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OMAGH
THE HEART OF TYRONE

# Omagh Place Shaping Plan 2035

# Survey Analysis Report

**Prepared for Fermanagh and Omagh District Council**

**April 2022**

KPMG   Future Analytics

# 01 Omagh Surveys – Overview

- **Total Responses:** 396 responses
- **Public Survey:** 240 responses
- **Business Survey:** 29 responses

- **CVS Survey:** 24 responses
- **Student Survey:** 78 responses
- **Primary School & BS Survey:** 25 responses

## Public Survey

- Town Centre Vibrancy
- Infrastructure and Mobility
- Leisure and Recreation
- Vision and Leadership
- Heritage and Environment

## Business Survey

- Quality of Life
- Growth Potential
- Labour and Infrastructure
- Room for Improvement
- Supporting Local

## CVS Survey

- Age Friendly
- Accessible Town Centre
- Funding and Supports
- Collaboration
- Supporting the Vulnerable

## Student Survey

- Town Centre Enhancement
- Inclusive and Safe
- Leisure for Young People
- Going Green

## Primary School Survey

- Open Space and Recreation
- Green and Active Transport
- Clean and Colourful
- Happy and Fun

# Omagh Surveys – Styles of Questioning

**Profiling Questions**

- Can be info such as **age**, **employment status**, **town village of residence**, and other **'tick the box'** style questions. For the business survey, info such as **organisation sector**, **location of business**, **staff numbers**, organisation **facilities and tenure.**

- Questions which can be **cross-referenced** with subsequent questions to add depth to analysis and survey report.

**SWOT-Style Questions**

- Questions which can help gauge the **issues**, **characteristics**, make-up, or **identity/perception** of the region at present and how that may have changed over time. Helps to **identify trends** or context within the region.

- Not quite 'tick the box' questions but require **more interpretation and expression by respondents.**

**Profiling Questions**

- Questions which can bring a **more nuanced and personal aspect** to the survey – questions aim to **illustrate the values of survey respondents.**

- Require the most amount of **interpretation and expression** from respondents; requires more 'brain power'. Max **3/4 questions.**

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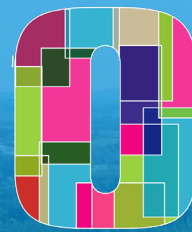
**INSPIRED BY OMAGH**
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# Omagh Place Shaping Plan 2035

# Public Survey
# 240 responses

April 2022

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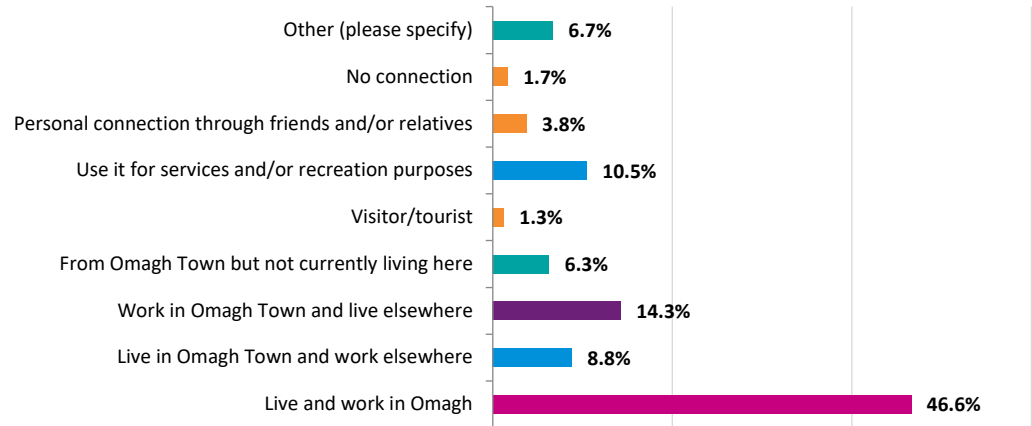
# Public Survey – Overview

## Employment

- **80.8%** of respondents were employed either full-time or part-time

- **60.9%** of respondents work in Omagh town

- **52.4%** of respondents indicated a preference to working from home more often post-Covid, with **37.6%** of respondents indicating an inability to work from home more due to the nature of their work.
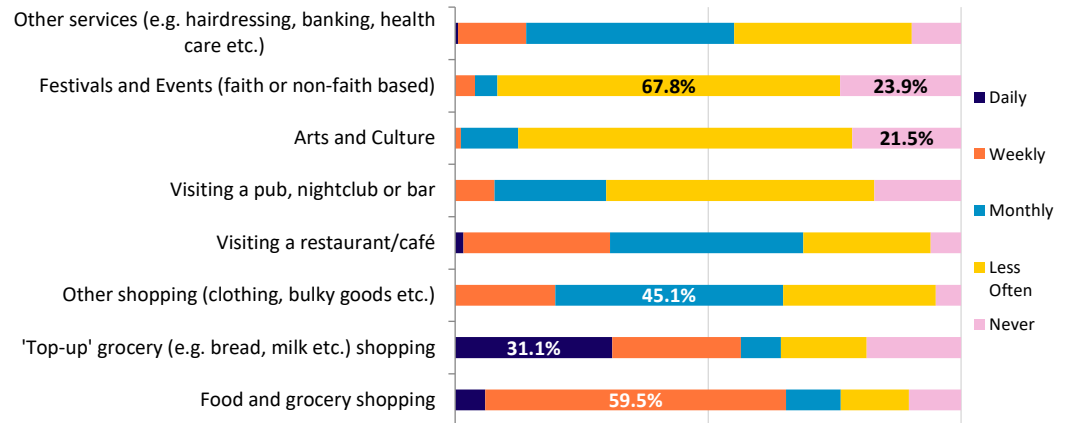
## Town Centre Activity

- **'Top-up' grocery** most frequent 'daily' activity at **31.1%**

- **Food and grocery shopping** most frequent 'weekly' activity at **59.5%**

- **Other shopping** most frequent 'monthly' activity at **45.1%**

- **Festivals and events** most frequent 'less often' activity at **67.8%**

- **Arts and culture** second-most frequent 'never' activity at **21.5%**.

### How would you best describe your connection with Omagh?

| Category | Percentage |
|---|---|
| Other (please specify) | 6.7% |
| No connection | 1.7% |
| Personal connection through friends and/or relatives | 3.8% |
| Use it for services and/or recreation purposes | 10.5% |
| Visitor/tourist | 1.3% |
| From Omagh Town but not currently living here | 6.3% |
| Work in Omagh Town and live elsewhere | 14.3% |
| Live in Omagh Town and work elsewhere | 8.8% |
| Live and work in Omagh | 46.6% |

### Omagh Town Centre - Frequency of Visits

Legend: Daily, Weekly, Monthly, Less Often, Never

- Other services (e.g. hairdressing, banking, health care etc.)
- Festivals and Events (faith or non-faith based) — 67.8%, 23.9%
- Arts and Culture — 21.5%
- Visiting a pub, nightclub or bar
- Visiting a restaurant/café
- Other shopping (clothing, bulky goods etc.) — 45.1%
- 'Top-up' grocery (e.g. bread, milk etc.) shopping — 31.1%
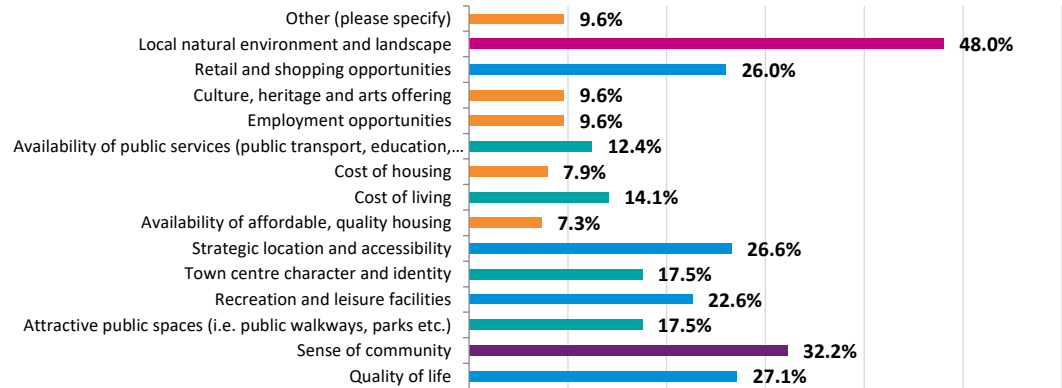- Food and grocery shopping — 59.5%

## Greatest Assets

- **Local natural and environment landscape** outlined as Omagh's greatest asset, selected by **48%** of respondents

- **Sense of Community** second greatest asset, selected by **32.2%** of respondents

- **Availability of affordable, quality housing** least selected asset at **7.3%**.

**What are Omagh's greatest assets? Please select the 3 you feel are most significant.**

| Category | % |
|---|---|
| Other (please specify) | 9.6% |
| Local natural environment and landscape | 48.0% |
| Retail and shopping opportunities | 26.0% |
| Culture, heritage and arts offering | 9.6% |
| Employment opportunities | 9.6% |
| Availability of public services (public transport, education,… | 12.4% |
| Cost of housing | 7.9% |
| Cost of living | 14.1% |
| Availability of affordable, quality housing | 7.3% |
| Strategic location and accessibility | 26.6% |
| Town centre character and identity | 17.5% |
| Recreation and leisure facilities | 22.6% |
| Attractive public spaces (i.e. public walkways, parks etc.) | 17.5% |
| Sense of community | 32.2% |
| Quality of life | 27.1% |

## Biggest Challenges

- **Town centre vacancy** outlined as Omagh's biggest challenge, selected by **55.6%** of respondents

- **Employment opportunities** second biggest challenge, selected by **49.4%** of respondents

- **Access to services such as healthcare, education and transport** third biggest challenge, selected by **41.6%** of respondents.

**What are the 3 biggest challenges, issues or concerns for the future development of Omagh? Please select the 3 you feel are most significant.**

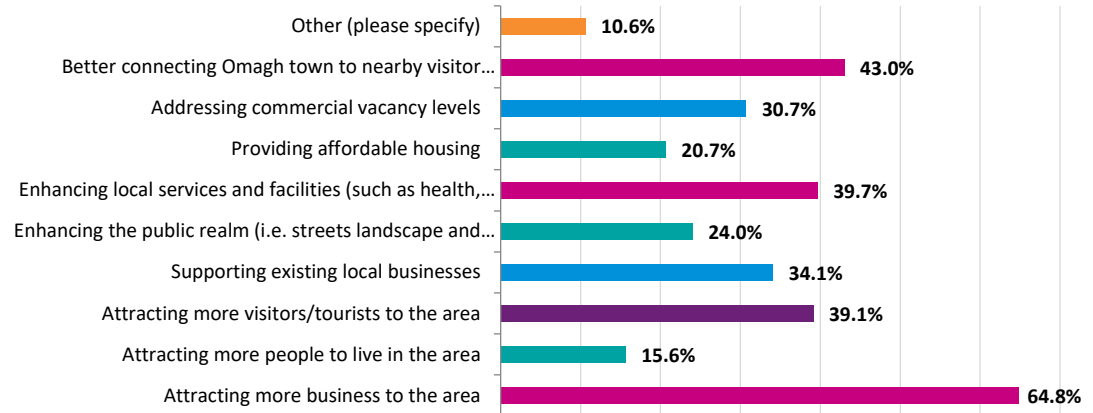| Category | % |
|---|---|
| Other (please specify) | 8.4% |
| Accessibility for pedestrians (i.e. ease of getting around) | 28.7% |
| Retail and shopping opportunities | 38.8% |
| Development of the hospitality sector (accommodation,… | 37.6% |
| Recreation and leisure opportunities | 34.8% |
| Access to services such as healthcare, education and… | 41.6% |
| Housing availability | 21.4% |
| Town centre vacancy rates | 55.6% |
| Employment opportunities | 49.4% |
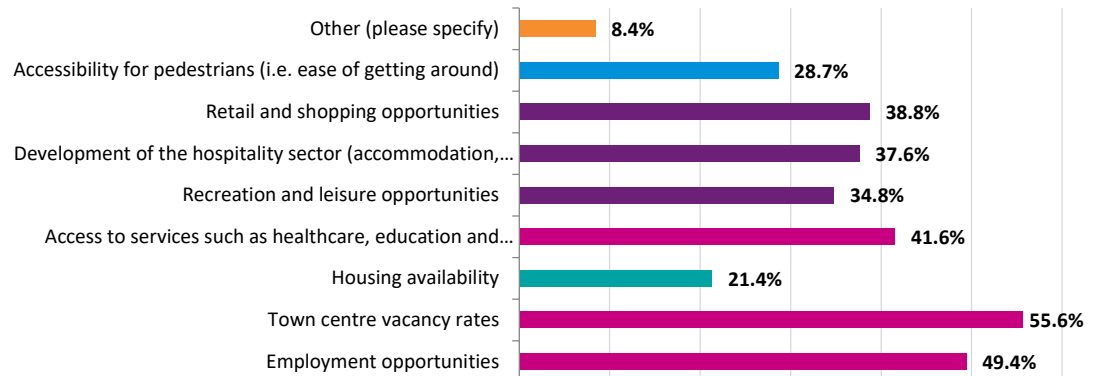
# Public Survey – Overview

## Objectives for Growth

- **Attracting more business to the area** outlined as most significant objective for generating growth in Omagh, selected by **64.8%** of respondents

- **Better connecting town to nearby visitor attractions** second most significant objective, selected by **43%** of respondents

- **Enhancing local services and facilities (health, education, transport etc.)** third most significant objective, selected by **39.7%** of respondents.
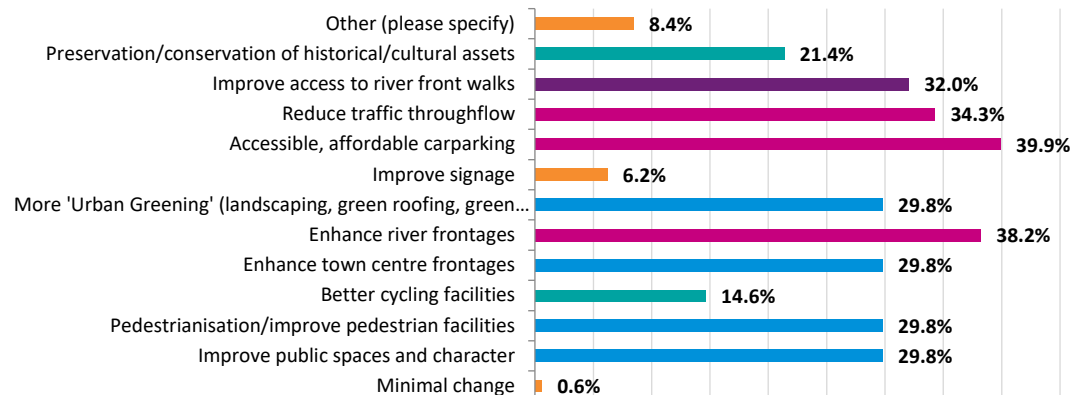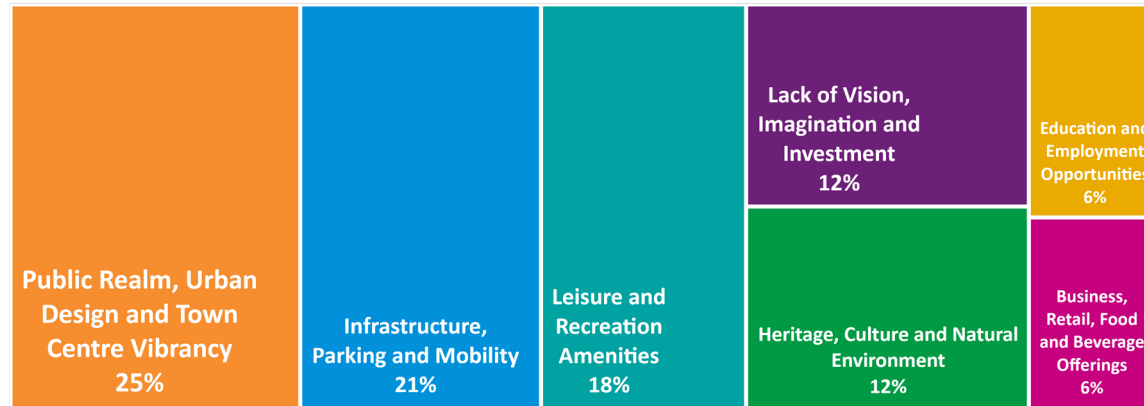
## Town Centre Improvement

- **Accessible, affordable parking** outlined as most important priority for improving Omagh town centre, selected by **39.9%** of respondents

- **Enhance river frontages** second most important objective, selected by **38.2%** of respondents

- **Reduced traffic throughflow** third most important objective, selected by **34.3%** of respondents

### In general, what key objectives would you prioritise to generate growth in Omagh? Please select the 3 you feel are most significant.

| Category | % |
|---|---|
| Other (please specify) | 10.6% |
| Better connecting Omagh town to nearby visitor… | 43.0% |
| Addressing commercial vacancy levels | 30.7% |
| Providing affordable housing | 20.7% |
| Enhancing local services and facilities (such as health,… | 39.7% |
| Enhancing the public realm (i.e. streets landscape and… | 24.0% |
| Supporting existing local businesses | 34.1% |
| Attracting more visitors/tourists to the area | 39.1% |
| Attracting more people to live in the area | 15.6% |
| Attracting more business to the area | 64.8% |

### What would be the top 3 priorities to improve Omagh town centre? Please select the 3 you feel are most important.

| Category | % |
|---|---|
| Other (please specify) | 8.4% |
| Preservation/conservation of historical/cultural assets | 21.4% |
| Improve access to river front walks | 32.0% |
| Reduce traffic throughflow | 34.3% |
| Accessible, affordable carparking | 39.9% |
| Improve signage | 6.2% |
| More 'Urban Greening' (landscaping, green roofing, green… | 29.8% |
| Enhance river frontages | 38.2% |
| Enhance town centre frontages | 29.8% |
| Better cycling facilities | 14.6% |
| Pedestrianisation/improve pedestrian facilities | 29.8% |
| Improve public spaces and character | 29.8% |
| Minimal change | 0.6% |

# Public Survey - Emerging Themes

## The Future Development of Omagh to 2035

| Public Realm, Urban Design and Town Centre Vibrancy 25% | Infrastructure, Parking and Mobility 21% | Leisure and Recreation Amenities 18% | Lack of Vision, Imagination and Investment 12% | Education and Employment Opportunities 6% |
| | | | Heritage, Culture and Natural Environment 12% | Business, Retail, Food and Beverage Offerings 6% |

**Respondents were asked outline important issues or goals that should be given priority for the development of Omagh out to 2035…**

- **Public Realm, Urban Design and Town Centre Vibrancy –** *"River could be used as a feature in the town rather than an inconvenience."*

- **Infrastructure, Parking and Mobility –** *"There is a bias towards thinking about how the town works for car users."*

- **Leisure and Recreation Amenities –** *"Safe open shared spaces for families and older people in the town centre… Consider youth in the area - what is there to entertain them?"*

- **Lack of Vision, Imagination and Investment –** *"Planners & decision makers to become more transparent - listen to the people of Omagh more. Let the people give views, ideas, solutions more openly. The people usually have all the answers."*

- **Heritage, Culture and Natural Environment –** *"Council should be more proactive in protecting the historical and conservation value of the town centre, this would create a more attractive core…"*

- **Education and Employment Opportunities –** *"If we want young people to remain there we need jobs and social entertainment for them."*

- **Business, Retail and Food Offering –** *"Support given to the smaller local businesses… Better restaurants for all, not just pub eating."*

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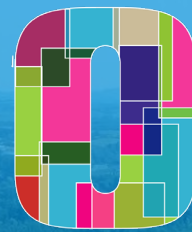
# Omagh Place Shaping Plan 2035
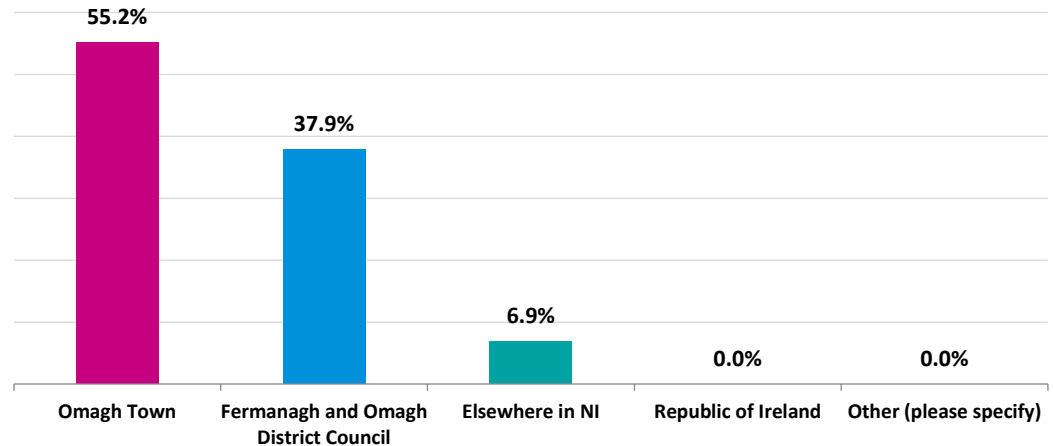
# Business Survey
# 29 responses

April 2022

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# Business Survey – Overview

## Location of Business

- **55.2%** of respondents are based in Omagh Town

- **37.9%** of respondents based in the wider FODC administrative area

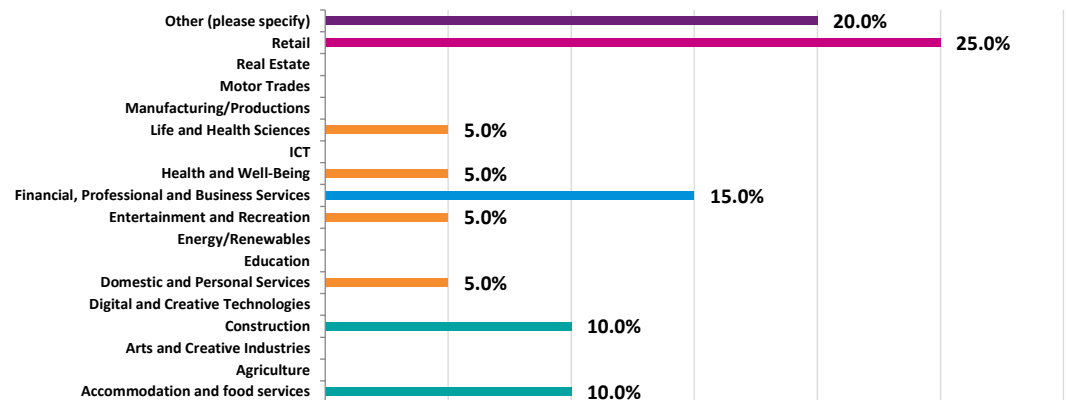- Other respondent locations include **Clanabogan** and **Dromore**

### Where is your business/organisation based?



| | 55.2% | 37.9% | 6.9% | 0.0% | 0.0% |
|---|---|---|---|---|---|
| | Omagh Town | Fermanagh and Omagh District Council | Elsewhere in NI | Republic of Ireland | Other (please specify) |

## Business by Sector

- **Retail sector** most common operating sector chosen by respondents at **25%**

- **Financial, Professional and Business Services** chosen by **15%** of respondents as sector of operation

- Other sectors include **Hair and Beauty**, **Guided Tourism** and **Social Services**

### What best describes the sector in which your business/organisation operates?



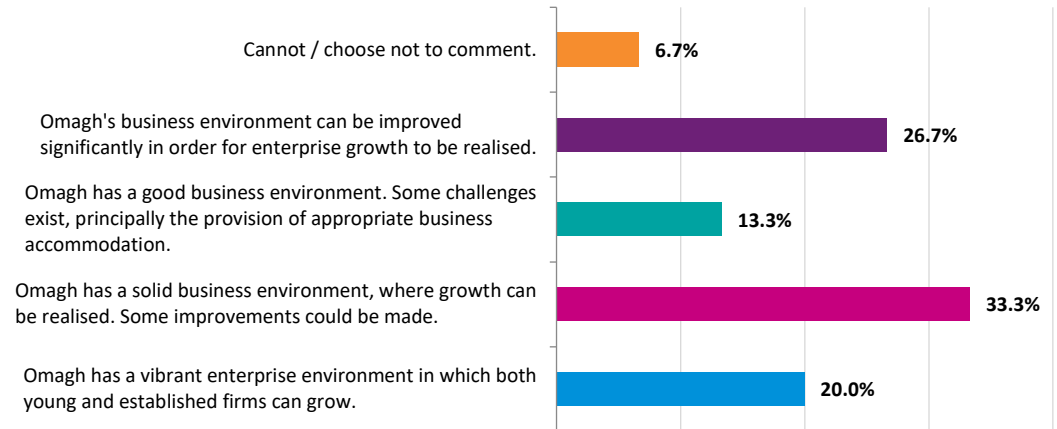| Sector | % |
|---|---|
| Other (please specify) | 20.0% |
| Retail | 25.0% |
| Real Estate | |
| Motor Trades | |
| Manufacturing/Productions | |
| Life and Health Sciences | 5.0% |
| ICT | |
| Health and Well-Being | 5.0% |
| Financial, Professional and Business Services | 15.0% |
| Entertainment and Recreation | 5.0% |
| Energy/Renewables | |
| Education | |
| Domestic and Personal Services | 5.0% |
| Digital and Creative Technologies | |
| Construction | 10.0% |
| Arts and Creative Industries | |
| Agriculture | |
| Accommodation and food services | 10.0% |

# Business Survey - Overview

## Omagh's Business Environment

- **33.3%** of respondents described Omagh as having a **solid business environment**

- **26.7%** of respondents described the Omagh business environment as having **significant room for improvement**

- **20%** of respondents described Omagh as having a **vibrant business environment**, where both young and established firms can grow.
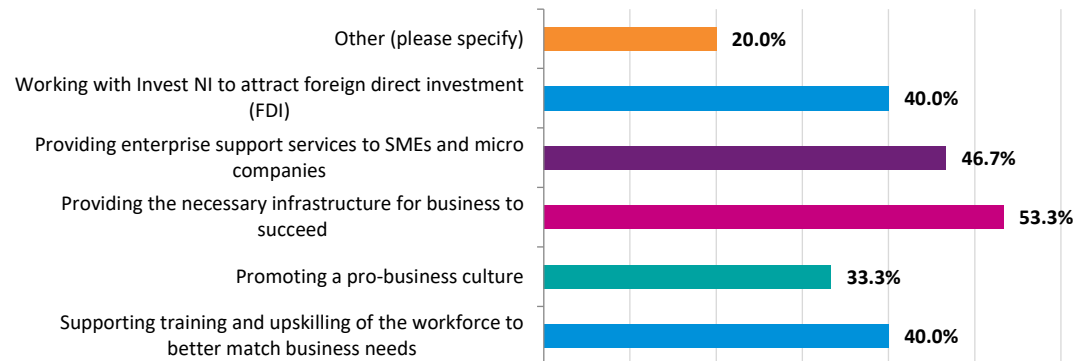
### How would you respond to the question "Is Omagh an attractive place to do business"?

| Response | Percentage |
|---|---|
| Cannot / choose not to comment. | 6.7% |
| Omagh's business environment can be improved significantly in order for enterprise growth to be realised. | 26.7% |
| Omagh has a good business environment. Some challenges exist, principally the provision of appropriate business accommodation. | 13.3% |
| Omagh has a solid business environment, where growth can be realised. Some improvements could be made. | 33.3% |
| Omagh has a vibrant enterprise environment in which both young and established firms can grow. | 20.0% |

## Business by Sector

- **Providing the necessary infrastructure** outlined as the most significant priority for driving economic development in Omagh, selected by **53.3%** of respondents

- **Providing enterprise support services to SMEs and micro companies** second most significant priority, selected by **46.7%** of respondents

- Other priorities outlined included developing a more **creative, multicultural and vibrant** business environment.

### What would you recommend as the top priorities to help drive economic development in Omagh? Please select those you feel are most significant.
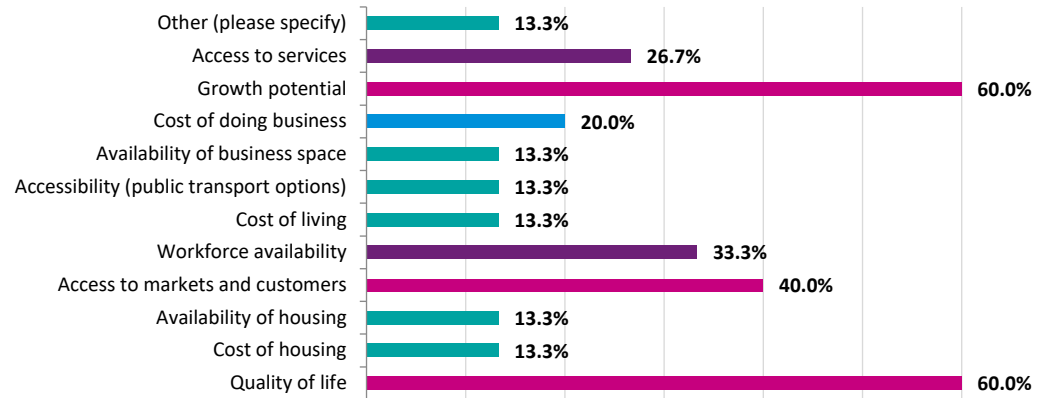
| Priority | Percentage |
|---|---|
| Other (please specify) | 20.0% |
| Working with Invest NI to attract foreign direct investment (FDI) | 40.0% |
| Providing enterprise support services to SMEs and micro companies | 46.7% |
| Providing the necessary infrastructure for business to succeed | 53.3% |
| Promoting a pro-business culture | 33.3% |
| Supporting training and upskilling of the workforce to better match business needs | 40.0% |

# Business Survey – Overview

## Omagh's Business Strengths

- **Growth potential** and **Quality of Life** outlined by respondents as Omagh's greatest strengths as a place to do business, being selected by **60%** of respondents each

- **Access to markets and customers** also seen as a strength, selected by **40%** of respondents

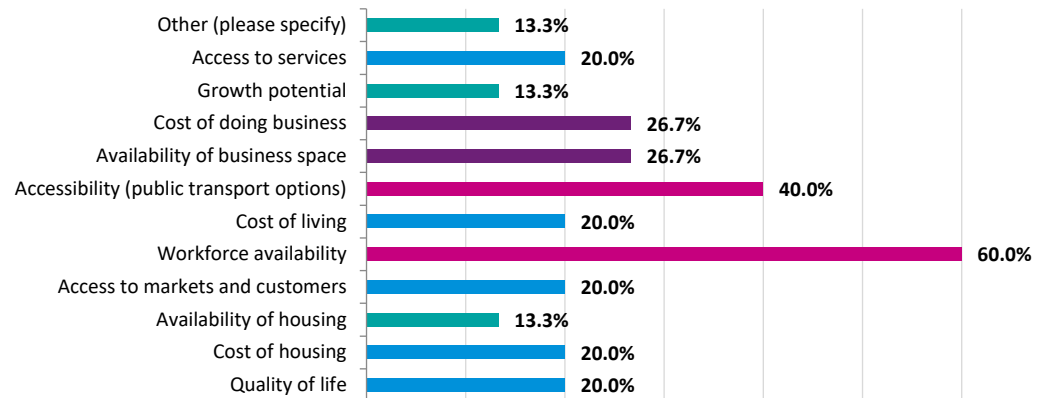- Other strengths include **friendliness of people.**

**In your opinion, what are Omagh's 3 main strengths as a place to do business? Please select the 3 you feel are most significant.**

| Category | Percentage |
|---|---|
| Other (please specify) | 13.3% |
| Access to services | 26.7% |
| Growth potential | 60.0% |
| Cost of doing business | 20.0% |
| Availability of business space | 13.3% |
| Accessibility (public transport options) | 13.3% |
| Cost of living | 13.3% |
| Workforce availability | 33.3% |
| Access to markets and customers | 40.0% |
| Availability of housing | 13.3% |
| Cost of housing | 13.3% |
| Quality of life | 60.0% |

## Omagh's Business Constraints

- **Workforce availability** outlined by respondents as Omagh's biggest constraint as a place to do business, selected by **60%** of respondents

- **Accessibility (public transport options)** seen as second biggest challenge, selected by **40%** of respondents

- **Cost of doing business** and **Availability of business space** also seen as significant constraints, being selected by **26.7%** of respondents each.

**In your opinion, what are Omagh's 3 main constraints as a place to do business? Please select the 3 you feel are most significant.**

| Category | Percentage |
|---|---|
| Other (please specify) | 13.3% |
| Access to services | 20.0% |
| Growth potential | 13.3% |
| Cost of doing business | 26.7% |
| Availability of business space | 26.7% |
| Accessibility (public transport options) | 40.0% |
| Cost of living | 20.0% |
| Workforce availability | 60.0% |
| Access to markets and customers | 20.0% |
| Availability of housing | 13.3% |
| Cost of housing | 20.0% |
| Quality of life | 20.0% |

# Business Survey - Emerging Themes

| Quality of Life | Growth Potential | Access to Labour, Markets and Infrastructure | Room for Improvement |
| --- | --- | --- | --- |
| | | | Supports for SME's and Upskilling |

**Quality of Life –** Seen as a strength of the region in attracting business, labour and investment

**Growth Potential –** A proxy of high perceived quality of life, respondents saw Omagh as having a solid business environment which in which growth potential is present

**Access to Labour and Infrastructure –** Seen as a prevailing weakness of doing business in Omagh, limiting the town's ability to grow and attract commerce and trade

**Room for Improvement –** Respondents saw Omagh as having significant room to improve the town's business environment for both new and existing enterprise

**Supports for SME's and Upskilling –** More enterprise support services for SME's and micro companies alongside upskilling programmes to better match business needs.
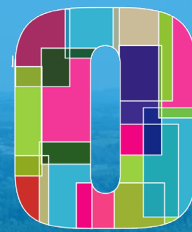
# CVS Survey – Overview

## Organisation Purpose

- **Heritage/historical, Disability and Community Development** were the most selected purpose, with **12.5%** each

- Other purposes include **Elderly Support** and **Mental Health** services

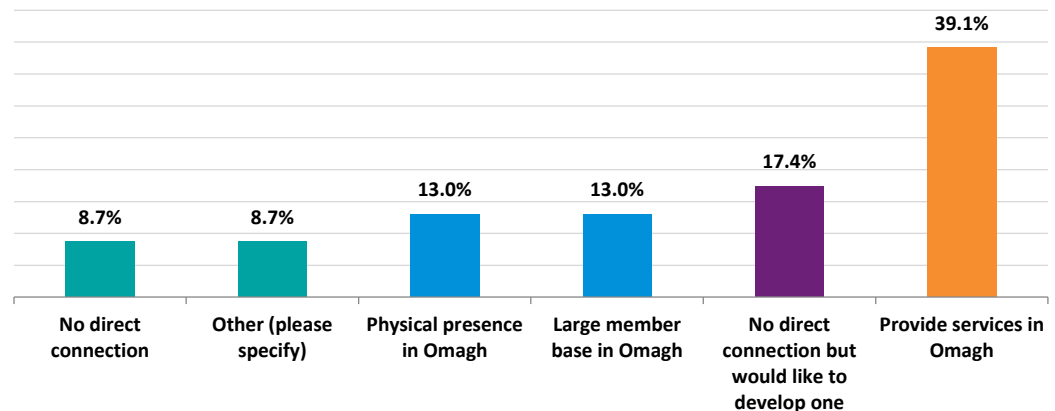- **Sport/Recreation** and **Arts** also well represented.

**What is the primary purpose of your organisation? Please select one only.**

| Category | Percentage |
|---|---|
| Other (please specify) | 16.7% |
| Heritage/historical | 12.5% |
| Disability | 12.5% |
| Community development | 12.5% |
| Sport/recreation | 8.3% |
| Arts | 8.3% |
| Youth development | 4.2% |
| Welfare/benevolent | 4.2% |
| Rural development | 4.2% |
| Playgroup/afterschools | 4.2% |
| Community enterprise | 4.2% |
| Advice/advocacy/information | 4.2% |
| Accommodation/housing | 4.2% |
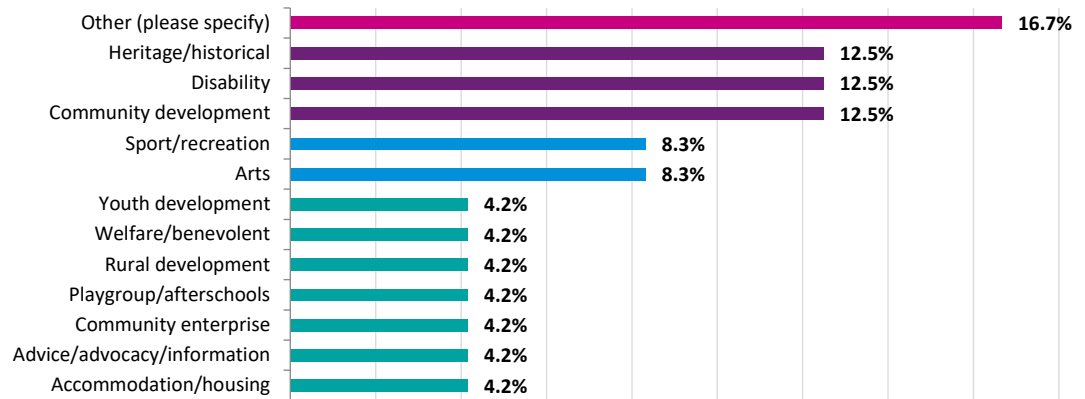
## Connection to Omagh

- **52.1%** of respondents have a **direct connection** with Omagh

- **26.1%** of respondents have either **no direct connection or would like to develop one** with Omagh

- Other connections include **linked resources** between the council and organisations in rural areas such as Gortin

**How would you describe your organisation's connection with Omagh Town? Please select one.**

| Category | Percentage |
|---|---|
| No direct connection | 8.7% |
| Other (please specify) | 8.7% |
| Physical presence in Omagh | 13.0% |
| Large member base in Omagh | 13.0% |
| No direct connection but would like to develop one | 17.4% |
| Provide services in Omagh | 39.1% |

# CVS Survey – Overview

## CVS Environment

- **58.8%** of respondents describe Omagh as offering some services/opportunities for their CVS organisation/membership

- **35.3%** of respondents describe Omagh as offering poor services/opportunities for their CVS organisation/membership

**Which statement best describes your organisation's views on Omagh?**



| | | |
|---|---|---|
| 5.9% | 35.3% | 58.8% |
| Omagh offers great services & opportunities for my CVS organisation/membership | Omagh offers poor services & opportunities for my CVS organisation/membership | Omagh offers some services & opportunities for my CVS organisation/membership |
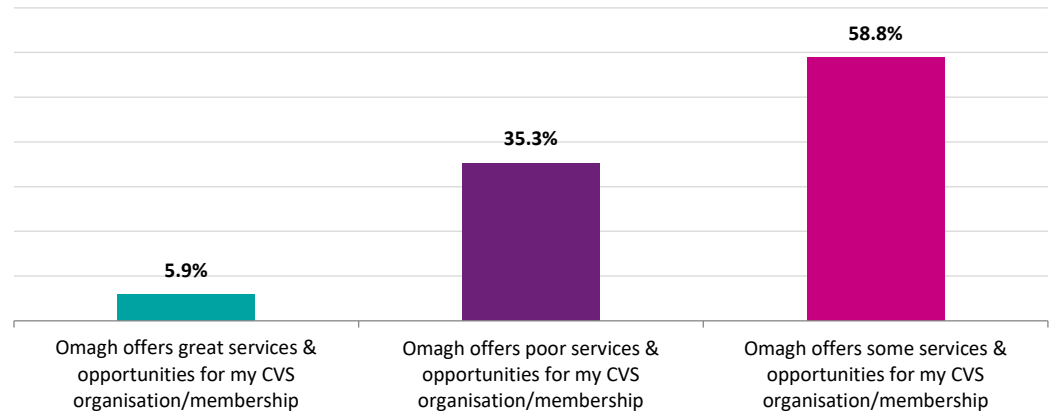
## Quality of Life

- **58.8%** of respondents **did not agree** that people of all age groups, backgrounds and areas enjoy a good quality of life in Omagh

- **41.2%** of respondents **agree** that people of all age groups, backgrounds and areas enjoy a good quality of life in Omagh

**From your organisation's perspective, do you agree with the statement "people of all age groups, backgrounds and areas enjoy a good quality of life in Omagh"?**



| 41.2% | 58.8% |
|---|---|
| Yes | No |
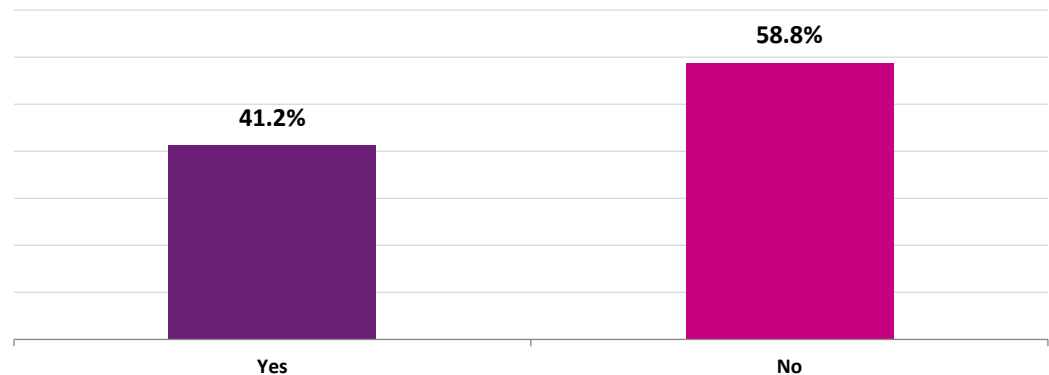
# CVS Survey - Emerging Themes

**Future Development of Omagh…**

- *"We would support an age friendly approach on any plans."*

- *"More accessible town centre with more activities and amenities."*

- *"Access to non-alcohol based social activities, safe public spaces…"*

**Other issues and goals for CVS sector…**

- *"Make Omagh disability and age friendly and accessible."*

- *"Meeting space available in town centre for group activities ."*

- *"Outreach to rural areas. How are they connected to the town?"*

**Biggest challenges for CVS Sector in Omagh…**

- *"Raising money, offering services, communicating what is on… Our biggest challenge is always funding to run projects."*

- *"Lack of child friendly secure spaces and activities."*

- *"Need to get rural groups involved."*
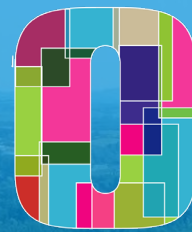
# Student Survey – Overview

## Connection with Omagh

- **49.4%** of respondents attend school or college in Omagh and live elsewhere

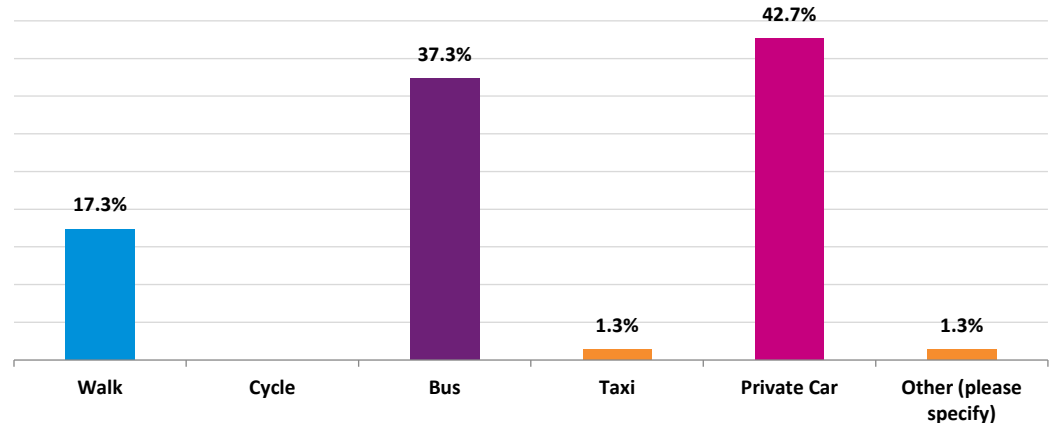- **48.1%** of respondents live and attend school or college in Omagh.

### How would you describe your connection with Omagh? Please select one.



| | | | | | |
|---|---|---|---|---|---|
| 48.1% | 49.4% | 1.3% | | | 1.3% |
| Live and attend school or college in Omagh | Attend school or college in Omagh and live somewhere else | Use it for services and/or recreation purposes | Personal connection through friends and/or relatives | No connection | Other (please specify) |
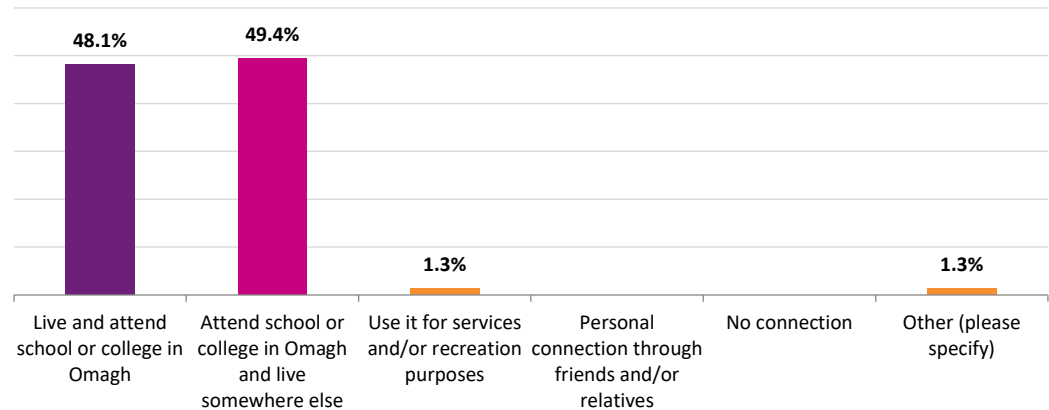
## Mode of Travel

- **54.6%** of respondents used **green transport** (bus, walk or cycle) as their primary mode of travel to school or college

- **44%** of respondents used **private transport** (taxi or private car) as their primary mode of travel to school or college

- **No respondents** cycled as their primary mode of travel.

### What is your primary mode of travel to school/college? Please select one.



| | | | | 42.7% | |
|---|---|---|---|---|---|
| 17.3% | | 37.3% | 1.3% | | 1.3% |
| **Walk** | **Cycle** | **Bus** | **Taxi** | **Private Car** | **Other (please specify)** |

# Student Survey – Overview

## Leisure and Recreation

- **55.3%** of respondents describe Omagh as having **some or significant** leisure and recreation opportunities for young people

- **42.5%** of respondents describe Omagh as having **few or very few** leisure and recreation opportunities for young people

**Which of these statements do you most agree with? Please select one.**

| Statement | % |
|---|---|
| Do not have a view | 2.1% |
| Omagh offers very few leisure and recreation opportunities for young people | 10.6% |
| Omagh offers few leisure and recreation opportunities for young people | 31.9% |
| Omagh offers some leisure and recreation opportunities for young people | 46.8% |
| Omagh offers significant leisure and recreation opportunities for young people | 8.5% |
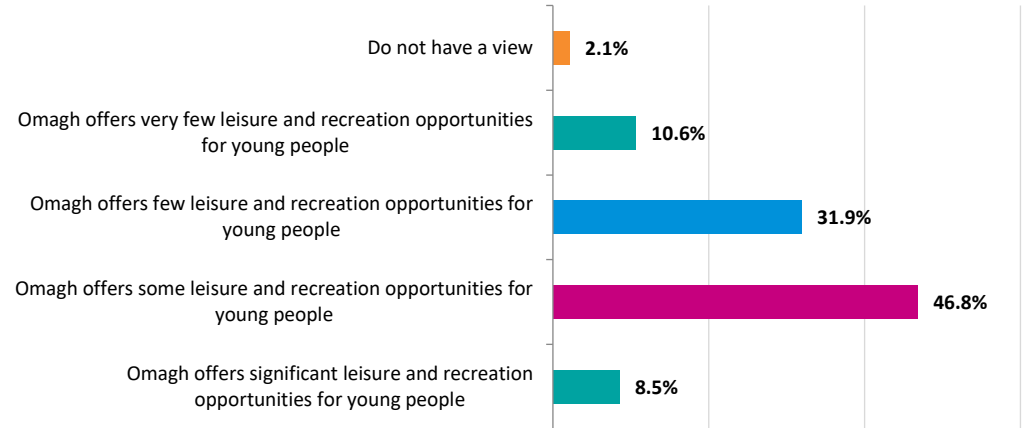
## Employment

- **85.1%** of respondents describe Omagh as having **some or significant** employment opportunities for young people

- **12.8%** of respondents describe Omagh as having **few or very few** employment opportunities for young people

**Which of these statements do you most agree with?**

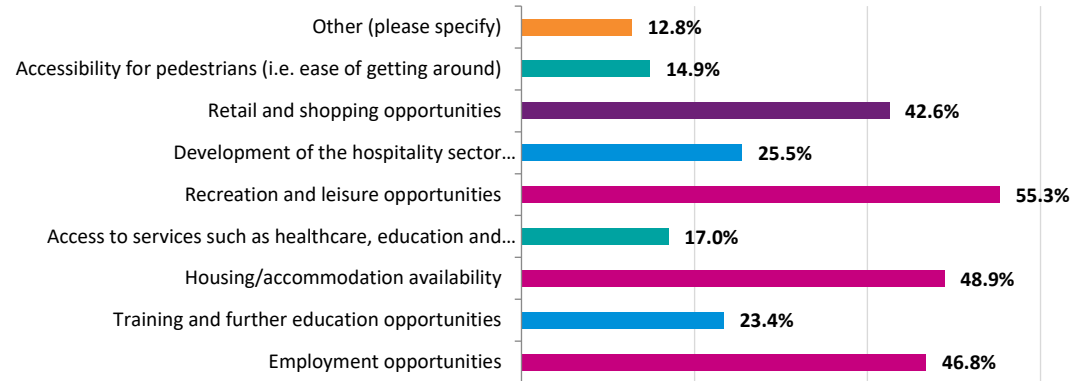| Statement | % |
|---|---|
| Do not have a view | 2.1% |
| Omagh offers very few employment opportunities for young people | |
| Omagh offers few employment opportunities for young people | 12.8% |
| Omagh offers some employment opportunities for young people | 72.3% |
| Omagh offers significant employment opportunities for young people | 12.8% |
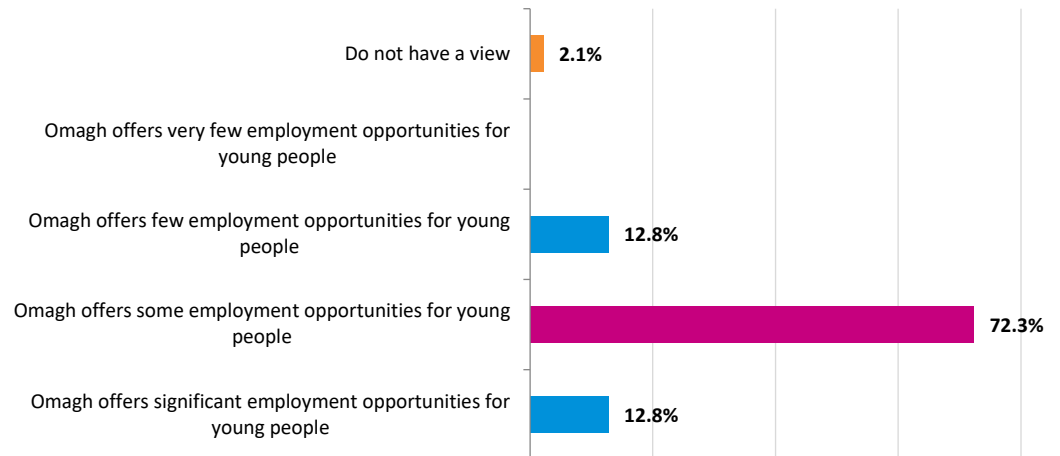
# Student Survey – Overview

## Omagh's Biggest Challenges

- **Recreation and leisure opportunities** seen as the biggest challenge for the development of Omagh for young people, selected by **55.3%** of respondents

- **Housing/accommodation and employment** are Omagh's second and third biggest challenges for young people respectively, with either or both selected by **95.7%** of respondents

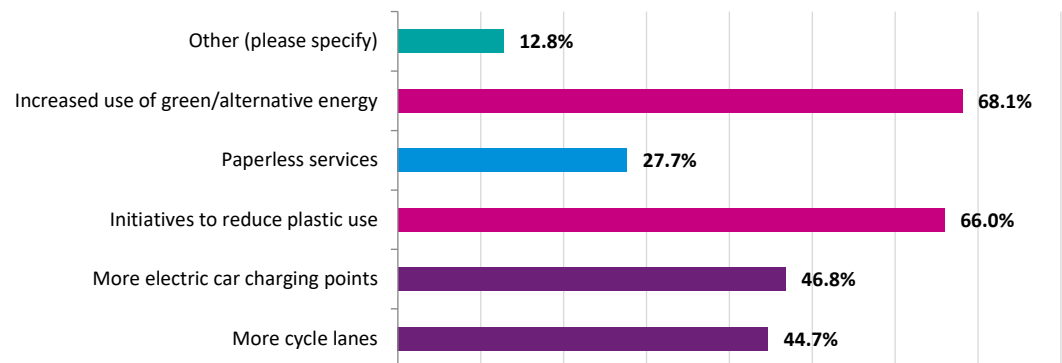- **Retail and shopping opportunities (42.6%)** also seen as a significant challenge for young people.

## Going Green

- **Increased use of green/alternative energy** seen as the green initiative benefitting Omagh the most, selected by **68.1%** of respondents

- **Initiatives to reduce plastic use** second most beneficial green initiative for Omagh, selected by **66%** of respondents

- Other initiatives highlighted by respondents include **more waste bins in Omagh town and surrounds**

**What are the 3 biggest challenges, issues or concerns for the future development of Omagh for young people? Please select 3 which you feel are the greatest challenges.**

| Challenge | % |
|---|---|
| Other (please specify) | 12.8% |
| Accessibility for pedestrians (i.e. ease of getting around) | 14.9% |
| Retail and shopping opportunities | 42.6% |
| Development of the hospitality sector… | 25.5% |
| Recreation and leisure opportunities | 55.3% |
| Access to services such as healthcare, education and… | 17.0% |
| Housing/accommodation availability | 48.9% |
| Training and further education opportunities | 23.4% |
| Employment opportunities | 46.8% |

**Which of the following green initiatives would you see benefiting Omagh the most? Please select 3 which you see as being most beneficial.**

| Green Initiative | % |
|---|---|
| Other (please specify) | 12.8% |
| Increased use of green/alternative energy | 68.1% |
| Paperless services | 27.7% |
| Initiatives to reduce plastic use | 66.0% |
| More electric car charging points | 46.8% |
| More cycle lanes | 44.7% |

# Student Survey - Emerging Themes

**Important Issues or Goals for Omagh Place Shaping Plan 2035**

| Not Sure 34% | Town Centre Enhancement 20% | Inclusive, Welcoming and Safe 19% | Leisure, Recreation and Facilities for Young People 19% |
| | | | Climate Change and Going Green 8% |

**Respondents were asked outline important issues or goals that should be given priority for the development of Omagh out to 2035…**

- **Town Centre Enhancement** – *"Give us a reason to walk around Omagh… Develop riverfront e.g. restaurants facing the water."*

- **Inclusive, Welcoming and Safe** – *"Creating an inclusive, diverse and safe environment for everyone… Need more opportunities and events for different communities to come together and meet those in their area."*

- **Leisure, Recreation and Facilities for Young People** – *"Please provide more leisure places for teens… Unless you are involved with a football or other sports club there's very little to do, even more so if you have little money."*

- **Climate Change and Going Green** – *"I think prioritising environmental issues is essential… We must do everything we can to slow climate change… The biking situation in Omagh is bad there should be cycle lanes near every road."*
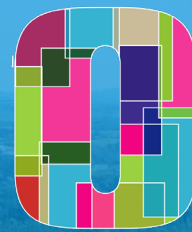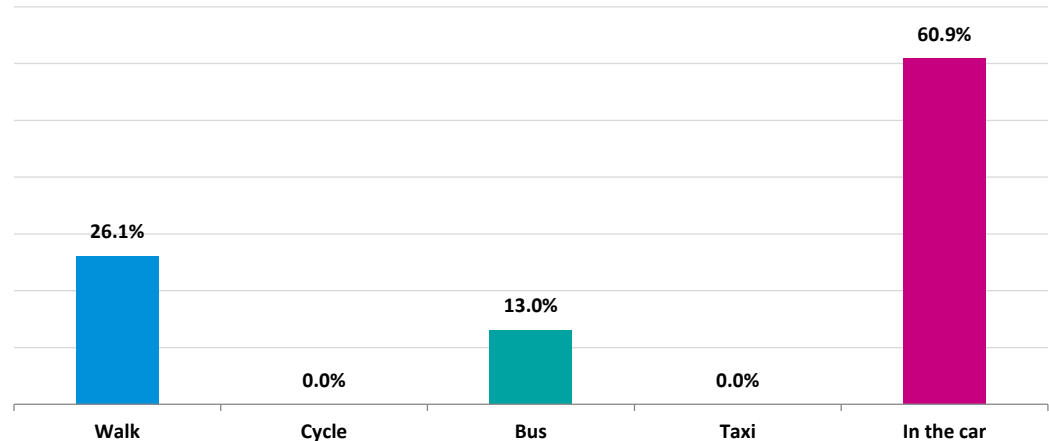
# Primary School Survey – Overview

## Omagh's Biggest Challenges

- **60.9%** of respondents used **private transport** (private car or taxi) to get to school

- **39.1%** of respondents used **green transport** (walk, bus or cycle) to get to school
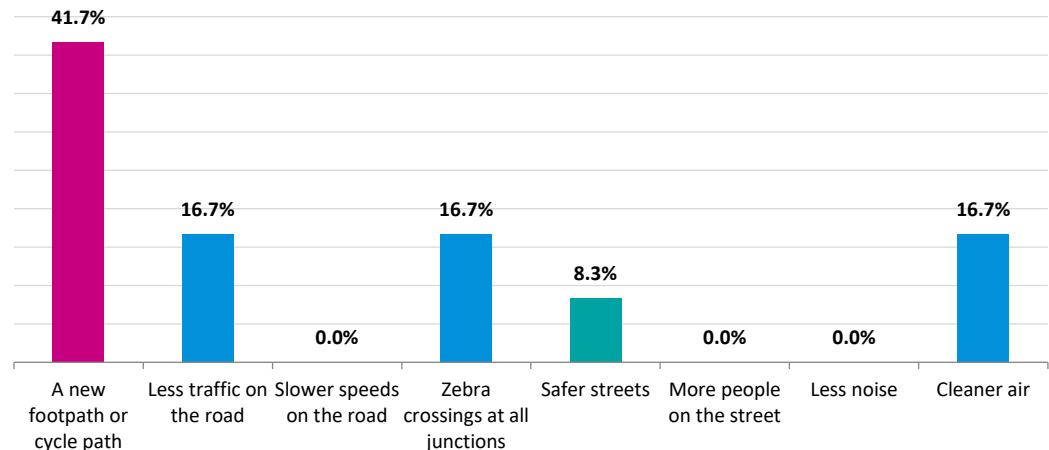
- **No respondents** cycled to school.

## Going Green

- **41.7%** of respondents outlined a **new footpath or cycle path** would make them walk or cycle to school

- **41.7%** of respondents outlined **road-based improvements** (less traffic, safer streets and cleaner air) would make them walk or cycle to school

- Other changes include **zebra crossings at all junctions.**

### How do you usually get to school?

| | Walk | Cycle | Bus | Taxi | In the car |
|---|---|---|---|---|---|
| | 26.1% | 0.0% | 13.0% | 0.0% | 60.9% |

### What changes would make you want to cycle or walk to school?

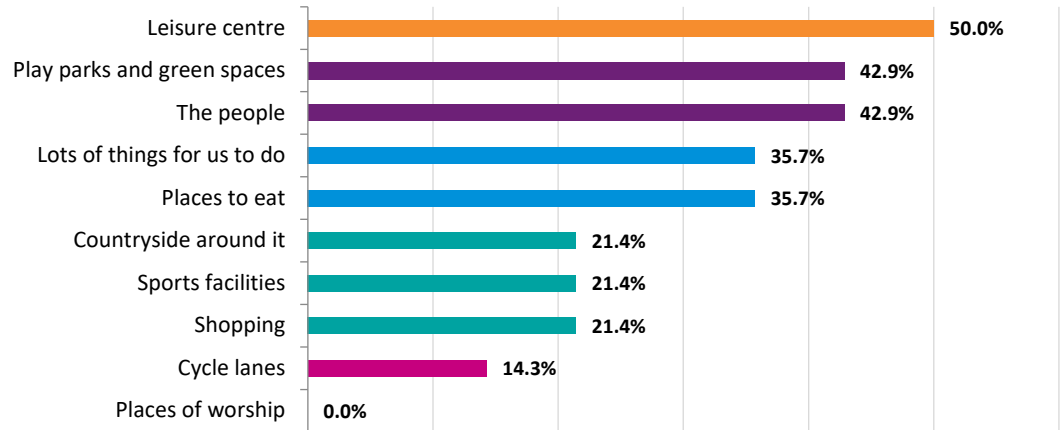| A new footpath or cycle path | Less traffic on the road | Slower speeds on the road | Zebra crossings at all junctions | Safer streets | More people on the street | Less noise | Cleaner air |
|---|---|---|---|---|---|---|---|
| 41.7% | 16.7% | 0.0% | 16.7% | 8.3% | 0.0% | 0.0% | 16.7% |

# Primary School Survey – Overview

## Omagh's Strengths

- **The Leisure Centre** was the most frequently chosen 'best things' about Omagh, selected by **50%** of respondents

- **'Play parks and green spaces'** and **'The people'** also had high frequency selection at **42.9%** each

- **Cycle lanes** least selected option at **14.3%.**

### What are the 3 best things about Omagh?

| Category | % |
|---|---|
| Leisure centre | 50.0% |
| Play parks and green spaces | 42.9% |
| The people | 42.9% |
| Lots of things for us to do | 35.7% |
| Places to eat | 35.7% |
| Countryside around it | 21.4% |
| Sports facilities | 21.4% |
| Shopping | 21.4% |
| Cycle lanes | 14.3% |
| Places of worship | 0.0% |

## Perfect Omagh in 3 Words

- *"Fun, happy, splendid."*

- *"Clean, friendly, lively."*

- *"Best wee town."*

- *"Home Sweet Home."*

- *"Colourful, busy, lots of music."*

- *"Friendly, kind, supportive."*

**kpmg.ie**