

HUME BROPHY – HIGH STREETS OMNIBUS – September 2019

Methodology: ComRes interviewed 2,050 GB adults between 9th and 10th September 2019. Data were weighted to be representative of all British adults by age, gender, region and social grade. ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 1
Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?
Summary Table
Base: All respondents

	Statements					
	The majority of British high streets will not exist in 50 years' time	High street retailers are at an unfair disadvantage to online retailers when it comes to the cost of running a business	Local government is playing a positive role in the future of the British high street	Online retailers are the reason for the decline of the British high street	High street retailers have not done a good enough job of adapting to changing consumer demands and habits	The decline of the high street is an opportunity to help address the shortage of available housing in the UK
Unweighted base	2050	2050	2050	2050	2050	2050
Weighted base	2050	2050	2050	2050	2050	2050
NET: Agree	1317 64%	1611 79%	305 15%	1559 76%	1130 55%	705 34%
Agree strongly (+2)	393 19%	771 38%	59 3%	515 25%	249 12%	154 8%
Agree somewhat (+1)	924 45%	840 41%	246 12%	1043 51%	881 43%	551 27%
Neither agree nor disagree (0)	340 17%	228 11%	533 26%	266 13%	502 25%	572 28%
Disagree somewhat (-1)	171 8%	67 3%	552 27%	96 5%	233 11%	345 17%
Disagree strongly (-2)	35 2%	26 1%	394 19%	31 2%	41 2%	190 9%
NET: Disagree	206 10%	93 5%	945 46%	127 6%	274 13%	535 26%
Don't know	187 9%	119 6%	267 13%	98 5%	144 7%	238 12%
Mean	0.79	1.17	-0.55	0.98	0.56	0.07
Standard deviation	0.94	0.87	1.08	0.86	0.94	1.12
Standard error	0.02	0.02	0.03	0.02	0.02	0.03

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 2

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

The majority of British high streets will not exist in 50 years' time

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1317 64%	630 63%	687 65%	145 64%	224 63%	204 62%	257 71% ^{cDEgH}	192 63%	296 63%	369 63%	460 67%	488 63%	328 59%	373 65% ^l	271 65% ^l	346 69% ^L	233 66%	542 65%
Agree strongly (+2)	393 19%	190 19%	203 19%	34 15%	80 22% ^{CH}	67 20% ^h	86 24% ^{CgH}	53 18%	72 15%	114 20%	153 22% ^K	126 16%	89 16%	113 20%	73 18%	118 24% ^{LN}	74 21%	173 21%
Agree somewhat (+1)	924 45%	441 44%	484 46%	110 49% ^d	144 41%	137 42%	170 47%	139 46%	224 47% ^d	255 44%	307 44%	362 47%	238 43%	260 45%	198 48%	228 46%	159 45%	369 44%
Neither agree nor disagree (0)	340 17%	187 19% ^B	153 15%	33 14%	56 16%	60 18% ^F	42 12%	59 19% ^F	89 19% ^F	89 15%	103 15%	148 19% ^{ij}	108 19% ^O	92 16%	72 17%	68 14%	55 16%	132 16%
Disagree somewhat (-1)	171 8%	88 9%	83 8%	19 8%	26 7%	27 8%	29 8%	30 10%	40 8%	45 8%	56 8%	70 9%	59 11% ^O	52 9% ^o	32 8%	28 6%	30 9%	71 9%
Disagree strongly (-2)	35 2%	19 2%	16 1%	4 2%	7 2%	8 2%	7 2%	4 1%	5 1%	11 2%	14 2%	9 1%	13 2%	6 1%	9 2%	8 2%	7 2%	16 2%
NET: Disagree	206 10%	108 11%	98 9%	22 10%	33 9%	35 11%	36 10%	35 11%	45 10%	56 10%	70 10%	80 10%	72 13% ^O	58 10%	41 10%	36 7%	37 11%	87 10%
Don't know	187 9%	76 8%	112 11% ^A	28 12% ^{fG}	41 12% ^G	29 9%	28 8%	18 6%	43 9%	69 12% ^{jK}	58 8%	61 8%	53 9%	54 9%	32 8%	48 10%	26 7%	71 9%
Mean	0.79	0.75	0.83	0.77	0.84	0.76	0.90 ^{GH}	0.72	0.74	0.81	0.83 ^k	0.73	0.66	0.81 ^L	0.77	0.93 ^{LmN}	0.81	0.81
Standard deviation	0.94	0.96	0.92	0.91	0.98	0.98	0.95	0.94	0.89	0.95	0.97	0.91	0.98	0.92	0.93	0.90	0.96	0.96
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 3

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

The majority of British high streets will not exist in 50 years' time

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1317 64%	117 65%K	76 74%DFKL	1125 64%	63 73%Kl	145 62%K	119 69%Kl	124 68%K	104 69%Kl	129 65%K	144 52%	173 60%k	124 68%K
Agree strongly (+2)	393 19%	41 23%Km	19 19%	332 19%	14 16%	49 21%k	33 19%	47 26%KLM	28 19%	43 22%K	39 14%	49 17%	28 16%
Agree somewhat (+1)	924 45%	75 42%	57 55%daFhjkI	792 45%	48 56%aFhjkI	96 41%	86 50%fK	77 42%	75 50%fK	86 43%	105 38%	123 43%	95 52%aFhKl
Neither agree nor disagree (0)	340 17%	36 20%	12 12%	291 16%	12 14%	36 15%	27 15%	30 17%	22 15%	40 20%b	42 15%	58 20%b	25 14%
Disagree somewhat (-1)	171 8%	11 6%	5 5%	156 9%	7 8%	28 12%abGij	9 5%	13 7%	8 5%	13 7%	41 15%ABGHIJLM	24 8%	13 7%
Disagree strongly (-2)	35 2%	3 2%	1 1%	31 2%	1 1%	3 1%	5 3%	2 1%	3 2%	2 1%	10 3%l	3 1%	2 1%
NET: Disagree	206 10%	13 7%	6 6%	187 11%	8 9%	32 13%abj	14 8%	15 8%	11 8%	15 8%	50 18%ABeGHIJLM	27 9%	15 8%
Don't know	187 9%	12 7%	8 8%	166 9%	4 5%	22 9%	12 7%	14 7%	13 8%	13 7%	40 14%AEGHJ	29 10%	19 10%
Mean	0.79	0.85K	0.94Kl	0.77	0.83K	0.75K	0.83K	0.92Kl	0.85K	0.84K	0.52	0.75K	0.83K
Standard deviation	0.94	0.92	0.80	0.95	0.84	1.01	0.93	0.93	0.90	0.91	1.08	0.91	0.84
Standard error	0.02	0.07	0.08	0.02	0.10	0.07	0.08	0.07	0.08	0.06	0.07	0.06	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 4

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

High street retailers are at an unfair disadvantage to online retailers when it comes to the cost of running a business

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1611 79%	782 78%	829 79%	146 64%	233 66%	242 74%CD	295 81%CDE	268 88%CDEF	427 90%CDEF	379 65%	537 78%I	695 89%IJ	444 79%	464 81%	319 77%	384 77%	264 75%	624 75%
Agree strongly (+2)	771 38%	393 39%	378 36%	60 26%	99 28%	108 33%	145 40%CD	143 47%CDE	216 46%CDE	159 27%	253 37%I	359 46%IJ	218 39%	205 36%	158 38%	189 38%	121 34%	288 35%
Agree somewhat (+1)	840 41%	389 39%	451 43%a	86 38%	134 38%	134 41%	150 41%	125 41%	211 45% ^d	220 38%	284 41%	336 43%i	226 40%	258 45%no	161 39%	195 39%	143 41%	336 40%
Neither agree nor disagree (0)	228 11%	129 13%B	98 9%	35 15%FGH	55 15%FGH	51 16%FGH	35 10%	22 7%	31 6%	89 15%K	86 12%K	53 7%	56 10%	55 10%	61 15%lM	55 11%	48 14%	111 13%
Disagree somewhat (-1)	67 3%	35 3%	32 3%	15 7%EGH	19 5%eGH	8 2%	13 4%gh	3 1%	8 2%	34 6%JK	21 3%k	11 1%	23 4%N	20 3%n	6 1%	18 4%n	13 4%	33 4%
Disagree strongly (-2)	26 1%	15 1%	11 1%	5 2%gH	8 2%GH	5 2%H	6 2%gH	1 *	1 *	13 2%K	12 2%K	2 *	10 2%	8 1%	4 1%	4 1%	4 1%	13 2%
NET: Disagree	93 5%	49 5%	43 4%	20 9%EGH	27 8%eGH	13 4%gh	20 5%GH	4 1%	9 2%	47 8%JK	33 5%K	13 2%	33 6%N	28 5%n	10 2%	22 4%	17 5%	46 6%
Don't know	119 6%	40 4%	79 8%A	27 12%EFGH	40 11%eFGH	22 7%gH	14 4%H	10 3%	7 1%	67 12%JK	35 5%K	16 2%	26 5%	29 5%	27 6%	37 7%I	22 6%	51 6%
Mean	1.17	1.16	1.19	0.90	0.94	1.08Cd	1.18CD	1.38CDEF	1.36CDEF	0.93	1.14I	1.37IJ	1.16	1.16	1.19	1.19	1.11	1.09
Standard deviation	0.87	0.90	0.83	0.99	0.98	0.88	0.89	0.69	0.70	0.99	0.89	0.70	0.91	0.85	0.83	0.86	0.87	0.91
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.04	0.03	0.04	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 5

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

High street retailers are at an unfair disadvantage to online retailers when it comes to the cost of running a business

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1611 79%	140 78%k	83 81%k	1388 78%	74 86%fhK	178 75%	134 78%	137 75%	117 78%	168 85%FgHK	195 71%	236 82%fK	149 82%K
Agree strongly (+2)	771 38%	61 34%	31 30%	679 38%	39 45%b	91 39%	68 40%	65 36%	63 42%b	87 44%aBKI	95 34%	102 35%	70 38%
Agree somewhat (+1)	840 41%	79 44%	52 51%DFghK	709 40%	35 40%	87 37%	66 38%	72 40%	54 36%	81 41%	101 36%	134 47%FiK	79 43%
Neither agree nor disagree (0)	228 11%	24 13%jLm	11 11%	193 11%	7 9%	27 12%	24 14%jLm	30 17%JLM	17 11%	14 7%	40 14%JLM	21 7%	13 7%
Disagree somewhat (-1)	67 3%	5 3%	2 2%	60 3%	1 1%	10 4%	2 1%	4 2%	7 5%	7 4%	13 5%g	8 3%	6 3%
Disagree strongly (-2)	26 1%	4 2%	2 2%	21 1%	- -	2 1%	1 *	2 1%	4 3%	1 1%	5 2%	4 1%	3 2%
NET: Disagree	93 5%	9 5%	4 4%	80 5%	1 1%	12 5%g	3 2%	6 3%	11 7%eG	9 4%	18 7%eG	12 4%	9 5%
Don't know	119 6%	6 3%	5 5%	108 6%	4 5%	19 8%aJ	11 7%	9 5%	5 3%	6 3%	23 8%aiJ	19 7%	12 6%
Mean	1.17	1.09	1.11	1.18	1.37AbhK	1.17	1.24k	1.12	1.14	1.28ahK	1.05	1.20k	1.21
Standard deviation	0.87	0.90	0.82	0.86	0.69	0.89	0.78	0.85	0.98	0.82	0.96	0.81	0.86
Standard error	0.02	0.07	0.08	0.02	0.08	0.06	0.06	0.07	0.08	0.06	0.06	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 6

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

Local government is playing a positive role in the future of the British high street

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	305 15%	164 16%b	142 13%	43 19%FH	69 19%FgH	57 17%FH	39 11%	42 14%	55 12%	112 19%JK	96 14%	97 13%	88 16%	82 14%	64 15%	71 14%	70 20%Q	121 15%
Agree strongly (+2)	59 3%	36 4%	24 2%	9 4%H	17 5%gH	13 4%H	9 2%	7 2%	5 1%	26 4%K	22 3%k	12 2%	14 3%	20 3%	12 3%	14 3%	22 6%Q	20 2%
Agree somewhat (+1)	246 12%	128 13%	118 11%	35 15%F	51 14%F	44 14%F	30 8%	35 12%	50 11%	86 15%jk	75 11%	86 11%	74 13%	62 11%	52 13%	57 11%	48 14%	100 12%
Neither agree nor disagree (0)	533 26%	263 26%	270 26%	58 25%	95 27%	83 25%	100 28%	76 25%	121 26%	153 26%	183 27%	197 25%	142 25%	156 27%	103 25%	131 26%	98 28%	210 25%
Disagree somewhat (-1)	552 27%	281 28%	270 26%	55 24%	72 20%	81 25%	95 26%d	86 28%D	163 34%CDEF	126 22%	176 26%	249 32%J	162 29%	146 25%	115 28%	128 26%	74 21%	224 27%p
Disagree strongly (-2)	394 19%	202 20%	191 18%	24 11%	58 16%c	61 19%C	83 23%CD	68 23%Cd	98 21%C	83 14%	144 21%l	167 21%l	105 19%	107 19%	75 18%	107 21%	59 17%	172 21%
NET: Disagree	945 46%	483 48%b	462 44%	79 35%	130 37%	142 43%c	179 49%CD	154 51%CDe	261 55%CDE	209 36%	321 46%l	415 53%lJ	267 48%	254 44%	189 46%	235 47%	133 38%	396 48%P
Don't know	267 13%	90 9%	176 17%A	48 21%EFGH	61 17%fGH	46 14%H	45 12%h	31 10%	36 8%	109 19%JK	91 13%K	67 9%	62 11%	85 15%	59 14%	61 12%	51 15%	106 13%
Mean	-0.55	-0.53	-0.56	-0.29FGH	-0.35FGH	-0.47FH	-0.67	-0.64	-0.68	-0.33JK	-0.58	-0.67	-0.54	-0.53	-0.53	-0.59	-0.33Q	-0.59
Standard deviation	1.08	1.10	1.06	1.07	1.16	1.13	1.05	1.07	0.98	1.12	1.09	1.02	1.07	1.09	1.08	1.09	1.17	1.08
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.04	0.04	0.05	0.05	0.06	0.05	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 7

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

Local government is playing a positive role in the future of the British high street

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	305 15%	31 18%F	15 15%	259 15%	15 18% <i>f</i>	23 10%	27 16% <i>f</i>	35 19% <i>FM</i>	18 12%	37 19% <i>FM</i>	43 16% <i>f</i>	41 14%	20 11%
Agree strongly	(+2) 59 3%	5 3%	1 1%	53 3%	4 5%	4 2%	7 4%	8 5%	2 1%	6 3%	9 3%	9 3%	3 2%
Agree somewhat	(+1) 246 12%	26 15% <i>F</i>	13 13%	206 12%	11 12%	19 8%	21 12%	27 15% <i>F</i>	16 10%	32 16% <i>Fm</i>	34 12%	32 11%	17 9%
Neither agree nor disagree	(0) 533 26%	64 36% <i>DEFIJKLM</i>	29 28%	440 25%	18 21%	52 22%	49 29%	53 29%	31 21%	49 25%	72 26%	69 24%	46 25%
Disagree somewhat	(-1) 552 27%	42 24%	29 28%	481 27%	28 33% <i>k</i>	72 31% <i>K</i>	40 23%	45 24%	53 35% <i>AGhK</i>	54 27%	58 21%	81 28% <i>k</i>	50 27%
Disagree strongly	(-2) 394 19%	31 18%	15 14%	348 20%	16 18%	55 23% <i>bK</i>	31 18%	32 17%	40 27% <i>aBghKl</i>	39 20%	41 15%	55 19%	40 22% <i>k</i>
NET: Disagree	945 46%	74 41%	43 42%	828 47%	44 51% <i>K</i>	127 54% <i>AbGHK</i>	70 41%	76 42%	93 62% <i>ABGHJKLM</i>	92 47% <i>K</i>	99 36%	136 47% <i>K</i>	90 49% <i>K</i>
Don't know	267 13%	9 5%	15 15% <i>AI</i>	242 14% <i>A</i>	8 10%	34 14% <i>AI</i>	25 15% <i>AI</i>	18 10%	8 5%	18 9%	62 23% <i>AEFgHIJLm</i>	41 14% <i>AI</i>	27 15% <i>AI</i>
Mean	-0.55	-0.40 <i>dFIM</i>	-0.48 <i>FI</i>	-0.57	-0.52	-0.77	-0.46 <i>FIm</i>	-0.39 <i>FIM</i>	-0.80	-0.49 <i>FI</i>	-0.41 <i>FIM</i>	-0.58 <i>fi</i>	-0.68
Standard deviation	1.08	1.06	1.00	1.09	1.14	1.02	1.11	1.12	1.02	1.11	1.10	1.08	1.04
Standard error	0.03	0.08	0.10	0.03	0.14	0.07	0.09	0.09	0.09	0.08	0.07	0.07	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 8

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

Online retailers are the reason for the decline of the British high street

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1559 76%	747 75%	812 77%	156 68%	239 67%	235 72%	288 79% CDE	244 80% CDE	397 84% CDE	395 68%	523 76% I	641 83% IJ	431 77%	449 78%	305 73%	374 75%	263 75%	616 74%
Agree strongly (+2)	515 25%	268 27%	248 24%	63 28% de	72 20%	68 21%	96 26% d	95 31% DE	122 26% d	135 23%	164 24%	217 28% ij	160 29% n	139 24%	97 23%	120 24%	94 27%	206 25%
Agree somewhat (+1)	1043 51%	479 48%	564 54% A	93 41%	167 47%	167 51% C	192 53% C	149 49% c	275 58% CDeG	260 45%	359 52% I	424 55% I	271 48%	311 54% I	208 50%	254 51%	169 48%	410 49%
Neither agree nor disagree (0)	266 13%	144 14% b	122 12%	38 17% fH	58 16% fgH	52 16% H	41 11%	34 11%	42 9%	96 16% K	94 14% K	77 10%	66 12%	73 13%	62 15%	65 13%	49 14%	115 14%
Disagree somewhat (-1)	96 5%	52 5%	44 4%	10 5%	15 4%	12 4%	15 4%	18 6%	25 5%	26 4%	27 4%	43 6%	37 7% Mo	19 3%	20 5%	20 4%	16 5%	43 5%
Disagree strongly (-2)	31 2%	20 2% b	11 1%	1 *	8 2% ch	9 3% ch	8 2% ch	3 1%	3 1%	9 1%	17 2% K	6 1%	8 2%	9 2%	10 2% o	4 1%	8 2%	15 2%
NET: Disagree	127 6%	72 7% b	55 5%	11 5%	23 7%	21 6%	23 6%	21 7%	28 6%	34 6%	44 6%	48 6%	45 8% Mo	28 5%	30 7%	24 5%	24 7%	59 7%
Don't know	98 5%	37 4%	61 6% A	23 10% eFGH	34 10% FGH	19 6% fGH	11 3%	5 2%	6 1%	57 10% JK	30 4% K	11 1%	17 3%	26 5%	20 5%	35 7% Lm	14 4%	43 5%
Mean	0.98	0.96	1.01	1.01	0.87	0.89	1.00 d	1.06 DE	1.04 DE	0.93	0.95	1.05 IJ	0.99	1.00	0.91	1.01	0.97	0.95
Standard deviation	0.86	0.91	0.81	0.85	0.90	0.89	0.88	0.87	0.79	0.88	0.88	0.82	0.91	0.82	0.90	0.81	0.91	0.89
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 9

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

Online retailers are the reason for the decline of the British high street

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1559 76%	136 76%	76 75%	1346 76%	72 84%k	181 77%	132 76%	138 76%	110 74%	162 82%iKm	197 71%	219 76%	136 74%
Agree strongly (+2)	515 25%	43 24%	22 22%	451 25%	23 26%	65 28%M	55 32%bKM	58 32%biKM	34 23%	50 25%m	63 23%	71 25%lm	32 17%
Agree somewhat (+1)	1043 51%	94 52%	54 53%	895 51%	49 57%gh	116 49%	77 44%	80 44%	76 51%	112 57%GHk	135 49%	148 52%	104 57%GH
Neither agree nor disagree (0)	266 13%	27 15%	15 15%	224 13%	9 11%	24 10%	23 14%	24 13%	26 17%fj	19 9%	39 14%	34 12%	27 15%
Disagree somewhat (-1)	96 5%	9 5%	3 3%	84 5%	1 1%	11 5%	10 6%	10 5%	7 4%	6 3%	14 5%	18 6%	7 4%
Disagree strongly (-2)	31 2%	3 2%	1 1%	27 2%	-	2 1%	-	5 3%GL	5 3%GL	5 2%gL	4 1%	1 *	6 3%GL
NET: Disagree	127 6%	11 6%	4 4%	111 6%	1 1%	13 6%	10 6%	15 8%e	11 8%e	11 6%	18 7%	19 7%	13 7%
Don't know	98 5%	4 2%	6 6%i	88 5%	4 4%	18 8%AhlJ	7 4%	6 3%	3 2%	5 3%	23 8%AhlJm	15 5%	7 4%
Mean	0.98	0.94	0.97	0.99	1.13iM	1.06iM	1.07iM	1.00	0.87	1.02m	0.94	1.00	0.85
Standard deviation	0.86	0.86	0.80	0.86	0.66	0.84	0.85	0.97	0.93	0.84	0.87	0.82	0.87
Standard error	0.02	0.07	0.08	0.02	0.08	0.06	0.07	0.08	0.08	0.06	0.05	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 10

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

High street retailers have not done a good enough job of adapting to changing consumer demands and habits

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1130 55%	592 59%B	538 51%	113 50%	203 57%	181 55%	192 53%	158 52%	283 60% Cf g	317 54%	373 54%	441 57%	347 62% mNO	326 57% O	212 51%	245 49%	195 55%	461 55%
Agree strongly (+2)	249 12%	147 15%B	102 10%	27 12%	49 14% H	48 15% H	44 12% h	43 14% H	38 8%	75 13%	92 13%	81 10%	81 14% O	69 12%	50 12%	50 10%	42 12%	111 13%
Agree somewhat (+1)	881 43%	445 44%	436 42%	86 38%	155 44%	133 40%	148 41%	114 38%	245 52% CDEFG	241 41%	281 41%	359 46% J	266 48% NO	257 45% o	162 39%	195 39%	152 43%	350 42%
Neither agree nor disagree (0)	502 25%	237 24%	265 25%	48 21%	66 18%	81 25% d	103 28% cD	89 29% cD	116 24% d	114 20%	184 27% l	205 26% l	103 18%	142 25% L	120 29% L	137 28% L	77 22%	205 25%
Disagree somewhat (-1)	233 11%	103 10%	130 12%	32 14%	37 10%	31 9%	39 11%	33 11%	60 13%	69 12%	70 10%	93 12%	76 14% M	54 9%	44 11%	59 12%	45 13%	83 10%
Disagree strongly (-2)	41 2%	15 2%	26 2%	6 3% H	6 2% h	6 2% h	11 3% H	10 3% H	2 *	12 2%	17 2%	12 2%	7 1%	16 3%	9 2%	9 2%	5 1%	28 3%
NET: Disagree	274 13%	118 12%	155 15% a	38 17% e	43 12%	37 11%	50 14%	42 14%	62 13%	81 14%	88 13%	105 13%	83 15%	69 12%	53 13%	68 14%	50 14%	111 13%
Don't know	144 7%	53 5%	91 9% A	28 12% FGH	42 12% FGH	29 9% fgH	18 5% h	14 5%	12 3%	71 12% JK	47 7% K	27 3%	26 5%	39 7%	31 7%	48 10% L	30 8%	55 7%
Mean	0.56	0.64 B	0.48	0.48	0.65 cf	0.62	0.51	0.52	0.56	0.58	0.56	0.54	0.63 O	0.58	0.52	0.48	0.57	0.56
Standard deviation	0.94	0.93	0.95	1.01	0.95	0.95	0.96	0.99	0.84	0.98	0.96	0.90	0.95	0.94	0.94	0.93	0.94	0.98
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.04	0.05	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 11

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

High street retailers have not done a good enough job of adapting to changing consumer demands and habits

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1130 55%	99 55%	54 53%	977 55%	43 49%	118 50%	93 54%	114 62%eFjl	101 67%ABEFGJKLM53%	104 55%	154 55%	151 52%	101 55%
Agree strongly (+2)	249 12%	18 10%e	9 9%	221 13%	3 3%	23 10%e	19 11%e	33 18%abEFgLM	23 15%E	33 17%abEFIm	40 14%E	30 10%e	18 10%e
Agree somewhat (+1)	881 43%	81 45%j	45 44%	756 43%	40 46%	95 40%	74 43%	80 44%	78 52%FJkl	71 36%	114 41%	121 42%	83 45%j
Neither agree nor disagree (0)	502 25%	49 28%l	25 25%	428 24%	20 24%	63 27%l	42 24%	42 23%	25 17%	55 28%l	64 23%	79 27%l	37 20%
Disagree somewhat (-1)	233 11%	22 12%	10 9%	201 11%	14 16%hk	32 14%HK	18 10%	13 7%	14 10%	25 13%h	22 8%	35 12%h	28 15%HK
Disagree strongly (-2)	41 2%	2 1%	2 2%	37 2%	5 5%JLm	4 2%l	5 3%L	7 4%JL	5 3%jL	1 1%	8 3%jL	1 *	2 1%
NET: Disagree	274 13%	24 13%	11 11%	238 13%	18 21%bhkl	37 16%	23 13%	20 11%	19 13%	26 13%	30 11%	36 13%	30 17%k
Don't know	144 7%	6 3%	12 11%AHl	126 7%a	5 6%	18 8%ai	15 9%Ahl	7 4%	4 3%	11 6%	29 11%AHlj	22 8%ai	14 8%ai
Mean	0.56	0.53e	0.56e	0.56	0.28	0.46	0.54e	0.69EF	0.69EF	0.59E	0.63Ef	0.54E	0.52
Standard deviation	0.94	0.89	0.88	0.95	0.97	0.94	0.95	0.99	0.97	0.95	0.96	0.87	0.94
Standard error	0.02	0.07	0.09	0.02	0.12	0.06	0.08	0.08	0.08	0.07	0.06	0.06	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 12

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

The decline of the high street is an opportunity to help address the shortage of available housing in the UK

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	705 34%	376 38%B	329 31%	88 39%h	135 38%h	110 33%	121 33%	100 33%	151 32%	223 38%K	231 33%	251 32%	192 34%	205 36%	149 36%	158 32%	119 34%	286 34%
Agree strongly (+2)	154 8%	82 8%	72 7%	16 7%	37 10%H	27 8%h	31 8%H	21 7%	23 5%	53 9%K	58 8%k	44 6%	43 8%	46 8%	33 8%	32 6%	31 9%	75 9%
Agree somewhat (+1)	551 27%	294 29%B	257 24%	72 32%f	98 28%	83 25%	90 25%	79 26%	128 27%	170 29%	173 25%	208 27%	150 27%	159 28%	116 28%	126 25%	88 25%	211 25%
Neither agree nor disagree (0)	572 28%	289 29%	283 27%	51 22%	85 24%	86 26%	112 31%Cd	93 31%cd	146 31%CD	136 23%	198 29%l	238 31%l	152 27%	156 27%	123 30%	142 28%	94 27%	231 28%
Disagree somewhat (-1)	345 17%	171 17%	174 17%	36 16%	43 12%	62 19%D	52 14%	59 19%D	92 19%Df	80 14%	114 17%	151 19%l	111 20%NO	107 19%nO	58 14%	69 14%	47 13%	149 18%
Disagree strongly (-2)	190 9%	92 9%	98 9%	15 7%	32 9%	25 8%	39 11%	28 9%	50 11%	47 8%	65 9%	79 10%	57 10%	46 8%	38 9%	49 10%	43 12%q	73 9%
NET: Disagree	535 26%	263 26%	272 26%	52 23%	75 21%	88 27%	91 25%	87 29%D	142 30%cD	127 22%	179 26%	230 30%l	167 30%NO	154 27%	96 23%	118 24%	91 26%	222 27%
Don't know	238 12%	73 7%	165 16%A	37 16%fGH	60 17%FGH	44 14%GH	39 11%h	23 8%	34 7%	97 17%JK	84 12%K	57 7%	48 9%	62 11%	48 11%	81 16%LMn	47 13%	93 11%
Mean	0.07	0.11	0.03	0.19H	0.22gH	0.08	0.07	0.02	-0.04	0.21jK	0.07	-0.02	0.02	0.10	0.13	0.05	0.05	0.09
Standard deviation	1.12	1.11	1.12	1.09	1.17	1.12	1.14	1.10	1.08	1.14	1.13	1.09	1.13	1.11	1.11	1.11	1.20	1.13
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 13

Q.1 To what extent do you agree or disagree with the following statements about the future of the British high street?

The decline of the high street is an opportunity to help address the shortage of available housing in the UK

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	705 34%	65 36%	40 39%	601 34%	32 37%	78 33%	53 31%	79 43% ^{fGjKLM}	54 36%	67 34%	89 32%	92 32%	57 31%
Agree strongly (+2)	154 8%	7 4%	5 5%	141 8% ^a	4 5%	19 8%	15 8%	18 10% ^{am}	13 9%	15 7%	28 10% ^{AM}	23 8%	8 5%
Agree somewhat (+1)	551 27%	57 32% ^{gKI}	34 34% ^{gKI}	459 26%	28 32% ^k	59 25%	38 22%	61 33% ^{fGKI}	41 28%	53 27%	62 22%	69 24%	49 27%
Neither agree nor disagree (0)	572 28%	54 30%	24 23%	493 28%	18 21%	66 28%	49 29%	54 29%	51 34% ^{be}	53 27%	72 26%	75 26%	54 30%
Disagree somewhat (-1)	345 17%	34 19%	16 16%	294 17%	20 23% ^h	35 15%	35 20% ^h	23 12%	21 14%	33 17%	46 16%	49 17%	32 18%
Disagree strongly (-2)	190 9%	10 6%	9 9%	171 10%	8 9%	22 10%	9 5%	12 7%	12 8%	20 10% ^g	32 11% ^{aG}	34 12% ^{aG}	22 12% ^{aG}
NET: Disagree	535 26%	45 25%	25 25%	465 26%	28 32% ^H	57 24%	44 25%	35 19%	33 22%	54 27% ^h	77 28% ^h	83 29% ^H	54 30% ^H
Don't know	238 12%	15 8%	13 13%	210 12%	8 9%	34 15% ^{ahi}	26 15% ^{ahi}	15 8%	11 8%	23 12%	38 14% ⁱ	37 13%	17 9%
Mean	0.07	0.10	0.12	0.07	0.01	0.08	0.10	0.29 ^{fjKLM}	0.16	0.05	0.03	-0.01	-0.07
Standard deviation	1.12	0.99	1.10	1.13	1.11	1.13	1.07	1.07	1.07	1.14	1.20	1.18	1.11
Standard error	0.03	0.08	0.11	0.03	0.13	0.08	0.09	0.08	0.09	0.08	0.08	0.08	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 14
Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?
Summary Table
Base: All respondents

	Statements					
	The government should increase taxation of online retailers in order to decrease the tax burden placed on high street retailers - creating an even playing field	Local authorities are better placed than central government to decide what is best for the future of the high street	Central government is focused on helping high streets in order to help them adapt to an uncertain future	Retailers should aim to keep shops open on the high street, even when those shops are not profitable	Landlords should be flexible in dealing with retailers in order to keep shops open on the high street	Enterprise Zones (designated areas that provide tax breaks and government support) should be used to help retailers on British high streets
Unweighted base	2050	2050	2050	2050	2050	2050
Weighted base	2050	2050	2050	2050	2050	2050
NET: Agree	1005 49%	1334 65%	509 25%	538 26%	1561 76%	1370 67%
Agree strongly (+2)	378 18%	383 19%	98 5%	114 6%	587 29%	500 24%
Agree somewhat (+1)	628 31%	951 46%	411 20%	424 21%	974 48%	871 42%
Neither agree nor disagree (0)	462 23%	401 20%	589 29%	562 27%	259 13%	352 17%
Disagree somewhat (-1)	243 12%	78 4%	381 19%	577 28%	68 3%	66 3%
Disagree strongly (-2)	145 7%	42 2%	223 11%	213 10%	16 1%	23 1%
NET: Disagree	388 19%	119 6%	604 29%	790 39%	84 4%	89 4%
Don't know	194 9%	196 10%	349 17%	160 8%	145 7%	239 12%
Mean	0.46	0.84	-0.13	-0.19	1.08	0.97
Standard deviation	1.18	0.88	1.10	1.09	0.81	0.86
Standard error	0.03	0.02	0.03	0.03	0.02	0.02

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 15

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?
The government should increase taxation of online retailers in order to decrease the tax burden placed on high street retailers - creating an even playing field
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1005 49%	529 53%B	477 45%	92 40%	142 40%	141 43%	160 44%	166 55% CDEF	305 64% CDEFG	234 40%	301 44%	471 61% IJ	299 53% NO	288 50%	186 45%	233 47%	166 47%	383 46%
Agree strongly (+2)	378 18%	207 21%B	171 16%	22 10%	47 13%	51 16% c	62 17% C	66 22% CDe	129 27% CDEF	68 12%	114 16% I	196 25% IJ	112 20%	106 18%	75 18%	85 17%	61 17%	140 17%
Agree somewhat (+1)	628 31%	322 32%	306 29%	70 31%	96 27%	89 27%	98 27%	100 33%	175 37% DEF	166 28%	187 27%	275 35% IJ	187 33% N	182 32%	111 27%	148 30%	105 30%	242 29%
Neither agree nor disagree (0)	462 23%	221 22%	241 23%	45 20%	86 24% H	94 29% CH	87 24% H	68 22%	83 18%	131 22%	181 26% K	151 19%	106 19%	123 21%	114 27% LM	119 24% l	81 23%	200 24%
Disagree somewhat (-1)	243 12%	119 12%	125 12%	34 15% eh	49 14%	33 10%	43 12%	37 12%	47 10%	83 14% k	76 11%	85 11%	80 14% m	61 11%	46 11%	56 11%	38 11%	103 12%
Disagree strongly (-2)	145 7%	74 7%	71 7%	24 11% gH	29 8%	21 7%	27 8%	18 6%	25 5%	53 9% K	49 7%	43 6%	41 7%	42 7%	32 8%	29 6%	21 6%	67 8%
NET: Disagree	388 19%	193 19%	195 19%	58 25% EgH	78 22% eH	54 16%	71 19%	55 18%	72 15%	136 23% JK	125 18%	127 16%	121 22% o	104 18%	78 19%	85 17%	59 17%	170 20%
Don't know	194 9%	57 6%	137 13%A	33 15% GH	48 14% GH	39 12% GH	46 13% GH	14 5%	13 3%	81 14% K	85 12% K	28 4%	34 6%	61 11% L	38 9%	62 12% L	45 13%	80 10%
Mean	0.46	0.50	0.42	0.16	0.27	0.40 C	0.39 C	0.55 CD	0.73 CDEFg	0.23	0.40 I	0.66 IJ	0.47	0.48	0.39	0.47	0.48	0.38
Standard deviation	1.18	1.19	1.16	1.21	1.18	1.13	1.19	1.16	1.14	1.19	1.16	1.15	1.20	1.18	1.18	1.14	1.14	1.19
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 16

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?
The government should increase taxation of online retailers in order to decrease the tax burden placed on high street retailers - creating an even playing field
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1005 49%	80 45%	47 46%	878 50%	42 49%	113 48%	86 50%	103 56%aKm	72 48%	105 53%K	121 44%	152 53%k	85 47%
Agree strongly (+2)	378 18%	24 13%	15 14%	339 19%a	12 14%	50 21%a	36 21%	42 23%A	34 23%a	33 17%	50 18%	50 17%	32 18%
Agree somewhat (+1)	628 31%	56 31%	32 31%	540 30%	30 35%	62 26%	50 29%	61 33%	38 26%	72 37%FIK	71 26%	102 35%FiK	53 29%
Neither agree nor disagree (0)	462 23%	45 25%	25 25%	392 22%	15 18%	54 23%	36 21%	34 19%	26 17%	49 25%	66 24%	63 22%	48 26%i
Disagree somewhat (-1)	243 12%	31 18%DFGJKL	10 10%	202 11%	20 24%BFGHJKLm	18 7%	14 8%	21 12%	25 17%FGJI	18 9%	31 11%	29 10%	25 14%F
Disagree strongly (-2)	145 7%	12 6%	6 6%	127 7%	2 2%	23 10%EhM	17 10%ehm	9 5%	13 9%e	13 6%	22 8%	21 7%	8 4%
NET: Disagree	388 19%	43 24%hJ	16 16%	329 19%	22 26%j	41 17%	32 18%	30 16%	39 26%bfhJI	30 15%	53 19%	50 17%	33 18%
Don't know	194 9%	10 6%	14 13%Aj	170 10%	7 8%	28 12%Aj	18 10%	15 8%	13 9%	13 6%	37 13%AjI	23 8%	17 9%
Mean	0.46	0.30	0.43	0.48a	0.37	0.48	0.47	0.64Ak	0.39	0.52a	0.40	0.50	0.46
Standard deviation	1.18	1.13	1.12	1.18	1.09	1.26	1.26	1.14	1.30	1.10	1.21	1.15	1.11
Standard error	0.03	0.09	0.11	0.03	0.13	0.09	0.10	0.09	0.11	0.08	0.08	0.07	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 17

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?

Local authorities are better placed than central government to decide what is best for the future of the high street

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1334 65%	658 66%	676 64%	124 54%	186 52%	198 60% ^d	241 66% ^{CD}	201 66% ^{CD}	385 81% ^{CDEFG}	309 53%	439 63% ^l	586 75% ^{IJ}	375 67% ^N	389 68% ^N	247 59%	323 65%	233 66% ^Q	485 58%
Agree strongly (+2)	383 19%	193 19%	190 18%	36 16%	48 14%	52 16%	68 19% ^d	63 21% ^D	116 25% ^{CDEf}	84 14%	120 17%	179 23% ^{IJ}	111 20%	108 19%	76 18%	88 18%	69 20% ^q	123 15%
Agree somewhat (+1)	951 46%	465 47%	486 46%	88 39%	137 39%	146 45%	172 48% ^{CD}	138 45%	269 57% ^{CDEFG}	225 39%	319 46% ^l	407 52% ^{IJ}	264 47% ⁿ	281 49% ^N	171 41%	234 47%	164 47%	362 43%
Neither agree nor disagree (0)	401 20%	209 21%	192 18%	48 21% ^H	93 26% ^{gH}	71 22% ^H	79 22% ^H	57 19% ^H	52 11%	141 24% ^K	150 22% ^K	110 14%	103 18%	108 19%	103 25% ^{LMO}	87 17%	64 18%	201 24% ^p
Disagree somewhat (-1)	78 4%	40 4%	38 4%	10 4%	11 3%	19 6% ^f	11 3%	12 4%	16 3%	21 4%	29 4%	28 4%	30 5% ^m	19 3%	13 3%	17 3%	11 3%	34 4%
Disagree strongly (-2)	42 2%	23 2%	18 2%	3 1%	7 2%	4 1%	6 2%	12 4% ^{Ef}	10 2%	10 2%	9 1%	22 3% ^j	13 2% ^m	5 1%	8 2%	16 3% ^M	4 1%	18 2%
NET: Disagree	119 6%	64 6%	56 5%	13 6%	18 5%	22 7%	16 5%	24 8%	26 6%	31 5%	38 6%	50 6%	43 8% ^M	23 4%	20 5%	32 6% ^m	15 4%	52 6%
Don't know	196 10%	70 7%	126 12% ^A	42 19% ^{EFGH}	59 17% ^{eFGH}	37 11% ^{fH}	27 7% ^H	22 7% ^H	9 2%	101 17% ^{JK}	64 9% ^K	31 4%	38 7%	56 10%	46 11% ^L	56 11% ^L	38 11%	94 11%
Mean	0.84	0.82	0.86	0.77	0.71	0.77	0.85 ^d	0.81	1.00 ^{CDEFG}	0.73	0.81	0.93 ^{IJ}	0.82	0.90	0.80	0.82	0.90 ^Q	0.73
Standard deviation	0.88	0.89	0.86	0.88	0.86	0.86	0.84	0.97	0.84	0.87	0.85	0.89	0.92	0.79	0.88	0.92	0.83	0.88
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.06	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 18

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?

Local authorities are better placed than central government to decide what is best for the future of the high street

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1334 65%	113 63%K	67 65%K	1154 65%	56 65%k	154 65%K	98 57%	123 68%gK	110 73%aGK	137 70%GK	145 52%	208 72%aGK	124 68%GK
Agree strongly (+2)	383 19%	33 19%	13 12%	337 19%	15 18%	49 21%b	36 21%	30 16%	41 27%BHKLm	39 20%	49 18%	44 15%	34 19%
Agree somewhat (+1)	951 46%	79 44%k	54 53%GK	817 46%	40 47%k	105 44%K	62 36%	94 51%GK	69 46%gK	98 50%GK	96 35%	164 57%AFGiK	90 50%GK
Neither agree nor disagree (0)	401 20%	43 24%jL	15 15%	343 19%	19 22%	50 21%l	41 24%jL	32 18%	31 21%	32 16%	61 22%L	40 14%	36 19%
Disagree somewhat (-1)	78 4%	7 4%	6 6%	66 4%	3 4%	6 3%	9 5%	6 3%	4 3%	7 3%	15 5%	9 3%	6 3%
Disagree strongly (-2)	42 2%	7 4%dlLm	2 1%	33 2%	2 3%i	5 2%	4 2%i	3 2%	-	3 2%	11 4%Lm	3 1%	1 1%
NET: Disagree	119 6%	14 8%i	7 7%	98 6%	5 6%	11 5%	13 8%i	9 5%	4 3%	10 5%	26 9%FijLm	12 4%	8 4%
Don't know	196 10%	9 5%	13 12%Al	174 10%a	6 7%	22 9%i	20 12%Al	17 10%l	5 3%	18 9%i	44 16%AeFhJLLM	27 9%l	15 8%
Mean	0.84	0.74	0.79	0.85	0.78	0.88K	0.77	0.85k	1.01AbeGK	0.91aK	0.67	0.91aK	0.89K
Standard deviation	0.88	0.96	0.83	0.87	0.90	0.87	0.97	0.83	0.78	0.84	1.03	0.75	0.80
Standard error	0.02	0.07	0.08	0.02	0.11	0.06	0.08	0.07	0.07	0.06	0.07	0.05	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 19

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?

Central government is focused on helping high streets in order to help them adapt to an uncertain future

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	509 25%	254 25%	254 24%	68 30%FG	101 28%Fg	93 28%Fg	69 19%	64 21%	114 24%f	169 29%JK	162 23%	178 23%	132 24%	132 23%	135 32%LMO	110 22%	108 31%Q	189 23%
Agree strongly (+2)	98 5%	54 5%	43 4%	10 4%	21 6%	19 6%	18 5%	9 3%	20 4%	31 5%	37 5%	29 4%	25 4%	22 4%	33 8%LMO	18 4%	21 6%	43 5%
Agree somewhat (+1)	411 20%	200 20%	211 20%	58 25%Fg	80 22%F	74 23%F	50 14%	55 18%	94 20%F	138 24%JK	125 18%	149 19%	107 19%	111 19%	102 24%lmo	91 18%	87 25%Q	147 18%
Neither agree nor disagree (0)	589 29%	304 30%	285 27%	51 23%	98 28%	84 26%	124 34%CdE	89 29%	142 30%c	149 26%	208 30%	231 30%	157 28%	168 29%	119 29%	144 29%	88 25%	259 31%p
Disagree somewhat (-1)	381 19%	194 19%	187 18%	40 17%	49 14%	61 19%	59 16%	69 23%Df	104 22%DF	88 15%	120 17%	173 22%J	114 20%N	116 20%N	60 14%	92 18%	60 17%	146 18%
Disagree strongly (-2)	223 11%	119 12%	104 10%	16 7%	35 10%	31 10%	48 13%C	41 14%C	51 11%	51 9%	79 11%	92 12%i	76 14%MN	54 9%	33 8%	59 12%n	38 11%	86 10%
NET: Disagree	604 29%	312 31%	291 28%	56 24%	84 24%	92 28%	107 29%	110 36%CDEf	155 33%CD	140 24%	199 29%i	265 34%J	190 34%N	170 30%N	93 22%	151 30%N	97 28%	232 28%
Don't know	349 17%	130 13%	219 21%A	52 23%GH	72 20%GH	58 18%	64 18%h	40 13%	62 13%	125 21%K	122 18%K	103 13%	81 14%	105 18%	69 17%	94 19%l	57 16%	152 18%
Mean	-0.13	-0.14	-0.12	0.04FGH	0.01FGH	-0.04fG	-0.23	-0.30	-0.18	0.02JK	-0.14	-0.22	-0.23	-0.15	0.12LMO	-0.20	-0.02	-0.13
Standard deviation	1.10	1.11	1.09	1.08	1.12	1.12	1.10	1.07	1.07	1.10	1.11	1.07	1.12	1.05	1.10	1.09	1.14	1.08
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.05	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 20

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?

Central government is focused on helping high streets in order to help them adapt to an uncertain future

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	509 25%	37 21%	30 30%flm	441 25%	27 31%flm	46 20%	41 24%	71 39%AFGIKLM	26 18%	64 33%AFGIKLM	64 23%	65 23%	36 19%
Agree strongly	(+2) 98 5%	6 3%	5 5%	87 5%	4 5%	5 2%	14 8%aFm	15 8%aFm	6 4%	8 4%	11 4%	19 7%F	6 3%
Agree somewhat	(+1) 411 20%	32 18%	25 25%ll	354 20%	23 27%gllm	42 18%	28 16%	56 31%AFGIKLM	21 14%	56 29%AFGIKLM	53 19%	46 16%	29 16%
Neither agree nor disagree	(0) 589 29%	65 36%DbFG	26 25%	498 28%	28 33%	60 25%	42 24%	50 28%	46 31%	57 29%	83 30%	81 28%	51 28%
Disagree somewhat	(-1) 381 19%	34 19%	19 18%	329 19%	19 22%	54 23%HkL	31 18%	26 14%	38 25%HkL	34 17%	46 16%	45 16%	37 20%
Disagree strongly	(-2) 223 11%	23 13%ek	7 7%	193 11%	3 4%	29 12%ek	25 15%bEjK	18 10%	17 11%	17 9%	20 7%	43 15%BEJK	20 11%
NET: Disagree	604 29%	57 32%k	26 25%	521 29%	22 26%	84 36%bHJK	56 33%hk	43 24%	55 36%bHJK	51 26%	65 24%	88 31%k	57 31%k
Don't know	349 17%	19 11%	21 20%AeHj	309 17%A	8 10%	46 19%AeHj	33 19%aeHj	18 10%	22 15%	24 12%	65 23%AEHiJ	53 19%AHj	39 21%AEHJ
Mean	-0.13	-0.24	0.03aFlm	-0.13	0.07aFlm	-0.33	-0.19	0.15AFGILM	-0.31	0.03AFIIM	-0.04Flm	-0.20	-0.25
Standard deviation	1.10	1.04	1.06	1.10	0.97	1.06	1.23	1.13	1.04	1.05	1.03	1.19	1.06
Standard error	0.03	0.08	0.11	0.03	0.12	0.08	0.11	0.09	0.10	0.08	0.07	0.08	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 21

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?
Retailers should aim to keep shops open on the high street, even when those shops are not profitable

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	538 26%	254 25%	284 27%	76 33%GH	106 30%H	91 28%H	97 27%h	71 23%	96 20%	182 31%K	189 27%K	167 22%	148 26%	143 25%	116 28%	131 26%	113 32%	226 27%
Agree strongly (+2)	114 6%	56 6%	58 5%	14 6%	26 7%H	24 7%H	21 6%	12 4%	16 3%	40 7%K	45 7%K	29 4%	32 6%	27 5%	27 6%	28 6%	26 7%	53 6%
Agree somewhat (+1)	424 21%	198 20%	226 22%	62 27%egH	80 23%h	67 20%	77 21%	58 19%	80 17%	142 24%K	144 21%	139 18%	116 21%	115 20%	89 21%	103 21%	87 25%	173 21%
Neither agree nor disagree (0)	562 27%	283 28%	279 27%	61 27%	87 25%	93 28%	104 29%	72 24%	144 30%dg	148 25%	198 29%	217 28%	124 22%	179 31%L	126 30%L	134 27%l	92 26%	223 27%
Disagree somewhat (-1)	577 28%	283 28%	293 28%	42 18%	73 21%	93 28%CD	89 25%c	103 34%CDF	176 37%CDEF	115 20%	182 26%l	279 36%J	174 31%N	169 29%	102 25%	131 26%	91 26%	208 25%
Disagree strongly (-2)	213 10%	117 12%b	96 9%	22 10%e	40 11%E	18 6%	48 13%Eh	44 14%EH	42 9%e	62 11%	66 10%	86 11%	82 15%MNO	48 8%	34 8%	49 10%	33 9%	100 12%
NET: Disagree	790 39%	400 40%	389 37%	64 28%	113 32%	111 34%	137 38%C	147 48%CDEF	219 46%CDEF	176 30%	248 36%i	365 47%IJ	255 46%MNO	218 38%	136 33%	181 36%	124 35%	309 37%
Don't know	160 8%	63 6%	97 9%A	27 12%FGH	49 14%FGH	33 10%GH	24 7%h	13 4%	14 3%	76 13%JK	57 8%K	27 4%	33 6%	37 6%	38 9%l	53 11%LM	22 6%	74 9%
Mean	-0.19	-0.22	-0.15	0.02FGH	-0.07GH	-0.05GH	-0.20g	-0.37	-0.32	-0.03K	-0.13K	-0.34	-0.30	-0.18l	-0.07L	-0.16l	-0.06	-0.17
Standard deviation	1.09	1.10	1.08	1.11	1.17	1.06	1.12	1.10	0.98	1.14	1.09	1.03	1.15	1.03	1.07	1.09	1.12	1.13
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.07	0.05	0.05	0.04	0.04	0.05	0.04	0.06	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 22

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?
Retailers should aim to keep shops open on the high street, even when those shops are not profitable

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	538 26%	52 29%	29 29%	456 26%	22 25%	63 27%	44 26%	57 31%ikm	33 22%	53 27%	65 23%	81 28%	40 22%
Agree strongly	(+2) 114 6%	5 3%	7 6%	102 6%	6 7%	15 6%	12 7%	11 6%	8 6%	11 6%	10 4%	20 7%a	7 4%
Agree somewhat	(+1) 424 21%	46 26%dim	23 22%	355 20%	15 18%	48 20%	32 19%	46 25%i	25 16%	42 21%	54 20%	60 21%	32 18%
Neither agree nor disagree	(0) 562 27%	52 29%	27 26%	484 27%	20 23%	52 22%	48 28%	51 28%	50 33%FI	63 32%FI	81 29%f	70 24%	49 27%
Disagree somewhat	(-1) 577 28%	44 25%	30 29%	502 28%	36 42%AFGHIJKI	66 28%	46 27%	43 24%	39 26%	53 27%	69 25%	84 29%	65 35%AHJK
Disagree strongly	(-2) 213 10%	22 12%e	7 7%	184 10%	4 5%	28 12%	18 11%	20 11%	20 13%e	15 8%	33 12%e	30 11%	16 9%
NET: Disagree	790 39%	66 37%	37 36%	687 39%	40 46%	94 40%	65 38%	63 35%	59 40%	68 35%	103 37%	114 40%	80 44%hj
Don't know	160 8%	9 5%	9 9%	142 8%	5 6%	26 11%Ai	15 9%	11 6%	8 5%	13 7%	29 10%a	22 8%	13 7%
Mean	-0.19	-0.18	-0.09	-0.19	-0.20	-0.21	-0.17	-0.09	-0.27	-0.10	-0.25	-0.17	-0.29
Standard deviation	1.09	1.07	1.08	1.09	1.06	1.15	1.12	1.12	1.09	1.04	1.07	1.13	1.02
Standard error	0.03	0.08	0.11	0.03	0.13	0.08	0.09	0.09	0.09	0.07	0.07	0.07	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 23

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?

Landlords should be flexible in dealing with retailers in order to keep shops open on the high street

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1561 76%	762 76%	800 76%	133 59%	231 65%	241 74%CD	278 77%CD	260 86%CDEF	418 88%CDEF	364 63%	519 75%l	678 87%lJ	426 76%	429 74%	316 76%	390 78%	266 76%	596 72%
Agree strongly (+2)	587 29%	290 29%	297 28%	38 17%	72 20%	94 29%CD	110 30%CD	102 34%CD	171 36%CDE	110 19%	204 30%l	273 35%lJ	158 28%	144 25%	123 30%	163 33%M	89 25%	224 27%
Agree somewhat (+1)	974 48%	472 47%	502 48%	95 42%	159 45%	147 45%	168 46%	158 52%Cd	247 52%CDe	254 44%	315 46%	406 52%lJ	269 48%	285 49%	193 46%	227 46%	177 50%	372 45%
Neither agree nor disagree (0)	259 13%	146 15%B	113 11%	37 16%gH	58 16%GH	48 15%H	50 14%H	31 10%	36 8%	94 16%K	98 14%K	66 9%	70 13%	81 14%	56 13%	52 10%	41 12%	122 15%
Disagree somewhat (-1)	68 3%	31 3%	37 4%	19 8%DEFGH	14 4%g	9 3%	11 3%	4 1%	11 2%	33 6%JK	21 3%	15 2%	22 4%	24 4%	11 3%	11 2%	11 3%	35 4%
Disagree strongly (-2)	16 1%	6 1%	10 1%	3 1%egH	10 3%EGH	-	3 1%H	-	-	12 2%JK	3 1%k	-	7 1%mo	2 *	6 2%mo	1 *	4 1%	11 1%
NET: Disagree	84 4%	37 4%	47 4%	22 10%EFGH	23 7%EGH	9 3%	15 4%g	4 1%	11 2%	45 8%JK	24 3%k	15 2%	29 5%O	25 4%	18 4%	12 2%	14 4%	45 5%
Don't know	145 7%	55 6%	90 9%A	36 16%EFGH	43 12%FGH	29 9%GH	21 6%H	9 3%	8 2%	79 14%JK	49 7%K	17 2%	33 6%	41 7%	26 6%	44 9%l	29 8%	69 8%
Mean	1.08	1.07	1.08	0.77	0.87	1.09CD	1.08CD	1.21CDeF	1.24CDEF	0.83	1.08l	1.23lJ	1.04	1.02	1.07	1.19LMN	1.05	1.00
Standard deviation	0.81	0.81	0.82	0.93	0.93	0.77	0.83	0.68	0.69	0.93	0.80	0.69	0.85	0.79	0.85	0.74	0.80	0.87
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.04	0.03	0.04	0.03	0.03	0.04	0.03	0.05	0.03	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 24

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?

Landlords should be flexible in dealing with retailers in order to keep shops open on the high street

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humburside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1561 76%	130 73%k	72 70%	1360 77%	73 85%aBgK	182 77%K	125 72%	152 83%ABGK	119 80%K	166 84%ABfGKI	179 65%	221 77%K	143 78%K
Agree strongly (+2)	587 29%	38 21%	17 16%	533 30%AB	28 33%aB	72 31%ABl	52 30%aB	59 32%ABl	45 30%aB	70 35%ABL	86 31%ABl	67 23%	54 30%aB
Agree somewhat (+1)	974 48%	92 52%K	55 54%gK	827 47%	45 52%K	110 47%K	73 42%k	93 51%K	74 50%K	96 49%K	93 34%	154 54%GK	89 49%K
Neither agree nor disagree (0)	259 13%	29 16%eH	16 15%	214 12%	6 7%	27 11%	28 16%H	15 8%	17 11%	22 11%	42 15%H	34 12%	23 13%
Disagree somewhat (-1)	68 3%	12 6%DEGJM	4 3%J	53 3%	-	8 4%J	3 2%	7 4%J	7 5%eJm	1 *	15 5%egJM	10 4%J	2 1%
Disagree strongly (-2)	16 1%	4 2%Djm	-	12 1%	*	1 1%	3 2%	2 1%	-	-	4 1%	1 1%	-
NET: Disagree	84 4%	15 9%DEfGJIM	4 3%J	65 4%	*	10 4%Jm	5 3%j	9 5%Jm	7 5%Jm	1 *	19 7%eJM	12 4%Jm	2 1%
Don't know	145 7%	4 2%	11 11%AHIJ	130 7%A	6 7%a	17 7%A	15 9%Ah	7 4%	6 4%	8 4%	37 14%AFHIJLm	19 7%A	14 8%A
Mean	1.08	0.85	0.94	1.11Ab	1.26ABkL	1.11Ab	1.07A	1.14Ab	1.09A	1.24ABfGiKl	1.01	1.03A	1.16AB
Standard deviation	0.81	0.91	0.72	0.80	0.65	0.81	0.85	0.81	0.80	0.67	0.97	0.77	0.69
Standard error	0.02	0.07	0.07	0.02	0.08	0.05	0.07	0.06	0.07	0.05	0.06	0.05	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 25

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?

Enterprise Zones (designated areas that provide tax breaks and government support) should be used to help retailers on British high streets

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri-vate (q)
Unweighted base	2050	1033	1017	237	346	334	384	281	468	583	718	749	573	569	379	529	322	800
Weighted base	2050	1000	1050	228	355	328	363	303	473	582	691	777	559	576	416	498	351	832
NET: Agree	1370 67%	678 68%	692 66%	125 55%	203 57%	212 65%Cd	232 64%Cd	229 76%CDEF	369 78%CDEF	327 56%	444 64%l	598 77%lJ	379 68%	404 70%N	263 63%	324 65%	237 68%	533 64%
Agree strongly (+2)	500 24%	245 24%	255 24%	35 15%	66 18%	75 23%C	94 26%CD	106 35%CDEFH	124 26%CD	100 17%	169 25%l	230 30%lJ	140 25%	137 24%	98 24%	124 25%	87 25%	190 23%
Agree somewhat (+1)	871 42%	433 43%	437 42%	90 40%	137 39%	137 42%	138 38%	123 41%	245 52%CDEFG39%	227 39%	275 40%	368 47%lJ	239 43%	267 46%no	165 40%	200 40%	150 43%	343 41%
Neither agree nor disagree (0)	352 17%	185 18%	167 16%	38 17%	71 20%g	58 18%	70 19%	42 14%	73 15%	109 19%k	128 19%k	115 15%	92 16%	85 15%	91 22%lMo	83 17%	52 15%	156 19%
Disagree somewhat (-1)	66 3%	36 4%	30 3%	10 5%G	12 3%g	11 3%g	19 5%GH	3 1%	10 2%	23 4%K	30 4%K	13 2%	23 4%m	12 2%	14 3%	17 3%	11 3%	32 4%
Disagree strongly (-2)	23 1%	14 1%	9 1%	6 3%Eh	7 2%E	-	3 1%	3 1%	4 1%	13 2%Jk	3 1%	7 1%	10 2%	6 1%	2 1%	5 1%	3 1%	12 1%
NET: Disagree	89 4%	50 5%	40 4%	16 7%eGH	19 5%G	11 3%	22 6%GH	6 2%	14 3%	36 6%K	34 5%K	20 3%	33 6%M	18 3%	16 4%	22 4%	15 4%	44 5%
Don't know	239 12%	88 9%	151 14%A	48 21%EFGH	61 17%FGH	46 14%gH	39 11%H	27 9%H	18 4%	110 19%JK	85 12%K	44 6%	56 10%	70 12%	45 11%	68 14%l	47 13%	99 12%
Mean	0.97	0.94	1.00	0.76	0.82	0.98Cd	0.93c	1.18CDEFH	1.04CDf	0.80	0.95l	1.09lJ	0.95	1.02	0.92	0.98	1.01	0.91
Standard deviation	0.86	0.87	0.84	0.95	0.91	0.80	0.91	0.80	0.77	0.92	0.86	0.79	0.91	0.80	0.84	0.87	0.84	0.89
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.04	0.05	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

High Street Survey

ONLINE Fieldwork: 9th to 10th September 2019

Absolutes/col percents

Table 26

Q.2 To what extent do you agree or disagree with the following statements about what should be done about the future of the British high street?
Enterprise Zones (designated areas that provide tax breaks and government support) should be used to help retailers on British high streets
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humbreside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2050	176	110	1764	75	247	165	177	142	222	285	269	182
Weighted base	2050	178	103*	1769	86*	236	172	182	150	197	277	287	182
NET: Agree	1370 67%	109 61%	69 68%	1192 67%	61 71%k	153 65%	114 66%	129 71%aK	103 69%k	150 76%AFgKM	163 59%	203 71%AK	115 63%
Agree strongly (+2)	500 24%	37 21%	23 23%	439 25%	18 21%	53 23%	55 32%AfjKL	50 27%	52 35%AbeFJKLm	45 23%	57 20%	65 23%	44 24%
Agree somewhat (+1)	871 42%	71 40%	46 45%	753 43%	43 50%GI	100 42%	59 34%	79 43%	51 34%	105 53%AFGhIKM	106 38%	138 48%GIKl	72 39%
Neither agree nor disagree (0)	352 17%	44 25%DbghJKL	15 15%	293 17%	14 17%	43 18%	28 16%	30 16%	28 19%	28 14%	45 16%	39 14%	38 21%l
Disagree somewhat (-1)	66 3%	6 3%j	4 4%j	55 3%	5 6%Jl	8 3%j	4 2%	6 3%	4 3%	2 1%	15 5%JL	5 2%	6 3%j
Disagree strongly (-2)	23 1%	4 2%j	-	20 1%	-	3 1%	2 1%	2 1%	3 2%j	-	7 2%J	2 1%	1 1%
NET: Disagree	89 4%	10 6%J	4 4%j	75 4%	5 6%J	11 5%J	5 3%	8 4%J	7 5%J	2 1%	22 8%gJL	7 3%	8 4%J
Don't know	239 12%	16 9%	14 14%	209 12%	6 7%	29 12%	24 14%	16 9%	11 8%	17 9%	47 17%AEHIJ	37 13%	22 12%
Mean	0.97	0.82	1.00	0.98A	0.91	0.93	1.10AK	1.02ak	1.04ak	1.08AfK	0.83	1.04AK	0.93
Standard deviation	0.86	0.91	0.80	0.85	0.82	0.86	0.87	0.85	0.96	0.66	0.97	0.76	0.86
Standard error	0.02	0.07	0.08	0.02	0.10	0.06	0.07	0.07	0.08	0.05	0.06	0.05	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**