

# BBC Breakfast High Streets Survey

## METHODOLOGY NOTE

ComRes interviewed 1,001 GB adults by telephone between 29<sup>th</sup> and 31<sup>st</sup> August 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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## High Street Shopping Study

### CATI Fieldwork : 29th - 31st August 2014

Absolutes/col percents

Table 1

**Q1. Do you think your local high street has improved, got worse, or stayed about the same over the last year?**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1001	523	478	84	156	162	194	173	232	391	205	159	246	99	41	114	84	92	74	45	94	130	141	87
Weighted base	1001	490	511	119	168	168	178	149	218	268	277	218	238	90	40	110	90	90	70	50	100	130	140	90
Improved	230 23%	110 22%	120 24%	25 21%	47 28%	42 25%	39 22%	36 24%	40 18%	78 29%	51 18%	43 20%	57 24%	16 18%	10 24%	24 21%	20 22%	18 20%	16 22%	14 28%	18 18%	44 34%	28 20%	22 24%
Got worse	333 33%	147 30%	186 36%	23 20%	43 26%	59 35%	76 42%	50 34%	82 38%	70 26%	103 37%	78 36%	82 34%	33 37%	16 40%	55 50%	42 46%	26 29%	19 26%	17 33%	29 29%	25 19%	45 32%	28 31%
Stayed about the same	424 42%	226 46%	198 39%	69 58%	74 44%	67 40%	61 34%	61 41%	91 41%	114 43%	120 43%	94 43%	95 40%	40 44%	14 35%	31 28%	28 31%	44 49%	33 48%	18 37%	51 51%	59 45%	66 47%	39 43%
Don't know	15 1%	9 2%	6 1%	1 1%	3 2%	-	3 2%	2 1%	6 3%	5 2%	4 1%	2 1%	4 2%	* *	-	1 1%	-	2 2%	3 4%	1 2%	2 2%	3 2%	1 1%	2 2%
Improved - Got Worse	-103 -10%	-37 -8%	-66 -13%	2 1%	4 2%	-16 -10%	-37 -21%	-14 -9%	-42 -19%	9 3%	-52 -19%	-35 -16%	-25 -10%	-17 -19%	-6 -16%	-31 -28%	-21 -24%	-8 -9%	-3 -4%	-2 -5%	-10 -10%	19 14%	-17 -12%	-6 -7%

**High Street Shopping Study**  
**CATI Fieldwork : 29th - 31st August 2014**

Absolutes/col percents

Table 2  
**Q2. Generally speaking, how often, if at all, would you say you visit ...**  
**-Summary**  
**Base: All respondents**

	Q2. Summary	
	Your local high street	Large shopping centre
Unweighted base	1001	1001
Weighted base	1001	1001
Every week	512 51%	292 29%
Two or three times a month	186 19%	172 17%
Once a month	155 16%	208 21%
Less than once a month	109 11%	250 25%
Never	38 4%	76 8%
Don't know	-	4 *

## High Street Shopping Study

### CATI Fieldwork : 29th - 31st August 2014

Absolutes/col percents

Table 3

**Q2. Generally speaking, how often, if at all, would you say you visit ...**

**-Your local high street**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1001	523	478	84	156	162	194	173	232	391	205	159	246	99	41	114	84	92	74	45	94	130	141	87
Weighted base	1001	490	511	119	168	168	178	149	218	268	277	218	238	90	40	110	90	90	70	50	100	130	140	90
Every week	512 51%	253 51%	259 51%	72 61%	63 37%	74 44%	79 44%	84 56%	141 65%	133 50%	129 46%	118 54%	132 55%	51 56%	17 42%	42 38%	42 47%	33 36%	39 56%	27 54%	59 59%	79 61%	73 52%	50 55%
Two or three times a month	186 19%	83 17%	103 20%	21 18%	41 24%	45 27%	41 23%	18 12%	20 9%	44 17%	70 25%	33 15%	37 16%	13 14%	8 19%	26 24%	17 19%	26 29%	15 21%	4 7%	11 11%	23 18%	26 19%	17 19%
Once a month	155 16%	82 17%	74 14%	13 11%	33 19%	24 14%	37 21%	26 17%	22 10%	44 16%	39 14%	36 17%	37 16%	13 15%	9 21%	20 18%	13 14%	19 21%	7 10%	13 27%	15 15%	15 11%	23 16%	10 11%
Less than once a month	109 11%	52 11%	57 11%	9 7%	26 16%	16 9%	18 10%	18 12%	22 10%	38 14%	25 9%	23 10%	24 10%	9 10%	6 15%	18 16%	10 12%	9 10%	8 12%	3 6%	10 10%	9 7%	14 10%	12 13%
Never	38 4%	21 4%	17 3%	4 3%	6 4%	9 5%	3 2%	3 2%	13 6%	9 3%	14 5%	8 4%	7 3%	4 5%	1 2%	4 3%	8 9%	3 4%	1 2%	2 5%	5 5%	4 3%	4 3%	1 2%

## High Street Shopping Study

### CATI Fieldwork : 29th - 31st August 2014

Absolutes/col percents

Table 4  
**Q2. Generally speaking, how often, if at all, would you say you visit ...**  
**-Large shopping centre**  
**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1001	523	478	84	156	162	194	173	232	391	205	159	246	99	41	114	84	92	74	45	94	130	141	87
Weighted base	1001	490	511	119	168	168	178	149	218	268	277	218	238	90	40	110	90	90	70	50	100	130	140	90
Every week	292 29%	134 27%	158 31%	37 31%	47 28%	35 21%	39 22%	51 34%	83 38%	64 24%	77 28%	69 31%	82 35%	29 33%	14 36%	26 23%	25 27%	24 27%	22 32%	16 31%	30 30%	34 26%	43 31%	29 32%
Two or three times a month	172 17%	85 17%	87 17%	33 28%	32 19%	32 19%	34 19%	16 11%	26 12%	50 19%	51 18%	28 13%	43 18%	20 22%	7 18%	17 16%	21 24%	18 20%	4 6%	8 16%	14 14%	25 19%	27 19%	9 10%
Once a month	208 21%	108 22%	100 20%	20 17%	41 25%	39 23%	34 19%	29 19%	46 21%	62 23%	56 20%	45 20%	45 19%	19 21%	4 10%	22 20%	16 17%	23 25%	17 25%	12 24%	18 18%	27 20%	31 22%	20 22%
Less than once a month	250 25%	116 24%	134 26%	14 12%	44 26%	53 31%	56 31%	44 29%	40 18%	70 26%	71 26%	61 28%	47 20%	14 16%	13 31%	33 30%	23 25%	22 24%	17 25%	11 23%	29 29%	34 26%	28 20%	26 28%
Never	76 8%	47 10%	28 6%	13 11%	5 3%	9 5%	17 9%	10 7%	22 10%	20 8%	21 7%	16 7%	19 8%	8 9%	2 6%	11 10%	6 6%	3 4%	7 10%	3 6%	8 8%	9 7%	11 8%	7 8%
Don't know	4 *	1 *	3 1%	1 1%	- -	1 1%	- -	- -	1 1%	1 *	1 1%	- -	1 *	- -	- -	- -	- -	- -	1 2%	- -	1 1%	1 1%	- -	- -

## High Street Shopping Study

### CATI Fieldwork : 29th - 31st August 2014

Absolutes/col percents

Table 5

**Q3. Which, if any, of the following would make you more likely to visit your local high street more?**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1001	523	478	84	156	162	194	173	232	391	205	159	246	99	41	114	84	92	74	45	94	130	141	87
Weighted base	1001	490	511	119	168	168	178	149	218	268	277	218	238	90	40	110	90	90	70	50	100	130	140	90
More independent shops	688	335	353	85	110	120	119	113	141	178	197	154	159	67	28	73	64	65	45	38	56	86	107	58
	69%	68%	69%	71%	66%	71%	66%	76%	65%	67%	71%	71%	67%	75%	70%	67%	71%	72%	64%	77%	56%	66%	76%	64%
Free parking	590	284	306	69	106	100	107	90	117	165	164	136	125	45	23	65	55	60	41	31	55	74	88	51
	59%	58%	60%	58%	63%	59%	60%	61%	54%	62%	59%	63%	52%	50%	58%	59%	61%	67%	58%	63%	55%	57%	63%	57%
More large chain shops and supermarkets	381	159	223	57	78	66	52	55	72	89	107	86	99	39	22	37	46	30	23	18	26	56	55	27
	38%	32%	44%	48%	46%	39%	29%	37%	33%	33%	38%	40%	42%	44%	56%	34%	51%	33%	36%	26%	43%	39%	30%	
More restaurants/café's	277	158	119	52	71	35	47	41	31	104	68	55	50	23	9	29	29	30	17	9	15	65	28	23
	28%	32%	23%	43%	42%	21%	27%	28%	14%	39%	24%	25%	21%	26%	24%	26%	32%	33%	25%	18%	15%	50%	20%	25%
None	92	46	46	5	11	12	20	10	34	21	25	20	26	7	4	10	9	6	9	2	24	6	5	10
	9%	9%	9%	5%	7%	7%	11%	7%	15%	8%	9%	9%	11%	8%	9%	9%	10%	7%	13%	3%	24%	5%	3%	11%
Don't know	2	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-
	*	-	*	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	3%	-	-	-	-	-

## High Street Shopping Study

### CATI Fieldwork : 29th - 31st August 2014

Absolutes/col percents

Table 6

**Q4. Do you agree or disagree with the following statements ...****Base: All respondents**

	Gender		Age							Class					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	1001	523	478	84	156	162	194	173	232	391	205	159	246	99	41	114	84	92	74	45	94	130	141	87	
Weighted base	1001	490	511	119	168	168	178	149	218	268	277	218	238	90	40	110	90	90	70	50	100	130	140	90	
<b><u>Large out of town shopping centres are bad for my local high street</u></b>																									
Agree	599	312	288	53	93	108	108	93	144	171	166	125	137	49	21	68	53	56	41	36	60	74	91	50	
	60%	64%	56%	45%	55%	64%	61%	62%	66%	64%	60%	57%	58%	55%	54%	62%	58%	62%	58%	73%	60%	57%	65%	55%	
Disagree	377	167	210	59	75	58	67	53	65	88	105	88	96	41	17	41	34	33	25	13	39	50	47	38	
	38%	34%	41%	50%	44%	34%	37%	36%	30%	33%	38%	41%	40%	45%	42%	37%	38%	36%	35%	26%	39%	38%	34%	42%	
Don't know	24	12	13	6	1	3	4	3	9	9	6	5	5	-	2	1	3	2	5	1	1	7	2	2	
	2%	2%	2%	5%	*	2%	2%	2%	4%	3%	2%	2%	2%	-	5%	*	3%	2%	7%	1%	1%	5%	1%	3%	
<b><u>I prefer to do my shopping in a large shopping centre than on my local high street</u></b>																									
Agree	419	204	214	71	86	57	61	54	89	104	108	108	98	50	17	51	35	37	22	16	33	56	54	45	
	42%	42%	42%	60%	51%	34%	34%	37%	41%	39%	39%	50%	41%	56%	43%	46%	39%	42%	32%	32%	33%	43%	39%	50%	
Disagree	553	265	288	45	79	107	113	90	119	155	160	106	131	36	20	55	49	51	45	34	63	73	84	42	
	55%	54%	56%	38%	47%	63%	64%	61%	54%	58%	58%	49%	55%	40%	50%	50%	55%	57%	65%	68%	63%	56%	60%	47%	
Don't know	30	21	9	3	3	5	4	4	11	8	10	4	8	4	3	4	5	1	3	-	4	2	2	3	
	3%	4%	2%	3%	2%	3%	2%	3%	5%	3%	3%	2%	3%	4%	7%	4%	6%	1%	4%	-	4%	1%	1%	3%	

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Absolutes/col percents

Table 6

**Q4. Do you agree or disagree with the following statements ...****Base: All respondents**

	Gender			Age						Class					Region									
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Weighted base	1001	490	511	119	168	168	178	149	218	268	277	218	238	90	40	110	90	90	70	50	100	130	140	90
<b><u>Planning permission for any new out of town shopping centres in my area should be refused</u></b>																								
Agree	358	184	174	18	48	55	64	67	106	99	84	69	106	21	11	38	44	41	24	15	42	36	49	37
	36%	38%	34%	15%	29%	33%	36%	45%	48%	37%	30%	32%	44%	23%	26%	35%	48%	45%	34%	31%	42%	28%	35%	41%
Disagree	600	288	312	95	118	105	109	74	100	157	181	143	120	66	27	69	46	47	39	33	53	83	85	50
	60%	59%	61%	80%	70%	62%	61%	50%	46%	59%	65%	66%	50%	73%	68%	63%	52%	52%	56%	67%	53%	64%	61%	56%
Don't know	43	18	25	6	2	9	6	8	12	12	13	6	12	3	2	3	-	2	7	1	5	11	6	3
	4%	4%	5%	5%	1%	5%	3%	5%	6%	4%	5%	3%	5%	4%	5%	3%	-	2%	10%	2%	5%	8%	4%	3%
<b><u>My local high street is an important part of the community</u></b>																								
Agree	829	396	432	101	135	143	139	125	185	228	213	185	202	77	32	90	72	70	52	44	84	112	121	74
	83%	81%	85%	85%	80%	85%	78%	84%	85%	85%	77%	85%	85%	85%	80%	82%	80%	78%	75%	88%	84%	86%	87%	82%
Disagree	168	92	76	18	32	26	39	23	31	38	63	33	34	13	8	20	18	19	18	6	15	17	18	16
	17%	19%	15%	15%	19%	15%	22%	15%	14%	14%	23%	15%	14%	15%	20%	18%	20%	21%	25%	12%	15%	13%	13%	18%
Don't know	4	2	2	-	1	-	1	*	1	1	1	-	1	-	-	-	-	1	-	-	1	1	*	-
	*	*	*	-	1%	-	1%	*	1%	*	*	-	1%	-	-	-	-	1%	-	-	1%	1%	*	-