Oxford City Council In centre Survey
for Carter Jonas

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

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	12.0%	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	29.6%	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%	0	1.2%	4	0.0%	0	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 [minutes]

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Less than 30 minutes	19.4%	111	16.7%	40	21.3%	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	19.5%	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
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:	*118.01*		*123.01*		*114.41*		*118.15*		*123.10*		*113.74*		*119.78*		*113.52*	
Base:		573		239		334		251		146		175		411		162

Mean score [times per week, excludes First time today]

Q03 How often do you shop in (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
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
Mean:	*2.85*		*3.00*		*2.74*		*3.09*		*2.52*		*2.78*		*2.77*		*3.03*	
Base:		573		239		334		251		146		175		411		162

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

Q04 What is the MAIN reason for your visit here today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
To buy food items at the shops (not take-away / café / restaurant)	27.7%	159	24.3%	58	30.2%	101	26.7%	67	26.7%	39	29.7%	52	26.8%	110	30.2%	49
To buy non-food goods in the shops (e.g. shoes, clothes, jewellery)	13.8%	79	10.5%	25	16.2%	54	11.2%	28	15.1%	22	16.6%	29	13.9%	57	13.6%	22
To buy food items at the Market (not take-away / café / restaurant)	3.1%	18	2.9%	7	3.3%	11	2.0%	5	2.7%	4	5.1%	9	3.7%	15	1.9%	3
To buy non-food goods at the Market (e.g. shoes, clothes, jewellery)	1.2%	7	0.8%	2	1.5%	5	0.8%	2	0.7%	1	2.3%	4	1.0%	4	1.9%	3
For services (e.g. post office, bank, building society, hairdressers)	5.6%	32	6.3%	15	5.1%	17	4.0%	10	6.2%	9	7.4%	13	4.9%	20	7.4%	12
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	12.6%	72	10.5%	25	14.1%	47	15.5%	39	13.0%	19	8.0%	14	12.7%	52	12.3%	20
Library / public services (doctor, dentist, etc)	1.9%	11	1.3%	3	2.4%	8	1.2%	3	0.7%	1	4.0%	7	1.9%	8	1.9%	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 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	0.2%	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	1.2%	7	2.1%	5	0.6%	2	2.0%	5	0.0%	0	1.1%	2	1.0%	4	1.9%	3
Window shopping / browsing	1.0%	6	1.3%	3	0.9%	3	0.0%	0	1.4%	2	2.3%	4	0.7%	3	1.9%	3
(Don't know)	0.7%	4	0.0%	0	1.2%	4	0.8%	2	0.7%	1	0.6%	1	1.0%	4	0.0%	0
Base:		573		239		334		251		146		175		411		162

Q05 What type of shop / market stall do you intend to visit or are likely to visit today?
Those who said food or non food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Food & Grocery	62.0%	163	63.0%	58	61.4%	105	62.7%	64	63.6%	42	59.6%	56	61.3%	114	63.6%	49
Clothing & Footwear	19.8%	52	14.1%	13	22.8%	39	18.6%	19	19.7%	13	21.3%	20	19.9%	37	19.5%	15
Furniture, Carpets, Soft Household Furnishings	0.4%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	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	1.1%	3	1.1%	1	1.2%	2	0.0%	0	3.0%	2	1.1%	1	1.1%	2	1.3%	1
CDs, DVDs, games, books etc….	1.5%	4	4.3%	4	0.0%	0	2.0%	2	3.0%	2	0.0%	0	0.5%	1	3.9%	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	1.1%	3	0.0%	0	1.8%	3	1.0%	1	1.5%	1	1.1%	1	1.1%	2	1.3%	1
(None of the above)	6.1%	16	4.3%	4	7.0%	12	4.9%	5	7.6%	5	6.4%	6	7.0%	13	3.9%	3
(Don't know)	6.5%	17	9.8%	9	4.7%	8	9.8%	10	1.5%	1	6.4%	6	7.0%	13	5.2%	4
Base:		263		92		171		102		66		94		186		77

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q06 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 Q04

Shop	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
Marks and Spencer	39.5%	34	29.6%	8	44.1%	26	23.3%	7	47.8%	11	48.5%	16	36.1%	22	48.0%	12
Primark	18.6%	16	11.1%	3	22.0%	13	26.7%	8	30.4%	7	3.0%	1	18.0%	11	20.0%	5
Boots	16.3%	14	14.8%	4	16.9%	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	3.4%	2	0.0%	0	8.7%	2	9.1%	3	6.6%	4	4.0%	1
TK Maxx	4.7%	4	3.7%	1	5.1%	3	6.7%	2	0.0%	0	6.1%	2	4.9%	3	4.0%	1
Topshop	4.7%	4	3.7%	1	5.1%	3	6.7%	2	0.0%	0	6.1%	2	4.9%	3	4.0%	1
Boswells & Co	4.7%	4	0.0%	0	6.8%	4	3.3%	1	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	6.6%	4	0.0%	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%	0	0.0%	0	4.9%	3	0.0%	0
Waterstones	2.3%	2	3.7%	1	1.7%	1	3.3%	1	0.0%	0	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%	0	3.4%	2	0.0%	0	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	1.2%	1	0.0%	0	1.7%	1	0.0%	0	4.3%	1	0.0%	0	1.6%	1	0.0%	0
PC World	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.6%	1	0.0%	0
Hotter Shoes	1.2%	1	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	3.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Marie Curie	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	4.0%	1
Crew clothing	1.2%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.0%	1	1.6%	1	0.0%	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%	0	1.7%	1	0.0%	0	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
Tesco	1.2%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	4.0%	1
Tiger 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
Top 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

Column %ges.

	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

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

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

Column %ges.

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

Q09 What are the names of the main FOOD shops you have visited, or intend to visit in (STUDY CENTRE) today? [MR]
Those who said food at Q04

Oxford

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
Gloucester Green Market	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	1.7%	3	3.1%	2	0.9%	1	0.0%	0	2.3%	1	3.3%	2	0.8%	1	3.8%	2
Cowley																
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, Oxford	4.0%	7	3.1%	2	4.5%	5	4.2%	3	4.7%	2	3.3%	2	4.8%	6	1.9%	1
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
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 Zubr, 115 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
Waitrose, 9-11 Old High St, Headington	6.8%	12	9.2%	6	5.4%	6	2.8%	2	14.0%	6	6.6%	4	6.4%	8	7.7%	4
Iceland, 108-110 London Rd	2.3%	4	1.5%	1	2.7%	3	2.8%	2	2.3%	1	1.6%	1	2.4%	3	1.9%	1
Tesco Exrpess, 83a-85 London Rd	1.1%	2	0.0%	0	1.8%	2	2.8%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0
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 Cowley Rd	1.1%	2	1.5%	1	0.9%	1	1.4%	1	0.0%	0	1.6%	1	1.6%	2	0.0%	0
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	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
Jingjing 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 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
Simply Fresh Supermarket, 236-238 Cowley Rd	1.7%	3	1.5%	1	1.8%	2	1.4%	1	0.0%	0	1.6%	1	1.6%	2	1.9%	1
Coop Food, 217-219 Cowley Rd	1.1%	2	1.5%	1	0.9%	1	1.4%	1	0.0%	0	1.6%	1	1.6%	2	0.0%	0
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

Column %ges.

	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	2.3%	4	3.1%	2	1.8%	2	5.6%	4	0.0%	0	0.0%	0	3.2%	4	0.0%	0
Blackbird Leys																
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

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]
Those who said food at Q04

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

Column %ges.

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

Q11 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 conflict	0.7%	4	1.3%	3	0.3%	1	0.8%	2	1.4%	2	0.0%	0	1.0%	4	0.0%	0
Good directional signs to 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
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 chains such as Boots etc)	19.9%	114	15.5%	37	23.1%	77	23.5%	59	17.1%	25	16.6%	29	20.9%	86	17.3%	28
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 town / district centres	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
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	2.3%	13	2.9%	7	1.8%	6	3.6%	9	2.7%	4	0.0%	0	1.5%	6	4.3%	7
Availability of employment opportunities	1.2%	7	1.3%	3	1.2%	4	1.2%	3	2.1%	3	0.6%	1	1.7%	7	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	1.9%	11	2.9%	7	1.2%	4	2.0%	5	1.4%	2	2.3%	4	1.7%	7	2.5%	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%	0	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 Theatre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0
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

NEMS market research

Column %ges.

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

Q12 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 multiple shops	4.2%	24	2.5%	6	5.4%	18	2.0%	5	5.5%	8	6.3%	11	4.1%	17	4.3%	7
General lack of independent / specialist shops	5.9%	34	5.9%	14	6.0%	20	3.2%	8	8.9%	13	7.4%	13	5.8%	24	6.2%	10
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	1.7%	10	2.1%	5	1.5%	5	2.4%	6	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%	0
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	0.3%	2	0.8%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Rundown	0.9%	5	0.8%	2	0.9%	3	0.8%	2	0.0%	0	1.1%	2	0.7%	3	1.2%	2
Streets are dark	0.2%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Streets are narrow	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1
The building works	0.9%	5	0.8%	2	0.9%	3	0.0%	0	1.4%	2	1.7%	3	1.0%	4	0.6%	1
Too many cyclists	0.3%	2	0.0%	0	0.6%	2	0.4%	1	0.0%	0	0.6%	1	0.5%	2	0.0%	0
Too many empty shops	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	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%	1	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	0.5%	3	0.0%	0	0.9%	3	0.4%	1	0.7%	1	0.6%	1	0.5%	2	0.6%	1
Too many tourists	0.3%	2	0.8%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
(No opinion)	3.1%	18	2.9%	7	3.3%	11	3.2%	8	1.4%	2	4.6%	8	2.2%	9	5.6%	9
(Nothing in particular)	36.3%	208	34.7%	83	37.4%	125	38.6%	97	36.3%	53	33.1%	58	33.6%	138	43.2%	70
Base:		573		239		334		251		146		175		411		162

Q13 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	50.3%	288	54.8%	131	47.0%	157	55.0%	138	50.0%	73	43.4%	76	48.7%	200	54.3%	88
Asda	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
B&Q	0.3%	2	0.4%	1	0.3%	1	0.0%	0	0.7%	1	0.6%	1	0.2%	1	0.6%	1
Baby / childrens shop	0.7%	4	0.0%	0	1.2%	4	0.0%	0	2.1%	3	0.6%	1	0.5%	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	0.0%	0
Clothes shops	1.9%	11	2.5%	6	1.5%	5	2.8%	7	0.7%	1	1.7%	3	2.2%	9	1.2%	2
Cobbler	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Coffee shop	0.7%	4	0.0%	0	1.2%	4	1.2%	3	0.7%	1	0.0%	0	0.7%	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%	0	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%	1	0.3%	1	0.0%	0	0.7%	1	0.6%	1	0.2%	1	0.6%	1
Gucci	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Haberdashery store	0.7%	4	0.4%	1	0.9%	3	0.4%	1	0.7%	1	1.1%	2	0.7%	3	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%	0	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	8.7%	50	9.2%	22	8.4%	28	8.8%	22	11.0%	16	6.9%	12	10.5%	43	4.3%	7
Indoor market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
John Lewis	7.0%	40	4.6%	11	8.7%	29	2.4%	6	5.5%	8	14.9%	26	8.3%	34	3.7%	6
Lakeland	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	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%	0	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%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Organic shops	0.3%	2	0.4%	1	0.3%	1	0.4%	1	0.7%	1	0.0%	0	0.2%	1	0.6%	1
Outdoor clothing store	0.5%	3	0.8%	2	0.3%	1	0.4%	1	0.7%	1	0.6%	1	0.7%	3	0.0%	0
Peacocks	0.2%	1	0.0%	0	0.3%	1	0.0%	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	0.9%	3	1.6%	4	1.4%	2	0.0%	0	1.0%	4	1.2%	2
Supermarket	0.5%	3	0.8%	2	0.3%	1	0.4%	1	0.7%	1	0.6%	1	0.2%	1	1.2%	2
The Range	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
TK Maxx	0.3%	2	0.4%	1	0.3%	1	0.4%	1	0.7%	1	0.0%	0	0.5%	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%	0	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

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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
No improvements needed	18.2%	104	15.5%	37	20.1%	67	23.1%	58	15.8%	23	13.1%	23	19.2%	79	15.4%	25
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 wear shops	1.7%	10	0.4%	1	2.7%	9	2.0%	5	1.4%	2	1.7%	3	2.4%	10	0.0%	0
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 shops	0.7%	4	1.3%	3	0.3%	1	0.4%	1	1.4%	2	0.6%	1	0.5%	2	1.2%	2
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	6.5%	37	9.2%	22	4.5%	15	6.0%	15	6.2%	9	6.9%	12	5.6%	23	8.6%	14
More personal service uses (e.g. beauty related)	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	1	0.6%	1	0.5%	2	0.0%	0
More banks	0.2%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
More customer facilities (e.g customer toilets, ATM, etc)	2.4%	14	3.3%	8	1.8%	6	2.0%	5	3.4%	5	2.3%	4	2.2%	9	3.1%	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	4.5%	26	7.1%	17	2.7%	9	3.2%	8	3.4%	5	7.4%	13	5.1%	21	3.1%	5
More events (e.g. food market, craft market, music performances, etc.)	2.6%	15	2.5%	6	2.7%	9	3.2%	8	3.4%	5	1.1%	2	2.9%	12	1.9%	3
Improvements to the street markets	0.9%	5	0.0%	0	1.5%	5	0.4%	1	0.7%	1	1.1%	2	0.7%	3	1.2%	2
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	3.1%	18	4.6%	11	2.1%	7	2.4%	6	6.8%	10	1.1%	2	2.2%	9	5.6%	9
Better signage to the shopping centre	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0
Better pedestrian links within the shopping centre	1.0%	6	1.3%	3	0.9%	3	0.8%	2	2.1%	3	0.6%	1	0.7%	3	1.9%	3
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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	1.1%	2	1.5%	6	0.6%	1
Better lighting	0.3%	2	0.8%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Cheaper public transport	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.1%	2	0.5%	2	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	0.2%	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	0.3%	2	0.0%	0	0.6%	2	0.4%	1	0.7%	1	0.0%	0	0.5%	2	0.0%	0
Improved traffic congestion	1.0%	6	1.3%	3	0.9%	3	0.8%	2	0.7%	1	1.7%	3	1.0%	4	1.2%	2
Increased frequency of market	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
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%	2	0.8%	2	0.0%	0	0.0%	0	0.7%	1	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	0.6%	1	0.7%	3	0.6%	1
Outdoor clothing store	0.5%	3	0.8%	2	0.3%	1	0.8%	2	0.7%	1	0.0%	0	0.7%	3	0.0%	0
Pedestrianisation	0.9%	5	0.4%	1	1.2%	4	1.2%	3	0.0%	0	1.1%	2	1.2%	5	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%	0
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)	13.3%	76	11.3%	27	14.7%	49	12.7%	32	11.0%	16	16.0%	28	14.6%	60	9.9%	16
Base:		573		239		334		251		146		175		411		162

Q15 Have you ever visited Westgate Shopping Centre before it was shut for redevelopment?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	78.9%	255	79.0%	109	78.9%	146	70.8%	85	80.9%	72	86.0%	98	76.8%	182	84.9%	73
No	21.1%	68	21.0%	29	21.1%	39	29.2%	35	19.1%	17	14.0%	16	23.2%	55	15.1%	13
Base:		323		138		185		120		89		114		237		86

Mean score [times per week]

Q16 How often did you shop in Westgate Shopping Centre before it was shut for redevelopment?
Those who said yes at Q15

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	9.8%	25	11.9%	13	8.2%	12	9.4%	8	5.6%	4	13.3%	13	6.6%	12	17.8%	13
Once a week	25.5%	65	21.1%	23	28.8%	42	25.9%	22	22.2%	16	27.6%	27	23.6%	43	30.1%	22
Once every 2 weeks	14.1%	36	10.1%	11	17.1%	25	8.2%	7	16.7%	12	17.3%	17	15.9%	29	9.6%	7
Once every month	22.0%	56	22.9%	25	21.2%	31	28.2%	24	26.4%	19	13.3%	13	23.1%	42	19.2%	14
Once every 3 months	11.4%	29	11.0%	12	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

Oxford City Council In centre Survey
for Carter Jonas

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

Mean score [times per week]

Q17 Once the Westgate Shopping Centre opens after its redevelopment, how often you are likely to shop there?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	18	11.6%	10
Once a week	22.0%	71	17.4%	24	25.4%	47	18.3%	22	23.6%	21	24.6%	28	21.5%	51	23.3%	20
Once every 2 weeks	13.3%	43	9.4%	13	16.2%	30	10.8%	13	16.9%	15	13.2%	15	14.3%	34	10.5%	9
Once every month	16.4%	53	18.8%	26	14.6%	27	18.3%	22	16.9%	15	14.0%	16	16.9%	40	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%	1
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 Oxford Covered Market?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	56	27.9%	24
Base:		323		138		185		120		89		114		237		86

Q19 What do you LIKE MOST about the Oxford Covered Market ? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 displays	0.8%	2	0.0%	0	1.4%	2	1.3%	1	0.0%	0	1.0%	1	0.6%	1	1.6%	1
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	35.8%	87	39.4%	41	33.1%	46	44.9%	35	32.4%	22	30.9%	30	35.9%	65	35.5%	22
The character of the market	39.9%	97	39.4%	41	40.3%	56	34.6%	27	39.7%	27	44.3%	43	42.5%	77	32.3%	20
The places to eat	7.4%	18	8.7%	9	6.5%	9	9.0%	7	8.8%	6	5.2%	5	7.2%	13	8.1%	5
Quality of the food products	25.5%	62	34.6%	36	18.7%	26	17.9%	14	32.4%	22	26.8%	26	24.3%	44	29.0%	18
Quality of the non-food products	8.6%	21	1.9%	2	13.7%	19	9.0%	7	7.4%	5	9.3%	9	8.8%	16	8.1%	5
The different types of markets (i.e. antiques, farmers market)	23.5%	57	14.4%	15	30.2%	42	17.9%	14	23.5%	16	27.8%	27	23.2%	42	24.2%	15
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	0.8%	2	1.0%	1	0.7%	1	1.3%	1	0.0%	0	1.0%	1	0.6%	1	1.6%	1
Friendly stallholders	0.8%	2	0.0%	0	1.4%	2	0.0%	0	2.9%	2	0.0%	0	0.6%	1	1.6%	1
Good cafes	4.1%	10	2.9%	3	5.0%	7	3.8%	3	5.9%	4	3.1%	3	4.4%	8	3.2%	2
Independent shops and stalls	13.6%	33	14.4%	15	13.0%	18	14.1%	11	14.7%	10	12.4%	12	16.6%	30	4.8%	3
Nice atmosphere	2.5%	6	3.8%	4	1.4%	2	1.3%	1	1.5%	1	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q20 If you are using the Oxford Covered Market, what type of market stall do you intend to visit or are likely to visit today? [MR]
Those who said yes at Q18

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0
Domestic Appliances	0.4%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.6%	1
CDs, DVDs, games, books etc	0.4%	1	1.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
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 Items	1.2%	3	1.9%	2	0.7%	1	1.3%	1	2.9%	2	0.0%	0	0.6%	1	3.2%	2
Food Takeaways (street food stalls)	4.9%	12	3.8%	4	5.8%	8	2.6%	2	10.3%	7	3.1%	3	5.0%	9	4.8%	3
Not using today	4.9%	12	4.8%	5	5.0%	7	6.4%	5	2.9%	2	5.2%	5	5.0%	9	4.8%	3
(None of the above)	61.7%	150	58.7%	61	64.0%	89	65.4%	51	55.9%	38	62.9%	61	64.1%	116	54.8%	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

Q21 What IMPROVEMENTS could be made to the Oxford Covered Market that would encourage you to visit more often? [MR]
Those in Oxford City Centre

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1
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	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	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	1.2%	4	2.2%	3	0.5%	1	1.7%	2	1.1%	1	0.9%	1	1.3%	3	1.2%	1
More non-food stalls	0.9%	3	0.7%	1	1.1%	2	1.7%	2	0.0%	0	0.9%	1	0.8%	2	1.2%	1
More variety of stalls	1.2%	4	0.7%	1	1.6%	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 year	2.2%	7	0.7%	1	3.2%	6	2.5%	3	2.2%	2	1.8%	2	2.5%	6	1.2%	1
Festivals	1.2%	4	0.7%	1	1.6%	3	2.5%	3	1.1%	1	0.0%	0	1.3%	3	1.2%	1
Evening market	1.5%	5	0.7%	1	2.2%	4	2.5%	3	2.2%	2	0.0%	0	2.1%	5	0.0%	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	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	1.2%	4	0.7%	1	1.6%	3	0.8%	1	1.1%	1	1.8%	2	0.8%	2	2.3%	2
Better quality cafes	0.3%	1	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	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	0.9%	3	0.7%	1	1.1%	2	1.7%	2	0.0%	0	0.9%	1	1.3%	3	0.0%	0
Have WIFI	0.3%	1	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
Improved safety	0.3%	1	0.0%	0	0.5%	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	0.9%	3	0.7%	1	1.1%	2	0.8%	1	2.2%	2	0.0%	0	0.4%	1	2.3%	2
More advertisement	0.6%	2	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.8%	2	0.8%	2	0.0%	0
More independent stalls	2.8%	9	2.2%	3	3.2%	6	0.8%	1	2.2%	2	5.3%	6	2.5%	6	3.5%	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q22 Do you ever visit Gloucester Green Market?
Those in Oxford City Centre

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 MOST about the Gloucester Green Market ? [MR]
Those who said yes at Q22

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	21.8%	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	15.5%	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	16.4%	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, farmers market)	28.2%	62	24.5%	27	31.8%	35	17.1%	14	34.4%	21	35.1%	27	26.7%	43	32.2%	19
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	2.3%	5	2.7%	3	1.8%	2	2.4%	2	1.6%	1	2.6%	2	1.9%	3	3.4%	2
Able to barter	0.5%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	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 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

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	1.4%	3	0.9%	1	1.8%	2	1.2%	1	1.6%	1	1.3%	1	1.2%	2	1.7%	1
Domestic Appliances	0.5%	1	0.0%	0	0.9%	1	0.0%	0	1.6%	1	0.0%	0	0.6%	1	0.0%	0
CDs, DVDs, games, books etc	4.1%	9	7.3%	8	0.9%	1	6.1%	5	3.3%	2	2.6%	2	3.7%	6	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%	25	14.5%	16	26.8%	22	19.7%	12	9.1%	7	19.3%	31	16.9%	10
(None of the above)	34.5%	76	27.3%	30	41.8%	46	30.5%	25	37.7%	23	36.4%	28	36.0%	58	30.5%	18
(Don't know)	7.3%	16	7.3%	8	7.3%	8	8.5%	7	4.9%	3	7.8%	6	8.1%	13	5.1%	3
Base:		220		110		110		82		61		77		161		59

Column %ges.

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	0.0%	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%	0	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0
More fishmonger stalls	0.6%	2	1.4%	2	0.0%	0	0.8%	1	0.0%	0	0.9%	1	0.8%	2	0.0%	0
More sweet stalls	0.3%	1	0.0%	0	0.5%	1	0.0%	0	1.1%	1	0.0%	0	0.4%	1	0.0%	0
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
More non-food stalls	0.9%	3	0.0%	0	1.6%	3	0.0%	0	2.2%	2	0.9%	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
Better quality of the stalls	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 events throughout the year	1.2%	4	1.4%	2	1.1%	2	2.5%	3	0.0%	0	0.9%	1	1.3%	3	1.2%	1
Festivals	0.3%	1	0.0%	0	0.5%	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%	0	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%	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	1.1%	2	0.0%	0	1.1%	1	0.9%	1	0.8%	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	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 craft stalls	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 demonstrations	0.3%	1	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	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	42.7%	79	33.3%	40	32.6%	29	33.3%	38	31.6%	75	37.2%	32
Base:		323		138		185		120		89		114		237		86

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

Q26 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Claredon Centre, Oxford	0.5%	3	0.4%	1	0.6%	2	0.8%	2	0.7%	1	0.0%	0	0.7%	3	0.0%	0
Westgate Shopping Centre, Oxford	0.5%	3	0.4%	1	0.6%	2	0.0%	0	1.4%	2	0.6%	1	0.5%	2	0.6%	1
Templars Shopping Centre (the Mall)	5.1%	29	8.8%	21	2.4%	8	6.8%	17	4.8%	7	2.9%	5	2.9%	12	10.5%	17
Oxford City Centre	20.2%	116	16.7%	40	22.8%	76	29.1%	73	16.4%	24	10.9%	19	23.4%	96	12.3%	20
Cowley District Centre	6.5%	37	6.3%	15	6.6%	22	6.4%	16	6.2%	9	6.9%	12	5.6%	23	8.6%	14
Summertown District Centre	2.6%	15	1.3%	3	3.6%	12	2.4%	6	1.4%	2	4.0%	7	2.9%	12	1.9%	3
Headington District Centre	2.4%	14	2.5%	6	2.4%	8	1.6%	4	2.1%	3	4.0%	7	1.9%	8	3.7%	6
Cowley Road District Centre	3.0%	17	3.3%	8	2.7%	9	2.4%	6	4.1%	6	2.9%	5	2.9%	12	3.1%	5
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	3.7%	21	4.6%	11	3.0%	10	2.8%	7	4.8%	7	4.0%	7	4.4%	18	1.9%	3
Aylesbury	0.5%	3	0.4%	1	0.6%	2	0.4%	1	0.7%	1	0.6%	1	0.2%	1	1.2%	2
Swindon Centre	0.3%	2	0.4%	1	0.3%	1	0.0%	0	0.7%	1	0.6%	1	0.5%	2	0.0%	0
Witney	3.3%	19	3.8%	9	3.0%	10	0.4%	1	5.5%	8	5.7%	10	2.7%	11	4.9%	8
Banbury	1.7%	10	1.3%	3	2.1%	7	0.8%	2	0.7%	1	4.0%	7	1.7%	7	1.9%	3
Abingdon	2.3%	13	2.1%	5	2.4%	8	1.2%	3	4.8%	7	1.7%	3	1.9%	8	3.1%	5
Milton Keynes	1.0%	6	0.0%	0	1.8%	6	1.2%	3	0.7%	1	1.1%	2	1.2%	5	0.6%	1
Cheltenham	0.3%	2	0.4%	1	0.3%	1	0.4%	1	0.0%	0	0.6%	1	0.2%	1	0.6%	1
Bicester Centre	1.2%	7	0.8%	2	1.5%	5	1.2%	3	0.0%	0	2.3%	4	0.7%	3	2.5%	4
Wallingford	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0
High Wycombe	0.5%	3	0.4%	1	0.6%	2	0.0%	0	0.0%	0	1.7%	3	0.2%	1	1.2%	2
Thame	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Newbury	0.2%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Wantage	0.5%	3	0.4%	1	0.6%	2	0.4%	1	0.7%	1	0.6%	1	0.2%	1	1.2%	2
Didcot	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Henley	0.3%	2	0.4%	1	0.3%	1	0.0%	0	0.0%	0	1.1%	2	0.5%	2	0.0%	0
Carterton	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Woodstock	0.3%	2	0.4%	1	0.3%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.2%	2
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)	1.0%	6	1.3%	3	0.9%	3	1.6%	4	1.4%	2	0.0%	0	1.0%	4	1.2%	2
Bicester Village Outlet Shopping	1.0%	6	1.3%	3	0.9%	3	1.6%	4	1.4%	2	0.0%	0	1.5%	6	0.0%	0
Banbury Cross Retail Park	0.7%	4	0.4%	1	0.9%	3	0.4%	1	0.7%	1	1.1%	2	0.2%	1	1.9%	3
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	0.5%	3	1.3%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.5%	2	0.6%	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	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	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	1.9%	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 Park	0.3%	2	0.4%	1	0.3%	1	0.8%	2	0.0%	0	0.0%	0	0.2%	1	0.6%	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	0.5%	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
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	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
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	0.4%	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	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
Brackley	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
Cambridge	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	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	0.0%	0	0.6%	1	0.2%	1	0.0%	0
Devizes	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	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	0.0%	0	0.6%	1
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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0
Royal Leamington Spa	0.2%	1	0.0%	0	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	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0
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	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
York	0.2%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
(Don't know)	0.3%	2	0.4%	1	0.3%	1	0.4%	1	0.7%	1	0.0%	0	0.2%	1	0.6%	1
Base:		573		239		334		251		146		175		411		162

Q27 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q.26) [MR]
Those who mentioned a location at Q26

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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. shoes, clothes, jewellery)	51.1%	207	44.6%	75	55.7%	132	50.8%	91	50.5%	52	52.0%	64	48.6%	140	57.3%	67
For services (e.g. bank, building society, hairdressers)	4.9%	20	6.5%	11	3.8%	9	6.1%	11	2.9%	3	4.9%	6	4.2%	12	6.8%	8
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 Centre	5.9%	24	8.3%	14	4.2%	10	6.7%	12	4.9%	5	5.7%	7	6.9%	20	3.4%	4
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	1.8%	3	4.6%	11	4.5%	8	1.9%	2	3.3%	4	3.8%	11	2.6%	3
Library / public services (doctor, dentist, etc)	0.5%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.6%	2	0.3%	1	0.9%	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
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	1.8%	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

Oxford City Council In centre Survey
for Carter Jonas

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

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

	Total %		Male %		Female %		16-34 %		35-54 %		55+ %		ABC1 %		C2DE %	
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 (i.e. covered market)	0.2%	1	0.0%	0	0.4%	1	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
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. easier to walk around	3.0%	12	3.0%	5	3.0%	7	1.1%	2	3.9%	4	4.9%	6	2.4%	7	4.3%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	4.2%	7	1.3%	3	2.8%	5	2.9%	3	1.6%	2	2.1%	6	3.4%	4
Close to work	0.5%	2	1.2%	2	0.0%	0	0.6%	1	1.0%	1	0.0%	0	0.3%	1	0.9%	1
Less crowded	1.0%	4	1.8%	3	0.4%	1	0.6%	1	0.0%	0	2.4%	3	1.0%	3	0.9%	1
Good range of leisure facilities	0.5%	2	0.6%	1	0.4%	1	0.6%	1	1.0%	1	0.0%	0	0.7%	2	0.0%	0
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	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.0%	0
Good tranport links	0.7%	3	1.2%	2	0.4%	1	1.1%	2	0.0%	0	0.8%	1	1.0%	3	0.0%	0
Everything	0.2%	1	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.3%	1	0.0%	0
Historical	0.5%	2	0.6%	1	0.4%	1	0.0%	0	1.9%	2	0.0%	0	0.3%	1	0.9%	1
Aldi	0.7%	3	1.2%	2	0.4%	1	0.6%	1	1.9%	2	0.0%	0	0.7%	2	0.9%	1
Free parking	1.5%	6	2.4%	4	0.8%	2	0.6%	1	1.0%	1	3.3%	4	2.1%	6	0.0%	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%	0	0.4%	1	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.0%	0
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%	0
Base:		405		168		237		179		103		123		288		117

Q29 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total %		Male %		Female %		16-34 %		35-54 %		55+ %		ABC1 %		C2DE %	
Yes	23.6%	135	23.4%	56	23.7%	79	24.3%	61	32.2%	47	15.4%	27	24.6%	101	21.0%	34
No	72.1%	413	71.5%	171	72.5%	242	71.3%	179	64.4%	94	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

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		35 - 54		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

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

Column %ges.

	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 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 / environment of centre	3.8%	6	4.4%	3	3.3%	3	0.0%	0	7.7%	4	5.6%	2	4.1%	5	2.6%	1
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	1.9%	3	1.5%	1	2.2%	2	2.8%	2	0.0%	0	2.8%	1	2.5%	3	0.0%	0
Library	1.9%	3	0.0%	0	3.3%	3	0.0%	0	1.9%	1	5.6%	2	1.6%	2	2.6%	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 Market?
Those in Summertown, Headington & Cowley Road

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

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

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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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 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	0.7%	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. 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	0.7%	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:

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

Column %ges.

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

AGE Age Group:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
16 - 24 years	23.2%	133	23.8%	57	22.8%	76	53.0%	133	0.0%	0	0.0%	0	28.0%	115	11.1%	18
25 - 34 years	20.6%	118	24.7%	59	17.7%	59	47.0%	118	0.0%	0	0.0%	0	17.5%	72	28.4%	46
35 - 44 years	12.7%	73	15.9%	38	10.5%	35	0.0%	0	50.0%	73	0.0%	0	12.2%	50	14.2%	23
45 - 54 years	12.7%	73	11.7%	28	13.5%	45	0.0%	0	50.0%	73	0.0%	0	13.9%	57	9.9%	16
55 - 64 years	12.2%	70	10.9%	26	13.2%	44	0.0%	0	0.0%	0	40.0%	70	10.9%	45	15.4%	25
65+ years	18.3%	105	13.0%	31	22.2%	74	0.0%	0	0.0%	0	60.0%	105	17.5%	72	20.4%	33
Refused	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Base:		573		239		334		251		146		175		411		162

EMP Are you in paid employment:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	52.4%	300	57.7%	138	48.5%	162	48.2%	121	87.0%	127	29.7%	52	51.3%	211	54.9%	89
No	47.6%	273	42.3%	101	51.5%	172	51.8%	130	13.0%	19	70.3%	123	48.7%	200	45.1%	73
Base:		573		239		334		251		146		175		411		162

WORK   Location of workplace
Those in paid employment

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Inside (study centre) town centre	53.7%	161	56.5%	78	51.2%	83	47.1%	57	54.3%	69	67.3%	35	58.8%	124	41.6%	37
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 Chief Wage Earner in HHold: (if retired, ask for previous occupation)

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
AB	29.8%	171	25.5%	61	32.9%	110	13.9%	35	36.3%	53	47.4%	83	41.6%	171	0.0%	0
C1	41.9%	240	39.3%	94	43.7%	146	60.6%	152	37.0%	54	19.4%	34	58.4%	240	0.0%	0
C2	11.9%	68	18.8%	45	6.9%	23	12.4%	31	11.6%	17	11.4%	20	0.0%	0	42.0%	68
DE	16.4%	94	16.3%	39	16.5%	55	13.1%	33	15.1%	22	21.7%	38	0.0%	0	58.0%	94
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:		573		239		334		251		146		175		411		162

ADU No. of adults (incl Resp) [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
1 adult in hhold	24.8%	142	25.1%	60	24.6%	82	15.1%	38	23.3%	34	39.4%	69	22.1%	91	31.5%	51
2 adults in hhold	44.9%	257	43.1%	103	46.1%	154	33.9%	85	55.5%	81	52.0%	91	44.8%	184	45.1%	73
3 adults in hhold	11.5%	66	12.6%	30	10.8%	36	12.4%	31	17.1%	25	5.7%	10	10.9%	45	13.0%	21
4 or more adults in hhold	18.8%	108	19.2%	46	18.6%	62	38.6%	97	4.1%	6	2.9%	5	22.1%	91	10.5%	17
Base:		573		239		334		251		146		175		411		162

CHI   No. of children (Under 16) [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
1 child in hhold	11.2%	64	13.4%	32	9.6%	32	13.5%	34	17.8%	26	2.3%	4	9.7%	40	14.8%	24
2 children in hhold	5.2%	30	5.9%	14	4.8%	16	2.4%	6	15.8%	23	0.6%	1	5.8%	24	3.7%	6
3 children in hhold	2.1%	12	2.1%	5	2.1%	7	2.4%	6	4.1%	6	0.0%	0	1.5%	6	3.7%	6
4 or more children in hhold	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
No children in hhold	81.3%	466	78.7%	188	83.2%	278	81.3%	204	62.3%	91	97.1%	170	83.0%	341	77.2%	125
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:		573		239		334		251		146		175		411		162

CAR No. of cars in household [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
1 car in hhold	31.1%	178	29.7%	71	32.0%	107	21.5%	54	35.6%	52	41.1%	72	31.6%	130	29.6%	48
2 cars in hhold	17.6%	101	20.5%	49	15.6%	52	14.3%	36	25.3%	37	16.0%	28	17.3%	71	18.5%	30
3 cars in hhold	3.1%	18	5.0%	12	1.8%	6	4.4%	11	3.4%	5	1.1%	2	3.2%	13	3.1%	5
4 or more cars in hhold	1.4%	8	1.3%	3	1.5%	5	1.6%	4	0.7%	1	1.7%	3	1.5%	6	1.2%	2
No cars in hhold	46.8%	268	43.5%	104	49.1%	164	58.2%	146	34.9%	51	40.0%	70	46.5%	191	47.5%	77
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:		573		239		334		251		146		175		411		162

Oxford City Council In centre Survey
for Carter Jonas

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

DAY Day of interview:

Monday	8.4%	48	7.5%	18	9.0%	30	10.0%	25	11.0%	16	4.0%	7	8.5%	35	8.0%	13
Tuesday	15.7%	90	12.6%	30	18.0%	60	17.9%	45	15.1%	22	13.1%	23	14.4%	59	19.1%	31
Wednesday	17.1%	98	21.8%	52	13.8%	46	16.3%	41	16.4%	24	18.9%	33	19.5%	80	11.1%	18
Thursday	16.6%	95	16.3%	39	16.8%	56	12.4%	31	21.2%	31	18.9%	33	15.8%	65	18.5%	30
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	38.0%	218	39.7%	95	36.8%	123	39.4%	99	33.6%	49	39.4%	69	37.0%	152	40.7%	66
Sunday	4.2%	24	2.1%	5	5.7%	19	4.0%	10	2.7%	4	5.7%	10	4.9%	20	2.5%	4
Base:		573		239		334		251		146		175		411		162

TOWN   Town

Oxford City Centre	56.4%	323	57.7%	138	55.4%	185	47.8%	120	61.0%	89	65.1%	114	57.7%	237	53.1%	86
Cowley	12.9%	74	13.4%	32	12.6%	42	14.3%	36	14.4%	21	9.1%	16	13.1%	54	12.3%	20
Summertown	8.0%	46	8.8%	21	7.5%	25	9.2%	23	7.5%	11	6.9%	12	9.0%	37	5.6%	9
Headington	8.4%	48	8.0%	19	8.7%	29	8.4%	21	8.2%	12	8.6%	15	7.8%	32	9.9%	16
Cowley Road	9.1%	52	4.6%	11	12.3%	41	13.9%	35	4.1%	6	6.3%	11	10.7%	44	4.9%	8
Blackbird Leys	5.2%	30	7.5%	18	3.6%	12	6.4%	16	4.8%	7	4.0%	7	1.7%	7	14.2%	23
Base:		573		239		334		251		146		175		411		162

LOC Location (see map)
Those in Oxford City Centre

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

Oxford City Council In centre Survey
for Carter Jonas

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

PC

PC	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
CB6 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
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%	0	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	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
EX2 9	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.2%	1	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	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
HU9 3	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
MK17 9	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
MK18 1	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	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	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Mk13 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
N7 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
NN11 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
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	1.9%	11	2.1%	5	1.8%	6	1.2%	3	2.1%	3	2.9%	5	2.2%	9	1.2%	2
OX1 2	1.6%	9	1.3%	3	1.8%	6	1.2%	3	1.4%	2	2.3%	4	1.9%	8	0.6%	1
OX1 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	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
OX1 8	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
OX10 0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.1%	2	0.5%	2	0.0%	0
OX10 7	0.3%	2	0.0%	0	0.6%	2	0.0%	0	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	0.5%	3	0.4%	1	0.6%	2	0.0%	0	0.7%	1	1.1%	2	0.5%	2	0.6%	1
OX12 8	0.3%	2	0.4%	1	0.3%	1	0.4%	1	0.7%	1	0.0%	0	0.0%	0	1.2%	2
OX13 5	0.3%	2	0.8%	2	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.2%	1	0.6%	1
OX13 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
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	1.2%	7	1.3%	3	1.2%	4	1.2%	3	2.1%	3	0.6%	1	1.5%	6	0.6%	1
OX14 4	0.3%	2	0.0%	0	0.6%	2	0.4%	1	0.7%	1	0.0%	0	0.2%	1	0.6%	1
OX14 5	0.7%	4	0.8%	2	0.6%	2	0.4%	1	1.4%	2	0.6%	1	0.5%	2	1.2%	2
OX15 4	0.3%	2	0.4%	1	0.3%	1	0.4%	1	0.0%	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
OX16 9	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	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
OX17 4	0.2%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
OX18 2	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
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	7.2%	41	5.9%	14	8.1%	27	5.2%	13	8.9%	13	8.6%	15	8.3%	34	4.3%	7
OX2 7	4.5%	26	5.4%	13	3.9%	13	5.2%	13	5.5%	8	2.9%	5	5.4%	22	2.5%	4
OX2 8	1.4%	8	1.3%	3	1.5%	5	0.8%	2	0.7%	1	2.9%	5	1.2%	5	1.9%	3
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	0.3%	2	0.4%	1	0.3%	1	0.4%	1	0.0%	0	0.6%	1	0.2%	1	0.6%	1
OX26 4	0.2%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0

Column %ges.

NEMS market research

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	3.3%	19	1.7%	4	4.5%	15	3.6%	9	4.1%	6	2.3%	4	3.7%	15	2.5%	4
OX3 1	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 7	3.3%	19	2.5%	6	3.9%	13	4.0%	10	2.1%	3	3.4%	6	3.7%	15	2.5%	4
OX3 8	4.5%	26	3.3%	8	5.4%	18	2.8%	7	4.1%	6	7.4%	13	3.4%	14	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%	0	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	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	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0
OX5	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
OX5 1	1.2%	7	0.4%	1	1.8%	6	0.8%	2	0.7%	1	2.3%	4	1.2%	5	1.2%	2
OX5 2	0.5%	3	0.0%	0	0.9%	3	0.0%	0	1.4%	2	0.6%	1	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%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.0%	0
OX9 4	0.2%	1	0.4%	1	0.0%	0	0.4%	1	0.0%	0	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	0.3%	2	0.8%	2	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.2%	1	0.6%	1
RG9 5	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.2%	1	0.0%	0
SE1	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
SN10 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
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%	0
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%	0	0.0%	0	0.2%	1	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

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

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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
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%	0
Bus	13.5%	10	18.8%	6	9.5%	4	16.7%	6	9.5%	2	12.5%	2	7.4%	4	30.0%	6
Bicycle	12.2%	9	6.3%	2	16.7%	7	11.1%	4	14.3%	3	12.5%	2	13.0%	7	10.0%	2
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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On foot	44.6%	33	46.9%	15	42.9%	18	41.7%	15	47.6%	10	43.8%	7	50.0%	27	30.0%	6
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	1.4%	1	0.0%	0	2.4%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	5.0%	1
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
Base:		74		32		42		36		21		16		54		20

Mean score [minutes]

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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%	7
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
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%	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%	0
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	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, excludes First time today]

Q03 How often do you shop in (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 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 months	4.1%	3	6.3%	2	2.4%	1	2.8%	1	4.8%	1	6.3%	1	3.7%	2	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%	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
Mean:		*3.05*		*3.59*		*2.67*		*3.00*		*3.11*		*3.09*		*2.90*		*3.45*
Base:		74		32		42		36		21		16		54		20

Column %ges.

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

Q04   What is the MAIN reason for your visit here today?

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
To 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
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)	2.7%	2	3.1%	1	2.4%	1	2.8%	1	0.0%	0	6.3%	1	3.7%	2	0.0%	0
To 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	6.3%	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)	6.8%	5	9.4%	3	4.8%	2	5.6%	2	9.5%	2	6.3%	1	9.3%	5	0.0%	0
To attend a business appointment	4.1%	3	9.4%	3	0.0%	0	2.8%	1	9.5%	2	0.0%	0	3.7%	2	5.0%	1
To meet someone	10.8%	8	15.6%	5	7.1%	3	13.9%	5	9.5%	2	6.3%	1	11.1%	6	10.0%	2
Library / public services (doctor, dentist, etc)	1.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	5.0%	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 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	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	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 / market stall do you intend to visit or are likely to visit today?
Those who said food or non food at Q04

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	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….	4.0%	2	13.3%	2	0.0%	0	4.3%	1	7.1%	1	0.0%	0	2.8%	1	7.1%	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%	5	0.0%	0	14.3%	5	4.3%	1	21.4%	3	8.3%	1	13.9%	5	0.0%	0
(Don't know)	14.0%	7	20.0%	3	11.4%	4	17.4%	4	0.0%	0	25.0%	3	16.7%	6	7.1%	1
Base:		50		15		35		23		14		12		36		14

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q06 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 Q04

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
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
TK Maxx	30.0% 3	0.0% 0	33.3% 3	20.0% 1	0.0% 0	66.7% 2	33.3% 3	0.0% 0
Poundland	20.0% 2	0.0% 0	22.2% 2	20.0% 1	0.0% 0	33.3% 1	22.2% 2	0.0% 0
Pets At Home	20.0% 2	0.0% 0	22.2% 2	0.0% 0	50.0% 1	33.3% 1	22.2% 2	0.0% 0
Computer shop	10.0% 1	100.0% 1	0.0% 0	20.0% 1	0.0% 0	0.0% 0	0.0% 0	100.0% 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 [£]

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

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
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
£1-£5	10.0% 1	0.0% 0	11.1% 1	0.0% 0	50.0% 1	0.0% 0	11.1% 1	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	20.0% 2	0.0% 0	22.2% 2	20.0% 1	0.0% 0	33.3% 1	22.2% 2	0.0% 0
£21-£30	10.0% 1	0.0% 0	11.1% 1	0.0% 0	50.0% 1	0.0% 0	11.1% 1	0.0% 0
£31-£40	20.0% 2	0.0% 0	22.2% 2	40.0% 2	0.0% 0	0.0% 0	22.2% 2	0.0% 0
£41-£50	20.0% 2	100.0% 1	11.1% 1	20.0% 1	0.0% 0	33.3% 1	11.1% 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
Mean:	*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 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

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
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
£1-£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
£6-10	22.5% 9	35.7% 5	15.4% 4	27.8% 5	8.3% 1	33.3% 3	22.2% 6	23.1% 3
£11-£20	40.0% 16	28.6% 4	46.2% 12	55.6% 10	33.3% 4	22.2% 2	51.9% 14	15.4% 2
£21-£30	17.5% 7	35.7% 5	7.7% 2	11.1% 2	25.0% 3	22.2% 2	11.1% 3	30.8% 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% 0	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% 0	8.3% 1	0.0% 0	3.7% 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
(Don't know)	5.0% 2	0.0% 0	7.7% 2	0.0% 0	8.3% 1	11.1% 1	3.7% 1	7.7% 1
Mean:	*17.25*	*16.21*	*17.85*	*15.50*	*24.50*	*13.38*	*16.12*	*19.71*
Base:	40	14	26	18	12	9	27	13

Column %ges.

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

Q09 What are the names of the main FOOD shops you have visited, or intend to visit in (STUDY CENTRE) today? [MR]
Those who said food at Q04

Oxford

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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
Tesco Metro, 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
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	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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Co-op , Templars Square Shopping Centre	2.5%	1	0.0%	0	3.8%	1	5.6%	1	0.0%	0	0.0%	0	3.7%	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	37.5%	15	28.6%	4	42.3%	11	16.7%	3	75.0%	9	33.3%	3	33.3%	9	46.2%	6

Summertown

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Sainsbury's Local, Suffolk House, 263 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
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	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 Co-operative Food, 228-240 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

Headington

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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 Zubr, 115 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
Waitrose, 9-11 Old High St, 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
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 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
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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Uhuru Wholefoods, 48 Cowley Rd	5.0%	2	7.1%	1	3.8%	1	5.6%	1	0.0%	0	11.1%	1	7.4%	2	0.0%	0
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	2.5%	1	0.0%	0	3.8%	1	5.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Polski Sklep Zubr, 124 Cowley Rd	2.5%	1	0.0%	0	3.8%	1	5.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0
Tesco Metro, 159-161 Cowley Rd	55.0%	22	64.3%	9	50.0%	13	77.8%	14	16.7%	2	55.6%	5	59.3%	16	46.2%	6
Jingjing 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 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
Simply Fresh Supermarket, 236-238 Cowley Rd	7.5%	3	7.1%	1	7.7%	2	5.6%	1	0.0%	0	11.1%	1	7.4%	2	7.7%	1
Coop Food, 217-219 Cowley Rd	5.0%	2	7.1%	1	3.8%	1	5.6%	1	0.0%	0	11.1%	1	7.4%	2	0.0%	0
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

Column %ges.

	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	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 Road, 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
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

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]
Those who said food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
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	17.5%	7	28.6%	4	11.5%	3	16.7%	3	0.0%	0	33.3%	3	14.8%	4	23.1%	3
Base:		40		14		26		18		12		9		27		13

Column %ges.

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

Q11 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 chains such as Boots etc)	35.1%	26	12.5%	4	52.4%	22	27.8%	10	42.9%	9	37.5%	6	37.0%	20	30.0%	6
Quality of shops	13.5%	10	12.5%	4	14.3%	6	11.1%	4	9.5%	2	25.0%	4	11.1%	6	20.0%	4
Prices are competitive in shops compared to other town / district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	16.2%	12	28.1%	9	7.1%	3	25.0%	9	4.8%	1	12.5%	2	13.0%	7	25.0%	5
Range of pubs / bars	6.8%	5	9.4%	3	4.8%	2	11.1%	4	4.8%	1	0.0%	0	9.3%	5	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	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	1.4%	1	3.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.9%	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
I like everything about the Town Centre	2.7%	2	6.3%	2	0.0%	0	2.8%	1	4.8%	1	0.0%	0	1.9%	1	5.0%	1
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	1.4%	1	3.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	5.0%	1
Community feel	1.4%	1	3.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	1.9%	1	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	6.8%	5	3.1%	1	9.5%	4	8.3%	3	4.8%	1	6.3%	1	7.4%	4	5.0%	1

Column %ges.

	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%	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

Column %ges.

NEMS market research

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

Q12 What do you dislike most about (STUDY CENTRE)? [MR]

Category	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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	20.3%	15	25.0%	8	16.7%	7	22.2%	8	14.3%	3	25.0%	4	24.1%	13	10.0%	2
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	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	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.3%	1	1.9%	1	0.0%	0
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	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 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
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	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	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	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
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	5.4%	4	3.1%	1	7.1%	3	5.6%	2	0.0%	0	12.5%	2	3.7%	2	10.0%	2
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	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 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
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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
(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	50.0%	27	50.0%	10
Base:		74		32		42		36		21		16		54		20

Q13 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	52.7%	39	62.5%	20	45.2%	19	63.9%	23	33.3%	7	50.0%	8	46.3%	25	70.0%	14
Asda	1.4%	1	0.0%	0	2.4%	1	0.0%	0	4.8%	1	0.0%	0	1.9%	1	0.0%	0
B&Q	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%	0	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	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	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	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	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.3%	1	1.9%	1	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	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	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	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	1.4%	1	3.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Marks & Spencer	2.7%	2	0.0%	0	4.8%	2	0.0%	0	9.5%	2	0.0%	0	3.7%	2	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	2.7%	2	6.3%	2	0.0%	0	2.8%	1	4.8%	1	0.0%	0	0.0%	0	10.0%	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	1.4%	1	0.0%	0	2.4%	1	0.0%	0	4.8%	1	50.0%	0	1.9%	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
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%	0	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%	1	3.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	1.9%	1	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	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%	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	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

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

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 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 women's wear shops	2.7%	2	0.0%	0	4.8%	2	2.8%	1	4.8%	1	0.0%	0	1.9%	1	5.0%	1
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	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)	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	15.6%	5	9.5%	4	8.3%	3	9.5%	2	25.0%	4	13.0%	7	10.0%	2
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	2.7%	2	6.3%	2	0.0%	0	0.0%	0	9.5%	2	0.0%	0	1.9%	1	5.0%	1
Free parking	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 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	2.7%	2	0.0%	0	4.8%	2	5.6%	2	0.0%	0	0.0%	0	3.7%	2	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	16.2%	12	21.9%	7	11.9%	5	16.7%	6	4.8%	1	25.0%	4	13.0%	7	25.0%	5
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

Column %ges.

NEMS market research

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	1.4%	1	3.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	1.9%	1	0.0%	0
Better lighting	1.4%	1	3.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.9%	1	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	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%	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	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
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	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%	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	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	2.7%	2	3.1%	1	2.4%	1	5.6%	2	0.0%	0	0.0%	0	3.7%	2	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 Westgate Shopping Centre before it was shut for redevelopment?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 per week]

Q16 How often did you shop in Westgate Shopping Centre before it was shut for redevelopment?
Those who said yes at Q15

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

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

Mean score [times per week]

Q17 Once the Westgate Shopping Centre opens after its   redevelopment, how often you are likely to shop there?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 Oxford Covered Market?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 MOST about the Oxford Covered Market ? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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
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
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
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
Independent 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
Nice 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
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
Sheltered	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

Column % ges.

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

Q20 If you are using the Oxford Covered Market, what type of market stall do you intend to visit or are likely to visit today? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 IMPROVEMENTS could be made to the Oxford Covered Market that would encourage you to visit more often? [MR]
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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%	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	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
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	0.0%	0	0.0%	0	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	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 Gloucester Green Market?
Those in Oxford City Centre

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

Column %ges.

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

Q23 What do you LIKE MOST about the Gloucester Green Market ? [MR]
Those who said yes at Q22

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

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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		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

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 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%	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%	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 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
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
Base:		0		0		0		0		0		0		0		0

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q26 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	1.4%	1	3.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	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	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	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	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	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	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.3%	1	1.9%	1	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	1.4%	1	3.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	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	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
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
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	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	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	1.4%	1	3.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	1.9%	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
Nowhere else	33.8%	25	31.3%	10	35.7%	15	25.0%	9	33.3%	7	50.0%	8	25.9%	14	55.0%	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%	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	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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		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	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 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:		74		32		42		36		21		16		54		20

Q27 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q.26) [MR]
Those who mentioned a location at Q26

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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

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

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

	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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%	0	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%	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	2.0%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	11.1%	1
More events throughout the year	12.2%	6	9.1%	2	14.8%	4	18.5%	5	7.1%	1	0.0%	0	15.0%	6	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%	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%	0
Protection from the weather (i.e. covered market)	2.0%	1	0.0%	0	3.7%	1	3.7%	1	0.0%	0	0.0%	0	2.5%	1	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	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 leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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%	35	75.0%	27	81.0%	17	87.5%	14	77.8%	42	85.0%	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

	Total		Male		Female		16 - 34		35 - 54		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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Cinema	13.3%	2	12.5%	1	14.3%	1	11.1%	1	25.0%	1	0.0%	0	8.3%	1	33.3%	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	0.0%	0	16.7%	2	0.0%	0
Health & Fitness Club	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	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

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	42.9%	3	22.2%	2	0.0%	0	50.0%	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 / environment of centre	6.7%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	8.3%	1	0.0%	0
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	12.5%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	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	13.3%	2	0.0%	0	28.6%	2	11.1%	1	25.0%	1	0.0%	0	16.7%	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
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
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 Market?
Those in Summertown, Headington & Cowley Road

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

Column %ges.

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

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

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

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

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

Column %ges.

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

AGE Age Group:

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
16 - 24 years	21.6%	16	25.0%	8	19.0%	8	44.4%	16	0.0%	0	0.0%	0	27.8%	15	5.0%	1
25 - 34 years	27.0%	20	28.1%	9	26.2%	11	55.6%	20	0.0%	0	0.0%	0	25.9%	14	30.0%	6
35 - 44 years	16.2%	12	21.9%	7	11.9%	5	0.0%	0	57.1%	12	0.0%	0	11.1%	6	30.0%	6
45 - 54 years	12.2%	9	6.3%	2	16.7%	7	0.0%	0	42.9%	9	0.0%	0	14.8%	8	5.0%	1
55 - 64 years	8.1%	6	6.3%	2	9.5%	4	0.0%	0	0.0%	0	37.5%	6	9.3%	5	5.0%	1
65+ years	13.5%	10	12.5%	4	14.3%	6	0.0%	0	0.0%	0	62.5%	10	11.1%	6	20.0%	4
Refused	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1
Base:		74		32		42		36		21		16		54		20

EMP Are you in paid employment:

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
Yes	58.1%	43	62.5%	20	54.8%	23	63.9%	23	81.0%	17	18.8%	3	59.3%	32	55.0%	11
No	41.9%	31	37.5%	12	45.2%	19	36.1%	13	19.0%	4	81.3%	13	40.7%	22	45.0%	9
Base:		74		32		42		36		21		16		54		20

WORK   Location of workplace
Those in paid employment

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 Earner in HHold: (if retired, ask for previous occupation)

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
AB	25.7%	19	15.6%	5	33.3%	14	13.9%	5	33.3%	7	43.8%	7	35.2%	19	0.0%	0
C1	47.3%	35	43.8%	14	50.0%	21	66.7%	24	33.3%	7	25.0%	4	64.8%	35	0.0%	0
C2	8.1%	6	12.5%	4	4.8%	2	2.8%	1	19.0%	4	6.3%	1	0.0%	0	30.0%	6
DE	18.9%	14	28.1%	9	11.9%	5	16.7%	6	14.3%	3	25.0%	4	0.0%	0	70.0%	14
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:		74		32		42		36		21		16		54		20

ADU No. of adults (incl Resp) [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
1 adult in hhold	29.7%	22	28.1%	9	31.0%	13	19.4%	7	33.3%	7	43.8%	7	22.2%	12	50.0%	10
2 adults in hhold	45.9%	34	43.8%	14	47.6%	20	36.1%	13	57.1%	12	56.3%	9	46.3%	25	45.0%	9
3 adults in hhold	5.4%	4	3.1%	1	7.1%	3	5.6%	2	9.5%	2	0.0%	0	5.6%	3	5.0%	1
4 or more adults in hhold	18.9%	14	25.0%	8	14.3%	6	38.9%	14	0.0%	0	0.0%	0	25.9%	14	0.0%	0
Base:		74		32		42		36		21		16		54		20

CHI   No. of children (Under 16) [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
1 child in hhold	16.2%	12	18.8%	6	14.3%	6	22.2%	8	19.0%	4	0.0%	0	16.7%	9	15.0%	3
2 children in hhold	6.8%	5	9.4%	3	4.8%	2	5.6%	2	14.3%	3	0.0%	0	5.6%	3	10.0%	2
3 children in hhold	4.1%	3	0.0%	0	7.1%	3	2.8%	1	9.5%	2	0.0%	0	5.6%	3	0.0%	0
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	73.0%	54	71.9%	23	73.8%	31	69.4%	25	57.1%	12	100.0%	16	72.2%	39	75.0%	15
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:		74		32		42		36		21		16		54		20

CAR No. of cars in household [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
1 car in hhold	24.3%	18	21.9%	7	26.2%	11	22.2%	8	33.3%	7	18.8%	3	22.2%	12	30.0%	6
2 cars in hhold	16.2%	12	15.6%	5	16.7%	7	13.9%	5	28.6%	6	6.3%	1	20.4%	11	5.0%	1
3 cars in hhold	4.1%	3	9.4%	3	0.0%	0	8.3%	3	0.0%	0	0.0%	0	3.7%	2	5.0%	1
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	55.4%	41	53.1%	17	57.1%	24	55.6%	20	38.1%	8	75.0%	12	53.7%	29	60.0%	12
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:		74		32		42		36		21		16		54		20

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

DAY 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	0.0%	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	0.0%	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	19.0%	4	56.3%	9	35.2%	19	30.0%	6
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:		74		32		42		36		21		16		54		20

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	100.0%	74	100.0%	32	100.0%	42	100.0%	36	100.0%	21	100.0%	16	100.0%	54	100.0%	20
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%	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:		74		32		42		36		21		16		54		20

LOC Location (see map)
Those in Oxford City Centre

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 Debenhams	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 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

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%	1	0.0%	0	0.0%	0	0.0%	0	5.0%	1
OX14 3	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.3%	1	1.9%	1	0.0%	0
OX2 3	1.4%	1	3.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
OX2 9	2.7%	2	6.3%	2	0.0%	0	5.6%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0
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	40.6%	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	25.9%	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	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	6.3%	1	1.9%	1	0.0%	0
RG17	1.4%	1	3.1%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
SN6 7	1.4%	1	3.1%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	1.9%	1	0.0%	0
Base:		74		32		42		36		21		16		54		20

Column % ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
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
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
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%	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%	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
On foot	23.9%	11	28.6%	6	20.0%	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%	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%	0
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
Base:		46		21		25		23		11		12		37		9

Mean score [minutes]

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	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 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
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%	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%	0
Mean:		96.33		108.57		85.63		130.43		55.50		65.00		85.00		141.67
Base:		46		21		25		23		11		12		37		9

Mean score [times per week, excludes First time today]

Q03 How often do you shop in (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
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
2-3 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%	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%	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%	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
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%	0
(Don't know)	4.3%	2	0.0%	0	8.0%	2	4.3%	1	9.1%	1	0.0%	0	5.4%	2	0.0%	0
Mean:		3.58		3.46		3.69		3.78		2.91		3.80		3.81		2.74
Base:		46		21		25		23		11		12		37		9

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

Q04   What is the MAIN reason for your visit here today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
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%	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	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	2.2%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	2.7%	1	0.0%	0
Base:		46		21		25		23		11		12		37		9

Q05   What type of shop / market stall do you intend to visit or are likely to visit today?
Those who said food or non food at Q04

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

Column %ges.

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

Q06 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 Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Boots	100.0%	2	100.0%	1	100.0%	1	0.0%	0	100.0%	1	100.0%	1	100.0%	2	0.0%	0
Oliver Bonas	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	1	50.0%	1	0.0%	0
Base:		2		1		1		0		1		1		2		0

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	1	100.0%	1	0.0%	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%	0	100.0%	1	0.0%	0	0.0%	0	100.0%	1	50.0%	1	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:	25.50		15.50		35.50		0.00		15.50		35.50		25.50		0.00	
Base:		2		1		1		0		1		1		2		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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	26.3%	5	40.0%	2	21.4%	3	28.6%	2	16.7%	1	33.3%	2	29.4%	5	0.0%	0
£11-£20	47.4%	9	60.0%	3	42.9%	6	57.1%	4	33.3%	2	50.0%	3	47.1%	8	50.0%	1
£21-£30	5.3%	1	0.0%	0	7.1%	1	0.0%	0	16.7%	1	0.0%	0	5.9%	1	0.0%	0
£31-£40	10.5%	2	0.0%	0	14.3%	2	14.3%	1	0.0%	0	16.7%	1	11.8%	2	0.0%	0
£41-£50	5.3%	1	0.0%	0	7.1%	1	0.0%	0	16.7%	1	0.0%	0	5.9%	1	0.0%	0
£51-£100	5.3%	1	0.0%	0	7.1%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	50.0%	1
£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:	20.76		12.30		23.79		16.07		30.83		16.17		17.85		45.50	
Base:		19		5		14		7		6		6		17		2

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

Q09 What are the names of the main FOOD shops you have visited, or intend to visit in (STUDY CENTRE) today? [MR]
Those who said food at Q04

Oxford

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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
Tesco Metro, 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
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	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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Sainsbury's Local, Suffolk House, 263 Banbury Rd	26.3%	5	40.0%	2	21.4%	3	57.1%	4	0.0%	0	16.7%	1	29.4%	5	0.0%	0
Tesco 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%	1	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, Oxford	36.8%	7	40.0%	2	35.7%	5	42.9%	3	33.3%	2	33.3%	2	35.3%	6	50.0%	1

Headington

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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 Zubr, 115 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
Waitrose, 9-11 Old High St, 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
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 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
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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Uhuru Wholefoods, 48 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
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	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%	0	0.0%	0	0.0%	0	0.0%	0
Tesco 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
Jingjing 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 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
Simply Fresh Supermarket, 236-238 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
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
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

Column %ges.

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

	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	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																
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 ….. (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]
Those who said food at Q04

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

Column %ges.

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

Q11 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	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	2.2%	1	4.8%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	2.7%	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	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	28.6%	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	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	2.2%	1	4.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Selection / choice of independent / specialist shops	37.0%	17	19.0%	4	52.0%	13	30.4%	7	27.3%	3	58.3%	7	43.2%	16	11.1%	1
Presence of a large supermarkets	8.7%	4	4.8%	1	12.0%	3	4.3%	1	9.1%	1	16.7%	2	10.8%	4	0.0%	0
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	26.1%	12	33.3%	7	20.0%	5	26.1%	6	18.2%	2	33.3%	4	32.4%	12	0.0%	0
Quality of shops	17.4%	8	0.0%	0	32.0%	8	21.7%	5	18.2%	2	8.3%	1	16.2%	6	22.2%	2
Prices are competitive in shops compared to other town / district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	2.2%	1	4.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.7%	1	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	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	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%	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
Base:		46		21		25		23		11		12		37		9

Column %ges.

031216   **NEMS** market research

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Q12 What do you dislike most about (STUDY CENTRE)? [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	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	6.5%	3	9.5%	2	4.0%	1	13.0%	3	0.0%	0	0.0%	0	8.1%	3	0.0%	0
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	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	2.2%	1	4.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
General lack of independent / specialist shops	4.3%	2	0.0%	0	8.0%	2	4.3%	1	0.0%	0	8.3%	1	5.4%	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 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	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 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
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	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%	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	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	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	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 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
Too many of one type of shop	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 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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		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)	50.0%	23	52.4%	11	48.0%	12	56.5%	13	45.5%	5	41.7%	5	48.6%	18	55.6%	5
Base:		46		21		25		23		11		12		37		9

Q13 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	52.2%	24	57.1%	12	48.0%	12	52.2%	12	45.5%	5	58.3%	7	59.5%	22	22.2%	2
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	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	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	2.2%	1	0.0%	0	4.0%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1
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	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	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	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	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	8.7%	4	9.5%	2	8.0%	2	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%	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	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	9.0%	1	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%	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
Shoe shop	2.2%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	8.3%	1	2.7%	1	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%	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	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)	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More 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
More 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
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	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
More 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
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	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%	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
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	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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	0	8.0%	2	4.3%	1	0.0%	0	8.3%	1	5.4%	2	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
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	2.2%	1	4.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.7%	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%	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%	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	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	4.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	11.1%	1
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%	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%	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	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 visited Westgate Shopping Centre before it was shut for redevelopment?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 per week]

Q16 How often did you shop in Westgate Shopping Centre before it was shut for redevelopment?
Those who said yes at Q15

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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Mean score [times per week]

Q17 Once the Westgate Shopping Centre opens after its redevelopment, how often you are likely to shop there?
Those in Oxford City Centre

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 Oxford Covered Market?
Those in Oxford City Centre

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 MOST about the Oxford Covered Market ? [MR]
Those who said yes at Q18

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	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
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
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
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
Independent 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
Nice 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
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
Sheltered	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

Column %ges.

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

Q20 If you are using the Oxford Covered Market, what type of market stall do you intend to visit or are likely to visit today? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 IMPROVEMENTS could be made to the Oxford Covered Market that would encourage you to visit more often? [MR]
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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%	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	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
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	0.0%	0	0.0%	0	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	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 Gloucester Green Market?
Those in Oxford City Centre

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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q23 What do you LIKE MOST about the Gloucester Green Market ? [MR]
Those who said yes at Q22

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

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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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%	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%	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 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
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
Base:		0		0		0		0		0		0		0		0	

Column %ges.

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

Q26 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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)	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	6.5%	3	4.8%	1	8.0%	2	8.7%	2	0.0%	0	8.3%	1	5.4%	2	11.1%	1
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	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%	2	4.8%	1	4.0%	1	0.0%	0	0.0%	0	16.7%	2	5.4%	2	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	2.2%	1	0.0%	0	4.0%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	11.1%	1
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	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	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	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)	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	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	4.3%	2	9.5%	2	0.0%	0	8.7%	2	0.0%	0	0.0%	0	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	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	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	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	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	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	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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Kidlington	2.2%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	8.3%	1	2.7%	1	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:		46		21		25		23		11		12		37		9

Q27 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q.26) [MR]
Those who mentioned a location at Q26

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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 and drink	7.1%	3	16.7%	3	0.0%	0	13.6%	3	0.0%	0	0.0%	0	8.8%	3	0.0%	0
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%	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	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 (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	2.4%	1	5.6%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	2.9%	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	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
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	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	0.0%	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	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 leisure facilities that you feel (STUDY CENTRE) is lacking in?

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

	Total		Male		Female		16 - 34		35 - 54		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

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

Column %ges.

	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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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
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
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	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
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
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
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
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)	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 Market?
Those in Summertown, Headington & Cowley Road

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	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%	20	52.4%	11	36.0%	9	60.9%	14	27.3%	3	25.0%	3	37.8%	14	66.7%	6
Base:		46		21		25		23		11		12		37		9

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

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

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

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

GEN Gender:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	0	100.0%	25	39.1%	9	63.6%	7	75.0%	9	56.8%	21	44.4%	4
Base:		46		21		25		23		11		12		37		9

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		35 - 54		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 employment:

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	56.0%	14	47.8%	11	18.2%	2	83.3%	10	54.1%	20	33.3%	3
Base:		46		21		25		23		11		12		37		9

WORK   Location of workplace
Those in paid employment

Inside (study centre) town centre	17.4%	4	25.0%	3	9.1%	1	25.0%	3	11.1%	1	0.0%	0	23.5%	4	0.0%	0
Outside (study centre) town centre	82.6%	19	75.0%	9	90.9%	10	75.0%	9	88.9%	8	100.0%	2	76.5%	13	100.0%	6
Base:		23		12		11		12		9		2		17		6

SEG Occupation of Chief Wage Earner in HHold: (if retired, ask for previous occupation)

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%	12	44.0%	11	65.2%	15	54.5%	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 Resp) [MR]

1 adult in hhold	23.9%	11	19.0%	4	28.0%	7	17.4%	4	18.2%	2	41.7%	5	24.3%	9	22.2%	2
2 adults in hhold	54.3%	25	61.9%	13	48.0%	12	39.1%	9	81.8%	9	58.3%	7	54.1%	20	55.6%	5
3 adults in hhold	4.3%	2	0.0%	0	8.0%	2	8.7%	2	0.0%	0	0.0%	0	5.4%	2	0.0%	0
4 or more adults in hhold	17.4%	8	19.0%	4	16.0%	4	34.8%	8	0.0%	0	0.0%	0	16.2%	6	22.2%	2
Base:		46		21		25		23		11		12		37		9

CHI   No. of children (Under 16) [MR]

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	11.1%	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	96.0%	24	91.3%	21	63.6%	7	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 household [MR]

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	33.3%	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	44.4%	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

Column %ges.

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

DAY Day of interview:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	45.7%	21	71.4%	15	24.0%	6	52.2%	12	63.6%	7	16.7%	2	43.2%	16	55.6%	5
Sunday	52.2%	24	23.8%	5	76.0%	19	43.5%	10	36.4%	4	83.3%	10	54.1%	20	44.4%	4
Base:		46		21		25		23		11		12		37		9

TOWN   Town

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	46	100.0%	21	100.0%	25	100.0%	23	100.0%	11	100.0%	12	100.0%	37	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 Centre

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	8.7%	4	4.8%	1	12.0%	3	8.7%	2	0.0%	0	16.7%	2	8.1%	3	11.1%	1
OX2 9	2.2%	1	4.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0
OX20 1	2.2%	1	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	2.2%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	8.3%	1	2.7%	1	0.0%	0
OX5 2	2.2%	1	0.0%	0	4.0%	1	0.0%	0	9.1%	1	0.0%	0	2.7%	1	0.0%	0
Base:		46		21		25		23		11		12		37		9

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	6
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
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
Bicycle	4.2%	2	10.5%	2	0.0%	0	4.8%	1	0.0%	0	6.7%	1	6.3%	2	0.0%	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%	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
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	37.5%	18	26.3%	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%	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%	0
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
Base:		48		19		29		21		12		15		32		16

Mean score [minutes]

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
30- 59 minutes	18.8%	9	15.8%	3	20.7%	6	28.6%	6	16.7%	2	6.7%	1	18.8%	6	18.8%	3
1 hour – 1hour 59 minutes	39.6%	19	47.4%	9	34.5%	10	33.3%	7	58.3%	7	33.3%	5	37.5%	12	43.8%	7
2 hours – 2 hours 59 minutes	12.5%	6	5.3%	1	17.2%	5	9.5%	2	8.3%	1	20.0%	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%	0
4 hours and over	4.2%	2	10.5%	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%	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

Mean score [times per week, excludes First time today]

Q03 How often do you shop in (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
7 days a week	10.4%	5	5.3%	1	13.8%	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
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
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%	1
Once every month	6.3%	3	5.3%	1	6.9%	2	4.8%	1	16.7%	2	0.0%	0	9.4%	3	0.0%	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%	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%	1
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%	0
Mean:		3.27		3.15		3.35		3.57		2.64		3.38		3.36		3.10
Base:		48		19		29		21		12		15		32		16

Column %ges.

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

Q04   What is the MAIN reason for your visit here today?

	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
To buy food items at the shops (not take-away / café / restaurant)	47.9%	23	42.1%	8	51.7%	15	42.9%	9	58.3%	7	46.7%	7	50.0%	16	43.8%	7
To buy non-food goods in the shops (e.g. shoes, clothes, jewellery)	4.2%	2	5.3%	1	3.4%	1	0.0%	0	0.0%	0	13.3%	2	3.1%	1	6.3%	1
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)	10.4%	5	10.5%	2	10.3%	3	19.0%	4	0.0%	0	6.7%	1	9.4%	3	12.5%	2
To 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	2.1%	1	0.0%	0	3.4%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	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)	2.1%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.3%	1
Work (respondent works in the town)	4.2%	2	10.5%	2	0.0%	0	4.8%	1	8.3%	1	0.0%	0	3.1%	1	6.3%	1
To attend a business appointment	4.2%	2	0.0%	0	6.9%	2	4.8%	1	8.3%	1	0.0%	0	3.1%	1	6.3%	1
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 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	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	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.7%	1	3.1%	1	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:		48		19		29		21		12		15		32		16

Q05   What type of shop / market stall do you intend to visit or are likely to visit today?
Those who said food or non food at Q04

	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
Food & Grocery	88.0%	22	77.8%	7	93.8%	15	88.9%	8	100.0%	7	77.8%	7	88.2%	15	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
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
(None of the above)	4.0%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	11.1%	1	5.9%	1	0.0%	0
(Don't know)	8.0%	2	22.2%	2	0.0%	0	11.1%	1	0.0%	0	11.1%	1	5.9%	1	12.5%	1
Base:		25		9		16		9		7		9		17		8

Column %ges.

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

Q06 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 Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Waitrose	50.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	50.0%	1	100.0%	1	0.0%	0
Marie Curie	50.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	100.0%	1
Base:		2		1		1		0		0		2		1		1

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Nothing	50.0%	1	100.0%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	100.0%	1
£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
£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:	1.25		0.00		2.50		0.00		0.00		1.25		2.50		0.00	
Base:		2		1		1		0		0		2		1		1

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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-£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-£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-£40	4.3%	1	12.5%	1	0.0%	0	11.1%	1	0.0%	0	0.0%	0	0.0%	0	14.3%	1
£41-£50	4.3%	1	12.5%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	6.3%	1	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	14.3%	1
£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)	4.3%	1	0.0%	0	6.7%	1	11.1%	1	0.0%	0	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	
Base:		23		8		15		9		7		7		16		7

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

Q09 What are the names of the main FOOD shops you have visited, or intend to visit in (STUDY CENTRE) today? [MR]
Those who said food at Q04

Oxford

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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
Tesco Metro, 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
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	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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Sainsbury's Local, Suffolk House, 263 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
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	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 Co-operative Food, 228-240 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

Headington

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 Zubr, 115 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
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%	4	12.5%	1	20.0%	3	22.2%	2	14.3%	1	14.3%	1	18.8%	3	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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Uhuru Wholefoods, 48 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
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	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%	0	0.0%	0	0.0%	0	0.0%	0
Tesco 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
Jingjing 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 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
Simply Fresh Supermarket, 236-238 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
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
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

Column %ges.

	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	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																
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
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 ….. (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]
Those who said food at Q04

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	11.1%	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	22.2%	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
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:		23		8		15		9		7		7		16		7

Column %ges.

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

Q11 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 shopping streets	4.2%	2	5.3%	1	3.4%	1	9.5%	2	0.0%	0	0.0%	0	6.3%	2	0.0%	0
Feels safe / absence of threatening individuals / groups	10.4%	5	15.8%	3	6.9%	2	9.5%	2	16.7%	2	6.7%	1	9.4%	3	12.5%	2
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	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 shops	31.3%	15	21.1%	4	37.9%	11	28.6%	6	16.7%	2	46.7%	7	37.5%	12	18.8%	3
Presence of a large supermarkets	39.6%	19	36.8%	7	41.4%	12	38.1%	8	41.7%	5	40.0%	6	34.4%	11	50.0%	8
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	25.0%	12	26.3%	5	24.1%	7	42.9%	9	0.0%	0	20.0%	3	25.0%	8	25.0%	4
Quality of shops	16.7%	8	10.5%	2	20.7%	6	0.0%	0	25.0%	3	33.3%	5	18.8%	6	12.5%	2
Prices are competitive in shops compared to other town / district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	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%	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
(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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q12 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.7%	1	3.1%	1	0.0%	0
Difficulties in parking	4.2%	2	5.3%	1	3.4%	1	0.0%	0	8.3%	1	6.7%	1	6.3%	2	0.0%	0
Location of parking	6.3%	3	5.3%	1	6.9%	2	0.0%	0	8.3%	1	13.3%	2	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 multiple shops	4.2%	2	0.0%	0	6.9%	2	0.0%	0	8.3%	1	6.7%	1	6.3%	2	0.0%	0
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 eat	4.2%	2	10.5%	2	0.0%	0	4.8%	1	8.3%	1	0.0%	0	0.0%	0	12.5%	2
Inadequate range of 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
Inadequate range of leisure facilities	6.3%	3	5.3%	1	6.9%	2	9.5%	2	8.3%	1	0.0%	0	6.3%	2	6.3%	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	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	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 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	2.1%	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	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%	0	0.0%	0
Too many empty 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
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
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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
(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 shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.7%	1	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	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	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%	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	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	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	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	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 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	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.0%	4	60.0%	0	0.0%	0	62.5%	10
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	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	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	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	2.1%	1	0.0%	0	3.4%	1	0.0%	0	8.3%	1	0.0%	0	3.1%	1	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	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)	22.9%	11	36.8%	7	13.8%	4	38.1%	8	25.0%	3	0.0%	0	18.8%	6	31.3%	5
Base:		48		19		29		21		12		15		32		16

Column %ges.

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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
No improvements needed	31.3%	15	31.6%	6	31.0%	9	28.6%	6	33.3%	4	33.3%	5	37.5%	12	18.8%	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 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 women's wear shops	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	6.3%	1
More choice in men's wear 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
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	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	6.3%	3	5.3%	1	6.9%	2	4.8%	1	0.0%	0	13.3%	2	6.3%	2	6.3%	1
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
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	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 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	4.2%	2	10.5%	2	0.0%	0	0.0%	0	0.0%	0	13.3%	2	3.1%	1	6.3%	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	4.2%	2	0.0%	0	6.9%	2	4.8%	1	0.0%	0	6.7%	1	3.1%	1	6.3%	1
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	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 cafés/ coffee 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/better branded restaurants	2.1%	1	5.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	6.3%	1
More/better independent restaurants	2.1%	1	5.3%	1	0.0%	0	4.8%	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	0.0%	0	6.7%	1	3.1%	1	0.0%	0
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	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	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, music performances, etc.)	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 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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	6.7%	1	3.1%	1	0.0%	0

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	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	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%	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
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	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	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	2.1%	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%	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%	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	2.1%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	3.1%	1	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
(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 visited Westgate Shopping Centre before it was shut for redevelopment?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 per week]

Q16 How often did you shop in Westgate Shopping Centre before it was shut for redevelopment?
Those who said yes at Q15

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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Mean score [times per week]

Q17 Once the Westgate Shopping Centre opens after its redevelopment, how often you are likely to shop there?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 Oxford Covered Market?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 MOST about the Oxford Covered Market ? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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
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
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
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
Independent 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
Nice 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
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
Sheltered	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

Column %ges.

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

Q20 If you are using the Oxford Covered Market, what type of market stall do you intend to visit or are likely to visit today? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 IMPROVEMENTS could be made to the Oxford Covered Market that would encourage you to visit more often? [MR]
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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%	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	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
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	0.0%	0	0.0%	0	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	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 Gloucester Green Market?
Those in Oxford City Centre

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

Column %ges.

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

Q23 What do you LIKE MOST about the Gloucester Green Market ? [MR]
Those who said yes at Q22

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

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

Column %ges.

	Total		Male		Female		16 - 34		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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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%	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%	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 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
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
Base:		0		0		0		0		0		0		0		0

Column %ges.

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

Q26 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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)	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	4.2%	2	0.0%	0	6.9%	2	4.8%	1	0.0%	0	6.7%	1	6.3%	2	0.0%	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	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
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	2.1%	1	0.0%	0	3.4%	1	0.0%	0	8.3%	1	0.0%	0	3.1%	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	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	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%	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	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	2.1%	1	5.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	6.3%	1
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)	2.1%	1	0.0%	0	3.4%	1	0.0%	0	8.3%	1	0.0%	0	3.1%	1	0.0%	0
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
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	2.1%	1	5.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	3.1%	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	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	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	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	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
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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		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	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%	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:		48		19		29		21		12		15		32		16

Q27 What is the purpose of your visit to this other centre or retail park (MENTIONED IN Q.26) [MR]
Those who mentioned a location at Q26

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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, hairdressers)	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 use a leisure facility (cinema, sports centre, bowling)	5.1%	2	0.0%	0	8.3%	2	5.6%	1	8.3%	1	0.0%	0	3.8%	1	7.7%	1
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		16 - 34		35 - 54		55 +		ABC1		C2DE	

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

	Total %		Male %		Female %		16-34 %		35-54 %		55+ %		ABC1 %		C2DE %	
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
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%	2
Better non-food shopping	5.1%	2	6.7%	1	4.2%	1	5.6%	1	8.3%	1	0.0%	0	3.8%	1	7.7%	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 and drink	12.8%	5	6.7%	1	16.7%	4	16.7%	3	8.3%	1	11.1%	1	19.2%	5	0.0%	0
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	5.1%	2	6.7%	1	4.2%	1	5.6%	1	8.3%	1	0.0%	0	3.8%	1	7.7%	1
Cheaper car parking	5.1%	2	13.3%	2	0.0%	0	0.0%	0	16.7%	2	0.0%	0	3.8%	1	7.7%	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	2.6%	1	6.7%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	3.8%	1	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	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%	2	0.0%	0	8.3%	2	0.0%	0	0.0%	0	22.2%	2	7.7%	2	0.0%	0
More events throughout the year	2.6%	1	0.0%	0	4.2%	1	5.6%	1	0.0%	0	0.0%	0	3.8%	1	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%	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
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
Close to home	23.1%	9	26.7%	4	20.8%	5	22.2%	4	33.3%	4	11.1%	1	15.4%	4	38.5%	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
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	2.6%	1	0.0%	0	4.2%	1	0.0%	0	8.3%	1	0.0%	0	3.8%	1	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	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	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

Q29 Are there any types of leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total %		Male %		Female %		16-34 %		35-54 %		55+ %		ABC1 %		C2DE %	
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
No	47.9%	23	42.1%	8	51.7%	15	42.9%	9	25.0%	3	73.3%	11	46.9%	15	50.0%	8
(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
Base:		48		19		29		21		12		15		32		16

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	12.5%	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%	0	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%	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	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

	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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	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	16.0%	4	9.1%	1	21.4%	3	25.0%	3	11.1%	1	0.0%	0	5.9%	1	37.5%	3
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	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	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
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
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)	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 Market?
Those in Summertown, Headington & Cowley Road

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	45.8%	22	42.1%	8	48.3%	14	42.9%	9	41.7%	5	53.3%	8	43.8%	14	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

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

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

	Total %	N	Male %	N	Female %	N	16-34 %	N	35-54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
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%	2	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

	Total %	N	Male %	N	Female %	N	16-34 %	N	35-54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
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 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 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
(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
Base:		48		19		29		21		12		15		32		16

GEN Gender:

	Total %	N	Male %	N	Female %	N	16-34 %	N	35-54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
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%	0	100.0%	29	52.4%	11	50.0%	6	80.0%	12	68.8%	22	43.8%	7
Base:		48		19		29		21		12		15		32		16

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

AGE Age Group:

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
16 - 24 years	25.0%	12	26.3%	5	24.1%	7	57.1%	12	0.0%	0	0.0%	0	31.3%	10	12.5%	2
25 - 34 years	18.8%	9	26.3%	5	13.8%	4	42.9%	9	0.0%	0	0.0%	0	9.4%	3	37.5%	6
35 - 44 years	12.5%	6	21.1%	4	6.9%	2	0.0%	0	50.0%	6	0.0%	0	12.5%	4	12.5%	2
45 - 54 years	12.5%	6	10.5%	2	13.8%	4	0.0%	0	50.0%	6	0.0%	0	12.5%	4	12.5%	2
55 - 64 years	8.3%	4	0.0%	0	13.8%	4	0.0%	0	0.0%	0	26.7%	4	9.4%	3	6.3%	1
65+ years	22.9%	11	15.8%	3	27.6%	8	0.0%	0	0.0%	0	73.3%	11	25.0%	8	18.8%	3
Base:		48		19		29		21		12		15		32		16

EMP Are you in paid employment:

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
Yes	54.2%	26	52.6%	10	55.2%	16	52.4%	11	91.7%	11	26.7%	4	43.8%	14	75.0%	12
No	45.8%	22	47.4%	9	44.8%	13	47.6%	10	8.3%	1	73.3%	11	56.3%	18	25.0%	4
Base:		48		19		29		21		12		15		32		16

WORK   Location of workplace
Those in paid employment

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 Chief Wage Earner in HHold: (if retired, ask for previous occupation)

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
AB	20.8%	10	15.8%	3	24.1%	7	4.8%	1	16.7%	2	46.7%	7	31.3%	10	0.0%	0
C1	45.8%	22	36.8%	7	51.7%	15	57.1%	12	50.0%	6	26.7%	4	68.8%	22	0.0%	0
C2	20.8%	10	26.3%	5	17.2%	5	23.8%	5	33.3%	4	6.7%	1	0.0%	0	62.5%	10
DE	12.5%	6	21.1%	4	6.9%	2	14.3%	3	0.0%	0	20.0%	3	0.0%	0	37.5%	6
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:		48		19		29		21		12		15		32		16

ADU No. of adults (incl Resp) [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
1 adult in hhold	14.6%	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	62.5%	30	68.4%	13	58.6%	17	47.6%	10	83.3%	10	66.7%	10	59.4%	19	68.8%	11
3 adults in hhold	6.3%	3	10.5%	2	3.4%	1	14.3%	3	0.0%	0	0.0%	0	0.0%	0	18.8%	3
4 or more adults in hhold	16.7%	8	15.8%	3	17.2%	5	38.1%	8	0.0%	0	0.0%	0	21.9%	7	6.3%	1
Base:		48		19		29		21		12		15		32		16

CHI   No. of children (Under 16) [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
1 child in hhold	10.4%	5	15.8%	3	6.9%	2	19.0%	4	8.3%	1	0.0%	0	12.5%	4	6.3%	1
2 children in hhold	4.2%	2	5.3%	1	3.4%	1	0.0%	0	16.7%	2	0.0%	0	6.3%	2	0.0%	0
3 children in hhold	2.1%	1	5.3%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	6.3%	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	83.3%	40	73.7%	14	89.7%	26	81.0%	17	66.7%	8	100.0%	15	81.3%	26	87.5%	14
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:		48		19		29		21		12		15		32		16

CAR No. of cars in household [MR]

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
1 car in hhold	33.3%	16	31.6%	6	34.5%	10	28.6%	6	16.7%	2	53.3%	8	34.4%	11	31.3%	5
2 cars in hhold	33.3%	16	36.8%	7	31.0%	9	28.6%	6	58.3%	7	20.0%	3	28.1%	9	43.8%	7
3 cars in hhold	2.1%	1	5.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1
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	31.3%	15	26.3%	5	34.5%	10	38.1%	8	25.0%	3	26.7%	4	37.5%	12	18.8%	3
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:		48		19		29		21		12		15		32		16

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

DAY Day of interview:

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

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

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

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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%	0	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

Column %ges.

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

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
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
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
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
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
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
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	61.5%	32	81.8%	9	56.1%	23	65.7%	23	33.3%	2	63.6%	7	61.4%	27	62.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Base:		52		11		41		35		6		11		44		8

Mean score [minutes]

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
30- 59 minutes	25.0%	13	36.4%	4	22.0%	9	22.9%	8	16.7%	1	36.4%	4	25.0%	11	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	3.8%	2	0.0%	0	4.9%	2	5.7%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0
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
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
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:		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]

Q03 How often do you shop in (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	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%	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	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
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
Mean:		3.84		4.86		3.56		3.87		3.42		3.96		3.93		3.35
Base:		52		11		41		35		6		11		44		8

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

Q04 What is the MAIN reason for your visit here today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	1	12.5%	1
Work (respondent works in the town)	7.7%	4	0.0%	0	9.8%	4	5.7%	2	0.0%	0	18.2%	2	9.1%	4	0.0%	0
To attend a business appointment	1.9%	1	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
To meet someone	5.8%	3	0.0%	0	7.3%	3	5.7%	2	0.0%	0	9.1%	1	6.8%	3	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
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 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	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	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 / market stall do you intend to visit or are likely to visit today?
Those who said food or non food at Q04

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

Column %ges.

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

Q06 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 Q04

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
£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)	25.0%	1	0.0%	0	25.0%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	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 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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	0
£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:	*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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q09 What are the names of the main FOOD shops you have visited, or intend to visit in (STUDY CENTRE) today? [MR]
Those who said food at Q04

Oxford

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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
Tesco Metro, 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
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	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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Sainsbury's Local, Suffolk House, 263 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
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	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 Co-operative Food, 228-240 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

Headington

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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 Zubr, 115 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
Waitrose, 9-11 Old High St, 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
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 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
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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Uhuru Wholefoods, 48 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
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	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%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, 159-161 Cowley Rd	82.4%	28	80.0%	8	83.3%	20	75.0%	18	100.0%	4	100.0%	6	80.6%	25	100.0%	3
Jingjing 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 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
Simply Fresh Supermarket, 236-238 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
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
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

Column %ges.

	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	8.8%	3	10.0%	1	8.3%	2	12.5%	3	0.0%	0	0.0%	0	9.7%	3	0.0%	0
Blackbird Leys																
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 ….. (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]
Those who said food at Q04

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

Column %ges.

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

Q11 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	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	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 shops	19.2%	10	9.1%	1	22.0%	9	11.4%	4	33.3%	2	36.4%	4	15.9%	7	37.5%	3
Presence of a large supermarkets	1.9%	1	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Selection / choice of multiple shops (i.e. high street chains such as Boots etc)	32.7%	17	18.2%	2	36.6%	15	42.9%	15	16.7%	1	9.1%	1	31.8%	14	37.5%	3
Quality of shops	13.5%	7	9.1%	1	14.6%	6	11.4%	4	16.7%	1	18.2%	2	13.6%	6	12.5%	1
Prices are competitive in shops compared to other town / district centres	1.9%	1	0.0%	0	2.4%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	12.5%	1
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	23.1%	12	27.3%	3	22.0%	9	31.4%	11	16.7%	1	0.0%	0	25.0%	11	12.5%	1
Range of pubs / bars	7.7%	4	27.3%	3	2.4%	1	8.6%	3	16.7%	1	0.0%	0	9.1%	4	0.0%	0
Range of services (banks, insurance, hairdressers, etc)	1.9%	1	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
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	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	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	3.8%	2	9.1%	1	2.4%	1	2.9%	1	16.7%	1	0.0%	0	4.5%	2	0.0%	0
Diversity	11.5%	6	0.0%	0	14.6%	6	11.4%	4	16.7%	1	9.1%	1	11.4%	5	12.5%	1

Column %ges.

	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

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

Q12 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 multiple 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
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 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	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 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
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	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
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%	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%	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
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	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	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%	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	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	1.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	9.1%	1	0.0%	0	12.5%	1
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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		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)	36.5%	19	18.2%	2	41.5%	17	45.7%	16	33.3%	2	9.1%	1	40.9%	18	12.5%	1
Base:		52		11		41		35		6		11		44		8

Q13 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	63.5%	33	45.5%	5	68.3%	28	68.6%	24	50.0%	3	54.5%	6	61.4%	27	75.0%	6
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	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	3.8%	2	0.0%	0	4.9%	2	2.9%	1	0.0%	0	9.1%	1	2.3%	1	12.5%	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	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%	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%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health 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
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	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	3.8%	2	9.1%	1	2.4%	1	2.9%	1	0.0%	0	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	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	2.4%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office	1.9%	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
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	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%	0	9.1%	1	9.1%	4	0.0%	0
Base:		52		11		41		35		6		11		44		8

Column %ges.

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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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 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 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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops 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 street' brands	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 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	7.7%	4	18.2%	2	4.9%	2	5.7%	2	0.0%	0	18.2%	2	6.8%	3	12.5%	1
More niche retailers (e.g. music, books, art and hobbies, etc.)	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/ better food shopping offer	5.8%	3	0.0%	0	7.3%	3	8.6%	3	0.0%	0	0.0%	0	4.5%	2	12.5%	1
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%	1	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
More cafés/ coffee shops in general	3.8%	2	9.1%	1	2.4%	1	2.9%	1	16.7%	1	0.0%	0	4.5%	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	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 general	3.8%	2	18.2%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	4.5%	2	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
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)	3.8%	2	0.0%	0	4.9%	2	0.0%	0	16.7%	1	9.1%	1	4.5%	2	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	3.8%	2	0.0%	0	4.9%	2	0.0%	0	16.7%	1	9.1%	1	2.3%	1	12.5%	1
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	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	3.8%	2	0.0%	0	4.9%	2	2.9%	1	0.0%	0	9.1%	1	4.5%	2	0.0%	0
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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	1.9%	1	0.0%	0	2.4%	1	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%	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%	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
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	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%	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	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	1.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	9.1%	1	2.3%	1	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%	0	2.4%	1	0.0%	0	16.7%	1	0.0%	0	2.3%	1	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
(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 visited Westgate Shopping Centre before it was shut for redevelopment?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 per week]

Q16 How often did you shop in Westgate Shopping Centre before it was shut for redevelopment?
Those who said yes at Q15

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

Column %ges.

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

Mean score [times per week]

Q17 Once the Westgate Shopping Centre opens after its redevelopment, how often you are likely to shop there?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 Oxford Covered Market?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 MOST about the Oxford Covered Market ? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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
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
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
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
Independent 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
Nice 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
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
Sheltered	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	

Column %ges.

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

Q20 If you are using the Oxford Covered Market, what type of market stall do you intend to visit or are likely to visit today? [MR]
Those who said yes at Q18

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 IMPROVEMENTS could be made to the Oxford Covered Market that would encourage you to visit more often? [MR]
Those in Oxford City Centre

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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 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%	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	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
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	0.0%	0	0.0%	0	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	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 Gloucester Green Market?
Those in Oxford City Centre

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

Column %ges.

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

Q23 What do you LIKE MOST about the Gloucester Green Market ? [MR]
Those who said yes at Q22

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

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

Column %ges.

	Total		Male		Female		16 - 34		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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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%	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%	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 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
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
Base:		0		0		0		0		0		0		0		0	

Column %ges.

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

Q26 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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)	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	3.8%	2	0.0%	0	4.9%	2	0.0%	0	0.0%	0	18.2%	2	2.3%	1	12.5%	1
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	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	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	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
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	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	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)	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	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	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	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	1.9%	1	0.0%	0	2.4%	1	0.0%	0	16.7%	1	0.0%	0	2.3%	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	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	9.6%	5	9.1%	1	9.8%	4	8.6%	3	16.7%	1	9.1%	1	11.4%	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	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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		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 of your visit to this other centre or retail park (MENTIONED IN Q.26) [MR]
Those who mentioned a location at Q26

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	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

Column %ges.

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

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

Category	Total %	Total	Male %	Male	Female %	Female	16-34 %	16-34	35-54 %	35-54	55+ %	55+	ABC1 %	ABC1	C2DE %	C2DE
Better choice of shops	72.3%	34	50.0%	5	78.4%	29	71.9%	23	60.0%	3	80.0%	8	71.8%	28	75.0%	6
Better quality of shops	74.5%	35	70.0%	7	75.7%	28	71.9%	23	40.0%	2	100.0%	10	74.4%	29	75.0%	6
Better non-food shopping	8.5%	4	10.0%	1	8.1%	3	6.3%	2	20.0%	1	10.0%	1	7.7%	3	12.5%	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%	1
Better range of places to eat and drink	19.1%	9	30.0%	3	16.2%	6	21.9%	7	40.0%	2	0.0%	0	23.1%	9	0.0%	0
Street market/ farmers market	2.1%	1	0.0%	0	2.7%	1	0.0%	0	20.0%	1	0.0%	0	2.6%	1	0.0%	0
More available car parking	2.1%	1	0.0%	0	2.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Cheaper 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
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	2.1%	1	10.0%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.6%	1	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	4.3%	2	0.0%	0	5.4%	2	3.1%	1	0.0%	0	10.0%	1	5.1%	2	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%	0	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%	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
Nothing	6.4%	3	10.0%	1	5.4%	2	9.4%	3	0.0%	0	0.0%	0	7.7%	3	0.0%	0
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 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	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 leisure facilities that you feel (STUDY CENTRE) is lacking in?

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

	Total	Male		Female		16 - 34		35 - 54		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

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

Column %ges.

	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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	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	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%	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	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
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	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
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 Market?
Those in Summertown, Headington & Cowley Road

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Yes	21.2%	11	27.3%	3	19.5%	8	14.3%	5	50.0%	3	27.3%	3	22.7%	10	12.5%	1
No	76.9%	40	72.7%	8	78.0%	32	85.7%	30	33.3%	2	72.7%	8	75.0%	33	87.5%	7
Base:		52		11		41		35		6		11		44		8

Column %ges.

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

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

Response	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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

Response	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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 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 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	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

GEN Gender:

Response	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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%	0	100.0%	41	71.4%	25	100.0%	6	90.9%	10	77.3%	34	87.5%	7
Base:		52		11		41		35		6		11		44		8

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
AGE Age Group:																
16 - 24 years	38.5%	20	54.5%	6	34.1%	14	57.1%	20	0.0%	0	0.0%	0	43.2%	19	12.5%	1
25 - 34 years	28.8%	15	36.4%	4	26.8%	11	42.9%	15	0.0%	0	0.0%	0	29.5%	13	25.0%	2
35 - 44 years	7.7%	4	0.0%	0	9.8%	4	0.0%	0	66.7%	4	0.0%	0	4.5%	2	25.0%	2
45 - 54 years	3.8%	2	0.0%	0	4.9%	2	0.0%	0	33.3%	2	0.0%	0	4.5%	2	0.0%	0
55 - 64 years	7.7%	4	0.0%	0	9.8%	4	0.0%	0	0.0%	0	36.4%	4	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
Base:		52		11		41		35		6		11		44		8
EMP Are you in paid employment:																
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 workplace																
Those in paid employment																
Inside (study centre) town centre	15.8%	3	0.0%	0	18.8%	3	15.4%	2	0.0%	0	100.0%	1	11.8%	2	50.0%	1
Outside (study centre) town centre	84.2%	16	100.0%	3	81.3%	13	84.6%	11	100.0%	5	0.0%	0	88.2%	15	50.0%	1
Base:		19		3		16		13		5		1		17		2
SEG Occupation of Chief Wage Earner in HHold: (if retired, ask for previous occupation)																
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 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	27.3%	3	46.3%	19	34.3%	12	83.3%	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%	1	16.7%	1	18.2%	2	9.1%	4	0.0%	0
4 or more adults in hhold	34.6%	18	63.6%	7	26.8%	11	51.4%	18	0.0%	0	0.0%	0	40.9%	18	0.0%	0
Base:		52		11		41		35		6		11		44		8
CHI No. of children (Under 16) [MR]																
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 household [MR]																
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	50.0%	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

Column %ges.

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

DAY Day of interview:

	Total %	N	Male %	N	Female %	N	16-34 %	N	35-54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
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	50.0%	26	63.6%	7	46.3%	19	54.3%	19	66.7%	4	27.3%	3	47.7%	21	62.5%	5
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	50.0%	26	36.4%	4	53.7%	22	45.7%	16	33.3%	2	72.7%	8	52.3%	23	37.5%	3
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:		52		11		41		35		6		11		44		8

TOWN   Town

	Total %	N	Male %	N	Female %	N	16-34 %	N	35-54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
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	100.0%	52	100.0%	11	100.0%	41	100.0%	35	100.0%	6	100.0%	11	100.0%	44	100.0%	8
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:		52		11		41		35		6		11		44		8

LOC Location (see map)
Those in Oxford City Centre

	Total %	N	Male %	N	Female %	N	16-34 %	N	35-54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
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 Debenhams	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 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

	Total %	N	Male %	N	Female %	N	16-34 %	N	35-54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
MK6 2	1.9%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	9.1%	1	2.3%	1	0.0%	0
OX1 4	7.7%	4	9.1%	1	7.3%	3	11.4%	4	0.0%	0	0.0%	0	9.1%	4	0.0%	0
OX2 6	1.9%	1	0.0%	0	2.4%	1	0.0%	0	16.7%	1	0.0%	0	2.3%	1	0.0%	0
OX2 9	1.9%	1	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
OX3 0	1.9%	1	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
OX3 7	5.8%	3	0.0%	0	7.3%	3	5.7%	2	0.0%	0	9.1%	1	6.8%	3	0.0%	0
OX3 8	3.8%	2	0.0%	0	4.9%	2	5.7%	2	0.0%	0	0.0%	0	2.3%	1	12.5%	1
OX33 1	1.9%	1	0.0%	0	2.4%	1	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
OX4 1	42.3%	22	54.5%	6	39.0%	16	42.9%	15	16.7%	1	54.5%	6	45.5%	20	25.0%	2
OX4 2	11.5%	6	9.1%	1	12.2%	5	11.4%	4	33.3%	2	0.0%	0	9.1%	4	25.0%	2
OX4 3	5.8%	3	9.1%	1	4.9%	2	5.7%	2	0.0%	0	9.1%	1	4.5%	2	12.5%	1
OX4 4	3.8%	2	9.1%	1	2.4%	1	2.9%	1	0.0%	0	9.1%	1	2.3%	1	12.5%	1
OX4 6	3.8%	2	0.0%	0	4.9%	2	2.9%	1	0.0%	0	9.1%	1	4.5%	2	0.0%	0
OX5	1.9%	1	0.0%	0	2.4%	1	0.0%	0	16.7%	1	0.0%	0	2.3%	1	0.0%	0
OX9 4	1.9%	1	9.1%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Refused	1.9%	1	0.0%	0	2.4%	1	0.0%	0	16.7%	1	0.0%	0	0.0%	0	12.5%	1
Base:		52		11		41		35		6		11		44		8

Oxford City Council In centre Survey
for Carter Jonas

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

Q01 How did you travel to (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	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%	0
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%	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%	0
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
Base:		30		18		12		16		7		7		7		23

Mean score [minutes]

Q02 How long do you intend to stay in (STUDY CENTRE) today?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Less than 30 minutes	36.7%	11	44.4%	8	25.0%	3	31.3%	5	42.9%	3	42.9%	3	28.6%	2	39.1%	9
30- 59 minutes	16.7%	5	11.1%	2	25.0%	3	12.5%	2	0.0%	0	42.9%	3	14.3%	1	17.4%	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
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%	1
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%	1
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%	6
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:	*117.00*		*121.67*		*110.00*		*124.69*		*152.14*		*64.29*		*147.86*		*107.61*	
Base:		30		18		12		16		7		7		7		23

Mean score [times per week, excludes First time today]

Q03 How often do you shop in (STUDY CENTRE) (including Sunday)?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
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%	2
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%	2
Once every month	16.7%	5	22.2%	4	8.3%	1	12.5%	2	42.9%	3	0.0%	0	14.3%	1	17.4%	4
Once every 3 months	3.3%	1	0.0%	0	8.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
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%	1
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%	1
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

Column %ges.

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

Q04 What is the MAIN reason for your visit here today?

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
To buy food items at the shops (not take-away / café / restaurant)	36.7%	11	44.4%	8	25.0%	3	25.0%	4	42.9%	3	57.1%	4	28.6%	2	39.1%	9
To buy non-food goods in the shops (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
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)	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 use a leisure facility (eg. sports centre)	30.0%	9	38.9%	7	16.7%	2	31.3%	5	57.1%	4	0.0%	0	28.6%	2	30.4%	7
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)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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 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	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 (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
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 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	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 / browsing	3.3%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	4.3%	1
(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 / market stall do you intend to visit or are likely to visit today?
Those who said food or non food at Q04

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
Food & Grocery	100.0%	11	100.0%	8	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	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
Base:		11		8		3		4		3		4		2		9

Column %ges.

	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

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

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

Column %ges.

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

Q09 What are the names of the main FOOD shops you have visited, or intend to visit in (STUDY CENTRE) today? [MR]
Those who said food at Q04

Oxford

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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
Tesco Metro, 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
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	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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Sainsbury's Local, Suffolk House, 263 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
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	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 Co-operative Food, 228-240 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

Headington

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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 Zubr, 115 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
Waitrose, 9-11 Old High St, 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
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 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
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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Uhuru Wholefoods, 48 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
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	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%	0	0.0%	0	0.0%	0	0.0%	0
Tesco 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
Jingjing 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 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
Simply Fresh Supermarket, 236-238 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
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
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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	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	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																
Nisa Local, Blackbird Leys Road, Blackbird Leys	81.8%	9	87.5%	7	66.7%	2	100.0%	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]
Those who said food at Q04

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
No	100.0%	11	100.0%	8	100.0%	3	100.0%	4	100.0%	3	100.0%	4	100.0%	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%	0
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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

Q11 What do you like most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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 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 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
Presence of a large supermarkets	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 multiple shops (i.e. high street chains such as Boots etc)	3.3%	1	0.0%	0	8.3%	1	6.3%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0
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 town / district centres	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	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

Column %ges.

	Total		Male		Female		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

Column %ges.

031216

NEMS market research

Oxford City Council In centre Survey
for Carter Jonas

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

Q12 What do you dislike most about (STUDY CENTRE)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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 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	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	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 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
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	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	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%	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
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	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%	0	0.0%	0
Too many empty 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
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
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%	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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
(No opinion)	10.0%	3	5.6%	1	16.7%	2	6.3%	1	0.0%	0	28.6%	2	14.3%	1	8.7%	2
(Nothing in particular)	70.0%	21	77.8%	14	58.3%	7	62.5%	10	85.7%	6	71.4%	5	85.7%	6	65.2%	15
Base:		30		18		12		16		7		7		7		23

Q13 Is there a specific shop / type of shop that would encourage you to visit (STUDY CENTRE) more often?

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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	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
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	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%	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%	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	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%	0	8.3%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	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	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%	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%	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	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	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
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	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
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	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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

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

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
No improvements needed	16.7%	5	16.7%	3	16.7%	2	6.3%	1	14.3%	1	42.9%	3	14.3%	1	17.4%	4
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 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 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
More 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
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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality shops 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 fashion/clothing 'high street' brands	3.3%	1	0.0%	0	8.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
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	3.3%	1	0.0%	0	8.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
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	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 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	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	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 (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%	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
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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reduced 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
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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safer environment	6.7%	2	5.6%	1	8.3%	1	6.3%	1	14.3%	1	0.0%	0	0.0%	0	8.7%	2

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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%	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
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%	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	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	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%	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	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)	33.3%	10	33.3%	6	33.3%	4	50.0%	8	28.6%	2	0.0%	0	57.1%	4	26.1%	6
(None mentioned)	20.0%	6	22.2%	4	16.7%	2	12.5%	2	28.6%	2	28.6%	2	14.3%	1	21.7%	5
Base:		30		18		12		16		7		7		7		23

Q15 Have you ever visited Westgate Shopping Centre before it was shut for redevelopment?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 per week]

Q16 How often did you shop in Westgate Shopping Centre before it was shut for redevelopment?
Those who said yes at Q15

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	8.3%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2
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

Column %ges.

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

Mean score [times per week]

Q17 Once the Westgate Shopping Centre opens after its redevelopment, how often you are likely to shop there?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 Oxford Covered Market?
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 MOST about the Oxford Covered Market ? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	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
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
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
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
Independent 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
Nice 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
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
Sheltered	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	

Column %ges.

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

Q20 If you are using the Oxford Covered Market, what type of market stall do you intend to visit or are likely to visit today? [MR]
Those who said yes at Q18

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 IMPROVEMENTS could be made to the Oxford Covered Market that would encourage you to visit more often? [MR]
Those in Oxford City Centre

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 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%	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	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
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	0.0%	0	0.0%	0	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	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 Gloucester Green Market?
Those in Oxford City Centre

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

Column %ges.

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

Q23 What do you LIKE MOST about the Gloucester Green Market ? [MR]
Those who said yes at Q22

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

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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

	Total		Male		Female		16 - 34		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																
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 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%	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%	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 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
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
Base:		0		0		0		0		0		0		0		0

Column %ges.

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

Q26 What other CENTRE or RETAIL PARK do you regularly visit (once a month or more)? [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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)	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%	1	0.0%	0	8.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Cowley Road District Centre	3.3%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	14.3%	1	0.0%	0	4.3%	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	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%	0	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	3.3%	1	5.6%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
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	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	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	3.3%	1	5.6%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
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
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)	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	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	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	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	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	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	6.7%	2	5.6%	1	8.3%	1	6.3%	1	0.0%	0	14.3%	1	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	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

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		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	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 of your visit to this other centre or retail park (MENTIONED IN Q.26) [MR]
Those who mentioned a location at Q26

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	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	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%	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%	2	0.0%	0	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

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

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

	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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%	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 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%	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
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
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	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	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 leisure facilities that you feel (STUDY CENTRE) is lacking in?

	Total %	n	Male %	n	Female %	n	16-34 %	n	35-54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
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%	17	100.0%	12	93.8%	15	100.0%	7	100.0%	7	100.0%	7	95.7%	22
Base:		30		18		12		16		7		7		7		23

Column %ges.

	Total		Male		Female		16 - 34		35 - 54		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

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

Column %ges.

	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

Response	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
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	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
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	100.0%	1 100.0%	1 0.0%	0 100.0%	1 0.0%	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
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	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
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
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
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:		1	1	0	1	0	0	0 1

Q32 Do you ever visit the Market?
Those in Summertown, Headington & Cowley Road

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

Column %ges.

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

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

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

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

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

GEN Gender:

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

Column %ges.

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

AGE Age Group:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	42.9%	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 employment:

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
Base:		30		18		12		16		7		7		7		23

WORK   Location of workplace
Those in paid employment

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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 Chief Wage Earner in HHold: (if retired, ask for previous occupation)

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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
C1	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 Resp) [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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	34.8%	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 (Under 16) [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
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%	1	6.3%	1	14.3%	1	0.0%	0	14.3%	1	4.3%	1
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%	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	80.0%	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 household [MR]

	Total		Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
1 car in hhold	26.7%	8	27.8%	5	25.0%	3	18.8%	3	28.6%	2	42.9%	3	14.3%	1	30.4%	7
2 cars in hhold	26.7%	8	27.8%	5	25.0%	3	37.5%	6	28.6%	2	0.0%	0	28.6%	2	26.1%	6
3 cars in hhold	6.7%	2	11.1%	2	0.0%	0	0.0%	0	28.6%	2	0.0%	0	14.3%	1	4.3%	1
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	40.0%	12	33.3%	6	50.0%	6	43.8%	7	14.3%	1	57.1%	4	42.9%	3	39.1%	9
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

Column %ges.

Oxford City Council In centre Survey
for Carter Jonas

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

DAY Day of interview:

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

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackbird Leys	100.0%	30	100.0%	18	100.0%	12	100.0%	16	100.0%	7	100.0%	7	100.0%	7	100.0%	23
Base:		30		18		12		16		7		7		7		23

LOC Location (see map)
Those in Oxford City Centre

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

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE	
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	14.3%	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	28.6%	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	3.3%	1	0.0%	0	8.3%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Base:		30		18		12		16		7		7		7		23

Column %ges.