

# लपतललंगुवत MANCHESTER

Report

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# **A Study of Language Use in Ladybarn**

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# A Study of Language Use in Ladybarn

## Method

Mauldeth Road, in the Ladybarn area of Manchester, was specifically chosen for the range of businesses, with independent, national and specialised businesses operating within the street. Additionally, all group members live locally and use many of the services available, which allowed some insight into potential language use in the area. Using a small area also allowed for data to be collected with ease. With this information we therefore decided that a study would be appropriate and could potentially show significance in relation to the languages used in the area.

In the fieldwork plan we highlighted 28 potential businesses, and in addition Mauldeth Road Primary School, that could partake in this project. Since writing the proposal, a number of businesses have ceased trading, or relocated. Also, as stated in our fieldwork plan, we identified potential issues with contacting the Mauldeth Road Primary School, something that caused limitations on data due to a lack of face-to-face contact with both staff and pupils. We were also aware that there was no obligation for the headmaster to divulge information. Due to this we did not emphasise the importance of this school in our study and chose the businesses in this area to be the integral part of our study and any contact with the school would be taken as additional. Unfortunately after emailing the headmaster, we did not receive a response from the school. As this potential problem was foreseen, the research question: *To what extent do the languages taught at Mauldeth Road Primary School represent the languages of the area* was eliminated from the study.

We acknowledged that not all businesses would want, or be able, to participate in the study. Staff in some businesses was too busy to take part in this study, or unable to do so, due to the nature of the service they were providing. For example, it was not possible to conduct the survey in the reception of the Medical Practice, as the staff was busy. However, they were willing to fill out the survey themselves, and for it to be collected at a later date (unfortunately they were not able to complete it in time for inclusion).

Data collection was split over a number of days, as stated in the fieldwork plan. However a change was made in as to when the questionnaires were undertaken. Seven were collected on Saturday 1<sup>st</sup> May at midday, instead of a weekday that was initially proposed, seven were on Tuesday 4<sup>th</sup> May at midday and four in the evening of Wednesday the 5<sup>th</sup> May. The changes and differences in the times

are due to businesses operating a range of opening hours and having different peak hours of business. Where possible, we worked along one side of the road, working methodically from one store to the next, and then repeating on the other side of the road - occasionally returning to previous stores if either the store was busy or a member of staff asked us to return at a later time.

All questionnaires were completed in the same way (apart from the Medical Practice). Typically, after entering each business we approached a member of staff, stating the objectives of the questionnaire and asking if they would be willing to participate. We used our student cards as identification. We either spoke to the initial member of staff, or if busy, we were referred to another member of staff. If they were willing to take part in the study, questions were asked by a member of our team, and occasionally rephrased, if misunderstood. Another group member recorded the answers, quoting the informant's answer as accurately as possible. Once the data collection was complete, we made the informant aware that the data would be used anonymously, with no personal data used in the report, and that once finished the project would be accessible online. After each day of fieldwork, we convened in a quiet place to discuss and write-up the data that we collected, ensuring that any information overlooked was included, for example when participants were particularly quiet or when they gave extended answers and opinions.

## **Results**

In the table below (*table 1*) can see the businesses that participated in our survey, with details of the service they provide and their target audience, as specified by the workers (*see Appendices 18 to 35 for full answers to questionnaires*). The column headed store number is simply the order that we carried out the surveys and it is used as reference in following sets of data to illustrate findings in a more comprehensive manner.

Table 1. List of businesses.

<b>Store No.</b>	<b>Date of visit</b>	<b>Time of visit</b>	<b>Name of Business</b>	<b>Service of Business</b>	<b>Target audience (if not students)</b>
1	01/05/2010	11:41	Glow 'n' Beauty	Beauty salon	N/A
2	01/05/2010	11:56	Yu and Me	General store	Local families
3	01/05/2010	12:15	St Anne's Hospice, Furniture	Charity store – Second hand furniture	Working class families
4	01/05/2010	12:20	Oyster Dreams	Internet Café and PC Appliances	N/A

5	01/05/2010	12 :30	Specsavers	Opticians	Local families
6	01/05/2010	12:36	Lloyd's Pharmacy	Pharmacy	Local families
7	01/05/2010	12:42	Ladybarn News	Newsagents	Working class, passers-by, school children, families
8	04/5/2010	14:31	Richie's Purrfect Pets	Pet store	Families
9	04/05/2010	14:36	Sue Ryder	Charity store - fashion and other	Mostly older ladies
10	04/05/2010	14:41	Twister-Hair and Beauty	Beauty Salon	Mostly women
11	04/05/2010	14:46	St. Anne's Hospice, Clothing	Charity store – fashion and other	Everyone
12	04/05/2010	15:07	Saajan Halal Meat	Grocers, butchers and world foods	Asian people and some locals
13	04/05/2010	15:16	William Hill	Betting shop	Older men
14	04/05/2010	15:18	Ladybarn Convenience Store	Convenience store	Mainly locals
15	05/05/2010	19:19	Sicilly Pizza	Takeaway (Italian/Indian/Kebabs)	Not specific
16	05/05/2010	19:28	Jade City	Takeaway (Chinese)	N/A
17	05/05/2010	19:36	Mirch Masala	Takeaway (Italian/Indian/Kebabs)	N/A
18	05/05/2010	19:41	Michael's Fish and Chips	Takeaway (Fish and chips)	N/A

As the table shows, we visited the Ladybarn area three times in order to collect our data, due to the fact that some of the businesses had different opening hours and times when they were too busy to complete our questionnaire. We had to be flexible with when we were available to carry out the interviews, making sure that we were able to speak to as many businesses as possible. There are a wide range of services available in the area of Mauldeth Road, Ladybarn, but generally the stores fitted into four main categories, namely convenience store, takeaway, charity shop and beauty and health care. On the whole, these businesses targeted local families, although some were more specific, which will be further commented upon in the discussion.

We found that the average age of business workers was 38 years old, with a standard deviation of 12.54 as shown in the graph (see Appendix 2). The table that follows in Appendix 2 also displays the wide range of participants' ages as. We found that there were a higher percentage of males 61.11%, than females 38.89% (see Appendix 3). Similarly a larger percentage of people did not live in the Ladybarn area 55.56%, compared with people that did 44.44% (see Appendix 4). There was a very large range for the length of time participants had worked for respective businesses, from less than a month to eleven years (see Appendix 5). In fact, 55.56% of people questioned had been working in this area for less than 2 years (see Appendix 6). Questions 3 and 5 from are of use only to gauge the reliability of the participants and their experience in this community, rather than to add anything of linguistic value.

Results show that English is the language used most regularly in day-to-day business for every store in this area; however, 44.44% only use English in business and the community. The remaining 55.56% use up to four additional languages in business and up to five outside of the work environment. The most frequent additional languages encountered in business were Urdu, Punjabi and Arabic, outside the work environment there was a much wider range of languages present including the three already mentioned above. It was found that where an additional language was used in business other employees frequently spoke that language. There were also cases where the participant did not speak an additional language, but knew of another employee who did. 61.11% of businesses surveyed had employees who spoke additional languages to English (see Appendices 7 and 8). There was only one case where there was only one employee within the business; however this particular participant spoke four languages in addition to English. In the stores that used more than one language in business, 70% used languages simultaneously (see Appendix 13).

When asked how using a language other than English in the workplace affects the business, 43.33% said the effect was positive. Note those who did not use additional languages regarded this question as how the possibility of using an additional language would affect their business. Only 3.33% stated that using an additional language to English would have a negative effect on their business and 26.67% either said there was no effect or that the effect was unknown (see Appendix 14). This point will be commented upon further in the discussion. With regard to the representation of the community within the businesses, 83.33% believed the languages of the community to be reflected well in the businesses available. Only 5.56% believed that the languages of the community were not well represented and 11.11% said they could not comment on this (see Appendix 15).

With regards to Question 18, 55.56% said they had seen no change in the language use in the area, 27.78% said they had and 16.67% felt they were unable to comment due to the length of time they had been working in the area (see Appendix 16). We found that there was a very mixed response to question 19, although we found that the majority of interviewees (44.45%) thought that people who spoke different languages in the area were older than students, middle aged or older generations (see Appendix 17). 27.67% felt they could not answer or they did not perceive there to be a specific age group of people who spoke languages other than English in the community.

### **Discussion**

We feel that the variety of businesses we approached gave us the ability to talk to a wide range of people in terms of age, language use and attitudes to language. Unfortunately, a number of businesses were not able to participate in our study due to being busy, having shut down or relocated since our initial fieldwork plan. This meant that the number of businesses that we have included in our survey is smaller than we had hoped and, in turn, our findings are less extensive and may be less representative of the entire community.

As was shown in the results section, there was a wide range of target audiences. Looking at the service provided in conjunction with who the interviewees deemed to be their target audience, it is possible to see that there is a trend occurring. Businesses which mainly provided food services (the takeaways and Saajan Halal Meat) aim to attract the locals (which in the vast majority of cases are students), whereas convenience/general stores and the charity shops are aiming more for the local families and working people of the area. Besides gauging the general objective of the businesses, it is possible to draw a conclusion as to the languages used in the business depending on the audience for which they intend to provide. Those businesses mainly focusing on students would not be expected to have a need for understanding or using languages other than English, for instance, in answer to Question 11 (see Appendix 1), the female spoken to at *Glow n Beauty* said *No, as we only get students here so the need is not there* (see appendix 18). This was not only heard from this interviewee but others too, some through additional comments as well as their answers.

It was further found that businesses whose target was older generations or adults were, in general, more likely to be adept in at least one language other than English. Of those businesses, where either the interviewee or another employee spoke an additional language (that being 11 and 10 respectively), seven did not state that they perceived their target audience to be local or working-class families and people, four said they targeted students and of the remaining three, one said they

targeted everyone and the other two seemed unique in aiming their business at Asian people, and specifically the women (see Appendices 26 and 29).

In terms of age and place of dwelling, combined with language use, we also identified a pattern. Firstly, there was a good age range of people who lived in the area, being between 22 and 43 years of age. Of those who lived in the area, only three out of the eight spoke additional languages and were aged 22-37. Conversely, of the ten people who did not live in the area, seven spoke additional languages, leaving three who spoke only English. Again, the variety of ages for interviewees living outside of the community was very diverse, ranging from 21 to 63 years of age. It is interesting to note that two of only English speaking interviewees were 21 and others in the early adult years. This is concurrent with our findings in relation to Question 19 (see Appendix 1), in which the majority of interviewees perceived the general age of non-English speaking customers to be older than students (with the average age of students being 18-24 years).

To further expand on the perceived age of non-English speakers, it is fair to say that the majority are middle-aged or above, possibly due to having been the first generation to move to the area. This might suggest that the second generations are more likely to speak English as their first language. This idea was evident with the certain interviewees: *'More than 50% of people who speak my mother tongue were brought up here so speak English'* in reference to Question 14 (see appendix 27); an answer provided for Question 15 stated that *'Purely Chinese because the old aged pensioners don't speak English at all even if they've lived here for 30 or 40 years'* (see appendix 27); and also: *'More people use English, it is dominating and people are losing their mother tongue'* in answer to Question 18 (see appendix 24).

The affect of using additional languages in business was expected to be positive where it was used regularly, however results showed otherwise. Even though the majority of interviewees found the use of an additional language to be positive, there was one case which stood out in reply to Question 16 (see Appendix 1), where it was said that there were a range of affects on the business, positive, negative and neutral: *'Some appreciate it (those who speak Punjabi), some find it rude (those who don't speak that language find it uncomfortable that they cannot understand), some are intrigued'* (see appendix 19). Where it was found that there was no affect perceived, the interviewees were first language speakers of English and so may not have seen a difference in customer reaction; however it is vital to note here that the interviewees being referred to were all of White-British origin also which could influence customers' use of language.



From earlier research into immigration in Manchester it was found that around 25% of immigrants came from ethnic minority groups (Manchester City Council 2001:9) therefore it was expected to find businesses that fitted into such groups. On the whole, it was found that the language use of the area was well represented by the businesses available. However, it was interesting to note that the interviewees with businesses speaking only English were unaware of other languages spoken in the community, for example, in response to Question 19: *'Yeah, but because there are only students here it isn't really relevant. Our business isn't really reflected in the community as people only speak other languages to their own kind'* (see appendix 25). This made our data mixed due to the vastly different perceptions of language use in the area. Furthermore, this affected our results as it appeared that there was less variety of languages in the area.

Further points which we feel affected our data include the observer's paradox, which was a factor, as we feel many interviewees seem to have answered what they think would be best to say rather than what they actually perceived, for example in the interview with a worker from Lloyd's pharmacy with reference to question 18 (see Appendix 1) she claimed: *'I wouldn't know, I don't judge people on their ethnicity'* (see Appendix 23). Here she seems to have missed the point of our question and answered in order to convey a non judgemental attitude towards contentious issues. Other influences on findings were that we were unable to plan who we spoke to or have prior knowledge to staff and the length of their employment at said establishments. We found that it would be best to talk to someone who had been employed for more than a year, as this seemed to give them a better grounding of the business, customer-base and community. Fortunately most establishments directed us to a manager or senior member of staff when we first approached them. As well as this, it was necessary to take into consideration the time at which we visited the stores, as this may have influence the willingness that people had, to talk to us. For example, on initial visits to *Richie's Purrfect Pets* and *St Anne's Hospice* we were told to return on the following Tuesday afternoon, as the managers would be in and the store would be quieter. In addition to this, when we conducted the interviews there were two occasions where all three group members were present but on the first day of survey only two were available. We found both circumstances had downfalls. With only two members present, we found it more difficult to remember things people said and found quotes were not as detailed or accurate. On the contrary, with all three members conducting we found it could be quite over-bearing and intimidating for interviewees, this affecting their responses and openness to our questions. We were unable to record our interviews, though this would have been preferable as transcripts would have given more detailed and accurate data. However, we were able to convene after the interviews had been carried out to recap and edit our

data. With exception to *Ladybarn News* and *Michael's Fish & Chips*, the majority of the answers were very brief (mostly due to the design of the questionnaire) so this did not majorly affect our results.

On the whole we have found that our results are in keeping with other studies of a similar nature. Most obviously is the concurrence with Fishman's (1965) '*Who Speak What Language to Whom and When?*' where he noted that the *family domain has proved to be a very crucial one*. Although our results did not delve into the family domain, the fact that we found those who spoke additional languages to English spoke the same language(s) outside of the work environment. One particular interviewee, that being the employee of *Ladybarn News*, went as far to say that '*Maybe in their home people speak other languages but most speak English out on the streets and in school. I represent some of the languages that people use in their homes*' (see Appendix 24). Not only this, but language endangerment appears to be in progress, with the majority of speakers of minority languages (such as Arabic, French etc.) are shifting to the dominant language of the area, English. This may go some way to explaining why many people are unaware of other languages in the area and why less of other languages are heard by those who are conscious of the multilingual community in Ladybarn. However there are clear signs of language maintenance with the *ethnic and L1 loyalty* and a *difference across generations* (Myers-Scotton 2006:69).

## **Bibliography**

- Fishman, Joshua. A. 1965. *Who Speaks What Language to Whom and When?: La Linguistique, Vol. 1, Fasc. 2 (1965), pp. 67-88.* Paris: Presses Universitaires de France
- Myers-Scotton, Carol. 2006. *Multiple Voices: An Introduction to Bilingualism.* Oxford: Blackwell Publishing Ltd
- Manchester City Council. 2001. *Census Topic Paper: Migration.* Manchester: Manchester City Council

# Appendix 1

## Questionnaire

1. How old are you?
2. Are you: Male? Or Female?
3. Do you live in this area?
4. Name of business/service?
5. How long have you been working here?
6. What is the service provided by the business?
7. Who is your target audience- do you have a specific customer base, other than students?
8. Which language do you use most regularly in day-to-day business?
9. What additional languages in business do you use (if any)?
10. What language(s) do you speak within this community outside of your work environment?
11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?
12. Do any of the employees speak any other languages that you are aware of?
13. On average how much of your customer base speak your mother tongue (only if not English)?
14. How much of your customer base do you speak English with?
15. Do you ever use both languages simultaneously?
16. How do you think using a language other than English in your establishment affects your business?
17. Do you think the community in this area is represented in the businesses available including your own?

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

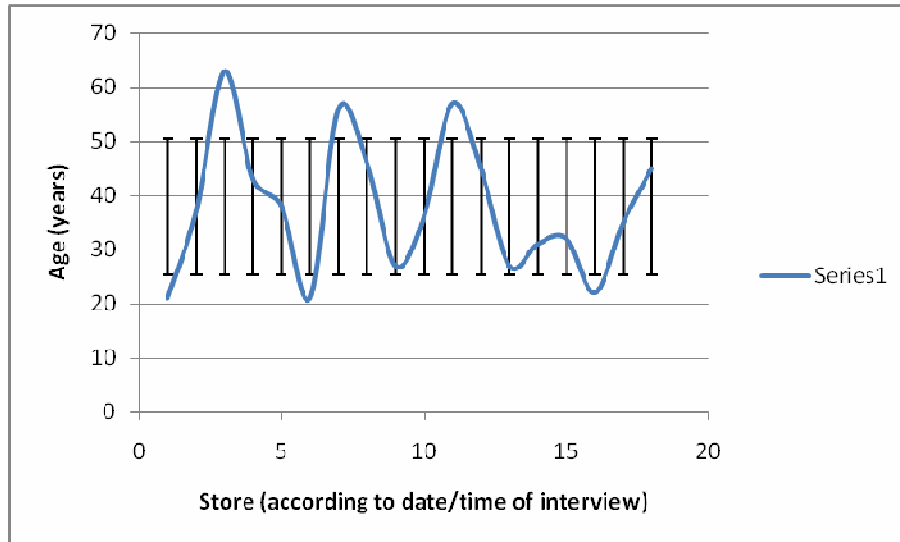
i. New specialised businesses

ii. Change in customer base

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

## Appendix 2

### Question 1



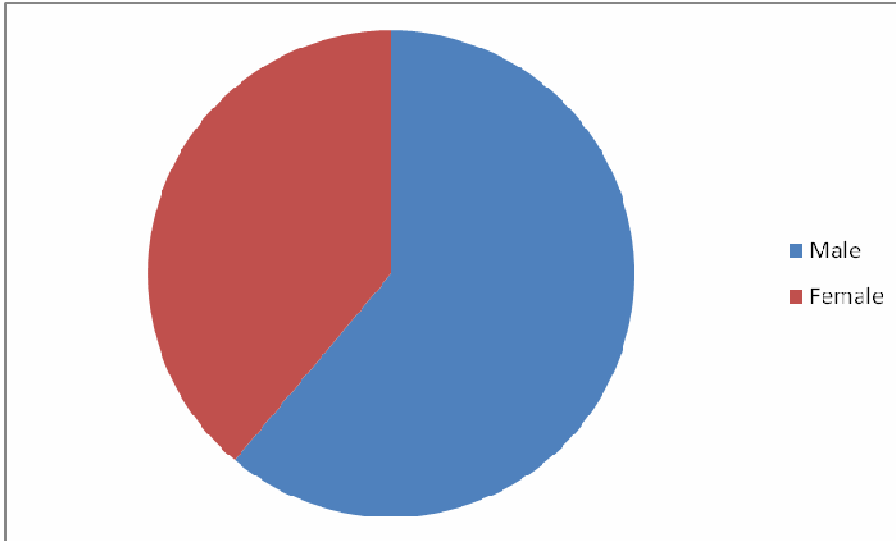
Store (according to date/time of interview)	Age (years)
1st	21
2nd	37
3rd	63
4th	43
5th	38
6th	21
7th	56
8th	46
9th	27
10th	36
11th	57
12th	45
13th	27
14th	31
15th	32

16th	22
17th	35
18th	45

## Appendix 3

Mean	37.88889
Standard Deviation	12.53648

Question 2



Store (according to date/time of interview)	Gender
1st	F
2nd	M
3rd	M
4th	M
5th	F
6th	F
7th	M
8th	F
9th	M
10th	F
11th	M
12th	M
13th	F
14th	M

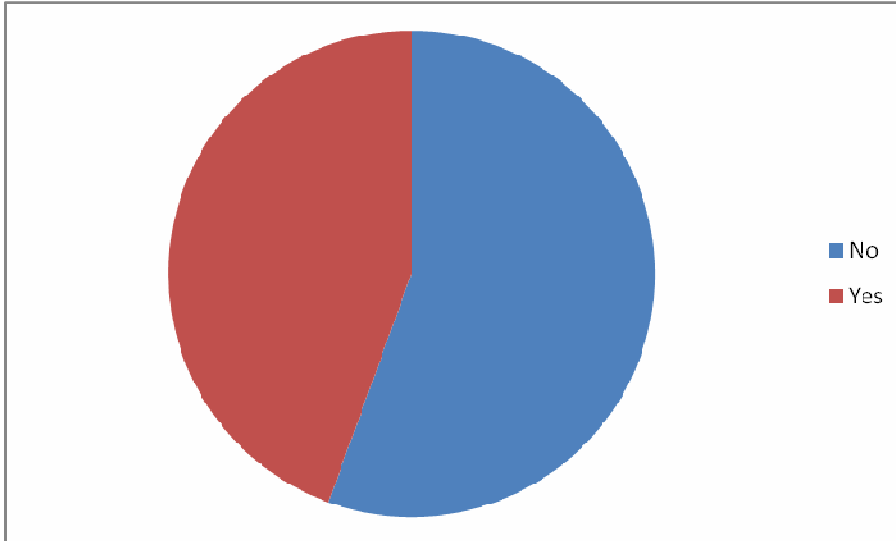


15th	M
16th	F
17th	M
18th	M

## Appendix 4

Male	Female
11	7
61.11%	38.89%

Question 3



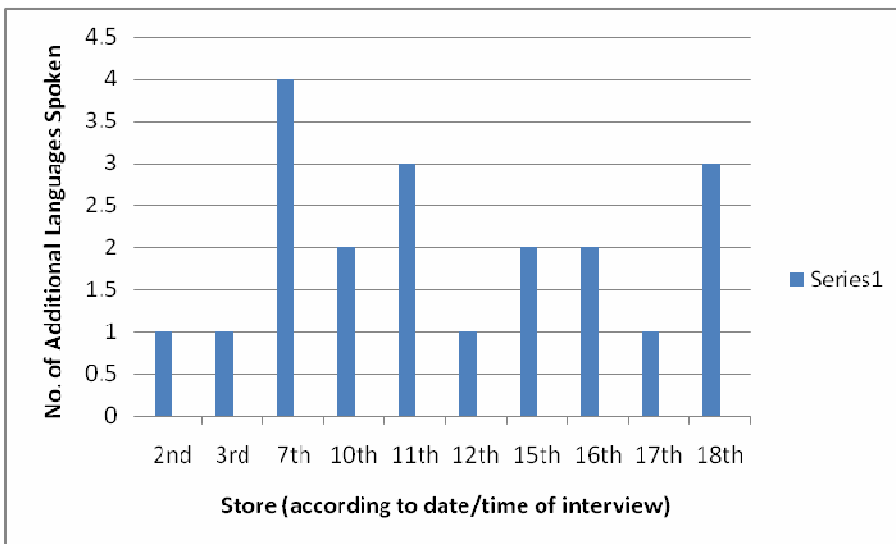
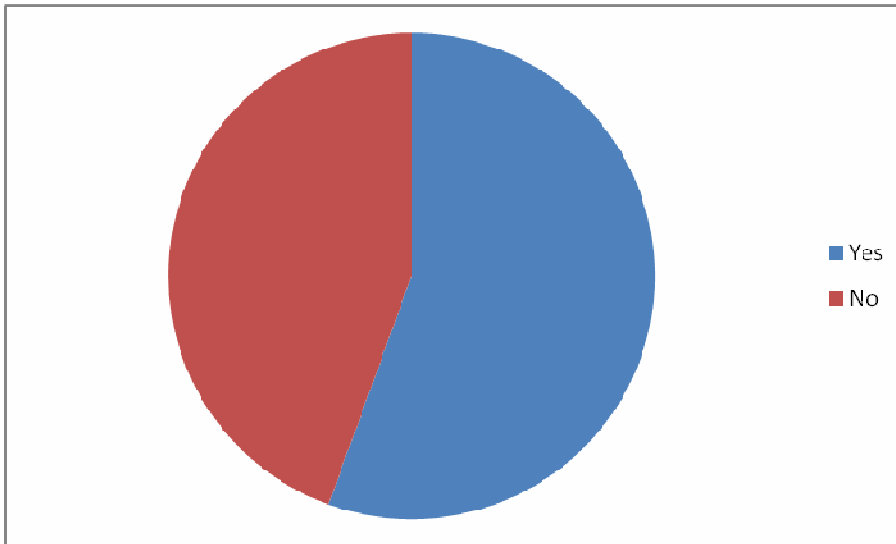
Store (according to time/date of interview)	Lives in area
1st	N
2nd	Y
3rd	N
4th	Y
5th	Y
6th	N
7th	N
8th	N
9th	Y
10th	N
11th	N
12th	N
13th	Y
14th	Y

15th	N
16th	Y
17th	Y
18th	N

# Appendix 5

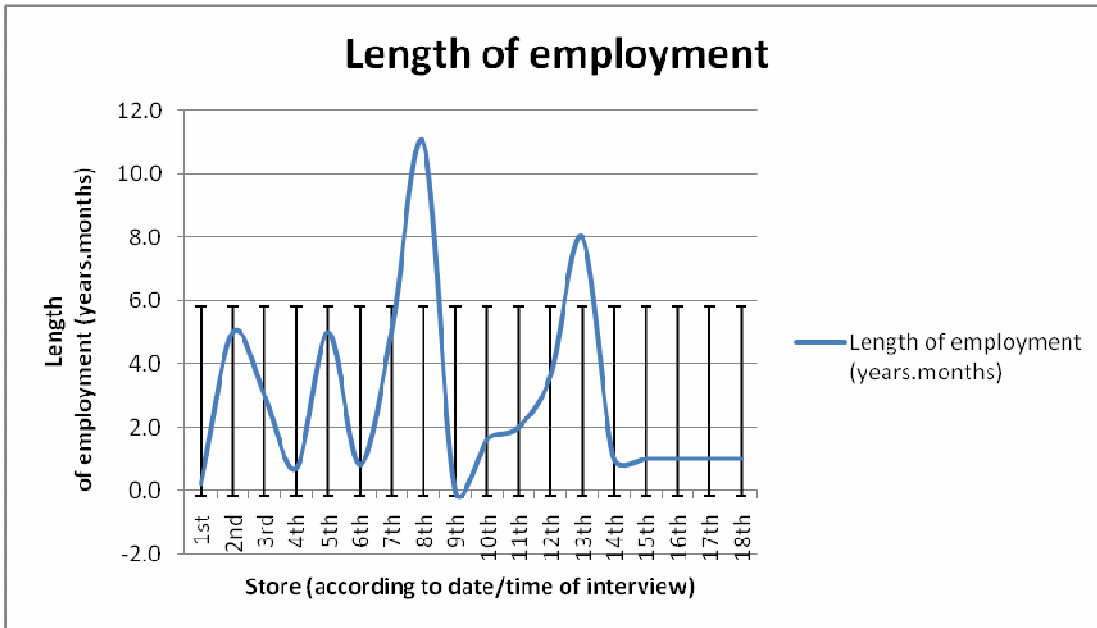
No	Yes
10	8
55.56%	44.44%

Question 4



# Appendix 6

## Question 5



Store (according to date/time of interview)	Length of employment (years.months)
1st	0.2
2nd	5.0
3rd	3.0
4th	0.7
5th	5.0
6th	0.8
7th	5.0
8th	11.0
9th	0.0
10th	1.6
11th	2.0
12th	3.6
13th	8.0

14th	1.0
15th	1.0
16th	1.0
17th	1.0
18th	1.0

# Appendix 7

## Question 9

Store (according to date/time of interview)	Additional languages
1st	N
2nd	Y
3rd	Y
4th	N
5th	N
6th	N
7th	Y
8th	N
9th	N
10th	Y
11th	Y
12th	Y
13th	N
14th	N
15th	Y
16th	Y
17th	Y

Store (according to date/time of interview)	No of additional languages spoken in store
2nd	1
3rd	1
7th	4
10th	2
11th	3
12th	1
15th	2
16th	2
17th	1
18th	3

Yes	No
10	8
55.56%	44.44%

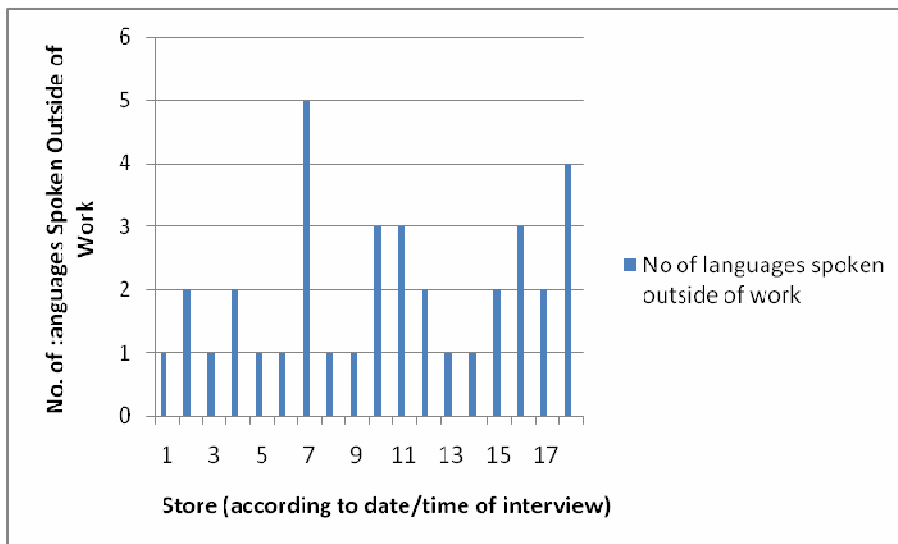
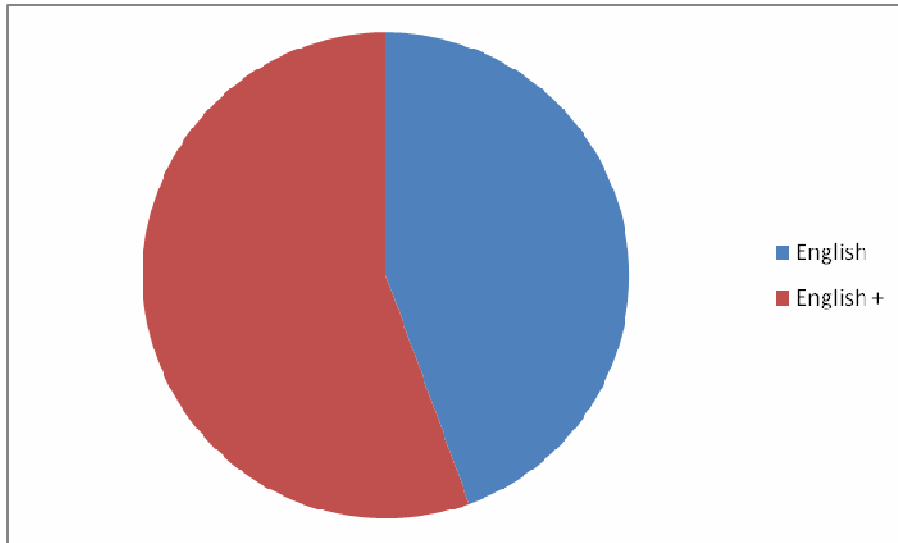
18th	Y
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# Appendix 8

Question 10



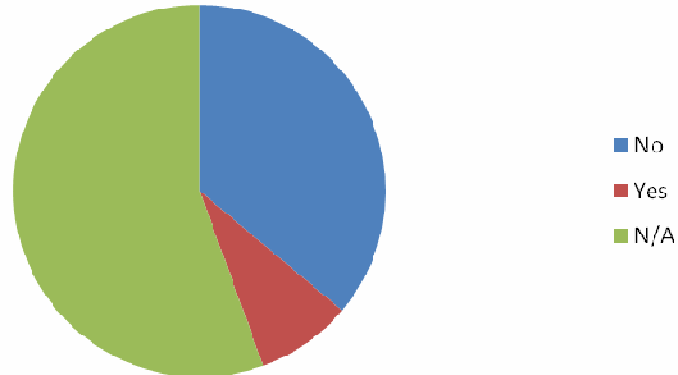
Store (according to time/date of interview)	Language spoken outside of work environment	No of languages spoken outside of work
1st	English	1
2nd	English +	2
3rd	English	1
4th	English +	2
5th	English	1
6th	English	1
7th	English +	5
8th	English	1
9th	English	1
10th	English +	3
11th	English +	3
12th	English +	2
13th	English	1
14th	English	1
15th	English +	2
16th	English +	3
17th	English +	2
18th	English +	4

English	English +
8	10
44.44%	55.56%

## Appendix 9

### Question 11

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?



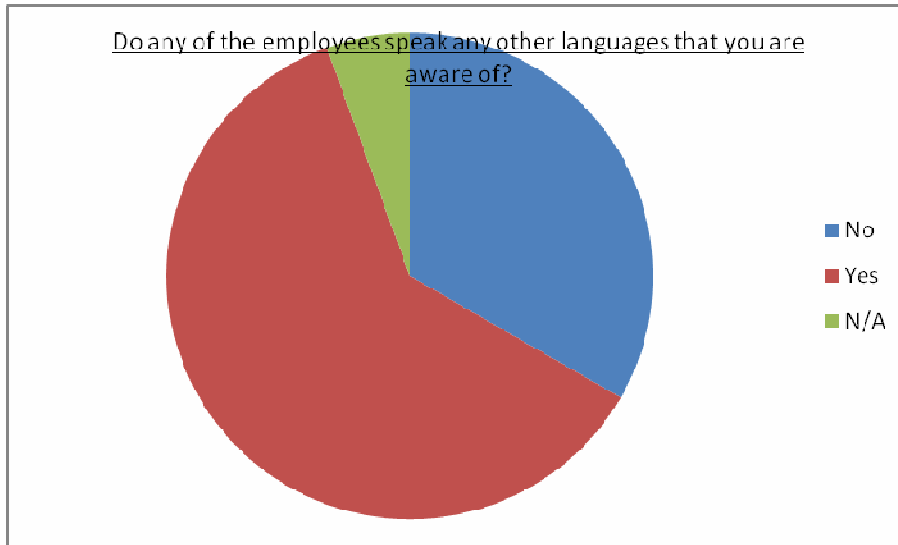
Store (according to time/date of interview)	Would an additional language be useful?
1st	N
2nd	N/A
3rd	N/A
4th	Y
5th	Y/N
6th	N
7th	N/A
8th	N
9th	N
10th	N/A
11th	N/A
12th	N/A
13th	N
14th	N
15th	N/A

16th	N/A
17th	N/A
18th	N/A

# Appendix 10

Question 12

No	Yes	N/A
6.5	1.5	10
36.11%	8.33%	55.56%

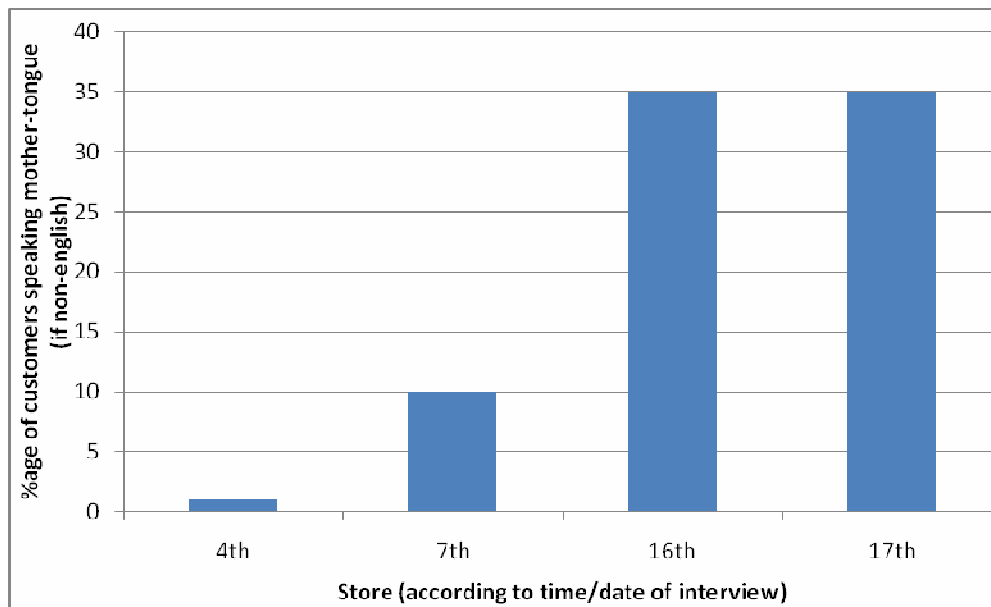
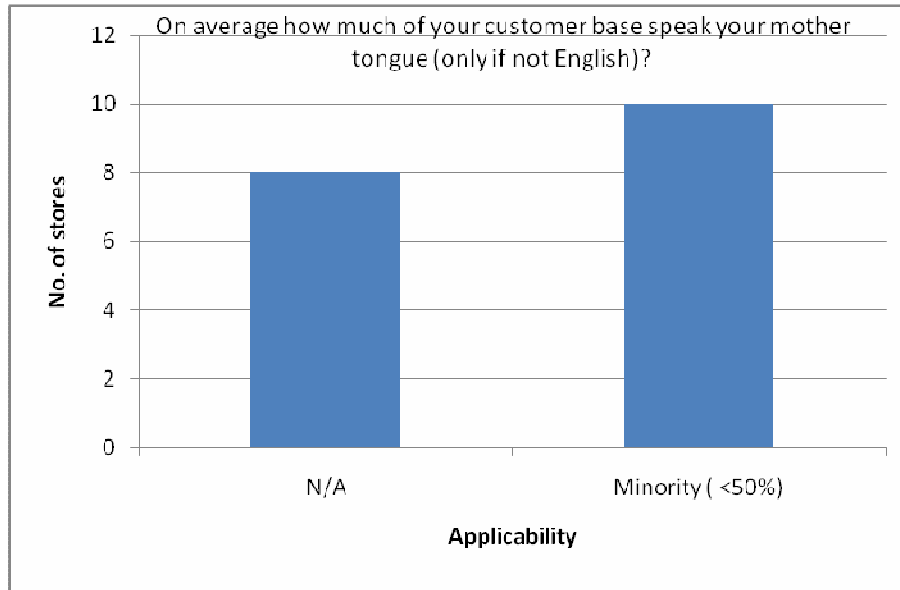


Store (according to time/date of interview)	Other languages spoken by other employees
1st	N
2nd	N
3rd	N
4th	N
5th	Y
6th	Y
7th	N/A
8th	N
9th	Y
10th	Y
11th	N
12th	Y
13th	Y
14th	Y
15th	Y
16th	Y
17th	Y
18th	Y

No	Yes	N/A
6	11	1
33.33%	61.11%	5.56%

# Appendix 11

## Question 13



Store (according to time/date of interview)	Non- English as Mother Tongue
1st	N/A
2nd	Minority
3rd	N/A
4th	1%
5th	N/A
6th	N/A
7th	10%
8th	N/A
9th	N/A
10th	< 50%
11th	Minority
12th	0
13th	N/A
14th	N/A
15th	Minority
16th	35%
17th	35%
18th	Minority

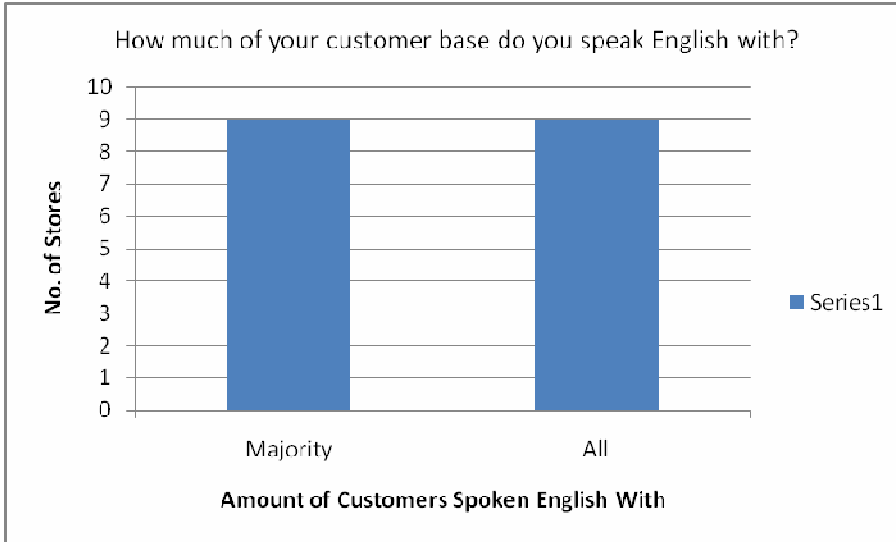
N/A	Minority (<50%)
8	10
44.44%	55.56%

Specific %ages	
4th	1
7th	10
16th	35
17th	35



# Appendix 12

## Question 14



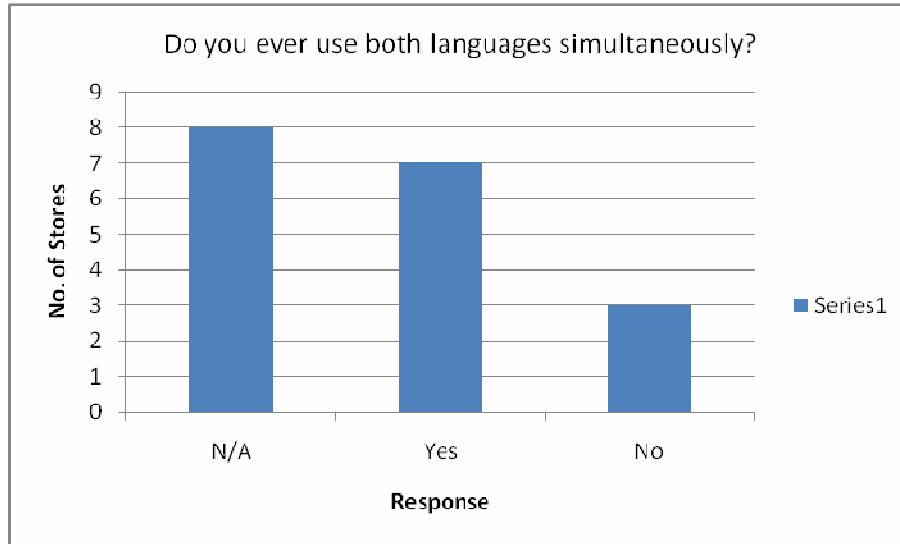
Store (according to time/date of interview)	English spoken with customers	Estimate percentages by interviewees
1st	All	
2nd	Majority	
3rd	Majority	
4th	All	
5th	All	
6th	All	
7th	All	
8th	All	
9th	All	
10th	Majority	
11th	Majority	99.50%
12th	Majority	70%
13th	All	
14th	All	

Majority	All
9	9
50%	50%

15th	Majority	99%
16th	Majority	
17th	Majority	65%
18th	Majority	

# Appendix 13

## Question 15



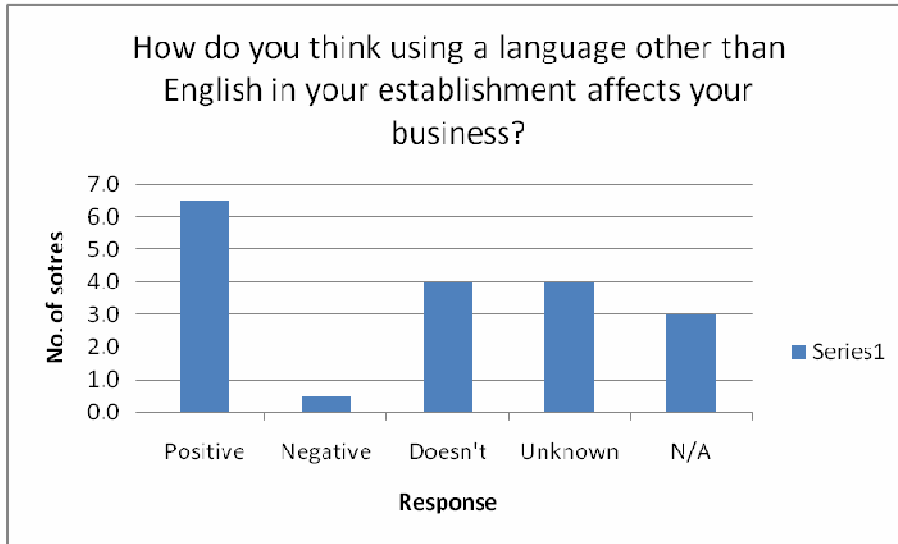
Store (according to time/date of interview)	Simultaneous use of languages
1st	N/A
2nd	Y
3rd	Y
4th	N/A
5th	N/A
6th	N/A
7th	Y
8th	N/A
9th	N/A
10th	Y
11th	N
12th	Y
13th	N/A
14th	N/A

15th	N
16th	N
17th	Y
18th	Y

N/A	Yes	No
8	7	3
44.44%	38.89%	16.67%

## Appendix 14

### Question 16



Store (according to time/date of interview)	Affect of non-English on business
1st	N/A
2nd	Positive/Negative
3rd	Positive
4th	N/A
5th	Unknown
6th	Unknown
7th	Positive
8th	N/A
9th	Positive
10th	Positive
11th	Unknown
12th	Unknown
13th	Doesn't
14th	Doesn't

15th	Doesn't
16th	Doesn't
17th	Positive
18th	Positive

Positive	Negative	Doesn't	Unknown	N/A
6.5	0.5	4.0	4.0	3.0
36.11%	2.78%	22.22%	22.22%	16.67%

# Appendix 15

Question 17



Store (according to time/date of interview)	Community represented by the businesses
1st	Unknown
2nd	Y
3rd	Y
4th	N
5th	Y
6th	Unknown
7th	Y
8th	Y
9th	Y
10th	Y
11th	Y
12th	Y
13th	Y
14th	Y
15th	Y

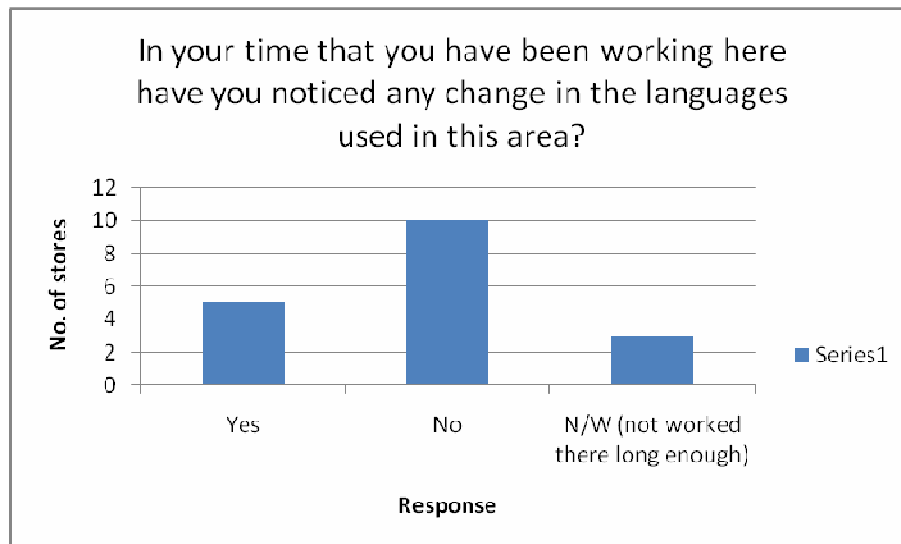
16th	Y
17th	Y
18th	Y

N	Y	Unknown
1	15	2
5.56%	83.33%	11.11%



## Appendix 16

Question 18



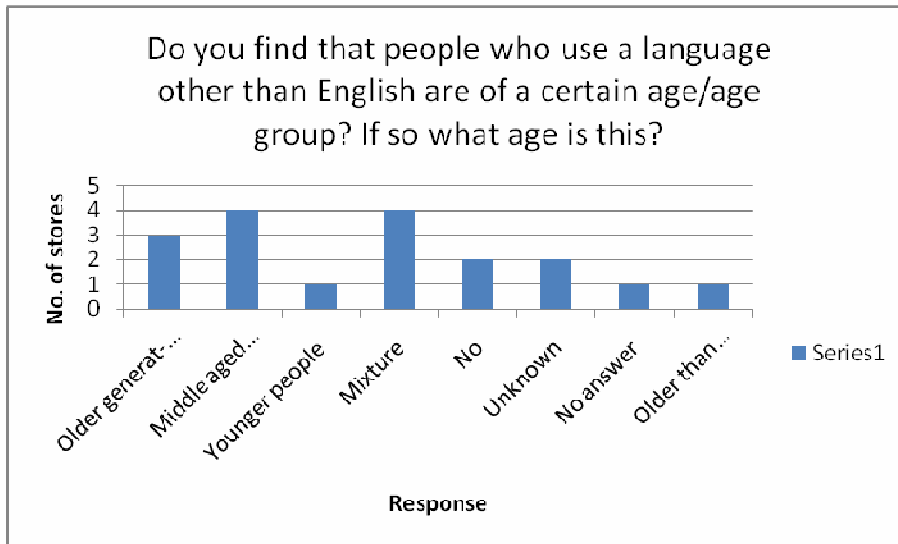
Store (according to time/date of interview)	Response
1st	N/W
2nd	Y
3rd	N/W
4th	N
5th	N
6th	N
7th	Y
8th	N/W
9th	N
10th	Y
11th	N
12th	Y
13th	N
14th	N
15th	N
16th	N

17th	N
18th	Y

Yes	No	N/W (not worked there long enough)
5	10	3
27.78%	55.56%	16.67%

# Appendix 17

Question 19.



Older generations	Middle aged (and above)	Younger people	Mixture	No	Unknown	No answer	Older than students
3	4	1	4	2	2	1	1
16.67%	22.22%	5.56%	22.22%	11.11%	11.11%	5.56%	5.56%

Store (according to time/date of interview)	Non-English L1 speakers specific age
1st	Unknown
2nd	Mixture
3rd	Middle aged+
4th	Middle aged+
5th	Mixture
6th	Unknown
7th	Middle aged+
8th	Mixture
9th	Older gen
10th	Older gen
11th	Older gen
12th	Mixture

13th	N
14th	N
15th	Not stud. +
16th	Younger ppl
17th	Middle aged+
18th	-

# Appendix 18

## Questionnaire

01/05/2010 @11:41

1. How old are you?

*21*

2. Are you: Male? Or Female?

*Female*

3. Do you live in this area?

*Hyde, Thameside*

4. Name of business/service?

*Glow N Beauty*

5. How long have you been working here?

*6-8 weeks*

6. What is the service provided by the business?

*Beauty and Tanning Salon*

7. Who is your target audience- do you have a specific customer base, other than students?

*Almost always students, rarely anyone else*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*None*

10. What language(s) do you speak within this community outside of your work environment?

*Learnt Spanish and French at school but no longer uses them.*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*No, as only students so need is not there.*

12. Do any of the employees speak any other languages that you are aware of?

*No.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*All.*

14. How much of your customer base do you speak English with?

*All*

15. Do you ever use both languages simultaneously?

*N/A*

16. How do you think using a language other than English in your establishment affects your business?

*Wouldn't be useful due to the target audience.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Doesn't know due to living situation and time of employment at establishment.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

i. New specialised businesses

ii. Change in customer base

*No changes, not long enough working there.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Doesn't know*

# Appendix 19.

## Questionnaire

01/05/2010 @ 11:56

1. How old are you?

*37*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*Yu and Me*

5. How long have you been working here?

*5 years.*

6. What is the service provided by the business?

*Small general store.*

7. Who is your target audience- do you have a specific customer base, other than students?

*Mixture of students and families of the area.*

8. Which language do you use most regularly in day-to-day business?

*English.*

9. What additional languages in business do you use (if any)?

*Punjabi*

10. What language(s) do you speak within this community outside of your work environment?



*Punjabi with his parents but English is mostly used in other circumstances.*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Yes, as there would better understand and would able to relate to more customers.*

12. Do any of the employees speak any other languages that you are aware of?

*No other employees speak other languages that he is aware of.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*Only a minority of the customer base speak Punjabi with him, the majority is English.*

14. How much of your customer base do you speak English with?

*The vast majority.*

15. Do you ever use both languages simultaneously?

*Yes, that is the only way it is used in a business situation compared to at home where it would be purely Punjabi.*

16. How do you think using a language other than English in your establishment affects your business?

*Some appreciate it (those who speak Punjabi), some find it rude (those who don't speak that language find it uncomfortable that they cannot understand), some are intrigued.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes, fairly good. There are a lot of other languages around here. People are represented particularly well with food outlets.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*The shops aren't very good so not many people are here. Lack of amenities such as the Post Office in the last year has caused people to go elsewhere (Withington), especially the elderly community.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*It's a mixture of ages.*

## Appendix 20.

### Questionnaire

10/05/2010 @ 12:15

1. How old are you?

*63*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*7 miles away.*

4. Name of business/service?

*St Anne's Hospice - Furniture*

5. How long have you been working here?

*3 years*

6. What is the service provided by the business?

*Second-hand furniture store.*

7. Who is your target audience- do you have a specific customer base, other than students?

*Not students. Working-class families.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*None but with one particular customer who he knows well he speaks a little Italian with.*

10. What language(s) do you speak within this community outside of your work environment?

*English*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Yes, to incorporate the Asian community as it is prevalent in the area.*

12. Do any of the employees speak any other languages that you are aware of?

*No*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*A third of people don't have English as their mother tongue but who speak English also.*

14. How much of your customer base do you speak English with?

*All, bar one particular customer (Italian)*

15. Do you ever use both languages simultaneously?

*The only way he ever uses Italian, as not enough is known to speak fluently.*

16. How do you think using a language other than English in your establishment affects your business?

*If they were to use another language it would improve business and bring more customers.*

17. Do you think the community in this area is represented in the businesses available including your own?

*The representation has improved over time but not in this specific shop.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*Increased amounts of Asian people.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Middle-aged people, the older adults. Not students.*

# Appendix 21.

## Questionnaire

01/05/2010 @ 12:20

1. How old are you?

*43*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*Oyster Dreams*

5. How long have you been working here?

*7 months*

6. What is the service provided by the business?

*Internet café and computer appliances.*

7. Who is your target audience- do you have a specific customer base, other than students?

*Largely students.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*None.*

10. What language(s) do you speak within this community outside of your work environment?

*Swahili*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Yes, I think it would good to have a better knowledge of Urdu and Arabic as they are prevalent in the area.*

12. Do any of the employees speak any other languages that you are aware of?

*All are English.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*1%*

14. How much of your customer base do you speak English with?

*All.*

15. Do you ever use both languages simultaneously?

*N/A*

16. How do you think using a language other than English in your establishment affects your business?

*Affects how they will perceive your business and how they buy things. Some customers find it difficult to negotiate and have themselves understood.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Most businesses speak English so the languages of the community are not represented well.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*Only been working here for a short time so cannot really comment.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*30-50 so middle-aged people.*



## Appendix 22.

### Questionnaire

01/05/2010 @ 12:30

1. How old are you?

*38*

2. Are you: Male? Or Female?

*Female*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*Specsavers*

5. How long have you been working here?

*5 years*

6. What is the service provided by the business?

*Opticians*

7. Who is your target audience- do you have a specific customer base, other than students?

*Local families.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*None*

10. What language(s) do you speak within this community outside of your work environment?

*English*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Some people would feel more comfortable, someone who used to work here spoke Urdu but if we did speak any other languages no one would know unless we put a sign up and it probably wouldn't be worth it.*

12. Do any of the employees speak any other languages that you are aware of?

*Polish but only with 2 customers so far as employee has only worked there for 7weeks.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*All speak English.*

14. How much of your customer base do you speak English with?

*All.*

15. Do you ever use both languages simultaneously?

*The polish girl used both Polish and English simultaneously.*

16. How do you think using a language other than English in your establishment affects your business?

*Wouldn't know as people who don't speak English will bring an interpreter or use signs and gestures in order to be understood. Unless we put a sign up to say we speak other languages here nobody would know so it probably wouldn't make a difference.*

17. Do you think the community in this area is represented in the businesses available including your own?

*There are some Asian shops around but most people are English and use English.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses

ii. Change in customer base

*No, it hasn't changed.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*It is spread across but not many people speak other languages.*

## Appendix 23.

### Questionnaire

01/05/2010 @ 12:36

1. How old are you?

*21*

2. Are you: Male? Or Female?

*Female*

3. Do you live in this area?

*No*

4. Name of business/service?

*Lloyds Pharmacy*

5. How long have you been working here?

*8 months*

6. What is the service provided by the business?

*Pharmacy*

7. Who is your target audience- do you have a specific customer base, other than students?

*Local area, family, students etc.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*None*

10. What language(s) do you speak within this community outside of your work environment?

*English*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Yeah, to target different ethnicities in the area but wouldn't necessarily be useful as they all speak English.*

12. Do any of the employees speak any other languages that you are aware of?

*Polish (uses only with a few customers).*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*N/A*

14. How much of your customer base do you speak English with?

*All*

15. Do you ever use both languages simultaneously?

*N/A*

16. How do you think using a language other than English in your establishment affects your business?

*Don't know.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Don't know.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*No*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*I wouldn't know, I don't judge people on their ethnicity. You know. I just take them as they are.*

## Appendix 24.

### Questionnaire

01/05/2010 @ 12:42

1. How old are you?

*56*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*No*

4. Name of business/service?

*Ladybarn News*

5. How long have you been working here?

*5 years*

6. What is the service provided by the business?

*Convenience Store*

7. Who is your target audience- do you have a specific customer base, other than students?

*Working-class, passers-by, Students, school kids and pensioners.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*Hindi, Urdu, Punjabi, Bengali.*

10. What language(s) do you speak within this community outside of your work environment?

*All above languages but Hindi is the main language.*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*N/A*

12. Do any of the employees speak any other languages that you are aware of?

*Only one working there but last year when there was a Post Office the other employees only spoke English but very much encouraged the use of local languages in business. I was told in meetings to use other languages.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*10%*

14. How much of your customer base do you speak English with?

*Everyone but uses combination of languages.*

15. Do you ever use both languages simultaneously?

*I mix them up when he realises someone else speaks another language but will speak pure languages known fluently also (English, Hindi and Urdu)*

16. How do you think using a language other than English in your establishment affects your business?

*It makes it more homely and personal. It makes better customer service and gives a better reputation. It encourages people to return and allows a more personal relationship rather than the formality of always speaking just one language to those who don't speak it well.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Maybe in their home people speak other languages but most speak English out on the streets and in school. I represent some of the languages that people use in their homes.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including



- i. New specialised businesses
- ii. Change in customer base

*More people use English, it is dominating and people are losing their mother tongue. If a family comes in I will speak to the parents in languages of India, Pakistan or Bangladesh but English to their children as they don't understand having not fully adopted the language of their parents and being taught in English at school. Children see English as more cool but I am keen to keep children speaking many different languages.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Mostly parents, middle-aged group and above.*

*Extra Comments on Language Use: It is difficult when children go on family holidays to home countries or to visit other family and they cannot communicate in the same language as their family and the older generations do not know English. I cannot stop myself from talking other languages. Bengali is not a language I am fluent in but I would like to learn more to be able to communicate better with others. I am worried that people will lose their mother tongue. English is the first language in the world. It the dominant language back home in India for me and seen as the posh language. The rich families send their children to English schools.*

# Appendix 25.

## Questionnaire

04/05/2010 @ 14:31

1. How old are you?

*46*

2. Are you: Male? Or Female?

*Female*

3. Do you live in this area?

*No*

4. Name of business/service?

*Richie's Purrfect Pets*

5. How long have you been working here?

*11 years*

6. What is the service provided by the business?

*Pet Store*

7. Who is your target audience- do you have a specific customer base, other than students?

*Families and students.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*None*

10. What language(s) do you speak within this community outside of your work environment?

*English*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Not really.*

12. Do any of the employees speak any other languages that you are aware of?

*No*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*N/A*

14. How much of your customer base do you speak English with?

*All.*

15. Do you ever use both languages simultaneously?

*N/A*

16. How do you think using a language other than English in your establishment affects your business?

*It would slow it down. No difference. It would make no difference.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yeah, but because there are only students here it isn't really relevant. Our business isn't really reflected in the community as people only speak other languages to their own kind.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*More Polish, Germans and French but they all speak English. They're all residents and not students.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this? *It's just families. Parents and children speak the other language.*

## Appendix 26.

### Questionnaire

04/05/2010 @ 14:36

1. How old are you?

*27*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*Sue Ryder*

5. How long have you been working here?

*One week.*

6. What is the service provided by the business?

*Charity store.*

7. Who is your target audience- do you have a specific customer base, other than students?

*Very varied, mainly old ladies.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*None, not fluently.*

10. What language(s) do you speak within this community outside of your work environment?

*English*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Doubtful.*

12. Do any of the employees speak any other languages that you are aware of?

*Some, but unknown.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*N/A*

14. How much of your customer base do you speak English with?

*All*

15. Do you ever use both languages simultaneously?

*N/A*

16. How do you think using a language other than English in your establishment affects your business?

*Yes it would be good as there are a couple of foreign people in this area.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*N/A*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Older generation.*

## Appendix 27.

### Questionnaire

04/05/2010 @ 14:41

1. How old are you?

*36*

2. Are you: Male? Or Female?

*Female*

3. Do you live in this area?

*No, Chorlton.*

4. Name of business/service?

*Twisted*

5. How long have you been working here?

*18 months*

6. What is the service provided by the business?

*Beauty Salon*

7. Who is your target audience.- do you have a specific customer base, other than students?

*We're quite unique because our staff cater for many different languages, it is mostly women*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*Urdu, Punjabi.*

10. What language(s) do you speak within this community outside of your work environment?



*Urdu and Punjabi.*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*N/A*

12. Do any of the employees speak any other languages that you are aware of?

*Arabic.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*Less than 50%*

14. How much of your customer base do you speak English with?

*More than 50% of people who speak my mother tongue were brought up here so speak English, so I speak English with the majority of the customers.*

15. Do you ever use both languages simultaneously?

*Yes, all the time.*

16. How do you think using a language other than English in your establishment affects your business?

*It helps us a lot. It makes us more unique and puts our customers at ease.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes, I think so.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*We have more Arab speaking clients but also English is on the rise.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this? *The older generations.*

## Appendix 28.

### Questionnaire

04/05/2010 @ 14:46

1. How old are you?

*57*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*No*

4. Name of business/service?

*St Anne's Hospice - other*

5. How long have you been working here?

*2 years*

6. What is the service provided by the business?

*Charity shop*

7. Who is your target audience- do you have a specific customer base, other than students?

*Everyone.*

8. Which language do you use most regularly in day-to-day business?

*English, as there are not many immigrants and quite a few students.*

9. What additional languages in business do you use (if any)?

*Chinese (both Mandarin and Cantonese) but I also speak German.*

10. What language(s) do you speak within this community outside of your work environment?

*Chinese*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*N/A*

12. Do any of the employees speak any other languages that you are aware of?

*As far as I know, no.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*It is really rare.*

14. How much of your customer base do you speak English with?

*99.5%*

15. Do you ever use both languages simultaneously?

*No. Purely Chinese because the old aged pensioners don't speak English at all even if they've lived here for 30 or 40 years.*

16. How do you think using a language other than English in your establishment affects your business?

*-*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes, English mainly around this area.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

i. New specialised businesses

ii. Change in customer base

*More or less the same.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Mainly the older generations. Younger people are born here so they lose their parents original language.*

## Appendix 29.

### Questionnaire

04/05/2010 @ 15:07

1. How old are you?

*45*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*No*

4. Name of business/service?

*Saaajan Halal Meat*

5. How long have you been working here?

*Three and a half years.*

6. What is the service provided by the business?

*Halal Meat, Grocers and World Foods.*

7. Who is your target audience- do you have a specific customer base, other than students?

*Asian people and some residence.*

8. Which language do you use most regularly in day-to-day business?

*English.*

9. What additional languages in business do you use (if any)?

*Urdu*

10. What language(s) do you speak within this community outside of your work environment?

*Urdu*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*N/A*

12. Do any of the employees speak any other languages that you are aware of?

*Urdu*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*English*

14. How much of your customer base do you speak English with?

*Mixed. 70-30*

15. Do you ever use both languages simultaneously?

*Yes, mixed.*

16. How do you think using a language other than English in your establishment affects your business?

*Depends on the customers. Mostly Asian.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*Yes, English.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*No, any age.*

## **Appendix 30.**

### **Questionnaire**

04/05/2010 @ 15:16

1. How old are you?

*27*

2. Are you: Male? Or Female?

*Female*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*William Hill*

5. How long have you been working here?

*8 years*

6. What is the service provided by the business?

*Betting parlour.*

7. Who is your target audience- do you have a specific customer base, other than students?

*Older men.*

8. Which language do you use most regularly in day-to-day business?

*English.*

9. What additional languages in business do you use (if any)?

*None.*

10. What language(s) do you speak within this community outside of your work environment?

*English.*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Not really, no.*

12. Do any of the employees speak any other languages that you are aware of?

*One employee is fluent in 5 languages – Arabic (mother tongue), English, French, Italian and one other that is unknown.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*N/A*

14. How much of your customer base do you speak English with?

*All*

15. Do you ever use both languages simultaneously?

*N/A*

16. How do you think using a language other than English in your establishment affects your business?

*Don't think it does.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including



- i. New specialised businesses
- ii. Change in customer base

*No.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this? *No.*

## **Appendix 31.**

### **Questionnaire**

04/05/2010 @ 15:18

1. How old are you?

*31*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*Ladybarn Convenience Store.*

5. How long have you been working here?

*1 year*

6. What is the service provided by the business?

*General convenience store*

7. Who is your target audience- do you have a specific customer base, other than students?

*No real target audience, residents.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*No.*

10. What language(s) do you speak within this community outside of your work environment?

*English*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Not really, no.*

12. Do any of the employees speak any other languages that you are aware of?

*Arabic*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*N/A*

14. How much of your customer base do you speak English with?

*All*

15. Do you ever use both languages simultaneously?

*N/A*

16. How do you think using a language other than English in your establishment affects your business?

*N/A*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

i. New specialised businesses

ii. Change in customer base

*No.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*No.*

## **Appendix 32.**

### **Questionnaire:**

05/05/2010 @ 19:19

1. How old are you?

*32*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*No*

4. Name of business/service?

*Sicilly Pizza*

5. How long have you been working here?

*1 year*

6. What is the service provided by the business?

*Takeaway (Indian/Italian)*

7. Who is your target audience- do you have a specific customer base, other than students?

*There is not a specific group at which we target.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*French and Arabic.*

10. What language(s) do you speak within this community outside of your work environment?

*Arabic*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*N/A*

12. Do any of the employees speak any other languages that you are aware of?

*Arabic.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*Very small.*

14. How much of your customer base do you speak English with?

*99%*

15. Do you ever use both languages simultaneously?

*No*

16. How do you think using a language other than English in your establishment affects your business?

*It doesn't.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes, there are a lot of Polish, Arabic, Pakistani and French.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*No.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Not students.*

## **Appendix 33.**

### **Questionnaire**

05/05/2010 @ 19:28

1. How old are you?

*22*

2. Are you: Male? Or Female?

*Female*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*Jade City*

5. How long have you been working here?

*1 year.*

6. What is the service provided by the business?

*Takeaway (Chinese)*

7. Who is your target audience- do you have a specific customer base, other than students?

*Students.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*Cantonese and Mandarin.*

10. What language(s) do you speak within this community outside of your work environment?

*English and I speak a little French and Spanish*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*N/A*

12. Do any of the employees speak any other languages that you are aware of?

*Cantonese and Mandarin.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*35% don't speak English as their mother tongue.*

14. How much of your customer base do you speak English with?

*Majority*

15. Do you ever use both languages simultaneously?

*They do*

16. How do you think using a language other than English in your establishment affects your business?

*It means they can talk about me without me knowing \*laughs\**

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

i. New specialised businesses

ii. Change in customer base

*No, not really.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Yes, it is mostly younger people.*

## **Appendix 34.**

### **Questionnaire**

05/05/2010 @ 19:36

1. How old are you?

*35*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*Yes*

4. Name of business/service?

*Mirch Massala*

5. How long have you been working here?

*1 Year*

6. What is the service provided by the business?

*Takeaway.*

7. Who is your target audience- do you have a specific customer base, other than students?

*Students.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*Urdu*

10. What language(s) do you speak within this community outside of your work environment?

*Urdu*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*N/A*

12. Do any of the employees speak any other languages that you are aware of?

*Urdu, we're all Asians.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*35%*

14. How much of your customer base do you speak English with?

*65%*

15. Do you ever use both languages simultaneously?

*I stick with English mostly.*



16. How do you think using a language other than English in your establishment affects your business?

*If they don't know English but speak Urdu then we can speak to them. But if they speak any other languages it is difficult to talk to them.*

17. Do you think the community in this area is represented in the businesses available including your own?

*Yes, it is positive.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*No.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Younger generations speak English because they were born here and people aged 25-30 speak Urdu.*

## Appendix 35.

### Questionnaire

05/05/2010 @ 19:41

1. How old are you?

*45*

2. Are you: Male? Or Female?

*Male*

3. Do you live in this area?

*No*

4. Name of business/service?

*Michael's Fish & Chips*

5. How long have you been working here?

*1 Year*

6. What is the service provided by the business?

*Takeaway*

7. Who is your target audience- do you have a specific customer base, other than students?

*Students.*

8. Which language do you use most regularly in day-to-day business?

*English*

9. What additional languages in business do you use (if any)?

*Kurdish, Arabic and Farsi*

10. What language(s) do you speak within this community outside of your work environment?

*Kurdish, Arabic, Farsi and English*

11. If you only speak English do you think your business would benefit if some of your employees had an understanding of other languages used in this community?

*Yes, good effect.*

12. Do any of the employees speak any other languages that you are aware of?

*Italian, Spanish, Arabic and Kurdish.*

13. On average how much of your customer base speak your mother tongue (only if not English)?

*A little.*

14. How much of your customer base do you speak English with?

*The majority are English*

15. Do you ever use both languages simultaneously?

*Yes.*

16. How do you think using a language other than English in your establishment affects your business?

*It affects it positively.*

17. Do you think the community in this area is represented in the businesses available including your own?

*It's very easy to talk to the customers, yes maybe the languages are well represented.*

18. In your time that you have been working here have you noticed any change in the languages used in this area? Including

- i. New specialised businesses
- ii. Change in customer base

*Very little change. There have been some Germans, Italians, Spanish and Latin Americans moving here.*

19. Do you find that people who use a language other than English are of a certain age/age group? If so what age is this?

*Question not fully understood.*