

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 1
Q.1 Thinking about each of the following aspects of your local high street, would you say that each aspect is better, about the same or worse than it was ten years ago?
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	Wales & South West	Scot-land
Unweighted base	2001	891	1110	180	341	420	360	318	382	699	550	280	472	526	488	530	294	163
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
<u>The quality of shops</u>																		
Better	406 20%	184 19%	222 22%	69 29%	91 28%	73 19%	59 17%	58 19%	55 13%	117 22%	122 21%	79 19%	89 19%	108 21%	111 21%	98 19%	57 20%	33 19%
About the same	641 32%	339 35%	302 30%	98 41%	104 32%	117 31%	114 33%	86 29%	123 29%	168 31%	167 29%	148 35%	159 34%	203 40%	157 30%	162 32%	81 28%	39 22%
Worse	894 45%	422 43%	472 46%	59 24%	108 34%	182 48%	160 47%	150 50%	235 56%	240 45%	271 47%	188 45%	195 42%	180 35%	251 48%	226 45%	142 49%	96 55%
Don't know	59 3%	35 4%	24 2%	14 6%	17 5%	7 2%	6 2%	6 2%	7 2%	15 3%	20 4%	5 1%	18 4%	17 3%	9 2%	17 3%	10 3%	7 4%
<u>The variety of shops</u>																		
Better	431 22%	184 19%	247 24%	80 33%	95 30%	65 17%	73 21%	64 21%	54 13%	108 20%	123 21%	86 20%	113 25%	135 27%	107 20%	97 19%	62 22%	29 17%
About the same	455 23%	242 25%	213 21%	82 34%	81 25%	91 24%	68 20%	52 17%	81 19%	119 22%	127 22%	99 24%	110 24%	135 27%	117 22%	108 22%	57 20%	37 21%
Worse	1061 53%	524 53%	537 53%	67 28%	128 40%	217 57%	193 57%	179 60%	278 66%	299 55%	311 54%	231 55%	221 48%	225 44%	295 56%	281 56%	159 55%	101 58%
Don't know	54 3%	31 3%	24 2%	11 5%	16 5%	7 2%	6 2%	5 2%	8 2%	14 3%	19 3%	5 1%	16 3%	13 3%	9 2%	16 3%	10 3%	7 4%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 1
Q.1 Thinking about each of the following aspects of your local high street, would you say that each aspect is better, about the same or worse than it was ten years ago?

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	Wales & South West	Scot-land
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
<u>The overall shopping experience</u>																		
Better	332 17%	146 15%	186 18%	64 27%	68 21%	49 13%	38 11%	55 18%	57 14%	103 19%	105 18%	57 14%	67 15%	88 17%	93 18%	87 17%	42 15%	21 12%
About the same	742 37%	371 38%	372 36%	109 45%	129 40%	151 40%	129 38%	97 32%	128 30%	185 34%	209 36%	162 39%	186 40%	218 43%	184 35%	180 36%	107 37%	52 30%
Worse	859 43%	425 43%	434 43%	53 22%	98 31%	171 45%	165 48%	142 47%	229 54%	239 44%	242 42%	194 46%	185 40%	185 36%	235 44%	218 43%	129 45%	93 54%
Don't know	68 3%	39 4%	30 3%	15 6%	24 8%	8 2%	8 2%	6 2%	6 1%	13 2%	24 4%	8 2%	23 5%	18 4%	16 3%	17 3%	10 3%	8 4%
<u>Ease of parking</u>																		
Better	178 9%	82 8%	95 9%	26 11%	40 13%	32 9%	24 7%	29 10%	27 6%	46 9%	56 10%	32 8%	43 9%	35 7%	51 10%	53 10%	26 9%	14 8%
About the same	570 28%	278 28%	292 29%	75 31%	114 36%	98 26%	93 27%	82 27%	108 26%	158 29%	182 31%	131 31%	99 22%	142 28%	155 29%	146 29%	77 27%	50 29%
Worse	1079 54%	551 56%	529 52%	107 44%	129 40%	218 57%	199 59%	163 54%	263 63%	301 56%	294 51%	240 57%	245 53%	282 55%	292 55%	254 51%	158 55%	93 54%
Don't know	174 9%	69 7%	104 10%	33 14%	36 11%	31 8%	24 7%	26 9%	23 5%	35 6%	48 8%	18 4%	73 16%	50 10%	31 6%	49 10%	28 10%	16 9%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 1
Q.1 Thinking about each of the following aspects of your local high street, would you say that each aspect is better, about the same or worse than it was ten years ago?
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	Wales & South West	Scot-land
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
<u>Cost of parking</u>																		
Better	62 3%	39 4%	22 2%	15 6%	16 5%	11 3%	8 2%	1 *	12 3%	14 3%	17 3%	11 3%	20 4%	13 3%	17 3%	15 3%	12 4%	5 3%
About the same	361 18%	191 19%	170 17%	44 18%	62 19%	69 18%	73 21%	54 18%	59 14%	88 16%	109 19%	93 22%	72 16%	75 15%	91 17%	91 18%	54 19%	50 29%
Worse	1381 69%	678 69%	703 69%	151 63%	205 64%	265 70%	234 69%	216 72%	309 74%	398 74%	401 69%	294 70%	287 62%	365 72%	385 73%	345 69%	189 65%	97 56%
Don't know	197 10%	73 7%	124 12%	30 13%	38 12%	35 9%	25 7%	29 10%	40 10%	40 7%	53 9%	22 5%	81 18%	55 11%	35 7%	51 10%	34 12%	22 13%
<u>The tidiness and general look of the high street</u>																		
Better	318 16%	163 17%	154 15%	53 22%	62 19%	57 15%	61 18%	43 14%	41 10%	78 15%	103 18%	60 14%	77 17%	79 16%	85 16%	85 17%	43 15%	25 14%
About the same	820 41%	402 41%	418 41%	101 42%	135 42%	165 43%	127 37%	128 43%	163 39%	200 37%	234 40%	197 47%	190 41%	225 44%	225 43%	194 39%	113 39%	63 36%
Worse	791 40%	378 39%	413 40%	61 25%	101 32%	149 39%	146 43%	124 41%	210 50%	242 45%	223 38%	154 37%	172 37%	181 36%	205 39%	207 41%	120 41%	78 45%
Don't know	73 4%	37 4%	35 3%	25 11%	22 7%	8 2%	6 2%	5 2%	7 2%	20 4%	21 4%	10 2%	21 5%	23 4%	13 2%	17 3%	13 4%	7 4%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 1

Q.1 Thinking about each of the following aspects of your local high street, would you say that each aspect is better, about the same or worse than it was ten years ago?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2001	163	95	251	184	161	102	196	236	290	192	131
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
<u>The quality of shops</u>												
Better	406 20%	33 19%	15 17%	50 21%	33 19%	38 20%	17 16%	37 20%	58 23%	50 19%	40 22%	37 24%
About the same	641 32%	39 22%	19 20%	77 33%	66 38%	54 29%	31 29%	52 28%	119 47%	84 33%	50 27%	50 32%
Worse	894 45%	96 55%	55 61%	98 41%	73 41%	90 49%	56 53%	95 51%	71 28%	109 43%	86 47%	66 42%
Don't know	59 3%	7 4%	1 2%	11 5%	4 2%	3 2%	3 2%	3 2%	4 2%	13 5%	7 4%	3 2%
<u>The variety of shops</u>												
Better	431 22%	29 17%	10 12%	57 24%	29 17%	38 20%	27 25%	36 19%	79 31%	57 22%	36 19%	33 21%
About the same	455 23%	37 21%	17 19%	45 19%	46 26%	35 19%	22 21%	45 24%	85 34%	50 19%	35 19%	37 24%
Worse	1061 53%	101 58%	61 67%	123 52%	97 55%	109 59%	56 53%	103 55%	84 33%	141 55%	103 57%	82 53%
Don't know	54 3%	7 4%	1 2%	10 4%	4 2%	3 2%	2 1%	3 2%	4 2%	9 4%	8 4%	3 2%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 1

Q.1 Thinking about each of the following aspects of your local high street, would you say that each aspect is better, about the same or worse than it was ten years ago?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
<u>The overall shopping experience</u>												
Better	332 17%	21 12%	10 11%	47 20%	30 17%	30 16%	11 11%	30 16%	52 21%	36 14%	31 17%	33 21%
About the same	742 37%	52 30%	29 32%	88 38%	63 36%	64 35%	45 42%	70 37%	123 49%	95 37%	63 34%	50 32%
Worse	859 43%	93 54%	49 54%	90 38%	79 45%	87 47%	48 46%	79 42%	71 28%	114 44%	81 44%	69 45%
Don't know	68 3%	8 4%	2 2%	10 4%	4 2%	4 2%	2 1%	9 5%	6 2%	12 5%	8 5%	3 2%
<u>Ease of parking</u>												
Better	178 9%	14 8%	12 14%	28 12%	13 7%	23 12%	7 6%	10 5%	19 7%	16 6%	19 11%	18 12%
About the same	570 28%	50 29%	26 29%	75 32%	46 26%	50 27%	31 29%	54 29%	69 28%	73 28%	46 25%	51 33%
Worse	1079 54%	93 54%	48 53%	105 45%	102 58%	96 52%	57 54%	118 63%	133 53%	149 58%	101 55%	79 51%
Don't know	174 9%	16 9%	4 5%	28 12%	16 9%	17 9%	12 11%	7 4%	31 12%	20 8%	16 9%	7 5%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 1

Q.1 Thinking about each of the following aspects of your local high street, would you say that each aspect is better, about the same or worse than it was ten years ago?

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
<u>Cost of parking</u>												
Better	62 3%	5 3%	2 2%	9 4%	5 3%	4 2%	5 5%	4 2%	12 5%	2 1%	7 4%	8 5%
About the same	361 18%	50 29%	15 16%	42 18%	35 20%	26 14%	25 23%	31 17%	36 14%	39 15%	29 16%	34 22%
Worse	1381 69%	97 56%	66 73%	162 69%	117 66%	140 76%	63 60%	141 75%	170 68%	195 76%	126 69%	104 67%
Don't know	197 10%	22 13%	8 9%	23 10%	20 11%	15 8%	13 12%	11 6%	34 14%	21 8%	21 12%	10 6%
<u>The tidiness and general look of the high street</u>												
Better	318 16%	25 14%	10 11%	45 19%	29 17%	30 16%	13 12%	29 16%	46 18%	33 13%	31 17%	26 17%
About the same	820 41%	63 36%	35 39%	90 38%	68 39%	63 34%	42 40%	90 48%	118 47%	108 42%	71 39%	72 47%
Worse	791 40%	78 45%	44 48%	89 38%	74 42%	86 46%	47 44%	65 35%	85 34%	96 38%	73 40%	54 35%
Don't know	73 4%	7 4%	1 2%	11 4%	5 3%	6 3%	4 4%	4 2%	3 1%	19 8%	9 5%	3 2%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 2

Q.2 What do you think is the biggest threat to the future 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	Wales & South West	Scot-land
Unweighted base	2001	891	1110	180	341	420	360	318	382	699	550	280	472	526	488	530	294	163
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
The economic downturn	567 28%	286 29%	282 28%	106 44%	103 32%	120 32%	93 27%	72 24%	73 17%	144 27%	173 30%	123 29%	128 28%	155 31%	135 26%	156 31%	73 25%	48 28%
The policies of the local Council	155 8%	96 10%	59 6%	6 2%	18 6%	29 8%	27 8%	29 10%	45 11%	38 7%	48 8%	33 8%	36 8%	35 7%	39 7%	39 8%	25 9%	16 9%
The opening of out of town supermarkets	425 21%	219 22%	206 20%	21 9%	56 18%	86 23%	84 25%	65 22%	113 27%	126 23%	128 22%	79 19%	92 20%	90 18%	112 21%	111 22%	67 23%	45 26%
High car parking charges / inconvenience of parking	436 22%	212 22%	224 22%	36 15%	70 22%	67 18%	73 22%	74 25%	116 28%	139 26%	121 21%	91 22%	85 19%	120 24%	135 26%	105 21%	55 19%	21 12%
Loss of high profile high street retailers like Woolworths	347 17%	129 13%	218 21%	51 21%	49 15%	64 17%	57 17%	53 18%	72 17%	73 14%	91 16%	85 20%	98 21%	74 15%	99 19%	75 15%	62 21%	37 21%
None of these	71 4%	39 4%	32 3%	21 9%	23 7%	13 3%	5 1%	8 3%	1 *	20 4%	20 3%	10 2%	21 4%	34 7%	7 1%	16 3%	8 3%	6 4%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 2

Q.2 What do you think is the biggest threat to the future of your local high street?**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2001	163	95	251	184	161	102	196	236	290	192	131
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
The economic downturn	567 28%	48 28%	20 22%	75 32%	62 35%	40 22%	29 27%	57 31%	88 35%	68 26%	44 24%	38 24%
The policies of the local Council	155 8%	16 9%	7 7%	19 8%	14 8%	10 5%	9 9%	14 7%	14 6%	21 8%	16 9%	16 10%
The opening of out of town supermarkets	425 21%	45 26%	23 26%	52 22%	36 21%	37 20%	21 20%	35 19%	40 16%	50 19%	46 25%	40 26%
High car parking charges / inconvenience of parking	436 22%	21 12%	18 20%	50 21%	37 21%	48 26%	21 20%	47 25%	53 21%	67 26%	33 18%	40 26%
Loss of high profile high street retailers like Woolworths	347 17%	37 21%	21 23%	28 12%	27 15%	49 26%	22 21%	31 16%	38 15%	36 14%	39 22%	20 13%
None of these	71 4%	6 4%	2 2%	12 5%	2 1%	2 1%	4 4%	4 2%	18 7%	16 6%	4 2%	2 1%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 3

Q.3 How would you say walking around your nearest high street makes you feel...**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	Wales & South West	Scot-land
Unweighted base	2001	891	1110	180	341	420	360	318	382	699	550	280	472	526	488	530	294	163
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
optimistic about the prospects for economic recovery	294 15%	171 17%	123 12%	43 18%	67 21%	41 11%	38 11%	39 13%	66 16%	98 18%	81 14%	56 13%	59 13%	88 17%	73 14%	62 12%	47 16%	23 14%
not optimistic about the chances of economic recovery	1135 57%	536 55%	599 59%	114 47%	158 49%	235 62%	207 61%	167 56%	253 60%	304 56%	336 58%	245 58%	250 54%	254 50%	306 58%	297 59%	168 58%	110 63%
Neither	573 29%	274 28%	299 29%	83 34%	94 29%	104 27%	95 28%	95 32%	103 24%	139 26%	164 28%	119 28%	151 33%	167 33%	149 28%	144 29%	73 25%	40 23%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 3

Q.3 How would you say walking around your nearest high street makes you feel...**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2001	163	95	251	184	161	102	196	236	290	192	131
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
optimistic about the prospects for economic recovery	294 15%	23 14%	8 8%	23 10%	31 18%	29 15%	12 12%	28 15%	48 19%	41 16%	35 19%	17 11%
not optimistic about the chances of economic recovery	1135 57%	110 63%	65 72%	130 55%	102 58%	97 52%	67 63%	107 57%	114 45%	140 54%	102 56%	102 66%
Neither	573 29%	40 23%	18 20%	82 35%	43 25%	60 32%	27 25%	53 28%	90 36%	76 30%	46 25%	37 24%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 4

Q.3 How would you say walking around your nearest high street makes you feel...**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	Wales & South West	Scot-land
Unweighted base	2001	891	1110	180	341	420	360	318	382	699	550	280	472	526	488	530	294	163
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
a strong sense of local identity	548 27%	284 29%	265 26%	69 29%	107 33%	95 25%	80 24%	89 30%	108 26%	165 30%	170 29%	104 25%	109 24%	145 29%	159 30%	106 21%	82 28%	57 33%
a poor sense of local identity	758 38%	364 37%	395 39%	100 42%	103 32%	145 38%	133 39%	100 33%	177 42%	217 40%	205 35%	152 36%	184 40%	184 36%	191 36%	201 40%	113 39%	69 40%
Neither	694 35%	333 34%	361 35%	72 30%	110 34%	139 37%	127 37%	111 37%	135 32%	159 29%	205 35%	164 39%	167 36%	180 35%	179 34%	195 39%	93 32%	48 27%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 4

Q.3 How would you say walking around your nearest high street makes you feel...**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2001	163	95	251	184	161	102	196	236	290	192	131
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
a strong sense of local identity	548 27%	57 33%	15 17%	46 20%	44 25%	58 31%	29 27%	55 29%	83 33%	62 24%	53 29%	46 30%
a poor sense of local identity	758 38%	69 40%	44 49%	87 37%	70 40%	64 34%	46 43%	66 35%	85 34%	99 39%	67 37%	61 39%
Neither	694 35%	48 27%	31 34%	102 43%	62 35%	64 34%	31 30%	67 36%	84 33%	96 37%	62 34%	48 31%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 5

Q.3 How would you say walking around your nearest high street makes you feel...**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	Wales & South West	Scot-land
Unweighted base	2001	891	1110	180	341	420	360	318	382	699	550	280	472	526	488	530	294	163
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
a strong sense of community spirit	403 20%	189 19%	214 21%	50 21%	77 24%	67 18%	67 20%	56 19%	87 21%	127 24%	113 19%	74 18%	89 19%	98 19%	116 22%	81 16%	66 23%	42 24%
a poor sense of community spirit	815 41%	400 41%	414 41%	108 45%	120 37%	152 40%	135 40%	116 39%	184 44%	226 42%	224 39%	175 42%	190 41%	196 39%	213 40%	215 43%	122 42%	68 39%
Neither	783 39%	391 40%	392 38%	82 34%	123 39%	161 42%	138 41%	128 43%	150 36%	188 35%	244 42%	171 41%	181 39%	214 42%	199 38%	207 41%	101 35%	63 36%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 5

Q.3 How would you say walking around your nearest high street makes you feel...**Base: All respondents**

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2001	163	95	251	184	161	102	196	236	290	192	131
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
a strong sense of community spirit	403 20%	42 24%	10 11%	42 18%	29 16%	42 22%	23 22%	43 23%	56 22%	42 16%	43 23%	32 20%
a poor sense of community spirit	815 41%	68 39%	41 45%	90 38%	84 48%	65 35%	49 46%	82 44%	88 35%	108 42%	74 40%	66 43%
Neither	783 39%	63 36%	40 44%	103 44%	64 36%	78 42%	34 32%	63 33%	107 43%	107 42%	66 36%	58 37%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 6
Q.4 How strongly do you agree or disagree with the statement ...
My high street is an important part of my local community
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	Wales & South West	Scot-land
Unweighted base	2001	891	1110	180	341	420	360	318	382	699	550	280	472	526	488	530	294	163
Weighted base	2001	980	1021	240	320	380	340	300	421	540	580	420	460	509	528	502	289	174
Net: Agree	1126 56%	564 58%	562 55%	110 46%	160 50%	206 54%	212 62%	178 59%	259 62%	345 64%	311 54%	228 54%	242 53%	275 54%	296 56%	274 55%	168 58%	112 64%
Strongly agree	(5) 377 19%	181 18%	196 19%	16 7%	57 18%	68 18%	75 22%	74 25%	88 21%	112 21%	96 16%	83 20%	86 19%	95 19%	104 20%	80 16%	57 20%	42 24%
Agree	(4) 748 37%	383 39%	366 36%	94 39%	103 32%	138 36%	137 40%	104 35%	171 41%	233 43%	215 37%	145 35%	156 34%	181 35%	192 36%	194 39%	112 39%	70 40%
Neutral	(3) 580 29%	279 28%	301 29%	72 30%	100 31%	125 33%	101 30%	78 26%	104 25%	117 22%	194 33%	124 30%	145 32%	158 31%	146 28%	153 30%	84 29%	40 23%
Disagree	(2) 235 12%	99 10%	136 13%	44 18%	49 15%	40 11%	23 7%	38 13%	40 9%	66 12%	58 10%	54 13%	57 12%	61 12%	66 12%	63 13%	24 8%	21 12%
Strongly disagree	(1) 61 3%	39 4%	22 2%	13 6%	10 3%	9 2%	4 1%	6 2%	18 4%	13 2%	18 3%	14 3%	16 3%	15 3%	21 4%	12 2%	13 4%	1 1%
Net: Disagree	296 15%	138 14%	158 15%	58 24%	60 19%	49 13%	27 8%	45 15%	58 14%	79 15%	76 13%	68 16%	73 16%	76 15%	86 16%	75 15%	36 13%	22 13%

The Future of the High Street Survey

ONLINE Fieldwork : 6th - 7th April 2011

Absolutes/col percents

Table 6

Q.4 How strongly do you agree or disagree with the statement ...

My high street is an important part of my local community

Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2001	163	95	251	184	161	102	196	236	290	192	131
Weighted base	2001	174	90	235	177	185	106	188	252	257	183	155
Net: Agree	1126 56%	112 64%	56 61%	117 50%	101 57%	101 55%	57 54%	98 52%	144 57%	131 51%	112 61%	97 62%
Strongly agree	(5) 377 19%	42 24%	15 17%	30 13%	34 19%	33 18%	19 18%	33 18%	42 17%	52 20%	37 21%	37 24%
Agree	(4) 748 37%	70 40%	40 44%	87 37%	67 38%	69 37%	37 35%	64 34%	102 40%	79 31%	74 41%	60 38%
Neutral	(3) 580 29%	40 23%	22 24%	81 35%	49 28%	57 31%	32 30%	56 30%	76 30%	82 32%	52 28%	33 21%
Disagree	(2) 235 12%	21 12%	12 13%	31 13%	20 11%	21 11%	11 10%	28 15%	25 10%	37 14%	13 7%	16 11%
Strongly disagree	(1) 61 3%	1 1%	1 2%	5 2%	6 3%	6 3%	6 6%	6 3%	7 3%	7 3%	7 4%	9 6%
Net: Disagree	296 15%	22 13%	13 15%	37 16%	26 15%	27 14%	17 16%	34 18%	32 13%	44 17%	19 10%	26 17%