

Public Opinion Survey
ONLINE Fieldwork : 8th-9th February 2012

Absolutes/col percents

Table 10

Q.6 And finally, thinking about the future of your local High Street: Which of the following shops, services or areas, if any, do you think will be important to the future success of your local High Street?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	South West	Wales
Unweighted base	1875	867	1008	159	319	400	347	292	358	645	429	305	496	529	532	510	196	108
Weighted base	1834	895	938	220	296	352	320	262	383	486	532	400	416	510	530	504	183	106
Local producers (e.g. grocer, butcher, baker)	1451 79%	673 75%	778 83%	134 61%	186 63%	283 80%	257 80%	234 89%	356 93%	397 82%	418 79%	306 77%	330 79%	392 77%	419 79%	404 80%	153 84%	83 78%
Retail stores (e.g. clothing, electrical, books, stationery etc.)	1371 75%	621 69%	750 80%	147 67%	195 66%	253 72%	240 75%	213 81%	323 84%	365 75%	414 78%	275 69%	317 76%	388 76%	388 73%	378 75%	142 77%	75 71%
Local amenities (e.g. dry cleaner, pharmacist, post office, libraries)	1362 74%	636 71%	725 77%	129 59%	183 62%	258 73%	233 73%	222 85%	337 88%	384 79%	396 74%	277 69%	305 73%	384 75%	380 72%	378 75%	142 77%	78 73%
Restaurants, cafes	1268 69%	585 65%	684 73%	134 61%	186 63%	235 67%	227 71%	185 71%	301 79%	363 75%	383 72%	260 65%	262 63%	362 71%	339 64%	359 71%	133 73%	75 71%
Newsagents	1206 66%	586 65%	620 66%	98 44%	143 48%	220 62%	218 68%	201 77%	325 85%	327 67%	341 64%	257 64%	282 68%	337 66%	351 66%	327 65%	124 68%	67 63%
Supermarkets	858 47%	374 42%	484 52%	102 46%	143 48%	144 41%	153 48%	130 50%	186 48%	199 41%	270 51%	175 44%	213 51%	283 56%	225 42%	218 43%	86 47%	46 43%
Entertainment services (e.g. cinemas/ bowling alley etc.)	773 42%	361 40%	413 44%	116 53%	152 51%	161 46%	133 41%	93 36%	118 31%	195 40%	223 42%	177 44%	178 43%	243 48%	198 37%	226 45%	72 39%	35 33%
Charity shops	608 33%	251 28%	356 38%	58 26%	88 30%	123 35%	103 32%	71 27%	165 43%	157 32%	172 32%	129 32%	149 36%	179 35%	164 31%	166 33%	67 37%	32 30%
Sports centres, leisure facilities and gyms	499 27%	225 25%	273 29%	85 38%	108 36%	109 31%	82 26%	49 19%	67 17%	125 26%	156 29%	107 27%	111 27%	182 36%	122 23%	130 26%	39 21%	25 24%
Estate agents	434 24%	209 23%	226 24%	49 22%	62 21%	86 24%	72 23%	51 20%	114 30%	126 26%	135 25%	80 20%	93 22%	129 25%	107 20%	124 25%	52 28%	22 21%
Betting shops	173 9%	103 11%	70 8%	17 8%	33 11%	35 10%	31 10%	21 8%	37 10%	36 7%	54 10%	49 12%	34 8%	61 12%	38 7%	47 9%	16 9%	11 10%
None of the above	22 1%	11 1%	11 1%	3 1%	2 1%	4 1%	5 2%	1 *	6 2%	5 1%	8 1%	8 2%	2 *	3 1%	9 2%	7 1%	1 *	3 3%
Don't know	78 4%	55 6%	23 2%	15 7%	11 4%	16 4%	17 5%	10 4%	10 3%	8 2%	30 6%	22 5%	19 4%	18 4%	23 4%	23 4%	12 6%	3 3%