road | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| West Oxfordshire Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southam Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Banbury Gateway | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orchard Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford Shopping Park Swindon Great Western | 0.0% 1.4% | 0 1 | 0.0% 3.1% | 0 1 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 4.8% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 1.9% | 0 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| Outlet | | | | | | | | | | | | | | | | |
| Other Nowhere else | 0.0% 33.8% | 0 25 | 0.0% 31.3% | 0 10 | 0.0% 35.7% | 0 15 | 0.0% 25.0% | 0 9 | 0.0% 33.3% | 0 7 | 0.0% 50.0% | 0 8 | 0.0% 25.9% | 0 14 | 0.0% 55.0% | 0 11 |
| Basingstoke | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brackley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cambridge Central London | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Chipping Norton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Devizes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Faringdon | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Henley on Thames | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hull | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | | | | | | | | | | | | | | | | |

| | Total | | Male | | Femal | e | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC | 1 | C2DI | 2 |
|--|-------|----|-------|------|--------------|--------|-----------|-----|---------|--------|----------|----|--------|----|-------|----|
| Kidlington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lambourne | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Northampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Learnington Spa | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Suffolk Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wheatley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| York | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| Q27 What is the purpose <i>Those who mentioned a</i> | | | | ther | centre o | r reta | il park (| MEN | TIONED | IN Q.: | 26) [MR] | | | | | |
| | | ~ | | 2 | 7 404 | 2 | 2.70 | | 7.10 | | 25.000 | • | 10.00/ | | 0.00/ | 0 |
| To buy food items (not take-away / café / restaurant) | 8.2% | 4 | 9.1% | 2 | 7.4% | 2 | 3.7% | 1 | 7.1% | 1 | 25.0% | 2 | 10.0% | 4 | 0.0% | 0 |
| To buy non-food goods (e.g. shoes, clothes, jewellery) | 51.0% | 25 | 45.5% | 10 | 55.6% | 15 | 48.1% | 13 | 50.0% | 7 | 62.5% | 5 | 47.5% | 19 | 66.7% | 6 |
| For services (e.g. bank, building society, hairdressers) | 4.1% | 2 | 9.1% | 2 | 0.0% | 0 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 11.1% | 1 |
| To use a leisure facility (cinema, sports centre, bowling) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| As a day visitor to the Town Centre | 2.0% | 1 | 4.5% | 1 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 |
| As a staying visitor to the Town Centre | 2.0% | 1 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Eat out (e.g. take-away / café / restaurant) | 6.1% | 3 | 0.0% | 0 | 11.1% | 3 | 0.0% | 0 | 21.4% | 3 | 0.0% | 0 | 7.5% | 3 | 0.0% | 0 |
| Work | 10.2% | 5 | 18.2% | 4 | 3.7% | 1 | 18.5% | 5 | 0.0% | 0 | 0.0% | 0 | 12.5% | 5 | 0.0% | 0 |
| To meet someone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library / public services (doctor, dentist, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to home | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő |
| College | 6.1% | 3 | 4.5% | 1 | 7.4% | 2 | 11.1% | 3 | 0.0% | 0 | 0.0% | 0 | 7.5% | 3 | 0.0% | 0 |
| To browse | 2.0% | 1 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 | 2.5% | 1 | 0.0% | 0 |
| (Don't know) | 8.2% | 4 | 4.5% | 1 | 11.1% | 3 | 7.4% | 2 | 14.3% | 2 | 0.0% | 0 | 7.5% | 3 | 11.1% | 1 |
| Base: | | 49 | | 22 | | 27 | | 27 | | 14 | | 8 | | 40 | | 9 |

16 - 34

35 - 54

ABC1

55 +

C2DE

Page 132

Q28 What do you like about this centre or retail park? (MENTIONED IN Q. 26) [MR] *Those who mentioned a location at Q26*

Male

Female

Total

| Those who mentioned a | iocuion | ui Q20 | , | | | | | | | | | | | | | |
|---|-----------|--------|------------|-------|-----------|-----|--------|--------|---------|-----|-------|----|--------|----|-------|----|
| Better choice of shops | 44.9% | 22 | 40.9% | 9 | 48.1% | 13 | 59.3% | 16 | 14.3% | 2 | 50.0% | 4 | 45.0% | 18 | 44.4% | 4 |
| Better quality of shops | 36.7% | 18 | 18.2% | 4 | 51.9% | 14 | 37.0% | 10 | 28.6% | 4 | 50.0% | 4 | 37.5% | 15 | 33.3% | 3 |
| Better non-food shopping | 2.0% | 1 | 4.5% | 1 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Better food shopping | 2.0% | 1 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | Ő | 12.5% | 1 | 2.5% | 1 | 0.0% | 0 |
| Better range of places to eat and drink | 20.4% | 10 | 9.1% | 2 | 29.6% | 8 | 14.8% | 4 | 35.7% | 5 | 12.5% | 1 | 22.5% | 9 | 11.1% | 1 |
| Street market/ farmers market | 4.1% | 2 | 4.5% | 1 | 3.7% | 1 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 | 5.0% | 2 | 0.0% | 0 |
| More available car parking | 2.0% | 1 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Cheaper car parking | 2.0% | 1 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| More deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 2.0% | 1 | 4.5% | 1 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 |
| More non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More variety of stalls | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better quality of the stalls | 2.0% | 1 | 0.0% | Ő | 3.7% | 1 | 0.0% | Ő | 0.0% | Ő | 12.5% | 1 | 0.0% | Ő | 11.1% | ĩ |
| More events throughout the | 12.2% | 6 | 9.1% | 2 | 14.8% | 4 | 18.5% | 5 | 7.1% | 1 | 0.0% | 0 | 15.0% | 6 | 0.0% | 0 |
| year | 12.270 | 0 | 2.170 | - | 11.070 | | 10.070 | 5 | /.1/0 | | 0.070 | 0 | 10.070 | 0 | 0.070 | 0 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 4.1% | 2 | 9.1% | 2 | 0.0% | 0 | 7.4% | 2 | 0.0% | 0 | 0.0% | 0 | 5.0% | 2 | 0.0% | Ő |
| Protection from the weather | 2.0% | 1 | 0.0% | 0 | 3.7% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 2.5% | 1 | 0.0% | 0 |
| (i.e. covered market) | | | | | | | | | | | | | | | | |
| More seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 2.0% | 1 | 0.0% | 0 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 | 2.5% | 1 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing | 12.2% | 6 | 9.1% | 2 | 14.8% | 4 | 14.8% | 4 | 14.3% | 2 | 0.0% | 0 | 12.5% | 5 | 11.1% | 1 |
| Close to home | 8.2% | 4 | 13.6% | 3 | 3.7% | 1 | 3.7% | 1 | 14.3% | 2 | 12.5% | 1 | 10.0% | 4 | 0.0% | 0 |
| Waitrose | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pleasant environment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good range of leisure facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More affordable shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice for a change | 2.0% | 1 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 | 2.5% | 1 | 0.0% | 0 |
| Meet friends / family | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good tranport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Historical | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Discount shopping | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good tranpsort links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything is under one rood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Easy to get to | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 49 | | 22 | | 27 | | 27 | | 14 | | 8 | | 40 | | 9 |
| Q29 Are there any types | of leisur | e fac | ilities th | at yo | u feel (S | TUD | | RE) is | lacking | in? | | | | | | |
| Yes | 16.2% | 12 | 18.8% | 6 | 14.3% | 6 | 22.2% | 8 | 14.3% | 3 | 6.3% | 1 | 16.7% | 9 | 15.0% | 3 |
| No | 79.7% | 59 | 75.0% | 24 | 83.3% | | 75.0% | 27 | 81.0% | 17 | 87.5% | 14 | | 42 | | 17 |
| (Don't know) | 4.1% | 3 | 6.3% | 2 | 2.4% | 1 | 2.8% | 1 | 4.8% | 1 | 6.3% | 1 | 5.6% | 3 | 0.0% | 0 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| | | | | | | | | | | | | | | | | |

| Cowley by demographics | | | Oxf | orc | l City for | | ouncil Carter | | | e S | Survey | y | | | | Page 133 February 2017 |
|-------------------------|--|----|-------|-----|---------------|---|------------------|---|---------|-----|--------|---|-------|----|-------|---------------------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| | Those who said yes or don't know at Q29 nema 13.3% 2 12.5% 1 11.1% 1 25.0% 1 0.0% 0 8.3% 1 33.3% 1 | | | | | | | | | | | | | | | |
| Cinema | 6.7% 1 1.2.5% 1 0.0% 0 0.0% 0 50.0% 1 8.3% 1 0.0% 13.3% 2 12.5% 1 14.3% 1 22.2% 2 0.0% 0 0.0% 0 16.7% 2 0.0% | | | | | | | | | | | | | | | 1 |
| Bingo Hall | 6.7% | 1 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | 8.3% | 1 | 0.0% | 0 |
| Leisure Centre | 13.3% 2 12.5% 1 14.3% 1 22.2% 2 0.0% 0 16.7% 2 0.0% 13.3% 2 25.0% 2 0.0% 0 11.1% 1 25.0% 1 0.0% 0 8.3% 1 33.3% | | | | | | | | | | | | | | | 0 |
| Health & Fitness Club | 13.3% 2 12.5% 1 14.3% 1 22.2% 2 0.0% 0 16.7% 2 0.0% 13.3% 2 25.0% 2 0.0% 0 11.1% 1 25.0% 1 0.0% 0 8.3% 1 33.3% | | | | | | | | | | | | | | | 1 |
| Theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Restaurants / cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nightclubs | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Childrens entertainment | 6.7% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 |
| Climbing wall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 6.7% | 1 | 0.0% | 0 | 14.3% | 1 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 |
| Cycle provisions | 6.7% | 1 | 12.5% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 |
| Dance facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library | 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 cultural Places | 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 public toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music venue | 6.7% | 1 | 12.5% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 |
| Sauna | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ski Slope | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Squash | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swimming pool | 20.0% | 3 | 12.5% | 1 | 28.6% | 2 | 33.3% | 3 | 0.0% | 0 | 0.0% | 0 | 25.0% | 3 | 0.0% | 0 |
| Tennis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampolining | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 20.0% | 3 | 25.0% | 2 | 14.3% | 1 | 11.1% | 1 | 25.0% | 1 | 50.0% | 1 | 25.0% | 3 | 0.0% | 0 |
| Base: | | 15 | | 8 | | 7 | | 9 | | 4 | | 2 | | 12 | | 3 |

| Cowley by demographics | | | Oxf | orc | • | | ouncil : Carter | | | e S | Survey | 7 | | | | Page 134 February 2017 |
|--|--------------|----|--------------|-------|--------------|--------|--------------------|---|--------------|-----|--------------|---|--------------|----|--------------|---------------------------|
| | Total | | Male | | Female | | 16 - 34 | J | 35 - 54 | | 55 + | | ABC1 | | C2DE | February 2017 |
| Q31 How could (STUDY) Those who said yes or a | | | | d for | LEISURE | US | ES? [MR] | | | | | | | | | |
| Specified new leisure operator | 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 choice of leisure destination in general | 13.3% | 2 | 12.5% | 1 | 14.3% | 1 | 11.1% | 1 | 25.0% | 1 | 0.0% | 0 | 8.3% | 1 | 33.3% | 1 |
| Better quality of leisure uses | 20.0% | 3 | 0.0% | 0 | 42.9% | 3 | 22.2% | 2 | 25.0% | 1 | 0.0% | 0 | 25.0% | 3 | 0.0% | 0 |
| More priority of pedestrians / pedestrianisation | 20.0% | 3 | 0.0% | 0 | | 3 | 22.2% | 2 | 0.0% | 0 | | 1 | 25.0% | 3 | 0.0% | 0 |
| Less traffic / congestion | 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 shelter from wind / rain | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improve appearance / | 6.7% | 1 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | 8.3% | 1 | 0.0% | 0 |
| environment of centre Remove litter more often | 13.3% | 2 | 12.5% | 1 | 14.3% | 1 | 11.1% | 1 | 0.0% | 0 | 50.0% | 1 | 16.7% | 2 | 0.0% | 0 |
| More parking | 6.7% | 1 | | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | ů 0 |
| Cheaper parking | 6.7% | 1 | 12.5% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 |
| More accessible car parking | 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 bus services to the centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New / relocated bus stops | 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 measures / policing | | 2 | 0.0% | 0 | | 2 | 11.1% | 1 | 25.0% | 1 | 0.0% | 0 | | 2 | 0.0% | 0 |
| Better signposting within the Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Redevelopments/changes to site (PLEASE SPECIFIY SITES) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance studio | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Indoor ski centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Indoor swimming pool | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Leisure Centre Library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Miore actitivites for children | 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 cycle parking | 6.7% | 1 | 12.5% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 |
| More public toilets | 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 seating areas | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music Venue | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampoline park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 26.7% | 4 | 50.0% | 4 | 0.0% | 0 | 22.2% | 2 | 50.0% | 2 | 0.0% | 0 | 25.0% | 3 | 33.3% | 1 |
| (None mentioned) | 6.7% | 1 | 0.0% | 0 | 14.3% | 1 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 |
| Base: | | 15 | | 8 | | 7 | | 9 | | 4 | | 2 | | 12 | | 3 |
| Q32 Do you ever visit the Those in Summertown, | | | Cowley Ro | oad | | | | | | | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

16 - 34

35 - 54

ABC1

C2DE

55 +

Female

Male

Page 135

| Q33 | What do you LIKE MOST about the Market ? [MR] |
|-----|---|
| | Those in Summertown, Headington & Cowley Road |

Total

| Those in Summertown, I | reaungio | nuc | owie y Ro | uu | | | | | | | | | | | | |
|--|----------|-----|-----------|----|------|---|------|---|------|---|------|---|------|---|------|---|
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture/floral | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| displays | | | | | | | | | | | | | | | | |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The variety of stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The character of the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the non-food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The different types of markets (i.e. antiques, farmers market) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community spirit | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local produce | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Q34 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR]

Those in Summertown, Headington & Cowley Road

| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
|---|-------|-----|--------|----|--------|----|-------|----|-------|------------|-------|----|-------|----|-------|----|
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 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 butcher stalls | 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 bakery stalls | 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 deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less fast food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Modernise it | 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 advertising | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| GEN Gender: | | | | | | | | | | | | | | | | |
| Male | 43.2% | 32 | 100.0% | 32 | 0.0% | 0 | 47.2% | 17 | 42.9% | 9 | 37.5% | 6 | 35.2% | 19 | 65.0% | 13 |
| Female | 56.8% | 42 | 0.0% | 0 | 100.0% | 42 | 52.8% | 19 | 57.1% | 12 | 62.5% | 10 | 64.8% | 35 | 35.0% | 7 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| Duse. | | / 4 | | 54 | | 72 | | 50 | | <i>4</i> 1 | | 10 | | 54 | | 20 |

| February | 2017 |
|----------|------|
|----------|------|

| | Total | | Male | | Female | : | 16 - 34 | L | 35 - 54 | 1 | 55 + | | ABC1 | | C2DE | |
|---|---|-------------------------------------|--|-----------------------------------|---|-----------------------------------|---|---|--|-----------------------------------|--|------------------------------|---|-------------------------------------|---|-----------------------------------|
| | | | | | | | | | | | | | | | | |
| AGE Age Group: | | | | | | | | | | | | | | | | |
| 16 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years 65+ years Refused | 21.6% 27.0% 16.2% 12.2% 8.1% 13.5% 1.4% | 16 20 12 9 6 10 1 | 28.1% | 8 9 7 2 2 4 0 | 19.0% 26.2% 11.9% 16.7% 9.5% 14.3% 2.4% | 8 11 5 7 4 6 1 | 44.4% 55.6% 0.0% 0.0% 0.0% 0.0% | $ \begin{array}{c} 16 \\ 20 \\ 0 \\ $ | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 57.1\% \\ 42.9\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 0 0 12 9 0 0 0 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 37.5\% \\ 62.5\% \\ 0.0\% \end{array}$ | 0 0 0 6 10 0 | 27.8% 25.9% 11.1% 14.8% 9.3% 11.1% 0.0% | 15 14 6 8 5 6 0 | 5.0% 30.0% 30.0% 5.0% 5.0% 20.0% 5.0% | 1 6 1 1 4 1 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| EMP Are you in paid emp | oloyment: | | | | | | | | | | | | | | | |
| Yes No Base: | 58.1% 41.9% | 43 31 74 | 62.5% 37.5% | 20 12 32 | 54.8% 45.2% | 23 19 42 | 63.9% 36.1% | 23 13 36 | 81.0% 19.0% | 17 4 21 | 18.8% 81.3% | 3 13 16 | 59.3% 40.7% | 32 22 54 | 55.0% 45.0% | 11 9 20 |
| WORK Location of wor Those in paid employm | | | | | | | | | | | | | | | | |
| Inside (study centre) town centre | 34.9% | 15 | 40.0% | 8 | 30.4% | 7 | 39.1% | 9 | 23.5% | 4 | 66.7% | 2 | 37.5% | 12 | 27.3% | 3 |
| Outside (study centre) town centre | 65.1% | 28 | 60.0% | 12 | 69.6% | 16 | 60.9% | 14 | 76.5% | 13 | 33.3% | 1 | 62.5% | 20 | 72.7% | 8 |
| Base: | | 43 | | 20 | | 23 | | 23 | | 17 | | 3 | | 32 | | 11 |
| SEG Occupation of Chief | Wage Ea | rne | r in HHol | d: (| if retired, | ask | for prev | ious | occupat | ion) | | | | | | |
| AB C1 C2 DE Refused Base: | 25.7% 47.3% 8.1% 18.9% 0.0% | 19 35 6 14 0 74 | 15.6% 43.8% 12.5% 28.1% 0.0% | 5 14 4 9 0 32 | 33.3% 50.0% 4.8% 11.9% 0.0% | 14 21 2 5 0 42 | 13.9% 66.7% 2.8% 16.7% 0.0% | 5 24 1 6 0 36 | 33.3% 33.3% 19.0% 14.3% 0.0% | 7 7 4 3 0 21 | 43.8% 25.0% 6.3% 25.0% 0.0% | 7 4 1 4 0 16 | 35.2% 64.8% 0.0% 0.0% 0.0% | 19 35 0 0 0 54 | 0.0% 0.0% 30.0% 70.0% 0.0% | 0 0 6 14 0 20 |
| ADU No. of adults (incl R | esp) [MR] | | | | | | | | | | | | | | | |
| 1 adult in hhold 2 adults in hhold 3 adults in hhold 4 or more adults in hhold | 29.7% 45.9% 5.4% 18.9% | 22 34 4 14 | 28.1% 43.8% 3.1% 25.0% | 9 14 1 8 | 31.0% 47.6% 7.1% 14.3% | 13 20 3 6 | 19.4% 36.1% 5.6% 38.9% | 7 13 2 14 | 33.3% 57.1% 9.5% 0.0% | 7 12 2 0 | 43.8% 56.3% 0.0% 0.0% | 7 9 0 0 | 22.2% 46.3% 5.6% 25.9% | 12 25 3 14 | 50.0% 45.0% 5.0% 0.0% | 10 9 1 0 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| CHI No. of children (Und | ler 16) [MI | R] | | | | | | | | | | | | | | |
| 1 child in hhold 2 children in hhold 3 children in hhold 4 or more children in hhold No children in hhold Refused Base: | 16.2% 6.8% 4.1% 0.0% 73.0% 0.0% | 12 5 3 0 54 0 74 | 18.8% 9.4% 0.0% 0.0% 71.9% 0.0% | 6 3 0 23 0 32 | 14.3% 4.8% 7.1% 0.0% 73.8% 0.0% | 6 2 3 0 31 0 42 | 22.2% 5.6% 2.8% 0.0% 69.4% 0.0% | 8 2 1 0 25 0 36 | 19.0% 14.3% 9.5% 0.0% 57.1% 0.0% | 4 3 2 0 12 0 21 | 0.0% 0.0% 0.0% 100.0% 0.0% | 0 0 0 16 0 16 | 16.7% 5.6% 5.6% 0.0% 72.2% 0.0% | 9 3 0 39 0 54 | 15.0% 10.0% 0.0% 0.0% 75.0% 0.0% | 3 2 0 15 0 20 |
| CAR No. of cars in house | hold [MR | 1 | | | | | | | | | | | | | | |
| 1 car in hhold 2 cars in hhold 3 cars in hhold 4 or more cars in hhold No cars in hhold Refused Base: | 24.3% 16.2% 4.1% 0.0% 55.4% 0.0% | 18 12 3 0 41 0 74 | 15.6% 9.4% 0.0% | 7 5 3 0 17 0 32 | 26.2% 16.7% 0.0% 0.0% 57.1% 0.0% | 11 7 0 24 0 42 | 22.2% 13.9% 8.3% 0.0% 55.6% 0.0% | 8 5 3 0 20 0 36 | 33.3% 28.6% 0.0% 0.0% 38.1% 0.0% | 7 6 0 8 0 21 | 18.8% 6.3% 0.0% 0.0% 75.0% 0.0% | 3 1 0 12 0 16 | 22.2% 20.4% 3.7% 0.0% 53.7% 0.0% | 12 11 2 0 29 0 54 | 30.0% 5.0% 5.0% 0.0% 60.0% 0.0% | 6 1 1 0 12 0 20 |

Page 137

| | Total | | Male | | Female | | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC1 | | C2DE | |
|---------------------------------|----------------|----------|----------------|-----------|----------------|--------|----------------|---------|------------------|--------|----------------|--------|----------------|--------|------------------|---------------------------------------|
| | | | | | | | | | | | | | | | | |
| DAY Day of interview: | | | | | | | | | | | | | | | | |
| DAT Day of interview. | | | | | | | | | | | | | | | | |
| Monday | 64.9% | 48 | 56.3% | 18 | 71.4% | 30 | 69.4% | 25 | 76.2% | 16 | 43.8% | 7 | 64.8% | 35 | 65.0% | 13 |
| Tuesday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wednesday | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thursday | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| Friday | 0.0% | 0 | 0.070 | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saturday | 33.8% | 25 | 40.6% | 13 | 28.6% | 12 | 30.6% | 11 0 | 19.0% | 4 | 56.3% | 9 | 35.2% | 19 | 30.0% | 6 0 |
| Sunday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| TOWN Town | | | | | | | | | | | | | | | | |
| Onford City Control | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Oxford City Centre | 0.0% 100.0% | 0_{74} | 0.0% 100.0% | $0 \\ 22$ | 0.0% 100.0% | 0 | 0.0% 100.0% | 0 | 0.0% 100.0% | 0 | 0.0% 100.0% | 0 | 0.0% 100.0% | 0 | 0.0% 100.0% | $\begin{array}{c} 0\\ 20 \end{array}$ |
| Cowley Summertown | 0.0% | 0 | | 0 | 0.0% | 42 | 0.0% | 0 | 0.0% | 0 | 0.0% | 10 | 0.0% | 0 | 0.0% | 20 |
| Headington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Leys | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| Dase. | | /4 | | 52 | | 72 | | 50 | | 21 | | 10 | | 54 | | 20 |
| LOC Location (see map) | | | | | | | | | | | | | | | | |
| Those in Oxford City C | Centre | | | | | | | | | | | | | | | |
| Location Point 1 - Entrance | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| to Gloucester Green on | 01070 | 0 | 01070 | 0 | 01070 | 0 | 0.070 | Ŭ | 01070 | 0 | 01070 | Ū | 0.070 | 0 | 01070 | 0 |
| George Street | | | | | | | | | | | | | | | | |
| Location Point 2 - Corner of | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cornmarket, George | | | | | | | | | | | | | | | | |
| Street, Broad Street, | | | | | | | | | | | | | | | | |
| Magdalen Street, outside | | | | | | | | | | | | | | | | |
| Debenhams | | | | | | | | | | | | | | | | |
| Location Point 3 - | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cornmarket, outside | | | | | | | | | | | | | | | | |
| entrance to Clarenden Centre | | | | | | | | | | | | | | | | |
| Location Point 4 - Inside | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clarenden Centre | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 |
| Location Point 5 - Queen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street, outside Marks & | | | | | | | | | | | | | | | | |
| Spencer | | | | | | | | | | | | | | | | |
| Location Point 6 - High | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street, outside the entrance | | | | | | | | | | | | | | | | |
| to the Covered Market | | | | | | | | | | | | | | | | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| 50 | | | | | | | | | | | | | | | | |
| PC | | | | | | | | | | | | | | | | |
| EX1 5 | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| Mk13 5 | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| OX1 1 | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| OX1 4 | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| OX10 0 | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| OX12 8 | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 2.8% 0.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 5.0% | 1 |
| OX14 3 OX2 3 | 1.4% 1.4% | 1 1 | 0.0% 3.1% | 0 1 | 2.4% 0.0% | 1 0 | 2.8% | 0 1 | $0.0\% \\ 0.0\%$ | 0 0 | 6.3% 0.0% | 1 0 | 1.9% 1.9% | 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| OX2 9 | 2.7% | 2 | 6.3% | 2 | 0.0% | 0 | 2.8% 5.6% | 2 | 0.0% | 0 | 0.0% | 0 | 1.9% 3.7% | 2 | 0.0% | 0 |
| OX2 OX3 | 1.4% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| OX3 7 | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| OX4 | 4.1% | 3 | 3.1% | 1 | 4.8% | 2 | 2.8% | 1 | 0.0% | 0 | 6.3% | 1 | 3.7% | 2 | 5.0% | 1 |
| OX4 1 | 27.0% | 20 | | 13 | 16.7% | 7 | 41.7% | 15 | 4.8% | 1 | 25.0% | 4 | 24.1% | 13 | 35.0% | 7 |
| OX4 2 | 14.9% | 11 | 15.6% | 5 | 14.3% | 6 | 11.1% | 4 | 19.0% | 4 | 18.8% | 3 | 11.1% | 6 | 25.0% | 5 |
| OX4 3 | 23.0% | 17 | 9.4% | 3 | 33.3% | 14 | 16.7% | 6 | 47.6% | 10 | 6.3% | 1 | | 14 | 15.0% | 3 |
| OX4 4 | 6.8% | 5 | 3.1% | 1 | 9.5% | 4 | 2.8% | 1 | 9.5% | 2 | 12.5% | 2 | 7.4% | 4 | 5.0% | 1 |
| OX4 7 | 1.4% | 1 | 0.0% | 0 | 2.4% | 1 | 2.8% | 1 | 0.0% | 0 | 0.0% | 0 | 1.9% | 1 | 0.0% | 0 |
| OX44 9 | 2.7% | 2 | 3.1% | 1 | 2.4% | 1 | 0.0% | 0 | 4.8% | 1 | 6.3% | 1 | 3.7% | 2 | 0.0% | 0 |
| OX5 1 PC17 | 1.4% 1.4% | 1 | 0.0% 3.1% | 0 | 2.4% | 1 | 0.0% 2.8% | 0 | 0.0% | 0 | 6.3% | 1 | 1.9% | 1 | 0.0% | 0 |
| RG17 SN6 7 | 1.4% 1.4% | 1 1 | 3.1% 3.1% | 1 1 | 0.0% 0.0% | 0 0 | 2.8% 0.0% | 1 0 | 0.0% 4.8% | 0 1 | 0.0% 0.0% | 0 0 | 1.9% 1.9% | 1 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| | 1.770 | | 5.170 | | 0.070 | | 0.070 | | 7.070 | | 0.070 | | 1.770 | | 0.070 | |
| Base: | | 74 | | 32 | | 42 | | 36 | | 21 | | 16 | | 54 | | 20 |
| | | | | | | | | | | | | | | | | |

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| Summertown by demograph | nics | | Ox | fora | d Cit | y Co | ounci | il In | cent | tre S | Surv | ey | | | | | Page 163 |
|-------------------------------------|----------|---------|----------|---------|---------|--------|----------------|--------|--------|-------|-------|-------|-------|-------|-------|--------|---------------|
| | | | | | f | or (| Carte | er Jo | onas | | | | | | |] | February 2017 |
| | Tota | ıl | Mal | e | Fem | ale | 16 - 3 | 34 | 35 - | 54 | 55 | + | ABC | 21 | C2D | ЭE | |
| Q01 How did you travel | to (STUI | DY CE | NTRE) | today | ? | | | | | | | | | | | | |
| Car – driver | 32.6% | 15 | 23.8% | 5 | 40.0% | 10 | 17.4% | 4 | 63.6% | 7 | 33.3% | 4 | 32.4% | 12 | 33.3% | 3 | 3 |
| Car – passenger | 6.5% | 3 | 9.5% | 2 | 4.0% | 1 | 8.7% | 2 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 22.2% | 2 | 2 |
| Bus | 10.9% | 5 | 9.5% | 2 | 12.0% | 3 | 4.3% | 1 | 9.1% | 1 | 25.0% | 3 | 8.1% | 3 | 22.2% | 2 | 2 |
| Bicycle | 26.1% | 12 | 28.6% | 6 | 24.0% | 6 | 43.5% | 10 | 9.1% | 1 | 8.3% | 1 | 29.7% | 11 | 11.1% | 1 | |
| Rail | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| Taxi | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| Park and Ride | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| On foot | 23.9% | 11 | 28.6% | 6 | | 5 | 26.1% | 6 | 18.2% | 2 | 25.0% | 3 | 27.0% | 10 | 11.1% | 1 | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| Mobility scooter | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| Motorcycle | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | (| |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | ç |) |
| Mean score [minute | es] | | | | | | | | | | | | | | | | |
| Q02 How long do you in | tend to | stay iı | ו (STUD | Y CE | NTRE) | oday? | , | | | | | | | | | | |
| Less than 30 minutes | 17.4% | 8 | 9.5% | 2 | 24.0% | 6 | 4.3% | 1 | 27.3% | 3 | 33.3% | 4 | 18.9% | 7 | 11.1% | 1 | |
| 30- 59 minutes | 32.6% | 15 | 38.1% | 8 | 28.0% | 7 | 30.4% | 7 | 36.4% | 4 | 33.3% | 4 | 40.5% | 15 | 0.0% | (|) |
| 1 hour – 1hour 59 minutes | 19.6% | 9 | 14.3% | 3 | 24.0% | 6 | 17.4% | 4 | 18.2% | 2 | 25.0% | 3 | 18.9% | 7 | 22.2% | 2 | 2 |
| 2 hours – 2 hours 59 minutes | 13.0% | 6 | 19.0% | 4 | 8.0% | 2 | 21.7% | 5 | 9.1% | 1 | 0.0% | 0 | 5.4% | 2 | 44.4% | 4 | ļ |
| 3 hours – 3 hours 59 minutes | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | |
| 4 hours and over | 13.0% | 6 | 14.3% | 3 | 12.0% | 3 | 21.7% | 5 | 0.0% | 0 | 8.3% | 1 | 13.5% | 5 | 11.1% | 1 | |
| Overnight stay | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| (Don't know) | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 2.7% | 1 | 0.0% | (|) |
| Mean: | | 96.33 | 1 | 08.57 | | 85.63 | i | 130.43 | | 55.50 | | 65.00 | | 85.00 | | 141.67 | 7 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |) |
| Mean score [times p | oer weel | k, exc | ludes Fi | rst tir | ne toda | y] | | | | | | | | | | | |
| Q03 How often do you s | hop in (| STUD | Y CENT | RE) (i | ncludir | ng Sun | day)? | | | | | | | | | | |
| 7 days a week | 17.4% | 8 | 23.8% | 5 | 12.0% | 3 | 21.7% | 5 | 9.1% | 1 | 16.7% | 2 | 16.2% | 6 | 22.2% | 2 | 2 |
| 4-6 days a week | 30.4% | 14 | 19.0% | 4 | 40.0% | 10 | 30.4% | 7 | 18.2% | 2 | 41.7% | 5 | 32.4% | 12 | 22.2% | 2 | 2 |
| 2-3 days a week | 19.6% | 9 | 23.8% | 5 | 16.0% | 4 | 13.0% | 3 | 36.4% | 4 | 16.7% | 2 | 24.3% | 9 | 0.0% | (|) |
| Once a week | 8.7% | 4 | 4.8% | 1 | 12.0% | 3 | 4.3% | 1 | 18.2% | 2 | 8.3% | 1 | 10.8% | 4 | 0.0% | (|) |
| Once every 2 weeks | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | (|) |
| Once every month | 4.3% | 2 | 4.8% | 1 | 4.0% | 1 | 8.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 11.1% | 1 | |
| Once every 3 months | 8.7% | 4 | 14.3% | 3 | 4.0% | 1 | 8.7% | 2 | 9.1% | 1 | 8.3% | 1 | 2.7% | 1 | 33.3% | 3 | 3 |
| Less often than once every 3 months | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | |
| First time today | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | (|) |
| (Don't know) | 4.3% | 2 | 0.0% | 0 | | 2 | 4.3% | 1 | 9.1% | 1 | 0.0% | 0 | 5.4% | 2 | 0.0% | (| |
| | J/0 | 2 | 0.070 | 0 | 0.070 | 4 | ч. <i>3</i> /0 | 1 | J.1 /0 | 1 | 0.070 | 0 | 5.7/0 | 2 | 0.070 | (| |

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23

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3.58

46

Mean:

Base:

education)

the theatre

museums

cinema

Other

tourist

Oxford City Centre - To

visit the university as a

Oxford City Centre - To visit

The Clarendon Centre Summertown - To visit The

Ferry leisure centre

Just passing through

Window shopping /

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| Summertown by demograph | nics | | UXI | υ Γ(| • | | Carter | | centro onas | 62 | burvey | / | | | | Page 164 February 2017 |
|---|----------|------|-----------|-------------|-------|----|---------|---|----------------|----|--------|---|-------|----|-------|---------------------------|
| | Total | | Male | | Femal | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q04 What is the MAIN re | ason for | your | visit her | e to | day? | | | | | | | | | | | |
| To buy food items at the shops (not take-away / café / restaurant) | 41.3% | 19 | 23.8% | 5 | 56.0% | 14 | 30.4% | 7 | 54.5% | 6 | 50.0% | 6 | 45.9% | 17 | 22.2% | 2 |
| To buy non-food goods in the shops (e.g. shoes, clothes, jewellery) | 4.3% | 2 | 4.8% | 1 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 8.3% | 1 | 5.4% | 2 | 0.0% | 0 |
| To buy food items at the Market (not take-away / café / restaurant) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To buy non-food goods at the Market (e.g. shoes, clothes, jewellery) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| For services (e.g. post office, bank, building society, hairdressers) | 4.3% | 2 | 4.8% | 1 | 4.0% | 1 | 4.3% | 1 | 9.1% | 1 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 |
| To use a leisure facility (eg. sports centre) | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| As a day visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| As a staying visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eat out (e.g. take-away / café / restaurant) | 4.3% | 2 | 9.5% | 2 | 0.0% | 0 | 8.7% | 2 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 |
| Work (respondent works in the town) | 10.9% | 5 | 9.5% | 2 | 12.0% | 3 | 21.7% | 5 | 0.0% | 0 | 0.0% | 0 | 8.1% | 3 | 22.2% | 2 |
| To attend a business appointment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To meet someone | 26.1% | 12 | 38.1% | 8 | 16.0% | 4 | 30.4% | 7 | 27.3% | 3 | 16.7% | 2 | 18.9% | 7 | 55.6% | 5 |
| Library / public services (doctor, dentist, etc) | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| To study (attending University / Further level education) | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |

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| Base: | 46 | 21 | 25 | 23 | 11 |
|--|----|-----------------|------------------|--------------|----|
| Q05 What type of shop / market s Those who said food or non food d | | tend to visit o | or are likely to | visit today? | |

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| Food & Grocery | 76.2% | 16 | 66.7% | 4 | 80.0% | 12 | 71.4% | 5 | 85.7% | 6 | 71.4% | 5 | 73.7% | 14 | 100.0% | 2 |
|--------------------------|-------|----|-------|---|-------|----|-------|---|-------|---|-------|---|-------|----|--------|---|
| Clothing & Footwear | 4.8% | 1 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 5.3% | 1 | 0.0% | 0 |
| Furniture, Carpets, Soft | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Household Furnishings | | | | | | | | | | | | | | | | |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, games, books | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| etc | | | | | | | | | | | | | | | | |
| Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (None of the above) | 4.8% | 1 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 5.3% | 1 | 0.0% | 0 |
| (Don't know) | 14.3% | 3 | 16.7% | 1 | 13.3% | 2 | 28.6% | 2 | 0.0% | 0 | 14.3% | 1 | 15.8% | 3 | 0.0% | 0 |
| Base: | | 21 | | 6 | | 15 | | 7 | | 7 | | 7 | | 19 | | 2 |

| | - | | U AI | | • | · | ounci Carte | | | | ui v | - J | | | | Febr | Page 1 uary 20 |
|--|---|--|--|---|---|---|--|--|---|--------------------------------------|--|---|--|---|--|--------------------------------------|-------------------|
| | Total | | Male | • | Fema | le | 16 - 3 | 4 | 35 - 5 | 54 | 55 - | F | ABC | 21 | C2D | E | |
| Q06 What are the nar Those who said nor | | ON FO | OD sh | ops y | ou hav | e visit | ed, or i | ntend | to visit | today | in (ST | UDY C | ENTRE | :)? | | | |
| Boots Diver Bonas | 100.0% 50.0% | 2 10 1 | 0.0% 0.0% | | 100.0% 100.0% | 1 1 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 100.0% 0.0% | | 100.0% 100.0% | | 100.0% 50.0% | 2 1 | 0.0% 0.0% | 0 0 | |
| Base: | 2010/0 | 2 | 01070 | 1 | 1001070 | 1 | 0.070 | 0 | 0.070 | 1 | 1001070 | 1 | 201070 | 2 | 01070 | 0 | |
| Mean score [£] | | | | | | | | | | | | | | | | | |
| Q07 How much have goods, etc.) to Those who said nor | day in (STUD | | | | o spend | on no | on-food | shop | oing (e. | g. clot | hing & | footw | ear, pe | rsonal | goods | , gifts, ho | ouseho |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 1-£5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 6-10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 11-£20 | 50.0% | | 0.0% | 1 | 0.0% | 0 | 0.0% | | 100.0% | 1 | 0.0% | 0 | 50.0% | 1 | 0.0% | 0 | |
| 21-£30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 31-£40 | 50.0% | 1 | 0.0% | | 100.0% | 1 | 0.0% | 0 | 0.0% | | 100.0% | 1 | 50.0% | 1 | 0.0% | 0 | |
| 41-£50 51 £100 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | |
| 51-£100 101-£150 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | |
| 151-£200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 201-£250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| ver £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| lean: | | 5.50 | | 15.50 | 0.070 | 35.50 | 0.070 | 0.00 | 0.070 | 15.50 | 0.070 | 35.50 | 0.070 | 25.50 | 0.070 | 0.00 | |
| ase: | | 2 | | 1 | | 1 | | 0 | | 1 | | 1 | | 2 | | 0 | |
| Mean score [£] | | | | | | | | | | | | | | | | | |
| 08 How much have | | or do y | ou inte | end to | spend | on fo | od shoj | oping | (i.e. ma | in and | l top-up | o shop | ping) to | oday ii | n (STUI | DY CENT | RE)? |
| Those who said foo | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Those who said foo | 0.0% | 0 | 0.00/ | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Those who said foo Iothing 1-£5 | 0.0% | 0 | 0.0% | | | | | | | | | | | | 0.00/ | 0 | |
| Those who said foo lothing 1-£5 6-10 | 0.0% 26.3% | 0 5 4 | 40.0% | 2 | 21.4% | 3 | 28.6% | 2 | 16.7% | 1 | 33.3% | 2 | 29.4% | 5 | 0.0% | | |
| Those who said foo lothing 1-£5 6-10 11-£20 | 0.0% 26.3% 47.4% | 0 5 4 9 6 | 40.0% 50.0% | 2 3 | 21.4% 42.9% | 3 6 | 28.6% 57.1% | 2 4 | 16.7% 33.3% | 2 | 50.0% | 3 | 47.1% | 8 | 50.0% | 1 | |
| Those who said foo lothing 1-£5 6-10 11-£20 21-£30 | 0.0% 26.3% 47.4% 5.3% | 0 5 4 9 6 1 | 40.0% 50.0% 0.0% | 2 3 0 | 21.4% 42.9% 7.1% | 3 6 1 | 28.6% 57.1% 0.0% | 2 4 0 | 16.7% 33.3% 16.7% | 2 1 | 50.0% 0.0% | 3 0 | 47.1% 5.9% | 8 1 | 50.0% 0.0% | 1 0 | |
| Those who said foo lothing 1-£5 6-10 11-£20 21-£30 31-£40 | 0.0% 26.3% 47.4% 5.3% 10.5% | 0 5 9 1 2 | 40.0% 50.0% 0.0% 0.0% | 2 3 0 0 | 21.4% 42.9% 7.1% 14.3% | 3 6 1 2 | 28.6% 57.1% 0.0% 14.3% | 2 4 0 1 | 16.7% 33.3% 16.7% 0.0% | 2 1 0 | 50.0% 0.0% 16.7% | 3 0 1 | 47.1% 5.9% 11.8% | 8 1 2 | 50.0% 0.0% 0.0% | 1 0 0 | |
| Those who said foo lothing 1-£5 6-10 11-£20 21-£30 31-£40 41-£50 | 0.0% 26.3% 47.4% 5.3% 10.5% 5.3% | 0 5 2 9 6 1 2 1 | 40.0% 50.0% 0.0% 0.0% 0.0% | 2 3 0 0 0 | 21.4% 42.9% 7.1% 14.3% 7.1% | 3 6 1 2 1 | 28.6% 57.1% 0.0% 14.3% 0.0% | 2 4 0 1 0 | 16.7% 33.3% 16.7% 0.0% 16.7% | 2 1 0 1 | 50.0% 0.0% 16.7% 0.0% | 3 0 1 0 | 47.1% 5.9% 11.8% 5.9% | 8 1 2 1 | 50.0% 0.0% 0.0% 0.0% | 1 0 0 0 | |
| Those who said foo lothing 1-£5 6-10 11-£20 21-£30 31-£40 41-£50 51-£100 | 0.0% 26.3% 47.4% 5.3% 10.5% 5.3% 5.3% | 0 5 9 6 1 2 1 1 | 40.0% 50.0% 0.0% 0.0% 0.0% 0.0% | 2 3 0 0 0 0 | 21.4% 42.9% 7.1% 14.3% 7.1% 7.1% | 3 6 1 2 1 1 | 28.6% 57.1% 0.0% 14.3% 0.0% 0.0% | 2 4 0 1 0 0 | 16.7% 33.3% 16.7% 0.0% 16.7% 16.7% | 2 1 0 1 1 | 50.0% 0.0% 16.7% 0.0% 0.0% | 3 0 1 0 0 | 47.1% 5.9% 11.8% 5.9% 0.0% | 8 1 2 1 0 | 50.0% 0.0% 0.0% 50.0% | 1 0 0 1 | |
| Those who said foo lothing 1-£5 6-10 11-£20 21-£30 31-£40 41-£50 51-£100 101-£150 | $\begin{array}{c} 0.0\% \\ 26.3\% \\ 47.4\% \\ 5.3\% \\ 10.5\% \\ 5.3\% \\ 5.3\% \\ 0.0\% \end{array}$ | 0 5 9 1 2 1 1 0 | 40.0% 50.0% 0.0% 0.0% 0.0% 0.0% | 2 3 0 0 0 0 0 0 | 21.4% 42.9% 7.1% 14.3% 7.1% 7.1% 0.0% | 3 6 1 2 1 1 0 | 28.6% 57.1% 0.0% 14.3% 0.0% 0.0% | 2 4 0 1 0 0 0 | 16.7% 33.3% 16.7% 0.0% 16.7% 16.7% 0.0% | 2 1 0 1 1 0 | 50.0% 0.0% 16.7% 0.0% 0.0% 0.0% | 3 0 1 0 0 0 | 47.1% 5.9% 11.8% 5.9% 0.0% 0.0% | 8 1 2 1 0 0 | 50.0% 0.0% 0.0% 50.0% 0.0% | 1 0 0 1 0 | |
| Those who said foo fothing 1-£5 6-10 11-£20 21-£30 31-£40 41-£50 51-£100 101-£150 151-£200 | $\begin{array}{c} 0.0\%\\ 26.3\%\\ 47.4\%\\ 5.3\%\\ 10.5\%\\ 5.3\%\\ 5.3\%\\ 0.0\%\\ 0.0\%\end{array}$ | $ \begin{array}{c} 0 \\ 5 \\ 2 \\ 9 \\ 0 \\ 1 \\ 1 \\ 0 \\ 0 \end{array} $ | 40.0% 50.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 2 3 0 0 0 0 0 0 0 0 | 21.4% 42.9% 7.1% 14.3% 7.1% 7.1% 0.0% 0.0% | 3 6 1 2 1 1 0 0 | $\begin{array}{c} 28.6\% \\ 57.1\% \\ 0.0\% \\ 14.3\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 2 4 0 1 0 0 0 0 | 16.7% 33.3% 16.7% 0.0% 16.7% 16.7% 0.0% | 2 1 0 1 1 0 0 | 50.0% 0.0% 16.7% 0.0% 0.0% 0.0% | 3 0 1 0 0 0 0 | 47.1% 5.9% 11.8% 5.9% 0.0% 0.0% | 8 1 2 1 0 0 0 | 50.0% 0.0% 0.0% 50.0% 0.0% 0.0% | 1 0 0 1 0 0 | |
| Those who said foo fothing 1-£5 6-10 11-£20 21-£30 31-£40 41-£50 51-£100 101-£150 151-£200 201-£250 | $\begin{array}{c} 0.0\% \\ 26.3\% \\ 47.4\% \\ 5.3\% \\ 10.5\% \\ 5.3\% \\ 5.3\% \\ 0.0\% \end{array}$ | 0 5 9 1 2 1 1 0 | 40.0% 50.0% 0.0% 0.0% 0.0% 0.0% | 2 3 0 0 0 0 0 0 | 21.4% 42.9% 7.1% 14.3% 7.1% 7.1% 0.0% | 3 6 1 2 1 1 0 | 28.6% 57.1% 0.0% 14.3% 0.0% 0.0% | 2 4 0 1 0 0 0 | 16.7% 33.3% 16.7% 0.0% 16.7% 16.7% 0.0% | 2 1 0 1 1 0 | 50.0% 0.0% 16.7% 0.0% 0.0% 0.0% | 3 0 1 0 0 0 | 47.1% 5.9% 11.8% 5.9% 0.0% 0.0% | 8 1 2 1 0 0 | 50.0% 0.0% 0.0% 50.0% 0.0% | 1 0 0 1 0 | |
| | $\begin{array}{c} 0.0\%\\ 26.3\%\\ 47.4\%\\ 5.3\%\\ 10.5\%\\ 5.3\%\\ 5.3\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ \end{array}$ | 0 5 9 6 1 2 1 1 0 0 0 | 40.0% 50.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 2 3 0 0 0 0 0 0 0 0 0 0 0 | $\begin{array}{c} 21.4\% \\ 42.9\% \\ 7.1\% \\ 14.3\% \\ 7.1\% \\ 7.1\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 3 6 1 2 1 1 0 0 0 | $\begin{array}{c} 28.6\% \\ 57.1\% \\ 0.0\% \\ 14.3\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | $ \begin{array}{c} 2 \\ 4 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0$ | $\begin{array}{c} 16.7\% \\ 33.3\% \\ 16.7\% \\ 0.0\% \\ 16.7\% \\ 16.7\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 2 1 0 1 1 0 0 0 | 50.0% 0.0% 16.7% 0.0% 0.0% 0.0% 0.0% | 3 0 1 0 0 0 0 0 0 | 47.1% 5.9% 11.8% 5.9% 0.0% 0.0% 0.0% 0.0% | 8 1 2 1 0 0 0 0 0 | 50.0% 0.0% 0.0% 50.0% 0.0% 0.0% | 1 0 0 1 0 0 0 0 | |

| | | | | | foi | c (| Carter | Jo | onas | | | | | | | February 201' |
|--|--------------|--------|--------------|---------------------------------------|--------------|------------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|---------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q09 What are the names Those who said food at (| | ain F | OOD sho | ops | you have v | /isi | ted, or inte | end | to visit in | (S1 | | NTR | E) today? | [MI | R] | |
| Dxford | 204 | | | | | | | | | | | | | | | |
| Marks and Spencer, Queen Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Magdalen Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Westgate | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre Fesco Metro, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street Gloucester Green Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holland & Barrett Oxford Covered Market | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Cowley | | | | | | | | | | | | | | | | |
| Co-op, Templars Square Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| celand, Templars Square Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holland and Barrett | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's , Templars Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown Sainsbury's Local, Suffolk | 26.3% | 5 | 40.0% | 2 | 21.4% | 3 | 57.1% | 4 | 0.0% | 0 | 16.7% | 1 | 29.4% | 5 | 0.0% | 0 |
| House, 263 Banbury Rd | | | | | | | | | | | | | | | | |
| Fesco Express, 263 Banbury Rd, Oxford | 15.8% | 3 | 20.0% | 1 | 14.3% | 2 | 28.6% | 2 | 16.7% | 1 | 0.0% | 0 | 11.8% | 2 | 50.0% | 1 |
| Holland & Barrett, 241 Banbury Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S Simply Food | 42.1% | 8 | 20.0% | | 50.0% | 7 | 14.3% | 1 | 50.0% | 3 | 66.7% | 4 | 47.1% | 8 | 0.0% | 0 |
| The Co-operative Food, 228-240 Banbury Rd, | 36.8% | / | 40.0% | 2 | 35.7% | Э | 42.9% | 3 | 33.3% | 2 | 33.3% | 2 | 35.3% | 6 | 50.0% | 1 |
| Oxford Headington | | | | | | | | | | | | | | | | |
| The Co-operative Food, 152 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd, Headington Thong Heng Chinese Supermarket, 6 Windmill | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Euro Foods Polski Sklep | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zubr, 115 London Rd Waitrose, 9-11 Old High St, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington celand, 108-110 London Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fesco Exrpess, 83a-85 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd Sainsbury's Local, 98 London Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Road Uhuru Wholefoods, 48 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd Fahmid Stores (Indian Supermarket), 53 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Green Village, 78A Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Baltic Food, 88 Cowley Rd Polski Sklep Zubr, 124 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Cowley Rd Fesco Metro, 159-161 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd lingjing Asian Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shop, 188 Cowley Rd Alamin Food Store (Buthcher), 216 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Alder W (Buthcher), 224 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd Simply Fresh Supermarket, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 236-238 Cowley Rd Coop Food, 217-219 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd | | | | | | | | | | | | | | | | |

| | | | | | fo | or (| Carter | J | onas | | | | | | | February 2017 |
|---|-------|-----|---------|-------|----------|------|------------|-------|---------|--------|----------|-------|----------|------|------------|---------------|
| | Total | l | Male | | Female | e | 16 - 34 | ļ | 35 - 54 | ļ | 55 + | | ABC1 | | C2DE | |
| East Oxford Primary School, Cowley Rd Sainsbury's Local, Asiatic Stores, 134b Cowley Rd, Oxford Blackbird Leys | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Blackbird Leys Road, Blackbird Leys | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Martins, Blackbird Leys Rd, Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 19 | | 5 | | 14 | | 7 | | 6 | | 6 | | 17 | | 2 |
| Q10 When visiting the town centre? [MR] Those who said food at | | VER | GIVEN A | T Q.9 |) do you | inte | nd to link | c you | shoppir | ng tri | p with a | visit | to other | shop | os or serv | vices in the |
| No | 57.9% | 11 | 60.0% | 3 | 57.1% | 8 | 71.4% | 5 | 33.3% | 2 | 66.7% | 4 | 58.8% | 10 | 50.0% | 1 |
| Yes- Other food shop | 10.5% | 2 | 0.0% | 0 | 14.3% | 2 | 0.0% | 0 | 33.3% | 2 | 0.0% | 0 | 11.8% | 2 | 0.0% | 0 |
| Yes- Other non-food shops | 31.6% | 6 | 40.0% | 2 | 28.6% | 4 | 14.3% | 1 | 50.0% | 3 | 33.3% | 2 | 29.4% | 5 | 50.0% | 1 |
| Yes- Café / restaurant | 5.3% | 1 | 0.0% | 0 | 7.1% | 1 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | 5.9% | 1 | 0.0% | 0 |
| Yes- Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Leisure (e.g. cinema) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes - Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Browsing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 19 | | 5 | | 14 | | 7 | | 6 | | 6 | | 17 | | 2 |

| | | | | | 10 | I (| | J | mas | | | | | | | February |
|---|------------------|--------|--------------|--------|------------------|---------------------------------------|------------------|--------|--------------|--------|------------------|--------|--------------|--------|--------------|----------|
| | Total | l | Male | | Female | • | 16 - 34 | L | 35 - 54 | | 55 + | | ABC | L | C2DE | |
| Q11 What do you like me | ost abou | t (ST | | ITRE |)? [MR] | | | | | | | | | | | |
| Near / convenient | 37.0% | 17 | 28.6% | 6 | 44.0% | 11 | 26.1% | 6 | 45.5% | 5 | 50.0% | 6 | 40.5% | 15 | 22.2% | 2 |
| Good public transport links | 4.3% | 2 | 9.5% | 2 | 0.0% | 0 | 4.3% | 1 | 9.1% | 1 | 0.0% | 0 | 2.7% | 1 | 11.1% | 1 |
| Parking is easy | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parking is cheap | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of congestion on roads | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets Little traffic-pedestrian conflict | 0.0% 2.2% | 0 1 | 0.0% 4.8% | 0 1 | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 9.1% | 0 1 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 2.7% | 0 1 | 0.0% 0.0% | 0 0 |
| Good directional signs to Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Convenient drop off / pick up stops for buses / good location of bus station | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Ease of access to all (with pushchairs, wheelchairs, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well signposted route ways / good local maps | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| General cleanliness of shopping streets | 6.5% | 3 | 9.5% | 2 | 4.0% | 1 | 8.7% | 2 | 0.0% | 0 | 8.3% | 1 | 8.1% | 3 | 0.0% | 0 |
| Feels safe / absence of threatening individuals / groups | 6.5% | 3 | 4.8% | 1 | 8.0% | 2 | 8.7% | 2 | 0.0% | 0 | 8.3% | 1 | 8.1% | 3 | 0.0% | 0 |
| Presence of police / other security measures | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture / floral displays | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Nice busy feel | 34.8% | 16 | | 6 | 40.0% | 10 | 43.5% | 10 | 27.3% | 3 | 25.0% | 3 | 29.7% | 11 | 55.6% | 5 |
| Not too crowded | 10.9% | 5 | 9.5% | 2 | 12.0% | 3 | 4.3% | 1 | 9.1% | 1 | 25.0% | 3 | 10.8% | 4 | 11.1% | 1 |
| Character / atmosphere | 23.9% | 11 | 28.6% | 6 | 20.0% | 5 | 26.1% | 6 | 27.3% | 3 | 16.7% | 2 | 27.0% | 10 | 11.1% | 1 |
| Historic buildings / tourist attractions Oxford City Centre – The | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Cinema Oxford City Centre – The | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford Covered Market Oxford City Centre – | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gloucester Green Market Oxford City Centre – | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westgate Shopping Centre Oxford City Centre – | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Clarendon shopping centre Selection / choice of independent / specialist | 37.0% | 17 | 19.0% | 4 | 52.0% | 13 | 30.4% | 7 | 27.3% | 3 | 58.3% | 7 | 43.2% | 16 | 11.1% | 1 |
| shops Presence of a large | 8.7% | 4 | 4.8% | 1 | 12.0% | 3 | 4.3% | 1 | 9.1% | 1 | 16.7% | 2 | 10.8% | 4 | 0.0% | 0 |
| supermarkets Selection / choice of multiple shops (i.e. high street | 26.1% | 12 | 33.3% | 7 | 20.0% | 5 | 26.1% | 6 | 18.2% | 2 | 33.3% | 4 | 32.4% | 12 | 0.0% | 0 |
| chains such as Boots etc) | 17 40/ | 8 | 0.0% | 0 | 32.0% | 8 | 21.7% | 5 | 18.2% | 2 | 8.3% | 1 | 16.2% | 6 | 22.2% | 2 |
| Quality of shops Prices are competitive in shops compared to other town / district centres | 17.4% 0.0% | 8 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 8.3% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Play area for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of places to eat | 15.2% | 7 | 14.3% | 3 | 16.0% | 4 | 13.0% | 3 | 9.1% | 1 | 25.0% | 3 | 16.2% | 6 | 11.1% | 1 |
| Range of pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of services (banks, insurance, hairdressers, etc) | 6.5% | 3 | 4.8% | 1 | 8.0% | 2 | 0.0% | 0 | 18.2% | 2 | 8.3% | 1 | 8.1% | 3 | 0.0% | 0 |
| Range of leisure facilities | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Availability of employment opportunities | 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 I like everything about the Town Centre | 0.0% 2.2% | 0 1 | 0.0% 4.8% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 4.3% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 2.7% | 0 1 | 0.0% 0.0% | 0 0 |
| Architecture | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to friends | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Community feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosmopolitan feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cycle friendly Diversity | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| | | | | | | | | | | | | | | | | |

| | | | | | fo | r (| Carter | Jo | nas | | | | | | | February 2017 |
|-----------------------------|-------|----|------|----|--------|-----|---------|----|---------|----|------|----|------|----|------|---------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Friendly people | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Green Space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| It's compact | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 |
| Music shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre - Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Theatre | | | | | | | | | | | | | | | | |
| Tesco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Farmers Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |

Page 170

February 2017

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|---|--------------|--------|--------------|--------|--------------|-------------------------------------|---------------|---------------------------------------|------------------|--------|--------------|--------|------------------|--------|------------------|-------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q12 What do you dislike | most abo | out (S | STUDY C | ENT | RE)? [MR | 8] | | | | | | | | | | |
| Unsafe for pedestrians / traffic conflict | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not enough 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 |
| Difficulties in parking | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Location of parking | 4.3% | 2 | 4.8% | 1 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 16.7% | 2 | 5.4% | 2 | 0.0% | 0 |
| Parking is expensive | 4.3% | 2 | 4.8% | 1 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 8.3% | 1 | 5.4% | 2 | 0.0% | 0 |
| Poor public transport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Road congestion Poor directional signs to | 6.5% 0.0% | 3 0 | 9.5% 0.0% | 2 0 | 4.0% 0.0% | 1 0 | 13.0% 0.0% | 3 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 8.1% 0.0% | 3 0 | 0.0% 0.0% | 0 0 |
| Centre Poor signage / routeways within centre / lack of maps of centre | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| Inconvenient location of bus stops / bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficulties with pushchairs, wheelchairs, etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dirty shopping streets | 4.3% | 2 | 9.5% | 2 | 0.0% | 0 | 8.7% | 2 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 |
| Feels unsafe / presence of threatening individuals / groups | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Lack of police presence / other security measures | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of street furniture / floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not busy enough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| General lack of choice of multiple shops General lack of independent / | 2.2% 4.3% | 1 | 4.8% 0.0% | 1 0 | 0.0% 8.0% | 0 2 | 4.3% 4.3% | 1 | 0.0% | 0 | 0.0% 8.3% | 0 | 2.7% 5.4% | 1 2 | 0.0% 0.0% | 0 0 |
| specialist shops | 1.570 | 2 | 0.070 | Ŭ | 0.070 | - | 1.570 | | 0.070 | Ŭ | 0.070 | | 5.170 | 2 | 0.070 | 0 |
| Shops too small | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inadequate range of places to eat | 15.2% | 7 | 14.3% | 3 | 16.0% | 4 | 17.4% | 4 | 27.3% | 3 | 0.0% | 0 | 13.5% | 5 | 22.2% | 2 |
| Inadequate range of services Inadequate range of leisure facilities | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Absence of play areas for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I dislike everything about the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cyclists are dangerous | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dangerous for cyclists Early closing times | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Expensive public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive public transport Expensive shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive to live here | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő |
| Lack of character | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of cycle lanes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of cycle parking | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| Lack of green space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of public toilets | 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 pedestrian crossings | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Noisy Pollution | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Poor layout | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor road surfaces / | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| pavements Poor WIFI | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rundown | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Streets are dark | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Streets are narrow | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The building works | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many cyclists | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| Too many empty shops Too many homeless people | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Too many nomeness people Too many of one type of shop | 2.2% | 1 | 0.0% | 0 | 0.0% 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% 8.3% | 1 | 0.0% 2.7% | 1 | 0.0% | 0 |
| Too many pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many students | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many tourists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

| | | | | | 10 | n (| | JU | mas | | | | | | | Februa |
|--|------------------|----------|---------------|----------|------------------|----------|---------------|----------|---------------|---------|------------------|---------|---------------|----------|------------------|-------------------------------------|
| | Total | | Male | | Female | e | 16 - 34 | 4 | 35 - 54 | 4 | 55 + | | ABC | L | C2DE | |
| (No opinion) | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| (Nothing in particular) Base: | 50.0% | 23 46 | 52.4% | 11 21 | 48.0% | 12 25 | 56.5% | 13 23 | 45.5% | 5 11 | 41.7% | 5 12 | 48.6% | 18 37 | 55.6% | 5 9 |
| Dase: | | 40 | | 21 | | 23 | | 25 | | 11 | | 12 | | 57 | | 9 |
| Q13 Is there a specific | c shop / typ | e of s | shop tha | t woi | uld encou | urage | e you to | visit | (STUDY | CEN | rre) mo | ore of | ten? | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No Asda | 52.2% 0.0% | 24 0 | 57.1% 0.0% | 12 0 | 48.0% 0.0% | 12 0 | 52.2% 0.0% | 12 0 | 45.5% 0.0% | 5 0 | 58.3% 0.0% | 7 0 | 59.5% 0.0% | 22 0 | 22.2% 0.0% | 2 0 |
| Asua B&O | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baby / childrens shop | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| Bakery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Book shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bosworths Charity shop | 0.0% 2.2% | 0 1 | 0.0% 0.0% | 0 | 0.0% 4.0% | 0 1 | 0.0% 4.3% | 0 1 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 11.1% | 0 1 |
| Cheaper shops | 0.0% | 0 | 0.0% | 0 | 4.0% 0.0% | 0 | 4.3% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clarks | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothes shops | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Cobbler | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coffee shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Computer shop Costco | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ |
| Department store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Edinburgh Wool | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Fat Face | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fortnum & Mason | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| GAME | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Garden Centre | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ |
| Gucci Haberdashery store | 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hardware store | 4.3% | 2 | 0.0% | 0 | 8.0% | 2 | 0.0% | 0 | 0.0% | 0 | 16.7% | 2 | 5.4% | 2 | 0.0% | 0 |
| Health shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hippy shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| HMV | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House of Fraser Ikea | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Independent shops | 0.0% 8.7% | 4 | 0.0% 9.5% | 2 | 0.0% 8.0% | 2 | 0.0% 8.7% | 2 | 18.2% | 2 | 0.0% | 0 | 10.8% | 4 | 0.0% | 0 |
| Indoor market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lakeland | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer Mens clothing store | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 |
| Motorcross shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music shop | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| New Look | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oasis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic shops | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outdoor clothing store Peacocks | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Post Office | 6.5% | 3 | 4.8% | 1 | 8.0% | 2 | 4.3% | 1 | 0.0% | 0 | 16.7% | 2 | 5.4% | 2 | 11.1% | 1 |
| Poundland | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Primark | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Record shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selfridges | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% 2.7% | 0 | 0.0% | 0 0 |
| Shoe shop Sports shop | 2.2% 0.0% | 1 0 | 0.0% 0.0% | 0 | 4.0% 0.0% | 1 0 | 0.0% | 0 | 0.0% | 0 0 | 8.3% 0.0% | 1 0 | 2.7% 0.0% | 1 0 | 0.0% 0.0% | 0 |
| Supermarket | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TK Maxx | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tobacco shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Urban Outfitters | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whole Foods Wilkinsons | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0\\ 0\end{array}$ |
| Zara | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 21.7% | 10 | 23.8% | 5 | 20.0% | 5 | 26.1% | 6 | 36.4% | 4 | 0.0% | 0 | 13.5% | 5 | 55.6% | 5 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| | | | | | | | | | | | | | | | | - |

| No improvements needed | 26.1% | 12 | 33.3% | 7 | 20.0% | 5 | 26.1% | 6 | 36.4% | 4 | 16.7% | 2 | 24.3% | 9 | 33.3% | 3 |
|--|-------|----|-------|---|-------|---|-------|---|-------|---|-------|-------------|-------|---|-------|---|
| Specified new shop | 0.0% | 0 | 0.0% | ó | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | $\tilde{0}$ | 0.0% | 0 | 0.0% | 0 |
| Aore choice in women's wear shops | 4.3% | 2 | 0.0% | 0 | 8.0% | 2 | 4.3% | 1 | 9.1% | 1 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 |
| Better quality women's wear shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore choice in men's wear shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Setter quality men's wear shops | 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 choice in children's wear shops | 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 children's wear shops | 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 choice of shops in general | 8.7% | 4 | 0.0% | 0 | 16.0% | 4 | 8.7% | 2 | 9.1% | 1 | 8.3% | 1 | 10.8% | 4 | 0.0% | 0 |
| Better quality shops in general | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore fashion/clothing 'high street' brands | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| More non-fashion/clothing retailers | 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 independent clothing shops | 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 independent shops in general | 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 niche retailers (e.g. music, books, art and hobbies, etc.) | 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/ better food shopping offer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore/better branded cafes/ coffee shops | 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/ better independent cafes/ coffee shops | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| More cafés/ coffee shops in general | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| More/better branded restaurants | 6.5% | 3 | 9.5% | 2 | 4.0% | 1 | 8.7% | 2 | 9.1% | 1 | 0.0% | 0 | 5.4% | 2 | 11.1% | 1 |
| More/better independent restaurants | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| More/better restaurants in general | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Cheaper shops | 4.3% | 2 | 9.5% | 2 | 0.0% | 0 | 4.3% | 1 | 9.1% | 1 | 0.0% | 0 | 2.7% | 1 | 11.1% | 1 |
| More personal service uses (e.g. beauty related) | 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 banks | 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 customer facilities (e.g customer toilets, ATM, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A theatre | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More seating areas | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore events (e.g. food market, craft market, music performances, etc.) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| music performances, etc.) mprovements to the street markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Discount or loyalty schemes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free wifi access | 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/ better parking | 6.5% | 3 | 9.5% | 2 | 4.0% | 1 | 8.7% | 2 | 0.0% | 0 | 8.3% | 1 | 8.1% | 3 | 0.0% | 0 |
| Reduced parking fees | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| Free parking | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Better signage to the shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better pedestrian links within the shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better public transport connections | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| improvements to the physical environment | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Safer environment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Summertown by demographics

Total

Male

Female

Oxford City Council In centre Survey for Carter Jonas

16 - 34

35 - 54

55 +

ABC1

C2DE

February 2017

| | | | | | 1 | | | JU | mas | | | | | | | February |
|--|------------------|--------|------------------|--------|------------------|----------|--------------|----------|--------------|--------|------------------|------|--------------|--------|------------------|----------|
| | Tota | ıl | Mal | e | Fema | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | - | ABC | 21 | C2D | E |
| Later opening shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A Hardware store | 4.3% | 2 | 0.0% | Ő | 8.0% | 2 | 4.3% | 1 | 0.0% | Ő | 8.3% | 1 | 5.4% | 2 | 0.0% | Ő |
| Address the homeless problem | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art Gallery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bakery | 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 cycle lanes | 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 lighting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper public transport | 0.0% 2.2% | 0 | $0.0\% \\ 4.8\%$ | 0 1 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 4.3% | 0 1 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% 2.7% | 0 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| Cleaner streets Clothing shops | 2.2% 0.0% | 1 0 | 4.8% | 0 | 0.0% | 0 | 4.5% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 2.7% 0.0% | 0 | 0.0% | 0 |
| Department store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Finish the improvements | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő |
| Improved access for cars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| Improved internet connection | 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 layout | 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 road surfaces | 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 traffic congestion | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Increased frequency of market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less restaurants | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl | 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 cycle parking | 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 for children | 2.2% | 1 0 | 0.0% | 0 0 | 4.0% | 1 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 0 |
| More green areas More leisure provisions | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| More police presence | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic stores | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outdoor clothing store | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | ů 0 |
| Pedestrianisation | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| Poundshop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reduce rents | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Repair the road / pavement surfaces | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sports shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whole Foods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wider pavements | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (None mentioned) | 30.4% | 14 | 19.0% | 4 | 40.0% | 10 | 26.1% | 6 | 9.1% | 1 | 58.3% | 7 | 32.4% | 12 | 22.2% | 2 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| Q15 Have you ever visite <i>Those in Oxford City C</i> | | gate S | hoppin | g Cen | tre befo | ore it v | vas shu | it for r | edevelo | opmer | nt? | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 01070 | 0 | 0.070 | 0 | 0.070 | 0 | 01070 | 0 | 0.070 | 0 | 0.070 | 0 | 01070 | 0 | 01070 | 0 |
| Mean score [times p | oer weel | k] | | | | | | | | | | | | | | |
| Q16 How often did you s Those who said yes at Q | • | Westg | ate Sho | opping | I Centre | e befo | re it wa | s shut | for red | levelo | pment? | | | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4-6 days a wee | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once every month | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less often than once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Dasc. | | U | | U | | 0 | | 0 | | 0 | | 0 | | U | | 0 |

| | | UX. | lora | City I | | Carte | | | re 5 | urve | ey. | | | | Б | Page 17 | |
|--|--|---|--|---|--|---|--|---|--|---|--|---|--|---|--|---|-------------|
| | | | | | | | | | | | | | | | | | ebruary 201 |
| | Total | 1 | Mal | e | Fema | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | ÷ | ABC | 1 | C2D | E | |
| Mean score [times p | er week | :] | | | | | | | | | | | | | | | |
| Q17 Once the Westgate S Those in Oxford City Co | | ig Cen | tre ope | ens afte | er its | redeve | elopme | nt, hov | v often | you a | re likel | y to sh | op the | re? | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 4-6 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every month | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Less often than once every 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| months | | | | | | | | | | | | | | | | | |
| lever | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Aean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | |
| | | | | | | | | | | | | | | | | | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Q18 Do you ever visit Ox <i>Those in Oxford City Co</i> | | vered | Market | ? | | | | | | | | | | | | | |
| les | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Those who said yes at Q | 118 | | | | | | | | | | | | | | | | |
| | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Nothing Near/convenient | - | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Nothing Near/convenient | 0.0% | | | | | | | | | | | | | | | | |
| Nothing | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Jothing Jear/convenient do not visit the market Pedestrianised streets | 0.0% 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Nothing Near/convenient do not visit the market | 0.0% 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | |
| Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Vice street furniture/floral displays Seating around the market | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays beating around the market The frequency of the markets | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 | |
| Nothing Near/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furmiture/floral displays leating around the market The frequency of the markets The days the markets are on The non-food stalls | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | |
| Nothing Near/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furmiture/floral displays leating around the market The frequency of the markets The days the markets are on The non-food stalls | $\begin{array}{c} 0.0\%\\ 0.0\%$ | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Nothing Near/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays leating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Jothing Jear/convenient do not visit the market edestrianised streets lice busy feel lice street furniture/floral displays eating around the market he frequency of the markets he days the markets are on he non-food stalls 'he food stalls 'he variety of stalls 'he character of the market | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Nothing Near/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Beating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The variety of stalls The character of the market The places to eat | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays beating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The variety of stalls The variety of stalls The character of the market The places to eat Quality of the food products | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| forthing lear/convenient do not visit the market edestrianised streets lice busy feel lice street furniture/floral displays eating around the market he frequency of the markets he days the markets are on he non-food stalls he food stalls he character of the market he places to eat huality of the food products huality of the non-food products | 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Beating around the market The frequency of the markets The days the markets are on The non-food stalls The variety of stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the non-food products | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Seating around the market Che frequency of the markets The days the markets are on Che non-food stalls Che food stalls Che coaracter of the market Che places to eat Quality of the food products Quality of the non-food products Che different types of markets (i.e. antiques, farmers market) | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays eating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The food stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Nothing Near/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays teating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The variety of stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Triendly stallholders | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays beating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The variety of stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Vierything Triendly stallholders Good cafes | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market Che frequency of the markets The days the markets are on Che non-food stalls Che variety of stalls Che constalls Che character of the market Che places to eat Quality of the food products Quality of the non-food products Che different types of markets (i.e. antiques, farmers market) Other Sverything Friendly stallholders Good cafes ndependent shops and stalls | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Beating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The variety of stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Triendly stallholders Sood cafes Independent shops and stalls Vice atmosphere | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Seating around the market The frequency of the market The frequency of the markets The days the markets are on The non-food stalls The tood stalls The variety of stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Triendly stallholders Good cafes ndependent shops and stalls Vice atmosphere Vice smells | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Beating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The variety of stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Triendly stallholders Sood cafes Independent shops and stalls Vice atmosphere | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |

| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | _ | C2DE | |
|--|--------------|-------------------------------------|--------------|-------------------------------------|------------------|--------|--------------|---------------------------------------|--------------|---------------------------------------|--------------|---------------------------------------|------------------|-------------------------------------|--------------|-------------------------------------|
| Q20 If you are using the | | over | ed Marke | et, wl | nat type o | of ma | arket sta | ll do | you inten | d to | visit or | are li | kely to v | /isit t | oday? [N | /IR] |
| Those who said yes at Q | | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food & Grocery Clothing & Footwear | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, games, books etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gifts and Antiques Art and Crafts | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 |
| Other Specialist Non-Food Items | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food Takeaways (street food stalls) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not using today | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q21 What IMPROVEMEN | | l be n | nade to f | he O | xford Co | vere | d Marke | t that | would er | າດວເ | ırage yo | u to v | visit mor | e ofte | en? [MR] | I |
| Those in Oxford City Co | | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Nothing Frequency | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| A larger market | 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 butcher stalls | 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 bakery stalls | 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 deli stalls | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ |
| More fishmonger stalls More sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More variety of stalls | 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 of the stalls More events throughout the | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 |
| year Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting Over-crowded | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Better pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better lighting | 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 cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper prices Cheaper rents | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Cleaner toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Have WIFI | 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 safety | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less meat stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longer opening hours Modernised | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 |
| More advertisement | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 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 independent stalls | 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 vegetarian cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Stop the meat stalls hanging up dead animals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q22 Do you ever visit Gle Those in Oxford City Ce | | Gree | en Marke | t? | | | | | | | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

| | | | | | 10 | | /u1 (C1 | | ilus | | | | | | | rebru |
|--|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|
| | Total | | Male | | Female | e | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q23 What do you LIKE M Those who said yes at Q | | ut th | e Glouce | ester | Green N | larke | t ? [MR] | | | | | | | | | |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The variety of stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The character of the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the food products Quality of the non-food | 0.0% 0.0% | 0 0 |
| products The different types of markets (i.e. antiques, farmers market) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friendly atmosphere | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Able to barter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Open and spacious | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good prices | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friendly stallholders | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cultural diversity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good disbled access | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q24 If you are using the <i>Those who said yes at Q</i> | | er Gı | reen Mar | ket, | what typ | e of r | narket st | all d | o you int | tend | to visit o | r are | likely to | visit | today? | [MR] |
| Food & Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, games, books etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts | 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 Specialist Non-Food Items | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food Takeaways (street food stalls) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

| Summertown by demograph | nics | | Oxf | ord | l City foi | | ouncil Carter | | | e S | urvey | 7 | | | | Page 177 February 2017 |
|---|-------|------|-----------|------|---------------|-----|------------------|-------|----------|-----|----------|-------|------------|-------|-----------|---------------------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q25 What IMPROVEMEN Those in Oxford City C | | be r | nade to t | he G | loucester | Gro | een mark | et th | at would | enc | ourage y | ou to | o visit mo | ore o | ften? [MF | ?] |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 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 butcher stalls | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 |
| More bakery stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 |
| More deli stalls | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| More fishmonger stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better quality of the stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year Factional | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A cashpoint | 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 advertising | 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 lighting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Live music | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Longer opening hours | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 |
| Lower rents for stallholders | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Make it a food market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make the bus station larger | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More craft stalls | 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 demonstrations | 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 diverse retailers | | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 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 places to eat | 0.0% | | 0.0% | | 0.0% | - | 0.0% | ~ | 0.0% | | 0.0% | | 0.0% | | 0.0% | 0 |
| More pleasant atmosphere | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No smoking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Separate food and art | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| markets Vendors improve their own | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| cleanliness More vegetarian stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Dast. | | 0 | | U | | 0 | | 0 | | 0 | | U | | 0 | | 0 |

Page 178

February 2017

| | Total | | Male | | Female | | 16 - 34 | 4 | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|---|------------------|--------|--------------|---------------------------------------|--------------|--------|--------------|--------|--------------|---------------------------------------|---------------|---------------------------------------|------------------|---------------------------------------|------------------|--------|
| Q26 What other CENTRE | or RETA | AIL P | ARK do | you r | egularly | visit | (once a | mon | th or mor | e)? | [MR] | | | | | |
| Claredon Centre, Oxford Westgate Shopping Centre, | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 |
| Oxford Templars Shopping Centre (the Mall) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre | 63.0% | 29 | 57.1% | 12 | 68.0% | 17 | 65.2% | 15 | 63.6% | 7 | 58.3% | 7 | 67.6% | 25 | 44.4% | 4 |
| Cowley District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington District Centre Cowley Road District Centre | 6.5% 0.0% | 3 0 | 4.8% 0.0% | 1 0 | 8.0% 0.0% | 2 0 | 8.7% 0.0% | 2 0 | 0.0% 0.0% | 0 0 | 8.3% 0.0% | 1 0 | 5.4% 0.0% | 2 0 | 11.1% 0.0% | 1 0 |
| Blackbird Leys District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reading | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aylesbury | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Swindon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Witney | 4.3% 0.0% | 2 0 | 4.8% 0.0% | 1 0 | 4.0% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 16.7% 0.0% | 2 0 | 5.4% 0.0% | 2 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Banbury Abingdon | 0.0% 2.2% | 1 | 0.0% | 0 | 0.0% 4.0% | 1 | 0.0% | 0 | 0.0% 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Milton Keynes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Cheltenham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wallingford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Wycombe Thame | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbury | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Wantage | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Didcot | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ |
| Burford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Henley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carterton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodstock Princes Risborough | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Watlington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | ů 0 |
| Templars Retail Park (Cowley DC) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Village Outlet Shopping | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Banbury Cross Retail Park Fairacres Retail Park | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Seacourt Tower Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Avenue | 4.3% | 2 | 9.5% | 2 | 0.0% | Ő | 8.7% | 2 | 0.0% | 0 | 0.0% | ŏ | 2.7% | 1 | 11.1% | 1 |
| Kings Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Launton Road Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowside Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horspath Driftway Retail Park Hadden Hill Retail Park | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Wallingford Road Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Botley Road | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| West Oxfordshire Retail Park | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Southam Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Banbury Gateway | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orchard Centre Oxford Shopping Park | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 |
| Swindon Great Western Outlet | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nowhere else | 8.7% | 4 | 14.3% | 3 | 4.0% | 1 | 4.3% | 1 | 18.2% | 2 | 8.3% | 1 | 8.1% | 3 | 11.1% | 1 |
| Basingstoke Bath | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 |
| Bath Birmingham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brackley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cambridge | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Chipping Norton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Devizes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Faringdon | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Henley on Thames | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Oxford City Council In centre Survey for Carter Jonas

Page 179 February 2017

| | | | | | | | | | | | | | | | | • |
|--|--------------|--------|--------------|------|--------------|---------|--------------|----|--------------|----|--------------|----|--------------|--------|------------------|--------|
| | Tota | I | Male | • | Femal | e | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC1 | | C2DE | |
| 12:11: | 2.200 | | 0.00/ | 0 | 4.00/ | 4 | 0.00/ | 0 | 0.00/ | 0 | 0.20/ | 1 | 2.70 | 1 | 0.004 | 0 |
| Kidlington Lambourne | 2.2% 0.0% | 1 0 | 0.0% 0.0% | 0 | 4.0% 0.0% | 1 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 8.3% 0.0% | 1 | 2.7% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Northampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Learnington Spa | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Suffolk Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wheatley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| York | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| | 0.070 | | 0.070 | | 01070 | | 0.070 | | 01070 | | 0.070 | | 0.070 | | 0.070 | |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| Q27 What is the purpose | of your | vicit | to this c | thor | centre o | r rota | il nark (| | | | 26) [MR] | | | | | |
| Those who mentioned a | • | | | | | i i cta | | | | | 20) [[[[[(| | | | | |
| To buy food items (not take-away / café / restaurant) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To buy non-food goods (e.g. shoes, clothes, jewellery) | 73.8% | 31 | 72.2% | 13 | 75.0% | 18 | 77.3% | 17 | 88.9% | 8 | 54.5% | 6 | 73.5% | 25 | 75.0% | 6 |
| For services (e.g. bank, building society, hairdressers) | 7.1% | 3 | 11.1% | 2 | 4.2% | 1 | 9.1% | 2 | 0.0% | 0 | 9.1% | 1 | 5.9% | 2 | 12.5% | 1 |
| To use a leisure facility (cinema, sports centre, bowling) | 2.4% | 1 | 5.6% | 1 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| As a day visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| As a staying visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eat out (e.g. take-away / café / restaurant) | 4.8% | 2 | 0.0% | 0 | 8.3% | 2 | 4.5% | 1 | 0.0% | 0 | 9.1% | 1 | 2.9% | 1 | 12.5% | 1 |
| Work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To meet someone | 2.4% | 1 | 0.0% | 0 | 4.2% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| Library / public services (doctor, dentist, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to home | 2.4% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.9% | 1 | 0.0% | 0 |
| College | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To browse | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 7.1% | 3 | 5.6% | 1 | 8.3% | 2 | 4.5% | 1 | 0.0% | 0 | 18.2% | 2 | 8.8% | 3 | 0.0% | 0 |
| Base: | | 42 | | 18 | | 24 | | 22 | | 9 | | 11 | | 34 | | 8 |

Page 180

February 2017

| | Total | | Male | • | Femal | e | 16 - 3 | 4 | 35 - 5 | 4 | 55 + | | ABC | 1 | C2DE | |
|---|--------------|-------|--------------|---------|--------------|-----|---------------|--------|------------------|--------|--------------|----|------------------|--------|------------------|--------|
| Q28 What do you like ab | out this | centr | e or reta | ail par | ·k? (ME | | NED IN | Q. 26 | 6) [MR] | | | | | | | |
| Those who mentioned a | | | | | | | | | , [] | | | | | | | |
| Better choice of shops | 64.3% | 27 | 55.6% | 10 | 70.8% | 17 | 68.2% | 15 | 55.6% | 5 | 63.6% | 7 | 70.6% | 24 | 37.5% | 3 |
| Better quality of shops | 52.4% | 22 | 44.4% | 8 | 58.3% | 14 | 50.0% | 11 | 44.4% | 4 | 63.6% | 7 | 55.9% | 19 | 37.5% | 3 |
| Better non-food shopping | 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 food shopping | 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 range of places to eat | 7.1% | 3 | 16.7% | 3 | 0.0% | 0 | 13.6% | 3 | 0.0% | 0 | 0.0% | 0 | 8.8% | 3 | 0.0% | 0 |
| and drink Street market/ farmers market | 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 available car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper car parking | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 |
| More deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 2.4% | 1 | 0.0% | 0 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.9% | 1 | 0.0% | 0 |
| More events throughout the year | 7.1% | 3 | 5.6% | 1 | 8.3% | 2 | 9.1% | 2 | 0.0% | 0 | 9.1% | 1 | 5.9% | 2 | 12.5% | 1 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (i.e. covered market) | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| More seats | 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 signposting Over-crowded | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 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 pedestrian streets i.e. | 2.4% | 1 | 0.0% 5.6% | 1 | 0.0% | 0 | 0.0% 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% 2.9% | 1 | 0.0% | 0 |
| easier to walk around | 2.470 | 1 | 5.070 | 1 | 0.070 | 0 | 4. 570 | 1 | 0.070 | 0 | 0.070 | 0 | 2.970 | 1 | 0.070 | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing | 9.5% | 4 | 5.6% | 1 | 12.5% | 3 | 4.5% | 1 | 11.1% | 1 | 18.2% | 2 | 8.8% | 3 | 12.5% | 1 |
| Close to home | 2.4% | 1 | 5.6% | 1 | 0.0% | 0 | 4.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 |
| Waitrose | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pleasant environment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good range of leisure facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More affordable shops | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| Nice for a change Meet friends / family | 2.4% | 1 | 0.0% | 0 | 4.2% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good tranport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Historical | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free parking | 2.4% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.9% | 1 | 0.0% | 0 |
| Discount shopping | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good tranpsort links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything is under one rood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Easy to get to | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 42 | | 18 | | 24 | | 22 | | 9 | | 11 | | 34 | | 8 |
| Q29 Are there any types | of leisur | e fac | ilities th | at yo | u feel (S | TUD | CENT | RE) is | lacking | in? | | | | | | |
| Yes | 17.4% | 8 | 14.3% | 3 | 20.0% | 5 | 13.0% | 3 | 27.3% | 3 | 16.7% | 2 | 18.9% | 7 | 11.1% | 1 |
| No | 78.3% | 36 | 76.2% | 16 | 80.0% | 20 | 78.3% | 18 | 72.7% | 8 | 83.3% | 10 | 75.7% | 28 | 88.9% | 8 |
| (Don't know) | 4.3% | 2 | 9.5% | 2 | 0.0% | 0 | 8.7% | 2 | 0.0% | 0 | 0.0% | 0 | 5.4% | 2 | 0.0% | 0 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |

| Summertown by demographics Oxford City Council In centre Survey for Carter Jonas Febr | | | | | | | | | | | | | | Page 181 | | |
|--|-------|----|-------|--------|-----------|------|-----------|-------|----------|------|--------|--------|----------|----------|--------|---------------|
| | | | | | 10 | or (| Carte | r Jo | onas | | | | | | | February 2017 |
| | Total | | Male | • | Female | e | 16 - 34 | l | 35 - 54 | ļ | 55 + | | ABC1 | | C2DE | |
| Q30 Which types of LE Those who said yes o | | • | | g food | d and dri | nk u | ses) do y | ou fe | el (STUE | DY C | ENTRE) | is lac | king in? | [MR |] | |
| Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bingo Hall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure Centre | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 20.0% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 |
| Health & Fitness Club | 20.0% | 2 | 20.0% | 1 | 20.0% | 1 | 20.0% | 1 | 0.0% | 0 | 50.0% | 1 | 22.2% | 2 | 0.0% | 0 |
| Theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pubs / bars | 20.0% | 2 | 20.0% | 1 | 20.0% | 1 | 40.0% | 2 | 0.0% | 0 | 0.0% | 0 | 22.2% | 2 | 0.0% | 0 |
| Restaurants / cafes | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 |
| Nightclubs | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Childrens entertainment | 30.0% | 3 | 40.0% | 2 | 20.0% | 1 | 20.0% | 1 | 33.3% | 1 | 50.0% | 1 | 22.2% | 2 | 100.0% | 1 |
| Climbing wall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cycle provisions | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library | 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 cultural Places | 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 public toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music venue | 10.0% | 1 | 20.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 |
| Sauna | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 |
| Ski Slope | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Squash | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swimming pool | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tennis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampolining | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 10 | | 5 | | 5 | | 5 | | 3 | | 2 | | 9 | | 1 |

| Summertown by demograph | ics | | UXI | JFC | l City (foi | | Carter | | | es | burvey | Y | | | | Page 18 February 201 |
|--|--------------|--------|--------------|--------|-----------------|-----|--------------|--------|--------------|--------|--------------|----|--------------|--------|--------------|-------------------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q31 How could (STUDY (<i>Those who said yes or a</i> | | | | for | LEISURE | USI | ES? [MR] | | | | | | | | | |
| Specified new leisure | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| operator Better choice of leisure destination in general | 10.0% | 1 | 20.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 |
| Better quality of leisure uses | 30.0% | 3 | 20.0% | 1 | 40.0% | 2 | 20.0% | 1 | 33.3% | 1 | 50.0% | 1 | 22.2% | 2 | 100.0% | 1 |
| More priority of pedestrians / 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 |
| Less traffic / congestion | 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 shelter from wind / rain | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| environment of centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Remove litter more often | 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 parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper parking More accessible car parking | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Better bus services to the centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New / relocated bus stops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| mproved security measures / policing | 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 signposting within the Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Redevelopments/changes to site (PLEASE SPECIFIY SITES) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance studio | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ndoor ski centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| ndoor swimming pool Leisure Centre | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 |
| Library | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 |
| Alore actitivites for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore cycle parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore public toilets | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore seating areas | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| Ausic Venue | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| Frampoline park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Don't know) | 30.0% | 3 | 40.0% | 2 | 20.0% | 1 | 20.0% | 1 | 33.3% | 1 | 50.0% | 1 | 33.3% | 3 | 0.0% | 0 |
| None mentioned) | 20.0% | 2 | 20.0% | 1 | 20.0% | 1 | 40.0% | 2 | 0.0% | 0 | 0.0% | 0 | 22.2% | 2 | 0.0% | 0 |
| Base: | | 10 | | 5 | | 5 | | 5 | | 3 | | 2 | | 9 | | 1 |
| Q32 Do you ever visit the <i>Those in Summertown</i> , <i>D</i> | | | Cowley Rod | ıd | | | | | | | | | | | | |
| les | 56.5% | 26 | 47.6% | 10 | 64.0% | 16 | 39.1% | 9 | 72.7% | 8 | 75.0% | 9 | 62.2% | 23 | 33.3% | 3 |
| No | 43.5% | | 52.4% | 11 | | 9 | 60.9% | | 27.3% | 3 | 25.0% | 3 | | | 66.7% | 6 |
| | / 0 | | /0 | | | | | | | | _0.070 | | 27.070 | | 00.170 | |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |

16 - 34

35 - 54

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55 +

Page 183

| February | 2017 |
|----------|------|
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Q33 What do you LIKE MOST about the Market ? [MR]

Total

Male

Female

Those in Summertown, Headington & Cowley Road

| Those in Summertown, | meaunga | maa | Jowie y Ke | uu | | | | | | | | | | | | |
|--|---------|-----|------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|---|
| Nothing | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I do not visit the market | 17.4% | 8 | 28.6% | 6 | 8.0% | 2 | 30.4% | 7 | 9.1% | 1 | 0.0% | 0 | 10.8% | 4 | 44.4% | 4 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls | 23.9% | 11 | 14.3% | 3 | 32.0% | 8 | 13.0% | 3 | 36.4% | 4 | 33.3% | 4 | 24.3% | 9 | 22.2% | 2 |
| The variety of stalls | 23.9% | 11 | 14.3% | 3 | 32.0% | 8 | 13.0% | 3 | 36.4% | 4 | 33.3% | 4 | 27.0% | 10 | 11.1% | 1 |
| The character of the market | 8.7% | 4 | 9.5% | 2 | 8.0% | 2 | 8.7% | 2 | 0.0% | 0 | 16.7% | 2 | 10.8% | 4 | 0.0% | 0 |
| The places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the food products | 21.7% | 10 | 9.5% | 2 | 32.0% | 8 | 8.7% | 2 | 18.2% | 2 | 50.0% | 6 | 21.6% | 8 | 22.2% | 2 |
| Quality of the non-food products | 4.3% | 2 | 0.0% | 0 | 8.0% | 2 | 8.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 11.1% | 1 |
| The different types of markets (i.e. antiques, farmers market) | 6.5% | 3 | 4.8% | 1 | 8.0% | 2 | 8.7% | 2 | 0.0% | 0 | 8.3% | 1 | 8.1% | 3 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community spirit | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local produce | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| Organic | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 23.9% | 11 | 19.0% | 4 | 28.0% | 7 | 26.1% | 6 | 18.2% | 2 | 25.0% | 3 | 27.0% | 10 | 11.1% | 1 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |

Q34 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR] Those in Summertown, Headington & Cowley Road

| Nothing | 37.0% | 17 | 23.8% | 5 | 48.0% | 12 | 30.4% | 7 | 27.3% | 3 | 58.3% | 7 | 32.4% | 12 | 55.6% | 5 |
|--------------------------------|-------|----|--------|----|--------|----|-------|----|-------|----|-------|----|-------|----|-------|---|
| Frequency | 21.7% | 10 | 38.1% | 8 | 8.0% | 2 | 26.1% | 6 | 36.4% | 4 | 0.0% | 0 | 27.0% | 10 | 0.0% | 0 |
| A larger market | 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 butcher stalls | 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 bakery stalls | 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 deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (i.e. covered market) | | | | | | | | | | | | | | | | |
| More seats | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Better signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| easier to walk around | | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less fast food stalls | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| Cheaper | 4.3% | 2 | 0.0% | 0 | 8.0% | 2 | 0.0% | 0 | 9.1% | 1 | 8.3% | 1 | 5.4% | 2 | 0.0% | 0 |
| Modernise it | 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 advertising | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 34.8% | 16 | 38.1% | 8 | 32.0% | 8 | 43.5% | 10 | 27.3% | 3 | 25.0% | 3 | 32.4% | 12 | 44.4% | 4 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| Duber | | | | | | 20 | | | | | | | | 01 | | |
| GEN Gender: | | | | | | | | | | | | | | | | |
| Male | 45.7% | 21 | 100.0% | 21 | 0.0% | 0 | 60.9% | 14 | 36.4% | 4 | 25.0% | 3 | 43.2% | 16 | 55.6% | 5 |
| Female | 54.3% | 25 | 0.0% | | 100.0% | 25 | 39.1% | 9 | 63.6% | 7 | 75.0% | 9 | 56.8% | 21 | 44.4% | 4 |
| | 2 | | | | | | | 22 | | | | - | | | | |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| | | | | | | | | | | | | | | | | |

| | | | | | 10 | <u> </u> | | | | | | | | | | 100144 |
|--|----------------|------------|----------------|---------|------------------------|----------|----------------|--------|----------------|------|----------------|--------|----------------|---------|----------------|--------|
| | Total | | Male | e | Female | | 16 - 34 | 4 | 35 - 54 | L | 55 + | | ABC1 | | C2DE | |
| | | | | | | | | | | | | | | | | |
| AGE Age Group: | | | | | | | | | | | | | | | | |
| 16 - 24 years | 19.6% | 9 | 28.6% | 6 | 12.0% | 3 | 39.1% | 9 | 0.0% | 0 | 0.0% | 0 | 21.6% | 8 | 11.1% | 1 |
| 25 - 34 years | 30.4% | 14 | 38.1% | 8 | 24.0% | 6 | 60.9% | 14 | 0.0% | 0 | 0.0% | 0 | 24.3% | 9 | 55.6% | 5 |
| 35 - 44 years | 10.9% | 5 | 14.3% | 3 | 8.0% | 2 | 0.0% | 0 | 45.5% | 5 | 0.0% | 0 | 8.1% | 3 | 22.2% | 2 |
| 45 - 54 years | 13.0% | 6 | 4.8% | 1 | 20.0% | 5 | 0.0% | 0 | 54.5% | 6 | 0.0% | 0 | 13.5% | 5 | 11.1% | 1 |
| 55 - 64 years | 6.5% | 3 | 4.8% | 1 | 8.0% | 2 | 0.0% | 0 | 0.0% | 0 | 25.0% | 3 | 8.1% | 3 | 0.0% | 0 |
| 65+ years | 19.6% | 9 | 9.5% | 2 | 28.0% | 7 | 0.0% | 0 | 0.0% | 0 | 75.0% | 9 | 24.3% | 9 | 0.0% | 0 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| EMP Are you in paid emp | oloyment: | : | | | | | | | | | | | | | | |
| Yes | 50.0% | 23 | 57.1% | 12 | 44.0% | 11 | 52.2% | 12 | 81.8% | 9 | 16.7% | 2 | 45.9% | 17 | 66.7% | 6 |
| No | 50.0% | 23 | 42.9% | 9 | 44.0 <i>%</i> 56.0% | 14 | | 11 | 18.2% | 2 | 83.3% | 10 | 43.9% 54.1% | 20 | | 3 |
| | 50.070 | | 42.970 | | 50.070 | | 47.070 | | 10.270 | | 05.570 | | 54.170 | | 55.570 | |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| WORK Location of wor Those in paid employm | | | | | | | | | | | | | | | | |
| Inside (study centre) town | 17.4% | 4 | 25.0% | 3 | 9.1% | 1 | 25.0% | 3 | 11.1% | 1 | 0.0% | 0 | 23.5% | 4 | 0.0% | 0 |
| centre Outside (study centre) town | 82.6% | 19 | 75.0% | 9 | 90.9% | 10 | 75.0% | 9 | 88.9% | 8 | 100.0% | 2 | 76.5% | 13 | 100.0% | 6 |
| centre | | | | | | | | | | | | | | | | |
| Base: | | 23 | | 12 | | 11 | | 12 | | 9 | | 2 | | 17 | | 6 |
| SEG Occupation of Chie | f Wage Ea | arne | r in HHo | ld: (| (if retired, | ask | for prev | vious | occupat | ion) | | | | | | |
| AB | 30.4% | 14 | 19.0% | 4 | 40.0% | 10 | 8.7% | 2 | 18.2% | 2 | 83.3% | 10 | 37.8% | 14 | 0.0% | 0 |
| C1 | 50.0% | 23 | 57.1% | | 44.0% | 11 | 65.2% | 15 | | 6 | 16.7% | 2 | 62.2% | 23 | 0.0% | 0 |
| C2 | 8.7% | 4 | 19.0% | 4 | 0.0% | 0 | 13.0% | 3 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 44.4% | 4 |
| DE | 10.9% | 5 | 4.8% | 1 | 16.0% | 4 | 13.0% | 3 | 18.2% | 2 | 0.0% | 0 | 0.0% | 0 | 55.6% | 5 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| ADU No. of adults (incl R | lesp) [MR |] | | | | | | | | | | | | | | |
| 1 adult in bhald | 22.00/ | 11 | 10.00/ | 4 | 28.00/ | 7 | 17 40/ | 4 | 19 20/ | 2 | 41 70/ | 5 | 24.3% | 0 | 22.20/ | 2 |
| 1 adult in hhold 2 adults in hhold | 23.9% 54.3% | 11 25 | 19.0% 61.9% | 4 13 | | 7 12 | 17.4% 39.1% | 4 9 | 18.2% 81.8% | 2 | 41.7% 58.3% | 5 7 | 24.3% 54.1% | 9 20 | 22.2% 55.6% | 2 5 |
| 3 adults in hhold | 4.3% | 23 | 01.9% | 13 | 48.0% 8.0% | 2 | 39.1% 8.7% | 2 | 0.0% | 0 | 0.0% | 0 | 5.4% | 20 | 0.0% | 0 |
| 4 or more adults in hhold | 17.4% | 8 | 19.0% | 4 | | 4 | 34.8% | 8 | 0.0% | 0 | 0.0% | 0 | 16.2% | 6 | | 2 |
| Base: | 17.170 | 46 | 17.070 | 21 | 10.070 | 25 | 51.670 | 23 | 0.070 | 11 | 0.070 | 12 | 10.270 | 37 | 22.270 | 29 |
| | den 40) FM | | | 21 | | 25 | | 25 | | 11 | | 12 | | 51 | | , |
| CHI No. of children (Uno | der To) [IV | ĸj | | | | | | | | | | | | | | |
| 1 child in hhold | 10.9% | 5 | 23.8% | 5 | 0.0% | 0 | 8.7% | 2 | 27.3% | 3 | 0.0% | 0 | 5.4% | 2 | 33.3% | 3 |
| 2 children in hhold | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 3 children in hhold | 2.2% | 1 | 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | | 1 |
| 4 or more children in hhold | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No children in hhold | 87.0% | 40 | 76.2% | 16 | | 24 | 91.3% | 21 | 63.6% | | 100.0% | 12 | 94.6% | 35 | 55.6% | 5 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| CAR No. of cars in house | ehold [MF | ?] | | | | | | | | | | | | | | |
| 1 car in hhold | 30.4% | 14 | 23.8% | 5 | 36.0% | 9 | 17.4% | 4 | 27.3% | 3 | 58.3% | 7 | 35.1% | 13 | 11.1% | 1 |
| 2 cars in hhold | 19.6% | 9 | 28.6% | 6 | 12.0% | 3 | 8.7% | 2 | 45.5% | 5 | 16.7% | 2 | 16.2% | 6 | | 3 |
| 3 cars in hhold | 6.5% | 3 | 4.8% | 1 | 8.0% | 2 | 8.7% | 2 | 9.1% | 1 | 0.0% | 0 | 5.4% | 2 | 11.1% | 1 |
| 4 or more cars in hhold | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| No cars in hhold | 41.3% | 19 | 38.1% | 8 | 44.0% | 11 | 60.9% | 14 | 18.2% | 2 | 25.0% | 3 | 40.5% | 15 | | 4 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| | | | | | | | | | | | | | | | | |

Page 185

| February | 2017 |
|----------|------|
|----------|------|

| | Total | | Male | | Female | • | 16 - 34 | l | 35 - 54 | 4 | 55 + | | ABC | 1 | C2DE | |
|---|----------------|----------|----------------|------------|----------------|---------|----------------|----------|----------------|--------|----------------|---------|----------------|----------|------------------|--------|
| DAY Day of interview: | | | | | | | | | | | | | | | | |
| Monday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tuesday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wednesday | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| Thursday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saturday Sunday | 45.7% 52.2% | 21 24 | 71.4% 23.8% | 15 5 | 24.0% 76.0% | 6 19 | 52.2% 43.5% | 12 10 | 63.6% 36.4% | 7 4 | 16.7% 83.3% | 2 10 | 43.2% 54.1% | 16 20 | 55.6% 44.4% | 5 4 |
| Base: | 52.270 | 46 | 23.870 | 21 | 70.0% | 25 | 43.5% | 23 | 30.4% | 4 | 83.3% | 10 | 54.170 | 37 | 44.470 | 4 9 |
| TOWN Town | | | | | | | | | | | | | | | | ŕ |
| Oxford City Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown | 100.0% | - | 100.0% | | 100.0% | | 100.0% | | 100.0% | - | 100.0% | | 100.0% | | 100.0% | 9 |
| Headington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Leys | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 46 | | 21 | | 25 | | 23 | | 11 | | 12 | | 37 | | 9 |
| LOC Location (see map) Those in Oxford City (| | | | | | | | | | | | | | | | |
| Location Point 1 - Entrance to Gloucester Green on George Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 2 - Corner of Cornmarket, George Street, Broad Street, Magdalen Street, outside | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Debenhams Location Point 3 - Cornmarket, outside entrance to Clarenden | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Centre Location Point 4 - Inside Clarenden Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 5 - Queen Street, outside Marks & | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spencer Location Point 6 - High Street, outside the entrance to the Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| PC | | | | | | | | | | | | | | | | |
| OX1 5 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| OX15 4 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| OX2 0 | 8.7% | 4 | 0.0% | 0 | 16.0% | 4 | 13.0% | 3 | 0.0% | 0 | 8.3% | 1 | 10.8% | 4 | 0.0% | 0 |
| OX2 6 | 15.2% | 7 | 9.5% | 2 | 20.0% | 5 | 17.4% | 4 | 27.3% | 3 | 0.0% | 0 | 16.2% | 6 | 11.1% | 1 |
| OX2 7 OX2 8 | 34.8% | 16 | 42.9% | 9 | 28.0% | 7 | 34.8% | 8 | 45.5% | 5 | 25.0% | 3 | 37.8% | 14 | 22.2% | 2 |
| OX2 8 OX2 9 | 8.7% 2.2% | 4 | 4.8% 4.8% | 1 1 | 12.0% 0.0% | 3 0 | 8.7% 4.3% | 2 1 | 0.0% 0.0% | 0 0 | 16.7% 0.0% | 2 0 | 8.1% 2.7% | 3 1 | 11.1% 0.0% | 1 0 |
| OX20 1 | 2.2% | 1 | 4.8% 0.0% | 0 | 4.0% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| OX25 5 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| OX26 2 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| OX29 4 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| OX3 0 | 6.5% | 3 | 0.0% | 0 | 12.0% | 3 | 0.0% | 0 | 9.1% | 1 | 16.7% | 2 | 5.4% | 2 | 11.1% | 1 |
| OX3 1 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 2.7% | 1 | 0.0% | 0 |
| OX3 7 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 2.7% | 1 | 0.0% | 0 |
| OX44 7 | 2.2% | 1 | 4.8% | 1 | 0.0% | 0 | 4.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 |
| OX5 1 OX5 2 | 2.2% 2.2% | 1 | 0.0% 0.0% | 0 0 | 4.0% 4.0% | 1 1 | 0.0% 0.0% | 0 0 | 0.0% 9.1% | 0 1 | 8.3% 0.0% | 1 0 | 2.7% 2.7% | 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| Base: | 2.270 | | 0.070 | 21 | ч. 0 /0 | 25 | 0.070 | 23 | J.1 70 | | 0.070 | 12 | 2.170 | 37 | 0.070 | 9 |
| Dase. | | 46 | | <i>∠</i> 1 | | 23 | | 23 | | 11 | | 12 | | 51 | | プ |

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| Headington by demographic | es | | Ox | fore | | | | | | tre S | Surv | ey | | | | | Page 21 |
|--|----------|---------|---------|----------|---------|-------|-------|--------|---------------|-------|---------------|--------|-------|-------|-------|-------|--------------|
| | | | | | f | or (| Carte | er Jo | onas | | | | | | |] | February 201 |
| | Tota | ıl | Ma | le | Fema | ıle | 16 - | 34 | 35 - | 54 | 55 | ł | ABC | C1 | C2E | DE | |
| Q01 How did you travel t | to (STUI | DY CE | NTRE) | today | ? | | | | | | | | | | | | |
| Car – driver | 27.1% | 13 | 36.8% | 7 | 20.7% | 6 | 23.8% | 5 | 50.0% | 6 | 13.3% | 2 | 21.9% | 7 | 37.5% | e | 5 |
| Car – passenger | 6.3% | 3 | 10.5% | 2 | 3.4% | 1 | 9.5% | 2 | 8.3% | 1 | 0.0% | 0 | 6.3% | 2 | 6.3% | 1 | l |
| Bus | 20.8% | 10 | 15.8% | 3 | 24.1% | 7 | 19.0% | 4 | 16.7% | 2 | 26.7% | 4 | 21.9% | 7 | 18.8% | 3 | 3 |
| Bicycle | 4.2% | 2 | 10.5% | 2 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 6.7% | 1 | 6.3% | 2 | 0.0% | (|) |
| Rail | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (|) |
| Taxi | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 0.0% | 0 | 0.0% | 0 | 13.3% | 2 | 3.1% | 1 | 6.3% | 1 | l |
| Park and Ride | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| |
| On foot | 37.5% | 18 | | 5 | 44.8% | 13 | 42.9% | 9 | 25.0% | 3 | 40.0% | 6 | 40.6% | 13 | 31.3% | 5 | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ó | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| |
| Mobility scooter | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | (| |
| Motorcycle | 0.0% | 0 | 0.0% | ŏ | 0.0% | 0 | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | (| |
| Base: | 0.070 | 48 | 0.070 | 19 | 0.070 | 29 | 0.070 | 21 | 0.070 | 12 | 0.070 | 15 | 0.070 | 32 | 0.070 | 16 | |
| Mean score [minute | sl | | | | | | | | | | | | | | | | |
| Q02 How long do you int | - | stay iı | n (STUE | DY CEI | NTRE) t | oday? | , | | | | | | | | | | |
| Less than 30 minutes | 22.9% | 11 | 15.8% | 3 | 27.6% | 8 | 19.0% | 4 | 8.3% | 1 | 40.0% | 6 | 25.0% | 8 | 18.8% | 3 | 2 |
| 30- 59 minutes | 18.8% | 9 | 15.8% | 3 | 20.7% | | 28.6% | | 0.3% 16.7% | 2 | 40.0% 6.7% | | 18.8% | 6 | 18.8% | 3 | |
| | | | 47.4% | 9 | | 6 | | 6 7 | | 7 | | 1 5 | | 12 | | 7 | |
| 1 hour – 1hour 59 minutes | 39.6% | | | | | 10 | 33.3% | | 58.3% | | 33.3% | | 37.5% | | 43.8% | | |
| 2 hours - 2 hours 59 minutes | 12.5% | 6 | 5.3% | 1 | | 5 | 9.5% | 2 | 8.3% | 1 | | 3 | 12.5% | 4 | 12.5% | 2 | |
| 3 hours – 3 hours 59 minutes | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | (| |
| 4 hours and over | 4.2% | 2 | | 2 | 0.0% | 0 | 4.8% | 1 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 6.3% | 1 | |
| Overnight stay | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| |
| Mean: | | 81.88 | | 99.47 | | 70.34 | | 82.86 | | 96.25 | | 69.00 | | 79.69 | | 86.25 | |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 | 5 |
| Mean score [times p | oer weel | k, exc | ludes F | irst tir | ne toda | у] | | | | | | | | | | | |
| Q03 How often do you s | hop in (| STUD | Y CENT | RE) (i | ncludin | g Sun | day)? | | | | | | | | | | |
| 7 days a week | 10.4% | 5 | 5.3% | 1 | | 4 | 19.0% | 4 | 0.0% | 0 | 6.7% | 1 | 12.5% | 4 | 6.3% | 1 | |
| 4-6 days a week | 33.3% | 16 | 36.8% | 7 | 31.0% | 9 | 28.6% | 6 | 33.3% | 4 | 40.0% | 6 | 34.4% | 11 | 31.3% | 5 | 5 |
| 2-3 days a week | 27.1% | 13 | 31.6% | 6 | 24.1% | 7 | 19.0% | 4 | 33.3% | 4 | 33.3% | 5 | 21.9% | 7 | 37.5% | 6 | 5 |
| Once a week | 8.3% | 4 | 10.5% | 2 | 6.9% | 2 | 9.5% | 2 | 8.3% | 1 | 6.7% | 1 | 6.3% | 2 | 12.5% | 2 | |
| Once every 2 weeks | 4.2% | 2 | 5.3% | 1 | 3.4% | 1 | 9.5% | 2 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 6.3% | | |
| Once every month | 6.3% | 3 | 5.3% | 1 | 6.9% | 2 | 4.8% | 1 | 16.7% | 2 | 0.0% | Ő | 9.4% | 3 | 0.0% | (| |
| Once every 3 months | 6.3% | 3 | 5.3% | 1 | 6.9% | 2 | 4.8% | 1 | 0.0% | 0 | 13.3% | 2 | 9.4% | 3 | 0.0% | (| |
| Less often than once every 3 months | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | | |
| First time today | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | (|) |
| Mean: | | 3.27 | | 3.15 | | 3.35 | | 3.57 | | 2.64 | | 3.38 | | 3.36 | | 3.10 |) |
| | | | | | | | | | | | | | | | | | |

| | | | | | I | or (| arter | . 1 (| onas | | | | | | | February 20 |
|---|--------------|--------|-----------------------|--------|------------------|--------|--------------|--------------|--------------|--------|----------------|--------|------------------|--------|--------------|-------------|
| | Tota | l | Male | • | Fema | le | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | L | C2DE | |
| Q04 What is the MAIN re | eason for | your | [.] visit he | re to | day? | | | | | | | | | | | |
| To buy food items at the shops (not take-away / | 47.9% | 23 | 42.1% | 8 | 51.7% | 15 | 42.9% | 9 | 58.3% | 7 | 46.7% | 7 | 50.0% | 16 | 43.8% | 7 |
| café / restaurant) To buy non-food goods in the shops (e.g. shoes, | 4.2% | 2 | 5.3% | 1 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 13.3% | 2 | 3.1% | 1 | 6.3% | 1 |
| clothes, jewellery) To buy food items at the Market (not take-away / | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| café / restaurant) To buy non-food goods at the Market (e.g. shoes, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| clothes, jewellery) For services (e.g. post office, bank, building society, | 10.4% | 5 | 10.5% | 2 | 10.3% | 3 | 19.0% | 4 | 0.0% | 0 | 6.7% | 1 | 9.4% | 3 | 12.5% | 2 |
| hairdressers) To use a leisure facility (eg. | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| sports centre) As a day visitor to the Town | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| Centre As a staying visitor to the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Town Centre Eat out (e.g. take-away / café | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 6.3% | 1 |
| / restaurant) Work (respondent works in | 4.2% | 2 | 10.5% | 2 | 0.0% | 0 | 4.8% | 1 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 6.3% | 1 |
| the town) To attend a business | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 4.8% | 1 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 6.3% | 1 |
| appointment To meet someone | 20.8% | 10 | 26.3% | 5 | 17.2% | 5 | 23.8% | 5 | 25.0% | 3 | 13.3% | 2 | 28.1% | 9 | 6.3% | 1 |
| Library / public services (doctor, dentist, etc) | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 6.3% | 1 |
| To study (attending University / Further level education) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – To visit the university as a tourist | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre - To visit | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| the theatre Oxford City Centre –To visit museums | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre - To visit | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre –To visit The Clarendon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown - To visit The | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ferry leisure centre Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Just passing through Window shopping / | 2.1% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 | 3.4% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 6.7% 0.0% | 1 0 | 3.1% 0.0% | 1 0 | 0.0% 0.0% | 0 0 |
| browsing | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| Q05 What type of shop / Those who said food of | | | | ntend | to visit | or are | e likely to | visi | it today? | | | | | | | |
| Food & Grocery | 88.0% | | 77.8% | 7 | 93.8% | 15 | | 8 | 100.0% | 7 | | 7 | 88.2% | | 87.5% | 7 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances CDs, DVDs, games, books | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| etc Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts (None of the above) | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 11.1% | 0 | 0.0% 5.9% | 0 | 0.0% 0.0% | 0 0 |
| (None of the above) (Don't know) | 4.0% 8.0% | 1 2 | | 0 2 | 6.3% 0.0% | 1 0 | 0.0% | 0 1 | 0.0% | 0 0 | 11.1% 11.1% | 1 1 | 5.9% 5.9% | 1 1 | | 0 |
| Base: | | 25 | | 9 | | 16 | | 9 | | 7 | | 9 | | 17 | | 8 |
| | | | | | | | | | | | | | | | | |

| Marie Curie 50.0% 1 100.0% 1 0.0% 0 0.0% 0 50.0% 1 0.0% 0 100.0% 1 1 0 0 0 0 1 | | nographics | | Oxfor | | • | Carte | | | | | · | | | | F | ebruary 20 | |
|---|--|-----------------------------------|--------|----------|-----------|----------|----------|-------|----------|---------|--------|-------|---------|--------|--------|----------|------------|--|
| Those who said non food at Q04 Value 50.0% 1 0.0% 0 0.0% 0 0.0% 0 50.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 | | Total | | Male | Fem | ale | 16 - 3 | 34 | 35 - : | 54 | 55 - | F | ABC | 21 | C2D | E | | |
| farrie Curie50.0%110.0%10.0%00.0%00.0%00.0%00.0%00.0%00.0%000 <th< th=""><th></th><th></th><th>ON FOC</th><th>)D shops</th><th>s you hav</th><th>/e visit</th><th>ed, or i</th><th>ntend</th><th>to visit</th><th>today</th><th>in (ST</th><th>UDY C</th><th>ENTRE</th><th>:)?</th><th></th><th></th><th></th></th<> | | | ON FOC |)D shops | s you hav | /e visit | ed, or i | ntend | to visit | today | in (ST | UDY C | ENTRE | :)? | | | | |
| Heam score [£] How much have yus pent, or yow with STUDY CEVERENCE Source State So | Vaitrose Iarie Curie | | | | | | | | | | | | | | | | | |
| Provide Providely in (STUDY CENTRE)? Those who said non food at Q04 Those who said non food at Q04 1 0.0% 0 0.0% 0 50.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 | Base: | | 2 | | 1 | 1 | | 0 | | 0 | | 2 | | 1 | | 1 | | |
| goods, etc.) today in (STUDY CENTRE)? Those who said non food at Q04 ion food at Q04 <th co<="" td=""><td>Mean score</td><td>[£]</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th> | <td>Mean score</td> <td>[£]</td> <td></td> | Mean score | [£] | | | | | | | | | | | | | | | |
| $ \begin{array}{c ccccc ccccc} 1.5 & 50.0\% & 1 & 0.0\% & 0 & 100.0\% & 1 & 0.0\% & 0 & 0.0\% & 0 & 50.0\% & 1 & 100.0\% & 1 & 0.0\% & 0 & 0$ | goods, etc. |) today in (STUI | | | to spend | d on no | on-food | shop | oing (e. | g. clot | hing & | footw | ear, pe | rsonal | goods | s, gifts | , househo | |
| 6-10 0.0% 0 < | lothing | 50.0% | 1 100 | .0% | 1 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | 0.0% | 0 | 100.0% | 1 | | |
| 11-520 0.0% 0 | 1-£5 | 50.0% | | | | | | | | | | 1 | | | | | | |
| 21-E30 0.0% 0 | | | | | | | | | | | | | | | | | | |
| 31-£40 0.0% 0 | | | | | | | | | | | | | | | | | | |
| 41-£50 0.0% 0 | | | | | | | | | | | | | | | | | | |
| 51-£100 0.0% 0 | | | | | | | | | | | | | | | | | | |
| 101-£150 0.0% 0 | | | | | | | | | | | | | | | | | | |
| 151-£200 0.0% 0 | | | | | | | | | | | | | | | | | | |
| 201-2250 0.0% 0 | | | | | | | | | | | | | | | | | | |
| tean: 1.25 0.00 2.50 0.00 0.00 1.25 2.50 0.00 ase: 2 1 1 0 0 2 1 1 Mean score [£] Observing thread of all QOA 0 0.0% | | | | | | | | | | | | | | | | | | |
| ase: 2 1 1 0 0 2 1 1 Mean score [£] Obs Absence [2] 1 1 0 | ver £250 | 0.0% | 0 0 | .0% | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | |
| Mean score [£] 108 How much have you spent, or | lean: | | 1.25 | 0.0 | 0 | 2.50 | | 0.00 | | 0.00 | | 1.25 | | 2.50 | | 0.00 | | |
| 108 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)? Those who said food at QO4 othing 0.0% 0 0 0.0% <th< td=""><td>ase:</td><td></td><td>2</td><td></td><td>1</td><td>1</td><td></td><td>0</td><td></td><td>0</td><td></td><td>2</td><td></td><td>1</td><td></td><td>1</td><td></td></th<> | ase: | | 2 | | 1 | 1 | | 0 | | 0 | | 2 | | 1 | | 1 | | |
| $1-\pounds 5$ 0.0% 0 0.0% | Q08 How much Those who sa | have you spent, of id food at Q04 | - | | - | | | | - | | | - | | - | - | | NTRE)? | |
| $6-10$ 8.7% 2 0.0% 0 13.3% 2 11.1% 1 14.3% 1 0.0% 0 6.3% 1 14.3% 1 $11-\pounds 20$ 52.2% 12 50.0% 4 53.3% 8 66.7% 6 42.9% 3 42.9% 3 50.0% 8 57.1% 4 $21-\pounds 30$ 21.7% 5 12.5% 1 26.7% 4 0.0% 0 14.3% 1 57.1% 4 31.3% 5 0.0% 0 $31-\pounds 40$ 4.3% 1 12.5% 1 0.0% 0 14.3% 1 0.0% 0 0 0.0% 0 0.0% <td>U</td> <td></td> | U | | | | | | | | | | | | | | | | | |
| $11-\pounds 20$ 52.2% 12 50.0% 4 53.3% 8 66.7% 6 42.9% 3 42.9% 3 50.0% 8 57.1% 4 $21-\pounds 30$ 21.7% 5 12.5% 1 26.7% 4 0.0% 0 14.3% 1 57.1% 4 31.3% 5 0.0% 0 $31-\pounds 40$ 4.3% 1 12.5% 1 0.0% 0 11.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 14.3% 1 $41-\pounds 50$ 4.3% 1 12.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 4.3% 1 12.5% 1 0.0% 0 0.0% | | | | | | | | | | | | | | | | | | |
| $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | | | | | | | | | | | | | | | | | | |
| $\begin{array}{cccccccccccccccccccccccccccccccccccc$ | | | | | | | | | | | | | | | | | | |
| $ \begin{array}{cccccccccccccccccccccccccccccccccccc$ | | | | | | | | | | | | | | | | | | |
| 101-£150 0.0% 0 | 41-£50 | | | | 1 0.0% | 0 | 0.0% | 0 | | 1 | 0.0% | 0 | 6.3% | 1 | | 0 | | |
| 151-£200 0.0% 0 | 51-£100 | 4.3% | 1 12 | .5% | 1 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | | 1 | | |
| 201-£250 0.0% 0 0 0 0 0 0 0 0< | | | | | | | | | | | | | | | | | | |
| Wer £250 0.0% 0 | | | | | | | | | | | | | | | | | | |
| Don't know) 4.3% 1 0.0% 0 6.7% 1 11.1% 1 0.0% 0 6.3% 1 0.0% 0 Mean: 22.05 30.50 17.21 17.00 28.64 21.21 20.30 25.79 | | | | | | | | | | | | | | | | | | |
| Mean: 22.05 30.50 17.21 17.00 28.64 21.21 20.30 25.79 | | | | | | | | | | | | | | | | | | |
| | Jon't Know) | | | | | | 11.1% | | 0.0% | | 0.0% | | 6.3% | | 0.0% | | | |
| | | | | 20.5 | | 17 21 | | 17.00 | | 28 64 | | 2121 | | 20.30 | | 25 79 | | |

| | | | | | for | r (| Carter | Jo | onas | | | | | | | February 2017 |
|--|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|-------------|--------------|---------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q09 What are the names <i>Those who said food at</i> | | ain F | OOD sh | ops | you have v | visi | ted, or inte | end | to visit in | (S1 | TUDY CE | NTR | E) today? | [M] | R] | |
| Dxford | 201 | | | | | | | | | | | | | | | |
| Marks and Spencer, Queen Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's Local, Magdalen Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's, Westgate | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre Fesco Metro, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street Gloucester Green Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holland & Barrett Oxford Covered Market | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Cowley | | | | | | | | | | | | | | | | |
| Co-op , Templars Square Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iceland, Templars Square Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holland and Barrett | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sainsbury's , Templars Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown Sainsbury's Local, Suffolk | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House, 263 Banbury Rd | | | | | | | | | | | | | | | | |
| Tesco Express, 263 Banbury Rd, Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Holland & Barrett, 241 Banbury Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| M&S Simply Food The Co-operative Food, | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| 228-240 Banbury Rd, | 0.070 | 0 | 0.070 | 0 | 0.0% | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 |
| Oxford Headington | | | | | | | | | | | | | | | | |
| The Co-operative Food, 152 London Rd, Headington | 26.1% | 6 | 37.5% | 3 | 20.0% | 3 | 22.2% | 2 | 42.9% | 3 | 14.3% | 1 | 18.8% | 3 | 42.9% | 3 |
| Thong Heng Chinese Supermarket, 6 Windmill Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Euro Foods Polski Sklep | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zubr, 115 London Rd Waitrose, 9-11 Old High St, Headington | 52.2% | 12 | 75.0% | 6 | 40.0% | 6 | 22.2% | 2 | 85.7% | 6 | 57.1% | 4 | 50.0% | 8 | 57.1% | 4 |
| Iceland, 108-110 London Rd | 17.4% | | 12.5% | | 20.0% | 3 | 22.2% | 2 | | 1 | | | 18.8% | | 14.3% | 1 |
| Tesco Exrpess, 83a-85 London Rd | 8.7% | 2 | 0.0% | 0 | 13.3% | 2 | 22.2% | 2 | 0.0% | 0 | 0.0% | 0 | 12.5% | 2 | 0.0% | 0 |
| Sainsbury's Local, 98 London Rd | 17.4% | 4 | 0.0% | 0 | 26.7% | 4 | 22.2% | 2 | 0.0% | 0 | 28.6% | 2 | 18.8% | 3 | 14.3% | 1 |
| Cowley Road Uhuru Wholefoods, 48 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd Tahmid Stores (Indian Supermarket), 53 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Green Village, 78A Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Baltic Food, 88 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Polski Sklep Zubr, 124 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco Metro, 159-161 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd Jingjing Asian Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shop, 188 Cowley Rd Alamin Food Store (Buthcher), 216 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd Alder W (Buthcher), 224 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd Simply Fresh Supermarket, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 236-238 Cowley Rd Coop Food, 217-219 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd East Oxford Farmers Market, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| and Chiefe I armets Market, | 0.070 | U | 0.070 | v | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | v |

Yes- Library

Yes - Other

Browsing

Base:

Yes- Leisure (e.g. cinema)

Oxford City Council In centre Survey for Carter Jonas

Page 215

| February 2 | 017 |
|------------|-----|
|------------|-----|

| | Total | | Male | | Female | e | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|---|-------|------|----------|-----|-----------|------|------------|-----|-----------|-------|------------|-------|------------|------|------------|--------------|
| East Oxford Primary School, Cowley Rd Sainsbury's Local, Asiatic Stores, 134b Cowley Rd, Oxford Blackbird Leys | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Blackbird Leys | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Road, Blackbird Leys Martins, Blackbird Leys Rd, Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Don't know | 4.3% | 1 | 12.5% | 1 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 |
| Base: | | 23 | | 8 | | 15 | | 9 | | 7 | | 7 | | 16 | | 7 |
| Q10 When visiting the town centre? [MR] Those who said food at | - | ER (| GIVEN AT | Q.9 |)) do you | inte | nd to link | γοι | ı shoppin | g tri | p with a v | visit | to other s | shop | os or serv | /ices in the |
| No | 52.2% | 12 | 62.5% | 5 | 46.7% | 7 | 66.7% | 6 | 28.6% | 2 | 57.1% | 4 | 50.0% | 8 | 57.1% | 4 |
| Yes- Other food shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Other non-food shops | 21.7% | 5 | 0.0% | 0 | 33.3% | 5 | | 1 | 42.9% | 3 | 14.3% | 1 | 31.3% | 5 | 0.0% | 0 |
| Yes- Café / restaurant | 30.4% | 7 | 37.5% | 3 | 26.7% | 4 | | 2 | 28.6% | 2 | 42.9% | 3 | 25.0% | 4 | 42.9% | 3 |
| Yes- Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

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| February | 2017 |
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| | | | | | I | or (| arter | J (| onas | | | | | | | February |
|--|----------|-------|-------|------|----------|------|---------|------------|---------|---|-------|---|-------|----|-------|----------|
| | Total | l | Male | | Femal | e | 16 - 34 | | 35 - 54 | | 55 + | | ABC | l | C2DE | |
| Q11 What do you like mo | ost abou | t (ST | | ITRE | :)? [MR] | | | | | | | | | | | |
| Near / convenient | 41.7% | 20 | 42.1% | 8 | 41.4% | 12 | 38.1% | 8 | 33.3% | 4 | 53.3% | 8 | 37.5% | 12 | 50.0% | 8 |
| Good public transport links | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| Parking is easy | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parking is cheap | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of congestion on roads | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Little traffic-pedestrian conflict | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Good directional signs to Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Convenient drop off / pick up stops for buses / good location of bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ease of access to all (with pushchairs, wheelchairs, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well signposted route ways / good local maps | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| General cleanliness of | 4.2% | 2 | 5.3% | 1 | 3.4% | 1 | 9.5% | 2 | 0.0% | 0 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 |
| shopping streets Feels safe / absence of threatening individuals / | 10.4% | 5 | 15.8% | 3 | 6.9% | 2 | 9.5% | 2 | 16.7% | 2 | 6.7% | 1 | 9.4% | 3 | 12.5% | 2 |
| groups Presence of police / other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| security measures Nice street furniture / floral | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| displays | | | | | | | | | | | | | | | | |
| Nice busy feel | 18.8% | 9 | 10.5% | 2 | 24.1% | 7 | 14.3% | 3 | 8.3% | 1 | 33.3% | 5 | 25.0% | 8 | 6.3% | 1 |
| Not too crowded | 16.7% | 8 | 0.0% | 0 | 27.6% | 8 | 14.3% | 3 | 33.3% | 4 | 6.7% | 1 | 9.4% | 3 | 31.3% | 5 |
| Character / atmosphere | 10.4% | 5 | 10.5% | 2 | 10.3% | 3 | 19.0% | 4 | 8.3% | 1 | 0.0% | 0 | 12.5% | 4 | 6.3% | 1 |
| Historic buildings / tourist attractions | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – The Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – The Oxford Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Gloucester Green Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Westgate Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Clarendon shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selection / choice of independent / specialist | 31.3% | 15 | 21.1% | 4 | 37.9% | 11 | 28.6% | 6 | 16.7% | 2 | 46.7% | 7 | 37.5% | 12 | 18.8% | 3 |
| shops | | | | | | | | | | | | | | | | |
| Presence of a large | 39.6% | 19 | 36.8% | 7 | 41.4% | 12 | 38.1% | 8 | 41.7% | 5 | 40.0% | 6 | 34.4% | 11 | 50.0% | 8 |
| supermarkets Selection / choice of multiple | 25.0% | 12 | 26.3% | 5 | 24.1% | 7 | 42.9% | 9 | 0.0% | 0 | 20.0% | 3 | 25.0% | 8 | 25.0% | 4 |
| shops (i.e. high street chains such as Boots etc) | | | | | | | | | | | | | | | | |
| Quality of shops | 16.7% | 8 | 10.5% | 2 | 20.7% | 6 | 0.0% | 0 | | 3 | | 5 | 18.8% | | 12.5% | 2 |
| Prices are competitive in shops compared to other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| town / district centres | | | | | | | | | | | | | | | | |
| Play area for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of pubs / bars | 4.2% | 2 | 5.3% | 1 | 3.4% | 1 | 4.8% | 1 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 6.3% | 1 |
| Range of services (banks, insurance, hairdressers, etc) | 8.3% | 4 | 15.8% | 3 | 3.4% | 1 | 9.5% | 2 | 16.7% | 2 | 0.0% | 0 | 3.1% | 1 | 18.8% | 3 |
| Range of leisure facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Availability of employment opportunities | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 4.8% | 1 | 0.0% | 0 | 6.7% | 1 | 6.3% | 2 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I like everything about the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Architecture | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to friends | 8.3% | 4 | 15.8% | 3 | 3.4% | 1 | 14.3% | 3 | 8.3% | 1 | 0.0% | 0 | 9.4% | 3 | 6.3% | 1 |
| Community feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosmopolitan feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cycle friendly | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Diversity | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | | | | | | | | | | | | | | | | |

Page 217 February 2017

| | | | | | | | | ••• | | | | | | | | 1001 441 5 |
|-----------------------------|-------|----|-------|----|--------|----|---------|-----|---------|----|-------|----|-------|----|-------|------------|
| | Total | | Male | | Female | • | 16 - 34 | | 35 - 54 | ł | 55 + | | ABC1 | | C2DE | |
| | 0.004 | 0 | 0.00/ | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.00/ | 0 | 0.004 | 0 |
| Friendly people | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Green Space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| It's compact | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre - Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Theatre | | | | | | | | | | | | | | | | |
| Tesco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Farmers Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (No opinion) | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| (Nothing in particular) | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |

Page 218

| | | | | | 101 | ľ | | JU | mas | | | | | | | rebruary |
|---|--------------|--------|--------------|--------|--------------|-------------------------------------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|----------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q12 What do you dislike | most ab | out (| STUDY (| CENT | RE)? [MR |] | | | | | | | | | | |
| Unsafe for pedestrians / | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| traffic conflict | 2.10/ | 1 | 0.00/ | 0 | 2 40/ | 1 | 0.00/ | 0 | 0.0% | 0 | 6 70/ | 1 | 2 10/ | 1 | 0.00/ | 0 |
| Not enough pedestrianisation Difficulties in parking | 2.1% 4.2% | 1 2 | 0.0% 5.3% | 0 1 | 3.4% 3.4% | 1 | 0.0% 0.0% | 0 | 0.0% 8.3% | 0 | 6.7% 6.7% | 1 | 3.1% 6.3% | 1 2 | 0.0% 0.0% | 0 0 |
| Location of parking | 4.2% 6.3% | 3 | 5.3% | 1 | 5.4% 6.9% | 2 | 0.0% | 0 | 8.3% | 1 | 13.3% | 2 | 0.3% 9.4% | 3 | 0.0% | 0 |
| Parking is expensive | 6.3% | 3 | 0.0% | 0 | 10.3% | 3 | 9.5% | 2 | 0.0% | 0 | 6.7% | 1 | 9.4% | 3 | 0.0% | 0 |
| Poor public transport links | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő |
| Road congestion | 8.3% | 4 | 5.3% | 1 | 10.3% | 3 | 9.5% | 2 | 8.3% | 1 | 6.7% | 1 | 9.4% | 3 | 6.3% | 1 |
| Poor directional signs to Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor signage / routeways within centre / lack of maps of centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inconvenient location of bus stops / bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficulties with pushchairs, wheelchairs, etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dirty shopping streets | 8.3% | 4 | 5.3% | 1 | 10.3% | 3 | 4.8% | 1 | 16.7% | 2 | 6.7% | 1 | 9.4% | 3 | 6.3% | 1 |
| Feels unsafe / presence of threatening individuals / groups | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of police presence / other security measures | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of street furniture / floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not busy enough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| General lack of choice of | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 0.0% | 0 | 8.3% | 1 | 6.7% | 1 | 6.3% | 2 | 0.0% | 0 |
| multiple shops General lack of independent / specialist shops | 8.3% | 4 | 5.3% | 1 | 10.3% | 3 | 0.0% | 0 | 16.7% | 2 | 13.3% | 2 | 9.4% | 3 | 6.3% | 1 |
| Shops too small | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inadequate range of places to | 4.2% | 2 | 10.5% | 2 | 0.0% | 0 | 4.8% | 1 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | 2 |
| eat | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Inadequate range of services Inadequate range of leisure facilities | 0.0% 6.3% | 0 3 | 0.0% 5.3% | 0 1 | 0.0% 6.9% | 0 2 | 0.0% 9.5% | 0 2 | 0.0% 8.3% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 6.3% | 0 2 | 0.0% 6.3% | 0 1 |
| Absence of play areas for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I dislike everything about the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cyclists are dangerous | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dangerous for cyclists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Early closing times | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive to live here Lack of character | 0.0% 2.1% | 0 | 0.0% 0.0% | 0 0 | 0.0% 3.4% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 6.7% | 0 1 | 0.0% 3.1% | 0 1 | 0.0% 0.0% | 0 0 |
| Lack of cycle lanes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.7% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of cycle parking | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| Lack of green space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of public toilets | 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 pedestrian crossings | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Noisy | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pollution | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor layout | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor road surfaces / pavements | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor WIFI | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rundown | 0.0% | 0 | 0.0% | 0 0 | 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% | 0 0 |
| Streets are dark Streets are narrow | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 |
| The building works | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many cyclists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many empty shops | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 |
| Too many homeless people | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Too many of one type of shop | 6.3% | 3 | 10.5% | 2 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 20.0% | 3 | 6.3% | 2 | 6.3% | 1 |
| Too many pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many students | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many tourists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | | | | | | | | | | | | | | | | |

| | | | | | 10 | UF C | | r J(| Jiias | | | | | | | Februar |
|---------------------------------|------------------|--------|--------------|--------|------------------|--------|--------------|--------|--------------|--------|------------------|--------|------------------|--------|------------------|---------|
| | Total | | Male | | Femal | le | 16 - 34 | 4 | 35 - 54 | 4 | 55 + | | ABC | l | C2DI | E |
| (Nothing in particular) | 56.3% | 27 | 63.2% | 12 | 51.7% | 15 | 66.7% | 14 | 33.3% | 4 | 60.0% | 9 | 53.1% | 17 | 62.5% | 10 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| Q13 Is there a specific | c shop / typ | e of s | shop tha | t woi | uld enco | ourage | e you to | visit | (STUDY | CEN | TRE) mo | re of | ten? | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 47.9% | 23 | 52.6% | 10 | 44.8% | 13 | 47.6% | 10 | 58.3% | 7 | 40.0% | 6 | 43.8% | 14 | 56.3% | 9 |
| Asda | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q Baby / childrens shop | 0.0% | 0 | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Baby / childrens shop Bakery | 0.0% 2.1% | 1 | 0.0% 0.0% | 0 | 0.0% 3.4% | 1 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% 6.7% | 1 | 0.0% 3.1% | 1 | 0.0% | 0 |
| Book shop | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| Bosworths | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charity shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clarks Clothes shops | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Cobbler | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 6.3% | 1 |
| Coffee shop | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| Computer shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Department store | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| Edinburgh Wool Fat Face | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Fortnum & Mason | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| GAME | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Garden Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gucci | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haberdashery store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hardware store Health shop | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Hippy shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| HMV | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| House of Fraser | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Independent shops | 12.5% | 6 | 5.3% | 1 | 17.2% | 5 | 9.5% | 2 | 8.3% | 1 | 20.0% | 3 | 18.8% | 6 | 0.0% | 0 |
| Indoor market John Lewis | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Lakeland | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 |
| Marks & Spencer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mens clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Motorcross shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music shop New Look | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Oasis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outdoor clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peacocks | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| Post Office Poundland | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Primark | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Record shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selfridges | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shoe shop | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 0.0% | 0 | 0.0% | 0 | 13.3% | 2 | 3.1% | 1 | 6.3% | 1 |
| Sports shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supermarket The Range | 0.0% 2.1% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 3.4% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 8.3% | 0 1 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 3.1% | 0 1 | $0.0\% \\ 0.0\%$ | 0 0 |
| The Range | 2.1% 0.0% | 1 | 0.0% | 0 | 5.4% 0.0% | 1 | 0.0% | 0 | 8.3% 0.0% | 0 | 0.0% | 0 | 5.1% 0.0% | 1 | 0.0% | 0 |
| Tobacco shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Urban Outfitters | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whole Foods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilkinsons | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zara | 0.0% | 0 | 0.0% | 0 7 | 0.0% | 0 4 | 0.0% | 0 8 | 0.0% | 03 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 5 |
| (Don't know) | 22.9% | 11 | 36.8% | | 13.8% | | 38.1% | | 25.0% | | 0.0% | | 18.8% | 6 | 31.3% | |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |

| Old What improvements, it any, word service and | | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | | |
|--|--|--------------|------|----------|------|------------|-------|-----------|------|---------|------|-----------|------|-------|------|-------|------|---|
| Specification when 0.0% 0 0.0% < | Q14 What improvements | s, if any, v | voul | d encour | age | you to vis | it th | ie (STUDY | CE | NTRE) m | ore | often? [N | /R] | | | | | |
| Specification when 0.0% 0 0.0% < | No improvements needed | 31.3% | 15 | 31.6% | 6 | 31.0% | Q | 28.6% | 6 | 33 3% | 4 | 33 3% | 5 | 37 5% | 12 | 18.8% | 3 | |
| More chainer in women's O.DW, O D.W, D D.W, D <thd.w,< th=""> D <thd.w,< th=""></thd.w,<></thd.w,<> | 1 | | | | | | | | | | | | | | | | | |
| wear shops setter quality constrained wear 2.1% 1 0.0% 0 0.7% 1 0.0% 0 6.3% 1 Better quality constrained wear 2.1% 1 5.3% 1 0.0% 0 | 1 1 | | | | | | | | | | | | | | | | | |
| shop shop <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<> | | | | | | | | | | | | | | | | | | |
| More choice in meri's wear 2.1% 1 5.3% 1 0.0% 0 0.0% | Better quality women's wear | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 6.3% | 1 | |
| shops Better quality meris ware 0.0% 0 | shops | | | | | | | | | | | | | | | | | |
| Better quality meria volum 0.0% 0 0.0% | More choice in men's wear | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | |
| | 1 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | |
| More chacke in children's warr shops 0.0% 0 0 | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| ware shops Better quality shiften's ware 0 0 <th 0<="" colspan="1" t<="" td=""><td>1</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td></th> | <td>1</td> <td>0.0%</td> <td>0</td> | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better quality children's wear 0.0% 0 | | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | |
| shop · | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| general Better quality shops in 0.0% 0 < | | | | | | | | | | | | | | | | | | |
| Berner guinty shops in general | More choice of shops in | 6.3% | 3 | 5.3% | 1 | 6.9% | 2 | 4.8% | 1 | 0.0% | 0 | 13.3% | 2 | 6.3% | 2 | 6.3% | 1 | |
| agencial agencial agencial agencial bits of adjoins/bits of adjoints bits of adjoints <th< td=""><td>general</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<> | general | | | | | | | | | | | | | | | | | |
| Nore fashion/clothing high 0.9% 0 0.9% 0 0.9% 0 0.9% 0 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| strate Transform 2.1% 1 5.3% 1 0.0% 0 0.0% 0 6.7% 1 0.0% 0 6.7% 1 6.3% 2 0.0% 0 0.0% 0 6.7% 1 6.3% 2 0.0% 0 0.0% | 6 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | |
| More non-fachion'clohing 2.1% 1 5.3% 1 0.0% 0 0.0% 0 0.0% 0 6.7% 1 0.0% 0 6.3% 1 More independent clohing shops 4.2% 2 0.0% 0 | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| retaines .< | | 2.1% | 1 | 5 3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 67% | 1 | 0.0% | 0 | 63% | 1 | |
| More independent clothing shops 4.2% 2 0.0% 0 6.9% 2 4.8% 1 0.0% 0 6.7% 1 6.3% 2 0.0% 0 More independent shops in general music, books, etc.] 0.0% 0 <t< td=""><td>e</td><td>2.170</td><td>1</td><td>5.570</td><td>1</td><td>0.070</td><td>0</td><td>0.070</td><td>0</td><td>0.070</td><td>0</td><td>0.770</td><td>1</td><td>0.070</td><td>0</td><td>0.570</td><td>1</td></t<> | e | 2.170 | 1 | 5.570 | 1 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.770 | 1 | 0.070 | 0 | 0.570 | 1 | |
| More independent shops in spent general music, books, at and hobbies, etc.) 0.0% 0 0.0 | | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 4.8% | 1 | 0.0% | 0 | 6.7% | 1 | 6.3% | 2 | 0.0% | 0 | |
| general second | | | | | | | | | | | | | | | | | | |
| Nore inche retailers (e.g., 0.0%, 0.0.0 | More independent shops in | 4.2% | 2 | 10.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 13.3% | 2 | 3.1% | 1 | 6.3% | 1 | |
| | U | | | | | | | | | | | | | | | | | |
| hobbics, etc.) More/ better food shopping 4.2% 2 0.0% 0 6.7% 1 3.1% 1 6.3% 1 More/ better branded cafes/ coffee shops 0.0% 0 </td <td></td> <td>0.0%</td> <td>0</td> | | 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/better food shopping 4.2% 2 0.0% 0 6.9% 2 4.8% 1 0.0% 0 0.7% 1 3.1% 1 6.3% 1 More/better branded cafes/ coffee shops 0.0% 0 0.0% | | | | | | | | | | | | | | | | | | |
| offer 11 0 More/hetter branded affes/ 0.0% 0 | . , | 1 20% | 2 | 0.0% | 0 | 6.0% | 2 | 1 80% | 1 | 0.0% | 0 | 6 7% | 1 | 3 1 % | 1 | 6 3% | 1 | |
| More-better branded cafes/ 0.0% 0 0.0% | | 4.270 | 2 | 0.0% | 0 | 0.9% | 2 | 4.070 | 1 | 0.0% | 0 | 0.770 | 1 | 3.170 | 1 | 0.3% | 1 | |
| confree shops Nore Description 8.3% 4 0.0% 0 13.8% 4 4.8% 1 0.0% 0 20.0% 3 12.5% 4 0.0% 0 More olifee shops in general 0.0% 0 | | 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 better independent cafes' coffee shops in general 8.3% 4 0.0% 0 13.8% 4 4.8% 1 0.0% 0 2.0% 3 12.5% 4 0.0% 0 More cafes' coffee shops in general 0.0% 0 | | | | | | | | | | | | | | | | | - | |
| More calfs/ coffee shops in general 0.0% 0 0. | - | 8.3% | 4 | 0.0% | 0 | 13.8% | 4 | 4.8% | 1 | 0.0% | 0 | 20.0% | 3 | 12.5% | 4 | 0.0% | 0 | |
| general . More/better brande 2.1% 1 5.3% 1 0.0% 0 8.3% 1 0.0% 0 0.0% 0 6.3% 1 More/better independent 2.1% 1 5.3% 1 0.0% 0 0.0% 0 0.0% 0 6.3% 1 More/better independent 2.1% 1 0.0% 0 | cafes/ coffee shops | | | | | | | | | | | | | | | | | |
| More better branded 2.1% 1 5.3% 1 0.0% 0 8.3% 1 0.0% 0 0.3% 0 6.3% 1 restaurants Nore/better independent 2.1% 1 5.3% 1 0.0% 0 4.8% 1 0.0% 0 0.0% 0 6.3% 1 More/better independent 2.1% 1 0.0% 0 3.4% 1 4.8% 1 0.0% 0 3.1% 1 0.0% 0 More/better restaurants 0.0% 0 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| restaurants More better independent 2.1% 1 5.3% 1 0.0% 0 4.8% 1 0.0% 0 0.3% 1 0.0% 0 0.3% 1 0.0% 0 0.0% 0 0.3% 1 0.0% 0 0.0% 0 0.3% 1 0.0% 0 | | 0.10/ | 1 | 5 20/ | 1 | 0.00/ | 0 | 0.00/ | 0 | 0.20/ | 1 | 0.00/ | 0 | 0.00/ | 0 | C 201 | 1 | |
| More/better independent restaurants 2.1% 1 5.3% 1 0.0% 0 4.8% 1 0.0% 0 0.0% 0 6.3% 1 More/better restaurants 2.1% 1 0.0% 0 3.4% 1 0.0% 0< | | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | |
| restaurantsMore/better restaurants in general2.1%10.0%03.4%14.8%10.0%00.0%03.1%10.0%0Cheaper shops2.1%10.0%03.4%10.0%00.0%06.7%13.1%10.0%0More personal service uses0.0%00 </td <td></td> <td>2 1 %</td> <td>1</td> <td>5 30%</td> <td>1</td> <td>0.0%</td> <td>Ο</td> <td>1 8%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>6 3%</td> <td>1</td> | | 2 1 % | 1 | 5 30% | 1 | 0.0% | Ο | 1 8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6 3% | 1 | |
| More/better restaurants in general 2.1% 1 0.0% 0 3.4% 1 4.8% 1 0.0% 0 0.0% 0 3.1% 1 0.0% 0 Cheaper shops 2.1% 1 0.0% 0 3.4% 1 0.0% 0 | | 2.1 /0 | 1 | 5.570 | 1 | 0.070 | 0 | 4.070 | 1 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.570 | 1 | |
| Cheaper shops 2.1% 1 0.0% 0 3.4% 1 0.0% 0 <td></td> <td>2.1%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>3.4%</td> <td>1</td> <td>4.8%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>3.1%</td> <td>1</td> <td>0.0%</td> <td>0</td> | | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | |
| Cheaper shops 2.1% 1 0.0% 0 3.4% 1 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | | |
| (e.g. beauty related)More banks0.0%00 <td>Cheaper shops</td> <td>2.1%</td> <td>-</td> <td></td> <td>0</td> <td>3.4%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>6.7%</td> <td>1</td> <td>3.1%</td> <td>1</td> <td>0.0%</td> <td>0</td> | Cheaper shops | 2.1% | - | | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 | |
| More banks 0.0% 0 <td></td> <td>0.0%</td> <td>0</td> | | 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 customer facilities (e.g. 0.0% 0 0.0% 0 </td <td></td> <td>0.004</td> <td>0</td> <td>0.000</td> <td>0</td> <td>0.004</td> <td>0</td> <td>0.004</td> <td>0</td> <td>0.004</td> <td>0</td> <td>0.004</td> <td>0</td> <td>0.004</td> <td>0</td> <td>0.004</td> <td>0</td> | | 0.004 | 0 | 0.000 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | |
| customer toilets, ATM, etc) - | | | | | | | | | | | | | | | | | | |
| etc)A cinema12.5%615.8%310.3%319.0%416.7%20.0%09.4%318.8%3A theatre8.3%410.5%26.9%24.8%12.0.%30.0%09.4%36.3%1More seating areas0.0%0 <t< td=""><td></td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td></t<> | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| A cinema 12.5% 6 15.8% 3 10.3% 3 19.0% 4 16.7% 2 0.0% 0 9.4% 3 18.8% 3 A theatre 8.3% 4 10.5% 2 6.9% 2 4.8% 1 25.0% 3 0.0% 0 9.4% 3 6.3% 1 More seating areas 0.0% 0 <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<> | | | | | | | | | | | | | | | | | | |
| A theatre 8.3% 4 10.5% 2 6.9% 2 4.8% 1 25.0% 3 0.0% 0 9.4% 3 6.3% 1 More seating areas 0.0% 0 0.0% | · · | 12.5% | 6 | 15.8% | 3 | 10.3% | 3 | 19.0% | 4 | 16.7% | 2 | 0.0% | 0 | 9.4% | 3 | 18.8% | 3 | |
| More events (e.g. food market, craft market, music performances, etc.) 1 0.0% 0 3.4% 1 4.8% 1 0.0% 0 0.0% 0 6.3% 1 Improvements to the street 0.0% 0 0.0% <td>A theatre</td> <td></td> <td>0.0%</td> <td></td> <td></td> <td></td> <td></td> <td></td> | A theatre | | | | | | | | | | | 0.0% | | | | | | |
| market, craft market, music performances, etc.) Improvements to the street 0.0% 0 0.0% | More seating areas | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| music performances, etc.) Improvements to the street 0.0% 0 0.0% <td></td> <td>2.1%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>3.4%</td> <td>1</td> <td>4.8%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>6.3%</td> <td>1</td> | | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | |
| Improvements to the street 0.0% 0 0.0% | | | | | | | | | | | | | | | | | | |
| markets Discount or loyalty schemes 0.0% 0 0.0% <td></td> <td>0.004</td> <td>0</td> | | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | 0.004 | 0 | |
| Discount or loyalty schemes 0.0% 0 0.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Free wifi access 0.0% 0< | | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | |
| More/ better parking 2.1% 1 0.0% 0 3.4% 1 0.0% 0 0.0% 0 6.7% 1 0.0% 0 6.3% 1 Reduced parking fees 0.0% 0 0 | | | | | | | | | | | | | | | | | | |
| Reduced parking fees 0.0% 0 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<> | | | | | | | | | | | | | | | | | | |
| Free parking 4.2% 2 5.3% 1 3.4% 1 0.0% 0 16.7% 2 0.0% 0 3.1% 1 6.3% 1 Better signage to the shopping centre 0.0% 0 | 1 0 | | | | | | | | | | | | | | | | | |
| Better signage to the shopping centre 0.0% 0 <th0< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th0<> | | | | | | | | | | | | | | | | | | |
| Better pedestrian links within 0.0% 0 0.0% <td>Better signage to the</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td></td> | Better signage to the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | | |
| the shopping centre Better public transport 0.0% 0 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<> | | | | | | | | | | | | | | | | | | |
| Better public transport 0.0% 0 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| connections Improvements to the 0.0% 0 0.0% | | 0.00 | ~ | 0.001 | ~ | 0.00/ | ~ | 0.00/ | ~ | 0.00 | ~ | 0.00 | ~ | 0.00 | ~ | 0.001 | 0 | |
| Improvements to the 0.0% 0 0.0% | 1 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| physical environment | | 0.004 | 0 | 0.004 | Δ | 0.0% | 0 | 0.0% | 0 | 0.00% | 0 | 0.004 | 0 | 0.004 | 0 | 0.0% | 0 | |
| | 1 | 0.0% | 0 | 0.0% | 0 | 0.070 | 0 | 0.070 | U | 0.070 | 0 | 0.0% | 0 | 0.0% | 0 | 0.070 | U | |
| | 1 5 | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 | |
| | | | - | | - | | - | | | | | | - | | - | | | |

Headington by demographics

Oxford City Council In centre Survey for Carter Jonas

| February | 2017 |
|----------|------|
|----------|------|

| | | | | | 1 | | | JU | mas | | | | | | | Februar |
|---|--------------|--------|------------------|-------------------------------------|------------------|-------------------------------------|------------------|----------|------------------|--------|--------------|-------------------------------------|--------------|--------|------------------|---------|
| | Tota | 1 | Mal | e | Fema | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 - | F | ABC | 21 | C2DI | E |
| Later opening shops | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| A Hardware store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Address the homeless problem | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art Gallery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bakery | 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 cycle lanes | 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 lighting | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Cheaper public transport Cleaner streets | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Department store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | ő | 0.0% | Ő | 0.0% | ő | 0.0% | Ő |
| Finish the improvements | 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 access for cars | 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 internet connection | 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 layout | 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 road surfaces | 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 traffic congestion | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Increased frequency of market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less restaurants Lidl | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 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 cycle parking | 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 for children | 0.0% 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| More green areas | 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 leisure provisions | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | 0.0% | Ő |
| More police presence | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic stores | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outdoor clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 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 |
| Poundshop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reduce rents Repair the road / pavement | 2.1% 0.0% | 1 0 | 5.3% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 6.7% 0.0% | 1 0 | 3.1% 0.0% | 1 0 | 0.0% 0.0% | 0 0 |
| surfaces Sports shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whole Foods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wider pavements | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő |
| (Don't know) | 8.3% | 4 | 5.3% | 1 | 10.3% | 3 | 9.5% | 2 | 8.3% | 1 | 6.7% | 1 | 9.4% | 3 | 6.3% | 1 |
| (None mentioned) | 8.3% | 4 | 10.5% | 2 | 6.9% | 2 | 9.5% | 2 | 8.3% | 1 | 6.7% | 1 | 12.5% | 4 | 0.0% | 0 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| Q15 Have you ever visite Those in Oxford City Ce | | gate S | hoppin | g Cen | tre befo | ore it w | vas shu | it for r | edevelo | opmen | t? | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Mean score [times p | er week |] | | | | | | | | | | | | | | |
| Q16 How often did you s Those who said yes at Q | | Vestg | ate Sho | opping | Centre | befor | e it wa | s shut | for red | evelop | oment? | | | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4-6 days a wee | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once every month | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once every 3 months Less often than once every 3 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0\\ 0\end{array}$ | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0\\ 0\end{array}$ | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| months | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| | | | | | | | | | | | | | | | | |

| | Oxford City Council In centre Survey for Carter Jonas | | | | | | | | | | | | | | E | Page 22 | |
|---|--|---|--|---|--|---|--|---|--|---|--|---|--|---|--|---|------------|
| | | | | | | | | | nas | | | | | | | | bruary 201 |
| | Total | 1 | Male | 9 | Fema | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | - | ABC | 1 | C2D | Е | |
| Mean score [times p | er week |] | | | | | | | | | | | | | | | |
| Q17 Once the Westgate S Those in Oxford City Ce | | g Cen | tre ope | ns aft | er its | redeve | elopme | nt, ho | v often | you a | re likel | y to sh | op the | re? | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 4-6 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once a week | 0.0% | Ő | 0.0% | Ő | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every month | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | 0.0% | ŏ | |
| Once every 3 months | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | |
| Less often than once every 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | |
| months Never | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| | 0.0% | 0.00 | 0.0% | 0.00 | 0.070 | 0.00 | 0.0% | 0.00 | 0.0% | 0.00 | 0.0% | 0.00 | 0.0% | 0.00 | 0.0% | 0.00 | |
| Mean: | | | | | | | | | | | | | | | | | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Q18 Do you ever visit Ox Those in Oxford City Ce | | vered | Market | ? | | | | | | | | | | | | | |
| Zes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| | | | | | | | | | | | | | | | | | |
| Those who said yes at Q | | 0 | e Oxfor 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| | 918 | | | | | | | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Those who said yes at Q Nothing | 918 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | | | | | | | | | | |
| Those who said yes at Q Nothing Near/convenient | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market redestrianised streets | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Those who said yes at Q Jothing Jear/convenient do not visit the market Pedestrianised streets Jice busy feel | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral | 218 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | |
| Those who said yes at Q Nothing Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market | 218 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | |
| Those who said yes at Q Nothing Vear/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Veating around the market The frequency of the markets | 218 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | |
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| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|--|--------------|--------|--------------|--------|--------------|-------------------------------------|--------------|--------|--------------|--------|------------------|--------|--------------|---------|--------------|-------------------------------------|
| Q20 If you are using the Contract Those who said yes at Q | | over | ed Marke | et, wł | nat type of | f ma | arket stall | do | you inter | nd to | visit or | are li | kely to v | visit t | oday? [M | R] |
| Food & Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| Ds, DVDs, games, books | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| etc | | | | | | | | | | | | | | | | |
| Bifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts | 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 Specialist Non-Food | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Items Food Takeaways (street food | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| stalls) | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Not using today | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| | | | | | < | | | | | | | | , | | | |
| Q21 What IMPROVEMEN <i>Those in Oxford City Ce</i> | | be n | nade to t | he O | xford Cov | /ere | d Market | that | would e | ncou | irage you | u to v | isit mor | e ofte | en? [MR] | |
| Vothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| larger market | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| fore butcher stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| fore bakery stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iore deli stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iore fishmonger stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| fore sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Are non-food stalls | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ |
| Aore variety of stalls Better quality of the stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Are events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| rotection from the weather (i.e. covered market) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| setter lighting | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 |
| Better quality cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper prices | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper rents | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| lave WIFI | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| mproved safety | 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ |
| less meat stalls longer opening hours | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 |
| Aodernised | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iore advertisement | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| fore independent stalls | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 |
| Iore vegetarian cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| top the meat stalls hanging up dead animals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q22 Do you ever visit Glo <i>Those in Oxford City Ce</i> | | Gree | en Marke | t? | | | | | | | | | | | | |
| les | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | | | | | | | 0 | | 0 | | 0 | | | | |
| vase. | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Headington by demographics

Page 223 February 2017

Page 224

| February | 2017 |
|----------|------|
|----------|------|

16 - 34 35 - 54 55 + ABC1 Total Male Female C2DE Q23 What do you LIKE MOST about the Gloucester Green Market ? [MR] Those who said yes at Q22 Nothing 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 Near/convenient 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% I do not visit the market 0 0 0 0 0 0 0 Pedestrianised streets 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Nice busy feel 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Nice street furniture/floral 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 0 0 displays 0 0 Seating around the market 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% The frequency of the markets 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 The days the markets are on 0 0 0.0% 0 0 0 The non-food stalls 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 The food stalls 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 0 The variety of stalls 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% The character of the market 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0 0 0 0 The places to eat 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Quality of the food products 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% Ouality of the non-food 0.0% 0 0.0% 0 0 0.0% 0 0.0% 0 0 0 0 products 0 The different types of 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% markets (i.e. antiques, farmers market) 0 0.0% 0 0.0% 0.0% 0 Other 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 Friendly atmosphere 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 0 Able to barter 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Open and spacious 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0 0 0 Good prices 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Friendly stallholders 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% Cultural diversity 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0 0 0 0 Good disbled access 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 0 0 0 0 0 Base: Q24 If you are using the Gloucester Green Market, what type of market stall do you intend to visit or are likely to visit today? [MR] Those who said yes at Q22 0 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% Food & Grocerv 0.0% 0 0 0 0 0 Clothing & Footwear 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Furniture, Carpets, Soft 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Household Furnishings 0 0 0 0.0% 0.0% 0 DIY and Decorating Goods 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Domestic Appliances 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 CDs, DVDs, games, books 0.0% 0.0% 0.0% 0.0% 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0 0 etc Gifts and Antiques 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Art and Crafts 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 Specialist Non-Food 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Items Food Takeaways (street food 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 stalls) Base: 0 0 0 0 0 0 0 0

| Headington by demographic | cs Oxford City Council In centre Survey for Carter Jonas | | | | | | | | | | | | | | Page 225 February 2017 | |
|--|---|---|-------|---|--------|---|---------|----|---------|---|-------|---|-------|---|---------------------------|--------|
| | Total | | Male | | Female | | 16 - 34 | 00 | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| | | | | | | | | | | | | | | | | |
| Q25 What IMPROVEMENTS could be made to the Gloucester Green market that would encourage you to visit more often? [MR] Those in Oxford City Centre | | | | | | | | | | | R] | | | | | |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 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 butcher stalls | 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 bakery stalls | 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 deli stalls | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | Õ | 0.0% | Ő | 0.0% | 0 |
| More fishmonger stalls | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 |
| More sweet stalls | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| The food stalls in general | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 0 |
| More non-food stalls | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| More variety of stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better quality of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | 0.0% | 0 | 0.070 | 0 | 0.0% | 0 | 0.0% | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (i.e. covered market) | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| More seats | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |
| Better signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A cashpoint | 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 advertising | 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 lighting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Live music | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Longer opening hours | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower rents for stallholders | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make it a food market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make the bus station larger | 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 craft stalls | 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 demonstrations | 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 diverse retailers | 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 places to eat | 0.0% | Õ | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Õ | 0.0% | Ő | 0.0% | 0 |
| More pleasant atmosphere | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| No smoking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Separate food and art | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| markets | 0.070 | U | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 |
| Vendors improve their own 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 |
| More vegetarian stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| - | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | | 0.070 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Page 226

| | Total | | Male | _ | Female | ; | 16 - 34 | 4 | 35 - 54 | _ | 55 + | _ | ABC1 | | C2DH | 2 | _ |
|--|------------------|---------------------------------------|------------------|--------|--------------|---------------------------------------|--------------|--------|------------------|--------|--------------|---------------------------------------|------------------|--------|------------------|-------------------------------------|---|
| Q26 What other CENTRE | E or RETA | IL P | ARK do | you r | regularly | visit | (once a | mon | th or mor | e)? | [MR] | | | | | | |
| Claredon Centre, Oxford Westgate Shopping Centre, Oxford | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Templars Shopping Centre (the Mall) | 10.4% | 5 | 21.1% | 4 | 3.4% | 1 | 14.3% | 3 | 16.7% | 2 | 0.0% | 0 | 3.1% | 1 | 25.0% | 4 | |
| Oxford City Centre | 33.3% | 16 | 26.3% | 5 | 37.9% | 11 | 42.9% | 9 | 25.0% | 3 | 26.7% | 4 | 34.4% | 11 | 31.3% | 5 | |
| Cowley District Centre | 8.3% | 4 | 0.0% | 0 | 13.8% | 4 | 4.8% | 1 | 8.3% | 1 | 13.3% | 2 | 12.5% | 4 | 0.0% | 0 | |
| Summertown District Centre Headington District Centre | 4.2% 0.0% | 2 0 | 0.0% 0.0% | 0 0 | 6.9% 0.0% | 2 0 | 4.8% 0.0% | 1 0 | 0.0% 0.0% | 0 | 6.7% 0.0% | 1 0 | 6.3% 0.0% | 2 0 | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0\\ 0\end{array}$ | |
| Cowley Road District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Blackbird Leys District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Reading | 4.2% | 2 | 10.5% | 2 | 0.0% | 0 | 9.5% | 2 | 0.0% | 0 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 | |
| Aylesbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Swindon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Witney | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | |
| Banbury Abingdon | 0.0% 2.1% | 1 | 0.0% 0.0% | 0 0 | 0.0% 3.4% | 1 | 0.0% 0.0% | 0 0 | 0.0% 8.3% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 3.1% | 0 1 | $0.0\% \\ 0.0\%$ | 0 | |
| Milton Keynes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Cheltenham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Bicester Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Wallingford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| High Wycombe Thame | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | $\begin{array}{c} 0\\ 0\end{array}$ | |
| Newbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Wantage | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 | |
| Didcot | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | |
| Burford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Henley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Carterton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Woodstock Princes Risborough | 2.1% 0.0% | 1 0 | 5.3% 0.0% | 1 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 8.3% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 6.3% 0.0% | 1 0 | |
| Watlington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Retail Parks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Templars Retail Park | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | |
| (Cowley DC) Bicester Village Outlet Shopping | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | |
| Banbury Cross Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Fairacres Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Seacourt Tower Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Bicester Avenue | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | |
| Kings Park Launton Road Retail Park | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 0 | |
| Meadowside Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Horspath Driftway Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Hadden Hill Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Wallingford Road Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Botley Road West Oxfordshire Retail Park | 2.1% 0.0% | 1 0 | 5.3% 0.0% | 1 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 4.8% 0.0% | 1 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 3.1% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | |
| Southam Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Banbury Gateway | 6.3% | 3 | 5.3% | 1 | 6.9% | 2 | 4.8% | 1 | 8.3% | 1 | 6.7% | 1 | 3.1% | 1 | 12.5% | 2 | |
| Orchard Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Oxford Shopping Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Swindon Great Western Outlet Other | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | |
| Nowhere else | 18.8% | 9 | 21.1% | 4 | 17.2% | 5 | 14.3% | 3 | 0.0% | 0 | 40.0% | 6 | 18.8% | 6 | 18.8% | 3 | |
| Basingstoke | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Bath | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Birmingham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Brackley Cambridge | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | |
| Central London | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Chipping Norton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Devizes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Faringdon | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Henley on Thames | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Hull | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |

| February 2 | 2017 |
|------------|------|
|------------|------|

| | Total | | Male | | Femal | e | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC | L | C2DI | Ξ |
|---|--------------|-------|--------------|------|--------------|--------|--------------|------|--------------|--------|--------------|----|--------------|----|------------------|----|
| 17: 11: | 0.00/ | 0 | 0.00/ | 0 | 0.0% | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Kidlington Lambourne | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| Northampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Learnington Spa | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southampton | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| Suffolk Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő |
| Wheatley | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| York | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| Q27 What is the purpose | e of vour | visit | to this o | ther | centre o | r reta | il park (| MENT | TIONED | IN Q.: | 26) [MR] | | | | | |
| Those who mentioned a | | | | | | | | | | | | | | | | |
| To buy food items (not take-away / café / restaurant) | 17.9% | 7 | 13.3% | 2 | 20.8% | 5 | 11.1% | 2 | 33.3% | 4 | 11.1% | 1 | 19.2% | 5 | 15.4% | 2 |
| To buy non-food goods (e.g. shoes, clothes, jewellery) | 61.5% | 24 | 73.3% | 11 | 54.2% | 13 | 61.1% | 11 | 58.3% | 7 | 66.7% | 6 | 53.8% | 14 | 76.9% | 10 |
| For services (e.g. bank, building society, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| hairdressers) To use a leisure facility | 5.1% | 2 | 0.0% | 0 | 8.3% | 2 | 5.6% | 1 | 8.3% | 1 | 0.0% | 0 | 3.8% | 1 | 7.7% | 1 |
| (cinema, sports centre, bowling) | | | | | | | | | | | | | | | | |
| As a day visitor to the Town Centre | 2.6% | 1 | 0.0% | 0 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 3.8% | 1 | 0.0% | 0 |
| As a staying visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eat out (e.g. take-away / café / restaurant) | 12.8% | 5 | 6.7% | 1 | 16.7% | 4 | 16.7% | 3 | 8.3% | 1 | 11.1% | 1 | 19.2% | 5 | 0.0% | 0 |
| Work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To meet someone | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library / public services (doctor, dentist, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to home | 2.6% | 1 | 6.7% | 1 | 0.0% | 0 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 3.8% | 1 | 0.0% | 0 |
| College | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To browse | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 39 | | 15 | | 24 | | 18 | | 12 | | 9 | | 26 | | 13 |

Total

Male

Female

Oxford City Council In centre Survey for Carter Jonas

16 - 34

35 - 54

55 +

ABC1

C2DE

Page 228

Q28 What do you like about this centre or retail park? (MENTIONED IN Q. 26) [MR] Those who mentioned a location at Q26 Better choice of shops 46.2% 18 46.7% 7 45.8% 11 55.6% 10 25.0% 3 55.6% 5 50.0% 13 38.5% 5 2 Better quality of shops 38.5% 15 20.0% 3 50.0% 12 27.8% 5 33.3% 4 66.7% 6 50.0% 13 15.4% Better non-food shopping 4.2% 5.6% 0.0% 7.7% 5.1% 6.7% 8.3% 0 3.8% 1 2 1 1 1 1 1 Better food shopping 2.6% 1 6.7% 1 0.0% 0 5.6% 1 0.0% 0 0.0% 0 0.0% 0 7.7% 1 Better range of places to eat 12.8% 5 6.7% 1 16.7% 4 16.7% 3 8.3% 1 11.1% 1 19.2% 5 0.0% 0 and drink 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Street market/ farmers 0 market More available car parking 5.1% 2 6.7% 1 4.2% 1 5.6% 1 8.3% 1 0.0% 0 3.8% 1 7.7% 1 2 0.0% 0 5.1% 13.3% 2 0.0% 0 0.0% 0 2 3.8% 7.7% Cheaper car parking 16.7% 1 1 0 More deli stalls 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More fishmonger stalls 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 sweet stalls 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 The food stalls in general 6.7% 2.6% 0.0% 0.0% 0 8 3% 0.0% 0 38% 0.0% 1 1 0 1 1 0 More non-food stalls 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 variety of stalls 2.6% 1 0.0% 0 4.2% 1 5.6% 1 0.0% 0 0.0% 0 0.0% 0 7.7% 1 Better quality of the stalls 5.1% 0.0% 8.3% 0.0% 0.0% 22.2% 7.7% 0.0% 2 0 2 0 0 2 2 0 More events throughout the 2.6% 1 0.0% 0 4.2% 1 5.6% 1 0.0% 0 0.0% 0 3.8% 1 0.0% 0 year Festivals 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0 Evening markets 0 0.0% 0 Cleaner streets 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Protection from the weather 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 0 0 (i.e. covered market) 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 seats Better signposting 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Over-crowded 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 pedestrian streets i.e. 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 0 easier to walk around Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Nothing 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 38.5% 23.1% 9 26.7% 4 20.8% 22.2% 4 11.1% 15.4% Close to home 5 4 33.3% 1 4 5 Waitrose 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0.0% Pleasant environment 0.0% 0 0.0% 0 0 0 0.0% 0 0.0% 0 0 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Close to work 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% Less crowded 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0 Good range of leisure 2.6% 1 0.0% 0 4.2% 1 0.0% 0 8.3% 1 0.0% 0 3.8% 1 0.0% 0 facilities 0 0 0 0.0% 0 0.0% 0.0% 0 More affordable shops 0.0% 0.0% 0.0% 0 0.0% 0 0.0% 0 Nice for a change 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Meet friends / family 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% John Lewis 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Good tranport links 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0.0% 0 0 0.0% 0 0 Everything 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Historical 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 Aldi 0 0 0.0% Free parking 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0 0 Discount shopping 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 0 0 Good tranpsort links 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Everything is under one rood 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0 Easy to get to 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 9 39 15 18 12 13 Base: 24 26 Q29 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in? Yes 47.9% 23 52.6% 10 44.8% 13 47.6% 10 75.0% 9 26.7% 4 46.9% 15 50.0% 8 47.9% 23 42.1% 51.7% 42.9% 25.0% 73.3% 46.9% 50.0% 8 15 9 3 11 15 8 No (Don't know) 4.2% 2 5.3% 1 3.4% 1 9.5% 2 0.0% 0 0.0% 0 6.3% 2 0.0% 0 48 19 29 21 12 15 32 16 Base:

| Headington by demograph | nics | | Oxf | ford | l City | | | | | e S | Survey | y | | | | Page 229 |
|---|-------|----|-------|------|--------|-----|---------|--------------|---------|-----|--------|---|-------|----|-------|---------------|
| | | | | | 10 | r (| Carter | . 1 (| onas | | | | | | | February 2017 |
| | Total | | Male | • | Female | | 16 - 34 | | 35 - 54 | ļ | 55 + | | ABC1 | | C2DE | |
| Q30 Which types of LEISURE USES (including food and drink uses) do you feel (STUDY CENTRE) is lacking in? [MR] Those who said yes or don't know at Q29 | | | | | | | | | | | | | | | | |
| Cinema | 44.0% | 11 | 54.5% | 6 | 35.7% | 5 | 41.7% | 5 | 55.6% | 5 | 25.0% | 1 | 35.3% | 6 | 62.5% | 5 |
| Bingo Hall | 12.0% | 3 | 18.2% | 2 | 7.1% | 1 | 8.3% | 1 | 22.2% | 2 | 0.0% | 0 | 11.8% | 2 | | 1 |
| Leisure Centre | 32.0% | 8 | 27.3% | 3 | 35.7% | 5 | 33.3% | 4 | 33.3% | 3 | 25.0% | 1 | 41.2% | 7 | 12.5% | 1 |
| Health & Fitness Club | 16.0% | 4 | 27.3% | 3 | 7.1% | 1 | 8.3% | 1 | 22.2% | 2 | 25.0% | 1 | 11.8% | 2 | 25.0% | 2 |
| Theatre | 20.0% | 5 | 18.2% | 2 | 21.4% | 3 | 8.3% | 1 | 44.4% | 4 | 0.0% | 0 | 17.6% | 3 | 25.0% | 2 |
| Pubs / bars | 8.0% | 2 | 9.1% | 1 | 7.1% | 1 | 8.3% | 1 | 11.1% | 1 | 0.0% | Ő | 5.9% | 1 | 12.5% | 1 |
| Restaurants / cafes | 4.0% | 1 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 5.9% | 1 | 0.0% | 0 |
| Nightclubs | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Childrens entertainment | 12.0% | 3 | 9.1% | 1 | 14.3% | 2 | 0.0% | 0 | 11.1% | 1 | 50.0% | 2 | 17.6% | 3 | 0.0% | 0 |
| Climbing wall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 4.0% | 1 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 5.9% | 1 | 0.0% | 0 |
| Cycle provisions | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library | 4.0% | 1 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 5.9% | 1 | 0.0% | 0 |
| More cultural Places | 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 public toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music venue | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sauna | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ski Slope | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Squash | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swimming pool | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tennis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampolining | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 8.0% | 2 | 9.1% | 1 | 7.1% | 1 | 16.7% | 2 | 0.0% | 0 | 0.0% | 0 | 11.8% | 2 | 0.0% | 0 |
| Base: | | 25 | | 11 | | 14 | | 12 | | 9 | | 4 | | 17 | | 8 |

| Headington by demographic | :5 | | UM | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | l City foi | | Carter | | | | ui vej | | | | | Page 23 February 201 |
|--|---------------|--------|--------------|---|---------------|--------|---------------|--------|---------------|--------|--------------|--------|--------------|--------|---------------|-------------------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q31 How could (STUDY CENTRE) be improved for LEISURE USES? [MR] Those who said yes or don't know at Q29 | | | | | | | | | | | | | | | | |
| Specified new leisure | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| operator Better choice of leisure destination in general | 36.0% | 9 | 18.2% | 2 | 50.0% | 7 | 16.7% | 2 | 55.6% | 5 | 50.0% | 2 | 47.1% | 8 | 12.5% | 1 |
| Better quality of leisure uses | 24.0% | 6 | 0.0% | 0 | 42.9% | 6 | 16.7% | 2 | 22.2% | 2 | 50.0% | 2 | 35.3% | 6 | 0.0% | 0 |
| More priority of pedestrians / pedestrianisation | 4.0% | 1 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 5.9% | 1 | 0.0% | 0 |
| Less traffic / congestion | 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 shelter from wind / rain | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improve appearance / environment of centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Remove litter more often | 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 parking Cheaper parking | 0.0% 16.0% | 0 4 | 0.0% 9.1% | 0 1 | 0.0% 21.4% | 0 3 | 0.0% 25.0% | 0 3 | 0.0% 11.1% | 0 1 | 0.0% 0.0% | 0 0 | 0.0% 5.9% | 0 1 | 0.0% 37.5% | 0 3 |
| More accessible car parking | 0.0% | 4 | 9.1% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better bus services to the centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| New / relocated bus stops | 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 measures / policing | 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 signposting within the Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Redevelopments/changes to site (PLEASE SPECIFIY SITES) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cinema | 12.0% | 3 | 27.3% | 3 | 0.0% | 0 | 16.7% | 2 | 11.1% | 1 | 0.0% | 0 | 11.8% | 2 | 12.5% | 1 |
| Community Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance studio | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gym | 4.0% | 1 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 11.1% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 |
| Indoor ski centre Indoor swimming pool | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Leisure Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library | 4.0% | 1 | 0.0% | 0 | 7.1% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 5.9% | 1 | 0.0% | 0 |
| Miore actitivites for children | 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 cycle parking | 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 public toilets | 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 seating areas | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music Venue | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frampoline park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 20.0% | 5 | 27.3% | 3 | 14.3% | 2 | 33.3% | 4 | 11.1% | 1 | 0.0% | 0 | 17.6% | 3 | 25.0% | 2 |
| Base: | | 25 | | 11 | | 14 | | 12 | | 9 | | 4 | | 17 | | 8 |
| Q32 Do you ever visit the Those in Summertown, | | | Cowley Roa | d | | | | | | | | | | | | |
| Yes | 45.8% | | 42.1% | | 48.3% | | 42.9% | | 41.7% | 5 | 53.3% | | 43.8% | | 50.0% | 8 |
| No | 54.2% | 26 | 57.9% | 11 | 51.7% | 15 | 57.1% | 12 | 58.3% | 7 | 46.7% | 7 | 56.3% | 18 | 50.0% | 8 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |

16 - 34

35 - 54

ABC1

C2DE

55 +

Page 231

| February | 2017 |
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| Q33 V | Nhat do | you LIKE | MOST | about | the | Market | ? | [MR] |
|-------|---------|----------|------|-------|-----|--------|---|------|
|-------|---------|----------|------|-------|-----|--------|---|------|

Total

Male

Female

Those in Summertown, Headington & Cowley Road

| Those in Summerrown, | incuaniza | maa | Jowie y Re | / | | | | | | | | | | | | |
|--|-----------|-----|------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| Nothing | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| Near/convenient | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| I do not visit the market | 25.0% | 12 | 31.6% | 6 | 20.7% | 6 | 33.3% | 7 | 41.7% | 5 | 0.0% | 0 | 21.9% | 7 | 31.3% | 5 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 6.3% | 1 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| The food stalls | 20.8% | 10 | 15.8% | 3 | 24.1% | 7 | 14.3% | 3 | 25.0% | 3 | 26.7% | 4 | 25.0% | 8 | 12.5% | 2 |
| The variety of stalls | 8.3% | 4 | 15.8% | 3 | 3.4% | 1 | 9.5% | 2 | 0.0% | 0 | 13.3% | 2 | 6.3% | 2 | 12.5% | 2 |
| The character of the market | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| The places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the food products | 16.7% | 8 | 5.3% | 1 | 24.1% | 7 | 14.3% | 3 | 25.0% | 3 | 13.3% | 2 | 21.9% | 7 | 6.3% | 1 |
| Quality of the non-food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The different types of markets (i.e. antiques, farmers market) | 6.3% | 3 | 5.3% | 1 | 6.9% | | 14.3% | 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 18.8% | 3 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community spirit | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local produce | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| (Don't know) | 22.9% | 11 | 21.1% | 4 | 24.1% | 7 | 19.0% | 4 | 8.3% | 1 | 40.0% | 6 | 28.1% | 9 | 12.5% | 2 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |

Q34 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR] Those in Summertown, Headington & Cowley Road

| | | | | _ | | | | | | | | | | | | |
|--------------------------------|--------|----|--------|----|--------|----|-------|-----|--------|----|--------|-----|--------|----|-------|----|
| Nothing | 41.7% | 20 | 36.8% | 7 | 44.8% | 13 | 28.6% | 6 | 41.7% | 5 | 60.0% | 9 | 43.8% | 14 | 37.5% | 6 |
| Frequency | 8.3% | 4 | 10.5% | 2 | 6.9% | 2 | 14.3% | 3 | 8.3% | 1 | 0.0% | 0 | 6.3% | 2 | 12.5% | 2 |
| A larger market | 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 butcher stalls | 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 bakery stalls | 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 deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (i.e. covered market) | | | | | | | | | | | | | | | | |
| More seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| easier to walk around | | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less fast food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Modernise it | 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 advertising | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 50.0% | 24 | 52.6% | 10 | 48.3% | 14 | 57.1% | 12 | 50.0% | 6 | 40.0% | 6 | 50.0% | 16 | 50.0% | 8 |
| · · · · | | 40 | | 10 | | 20 | | 0.1 | | 10 | | 1.5 | | | | 16 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| GEN Gender: | | | | | | | | | | | | | | | | |
| Male | 39.6% | 19 | 100.0% | 19 | 0.0% | 0 | 47.6% | 10 | 50.0% | 6 | 20.0% | 3 | 31.3% | 10 | 56.3% | 9 |
| Female | 60.4% | 29 | 0.0% | | 100.0% | 29 | 52.4% | 11 | 50.0% | 6 | 80.0% | 12 | 68.8% | 22 | 43.8% | 7 |
| | 00.170 | | 0.075 | | | | | | 20.075 | | 20.070 | | 50.070 | | | |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| | | | | | | | | | | | | | | | | |

Page 232

| | Total | | Male | | Female | | 16 - 34 | 4 | 35 - 54 | 4 | 55 + | | ABC1 | | C2DE | |
|--|---|-------------------------------|---|-----------------------------|---|------------------------------|---|----------------------------|---|----------------------------|---|--|---|---|---|--|
| | | | | | | | | | | | | | | | | |
| AGE Age Group: | | | | | | | | | | | | | | | | |
| 16 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years | 25.0% 18.8% 12.5% 12.5% | 12 9 6 6 | 26.3% 26.3% 21.1% 10.5% | 5 5 4 2 | 24.1% 13.8% 6.9% 13.8% | 7 4 2 4 | 57.1% 42.9% 0.0% 0.0% | 12 9 0 0 | 0.0% 0.0% 50.0% 50.0% | 0 0 6 6 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 31.3% 9.4% 12.5% 12.5% | 10 3 4 4 | 12.5% 37.5% 12.5% 12.5% | 2 6 2 2 |
| 55 - 64 years 65+ years | 8.3% 22.9% | 4 11 | 0.0% 15.8% | 0 3 | 13.8% 27.6% | 4 8 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 26.7% 73.3% | 4 11 | 9.4% 25.0% | 3 8 | 6.3% 18.8% | 1 3 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| EMP Are you in paid emp | oloyment: | | | | | | | | | | | | | | | |
| Yes No | 54.2% 45.8% | 26 22 | 52.6% 47.4% | 9 | 55.2% 44.8% | 16 13 | 52.4% 47.6% | 11 10 | 91.7% 8.3% | 11 1 | 26.7% 73.3% | 4 11 | 43.8% 56.3% | 14 18 | 75.0% 25.0% | 12 4 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| WORK Location of wor Those in paid employm | • | | | | | | | | | | | | | | | |
| Inside (study centre) town centre | 23.1% | 6 | 30.0% | 3 | 18.8% | 3 | 27.3% | 3 | 9.1% | 1 | 50.0% | 2 | 14.3% | 2 | 33.3% | 4 |
| Outside (study centre) town centre | 76.9% | 20 | 70.0% | 7 | 81.3% | 13 | 72.7% | 8 | 90.9% | 10 | 50.0% | 2 | 85.7% | 12 | 66.7% | 8 |
| Base: | | 26 | | 10 | | 16 | | 11 | | 11 | | 4 | | 14 | | 12 |
| SEG Occupation of Chie | f Wage Ea | arnei | r in HHol | d: (| if retired, | ask | for prev | /ious | occupat | tion) | | | | | | |
| AB C1 C2 DE Refused | 20.8% 45.8% 20.8% 12.5% 0.0% | 10 22 10 6 0 | 15.8% 36.8% 26.3% 21.1% 0.0% | 7 | 24.1% 51.7% 17.2% 6.9% 0.0% | 7 15 5 2 0 | 4.8% 57.1% 23.8% 14.3% 0.0% | 1 12 5 3 0 | 16.7% 50.0% 33.3% 0.0% 0.0% | 2 6 4 0 0 | 46.7% 26.7% 6.7% 20.0% 0.0% | 7 4 1 3 0 | 31.3% 68.8% 0.0% 0.0% 0.0% | $ \begin{array}{c} 10 \\ 22 \\ 0 \\ 0 \\ 0 \\ 0 \end{array} $ | 0.0% 0.0% 62.5% 37.5% 0.0% | 0 0 10 6 0 |
| Base: | 0.0% | 48 | 0.0% | 19 | 0.0% | 0 29 | 0.0% | 21 | 0.0% | 12 | 0.0% | 15 | 0.0% | 32 | 0.0% | 0 16 |
| ADU No. of adults (incl R | esp) [MR] | _ | | 17 | | | | 21 | | | | 10 | | 02 | | 10 |
| 1 adult in hhold | 14.6% | י 7 | 5.3% | 1 | 20.7% | 6 | 0.0% | 0 | 16.7% | 2 | 33.3% | 5 | 18.8% | 6 | 6.3% | 1 |
| 2 adults in hhold 3 adults in hhold 4 or more adults in hhold | 62.5% 6.3% 16.7% | 30 3 8 | 5.3% 68.4% 10.5% 15.8% | 13 2 3 | 58.6% 3.4% 17.2% | 17 1 5 | 47.6% 14.3% 38.1% | 10 3 8 | 10.7% 83.3% 0.0% 0.0% | 10 0 0 | 53.3% 66.7% 0.0% 0.0% | 10 0 0 | 18.8% 59.4% 0.0% 21.9% | 19 0 7 | 68.8% 18.8% 6.3% | 11 3 1 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| CHI No. of children (Und | der 16) [M | R] | | | | | | | | | | | | | | |
| 1 child in hhold 2 children in hhold 3 children in hhold 4 or more children in hhold No children in hhold Refused | 10.4% 4.2% 2.1% 0.0% 83.3% 0.0% | 5 2 1 0 40 0 | 15.8% 5.3% 5.3% 0.0% 73.7% 0.0% | 3 1 1 0 14 0 | 6.9% 3.4% 0.0% 0.0% 89.7% 0.0% | 2 1 0 26 0 | 19.0% 0.0% 0.0% 81.0% 0.0% | 4 0 0 17 0 | 8.3% 16.7% 8.3% 0.0% 66.7% 0.0% | 1 2 1 0 8 0 | 0.0% 0.0% 0.0% 100.0% 0.0% | $\begin{array}{c} 0 \\ 0 \\ 0 \\ 0 \\ 15 \\ 0 \end{array}$ | 12.5% 6.3% 0.0% 0.0% 81.3% 0.0% | 4 2 0 0 26 0 | 6.3% 0.0% 6.3% 0.0% 87.5% 0.0% | $ \begin{array}{c} 1 \\ 0 \\ 1 \\ 0 \\ 14 \\ 0 \end{array} $ |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| CAR No. of cars in house | ehold [MR | 2] | | | | | | | | | | | | | | |
| 1 car in hhold 2 cars in hhold 3 cars in hhold 4 or more cars in hhold No cars in hhold Refused | 33.3% 33.3% 2.1% 0.0% 31.3% 0.0% | 16 16 1 0 15 0 | 31.6% 36.8% 5.3% 0.0% 26.3% 0.0% | 6 7 1 0 5 0 | 34.5% 31.0% 0.0% 0.0% 34.5% 0.0% | 10 9 0 0 10 0 | 28.6% 28.6% 4.8% 0.0% 38.1% 0.0% | 6 6 1 0 8 0 | 16.7% 58.3% 0.0% 0.0% 25.0% 0.0% | 2 7 0 0 3 0 | 53.3% 20.0% 0.0% 26.7% 0.0% | 8 3 0 4 0 | 34.4% 28.1% 0.0% 0.0% 37.5% 0.0% | $ \begin{array}{c} 11 \\ 9 \\ 0 \\ 0 \\ 12 \\ 0 \end{array} $ | 43.8% 6.3% 0.0% | 5 7 1 0 3 0 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |

Page 233

| | | | | | 10 | I | | I JU | JIIas | | | | | | | February |
|---|--------|----|--------|----|--------|----|--------|------|---------|----|--------|----|--------|----|--------|----------|
| | Total | | Male | | Female | : | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | | ABC | 1 | C2DE | 2 |
| | | | | | | | | | | | | | | | | |
| DAY Day of interview: | | | | | | | | | | | | | | | | |
| Monday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tuesday | 47.9% | 23 | 68.4% | 13 | 34.5% | 10 | 61.9% | 13 | 66.7% | 8 | 13.3% | 2 | 37.5% | 12 | 68.8% | 11 |
| Wednesday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thursday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saturday | 52.1% | 25 | 31.6% | 6 | 65.5% | 19 | 38.1% | 8 | 33.3% | 4 | 86.7% | 13 | 62.5% | 20 | 31.3% | 5 |
| Sunday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| TOWN Town | | | | | | | | | | | | | | | | |
| Oxford City Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington | 100.0% | 48 | 100.0% | 19 | 100.0% | 29 | 100.0% | 21 | 100.0% | 12 | 100.0% | 15 | 100.0% | 32 | 100.0% | 16 |
| Cowley Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Blackbird Leys | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |
| LOC Location (see map) | | | | | | | | | | | | | | | | |
| Those in Oxford City C | | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.004 | 0 | 0.004 | | 0.004 | 0 | 0.004 | 0 | 0.004 | <u>_</u> |
| Location Point 1 - Entrance to Gloucester Green on George Street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 2 - Corner of Cornmarket, George Street, Broad Street, Magdalen Street, outside | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Debenhams Location Point 3 - Cornmarket, outside entrance to Clarenden Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 4 - Inside Clarenden Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 5 - Queen Street, outside Marks & Spencer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 6 - High Street, outside the entrance to the Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| PC | | | | | | | | | | | | | | | | |
| EX3 7 | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| MK18 1 | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| OX10 7 | 2.1% | 1 | 0.0% | Õ | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| OX12 8 | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| OX15 5 | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| OX17 3 | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| OX2 0 | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| OX2 6 | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 4.8% | 1 | 0.0% | 0 | 6.7% | 1 | 6.3% | 2 | 0.0% | 0 |
| OX20 1 | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| OX3 0 | 4.2% | 2 | 0.0% | 0 | 6.9% | 2 | 4.8% | 1 | 8.3% | 1 | 0.0% | 0 | 6.3% | 2 | 0.0% | 0 |
| OX3 7 | 18.8% | 9 | 21.1% | 4 | 17.2% | 5 | 19.0% | 4 | 16.7% | 2 | 20.0% | 3 | 18.8% | 6 | 18.8% | 3 |
| OX3 8 | 27.1% | 13 | 31.6% | 6 | 24.1% | 7 | 19.0% | 4 | 25.0% | 3 | 40.0% | 6 | 25.0% | 8 | 31.3% | 5 |
| OX3 9 | 10.4% | 5 | 0.0% | 0 | 17.2% | 5 | 9.5% | 2 | 0.0% | 0 | 20.0% | 3 | 12.5% | 4 | 6.3% | 1 |
| OX33 1 | 4.2% | 2 | 10.5% | 2 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 6.3% | 1 |
| OX4 2 | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| OX4 4 | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| OX4 6 | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| OX44 7 | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| RG1 7 | 2.1% | 1 | 5.3% | 1 | 0.0% | 0 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 |
| SO41 6 | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 0.0% | 0 | 0.0% | 0 | 6.7% | 1 | 3.1% | 1 | 0.0% | 0 |
| Refused | 2.1% | 1 | 0.0% | 0 | 3.4% | 1 | 4.8% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 6.3% | 1 |
| Base: | | 48 | | 19 | | 29 | | 21 | | 12 | | 15 | | 32 | | 16 |

| Total Male Female 16 - 34 35 - 54 55 + ABC1 C2DE Colspan="6">Colspan="6"Colspan="6">Colspan="6"Co | Cowley Road by demograph | nics | | Ox | ford | l Cit | y Co | ounc | il In | cent | tre S | Surv | ey | | | | | Page 25 |
|---|------------------------------|----------|---------|---------|----------|---------|--------|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|
| OP I OP INTENTENTENTENTENTENTENTENTENTENTENTENTEN | | | | | | f | or (| Carte | er Jo | onas | | | | | | | | February 201 |
| Car - driver Car - gassenger1.9% 1.9%1.0.0% 0.0%0.0% 2.4%0.0% 0.0%0.0% 0.0%0.0.0% 1.2.5%1.2.5% 1.0.0% 0.00%< | | Tota | al | Ma | le | Fema | ale | 16 - | 34 | 35 - | 54 | 55 | + | ABC | 21 | C2I | DE | |
| Car - gasenger 1.9% 1 0.0% 0 2.4% 1 0.0% 0 0.0% 1 2.3% 1 0.0% 0 Bus 1.3.5% 7 9.1% 1 1.4.6% 6 1.4.3% 5 1.8.2% 2.9.5% 7 0.0% 0 Rait 0.0% 0 | Q01 How did you travel | to (STU | DY CE | NTRE) | today | ? | | | | | | | | | | | | |
| Bus C 11 9,1% 1 24,4% 10 20,0% 7 33,3% 2 82,5% 2 20,5% 9 25,0% 2 Rail 0.0% 0 | Car – driver | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | | 1 |
| Bicycle 13.5% 7 9.1% 1 14.6% 6 14.3% 5 16.7% 1 9.1% 1 15.9% 7 0.0% 0 Taxi 0.0% 0 <td>Car – passenger</td> <td>1.9%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>2.4%</td> <td>1</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>9.1%</td> <td>1</td> <td>2.3%</td> <td>1</td> <td>0.0%</td> <td>(</td> <td>0</td> | Car – passenger | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | (| 0 |
| Raii 0.0% 0 | Bus | 21.2% | 11 | 9.1% | 1 | 24.4% | 10 | 20.0% | 7 | 33.3% | 2 | 18.2% | 2 | 20.5% | 9 | 25.0% | 2 | 2 |
| Taxi and Rule 0.09% | Bicycle | 13.5% | 7 | 9.1% | 1 | 14.6% | 6 | 14.3% | 5 | 16.7% | 1 | 9.1% | 1 | 15.9% | 7 | 0.0% | (| 0 |
| Park and Ride 0.0% 0.0% 0.0% </td <td>Rail</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>(</td> <td>0</td> | Rail | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| On foot 61.5% 32 81.8% 9 56.1% 23 63.7% 24 63.8% 0 61.4% 27 62.5% 5 Other 0.09% 0 0.09% < | Taxi | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| Other 0.0% 0 | Park and Ride | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| Mobility scooter 0.0% 0< | On foot | 61.5% | 32 | 81.8% | 9 | 56.1% | 23 | 65.7% | 23 | 33.3% | 2 | 63.6% | 7 | 61.4% | 27 | 62.5% | : | 5 |
| Motorcycle 0.0% 0 <td>Other</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>(</td> <td>0</td> | Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| Base. 52 11 41 35 6 11 44 8 Mean score [minutes] O2. How long do you intend to star in (STUPY CENTRE) to January 100 minutes 51.9% 27 54.3% 6 51.2% 21 54.3% 19 66.7% 4 36.4% 4 54.5% 2 37.5% 2 16.7% 1 36.4% 4 54.5% 2 37.5% 2 16.7% 1 9.4% 4 52.0% 12 50.5% 2 25.0% 2 2 2.0% 0 0.0% 0 <t< td=""><td>Mobility scooter</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>(</td><td>0</td></t<> | Mobility scooter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| Mean score [minutes] So 27 51.9% 27 54.5% 6 51.2% 21 54.3% 19 66.7% 4 36.4% 4 25.0% 11 25.0% 2 1 hour -1 hour 59 minutes 27.0% 13 36.4% 4 22.0% 8 16.7% 1 36.4% 4 25.0% 11 25.0% 2 2 hours -2 hours 59 minutes 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 4.5% 2 0.0% 0 3 hours -3 hours 59 minutes 0.0% 0 0.0% <td>Motorcycle</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>(</td> <td>0</td> | Motorcycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| A COLUMENTALY CENTRE) today:COLUMENTALY CENTRE) today: Less than 30 minutes51.9%25.0%636.7%436.4%425.0%135.4%636.7%436.4%454.5%636.7%136.4%454.5%210.7%136.4%454.5%657.%20.0%0< | Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | : | 8 |
| Less than 30 minutes51.9% 2754.5% 54.5%651.2% 54.2%2154.3% 54.3%1966.7% 66.7%436.4% 36.4%425.0% 211125.0% 2230-59 minutes7.7% 49.1%17.3% 435.7% 5.7%216.7% 419.1% 9.1%14.5% 4.5%225.0% 2.0%21 hour - Ihour 59 minutes7.7% 449.1% 9.1%17.3% 5.7% 420.0% 0 </td <td>Mean score [minute</td> <td>es]</td> <td></td> | Mean score [minute | es] | | | | | | | | | | | | | | | | |
| 30- 59 minutes 25.0% 13 36.4% 4 22.0% 9 22.9% 8 16.7% 1 36.4% 4 25.0% 1 25.0% 2 1 hour - 1hour 59 minutes 7.7% 4 9.1% 1 7.3% 3 5.7% 2 16.7% 1 9.1% 1 4.5% 2 25.0% 2 2 hours - 2 hours 59 minutes 0.0% 0 0 | Q02 How long do you in | tend to | stay ir | n (STUI | DY CE | NTRE) t | oday? | > | | | | | | | | | | |
| 30- 59 minutes 25.0% 13 36.4% 4 22.0% 9 22.9% 8 16.7% 1 36.4% 4 25.0% 2 25.0% 0 0.0% 0 | Less than 30 minutes | 51.9% | 27 | 54.5% | 6 | 51.2% | 21 | 54.3% | 19 | 66.7% | 4 | 36.4% | 4 | 54.5% | 24 | 37.5% | - | 3 |
| 1 hour - 1hour 59 minutes 2 hours - 2 hours 59 minutes 3.8% 3 hours - 3 hours 59 minutes 3.8% 4 hours and over7.7% 4 2 0.0% 0 0.0% | | | | | | | | | | | 1 | | | | 11 | | | |
| 2 hours - 2 hours 59 minutes 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 0.0% | 1 hour – 1hour 59 minutes | 7.7% | 4 | 9.1% | 1 | 7.3% | 3 | 5.7% | 2 | 16.7% | 1 | 9.1% | 1 | 4.5% | 2 | | | 2 |
| 4 hours and over Overnight stay11.5% 0.0%6 00.0% 00 014.6% 06 011.4% 04 00.0% 00 018.2% 02 011.4% 05 012.5% 01 0Mean:62.8832.7370.9863.0032.5079.0961.0273.13Base:52114135611448Mean score [times per week, evelowed and seven and s | 2 hours – 2 hours 59 minutes | 3.8% | 2 | | 0 | 4.9% | 2 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 | 0.0% | (| 0 |
| Overnight stay 0.0% 0 <td>3 hours – 3 hours 59 minutes</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>(</td> <td>0</td> | 3 hours – 3 hours 59 minutes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| Mean: 62.88 32.73 70.98 63.00 32.50 79.09 61.02 73.13 Base: 52 11 41 35 6 11 44 8 Mean score [times per week, excludes First time today] C03 How often do you shop in (STUDY CENTRE) (including Sunday)? 7 days a week 19.2% 10 27.3% 3 17.1% 7 17.1% 6 16.7% 1 27.3% 3 18.2% 8 25.0% 2 2-3 days a week 19.2% 10 27.3% 3 17.1% 7 17.1% 6 16.7% 1 27.3% 3 18.2% 8 25.0% 2 2-3 days a week 19.2% 10 27.3% 3 22.0% 9 25.7% 9 50.0% 3 0.0% 0 2 2 0.0% 0 0 2 2 3 0.0% 0 2 5.7% 1 18.2% 2 0.0% 0 0 0 0 0 0 0 0 0 0 | 4 hours and over | 11.5% | 6 | 0.0% | 0 | 14.6% | 6 | 11.4% | 4 | 0.0% | 0 | 18.2% | 2 | 11.4% | 5 | 12.5% | | 1 |
| Base: 52 11 41 35 6 11 44 8 Mean score [times reweik reweik] CO3 Jow often do you structure stru | Overnight stay | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| Mean score [times per week, excluces First time today] OO3 How often do you shop in (STUEV EENTRE) (studies a week 19.2% 10 27.3% 3 17.1% 6 16.7% 1 27.3% 3 18.2% 8 25.0% 2 2-3 days a week 34.6% 18 45.5% 5 31.7% 13 36.7% 1 36.4% 4 36.4% 16 25.0% 2 2-3 days a week 15.4% 8 0.0% 0 19.5% 8 14.3% 5 16.7% 1 36.4% 4 36.4% 16 25.0% 2 2-3 days a week 15.4% 8 0.0% 0 19.5% 8 14.3% 5 16.7% 1 18.2% 2 13.6% 6 25.0% 2 Once every 2 weeks 3.8% 2 0.0% 0 4.9% 2 0.0% 0 18.2% 2 12.5% 1 Once every 3 months 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% <t< td=""><td>Mean:</td><td></td><td>62.88</td><td></td><td>32.73</td><td></td><td>70.98</td><td></td><td>63.00</td><td></td><td>32.50</td><td></td><td>79.09</td><td></td><td>61.02</td><td></td><td>73.1.</td><td>3</td></t<> | Mean: | | 62.88 | | 32.73 | | 70.98 | | 63.00 | | 32.50 | | 79.09 | | 61.02 | | 73.1. | 3 |
| Q03 How often do you shop in (STUDY CENTRE) (including Sunday)? 7 days a week 19.2% 10 27.3% 3 17.1% 7 17.1% 6 16.7% 1 27.3% 3 18.2% 8 25.0% 2 4-6 days a week 34.6% 18 45.5% 5 31.7% 13 37.1% 1 36.4% 4 36.4% 16 25.0% 2 2-3 days a week 23.1% 12 27.3% 3 22.0% 9 25.7% 9 50.0% 3 0.0% 0 27.3% 12 0.0% 0 Once a week 15.4% 8 0.0% 0 19.5% 8 14.3% 5 16.7% 1 18.2% 2 13.6% 6 25.0% 2 Once every 2 weeks 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 2.3% 1 12.5% 1 Once every 3 months 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% | Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | : | 8 |
| 7 days a week19.2%1027.3%317.1%717.1%616.7%127.3%318.2%825.0%24-6 days a week34.6%1845.5%531.7%1337.1%1316.7%136.4%436.4%1625.0%22-3 days a week23.1%1227.3%322.0%925.7%950.0%30.0%027.3%120.0%0Once a week15.4%80.0%019.5%814.3%516.7%118.2%213.6%625.0%2Once every 2 weeks3.8%20.0%04.9%25.7%20.0%00.0%625.0%2Once every 3 months0.0%00.0% <td>Mean score [times]</td> <td>per wee</td> <td>k, exc</td> <td>ludes F</td> <td>irst tir</td> <td>ne toda</td> <td>y]</td> <td></td> | Mean score [times] | per wee | k, exc | ludes F | irst tir | ne toda | y] | | | | | | | | | | | |
| 4-6 days a week 34.6% 18 45.5% 5 31.7% 13 37.1% 13 16.7% 1 36.4% 4 36.4% 16 25.0% 2 2-3 days a week 23.1% 12 27.3% 3 22.0% 9 25.7% 9 50.0% 3 0.0% 0 27.3% 12 0.0% 0 Once a week 15.4% 8 0.0% 0 19.5% 8 14.3% 5 16.7% 1 18.2% 2 13.6% 6 25.0% 2 Once every 2 weeks 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 0.0% 1 12.5% 1 Once every 2 weeks 3.8% 2 0.0% 0 4.9% 2 0.0% 0 0.0% 0 2.3% 1 12.5% 1 Once every 3 months 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 < | Q03 How often do you s | hop in (| STUD | | rre) (i | ncludin | ig Sun | day)? | | | | | | | | | | |
| 4-6 days a week 34.6% 18 45.5% 5 31.7% 13 37.1% 13 16.7% 1 36.4% 4 36.4% 16 25.0% 2 2-3 days a week 23.1% 12 27.3% 3 22.0% 9 25.7% 9 50.0% 3 0.0% 0 27.3% 12 0.0% 0 Once a week 15.4% 8 0.0% 0 19.5% 8 14.3% 5 16.7% 1 18.2% 2 13.6% 6 25.0% 2 Once every 2 weeks 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 0.0% 1 12.5% 1 Once every 2 weeks 3.8% 2 0.0% 0 4.9% 2 0.0% 0 0.0% 0 2.3% 1 12.5% 1 Once every 3 months 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 < | 7 days a week | 19.2% | 10 | 27.3% | 3 | 17.1% | 7 | 17.1% | 6 | 16.7% | 1 | 27.3% | 3 | 18.2% | 8 | 25.0% | , | 2 |
| Once a week 15.4% 8 0.0% 0 19.5% 8 14.3% 5 16.7% 1 18.2% 2 13.6% 6 25.0% 2 Once a week 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 0.0% 0 2.3% 1 12.5% 1 Once every worth 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 2.3% 1 12.5% 1 Once every month 3.8% 2 0.0% 0 0.0% <t< td=""><td>2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<> | 2 | | | | | | | | | | 1 | | | | | | | |
| Once every 2 weeks 3.8% 2 0.0% 0 4.9% 2 5.7% 2 0.0% 0 0.0% 0 2.3% 1 12.5% 1 Once every month 3.8% 2 0.0% 0 4.9% 2 0.0% 0 0.0% 0 18.2% 2 2.3% 1 12.5% 1 Once every 3 months 0.0% 0 </td <td>2-3 days a week</td> <td>23.1%</td> <td>12</td> <td>27.3%</td> <td>3</td> <td>22.0%</td> <td>9</td> <td>25.7%</td> <td>9</td> <td>50.0%</td> <td>3</td> <td>0.0%</td> <td>0</td> <td>27.3%</td> <td>12</td> <td>0.0%</td> <td>(</td> <td>0</td> | 2-3 days a week | 23.1% | 12 | 27.3% | 3 | 22.0% | 9 | 25.7% | 9 | 50.0% | 3 | 0.0% | 0 | 27.3% | 12 | 0.0% | (| 0 |
| Once every month 3.8% 2 0.0% 0 4.9% 2 0.0% 0 0.0% 0 18.2% 2 2.3% 1 12.5% 1 Once every 3 months 0.0% 0 0.0 | Once a week | 15.4% | 8 | 0.0% | 0 | 19.5% | 8 | 14.3% | 5 | 16.7% | 1 | 18.2% | 2 | 13.6% | 6 | 25.0% | 2 | 2 |
| Once every 3 months 0.0% 0 0.0% | Once every 2 weeks | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 12.5% | | 1 |
| Less often than once every 3 0.0% 0 0.0% | Once every month | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 0.0% | 0 | 0.0% | 0 | 18.2% | 2 | 2.3% | 1 | 12.5% | | 1 |
| months First time today 0.0% 0 < | Once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| First time today 0.0% 0< | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | (| 0 |
| | Mean: | | 3.84 | | 4.86 | | 3.56 | | 3.87 | | 3.42 | | 3.96 | | 3.93 | | 3.3. | 5 |
| $14N_{2}$ 12 11 41 11 0 11 44 8 | Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | | 8 |

Page 260

| | | | | | 10 | or (| | r J(| mas | | | | | | | February 201 |
|---|--------------|--------|--------------|--------|------------------|--------|--------------|--------|--------------|---------------------------------------|---------------|--------|------------------|--------|--------------|--------------|
| | Tota | 1 | Male | • | Fema | le | 16 - 34 | 4 | 35 - 54 | | 55 + | | ABC | L | C2DE | |
| Q04 What is the MAIN re | ason fo | r your | visit he | re to | day? | | | | | | | | | | | |
| To buy food items at the shops (not take-away / café / restaurant) | 65.4% | 34 | 90.9% | 10 | 58.5% | 24 | 68.6% | 24 | 66.7% | 4 | 54.5% | 6 | 70.5% | 31 | 37.5% | 3 |
| To buy non-food goods in the shops (e.g. shoes, clothes, jewellery) | 7.7% | 4 | 0.0% | 0 | 9.8% | 4 | 8.6% | 3 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 25.0% | 2 |
| To buy food items at the Market (not take-away / café / restaurant) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To buy non-food goods at the Market (e.g. shoes, clothes, jewellery) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| For services (e.g. post office, bank, building society, hairdressers) | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 0.0% | 0 | 16.7% | 1 | 9.1% | 1 | 0.0% | 0 | 25.0% | 2 |
| To use a leisure facility (eg. sports centre) | 1.9% | 1 | 9.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| As a day visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| As a staying visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Eat out (e.g. take-away / café / restaurant) | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.3% | | 12.5% | 1 |
| Work (respondent works in the town) To attend a business | 7.7% 1.9% | 4 | 0.0% 0.0% | 0 | 9.8% 2.4% | 4 | 5.7% 2.9% | 2 | 0.0% 0.0% | | 18.2% 0.0% | 2 0 | 9.1% 2.3% | 4 | 0.0% 0.0% | 0 |
| appointment To meet someone | 5.8% | 3 | 0.0% | 0 | 2.4% 7.3% | 3 | 2.9% 5.7% | 1 | 0.0% | 0 | 0.0% 9.1% | 1 | 2.3% 6.8% | 3 | 0.0% | 0 |
| Library / public services | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (doctor, dentist, etc) To study (attending University / Further level education) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – To visit the university as a | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| tourist Oxford City Centre –To visit the theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre –To visit museums | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – To visit cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre –To visit The Clarendon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown - To visit The Ferry leisure centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other Just passing through | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Window shopping / browsing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| Q05 What type of shop / Those who said food or | | | | ntend | to visit | or are | e likely t | o visi | it today? | | | | | | | |
| Food & Grocery | 84.2% | 32 | 90.0% | 9 | 82.1% | 23 | 81.5% | 22 | 100.0% | 4 | 85.7% | 6 | 87.9% | 29 | 60.0% | 3 |
| Clothing & Footwear | 2.6% | 1 | 0.0% | 0 | 3.6% | 1 | 3.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 20.0% | 1 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances CDs, DVDs, games, books | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| etc | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Gifts and Antiques Art and Crafts | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| (None of the above) | 5.3% | 2 | 0.0% | 0 | 7.1% | 2 | 3.7% | 1 | 0.0% | 0 | 14.3% | 1 | 3.0% | 1 | 20.0% | 1 |
| (Don't know) | 7.9% | 3 | 10.0% | 1 | 7.1% | 2 | 11.1% | 3 | 0.0% | 0 | 0.0% | 0 | 9.1% | 3 | 0.0% | 0 |
| Base: | | 38 | | 10 | | 28 | | 27 | | 4 | | 7 | | 33 | | 5 |
| | | | | | | | | | | | | | | | | |

| Cowley Road by demograp | ohics | | Oxf | orc | l City fo | | ounci Carte | | | re S | urv€ | ey | | | | | Page 261 ary 2017 |
|--|--------------|-------|--------------|-------|------------------|-------|----------------|--------|--------------|---------|--------------|-------|--------------|--------|------------------|------------|----------------------|
| | Tota | 1 | Male | | Female | e | 16 - 3 | 4 | 35 - 54 | 4 | 55 + | ÷ | ABC | 1 | C2D | E | |
| Q06 What are the name Those who said non for | | ION F | OOD she | ops y | /ou have | visi | ted, or it | ntend | to visit f | today | in (STI | JDY C | ENTRE |)? | | | |
| Don't know | 50.0% | 2 | 0.0% | 0 | 50.0% | 2 | 66.7% | 2 | 0.0% | 0 | 0.0% | 0 | 100.0% | 2 | 0.0% | 0 | |
| Next | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | |
| Helen & Douglas House | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | |
| Boots | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 | 100.0% | 1 | 0.0% | 0 | 50.0% | 1 | |
| Marks and Spencer | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | |
| Base: | | 4 | | 0 | | 4 | | 3 | | 0 | | 1 | | 2 | | 2 | |
| Mean score [£] | | | | | | | | | | | | | | | | | |
| Q07 How much have yo goods, etc.) toda Those who said non fo | y in (STU | | | | o spend o | on ne | on-food | shopp | oing (e.ç | g. clot | hing & | footw | ear, per | sonal | goods, | gifts, hou | isehold |
| Nothing | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | 0.0% | 0 | |
| £1-£5 | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 | 100.0% | 1 | 0.0% | 0 | 50.0% | 1 | |
| £6-10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| £11-£20 | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 50.0% | 1 | 0.0% | 0 | |
| £21-£30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| £31-£40 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| £41-£50 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| £51-£100 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| £101-£150 | 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | |
| £151-£200 £201-£250 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Over £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| (Don't know) | 25.0% | 1 | 0.0% | 0 | | 1 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 1 | |
| Mean: | | 6.00 | | 0.00 | | 6.00 | | 7.75 | | 0.00 | | 2.50 | | 7.75 | | 2.50 | |
| Base: | | 4 | | 0 | | 4 | | 3 | | 0 | | 1 | | 2 | | 2 | |
| Mean score [£] | | | | | | | | | | | | | | | | | |
| Q08 How much have yo Those who said food a | | or do | you inte | nd to | o spend o | on fo | od shop | oping | (i.e. mai | n and | l top-up | shop | ping) to | oday i | n (STUE | Y CENTR | E)? |

| Nothing | 5.9% | 2 | 20.0% | 2 | 0.0% | 0 | 8.3% | 2 | 0.0% | 0 | 0.0% | 0 | 6.5% | 2 | 0.0% | 0 |
|--------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| £1-£5 | 8.8% | 3 | 0.0% | 0 | 12.5% | 3 | 4.2% | 1 | 25.0% | 1 | 16.7% | 1 | 9.7% | 3 | 0.0% | Ő |
| £6-10 | 23.5% | 8 | 10.0% | 1 | 29.2% | 7 | 20.8% | 5 | 0.0% | 0 | 50.0% | 3 | 25.8% | 8 | 0.0% | 0 |
| £11-£20 | 41.2% | 14 | 50.0% | 5 | 37.5% | 9 | 45.8% | 11 | 50.0% | 2 | 16.7% | 1 | 41.9% | 13 | 33.3% | 1 |
| £21-£30 | 5.9% | 2 | 0.0% | 0 | 8.3% | 2 | 4.2% | 1 | 0.0% | 0 | 16.7% | 1 | 3.2% | 1 | 33.3% | 1 |
| £31-£40 | 8.8% | 3 | 20.0% | 2 | 4.2% | 1 | 8.3% | 2 | 25.0% | 1 | 0.0% | 0 | 6.5% | 2 | 33.3% | 1 |
| £41-£50 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £51-£100 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £101-£150 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £151-£200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £201-£250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 5.9% | 2 | 0.0% | 0 | 8.3% | 2 | 8.3% | 2 | 0.0% | 0 | 0.0% | 0 | 6.5% | 2 | 0.0% | 0 |
| Mean: | i | 13.81 | | 15.60 | | 13.00 | | 13.95 | | 17.25 | | 11.00 | | 12.60 | | 25.50 |
| Base: | | 34 | | 10 | | 24 | | 24 | | 4 | | 6 | | 31 | | 3 |

| | | | | | fo | r (| Carter | JO | nas | | | | | | | February 201 |
|---|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|------------------|--------|--------------|--------|--------------|--------------|
| | Total | l | Male | | Female | : | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| 009 What are the names | | nain F | OOD sh | ops | you have | visi | ted, or int | tend | to visit in | (ST | UDY CE | NTR | E) todayî | ? [MF | R] | |
| Those who said food at | Q04 | | | | | | | | | | | | | | | |
| Iarks and Spencer, Queen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street ainsbury's Local, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street ainsbury's, Westgate | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre esco Metro, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street | | | | | | | | | | | | | | | | |
| loucester Green Market olland & Barrett | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| xford Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| owley o-op, Templars Square | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre celand, Templars Square | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre | | | | | | | | | | | | | | | | |
| lolland and Barrett ainsbury's , Templars Retail | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Park | | | | | | | | | | | | | | | | |
| ummertown ainsbury's Local, Suffolk | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House, 263 Banbury Rd esco Express, 263 Banbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd, Oxford | | | | | | | | | | | | | | | | |
| olland & Barrett, 241 Banbury Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I&S Simply Food he Co-operative Food, | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| 228-240 Banbury Rd, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford eadington | | | | | | | | | | | | | | | | |
| he Co-operative Food, 152 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd, Headington hong Heng 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 |
| Supermarket, 6 Windmill Rd | | | | | | | | | | | | | | | | |
| uro Foods Polski Sklep | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zubr, 115 London Rd /aitrose, 9-11 Old High St, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington eland, 108-110 London Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| esco Exrpess, 83a-85 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd ainsbury's Local, 98 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd owley Road | | | | | | | | | | | | | | | | |
| huru Wholefoods, 48 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd ahmid Stores (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 |
| Supermarket), 53 Cowley Rd | | | | | | | | | | | | | | | | |
| reen Village, 78A Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd altic Food, 88 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| olski Sklep Zubr, 124 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| esco Metro, 159-161 | 82.4% | 28 | 80.0% | 8 | 83.3% | 20 | 75.0% | 18 | 100.0% | 41 | 00.0% | 6 | 80.6% | 25 | 100.0% | 3 |
| Cowley Rd ngjing Asian Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shop, 188 Cowley Rd lamin Food Store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Buthcher), 216 Cowley | 0.070 | U | 0.070 | U | 0.070 | 0 | 0.070 | U | 0.070 | U | 0.070 | 0 | 0.070 | U | 0.070 | 0 |
| Rd Ider W (Buthcher), 224 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd imply Fresh Supermarket, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 236-238 Cowley Rd | | | | | | | | | | | | | | | | |
| Coop Food, 217-219 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ast Oxford Farmers Market, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Oxford City Council In centre Survey for Carter Jonas

| | | | | | fo | r (| Carter | Jo | nas | | | | | | | February 2017 |
|---|-------|----|---------|--------|------------|------|------------|-----|----------|--------|------------|-------|------------|------|------------|---------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| East Oxford Primary School, Cowley Rd Sainsbury's Local, Asiatic Stores, 134b Cowley Rd, Oxford Blackbird Leys | 8.8% | 3 | 10.0% | 1 | 8.3% | 2 | 12.5% | 3 | 0.0% | 0 | 0.0% | 0 | 9.7% | 3 | 0.0% | 0 |
| Nisa Local, Blackbird Leys Road, Blackbird Leys | 2.9% | 1 | 0.0% | 0 | 4.2% | 1 | 4.2% | 1 | 0.0% | 0 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 |
| Martins, Blackbird Leys Rd, Oxford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Don't know | 8.8% | 3 | 10.0% | 1 | 8.3% | 2 | 12.5% | 3 | 0.0% | 0 | 0.0% | 0 | 9.7% | 3 | 0.0% | 0 |
| Base: | | 34 | | 10 | | 24 | | 24 | | 4 | | 6 | | 31 | | 3 |
| Q10 When visiting the town centre? [MR] Those who said food at | • | ER | GIVEN A | T Q.9] |) do you i | inte | nd to link | you | shopping | g trij | o with a v | visit | to other s | shop | s or servi | ces in the |

| No | 70.6% | 24 | 70.0% | 7 | 70.8% | 17 | 79.2% | 19 | 50.0% | 2 | 50.0% | 3 | 74.2% | 23 | 33.3% | 1 |
|----------------------------|-------|----|-------|----|-------|----|-------|----|-------|---|-------|---|-------|----|-------|---|
| Yes- Other food shop | 2.9% | 1 | 0.0% | 0 | 4.2% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 |
| Yes- Other non-food shops | 23.5% | 8 | 30.0% | 3 | 20.8% | 5 | 20.8% | 5 | 0.0% | 0 | 50.0% | 3 | 22.6% | 7 | 33.3% | 1 |
| Yes- Café / restaurant | 2.9% | 1 | 0.0% | 0 | 4.2% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 3.2% | 1 | 0.0% | 0 |
| Yes- Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Leisure (e.g. cinema) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes - Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Browsing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 34 | | 10 | | 24 | | 24 | | 4 | | 6 | | 31 | | 3 |

| | | | | | 10 | or v | | r J(| mas | | | | | | | Februar |
|--|------------------|---------|------------------|--------|---------------|--------|------------------|---------|----------------|--------|---------------|--------|---------------|---------|------------------|---------|
| | Total | I | Male | | Femal | le | 16 - 34 | 4 | 35 - 54 | | 55 + | | ABC | L | C2DE | |
| Q11 What do you like mo | ost abou | t (ST | | ITRE | :)? [MR] | | | | | | | | | | | |
| Near / convenient | 48.1% | 25 | 36.4% | 4 | 51.2% | 21 | 45.7% | 16 | 33.3% | 2 | 63.6% | 7 | 52.3% | 23 | 25.0% | 2 |
| Good public transport links | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 12.5% | 1 |
| Parking is easy | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parking is cheap | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of congestion on roads | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Pedestrianised streets Little traffic-pedestrian conflict | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Good directional signs to Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Convenient drop off / pick up stops for buses / good location of bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ease of access to all (with pushchairs, wheelchairs, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well signposted route ways / good local maps | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| General cleanliness of shopping streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Feels safe / absence of threatening individuals / groups | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 0.0% | 0 | 16.7% | 1 | 9.1% | 1 | 2.3% | 1 | 12.5% | 1 |
| Presence of police / other security measures | 1.9% | 1 | 9.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Nice street furniture / floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 46.2% | 24 | 45.5% | 5 | 46.3% | 19 | 45.7% | 16 | 16.7% | 1 | 63.6% | 7 | 52.3% | 23 | 12.5% | 1 |
| Not too crowded | 9.6% | 5 | 9.1% | 1 | 9.8% | 4 | 8.6% | 3 | 0.0% | 0 | 18.2% | 2 | 11.4% | 5 | 0.0% | 0 |
| Character / atmosphere | 15.4% | 8 | 27.3% | 3 | 12.2% | 5 | 17.1% | 6 | 0.0% | 0 | 18.2% | 2 | 18.2% | 8 | 0.0% | 0 |
| Historic buildings / tourist attractions Oxford City Centre – The | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Cinema Oxford City Centre – The | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford Covered Market Oxford City Centre – | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gloucester Green Market Oxford City Centre – | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Westgate Shopping Centre Oxford City Centre – | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clarendon shopping centre Selection / choice of independent / specialist | 19.2% | 10 | 9.1% | 1 | 22.0% | 9 | 11.4% | 4 | 33.3% | 2 | 36.4% | 4 | 15.9% | 7 | 37.5% | 3 |
| shops Presence of a large | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| supermarkets Selection / choice of multiple | 32.7% | 17 | 18.2% | 2 | 36.6% | 15 | 42.9% | 15 | 16.7% | 1 | 9.1% | 1 | 31.8% | 14 | 37.5% | 3 |
| shops (i.e. high street chains such as Boots etc) | 12.50/ | 7 | 0.10/ | 1 | 14.60/ | 6 | 11.40/ | 4 | 1670 | 1 | 10.00/ | 2 | 12 (0) | | 10.5% | 1 |
| Quality of shops Prices are competitive in shops compared to other | 13.5% 1.9% | 7 1 | 9.1% 0.0% | 1 0 | 14.6% 2.4% | 6 1 | 11.4% 0.0% | 4 0 | 16.7% 16.7% | 1 1 | 18.2% 0.0% | 2 0 | 13.6% 0.0% | 6 0 | 12.5% 12.5% | 1 1 |
| town / district centres | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Play area for children Range of places to eat | 0.0% 23.1% | 0 12 | 0.0% 27.3% | 0 3 | 0.0% 22.0% | 0 9 | 0.0% 31.4% | 0 11 | 0.0% 16.7% | 0 1 | 0.0% 0.0% | 0 | 0.0% 25.0% | 0 11 | 0.0% 12.5% | 0 1 |
| Range of pubs / bars | 23.1% 7.7% | 4 | 27.3% 27.3% | 3 | 22.0% | 9 | 31.4% 8.6% | 3 | 16.7% 16.7% | 1 | 0.0% | 0 | 25.0% 9.1% | 4 | 0.0% | 0 |
| Range of services (banks, insurance, hairdressers, | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| etc) Range of leisure facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Availability of employment opportunities | 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 I like everything about the Town Centre | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Architecture | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to friends | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cosmopolitan feel | 1.9% | 1 | 9.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Cycle friendly Diversity | 3.8% 11.5% | 2 6 | 9.1% 0.0% | 1 0 | 2.4% 14.6% | 1 6 | 2.9% 11.4% | 1 4 | 16.7% 16.7% | 1 1 | 0.0% 9.1% | 0 1 | 4.5% 11.4% | 2 5 | 0.0% 12.5% | 0 1 |
| | | | | | | | | | | | | | | | | |

Page 265 February 2017

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|--|-------|----|------|----|--------|-----|---------|----|---------|---|------|----|------|----|-------|----------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Friendly people | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 12.5% | 1 |
| Green Space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| It's compact | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre - Oxford Theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Farmers Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing in particular) | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 12.5% | 1 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |

Page 266

| | | | | | 10 | ſ | | J | mas | | | | | | | February |
|---|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|---------------|----------|
| | Total | l | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q12 What do you dislike | most ab | oout (| STUDY C | CENT | RE)? [MR |] | | | | | | | | | | |
| Unsafe for pedestrians / traffic conflict | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not enough 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 |
| Difficulties in parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location of parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parking is expensive | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor public transport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Road congestion | 26.9% | 14 | 45.5% | 5 | 22.0% | 9 | 25.7% | 9 | 50.0% | 3 | 18.2% | 2 | 22.7% | 10 | 50.0% | 4 |
| Poor directional signs to Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor signage / routeways within centre / lack of maps of centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inconvenient location of bus stops / bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficulties with pushchairs, wheelchairs, etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dirty shopping streets | 17.3% | 9 | 45.5% | 5 | 9.8% | 4 | 14.3% | 5 | 16.7% | 1 | 27.3% | 3 | 15.9% | 7 | 25.0% | 2 |
| Feels unsafe / presence of threatening individuals / groups | 19.2% | 10 | 18.2% | 2 | 19.5% | 8 | 20.0% | 7 | 16.7% | 1 | 18.2% | 2 | 15.9% | 7 | 37.5% | 3 |
| Lack of police presence / other security measures | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of street furniture / floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not busy enough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 12.5% | 1 |
| General lack of choice of | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| multiple shops General lack of independent / specialist shops | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 0.0% | 0 |
| Shops too small | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inadequate range of places to | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| eat | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Inadequate range of services Inadequate range of leisure facilities | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Absence of play areas for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I dislike everything about the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 |
| Cyclists are dangerous | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dangerous for cyclists | 5.8% | 3 | 9.1% | 1 | 4.9% | 2 | 2.9% | 1 | 16.7% | 1 | 9.1% | 1 | 6.8% | 3 | 0.0% | 0 |
| Early closing times | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive public transport | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Expensive shops Expensive to live here | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of character | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of cycle lanes | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Lack of cycle parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of green space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of public toilets | 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 pedestrian crossings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Noisy | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 0.0% | 0 |
| Pollution | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 12.5% | 1 |
| Poor layout | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor road surfaces / pavements Poor WIFI | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 |
| Rundown | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Streets are dark | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Streets are narrow | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The building works | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many cyclists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many empty shops | 1.9% | 1 | 9.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| Too many homeless people | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 0.0% | 0 |
| Too many of one type of shop Too many pubs / bars | 0.0% 1.9% | 0 | 0.0% 0.0% | 0 | 0.0% 2.4% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 9.1% | 0 | 0.0% 0.0% | 0 0 | 0.0% 12.5% | 0 |
| Too many students | 0.0% | 0 | 0.0% | 0 | 2.4% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.1% 0.0% | 0 | 0.0% | 0 | 0.0% | 1 0 |
| Too many tourists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 |
| • | | | | | | | | | | | | | | | | |

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|----------------------------------|---------------|----------|---------------|---------|------------------|----------|------------------|----------|---------------|--------|------------------|---------|------------------|----------|---------------|---------|
| | Total | | Male | | Femal | le | 16 - 3 | 4 | 35 - 54 | 1 | 55 + | | ABC | L | C2DE | |
| (No opinion) | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| (Nothing in particular) Base: | 36.5% | 19 52 | 18.2% | 2 11 | 41.5% | 17 41 | 45.7% | 16 35 | 33.3% | 2 6 | 9.1% | 1 11 | 40.9% | 18 44 | 12.5% | 1 8 |
| Q13 Is there a specific | c chon / two | | hon tha | | uld onco | | | | /פדווסע | | TPE) me | | ton? | 44 | | 0 |
| - | | | - | | | - | - | | - | | - | | | 0 | 0.004 | 0 |
| Yes No | 0.0% 63.5% | 0 33 | 0.0% 45.5% | 0 5 | 0.0% 68.3% | 0 28 | 0.0% 68.6% | 0 24 | 0.0% 50.0% | 0 3 | 0.0% 54.5% | 0 6 | 0.0% 61.4% | 0 27 | 0.0% 75.0% | 0 6 |
| Asda | 03.5% | 0 | 43.3% | 0 | 08.3% | 20 | 0.0% | 24 | 0.0% | 0 | 0.0% | 0 | 01.4% | 0 | 0.0% | 0 |
| B&Q | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baby / childrens shop | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bakery | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 0.0% | 0 |
| Book shop | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 16.7% | 1 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 |
| Bosworths | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charity shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper shops | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Clarks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothes shops Cobbler | 3.8% 0.0% | 2 0 | 0.0% 0.0% | 0 0 | 4.9% 0.0% | 2 0 | 2.9% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 9.1% 0.0% | 1 0 | 2.3% 0.0% | 1 0 | 12.5% 0.0% | 1 0 |
| Coffee shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Computer shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Costco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Department store | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ |
| Edinburgh Wool | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fat Face | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fortnum & Mason | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| GAME | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Garden Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gucci | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Haberdashery store | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 0.0% | 0 |
| Hardware store | 0.0% 1.9% | 0 1 | 0.0% 9.1% | 0 1 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 2.9% | 0 1 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 2.3% | 0 1 | 0.0% 0.0% | 0 0 |
| Health shop Hippy shop | 0.0% | 0 | 9.1% 0.0% | 0 | 0.0% | 0 | 2.9% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| HMV | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House of Fraser | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | ů 0 |
| Independent shops | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 0.0% | Õ | 9.1% | 1 | 2.3% | 1 | 12.5% | 1 |
| Indoor market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lakeland | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mens clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Motorcross shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music shop New Look | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| New Look Oasis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 |
| Organic shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outdoor clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peacocks | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | ů 0 |
| Post Office | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Poundland | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Primark | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Record shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selfridges | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shoe shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sports shop | 1.9% | 1 | 9.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Supermarket | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Range | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TK Maxx | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 |
| Tobacco shop Urban Outfitters | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 |
| Whole Foods | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Wilkinsons | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zara | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 7.7% | 4 | 9.1% | 1 | 7.3% | 3 | 8.6% | 3 | 0.0% | Ő | 9.1% | 1 | 9.1% | 4 | 0.0% | ů 0 |
| , , | | 50 | | | | | | | | | | | | 11 | | |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |

| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|--|--------------|-------------------------------------|--------------|-------|--------------|--------|--------------|--------|---------------|--------|--------------|--------|--------------|----|---------------|---|
| Q14 What improvements | s, if any, w | voulo | d encour: | age y | /ou to vis | sit th | e (STUDY | (CE | ENTRE) m | ore | often? [I | MR] | | | | |
| No improvements needed | 28.8% | 15 | 27.3% | 3 | 29.3% | 12 | 42.9% | 15 | 0.0% | 0 | 0.0% | 0 | 29.5% | 13 | 25.0% | 2 |
| Specified new shop | 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 choice in women's | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| wear shops | 1.00/ | 1 | 0.00/ | 0 | 2 40/ | 1 | 0.00/ | 0 | 16 70/ | 1 | 0.00/ | 0 | 2.20/ | 1 | 0.00/ | 0 |
| Better quality women's wear shops | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| More choice in men's wear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shops | | | | | | | | | | | | | | | | |
| Better quality men's wear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shops | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| More choice in children's wear shops | 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 children's wear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shops | | | | | | | | | | | | | | | | |
| More choice of shops in | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| general | 2.00/ | 2 | 0.00/ | 0 | 4.00/ | 2 | 2.00/ | 1 | 0.00/ | 0 | 0.10/ | 1 | 0.00/ | 0 | 25.00/ | 2 |
| Better quality shops in general | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 25.0% | 2 |
| More fashion/clothing 'high | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| street' brands | | | | | | | | | | | | | | | | |
| More non-fashion/clothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| retailers | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| More independent clothing shops | 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 independent shops in | 7.7% | 4 | 18.2% | 2 | 4.9% | 2 | 5.7% | 2 | 0.0% | 0 | 18.2% | 2 | 6.8% | 3 | 12.5% | 1 |
| general | | | | | | | | | | | | | | | | |
| More niche retailers (e.g. | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| music, books, art and | | | | | | | | | | | | | | | | |
| hobbies, etc.) More/ better food shopping | 5.8% | 3 | 0.0% | 0 | 7.3% | 3 | 8.6% | 3 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 | 12.5% | 1 |
| offer | 5.070 | 5 | 0.070 | 0 | 1.570 | 5 | 0.070 | 5 | 0.070 | 0 | 0.070 | 0 | 4.570 | 2 | 12.570 | 1 |
| More/better branded cafes/ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| coffee shops | | | | | | | | | | | | | | | | |
| More/ better independent | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 |
| cafes/ coffee shops More cafés/ coffee shops in | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 16.7% | 1 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 |
| general | 5.670 | 2 | 2.170 | 1 | 2.170 | | 2.970 | | 10.770 | | 0.070 | Ū | 1.570 | - | 0.070 | 0 |
| More/better branded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| restaurants | 1.000 | | 0.00/ | 0 | A 464 | | • • • • | | 0.004 | 0 | 0.004 | 0 | 2 2 4 | | 0.004 | 0 |
| More/better independent restaurants | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| More/better restaurants in | 3.8% | 2 | 18.2% | 2 | 0.0% | 0 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 |
| general | | _ | | _ | | | | - | | | ,. | ÷ | | _ | | , in the second s |
| Cheaper shops | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| More personal service uses | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (e.g. beauty related) More banks | 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 customer facilities (e.g | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 0.0% | 0 | 16.7% | 1 | 0.0% 9.1% | 1 | 0.0% 4.5% | 2 | 0.0% | 0 |
| customer toilets, ATM, | 51070 | - | 0.070 | 0 | | - | 0.070 | 0 | 101770 | • | 211/0 | • | 110 /0 | - | 01070 | Ŭ |
| etc) | | | | | | | | | | | | | | | | |
| A cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A theatre More seating areas | 0.0% 3.8% | $\begin{array}{c} 0\\ 2\end{array}$ | 0.0% 0.0% | 0 | 0.0% 4.9% | 0 2 | 0.0% 0.0% | 0 0 | 0.0% 16.7% | 0 1 | 0.0% 9.1% | 0 1 | 0.0% 2.3% | 0 | 0.0% 12.5% | 0 1 |
| More events (e.g. food | 0.0% | 0 | 0.0% | 0 | 4.9% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 9.1% 0.0% | 0 | 2.3% 0.0% | 0 | 0.0% | 0 |
| market, craft market, | 01070 | 0 | 0.070 | 0 | 01070 | Ũ | 0.070 | 0 | 01070 | Ŭ | 01070 | Ŭ | 01070 | 0 | 01070 | Ũ |
| music performances, etc.) | | | | | | | | | | | | | | | | |
| Improvements to the street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| markets Discount or loyalty schemes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free wifi access | 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/ better parking | 3.8% | 2 | 0.0% | Ő | 4.9% | 2 | 2.9% | 1 | 0.0% | ŏ | 9.1% | 1 | 4.5% | 2 | 0.0% | Ő |
| Reduced parking fees | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Free parking | 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 signage to the shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better pedestrian links within | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| the shopping centre | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 5 |
| Better public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| connections | 0.00 | ~ | 0.00 | ~ | 0.000 | ~ | 0.000 | ~ | 0.00 | ~ | 0.00 | ~ | 0.04 | ~ | 0.00 | <u>_</u> |
| Improvements to the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| physical environment Safer environment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saler environment | 0.070 | U | 0.070 | U | 0.070 | 0 | 0.070 | v | 0.070 | 0 | 0.070 | U | 0.070 | 0 | 0.070 | 0 |

| February | 2017 |
|----------|------|
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| | | | | | 1 | | | JU | mas | | | | | | | Februar | 1 |
|---|--------------|--------|------------------|-------------------------------------|------------------|---------|--------------|----------|--------------|--------|------------------|--------|------------------|--------|------------------|---------|---|
| Later opening shops | Tota | 1 | Mal | е | Femal | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | - | ABC | 1 | C2D | Е | |
| Later opening shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| A Hardware store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Address the homeless problem | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Art Gallery | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | |
| Asda | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Bakery | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 0.0% | 0 | |
| Better cycle lanes | 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 lighting Cheaper public transport | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | |
| Cleaner streets | 0.0% 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% 9.1% | 1 | 2.3% | 1 | 0.0% | 0 | |
| Clothing shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Department store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | ŏ | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | |
| Finish the improvements | 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 access for cars | 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 internet connection | 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 layout | 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 road surfaces | 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 traffic congestion | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 | |
| Increased frequency of market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| John Lewis | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 | |
| Less restaurants Lidl | 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 cycle parking | 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 for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | |
| More green areas | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | ů 0 | |
| More leisure provisions | 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 police presence | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Organic stores | 1.9% | 1 | 9.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 | |
| Outdoor clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 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 | |
| Poundshop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Reduce rents Repair the road / pavement surfaces | 0.0% 1.9% | 0 1 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 2.4% | 0 1 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 9.1% | 0 1 | 0.0% 2.3% | 0 1 | 0.0% 0.0% | 0 0 | |
| Sports shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Whole Foods | 1.9% | 1 | 0.0% | Ő | 2.4% | 1 | 0.0% | ŏ | 16.7% | 1 | 0.0% | Ő | 2.3% | 1 | 0.0% | Ő | |
| Wider pavements | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| (Don't know) | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 12.5% | 1 | |
| (None mentioned) | 23.1% | 12 | 27.3% | 3 | 22.0% | 9 | 25.7% | 9 | 16.7% | 1 | 18.2% | 2 | 25.0% | 11 | 12.5% | 1 | |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 | |
| Q15 Have you ever visite Those in Oxford City Ce | | gate S | hoppin | g Cen | tre befo | re it v | vas shu | it for r | edevelo | opmen | it? | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Mean score [times p | er week | [] | | | | | | | | | | | | | | | |
| Q16 How often did you s Those who said yes at Q | | Vestg | ate Sho | pping | Centre | befor | e it wa | s shut | for red | evelop | oment? | | | | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 4-6 days a wee | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | |
| Once every month Once every 3 months | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 0 | |
| Less often than once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | |
| | | | | | | | | | | | | | | | | | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |

| | | | UX. | lora | • | | ounci Carte | | | re 5 | urve | ey. | | | | E- | Page 27 |
|--|--|---|--|---|--|---|--|---|--|---|--|---|--|---|--|---|------------|
| | | | | | | | | | | | | | | | | | bruary 201 |
| | Tota | 1 | Mal | е | Fema | le | 16 - 3 | 4 | 35 - 5 | 54 | 55 + | ÷ | ABC | 1 | C2D | E | |
| Mean score [times p | er week | k] | | | | | | | | | | | | | | | |
| Q17 Once the Westgate S Those in Oxford City Ce | | ng Cen | tre ope | ens aft | er its | redeve | elopme | nt, hov | w often | you a | re likel | y to sh | op the | re? | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 4-6 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Dnce a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every month | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Less often than once every 3 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| months | | | | | | | | | | | | | | | | | |
| Never | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | |
| | | | | | | | | | | | | | | | | | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Q18 Do you ever visit Ox <i>Those in Oxford City Ce</i> | | vered | Market | ? | | | | | | | | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Q19 What do you LIKE M <i>Those who said yes at Q</i> | | | | | | | | | | | | | | | | | |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Nothing Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Near/convenient [do not visit the market | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Near/convenient [do not visit the market Pedestrianised streets | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 0 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \end{array}$ | 0 0 0 | |
| Near/convenient | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Near/convenient [do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | |
| Near/convenient I do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Vice busy feel Vice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Vice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls Che food stalls Che variety of stalls Che character of the market | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls Che food stalls Che ood stalls Che character of the market Che places to eat | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls Che food stalls Che coat stalls Che character of the market Che places to eat Quality of the food products | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Jear/convenient do not visit the market redestrianised streets lice busy feel lice street furniture/floral displays eating around the market rhe frequency of the markets rhe days the markets are on rhe non-food stalls rhe food stalls rhe variety of stalls rhe variety of stalls rhe places to eat puality of the food products puality of the non-food products | 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls Che food stalls Che food stalls Che character of the market Che places to eat Quality of the food products Quality of the non-food products Che different types of markets (i.e. antiques, farmers market) | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Near/convenient do not visit the market Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls Che food stalls Che food stalls Che character of the market Che places to eat Quality of the non-food products Che different types of markets (i.e. antiques, farmers market) | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
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| Immune, Cargets, Saft 0.0% 0 0.0% | | Total | | Male | | Female | • | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | 2 | |
|---|--|-------|------|-----------|--------|------------|-------|------------|-------|-----------|------|----------|--------|-----------|---------|----------|------|---|
| Rend & Gracery 0.0% 0 <th></th> <th></th> <th>over</th> <th>ed Marke</th> <th>et, wl</th> <th>nat type o</th> <th>of ma</th> <th>arket stal</th> <th>ll do</th> <th>you inten</th> <th>d to</th> <th>visit or</th> <th>are li</th> <th>kely to v</th> <th>/isit t</th> <th>oday? [I</th> <th>MR]</th> | | | over | ed Marke | et, wl | nat type o | of ma | arket stal | ll do | you inten | d to | visit or | are li | kely to v | /isit t | oday? [I | MR] | |
| ImmitterCurpets, Spit00.0%00< | | - | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Household Functioning Goods 0.0 0 0.0% 0 0.0% 0 0.0 | Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| DIM and Decorating Guods0.0%0.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%0 | Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Chy. DVD: gumes, books00.0% <t< td=""><td>DIY and Decorating Goods</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td></t<> | DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| etc etc< etc< | Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | | |
| Art and Carlis0.0% 0.0%00.0% 000.0% 000.0% | | 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 Specialist Non-Food0.0%0.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0%000.0% | Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Intern Intern< | | | | | | | | | | | | | | | | | | |
| Statisty O O <th co<="" td=""><td>-</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td></th> | <td>-</td> <td>0.0%</td> <td>0</td> | - | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not using today0.9%00.0%00.0%00.0%00.0%00.0%00.0%000.0%000 | • | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Are all participation of the state of th | Not using today | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Those in Oxford City Centre Nothing 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 <th colspa<="" td=""><td>Base:</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td></th> | <td>Base:</td> <td></td> <td>0</td> | Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Nothing Frequency 0.0% 0 0.0% <t< td=""><td></td><td></td><td>be n</td><td>nade to t</td><td>he O</td><td>xford Co</td><td>vere</td><td>d Market</td><td>that</td><td>would en</td><td>icol</td><td>irage yo</td><td>u to v</td><td>visit mor</td><td>e ofte</td><td>en? [MR</td><td>]</td></t<> | | | be n | nade to t | he O | xford Co | vere | d Market | that | would en | icol | irage yo | u to v | visit mor | e ofte | en? [MR |] | |
| Frequency 0.0% 0 <td>0 0</td> <td></td> <td>Δ</td> <td>0.0%</td> <td>Ω</td> <td>0.0%</td> <td>Δ</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0.0%</td> <td>0</td> | 0 0 | | Δ | 0.0% | Ω | 0.0% | Δ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Alarger market 0.0% 0 <td>U</td> <td></td> | U | | | | | | | | | | | | | | | | | |
| Mare backery stalls 0.0% 0 0.0% <th< td=""><td></td><td></td><td>0</td><td>0.0%</td><td>0</td><td></td><td>0</td><td></td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td>0</td><td>0.0%</td><td></td></th<> | | | 0 | 0.0% | 0 | | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | | |
| More delivalis 0.0% 0 | | | | | | | | | | | | | | | | | | |
| More fishmonger stalls 0.0% 0 0.0% | 2 | | | | | | | | | | | | | | | | | |
| More sweet saills 0.0% 0 | | | | | | | | | | | | | | | | | | |
| The food stalls in general 0.0% 0 0.0% | U | | | | | | | | | | | | | | | | | |
| More non-food stalls 0.0% 0 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<> | | | | | | | | | | | | | | | | | | |
| Better quality of the stalls 0.0% 0 0.0% | | | 0 | | 0 | | 0 | | 0 | | 0 | 0.0% | 0 | | 0 | | 0 | |
| More events throughout the vert 0.0% 0 0.0% <td>-</td> <td></td> <td>•</td> <td></td> <td></td> | - | | | | | | | | | | | | | | • | | | |
| Festivals 0.0% 0 <td>More events throughout the</td> <td></td> | More events throughout the | | | | | | | | | | | | | | | | | |
| Evening market 0.0% 0 | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Protection from the weather (i.e. covered market) 0.0% 0 | | | | | | | | | | | | | | | | | | |
| (i.e. covered market) . | Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | | |
| More seats 0.0% 0 | | 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 signposting 0.0% 0 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Over-crowled 0.0% 0 </td <td></td> | | | | | | | | | | | | | | | | | | |
| easier to walk around Other 0.0% 0 <td>• • •</td> <td></td> | • • • | | | | | | | | | | | | | | | | | |
| Better lighting 0.0% 0 </td <td>Better pedestrian streets i.e. easier to walk around</td> <td>0.0%</td> <td>0</td> | Better pedestrian streets i.e. easier to walk around | 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 cafes 0.0% 0 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<> | | | | | | | | | | | | | | | | | | |
| Cheaper prices 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | | |
| Cheaper rents 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | | |
| Clearer toilets 0.0% 0 0.0% | | | | | | | | | | | | | | | | | | |
| Improved safety 0.0% 0 </td <td></td> | | | | | | | | | | | | | | | | | | |
| Less meat stalls 0.0% 0< | Have WIFI | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Longer opening hours 0.0% 0 0.0% <t< td=""><td>1 2</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<> | 1 2 | | | | | | | | | | | | | | | | | |
| Modernised 0.0% 0 0 0 | | | | | | | | | | | | | | | | | | |
| More advertisement 0.0% 0 0.0% | | | | | | | | | | | | | | | | | | |
| More independent stalls 0.0% 0 0.0% | | | | | | | | | | | | | | | | | | |
| Stop the meat stalls hanging 0.0% 0 0.0% 0 <td></td> | | | | | | | | | | | | | | | | | | |
| up dead animals 0 | More vegetarian cafes | | | | | | | | | | | | | | | | | |
| Q22 Do you ever visit Gloucester Green Market? Those in Oxford City Centre No 0.0% 0 </td <td></td> <td>0.0%</td> <td>0</td> | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Those in Oxford City Centre Yes 0.0% 0 <th< td=""><td>Base:</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td><td></td><td>0</td></th<> | Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Yes 0.0% 0 | - | | Gree | en Marke | t? | | | | | | | | | | | | | |
| No 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 | 0 0 | | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | |
| Base: 0 <td>Yes No</td> <td></td> | Yes No | | | | | | | | | | | | | | | | | |
| | Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| February | 2017 |
|----------|------|
|----------|------|

| | Total | | Male | | Female | • | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | 2 |
|---|--------------|-------|--------------|--------|--------------|--------|--------------|-------|------------------|--------|--------------|--------|--------------|-------|------------------|--------|
| Q23 What do you LIKE M Those who said yes at Q | | ut th | e Glouce | ster | Green M | larke | t?[MR] | | | | | | | | | |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| The food stalls The variety of stalls | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| The character of the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the food products | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| Quality of the non-food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The different types of markets (i.e. antiques, farmers market) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friendly atmosphere | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Able to barter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Open and spacious | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good prices | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 0 |
| Friendly stallholders Cultural diversity | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| Good disbled access | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Q24 If you are using the <i>Characteristic Those who said yes at Q</i> | | er Gı | een Mar | ket, v | what type | e of r | narket st | all d | o you int | end | to visit o | r are | likely to | visit | today? | [MR] |
| Food & Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | Õ |
| CDs, DVDs, games, books etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gifts and Antiques | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art and Crafts | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Other Specialist Non-Food Items | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Food Takeaways (street food stalls) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

| Cowley Road by demograph | nics | | Oxf | ord | City for | | ouncil Carter | | | e S | urvey | 7 | | | | Page 273 February 2017 |
|---|-------|------|-----------|------|-------------|----|------------------|-------|----------|------|----------|-------|------------|-------|-----------|---------------------------|
| | Total | | Male | | Female | | 16 - 34 | 90 | 35 - 54 | | 55 + | | ABC1 | | C2DE | February 2017 |
| Q25 What IMPROVEMEN Those in Oxford City C | | be n | nade to t | he G | loucester | Gr | een marke | et th | at would | enco | ourage y | ou te | o visit mo | ore o | ften? [MF | ۶] |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| More butcher stalls | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| More bakery stalls | 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 deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 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 variety of stalls | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Better quality of the stalls | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | | 0.0% | 0 |
| More events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A cashpoint | 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 advertising | 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 lighting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Live music | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Longer opening hours | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Lower rents for stallholders | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Make it a food market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make the bus station larger | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| More craft stalls | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | ŏ | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| More demonstrations | 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 diverse retailers | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 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 places to eat | 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 pleasant atmosphere | | | | | | | | | | | | | | | | |
| No smoking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Separate food and art | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| markets Vendors improve their own | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| cleanliness More vegetarian stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| | | Ŭ | | Ŭ | | 0 | | 5 | | 0 | | Ŭ | | Ŭ | | - |

| | Total | l | Male | | Femal | e | 16 - 3 | 4 | 35 - 54 | | 55 + | | ABC | 1 | C2DE | |
|--|------------------|--------|--------------|--------|--------------|--------|------------------|---------------------------------------|---------------|--------|------------------|--------|---------------|--------|------------------|--------|
| | | | | | | | | | | | | | | | | |
| Q26 What other CENTRE | E or RET | AIL P | ARK do | you I | regularly | visit | t (once a | a mon | th or moi | re)? | [MR] | | | | | |
| Claredon Centre, Oxford Westgate Shopping Centre, Oxford | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Templars Shopping Centre (the Mall) | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 4.5% | 2 | 0.0% | 0 |
| Oxford City Centre | 73.1% | 38 | 90.9% | 10 | 68.3% | 28 | 82.9% | 29 | 66.7% | 4 | 45.5% | 5 | 72.7% | 32 | 75.0% | 6 |
| Cowley District Centre Summertown District Centre | 3.8% 0.0% | 2 0 | 0.0% 0.0% | 0 | 4.9% 0.0% | 2 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 18.2% 0.0% | 2 0 | 2.3% 0.0% | 1 0 | 12.5% 0.0% | 1 0 |
| Headington District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Road District Centre | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 12.5% | 1 |
| Blackbird Leys District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reading | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Aylesbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Witney | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Banbury Abingdon | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Milton Keynes | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| Cheltenham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wallingford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Wycombe | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Thame Newbury | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wantage | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Didcot | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Burford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Henley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carterton Woodstock | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Princes Risborough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Watlington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Retail Parks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Templars Retail Park (Cowley DC) Bicester Village Outlet | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Shopping Banbury Cross Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fairacres Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seacourt Tower Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Avenue | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Kings Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Launton Road Retail Park Meadowside Retail Park | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Horspath Driftway Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hadden Hill Retail Park Wallingford Road Retail Park | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Botley Road West Oxfordshire Retail | 1.9% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 2.4% 0.0% | 1 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 16.7% 0.0% | 1 0 | 0.0% 0.0% | 0 0 | 2.3% 0.0% | 1 0 | 0.0% 0.0% | 0 0 |
| Park Southarn Bood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southam Road Banbury Gateway | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 |
| Orchard Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford Shopping Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Great Western Outlet Other | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 0 |
| Nowhere else | 0.0% 9.6% | 5 | 0.0% 9.1% | 1 | 0.0% 9.8% | 4 | 0.0% 8.6% | 3 | 0.0% 16.7% | 1 | 0.0% 9.1% | 1 | 0.0% 11.4% | 0 5 | 0.0% | 0 |
| Basingstoke | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brackley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cambridge Central London | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Chipping Norton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Devizes | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Faringdon | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Henley on Thames Hull | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| | | | | | | | | | | | | | | | | |

| | Total | | Male | | Femal | e | 16 - 34 | 4 | 35 - 54 | ł | 55 + | | ABC | 1 | C2DE | |
|--|------------|----------------|-------|------|----------|--------|-----------|------|---------|-------|----------|----|-------|----|--------|---|
| Kidlington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lambourne | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Suffolk Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wheatley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| York | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| Q27 What is the purpose | | | | ther | centre o | r reta | il park (| MENT | | N Q.2 | 26) [MR] | | | | | |
| Those who mentioned a | location d | <i>ut Q2</i> 0 | 5 | | | | | | | | | | | | | |
| To buy food items (not take-away / café / restaurant) | 10.6% | 5 | 0.0% | 0 | 13.5% | 5 | 6.3% | 2 | 60.0% | 3 | 0.0% | 0 | 10.3% | 4 | 12.5% | 1 |
| To buy non-food goods (e.g. shoes, clothes, jewellery) | 78.7% | 37 | 60.0% | 6 | 83.8% | 31 | 71.9% | 23 | 80.0% | 4 | 100.0% | 10 | 74.4% | 29 | 100.0% | 8 |
| For services (e.g. bank, building society, hairdressers) | 8.5% | 4 | 10.0% | 1 | 8.1% | 3 | 6.3% | 2 | 0.0% | 0 | 20.0% | 2 | 7.7% | 3 | 12.5% | 1 |
| To use a leisure facility (cinema, sports centre, bowling) | 29.8% | 14 | 50.0% | 5 | 24.3% | 9 | 34.4% | 11 | 20.0% | 1 | 20.0% | 2 | 33.3% | 13 | 12.5% | 1 |
| As a day visitor to the Town Centre | 10.6% | 5 | 30.0% | 3 | 5.4% | 2 | 9.4% | 3 | 20.0% | 1 | 10.0% | 1 | 12.8% | 5 | 0.0% | 0 |
| As a staying visitor to the Town Centre | 2.1% | 1 | 0.0% | 0 | 2.7% | 1 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 12.5% | 1 |
| Eat out (e.g. take-away / café / restaurant) | 19.1% | 9 | 20.0% | 2 | 18.9% | 7 | 15.6% | 5 | 60.0% | 3 | 10.0% | 1 | 20.5% | 8 | 12.5% | 1 |
| Work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To meet someone | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Õ |
| Library / public services | 0.0% | Õ | 0.0% | Ő | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Õ |
| (doctor, dentist, etc) | | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to home | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ |
| College | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To browse | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 4.3% | 2 | 10.0% | 1 | 2.7% | 1 | 6.3% | 2 | 0.0% | 0 | 0.0% | 0 | 5.1% | 2 | 0.0% | 0 |
| Base: | | 47 | | 10 | | 37 | | 32 | | 5 | | 10 | | 39 | | 8 |

Total

Male

Oxford City Council In centre Survey for Carter Jonas

16 - 34

35 - 54

55 +

ABC1

C2DE

6

6

1

1

0

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1

0

0

0

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Page 276

Q28 What do you like about this centre or retail park? (MENTIONED IN Q. 26) [MR] Those who mentioned a location at Q26 34 50.0% Better choice of shops 72.3% 5 78.4% 29 71.9% 23 60.0% 3 80.0% 8 71.8% 28 75.0% 74.5% 35 70.0% 7 75.7% 28 71.9% 40.0% 2 100.0% 74.4% 29 75.0% Better quality of shops 23 10 Better non-food shopping 8.5% 10.0% 8.1% 6.3% 20.0% 10.0% 7.7% 12.5% 4 1 3 2 1 3 1 Better food shopping 2.1% 1 0.0% 0 2.7% 1 3.1% 1 0.0% 0 0.0% 0 0.0% 0 12.5% Better range of places to eat 19.1% 9 30.0% 3 16.2% 6 21.9% 7 40.0% 2 0.0% 0 23.1% 9 0.0% and drink Street market/ farmers 2.1% 0.0% 0 2.7% 0.0% 0 20.0% 0.0% 0 2.6% 0.0% 1 1 1 1 market More available car parking 0.0% 0.0% 12.5% 2.1% 1 0.0% 0 2.7% 1 3.1% 1 0.0% 0 0 0 0.0% 0.0% 0 0 0.0% 0 0.0% 0.0% Cheaper car parking 0 0.0% 0 0.0% 0.0% 0 0 More deli stalls 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More fishmonger stalls 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 More sweet stalls 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% The food stalls in general 2.1% 10.0% 0.0% 3.1% 0.0% 0.0% 0 2.6% 1 1 0 1 0 1 More non-food stalls 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More variety of stalls 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 of the stalls 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0 0 0 0 0 0 0 More events throughout the 4.3% 2 0.0% 0 5.4% 2 3.1% 1 0.0% 0 10.0% 1 5.1% 2 0.0% year Festivals 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% Evening markets 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Cleaner streets 2.1% 1 0.0% 0 2.7% 1 0.0% 0 20.0% 1 0.0% 0 2.6% 1 0.0% Protection from the weather 0.0% 0 0.0% 0 0.0% 0.0% 0.0% 0 0.0% 0.0% 0.0% 0 0 0 0 (i.e. covered market) 0.0% 0 0.0% 0 0.0% 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 More seats Better signposting 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Over-crowded 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Better pedestrian streets i.e. 0.0% 0.0% 0 0.0% 0.0% 0.0% 0.0% 0 0.0% 0.0% 0 0 0 0 0 easier to walk around Other 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Nothing 6.4% 3 10.0% 1 5.4% 2 9.4% 3 0.0% 0 0.0% 0 7.7% 3 0.0%

Female

| Close to home | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
|------------------------------|-----------|-------|------------|-------|-----------|-----|-------|--------|---------|-----|-------|----|-------|----|-------|---|
| Waitrose | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pleasant environment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good range of leisure | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| facilities | | | | | | | | | | | | | | | | |
| More affordable shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice for a change | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meet friends / family | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good tranport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Historical | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aldi | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Discount shopping | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good tranpsort links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything is under one rood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Easy to get to | 2.1% | 1 | 10.0% | 1 | 0.0% | 0 | 3.1% | 1 | 0.0% | 0 | 0.0% | 0 | 2.6% | 1 | 0.0% | 0 |
| Base: | | 47 | | 10 | | 37 | | 32 | | 5 | | 10 | | 39 | | 8 |
| Q29 Are there any types | of leisur | e fac | ilities th | at yo | u feel (S | TUD | | RE) is | lacking | in? | | | | | | |
| Yes | 26.9% | 14 | 36.4% | 4 | 24.4% | 10 | 20.0% | 7 | 83.3% | 5 | 18.2% | 2 | 25.0% | 11 | 37.5% | 3 |
| No | 73.1% | 38 | 63.6% | 7 | 75.6% | 31 | 80.0% | 28 | 16.7% | 1 | 81.8% | 9 | 75.0% | 33 | 62.5% | 5 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |

| Cowley Road by demogra | phics | | Oxf | orc | l City | C | ouncil | In | centr | e S | Surve | y | | | | Page 277 |
|---|-------|----|--------|--------|------------|------|-----------|-------|----------|-------|--------|--------|----------|-----|-------|---------------|
| | | | | | fo | r | Carter | J | onas | | | | | | | February 2017 |
| | Total | | Male | | Female | • | 16 - 34 | ļ | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q30 Which types of LE Those who said yes o | | • | | j food | d and drii | nk u | ses) do y | ou fe | el (STUD | OY CI | ENTRE) | is lac | king in? | [MR |] | |
| Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bingo Hall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure Centre | 21.4% | 3 | 0.0% | 0 | 30.0% | 3 | 14.3% | 1 | 40.0% | 2 | 0.0% | 0 | 27.3% | 3 | 0.0% | 0 |
| Health & Fitness Club | 57.1% | 8 | 100.0% | 4 | 40.0% | 4 | 100.0% | 7 | 20.0% | 1 | 0.0% | 0 | 63.6% | 7 | 33.3% | 1 |
| Theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Restaurants / cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nightclubs | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Childrens entertainment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Climbing wall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 14.3% | 2 | 0.0% | 0 | 20.0% | 2 | 0.0% | 0 | 20.0% | 1 | 50.0% | 1 | 9.1% | 1 | 33.3% | 1 |
| Cycle provisions | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library | 7.1% | 1 | 0.0% | 0 | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 |
| More cultural Places | 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 public toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music venue | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sauna | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ski Slope | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Squash | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swimming pool | 14.3% | 2 | 0.0% | 0 | 20.0% | 2 | 0.0% | 0 | 20.0% | 1 | 50.0% | 1 | 9.1% | 1 | 33.3% | 1 |
| Tennis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampolining | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 14 | | 4 | | 10 | | 7 | | 5 | | 2 | | 11 | | 3 |

| Cowley Road by demograph | nics | | Oxf | orc | - | | o <mark>uncil</mark> Carter | | centro onas | e S | Survey | V | | | | Page : February 2 |
|---|------------------|--------|--------------|--------|--------------|--------|--------------------------------|---------------------------------------|------------------|--------|--------------|--------|--------------|--------|------------------|----------------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q31 How could (STUDY Those who said yes or a | | | | for | LEISURE | US | ES? [MR] | | | | | | | | | |
| Specified new leisure | 0.0% | 2 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| operator Better choice of leisure destination in general | 71.4% | 10 | 50.0% | 2 | 80.0% | 8 | 57.1% | 4 | 80.0% | 4 | 100.0% | 2 | 63.6% | 7 | 100.0% | 3 |
| Better quality of leisure uses | 28.6% | 4 | 50.0% | 2 | 20.0% | 2 | 28.6% | 2 | 20.0% | 1 | 50.0% | 1 | 36.4% | 4 | 0.0% | 0 |
| More priority of pedestrians / pedestrianisation | 7.1% | 1 | 25.0% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 |
| Less traffic / congestion | 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 shelter from wind / rain | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improve appearance / environment of centre | 7.1% | 1 | 0.0% | 0 | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 |
| Remove litter more often | 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 parking | 7.1% | 1 | 0.0% | 0 | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 |
| Cheaper parking | 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 accessible car parking Better bus services to the centre | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| New / relocated bus stops | 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 measures / policing | 7.1% | 1 | 0.0% | 0 | 10.0% | 1 | 0.0% | 0 | 20.0% | 1 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 |
| Better signposting within the Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Redevelopments/changes to site (PLEASE SPECIFIY SITES) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance studio | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gym | 14.3% | 2 | 25.0% | 1 | 10.0% | 1 | 28.6% | 2 | 0.0% | 0 | 0.0% | 0 | 18.2% | 2 | 0.0% | 0 |
| Indoor ski centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Indoor swimming pool | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure Centre | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Library Miore actitivites for children | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More cycle parking | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 |
| More public toilets | 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 seating areas | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| Music Venue | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampoline park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 14 | | 4 | | 10 | | 7 | | 5 | | 2 | | 11 | | 3 |
| Q32 Do you ever visit the Those in Summertown, | | | Cowley Rod | ıd | | | | | | | | | | | | |
| Yes | 21.2% | 11 | | | 19.5% | 8 | 14.3% | 5 | 50.0% | 3 | 27.3% | 3 | 22.7% | 10 | 12.5% | 1 |
| No | 76.9% | | 72.7% | 8 | 78.0% | | 85.7% | 30 | 33.3% | | 72.7% | 8 | 75.0% | | 87.5% | 7 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| 2450. | | 52 | | | | 71 | | 55 | | 0 | | 11 | | | | 5 |

Page 278

2017

16 - 34

35 - 54

ABC1

C2DE

55 +

Page 279

February 2017

| Q33 | What do | you LIKE MOST about the Market ? [MR] |
|-----|---------|---------------------------------------|
|-----|---------|---------------------------------------|

Total

Male

Female

Those in Summertown, Headington & Cowley Road

| , | | | | | | | | | | | | | | | | |
|--|-------|----|-------|----|-------|----|-------|----|-------|---|-------|----|-------|----|-------|---|
| Nothing | 50.0% | 26 | 54.5% | 6 | 48.8% | 20 | 57.1% | 20 | 33.3% | 2 | 36.4% | 4 | 47.7% | 21 | 62.5% | 5 |
| Near/convenient | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 16.7% | 1 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 1.9% | 1 | 9.1% | 1 | 0.0% | 0 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls | 19.2% | 10 | 18.2% | 2 | 19.5% | 8 | 17.1% | 6 | 50.0% | 3 | 9.1% | 1 | 18.2% | 8 | 25.0% | 2 |
| The variety of stalls | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| The character of the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The places to eat | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Quality of the food products | 9.6% | 5 | 9.1% | 1 | 9.8% | 4 | 8.6% | 3 | 16.7% | 1 | 9.1% | 1 | 6.8% | 3 | 25.0% | 2 |
| Quality of the non-food products | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| The different types of markets (i.e. antiques, farmers market) | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community spirit | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 2.9% | 1 | 0.0% | 0 | 0.0% | 0 | 2.3% | 1 | 0.0% | 0 |
| Local produce | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 25.0% | 13 | 18.2% | 2 | 26.8% | 11 | 25.7% | 9 | 0.0% | 0 | 36.4% | 4 | 27.3% | 12 | 12.5% | 1 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |

Q34 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR] Those in Summertown, Headington & Cowley Road

| Nothing | 38.5% | 20 | 63.6% | 7 | 31.7% | 13 | 42.9% | 15 | 33.3% | 2 | 27.3% | 3 | 36.4% | 16 | 50.0% | 4 |
|--------------------------------|--------|----|--------|----|---------|----|----------------|----|---------|---|--------|----|--------|----|----------------|---|
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| More butcher stalls | 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 bakery stalls | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| More deli stalls | 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 fishmonger stalls | 1.9% | 1 | 0.0% | 0 | 2.4% | 1 | 0.0% | 0 | 0.0% | 0 | 9.1% | 1 | 2.3% | 1 | 0.0% | 0 |
| More sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (i.e. covered market) | | | | | | | | | | | | | | | | |
| More seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| easier to walk around | | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less fast food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Modernise it | 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 advertising | 5.8% | 3 | 0.0% | 0 | 7.3% | 3 | 2.9% | 1 | 33.3% | 2 | 0.0% | 0 | 4.5% | 2 | 12.5% | 1 |
| (Don't know) | 50.0% | 26 | 36.4% | 4 | 53.7% | 22 | 54.3% | 19 | 16.7% | 1 | 54.5% | 6 | 52.3% | 23 | 37.5% | 3 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| Base. | | 52 | | 11 | | 41 | | 55 | | 0 | | 11 | | 44 | | 0 |
| GEN Gender: | | | | | | | | | | | | | | | | |
| Male | 21.2% | 11 | 100.0% | 11 | 0.0% | 0 | 28.6% | 10 | 0.0% | 0 | 9.1% | 1 | 22.7% | 10 | 12.5% | 1 |
| Female | 78.8% | 41 | 0.0% | | 100.0% | 41 | 28.0% 71.4% | | 100.0% | 6 | 90.9% | 10 | 77.3% | 34 | 12.5% 87.5% | 7 |
| | /0.070 | | 0.070 | | 100.070 | | / 1.4/0 | | 100.070 | | JU.770 | | 11.370 | | 07.370 | |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| | | | | | | | | | | | | | | | | |

| | | | | | 10 | - | | | | | | | | | | rebrua |
|--|----------------|------------|----------------|--------|----------------|----------|----------------|----------|--------------|-----|------------------|-----|---------------|----------|----------------|--------|
| | Total | | Male | e | Female | e | 16 - 34 | 4 | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| AGE Age Group: | | | | | | | | | | | | | | | | |
| | 20.50 | 20 | 54.50/ | 6 | 24.10/ | 14 | 57 10/ | 20 | 0.00/ | 0 | 0.00/ | 0 | 42.20/ | 10 | 10.5% | 1 |
| 16 - 24 years | 38.5% 28.8% | 20 15 | 54.5% 36.4% | 6 4 | 34.1% 26.8% | 14 11 | 57.1% 42.9% | 20 15 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | | 19 13 | 12.5% 25.0% | 1 2 |
| 25 - 34 years 35 - 44 years | 28.8% | 4 | 0.0% | 4 | 20.8% 9.8% | 4 | 42.9% | 15 | 66.7% | 4 | 0.0% | 0 | 29.3% 4.5% | 2 | 25.0% 25.0% | 2 |
| • | 3.8% | 2 | 0.0% | 0 | 9.8% 4.9% | 2 | 0.0% | 0 | | 2 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 |
| 45 - 54 years 55 - 64 years | 3.8% 7.7% | 4 | 0.0% | 0 | 4.9% 9.8% | 4 | 0.0% | 0 | 0.0% | 0 | 36.4% | 4 | 4.3% 6.8% | 3 | 12.5% | 1 |
| 65+ years | 13.5% | 7 | 9.1% | 1 | 14.6% | 6 | 0.0% | 0 | 0.0% | 0 | 63.6% | 7 | 11.4% | 5 | 25.0% | 2 |
| • | 13.370 | | 9.170 | | 14.070 | | 0.0% | | 0.070 | | 03.0% | | 11.470 | | 23.070 | |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| EMP Are you in paid em | ployment: | | | | | | | | | | | | | | | |
| Yes | 36.5% | 19 | 27.3% | 3 | 39.0% | 16 | 37.1% | 13 | 83.3% | 5 | 9.1% | 1 | 38.6% | 17 | 25.0% | 2 |
| No | 63.5% | 33 | 72.7% | 8 | 61.0% | 25 | 62.9% | 22 | 16.7% | 1 | 90.9% | 10 | 61.4% | 27 | 75.0% | 6 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| WORK Location of wor | kplace | | | | | | | | | | | | | | | |
| Those in paid employn | | | | | | | | | | | | | | | | |
| Inside (study centre) town | 15.8% | 3 | 0.0% | 0 | 18.8% | 3 | 15.4% | 2 | 0.0% | 0 | 100.0% | 1 | 11.8% | 2 | 50.0% | 1 |
| centre Outside (study centre) town | 84.2% | 16 | 100.0% | 3 | 81.3% | 13 | 84.6% | 11 | 100.0% | 5 | 0.0% | 0 | 88.2% | 15 | 50.0% | 1 |
| centre Base: | | 19 | | 3 | | 16 | | 13 | | 5 | | 1 | | 17 | | 2 |
| | f Maria E | | | | if mating d | | | | | | | 1 | | 17 | | 2 |
| SEG Occupation of Chie | i wage Ea | arne | r in HHO | ia: (| if retired, | ask | for prev | lous | occupati | on) | | | | | | |
| AB | 23.1% | 12 | 18.2% | 2 | 24.4% | 10 | 14.3% | 5 | 50.0% | 3 | 36.4% | 4 | 27.3% | 12 | 0.0% | 0 |
| C1 | 61.5% | 32 | 72.7% | 8 | 58.5% | 24 | 77.1% | 27 | 16.7% | 1 | 36.4% | 4 | 72.7% | 32 | 0.0% | 0 |
| C2 | 7.7% | 4 | 0.0% | 0 | 9.8% | 4 | 0.0% | 0 | 33.3% | 2 | 18.2% | 2 | 0.0% | 0 | 50.0% | 4 |
| DE | 7.7% | 4 | 9.1% | 1 | 7.3% | 3 | 8.6% | 3 | 0.0% | 0 | 9.1% | 1 | 0.0% | 0 | 50.0% | 4 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| ADU No. of adults (incl F | Resp) [MR |] | | | | | | | | | | | | | | |
| 1 adult in hhold | 15.4% | 8 | 9.1% | 1 | 17.1% | 7 | 11.4% | 4 | 0.0% | 0 | 36.4% | 4 | 9.1% | 4 | 50.0% | 4 |
| 2 adults in hhold | 42.3% | 22 | | 3 | 46.3% | 19 | 34.3% | 12 | | 5 | 45.5% | 5 | 40.9% | 18 | 50.0% | 4 |
| 3 adults in hhold | 7.7% | 4 | 0.0% | 0 | 9.8% | 4 | 2.9% | 12 | 16.7% | 1 | 18.2% | 2 | 9.1% | 4 | 0.0% | 0 |
| 4 or more adults in hhold | 34.6% | 18 | 63.6% | 7 | | 11 | 51.4% | 18 | 0.0% | 0 | 0.0% | 0 | 40.9% | 18 | 0.0% | 0 0 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| CHI No. of children (Un | dor 16) [M | | | | | | | 00 | | 0 | | | | | | 0 |
| | | ΓJ | | | | | | | | | | | | | | |
| 1 child in hhold | 9.6% | 5 | 9.1% | 1 | 9.8% | 4 | 8.6% | 3 | 16.7% | 1 | 9.1% | 1 | 9.1% | 4 | 12.5% | 1 |
| 2 children in hhold | 5.8% | 3 | 0.0% | 0 | 7.3% | 3 | 2.9% | 1 | 33.3% | 2 | 0.0% | 0 | 4.5% | 2 | 12.5% | 1 |
| 3 children in hhold | 3.8% | 2 | 0.0% | 0 | 4.9% | 2 | 2.9% | 1 | 16.7% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 2 |
| 4 or more children in hhold | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No children in hhold | 80.8% | 42 | 90.9% | 10 | 78.0% | 32 | 85.7% | 30 | 33.3% | 2 | 90.9% | 10 | 86.4% | 38 | 50.0% | 4 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| CAR No. of cars in hous | ehold [MF | R] | | | | | | | | | | | | | | |
| 1 car in hhold | 15.4% | 8 | 9.1% | 1 | 17.1% | 7 | 2.9% | 1 | 50.0% | 3 | 36.4% | 4 | 15.9% | 7 | 12.5% | 1 |
| 2 cars in hhold | 3.8% | 2 | 9.1% | 1 | 2.4% | 1 | 5.7% | 2 | 0.0% | 0 | 0.0% | 0 | 4.5% | 2 | 0.0% | 0 |
| 3 cars in hhold | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4 or more cars in hhold | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No cars in hhold | 80.8% | 42 | 81.8% | 9 | 80.5% | 33 | 91.4% | 32 | | 3 | 63.6% | 7 | 79.5% | 35 | 87.5% | 7 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| | | 22 | | | | • • | | 55 | | 0 | | • • | | •• | | - |

| February | 2017 |
|----------|------|
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| - | Total | | Male | | Female | ; | 16 - 34 | 4 | 35 - 54 | | 55 + | | ABC | L | C2DE | |
|--|--|--|--|---|--|--|---|---|---|--|---|--|--|--|---|---|
| DAY Day of interview: | | | | | | | | | | | | | | | | |
| Monday Tuesday Wednesday Thursday Friday Saturday Sunday | 0.0% 50.0% 0.0% 0.0% 50.0% 0.0% | 0 0 0 | 0.0% 63.6% 0.0% 0.0% 36.4% 0.0% | 0 7 0 0 0 4 0 | 0.0% 46.3% 0.0% 0.0% 53.7% 0.0% | 0 19 0 0 0 22 0 | $\begin{array}{c} 0.0\% \\ 54.3\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 45.7\% \\ 0.0\% \end{array}$ | 0 19 0 0 0 16 0 | 0.0% 66.7% 0.0% 0.0% 33.3% 0.0% | $ \begin{array}{c} 0 \\ 4 \\ 0 \\ 0 \\ 0 \\ 2 \\ 0 \end{array} $ | 0.0% 27.3% 0.0% 0.0% 0.0% 72.7% 0.0% | 0 3 0 0 0 8 0 | $\begin{array}{c} 0.0\% \\ 47.7\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 52.3\% \\ 0.0\% \end{array}$ | $ \begin{array}{c} 0 \\ 21 \\ 0 \\ 0 \\ 0 \\ 23 \\ 0 \end{array} $ | $\begin{array}{c} 0.0\% \\ 62.5\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 37.5\% \\ 0.0\% \end{array}$ | 0 5 0 0 0 3 0 |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |
| TOWN Town | | | | | | | | | | | | | | | | |
| Oxford City Centre Cowley Summertown Headington Cowley Road Blackbird Leys Base: | 0.0% 0.0% 0.0% 0.0% 100.0% 0.0% | $ \begin{array}{c} 0 \\ 0 \\ 0 \\ 52 \\ 1 \\ 0 \\ 52 \end{array} $ | 0.0% 0.0% 0.0% 0.0% 00.0% 0.0% | $ \begin{array}{c} 0 \\ 0 \\ 0 \\ 11 \\ 0 \\ 11 \end{array} $ | 0.0% 0.0% 0.0% 0.0% 100.0% 0.0% | 0 0 0 41 0 41 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 100.0\% \\ 0.0\% \end{array}$ | 0 0 0 35 0 35 | 0.0% 0.0% 0.0% 0.0% 100.0% 0.0% | 0 0 0 6 0 6 | 0.0% 0.0% 0.0% 0.0% 100.0% 0.0% | 0 0 0 11 0 11 | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 100.0\% \\ 0.0\% \end{array}$ | $ \begin{array}{c} 0 \\ 0 \\ 0 \\ 44 \\ 0 \\ 44 \end{array} $ | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 100.0\% \\ 0.0\% \end{array}$ | 0 0 0 8 0 8 |
| LOC Location (see map) Those in Oxford City C | | | | | | | | | | | | | | | | |
| Location Point 1 - Entrance to Gloucester Green on George Street Location Point 2 - Corner of Cornmarket, George | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 |
| Street, Broad Street, Magdalen Street, outside Debenhams Location Point 3 - Cornmarket, outside entrance to Clarenden | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Centre Location Point 4 - Inside Clarenden Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 5 - Queen Street, outside Marks & | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Spencer Location Point 6 - High Street, outside the entrance to the Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| PC | | | | | | | | | | | | | | | | |
| MK6 2 OX1 4 OX2 6 OX2 9 OX3 0 OX3 7 OX3 8 OX33 1 OX4 1 OX4 2 OX4 3 OX4 4 OX4 4 OX4 6 OX5 OX9 4 Refused | $\begin{array}{c} 1.9\% \\ 7.7\% \\ 1.9\% \\ 1.9\% \\ 1.9\% \\ 5.8\% \\ 3.8\% \\ 1.9\% \\ 42.3\% \\ 11.5\% \\ 5.8\% \\ 3.8\% \\ 3.8\% \\ 1.9\% \\ 1.9\% \\ 1.9\% \\ 1.9\% \end{array}$ | $ \begin{array}{c} 1 \\ 4 \\ 1 \\ 1 \\ 1 \\ 2 \\ 1 \\ 2 \\ 6 \\ 3 \\ 2 \\ 1 \\ 1 \\ 1 \\ 1 \end{array} $ | 0.0% 9.1% 0.0% 0.0% 0.0% 0.0% 0.0% 9.1% 9.1% 9.1% 0.0% | $\begin{array}{c} 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\$ | 2.4% 7.3% 2.4% 2.4% 7.3% 4.9% 2.4% 39.0% 12.2% 4.9% 2.4% 2.4% 0.0% 2.4% | 1 3 1 1 1 3 2 1 1 1 6 5 2 1 2 1 2 1 0 1 | 0.0% 11.4% 0.0% 2.9% 5.7% 5.7% 2.9% 42.9% 11.4% 5.7% 2.9% 0.0% | $ \begin{array}{c} 0 \\ 4 \\ 0 \\ 1 \\ 2 \\ 2 \\ 1 \\ 15 \\ 4 \\ 2 \\ 1 \\ 1 \\ 0 \\ 1 \\ 0 \\ 1 \\ 0 \end{array} $ | 0.0% 0.0% 16.7% 0.0% 0.0% 0.0% 0.0% 16.7% 33.3% 0.0% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 0.0% 16.7% 0.0% 16.7% 0.0% 0.0% 16.7% 0.0% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% 0.0% 16.7% | $\begin{array}{c} 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 1 \\ 2 \\ 0 \\ 0 \\ 0 \\ 1 \\ 0 \\ 1 \end{array}$ | 9.1% 0.0% 0.0% 0.0% 9.1% 0.0% 54.5% 0.0% 9.1% 9.1% 9.1% 9.1% 9.1% 0.0% 0.0% 0.0% 0.0% 0.0% | $ \begin{array}{c} 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 1 \\ 0 \\ 0 \\ 1 \\ 1 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \end{array} $ | $\begin{array}{c} 2.3\% \\ 9.1\% \\ 2.3\% \\ 2.3\% \\ 2.3\% \\ 2.3\% \\ 6.8\% \\ 2.3\% \\ 4.5\% \\ 2.3\% \\ 4.5\% \\ 2.3\% \\ 4.5\% \\ 2.3\% \\ 4.5\% \\ 2.3\% \\ 0.0\% \end{array}$ | $ \begin{array}{c} 1 \\ 4 \\ 1 \\ 1 \\ 1 \\ 3 \\ 1 \\ 20 \\ 4 \\ 2 \\ 1 \\ 2 \\ 1 \\ 0 \\ \end{array} $ | $\begin{array}{c} 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 12.5\% \\ 0.0\% \\ 25.0\% \\ 12.5\% \\ 12.5\% \\ 12.5\% \\ 0.0\% \\ 0.0\% \\ 0.0\% \\ 12.5\% \end{array}$ | $ \begin{array}{c} 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 0 \\ 1 \\ 0 \\ 2 \\ 1 \\ 1 \\ 0 \\ 0 \\ 0 \\ 1 \\ \end{array} $ |
| Base: | | 52 | | 11 | | 41 | | 35 | | 6 | | 11 | | 44 | | 8 |

| Blackbird Leys by demogra | phics | | Ox | forc | l City | · | | | | tre S | Surv | ey | | | | | Page 307 |
|--|----------|--------|---------|----------|---------|-------|--------|-------|--------|--------|--------|-------|---------|--------|--------|--------|---------------|
| | | | | | f | or (| Carte | r Jo | onas | | | | | | | 1 | February 2017 |
| | Tota | ıl | Mal | e | Fema | le | 16 - 3 | 34 | 35 - | 54 | 55 | + | ABC | 21 | C2I | DE | |
| Q01 How did you travel | to (STUI | DY CE | NTRE) | today | ? | | | | | | | | | | | | |
| Car – driver | 33.3% | 10 | 50.0% | 9 | 8.3% | 1 | 25.0% | 4 | 71.4% | 5 | 14.3% | 1 | 42.9% | 3 | 30.4% | 7 | |
| Car – passenger | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 12.5% | 2 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 4.3% | 1 | |
| Bus | 16.7% | 5 | 5.6% | 1 | 33.3% | 4 | 31.3% | 5 | 0.0% | 0 | 0.0% | 0 | 28.6% | 2 | 13.0% | 3 | |
| Bicycle | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | C |) |
| Rail | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | C |) |
| Taxi | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 | |
| Park and Ride | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |) |
| On foot | 40.0% | 12 | 33.3% | 6 | 50.0% | 6 | 25.0% | 4 | 28.6% | 2 | 85.7% | 6 | 14.3% | 1 | 47.8% | 11 | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | | |
| Mobility scooter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | |) |
| Motorcycle | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | | |
| Base: | | 30 | | 18 | ,. | 12 | ,. | 16 | | 7 | | 7 | ,. | 7 | | 23 | |
| Mean score [minute | es] | | | | | | | | | | | | | | | | |
| Q02 How long do you in | - | stay i | n (STUE | Y CEI | NTRE) t | oday? | , | | | | | | | | | | |
| | 26 70 | - 11 | 4.4.40/ | 0 | 25.00 | 2 | 21.20/ | ~ | 12 00/ | 2 | 10.00/ | 2 | 29. 60/ | 2 | 20.10/ | | |
| Less than 30 minutes | 36.7% | | 44.4% | 8 | 25.0% | 3 | 31.3% | 5 | 42.9% | 3 | 42.9% | 3 | 28.6% | 2 | 39.1% | | |
| 30- 59 minutes | 16.7% | 5 | | | 25.0% | 3 | 12.5% | 2 | 0.0% | 0 | 42.9% | 3 | 14.3% | | 17.4% | | |
| 1 hour – 1hour 59 minutes | 6.7% | 2 | 0.0% | 0 | 16.7% | 2 | 12.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.7% | | |
| 2 hours - 2 hours 59 minutes | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 12.5% | 2 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 4.3% | | |
| 3 hours – 3 hours 59 minutes | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | 4.3% | | |
| 4 hours and over | 30.0% | 9 | 33.3% | 6 | 25.0% | 3 | 31.3% | 5 | 42.9% | 3 | 14.3% | 1 | 42.9% | 3 | 26.1% | | |
| Overnight stay | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | C | |
| Mean: | 1 | 17.00 | | 21.67 | 1 | 10.00 | 1 | 24.69 | | 152.14 | | 64.29 | | 147.86 | | 107.61 | |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 | |
| Mean score [times | per weel | k, exc | ludes F | irst tin | ne toda | y] | | | | | | | | | | | |
| Q03 How often do you s | hop in (| STUD | Y CENT | RE) (i | ncludin | g Sun | day)? | | | | | | | | | | |
| 7 days a week | 20.0% | 6 | 22.2% | 4 | 16.7% | 2 | 18.8% | 3 | 14.3% | 1 | 28.6% | 2 | 14.3% | 1 | 21.7% | 5 | |
| 4-6 days a week | 23.3% | 7 | 16.7% | 3 | 33.3% | 4 | 12.5% | 2 | 14.3% | 1 | 57.1% | 4 | 14.3% | 1 | 26.1% | 6 | 5 |
| 2-3 days a week | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 0.0% | 0 | 14.3% | 1 | 14.3% | 1 | 14.3% | 1 | 4.3% | 1 | |
| Once a week | 10.0% | 3 | 11.1% | 2 | 8.3% | 1 | 18.8% | 3 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 8.7% | | ! |
| Once every 2 weeks | 13.3% | 4 | 16.7% | 3 | 8.3% | 1 | 18.8% | 3 | 14.3% | 1 | 0.0% | 0 | 28.6% | 2 | 8.7% | | |
| Once every month | 16.7% | 5 | 22.2% | 4 | 8.3% | 1 | 12.5% | 2 | 42.9% | 3 | 0.0% | Õ | 14.3% | 1 | | | |
| Once every 3 months | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 4.3% | | |
| Less often than once every 3 months | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | | |
| First time today | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |) |
| (Don't know) | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | | |
| Mean: | | 3.06 | | 2.79 | | 3.49 | | 2.42 | | 2.27 | | 5.21 | | 2.40 | | 3.27 | , |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 | |
| | | 20 | | | | | | 10 | | | | , | | | | | |

Page 308

| | | | | | 10 | ſ | Jarier | J | Jiias | | | | | | | February 2 |
|--|--------------|--------|-----------------------|--------|--------------|-------------------------------------|--------------|--------|--------------|--------|--------------|--------|--------------|--------|--------------|------------|
| | Tota | 1 | Male | • | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q04 What is the MAIN re | eason for | r your | [.] visit he | re to | day? | | | | | | | | | | | |
| To buy food items at the shops (not take-away / | 36.7% | 11 | 44.4% | 8 | 25.0% | 3 | 25.0% | 4 | 42.9% | 3 | 57.1% | 4 | 28.6% | 2 | 39.1% | 9 |
| café / restaurant) To buy non-food goods in the shops (e.g. shoes, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| clothes, jewellery) To buy food items at the Market (not take-away / | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| café / restaurant) To buy non-food goods at the Market (e.g. shoes, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| clothes, jewellery) For services (e.g. post office, bank, building society, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| hairdressers) To use a leisure facility (eg. | 30.0% | 9 | 38.9% | 7 | 16.7% | 2 | 31.3% | 5 | 57.1% | 4 | 0.0% | 0 | 28.6% | 2 | 30.4% | 7 |
| sports centre) As a day visitor to the Town | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Centre As a staying visitor to the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Town Centre Eat out (e.g. take-away / café | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| / restaurant) Work (respondent works in the town) | 6.7% | 2 | 0.0% | 0 | 16.7% | 2 | 6.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 8.7% | 2 |
| To attend a business | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| appointment To meet someone | 16.7% | 5 | 11.1% | 2 | 25.0% | 3 | 25.0% | 4 | 0.0% | 0 | 14.3% | 1 | 28.6% | 2 | 13.0% | 3 |
| Library / public services | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (doctor, dentist, etc) To study (attending University / Further level | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| education) Oxford City Centre – To visit the university as a | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| tourist Oxford City Centre –To visit | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| the theatre Oxford City Centre –To visit museums | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre –To visit cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre –To visit The Clarendon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown - To visit The Ferry leisure centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Just passing through | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| Window shopping / | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| browsing (Don't know) | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| Q05 What type of shop a Those who said food o | | | | ntend | to visit o | r ar | e likely to | visi | it today? | | | | | | | |
| Food & Grocery | 100.0% | 11 | 100.0% | Q | 100.0% | 3 | 100.0% | 4 | 100.0% | 3 | 100.0% | 4 | 100.0% | 2 | 100.0% | 9 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, games, books etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gifts and Antiques Art and Crafts | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 |
| Base: | | 11 | | 8 | | 3 | | 4 | | 3 | | 4 | | 2 | | 9 |

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Page 309

February 2017

| Total Male Female 16 - 34 35 - 54 55 + ABC1 C2DE | |
|--|--|
|--|--|

Mean score [£]

Q07 How much have you spent, or do you intend to spend on non-food shopping (e.g. clothing & footwear, personal goods, gifts, household goods, etc.) today in (STUDY CENTRE)? Those who said non food at Q04

| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
|-----------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| £1-£5 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £6-10 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £11-£20 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £21-£30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £31-£40 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £41-£50 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £51-£100 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £101-£150 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £151-£200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £201-£250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Mean score [£]

Q08 How much have you spent, or do you intend to spend on food shopping (i.e. main and top-up shopping) today in (STUDY CENTRE)? Those who said food at Q04

| Nothing | 18.2% | 2 | 12.5% | 1 | 33.3% | 1 | 25.0% | 1 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 22.2% | 2 |
|-----------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|-------|------|
| £1-£5 | 36.4% | 4 | 50.0% | 4 | 0.0% | 0 | 50.0% | 2 | 33.3% | 1 | 25.0% | 1 | 50.0% | 1 | 33.3% | 3 |
| £6-10 | 36.4% | 4 | 25.0% | 2 | 66.7% | 2 | 25.0% | 1 | 66.7% | 2 | 25.0% | 1 | 50.0% | 1 | 33.3% | 3 |
| £11-£20 | 9.1% | 1 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 11.1% | 1 |
| £21-£30 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £31-£40 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £41-£50 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £51-£100 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £101-£150 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £151-£200 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| £201-£250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over £250 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mean: | | 5.05 | | 5.06 | | 5.00 | | 3.13 | | 5.83 | | 6.38 | | 5.00 | | 5.06 |
| Base: | | 11 | | 8 | | 3 | | 4 | | 3 | | 4 | | 2 | | 9 |

| | | | | | foi | r C | arter | Jo | nas | | | | | | | February 201 |
|---|--------------|-------------------------------------|--------------|--------|--------------|-------------------------------------|--------------|---------------------------------------|--------------|---------------------------------------|--------------|--------|--------------|-------------------------------------|--------------|--------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| 009 What are the names | | ain F | OOD she | ops y | ou have v | /isite | ed, or inte | end | to visit in | (ST | UDY CEI | NTRE | E) today? | (MR | !] | |
| Those who said food at | Q04 | | | | | | | | | | | | | | | |
| Marks and Spencer, Queen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street ainsbury's Local, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street ainsbury's, Westgate | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre esco Metro, Magdalen | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Street | | | | | | | | | | | | | | | | |
| loucester Green Market Iolland & Barrett | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| xford Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| owley o-op , Templars Square | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre celand, Templars Square | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shopping Centre | | | | | | | | | | | | | | | | |
| lolland and Barrett ainsbury's , Templars Retail | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Park | | | | | | | | | | | | | | | | |
| ainsbury's Local, Suffolk | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House, 263 Banbury Rd esco Express, 263 Banbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd, Oxford | | | | | | | | | | | | | | | | |
| olland & Barrett, 241 Banbury Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I&S Simply Food | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| he Co-operative Food, 228-240 Banbury Rd, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford eadington | | | | | | | | | | | | | | | | |
| he Co-operative Food, 152 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd, Headington hong Heng 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 |
| Supermarket, 6 Windmill | | | | | | | | | | | | | | | | |
| Rd uro Foods Polski Sklep | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zubr, 115 London Rd Vaitrose, 9-11 Old High St, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington | | | | | | | | | | | | | | | | |
| celand, 108-110 London Rd Jesco Exrpess, 83a-85 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| London Rd ainsbury's Local, 98 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| London Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| owley Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd | | | | | | | | | | | | | | | | |
| ahmid Stores (Indian Supermarket), 53 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd reen Village, 78A Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd | | | | | | | | | | | | | | | | |
| altic Food, 88 Cowley Rd olski Sklep Zubr, 124 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 |
| Cowley Rd | | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 |
| esco Metro, 159-161 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ngjing Asian Grocery Shop, 188 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| lamin Food Store (Buthcher), 216 Cowley Rd | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| lder W (Buthcher), 224 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Rd imply Fresh Supermarket, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 236-238 Cowley Rd oop Food, 217-219 Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rd | | | | | | | | | | | | | | | | |
| ast Oxford Farmers Market, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |

Page 311

| February | 2017 |
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| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|---|-------|----|-------|---|--------|-----|---------|---|---------|---|-------|---|-------|---|-------|---|
| East Oxford Primary School, Cowley Rd Sainsbury's Local, Asiatic Stores, 134b Cowley Rd, Oxford Blackbird Leys | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nisa Local, Blackbird Leys Road, Blackbird Leys | 81.8% | 9 | 87.5% | 7 | 66.7% | 2 1 | 00.0% | 4 | 66.7% | 2 | 75.0% | 3 | 50.0% | 1 | 88.9% | 8 |
| Martins, Blackbird Leys Rd, Oxford | 9.1% | 1 | 12.5% | 1 | 0.0% | 0 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 50.0% | 1 | 0.0% | 0 |
| Don't know | 9.1% | 1 | 0.0% | 0 | 33.3% | 1 | 0.0% | 0 | 0.0% | 0 | 25.0% | 1 | 0.0% | 0 | 11.1% | 1 |
| Base: | | 11 | | 8 | | 3 | | 4 | | 3 | | 4 | | 2 | | 9 |

Q10 When visiting the (ANSWER GIVEN AT Q.9) do you intend to link you shopping trip with a visit to other shops or services in the town centre? [MR]

| No | 100.0% | 11 | 100.0% | 8 | 100.0% | 3 | 100.0% | 4 | 100.0% | 3 | 100.0% | 4 | 00.0% | 2 | 100.0% | 9 |
|----------------------------|--------|----|--------|---|--------|---|--------|---|--------|---|--------|---|-------|---|--------|---|
| Yes- Other food shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ó |
| Yes- Other non-food shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Café / restaurant | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes- Leisure (e.g. cinema) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Yes - Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Browsing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 11 | | 8 | | 3 | | 4 | | 3 | | 4 | | 2 | | 9 |

| | | | | | 10 | r (| Jarier | J (| Jhas | | | | | | | February 2 |
|---|------------------|--------|------------------|------|--------------|--------|--------------|------------|------------------|--------|--------------|---|--------------|---|--------------|------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q11 What do you like me | ost about | t (ST | | ITRE | :)? [MR] | | | | | | | | | | | |
| Near / convenient | 40.0% | 12 | 44.4% | 8 | 33.3% | 4 | 25.0% | 4 | 28.6% | 2 | 85.7% | 6 | 14.3% | 1 | 47.8% | 11 |
| Good public transport links | 10.0% | 3 | 0.0% | 0 | 25.0% | 3 | 18.8% | 3 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 8.7% | 2 |
| Parking is easy | 20.0% | 6 | 27.8% | 5 | 8.3% | 1 | 18.8% | 3 | 42.9% | 3 | 0.0% | 0 | 28.6% | 2 | 17.4% | 4 |
| Parking is cheap | 20.0% | 6 | 22.2% | 4 | 16.7% | 2 | 18.8% | 3 | 42.9% | 3 | 0.0% | 0 | 28.6% | 2 | 17.4% | 4 |
| Lack of congestion on roads | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Little traffic-pedestrian | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| conflict Good directional signs to | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Centre Convenient drop off / pick | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| up stops for buses / good location of bus station | | | | | | | | | | | | | | | | |
| Ease of access to all (with pushchairs, wheelchairs, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Well signposted route ways / good local maps | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| General cleanliness of | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shopping streets Feels safe / absence of | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| threatening individuals / groups | | | | | | | | | | | | | | | | |
| Presence of police / other security measures | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture / floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| Not too crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Character / atmosphere | 10.0% | 3 | 5.6% | 1 | 16.7% | 2 | 12.5% | 2 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 13.0% | 3 |
| Historic buildings / tourist | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| attractions Oxford City Centre – The Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – The Oxford Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Gloucester Green Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Westgate Shopping Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre – Clarendon shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selection / choice of independent / specialist | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shops Presence of a large | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| supermarkets Selection / choice of multiple shops (i.e. high street | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| chains such as Boots etc) | | | | | | | | | | | | | | | | |
| Quality of shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Prices are competitive in shops compared to other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| town / district centres | | | | | | | | | | | | | | | | |
| Play area for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of places to eat | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| Range of pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of services (banks, insurance, hairdressers, etc) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Range of leisure facilities | 20.0% | 6 | 22.2% | 4 | 16.7% | 2 | 25.0% | 4 | 28.6% | 2 | 0.0% | 0 | 14.3% | 1 | 21.7% | 5 |
| Availability of employment opportunities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I like everything about the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Architecture | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to friends | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community feel | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| Cosmopolitan feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cycle friendly Diversity | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Diversity | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 |

Page 313 February 2017

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|--|-------|----|------|----|--------|-----|---------|----|---------|---|-------|---|-------|---|------|----------|
| | Total | | Male | | Female | 1 | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Friendly people | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 0.0% | 0 | 14.3% | 1 | 14.3% | 1 | 14.3% | 1 | 4.3% | 1 |
| Green Space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| It's compact | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford City Centre - Oxford Theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tesco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The Farmers Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Nothing in particular) | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 12.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.7% | 2 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |

Page 314

February 2017

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|---|--------------|--------|------------------|-------------------------------------|--------------|---------------------------------------|--------------|---------------------------------------|------------------|--------|--------------|--------|------------------|--------|--------------|----------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q12 What do you dislike | most abo | out (S | | CENT | RE)? [MR |] | | | | | | | | | | |
| Unsafe for pedestrians / traffic conflict | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| Not enough 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 |
| Difficulties in parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location of parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Parking is expensive | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor public transport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Road congestion Poor directional signs to Centre | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Poor signage / routeways within centre / lack of maps of centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inconvenient location of bus stops / bus station | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Difficulties with pushchairs, wheelchairs, etc | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dirty shopping streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Feels unsafe / presence of threatening individuals / groups | 10.0% | 3 | 5.6% | 1 | 16.7% | 2 | 12.5% | 2 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | 13.0% | 3 |
| Lack of police presence / other security measures | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of street furniture / floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Not busy enough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| General lack of choice of multiple shops | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 12.5% | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 8.7% | 2 |
| General lack of independent / specialist shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Shops too small | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inadequate range of places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Inadequate range of services Inadequate range of leisure facilities | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Absence of play areas for children | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I dislike everything about the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cyclists are dangerous | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dangerous for cyclists Early closing times | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Expensive public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive public transport Expensive shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Expensive to live here | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Lack of character | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of cycle lanes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of cycle parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of green space | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lack of public toilets | 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 pedestrian crossings | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| Noisy Pollution | 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 |
| Poor layout | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Poor road surfaces / | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| pavements Poor WIFI | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Rundown | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Streets are dark | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Streets are narrow | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The building works | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many cyclists | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Too many empty shops Too many homeless people | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many of one type of shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Too many students | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Too many tourists | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | | | | | | | | | | | | | | | | |

| February 2017 |
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| | Total | l | Male | | Female | e | 16 - 3 | 4 | 35 - 54 | | 55 + | | ABC1 | | C2D | E |
|---|------------------|---------|---------------|---------|------------------|--------|---------------|---------|---------------|--------|------------------|--------|------------------|--------|------------------|---------|
| | | | | | | | | | | | | | | | | |
| (No opinion) (Nothing in particular) | 10.0% 70.0% | 3 21 | 5.6% 77.8% | 1 14 | 16.7% 58.3% | 2 7 | 6.3% 62.5% | 1 10 | 0.0% 85.7% | 0 6 | 28.6% 71.4% | 2 5 | 14.3% 85.7% | 1 6 | 8.7% 65.2% | 2 15 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| Q13 Is there a specific | c shop / typ | e of s | shop tha | t wou | uld encou | urage | e vou to | visit | (STUDY (| | TRE) mo | re of | ten? | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 80.0% | 24 | 88.9% | 16 | 66.7% | 8 | 81.3% | 13 | 71.4% | 5 | 85.7% | 6 | 42.9% | 3 | 91.3% | 21 |
| Asda | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| B&Q | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Baby / childrens shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bakery Book shop | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Book shop Bosworths | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Charity shop | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 0 |
| Cheaper shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clarks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothes shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cobbler | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Coffee shop Computer shop | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Costco | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Department store | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | ŏ | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő |
| Edinburgh Wool | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fat Face | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fortnum & Mason | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| GAME | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Garden Centre Gucci | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Haberdashery store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hardware store | 3.3% | 1 | 0.0% | Ő | 8.3% | 1 | 0.0% | Ő | 0.0% | 0 | 14.3% | 1 | 0.0% | Ő | 4.3% | 1 |
| Health shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Hippy shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| HMV | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| House of Fraser | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ikea Independent shops | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Indoor market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő |
| Lakeland | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Marks & Spencer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Mens clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 |
| Motorcross shop Music shop | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| New Look | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oasis | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő |
| Organic shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outdoor clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Peacocks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Post Office | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 |
| Poundland Primark | 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 |
| Record shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Selfridges | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 |
| Shoe shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sports shop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Supermarket | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 6.3% | 1 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 4.3% | 1 |
| The Range | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| TK Maxx | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| Tobacco shop Urban Outfitters | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 |
| Whole Foods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wilkinsons | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Zara | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (Don't know) | 6.7% | 2 | 0.0% | 0 | 16.7% | 2 | 12.5% | 2 | 0.0% | 0 | 0.0% | 0 | 28.6% | 2 | 0.0% | 0 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| | | | | | | | | | | | | | | | | |

| 1 | 16.7% | 5 | 16.7% | | 16.7% | 2 | 6.3% | 1 | 14.3% | 1 | 42.9% | 3 | 14.3% | | 17.4% | 4 |
|---|--------------|--------|--------------|---|--------------|--------|--------------|---|--------------|--------|--------------|--------|--------------|---|------------------|--------|
| pecified new shop Aore choice in women's | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| wear shops | | | | | | | | | | | | | | | | |
| etter quality women's wear shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| fore choice in men's wear shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shops shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nore choice in children's | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| wear shops Better quality children's wear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shops Aore choice of shops in | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| general Better quality shops in | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| general Aore fashion/clothing 'high | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| street' brands Aore non-fashion/clothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| retailers Aore independent clothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| shops More independent shops in | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| general | | | | | | | | | | | | | | | | |
| fore niche retailers (e.g. music, books, art and hobbies, etc.) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore/ better food shopping offer | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| fore/better branded cafes/ coffee shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iore/ better independent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| cafes/ coffee shops Aore cafés/ coffee shops in | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| general Iore/better branded | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| restaurants Aore/better independent | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| restaurants Aore/better restaurants in | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| general Cheaper shops | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| More personal service uses | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| (e.g. beauty related) | 0.070 | 0 | 01070 | 0 | 0.070 | Ŭ | 0.070 | Ŭ | 01070 | 0 | 01070 | 0 | 0.070 | 0 | 01070 | 0 |
| Aore banks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore customer facilities (e.g customer toilets, ATM, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| etc) A cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A theatre | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő |
| Aore seating areas | 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 events (e.g. food market, craft market, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| music performances, etc.) mprovements to the street markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Discount or loyalty schemes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Free wifi access | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Iore/ better parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| educed parking fees | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ree parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| etter signage to the shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better pedestrian links within the shopping centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better public transport connections | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| mprovements to the physical environment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | | | | | | | | | | | | | | | | |

Total

Male

Oxford City Council In centre Survey for Carter Jonas

16 - 34

35 - 54

55 +

ABC1

C2DE

Female

Page 316 February 2017

| | | | | | 1 | | | J | mas | | | | | | | Februar |
|--|------------------|-----------|------------------|--------|------------------|-------------------------------------|------------------|----------|------------------|--------|------------------|--------|---------------|--------|---------------|---------|
| | Tota | ıl | Mal | e | Fema | le | 16 - 3 | 34 | 35 - 5 | 54 | 55 + | F | ABC | 21 | C2D | E |
| Later opening shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A Hardware store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Address the homeless problem | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Art Gallery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Asda | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bakery Batter quala lanas | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 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 cycle lanes Better lighting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper public transport | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| Clothing shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Department store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Finish the improvements | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 8.7% | 2 |
| Improved access for cars | 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 internet connection | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| Improved layout Improved road surfaces | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 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 traffic congestion | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| Increased frequency of market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less restaurants | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lidl | 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 cycle parking | 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 for children | 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 green areas More leisure provisions | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| More police presence | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| Organic stores | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Outdoor clothing store | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 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 |
| Poundshop | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Reduce rents | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Repair the road / pavement surfaces | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sports shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Whole Foods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wider pavements (Don't know) | 0.0% 33.3% | 0 10 | 0.0% 33.3% | 0 6 | 0.0% 33.3% | $\begin{array}{c} 0\\ 4\end{array}$ | 0.0% 50.0% | 0 8 | 0.0% 28.6% | 0 2 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 57.1% | 0 4 | 0.0% 26.1% | 0 6 |
| (None mentioned) | 20.0% | 6 | 22.2% | 4 | 16.7% | 2 | 12.5% | 2 | 28.6% | 2 | 28.6% | 2 | 14.3% | 1 | 20.1% | 5 |
| Base: | 20.070 | 30 | 22.270 | 18 | 10.770 | 12 | 12.570 | 16 | 20.070 | 7 | 20.070 | 7 | 14.570 | 7 | 21.770 | 23 |
| Q15 Have you ever visite Those in Oxford City C | | gate S | hoppin | g Cen | tre befo | ore it v | was shu | it for r | edevelo | opmer | nt? | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Mean score [times p | oer week | c] | | | | | | | | | | | | | | |
| Q16 How often did you s Those who said yes at Q | | Nestg | ate Sho | opping | Centre | befo | re it was | s shut | for red | eveloj | pment? | | | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4-6 days a wee | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 |
| Once a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Once every month Once every 3 months | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Less often than once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| | | | | | | | | | | | | | | | | |

| | | | U A | 101 0 | City f | | Carte | | | | uiv | J | | | | Fo | Page 31 bruary 201 |
|--|--|---|--|---|---|---|--|---|--|---|--|---|--|---|--|---|-----------------------|
| | Tota | 1 | Mal | p | Fema | | 16 - 3 | | 35 - 5 | 54 | 55 + | | ABC | 1 | C2D | | 01uary 201 |
| | 1014 | • | | c | i cinu | | 10 1 | • | | • | | | inde | • | 020 | | |
| Mean score [times p | oer week | 4] | | | | | | | | | | | | | | | |
| Q17 Once the Westgate <i>Those in Oxford City C</i> | | ig Cen | tre ope | ens aft | er its | redeve | elopme | nt, hov | v often | you a | re likel | y to sh | op the | re? | | | |
| 7 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 1-6 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 2-3 days a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once a week | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 2 weeks | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every month | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Less often than once every 3 months | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Never Access | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Mean: | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | | 0.00 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | |
| Q18 Do you ever visit Ox <i>Those in Oxford City Co</i> | | vered | Market | ? | | | | | | | | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| No Base: | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | |
| Q19 What do you LIKE N Those who said yes at Q | | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| Nothing Near/convenient | 0.0% | 0 | | | 0.0% | | 0.0% | 0 | | 0 | | 0 | 0.070 | | | 0 | |
| (eur/convenient | | | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | | 0.0% | 0 | 0.0% | | | | |
| do not visit the market | 0.0% | | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | |
| | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | |
| Pedestrianised streets | 0.0% | 0 0 | 0.0% 0.0% | | 0.0% 0.0% | | 0.0% 0.0% | 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% | | 0.0% 0.0% | 0 0 0 | 0.0% | 0 0 0 | |
| Pedestrianised streets Vice busy feel Vice street furniture/floral | | 0 | 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% | 0 0 | 0.0% | 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 | |
| Pedestrianised streets Nice busy feel Nice street furniture/floral displays | $0.0\% \\ 0.0\%$ | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% | 0 0 0 | $0.0\% \\ 0.0\% \\ 0.0\%$ | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | |
| Pedestrianised streets Vice busy feel Vice street furniture/floral displays Seating around the market | 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 | |
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| Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | $\begin{array}{c} 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ 0.0\%\\ \end{array}$ | 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 | |
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| Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market Che frequency of the markets Che days the markets are on Che non-food stalls Che tood stalls Che variety of stalls Che character of the market Che places to eat Quality of the food products Quality of the non-food products Che different types of markets (i.e. antiques, farmers market) Dther Everything | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The food stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Friendly stallholders | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The food stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Friendly stallholders Good cafes | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Pedestrianised streets Nice busy feel Vice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The od stalls The character of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Friendly stallholders Good cafes ndependent shops and stalls Vice atmosphere | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |
| Pedestrianised streets Nice busy feel Nice street furniture/floral displays Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The food stalls The character of the market The places to eat Quality of the food products Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, farmers market) Other Everything Friendly stallholders Good cafes independent shops and stalls Nice atmosphere Nice smells | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | |
| Seating around the market The frequency of the markets The days the markets are on The non-food stalls The food stalls The food stalls The variety of stalls The character of the market The places to eat Quality of the food products Quality of the non-food products The different types of markets (i.e. antiques, | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% | 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 | |

| | Total | | Male | | Female | 9 | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|--|--------------|-------------------------------------|--------------|--------|------------------|--------|--------------|-------------------------------------|--------------|-------------------------------------|--------------|--------|------------------|---------|--------------|--------|
| Q20 If you are using the <i>Those who said yes at C</i> | | over | ed Marke | et, wl | nat type o | of ma | arket sta | ll do | you inten | d to | visit or | are li | ikely to v | /isit t | oday? [N | /R] |
| Food & Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| CDs, DVDs, games, books | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| etc | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Gifts and Antiques Art and Crafts | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Other Specialist Non-Food | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Items | | | | | | | | | | | | | | | | |
| Food Takeaways (street food | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| stalls) Not using today | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 0.070 | | 0.0% | | 0.070 | | 0.0% | | 0.0% | | 0.070 | | 0.070 | | 0.070 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q21 What IMPROVEMEN Those in Oxford City Co | | l be n | nade to t | he O | xford Co | vere | d Market | t that | would er | າດວເ | ırage yo | u to v | visit mor | e ofte | en? [MR] |] |
| | | | | | | | | | | | | | | | | |
| Nothing Frequency | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| A larger market | 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 butcher stalls | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| More bakery stalls | 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 deli stalls | 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 fishmonger stalls More sweet stalls | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| The food stalls in general | 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 non-food stalls | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More variety of stalls | 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 of the stalls | 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 events throughout the year | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Better lighting | 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 cafes Cheaper prices | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Cheaper rents | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Have WIFI | 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 safety | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less meat stalls Longer opening hours | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| Modernised | 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 advertisement | 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 independent stalls | 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 vegetarian cafes Stop the meat stalls hanging | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| up dead animals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| Q22 Do you ever visit Gle <i>Those in Oxford City Ce</i> | | Gree | en Marke | t? | | | | | | | | | | | | |
| Yes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| | | | | | | | | | | | | | | | | |

Page 320

February 2017

| | Total | | Male | | Femal | e | 16 - 34 | | 35 - 54 | ļ | 55 + | | ABC1 | | C2DE | |
|--|--------------|--------|--------------|--------|------------------|--------|--------------|-------------------------------------|--------------|--------|--------------|--------|------------------|--------|--------------|--------|
| Q23 What do you LIKE M Those who said yes at Q | | ut th | e Glouce | ester | Green M | larke | t ? [MR] | | | | | | | | | |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture/floral displays | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls The variety of stalls | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 0 |
| The character of the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the food products | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Quality of the non-food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The different types of markets (i.e. antiques, farmers market) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friendly atmosphere | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Able to barter | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Open and spacious | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good prices | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| Friendly stallholders Cultural diversity | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 |
| Good disbled access | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 |
| Q24 If you are using the | | er Gı | reen Mar | ket, | what typ | e of ı | narket st | tall d | o you in | tend | to visit c | or are | likely to | visit | today? | [MR] |
| Those who said yes at Q | <u>,</u> 22 | | | | | | | | | | | | | | | |
| Food & Grocery | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Clothing & Footwear | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Furniture, Carpets, Soft Household Furnishings | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| DIY and Decorating Goods | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Domestic Appliances | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| CDs, DVDs, games, books | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| etc Cifts and Antiques | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Gifts and Antiques Art and Crafts | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 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 Specialist Non-Food | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Items Food Takeaways (street food | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| stalls) | 0.0% | U | 0.0% | 0 | 0.0% | 0 | 0.0% | U | 0.0% | 0 | 0.0% | U | 0.0% | U | 0.0% | U |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

| Blackbird Leys by demogra | phics | | Oxf | ord | City for | | ouncil Carter | | | e S | urvey | V | | | | Page 321 February 2017 |
|---|-------|------|-----------|------|-------------|-----|------------------|-------|----------|------|----------|-------|------------|-------|-----------|---------------------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q25 What IMPROVEMEN Those in Oxford City C | | be r | nade to t | he G | loucester | Gre | een marke | et th | at would | enco | ourage y | ou to | o visit mo | ore o | ften? [MI | R] |
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 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 butcher stalls | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| More bakery stalls | 0.0% | 0 | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More deli stalls | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| More fishmonger stalls | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| More sweet stalls | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| More variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| - | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year Factivels | 0.0% | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.00/ | 0 | 0.0% | 0 | 0.00/ | 0 | 0.00/ | 0 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | | 0 | 0.0% | 0 | 0.0% | |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Over-crowded | 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 pedestrian streets i.e. easier to walk around | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A cashpoint | 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 advertising | 0.0% | Õ | 0.0% | Õ | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Better lighting | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Less food stalls | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Live music | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| Longer opening hours | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lower rents for stallholders | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make it a food market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Make the bus station larger | 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 craft stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 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 demonstrations | 0.0% | | 0.0% | 0 | 0.0% | | 0.0% | | 0.0% | | | 0 | 0.0% | | 0.0% | |
| More diverse retailers | 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 places to eat | 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 pleasant atmosphere | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No smoking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Separate food and art | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| markets Vendors improve their own | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| cleanliness More vegetarian stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| | 0.070 | | | | | | | | | | | | | | /0 | |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Page 322

February 2017

| | | | | | -01 | - ` | | | | | | | | | | _ 0.01 and j |
|--|------------------|---------------------------------------|--------------|---------------------------------------|--------------|---------------------------------------|--------------|---------------------------------------|------------------|---------------------------------------|---------------|---------------------------------------|--------------|---------------------------------------|--------------|--------------|
| | Total | | Male | | Female | | 16 - 34 | l | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q26 What other CENTRE | or RETA | IL P | ARK do y | vou r | egularly v | /isit | (once a | mon | th or mo | re)? | [MR] | | | | | |
| Claredon Centre, Oxford Westgate Shopping Centre, | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 |
| Oxford Templars Shopping Centre (the Mall) | 10.0% | 3 | 11.1% | 2 | 8.3% | 1 | 12.5% | 2 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | 13.0% | 3 |
| Oxford City Centre | 10.0% | 3 | 16.7% | 3 | 0.0% | 0 | 12.5% | 2 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 8.7% | 2 |
| Cowley District Centre | 33.3% | 10 | 33.3% | 6 | 33.3% | 4 | 25.0% | 4 | 42.9% | 3 | 42.9% | 3 | 28.6% | 2 | 34.8% | 8 |
| Summertown District Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington District Centre | 3.3% 3.3% | 1 1 | 0.0% 0.0% | 0 0 | 8.3% 8.3% | 1 1 | 6.3% 0.0% | 1 0 | 0.0% 0.0% | 0 | 0.0% 14.3% | 0 | 0.0% 0.0% | 0 | 4.3% 4.3% | 1 1 |
| Cowley Road District Centre Blackbird Leys District Centre | 5.5% 0.0% | | 0.0% | 0 | 8.3% 0.0% | | 0.0% | 0 | 0.0% | 0 | 0.0% | | 0.0% | 0 | 4.5% | 0 |
| Reading | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Aylesbury | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | ŏ | 0.0% | 0 | 4.3% | 1 |
| Swindon Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Witney | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Banbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Abingdon Milton Kaunaa | 3.3% | 1 0 | 5.6% | 1 0 | 0.0% 0.0% | 0 | 6.3% 0.0% | 1 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 4.3% 0.0% | 1 0 |
| Milton Keynes Cheltenham | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bicester Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 |
| Wallingford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| High Wycombe | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thame | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Newbury Wantage | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Didcot | 3.3% | 1 | 0.0% 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 0 |
| Burford | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Henley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Carterton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Woodstock | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Princes Risborough | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| Watlington Retail Parks | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 |
| Templars Retail Park (Cowley DC) | 10.0% | 3 | 5.6% | 1 | 16.7% | 2 | 12.5% | 2 | 14.3% | 1 | 0.0% | 0 | 28.6% | 2 | 4.3% | 1 |
| Bicester Village Outlet Shopping | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Banbury Cross Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Fairacres Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Seacourt Tower Retail Park Bicester Avenue | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Kings Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Launton Road Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meadowside Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Horspath Driftway Retail Park | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Hadden Hill Retail Park Wallingford Road Retail | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | $\begin{array}{c} 0 \\ 0 \end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Park Botley Road | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| West Oxfordshire Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southam Road | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Banbury Gateway | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Orchard Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Oxford Shopping Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swindon Great Western Outlet Other | 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 |
| Nowhere else | 0.0% 6.7% | 2 | 0.0% 5.6% | 1 | 0.0% 8.3% | 1 | 0.0% 6.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 0.0% 8.7% | 2 |
| Basingstoke | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bath | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Birmingham | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Brackley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cambridge Cantral London | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Central London Chipping Norton | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 |
| Devizes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Faringdon | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| e | 0.0% | 0 | 0.0% | 0 | 0.0% | Δ | | | | 0 | | | | 0 | | 0 |
| Henley on Thames Hull | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | $0.0\% \\ 0.0\%$ | 0 | 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 |

| February | 2017 |
|----------|------|
|----------|------|

| | Total | | Male | | Femal | e | 16 - 34 | ļ | 35 - 54 55 + | | | ABC1 | | C2DH | 6 | |
|--|-----------|-------|-----------|------|----------|--------|------------|-----|--------------|-------|--------------|------|-------|------|-------|----|
| | | | | | | | | | | | | | | | | |
| Kidlington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Lambourne | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Northampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Royal Leamington Spa | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Salisbury | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Southampton | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Suffolk Retail Park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Wheatley | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| York | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| Q27 What is the purpose | e of your | visit | to this o | ther | centre o | r reta | il park (N | /EN | | N Q.: | 26) [MR] | | | | | |
| Those who mentioned a | | | | | | | | | | | , - - | | | | | |
| To buy food items (not take-away / café / restaurant) | 14.3% | 4 | 11.8% | 2 | 18.2% | 2 | 13.3% | 2 | 14.3% | 1 | 16.7% | 1 | 14.3% | 1 | 14.3% | 3 |
| To buy non-food goods (e.g. shoes, clothes, jewellery) | 57.1% | 16 | 64.7% | 11 | 45.5% | 5 | 46.7% | 7 | 57.1% | 4 | 83.3% | 5 | 42.9% | 3 | 61.9% | 13 |
| For services (e.g. bank, building society, hairdressers) | 7.1% | 2 | 5.9% | 1 | 9.1% | 1 | 13.3% | 2 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 4.8% | 1 |
| To use a leisure facility (cinema, sports centre, bowling) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| As a day visitor to the Town Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| As a staying visitor to the Town Centre | 3.6% | 1 | 0.0% | 0 | 9.1% | 1 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 |
| Eat out (e.g. take-away / café / restaurant) | 3.6% | 1 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Work | 3.6% | 1 | 5.9% | 1 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 |
| To meet someone | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| Library / public services | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 |
| (doctor, dentist, etc) | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to home | 3.6% | 1 | 5.9% | 1 | 0.0% | 0 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.8% | 1 |
| College | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| To browse | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| (Don't know) | 7.1% | 2 | 0.0% | Ő | 18.2% | 2 | 6.7% | 1 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 4.8% | 1 |
| Base: | | 28 | | 17 | | 11 | | 15 | | 7 | | 6 | | 7 | | 21 |

16 - 34

35 - 54

ABC1

55 +

C2DE

Page 324

Q28 What do you like about this centre or retail park? (MENTIONED IN Q. 26) [MR] *Those who mentioned a location at Q26*

Male

Female

Total

| Those who mentioned a | iocuion | ui Q20 | , | | | | | | | | | | | | | |
|---|------------------|--------|--------------|-------|--------------|--------|------------------|--------|------------------|--------|------------------|---|------------------|--------|-----------------------|--------|
| Better choice of shops | 57.1% | 16 | 58.8% | 10 | 54.5% | 6 | 53.3% | 8 | 57.1% | 4 | 66.7% | 4 | 57.1% | 4 | 57.1% | 12 |
| Better quality of shops | 25.0% | 7 | 29.4% | 5 | 18.2% | 2 | 13.3% | 2 | 42.9% | 3 | 33.3% | 2 | 14.3% | 1 | 28.6% | 6 |
| Better non-food shopping | 10.7% | 3 | 11.8% | 2 | 9.1% | 1 | 6.7% | 1 | 14.3% | 1 | 16.7% | 1 | 0.0% | 0 | 14.3% | 3 |
| Better food shopping | 3.6% | 1 | 5.9% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 16.7% | 1 | 0.0% | 0 | 4.8% | 1 |
| Better range of places to eat and drink | 14.3% | 4 | 17.6% | 3 | 9.1% | 1 | 0.0% | 0 | 42.9% | 3 | 16.7% | 1 | 28.6% | 2 | 9.5% | 2 |
| Street market/ farmers market | 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 available car parking | 3.6% | 1 | 0.0% | 0 | 9.1% | 1 | 6.7% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Cheaper car parking | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő |
| More deli stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | Õ |
| More fishmonger stalls | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| More sweet stalls | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the year | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening markets | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| Cleaner streets | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| Protection from the weather | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| (i.e. covered market) | | | | | | 0 | | | | | | 0 | | | | |
| More seats | 0.0% | 0 0 | 0.0% | 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 signposting | 0.0% | | 0.0% | | 0.0% | 0 | 0.0% | | 0.0% | 0 | 0.0% | 0 | | | 0.0% | |
| Over-crowded | 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 0 |
| Better pedestrian streets i.e. easier to walk around | 0.0% | | | | | | | | | | | | | | | |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nothing | 7.1% | 2 | 5.9% | 1 | 9.1% | 1 | 6.7% | 1 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | 9.5% | 2 |
| Close to home | 17.9% | 5 | 23.5% | 4 | 9.1% | 1 | 26.7% | 4 | 0.0% | 0 | 16.7% | 1 | 14.3% | 1 | 19.0% | 4 |
| Waitrose | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pleasant environment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Close to work | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| Less crowded | $0.0\% \\ 0.0\%$ | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 |
| Good range of leisure facilities | | | | | | | | | | | | | | | | |
| More affordable shops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice for a change | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Meet friends / family | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| John Lewis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Good tranport links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Historical | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 0 |
| Aldi Free parking | $0.0\% \\ 0.0\%$ | 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 | $0.0\% \\ 0.0\%$ | 0 |
| 1 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Discount shopping Good tranpsort links | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Everything is under one rood | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Easy to get to | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 28 | | 17 | | 11 | | 15 | | 7 | | 6 | | 7 | | 21 |
| Q29 Are there any types | of leisur | re fac | ilities th | at yo | u feel (S | TUD | | RE) is | lacking | in? | | | | | | |
| Yes | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| No | 96.7% | 29 | 94.4% | | 100.0% | | 93.8% | | 100.0% | | 100.0% | | 100.0% | 7 | 4.3 <i>%</i> 95.7% | 22 |
| Base: | 20.170 | 30 | 2 | 18 | | 12 | 22.070 | 16 | - 55.570 | , 7 | | 7 | | , 7 | 20.170 | 22 |
| | | | | | | | | | | | | | | | | |

| Blackbird Leys by demog | ird Leys by demographics Oxford City Council In centre Survey for Carter Jonas | | | | | | | | | | | | | | | Page 325 |
|--|---|---|--------|------|----------|-----|-----------|-------|----------|-------|----------|-------|----------|---------------|--------|---------------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | February 2017 |
| Q30 Which types of LI Those who said yes of | | • | | food | and drin | k u | ses) do y | ou fe | el (STUD | OY CE | ENTRE) i | s lac | king in? | [M R] |] | |
| Cinema | 100.0% | 1 | 100.0% | 1 | 0.0% | 0 | 100.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 100.0% | 1 |
| Bingo Hall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Health & Fitness Club | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Theatre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pubs / bars | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Restaurants / cafes | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nightclubs | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Childrens entertainment | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Climbing wall | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cycle provisions | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance facilities | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library | 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 cultural Places | 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 public toilets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Music venue | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Sauna | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Ski Slope | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Squash | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Swimming pool | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tennis | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampolining | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 1 | | 1 | | 0 | | 1 | | 0 | | 0 | | 0 | | 1 |

| Blackbird Leys by demogra | | UM | лu | - | | ouncil I Carter | | | 0 | urvey | | | | | Page 32 February 201 | |
|--|--------------|--------|--------------|-------|--------------|--------------------|--------------|-------------------------------------|--------------|--------|--------------|---|--------------|-------------------------------------|-------------------------|--------|
| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
| Q31 How could (STUDY) Those who said yes or a | | | | for l | | USE | ES? [MR] | | | | | | | | | |
| Specified new leisure | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| operator Better choice of leisure destination in general | 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 of leisure uses | 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 priority of pedestrians / 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 |
| Less traffic / congestion | 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 shelter from wind / rain | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Improve appearance / environment of centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Remove litter more often | 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 parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cheaper parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore accessible car parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Setter bus services to the centre | 100.0% | | 100.0% | 1 | 0.0% | | 100.0% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | | 100.0% | 1 |
| New / relocated bus stops | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| mproved security measures / policing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Setter signposting within the Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Redevelopments/changes to site (PLEASE SPECIFIY SITES) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Bowling | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cinema | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Dance studio | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Gym | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ndoor ski centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| ndoor swimming pool | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Leisure Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Library | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aiore actitivites for children | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore cycle parking | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Aore public toilets Aore seating areas | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 | 0.0% 0.0% | $\begin{array}{c} 0\\ 0\end{array}$ | 0.0% 0.0% | 0 0 |
| Ausic Venue | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Trampoline park | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | 0.070 | 1 | 0.070 | 1 | 0.070 | 0 | 0.070 | 1 | 0.070 | 0 | 0.070 | 0 | 0.070 | 0 | 0.070 | 1 |
| Q32 Do you ever visit the | | | | | | | | | | | | | | | | |
| Those in Summertown, | 0 | | 2 | | | | | | | | | | | | | |
| les | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| No | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

16 - 34

35 - 54

ABC1

C2DE

55 +

Female

Male

Page 327

| February | 2017 |
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| Q33 | What do you LIKE MOST about the Market ? [MR] |
|-----|---|
| | Those in Summertown, Headington & Cowley Road |

Total

| Those in Summertown, I | Teaungio | nac | owie y Ro | ш | | | | | | | | | | | | |
|--|----------|-----|-----------|---|------|---|------|---|------|---|------|---|------|---|------|---|
| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Near/convenient | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| I do not visit the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Pedestrianised streets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice busy feel | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Nice street furniture/floral | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| displays | | | | | | | | | | | | | | | | |
| Seating around the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The frequency of the markets | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The days the markets are on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The non-food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The variety of stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The character of the market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The places to eat | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Quality of the non-food products | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The different types of markets (i.e. antiques, farmers market) | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Community spirit | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Local produce | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Organic | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |

Q34 What IMPROVEMENTS could be made to the Market that would encourage you to visit more often? [MR]

Those in Summertown, Headington & Cowley Road

| Nothing | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
|--|-------|----|--------|----|--------|----|-------|----|-------|---|-------|---|-------|---|-------|----|
| Frequency | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| A larger market | 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 butcher stalls | 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 bakery stalls | 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 deli stalls | 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 fishmonger stalls | 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 sweet stalls | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| The food stalls in general | 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 non-food stalls | 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 variety of stalls | 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 of the stalls | 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 events throughout the | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| year | | | | | | | | | | | | | | | | |
| Festivals | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Evening market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cleaner street | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Protection from the weather (i.e. covered market) | 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 seats | 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 signposting | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő |
| Over-crowded | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 | 0.0% | Ő | 0.0% | 0 |
| Better pedestrian streets i.e. | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő |
| easier to walk around | 0.070 | 0 | 0.070 | 0 | 0.070 | Ŭ | 0.070 | 0 | 0.070 | Ŭ | 0.070 | 0 | 01070 | Ŭ | 0.070 | 0 |
| Other | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Less fast food stalls | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ |
| Cheaper | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ |
| Modernise it | 0.0% | Õ | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ | 0.0% | 0 | 0.0% | Õ | 0.0% | Ő | 0.0% | Õ |
| More advertising | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| GEN Gender: | | | | | | | | | | | | | | | | |
| Male | 60.0% | 18 | 100.0% | 18 | 0.0% | 0 | 56.3% | 9 | 71.4% | 5 | 57.1% | 4 | 57.1% | 4 | 60.9% | 14 |
| Female | 40.0% | 12 | 0.0% | 0 | 100.0% | 12 | 43.8% | 7 | 28.6% | 2 | 42.9% | 3 | 42.9% | 3 | 39.1% | 9 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| Dase. | | 50 | | 10 | | 12 | | 10 | | / | | / | | / | | 23 |
| | | | | | | | | | | | | | | | | |

| February | 2017 |
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| | Total | | Male | | Female | | 16 - 34 | | 35 - 54 | | 55 + | | ABC1 | | C2DE | |
|--|---------------|--------|---------------|--------|---------------|--------|--------------|--------|---------------|--------|--------------|---|---------------|--------|---------------|--------|
| | | | | | | | | | | | | | | | | |
| AGE Age Group: | | | | | | | | | | | | | | | | |
| 16 - 24 years | 23.3% | 7 | 16.7% | 3 | 33.3% | 4 | 43.8% | 7 | 0.0% | 0 | 0.0% | 0 | 42.9% | 3 | 17.4% | 4 |
| 25 - 34 years | 30.0% | 9 | 33.3% | 6 | 25.0% | 3 | 56.3% | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 39.1% | 9 |
| 35 - 44 years | 13.3% | 4 | 16.7% | 3 | 8.3% | 1 | 0.0% | 0 | 57.1% | 4 | 0.0% | 0 | 42.9% | 3 | 4.3% | 1 |
| 45 - 54 years | 10.0% | 3 | 11.1% | 2 | 8.3% | 1 | 0.0% | 0 | | 3 | 0.0% | 0 | 14.3% | 1 | 8.7% | 2 |
| 55 - 64 years | 16.7% | 5 | 16.7% | 3 | 16.7% | 2 | 0.0% | 0 | 0.0% | 0 | 71.4% | 5 | 0.0% | 0 | 21.7% | 5 |
| 65+ years | 6.7% | 2 | 5.6% | 1 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 28.6% | 2 | 0.0% | 0 | 8.7% | 2 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| EMP Are you in paid emp | oloyment: | | | | | | | | | | | | | | | |
| Yes | 66.7% | 20 | 72.2% | 13 | 58.3% | 7 | 56.3% | 9 | 85.7% | 6 | 71.4% | 5 | 42.9% | 3 | 73.9% | 17 |
| No | 33.3% | 10 | 27.8% | 5 | 41.7% | 5 | 43.8% | 7 | 14.3% | 1 | 28.6% | 2 | 57.1% | 4 | 26.1% | 6 |
| | 001070 | | 2/10/0 | | | | 101070 | | 1 110 /0 | | 2010/0 | | 0/11/0 | | 2011/0 | |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| WORK Location of wor Those in paid employm | - | | | | | | | | | | | | | | | |
| Inside (study centre) town centre | 20.0% | 4 | 15.4% | 2 | 28.6% | 2 | 22.2% | 2 | 0.0% | 0 | 40.0% | 2 | 0.0% | 0 | 23.5% | 4 |
| Outside (study centre) town centre | 80.0% | 16 | 84.6% | 11 | 71.4% | 5 | 77.8% | 7 | 100.0% | 6 | 60.0% | 3 | 100.0% | 3 | 76.5% | 13 |
| Base: | | 20 | | 13 | | 7 | | 9 | | 6 | | 5 | | 3 | | 17 |
| SEG Occupation of Chie | f Wage Ea | arne | r in HHol | d: (| if retired, | ask | for previ | ous | occupatio | on) | | | | | | |
| AB | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| Cl | 20.0% | 6 | 22.2% | 4 | 16.7% | 2 | 12.5% | 2 | 57.1% | 4 | 0.0% | 0 | 85.7% | 6 | 0.0% | 0 |
| C2 | 33.3% | 10 | 44.4% | 8 | 16.7% | 2 | 43.8% | 7 | 28.6% | 2 | 14.3% | 1 | 0.0% | 0 | 43.5% | 10 |
| DE | 43.3% | 13 | 33.3% | 6 | 58.3% | 7 | 37.5% | 6 | 14.3% | 1 | 85.7% | 6 | 0.0% | 0 | 56.5% | 13 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| ADU No. of adults (incl R | esp) [MR] | 1 | | | | | | | | | | | | | | |
| 1 adult in hhold | 16.7% | 5 | 16.7% | 3 | 16.7% | 2 | 0.0% | 0 | 14.3% | 1 | 57.1% | 4 | 14.3% | 1 | 17.4% | 4 |
| 2 adults in hhold | 30.0% | 9 | 33.3% | 6 | 25.0% | 3 | 31.3% | 5 | 14.3% | 1 | 42.9% | 3 | 14.3% | 1 | | 8 |
| 3 adults in hhold | 30.0% | 9 | 27.8% | 5 | 33.3% | 4 | 31.3% | 5 | 57.1% | 4 | 0.0% | 0 | 28.6% | 2 | 30.4% | 7 |
| 4 or more adults in hhold | 23.3% | 7 | 22.2% | 4 | 25.0% | 3 | 37.5% | 6 | 14.3% | 1 | 0.0% | 0 | 42.9% | 3 | 17.4% | 4 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| CHI No. of children (Und | der 16) [M | R] | | | | | | | | | | | | | | |
| 1 child in hhold | 13.3% | 4 | 16.7% | 3 | 8.3% | 1 | 18.8% | 3 | 14.3% | 1 | 0.0% | 0 | 0.0% | 0 | 17.4% | 4 |
| 2 children in hhold | 6.7% | 2 | 5.6% | 1 | 8.3% 8.3% | 1 | 6.3% | 1 | | 1 | 0.0% | 0 | 14.3% | 1 | 4.3% | 4 |
| 3 children in hhold | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| 4 or more children in hhold | 0.0% | Ő | 0.0% | Ő | 0.0% | Ő | 0.0% | ŏ | 0.0% | 0 | 0.0% | 0 | 0.0% | Ő | 0.0% | Ő |
| No children in hhold | 80.0% | 24 | 77.8% | 14 | 83.3% | 10 | 75.0% | 12 | 71.4% | 5 | 100.0% | 7 | 85.7% | 6 | 78.3% | 18 |
| Refused | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| CAR No. of cars in house | ehold [MR | 1 | | | | | | | | | | | | | | |
| | • | - | 27.001 | _ | 05.000 | ~ | 10.000 | ~ | 20.000 | • | 10.001 | ~ | 14.00 | | 20 424 | - |
| 1 car in hhold | 26.7% | 8 | | | 25.0% | 3 | 18.8% | 3 | | 2 | | 3 | 14.3% | | 30.4% | 7 |
| 2 cars in hhold | 26.7% | 8 | 27.8% | 5 | 25.0% | 3 | 37.5% | 6 | | 2 | 0.0% | 0 | 28.6% | 2 | 26.1% | 6 |
| 3 cars in hhold 4 or more cars in hhold | 6.7% 0.0% | 2 0 | 11.1% 0.0% | 2 0 | 0.0% 0.0% | 0 0 | 0.0% 0.0% | 0 0 | 28.6% 0.0% | 2 0 | 0.0% 0.0% | 0 | 14.3% 0.0% | 1 0 | 4.3% 0.0% | 1 0 |
| No cars in hhold | 0.0% 40.0% | 12 | 33.3% | 6 | 0.0% 50.0% | 6 | 43.8% | 7 | 14.3% | 1 | 57.1% | 4 | 0.0% 42.9% | 3 | 0.0% 39.1% | 9 |
| Refused | 40.0% | 0 | 0.0% | 0 | 0.0% | 0 | 43.8% | 0 | 0.0% | 0 | 0.0% | 0 | 42.9% 0.0% | 0 | 0.0% | 0 |
| | 0.070 | 30 | 0.070 | 18 | 0.070 | 12 | 0.070 | | 0.070 | 7 | 0.070 | 7 | 0.070 | 7 | 0.070 | 23 |
| Base: | | 30 | | 10 | | 12 | | 16 | | / | | / | | / | | 23 |

| February | 2017 |
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|----------|------|

| | Total | | Male | • | Female | | 16 - 34 | 4 | 35 - 54 | | 55 + | | ABC1 | | C2DE | 2 |
|--|--------|---------|----------------|---------|--------|---------|---------|---------|---------|--------|--------|--------|--------|--------|----------------|---------|
| DAY Day of interview: | | | | | | | | | | | | | | | | |
| Monday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Tuesday | 26.7% | 8 | 27.8% | 5 | 25.0% | 3 | 18.8% | 3 | 28.6% | 2 | 42.9% | 3 | 14.3% | 1 | 30.4% | 7 |
| Wednesday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Thursday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Friday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Saturday | 73.3% | 22 | 72.2% | 13 | 75.0% | 9 | 81.3% | 13 | 71.4% | 5 | 57.1% | 4 | 85.7% | 6 | 69.6% | 16 |
| Sunday | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| TOWN Town | | | | | | | | | | | | | | | | |
| Oxford City Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Summertown | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Headington | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cowley Road | 0.0% | 0 | 0.0% 100.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% 100.0% | 0 |
| Blackbird Leys | 100.0% | 50 | 100.0% | 10 | 100.0% | 12 | 100.0% | 10 | 100.0% | / | 100.0% | / | 100.0% | / | 100.0% | 23 |
| Base: | | 30 | | 18 | | 12 | | 16 | | 7 | | 7 | | 7 | | 23 |
| LOC Location (see map) Those in Oxford City C | | | | | | | | | | | | | | | | |
| Location Point 1 - Entrance to Gloucester Green on | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| George Street Location Point 2 - Corner of Cornmarket, George Street, Broad Street, | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Magdalen Street, outside Debenhams Location Point 3 - | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Cornmarket, outside entrance to Clarenden Centre | | | | | | | | | | | | | | | | |
| Location Point 4 - Inside Clarenden Centre | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 5 - Queen Street, outside Marks & Spencer | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Location Point 6 - High Street, outside the entrance to the Covered Market | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 |
| Base: | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 | | 0 |
| PC | | | | | | | | | | | | | | | | |
| HP17 3 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| OX1 4 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| OX1 6 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| OX10 9 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| OX14 3 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| OX14 5 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| OX3 7 | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| OX3 8 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| OX33 1 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 |
| OX4 3 | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| OX4 4 | 16.7% | 5 | 11.1% | 2 | 25.0% | 3 | 18.8% | 3 | 28.6% | 2 | 0.0% | 0 | | 1 | 17.4% | 4 |
| OX4 5 | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| OX4 6 | 26.7% | 8 | 27.8% | 5 | 25.0% | 3 | 18.8% | 3 | 28.6% | 2 | 42.9% | 3 | 14.3% | 1 | 30.4% | 7 |
| OX4 7 | 3.3% | 1 | 0.0% | 0 | 8.3% | 1 | 0.0% | 0 | 0.0% | 0 | 14.3% | 1 | 0.0% | 0 | 4.3% | 1 |
| OX44 9 | 10.0% | 3 | 11.1% | 2 | 8.3% | 1 | 12.5% | 2 | 14.3% | 1 | 0.0% | 0 | | 2 | 4.3% | 1 |
| OX5 1 | 3.3% | 1 | 5.6% | 1 | 0.0% | 0 | 6.3% | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | 4.3% | 1 |
| OXC4 1 Base: | 3.3% | 1 30 | 0.0% | 0 18 | 8.3% | 1 12 | 6.3% | 1 16 | 0.0% | 0 7 | 0.0% | 0 7 | 0.0% | 0 7 | 4.3% | 1 23 |
| Dust. | | 50 | | 10 | | 12 | | 10 | | ' | | ' | | ' | | 23 |