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# Blackpool In Centre Visitor Survey for Nexus Planning

October 2024

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### Introduction

### 1.1 Research Background & Objectives

To conduct an independent face to face survey amongst a sample of visitors to Blackpool Town Centre.

The main aims and objectives of the study were as follows:

- To find out respondents' reason/s for visiting;
- To find out how often respondents visit, length of time and amount of money spent in the town centre;
- Mode of transport used to reach the town centre;
- Suggested improvements for the town centre;
- A qualitative assessment of the town centre;
- Usage of the market;
- In addition, respondents' postcodes were captured to establish the catchment of town centre.

#### 1.2 Research Methodology

A total of 150 face to face interviews were conducted in Blackpool Town Centre split between five locations, namely, in the Junction of Bank Hey Street and Adelaide West, the entrance to Houndshill on Victoria Street, the Junction of Bank Hey and Market Street, Church Street around M&S and towards the Grand Theatre and Talbot Road/Abingdon Street.

Fieldwork was carried out between Tuesday 15<sup>th</sup> and Tuesday 29<sup>th</sup> October 2024.

Interviews were conducted using NEMS field interviewers. We engaged our resident professional field market researchers on this project, virtually all of whom possess substantial experience in visitor research studies.

The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

#### 1.3 Statistical Accuracy

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

For example, if 50% of a sample of 150 answers "Yes" to a question we can be 95% sure that between 42.0% and 58.0% of the population holds the same opinion (i.e. +/- 8.0%).

%age Response	95% confidence interval
10%	±4.8%.
20%	±6.4%
30%	±7.3%
40%	±7.8%
50%	±8.0%

#### 1.4 Data Tables

Tables are presented in question order with the question number analysed shown at the top of the table. Those questions where the respondent is prompted with a list of possible answers are indicated in the question text with a suffix of [PR].

The sample size for each question and corresponding column criteria is shown at the base of each table. A description of the criteria determining to whom the question applies is shown in italics directly below the question text; if there is no such text evident then the question base is the full study sample. If the tabulated data is weighted (indicated in the header of the tabulations), in addition to the sample base, the weighted base is also shown at the bottom of each table.

Unless indicated otherwise in the footer of the tabulations, all percentages are calculated down the column. Arithmetic rounding to whole numbers may mean that columns of percentages do not sum to exactly 100%. Zero per cent denotes a percentage of less than 0.05%.

Percentages are calculated on the number of respondents and not the number of responses. This means that where more than one answer can be given to a question the sum of percentages may exceed 100%. All such multi-response questions are indicated in the tabulated by a suffix of [MR] on the question text.

Where appropriate to the question, means are shown at the bottom of response tables. These are calculated in one of two ways: if the data is captured to a coded response a weighted mean is calculated and the code weightings are shown as a prefix above the question text; if actual specific values were captured from respondents these individual numbers are used to calculate the mean.

### Appendix 1:

**Data Tabulations** 

By Demographics

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						'				-							0 0000001 202
	Tota	al	Ma	ile	Fem	ale	18 to	34	35 t	o 54	5.	5+	AI	BC1	C	2DE	
Q01 How did you trave	l to Blac	kpool	today?	?													
Car / van (as driver)	12.0%	18	14.8%	12	8.7%	6	0.0%	0	14.9%	13	10.2%	5	16.7%	11	8.4%	7	
Car / van (as passenger)	10.0%	15	9.9%	8	10.1%	7	21.4%	3	9.2%	8	8.2%	4	13.6%	9	7.2%	6	
Bus,	20.0%	30	18.5%	15	21.7%	15	21.4%	3	20.7%	18	18.4%	9	16.7%	11	22.9%	19	
Coach	2.7%	4	2.5%		2.9%	2	0.0%	0	2.3%	2	4.1%	2	1.5%	1	3.6%		
Tram	8.7%	13	3.7%	3	14.5%	10	0.0%	0	6.9%	6	14.3%	7	7.6%	5	8.4%		
Train	6.7%	10	6.2%	5	7.2%	5	7.1%	1	9.2%	8	2.0%	1	9.1%	6	4.8%		
Motorcycle, scooter or	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	3.0%	2	0.0%	0	
moped Walk	37.3%	56	42.0%	34	31.9%	22	50.0%	7	34.5%	30	38.8%	19	30.3%	20	43.4%	36	
Taxi / minicab	1.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	4.1%	2	1.5%	1	1.2%		
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Combined	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Base:		150		81		69		14		87		49		66		83	
Q02 Where did you par Ask those who said 'B	-		01														
Hounds Hill Shopping	27.3%	9	40.0%	8	7.7%	1	0.0%	0	38.1%	8	11.1%	1	30.0%	6	23.1%	3	
Centre Car Park	21.5/0	,	TU.U/0	o	7.770	1	0.070	U	30.1 /0	o	11.1/0	1	50.070	U	23.170	3	
Sainsbury's Car Park	6.1%	2	5.0%	1	7.7%	1	0.0%	0	4.8%	1	11.1%	1	10.0%	2	0.0%	0	
Lonsdale Road Car Park	3.0%	1	0.0%	0	7.7%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	7.7%		
Central Surface Level Car	3.0%	1	0.0%	0	7.7%	1	0.0%	0	4.8%	1	0.0%	0	5.0%	1	0.0%	0	
Park																	
(Dropped off – didn't park)	45.5%	15	40.0%	8	53.8%		100.0%	3	38.1%	8	44.4%	4	45.0%	9	46.2%	6	
(Don't know – On Street)	9.1%	3	10.0%	2	7.7%	1	0.0%	0	4.8%	1		2	5.0%	1	15.4%	2	
(Don't know – Car park)	6.1%	2	5.0%	1	7.7%	1	0.0%	0	4.8%	1	11.1%	1	5.0%	1	7.7%	1	
Base:		33		20		13		3		21		9		20		13	
Q03 Did you have any of Ask if car park mention			aining	a car p	oarking	space	e today	?									
Yes	13.3%	2	0.0%	0	40.0%	2	0.0%	0	8.3%	1	33.3%	1		2	0.0%		
No	86.7%		100.0%	10	60.0%	3	0.0%	0	91.7%	11	66.7%	2	80.0%		100.0%		
Base:		15		10		5		0		12		3		10		5	
Meanscore: [Time		Ī.	acknoo	d taka	<b>,</b>												
Q04 How long did your			•														
0-5 minutes	6.0%	9	3.7%		8.7%	6	7.1%	1	2.3%		12.2%	6	4.5%	3	7.2%		
6-10 minutes	23.3%		25.9%		20.3%	14	21.4%	3			28.6%	14	21.2%	14	24.1%		
11-15 minutes 16-20 minutes	28.0% 20.7%	31	25.9% 24.7%	21 20		21 11	28.6% 28.6%	4	33.3% 24.1%	29	18.4% 12.2%	9 6	31.8% 21.2%	21 14	25.3% 20.5%		
21-30 minutes	14.0%					9	7.1%	1	12.6%		18.4%	9	15.2%		13.3%		
31-60 minutes	2.0%	3	0.0%		4.3%	3	7.1%	1	0.0%	0	4.1%	2	1.5%	1	2.4%		
Over 60 minutes	6.0%	9	4.9%		7.2%	5	0.0%	0	6.9%	6	6.1%	3	4.5%	3	7.2%		
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:		17.92		17.01		18.99		15.36		18.33		17.91		17.27		18.55	
Base:		150		81		69		14		87		49		66		83	
Q05 Did you travel to B	lackpoo	direc	ctly fro	m hom	ie, worl	c or el	sewher	e?									
Home	88.0%		91.4%		84.1%		100.0%	14			77.6%	38	89.4%	59	88.0%	73	
On holiday	10.0%	15	8.6%			8	0.0%	0	8.0%	7		8	7.6%	5	12.0%		
Work (Refused)	1.3% 0.7%	2	0.0% 0.0%		2.9% 1.4%	2	0.0% 0.0%	0	0.0% 0.0%	0	4.1% 2.0%	2	3.0% 0.0%	2	0.0% 0.0%		
Base:	0.770	150	0.070	81	1.470	69	0.070	14	0.070	87	2.070	49	0.070	66	0.070	83	
Q06 In terms of your vi	sit to Bla		ol do y		in Bla		l, work		ckpool		you a		to the		[MR]		
Live in Blackpool	62.0%	93	63.0%	51	60.9%	42	78.6%	11	57.5%	50	65.3%	32	54.5%	36	67.5%	56	
Work in Blackpool	26.0%	39			24.6%	17		9		25			33.3%		20.5%	17	
Visitor to Blackpool (live	14.7%		14.8%		14.5%	10			19.5%	17	8.2%		18.2%		12.0%	10	
elsewhere on the Fylde																	
Coast) Visitor to Blackpool (live	21.3%	32	21.0%	17	21.7%	15	7.1%	1	20.7%	18	26.5%	13	24.2%	16	19.3%	16	
outside of the Fylde Coast)		32	21.070	17	21.770	13	,.170	1	20.770	10	20.570	13	2270	10	17.570	10	
Base:		150		81		69		14		87		49		66		83	

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transport Close to home 35.3%		Tota	l	Male	e	Fema	ıle	18 to	34	35 to	54	55	+	AB	C1	C21	DE
Accessibility by public ransport transport Close to home 35.3% 57 40.7% 83 34.8% 24 50.0% 7 46.0% 40 20.4% 10 40.9% 27 36.1% 30 transport Close to home 35.3% 53 34.6% 28 36.2% 25 35.7% 5 36.8% 32 32.7% 16 28.8% 19 41.0% 34 Habit 25.3% 38 29.6% 24 20.3% 14 42.9% 6 21.8% 19 26.5% 13 27.3% 18 24.1% 25 23 25.2% 24 20.3% 14 42.9% 6 21.8% 19 26.5% 13 27.3% 18 24.1% 25 24.1% 25 25 25.2% 25 25.2% 19 14.5% 10 14.3% 2 20.7% 18 18.4% 9 15.2% 10 22.9% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 22.9% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 22.9% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.2% 12 20.0% 18 20.0% 10 20.0%	Q07 Why do you choos	e to sho	p / vis	sit Black	pool	? [MR]											
Accessibility by public ransport transport Close to home 35.3% 57 40.7% 83 34.8% 24 50.0% 7 46.0% 40 20.4% 10 40.9% 27 36.1% 30 transport Close to home 35.3% 53 34.6% 28 36.2% 25 35.7% 5 36.8% 32 32.7% 16 28.8% 19 41.0% 34 Habit 25.3% 38 29.6% 24 20.3% 14 42.9% 6 21.8% 19 26.5% 13 27.3% 18 24.1% 25 23 25.2% 24 20.3% 14 42.9% 6 21.8% 19 26.5% 13 27.3% 18 24.1% 25 24.1% 25 25 25.2% 25 25.2% 19 14.5% 10 14.3% 2 20.7% 18 18.4% 9 15.2% 10 22.9% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 22.9% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 22.9% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.4% 19 12.2% 6 15.2% 10 21.7% 18 20.0% 10 20.0% 18 18.2% 12 20.0% 18 20.0% 10 20.0%	Accessibility to Blacknool	40.7%	. 61	11 104	. 36	36.2%	25	50.0%	7	56 3%	40	10.2%	5	15 5%	30	37 3%	31
Habit 25.3% 38 29.6% 24 20.3% 14 42.9% 6 21.8% 19 26.5% 13 27.3% 18 24.1% 26 Safety (during the day) 21.3% 32 17.3% 14 26.1% 18 21.4% 3 21.3% 32 17.3% 14 26.1% 18 21.4% 3 21.3% 32 17.3% 18 24.1% 26 Provision of leisure services 19.3% 29 23.5% 19 14.5% 10 14.3% 2 20.7% 18 18.4% 9 15.2% 10 22.9% 19 Close to friends / family 18.7% 28 17.3% 14 20.3% 14 21.4% 3 21.8% 19 12.2% 6 15.2% 10 22.7% 18 Entertainment / events 17.3% 26 16.0% 13 18.8% 13 0.0% 0 23.0% 20 12.2% 6 15.2% 10 21.7% 18 Entertainment / events 14.0% 21 14.8% 12 13.0% 9 28.6% 4 12.6% 11 12.2% 6 15.2% 10 13.3% 11 Range of shops selling food 12.7% 19 9.9% 8 15.9% 11 21.4% 3 10.3% 9 14.3% 7 12.1% 8 13.3% 11 Close to work 12.0% 18 12.3% 10 11.6% 8 7.1% 1 12.6% 11 12.2% 6 12.1% 8 13.3% 11 Secial shops 10.0% 18 12.3% 10 11.6% 8 7.1% 1 12.6% 11 12.2% 6 12.1% 8 12.0% 16 Secial shops 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 Secial shops 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 Secial shops 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 Secial shops 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 Secial shops 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 Secial shops 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 Secial shops 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 Secial shops 10.7% 16 9.9% 8 11.6% 10.0	Accessibility by public																30
Safety (during the day)	Close to home	35.3%	53	34.6%	28	36.2%	25	35.7%	5	36.8%	32	32.7%	16	28.8%	19	41.0%	34
Provision of leisure services   19.3%   29   23.5%   19   14.5%   10   14.3%   2   20.7%   18   18.4%   9   15.2%   10   22.9%   19   19.0%	Habit	25.3%	38	29.6%	24	20.3%	14	42.9%	6	21.8%	19	26.5%	13	27.3%	18	24.1%	20
Close to friends / family 18.7% 28 17.3% 14 20.3% 14 21.4% 3 21.8% 19 12.2% 6 15.2% 10 21.7% 18 Entertainment / events 17.3% 26 16.0% 13 18.8% 13 0.0% 0 23.0% 20 12.2% 6 18.2% 12 16.9% 14 Cleanliness 14.0% 21 14.8% 12 13.0% 9 28.6% 4 12.6% 11 12.2% 6 15.2% 10 13.3% 14 Range of shops selling food 12.7% 19 9.9% 8 15.9% 11 21.4% 3 10.3% 9 14.3% 7 12.1% 8 13.3% 11 20.0% 10 20.0% 18 9.9% 8 14.5% 10 28.6% 4 13.8% 12 4.1% 2 19.7% 13 6.0% 5 20.00 10 20.0% 10 11.6% 8 7.1% 1 12.2% 6 12.1% 8 12.3% 10 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6 12.1% 8 12.0% 10 11.6% 10 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6 1.6 1% 4 13.3% 11 20.0% 16 11.0% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 12.2% 6 12.1% 8 12.0% 10 11.6% 10 11.6% 10 11.6% 10 11.6% 10 12.2% 6 12.1% 8 12.0% 10 11.6% 10 11.6% 10 11.6% 10 12.2% 6 12.1% 8 12.0% 10 11.6% 10 11.6% 10 11.6% 10 12.2% 6 6 1.0% 4 13.3% 11.6% 10 11.6% 10 11.6% 10 11.6% 10 12.2% 6 12.1% 8 12.0% 10 11.6% 10 12.2% 10 12.2% 6 6 1.0% 4 13.3% 11.6% 10 11.6% 10 11.6% 10 10.3% 9 12.2% 6 6 1.0% 4 13.3% 11.6% 10 11.6% 10 11.6% 10 12.2% 6 1.0% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6% 10 12.2% 10 11.6%	Safety (during the day)	21.3%	32	17.3%	14	26.1%	18	21.4%	3	23.0%	20	18.4%	9	18.2%	12	24.1%	20
Entertainment / events	Provision of leisure services	19.3%	29	23.5%	19	14.5%	10	14.3%	2	20.7%	18	18.4%	9	15.2%	10	22.9%	19
Cleanliness   14.0%   21   14.8%   12   13.0%   9   28.6%   4   12.6%   11   12.2%   6   15.2%   10   13.3%   11   12.0%   10   13.3%   11   12.0%   10   13.3%   11   12.0%   10   13.3%   11   12.0%   10   13.3%   11   13.0%   10   13.3%   11   13.0%   10   13.3%   11   13.0%   10   13.3%   11   13.0%   10   13.3%	Close to friends / family	18.7%	28	17.3%	14	20.3%	14	21.4%	3	21.8%	19	12.2%	6	15.2%	10	21.7%	18
Range of shops selling food 12.7% 19 9.9% 8 15.9% 11 21.4% 3 10.3% 9 14.3% 7 12.1% 8 13.3% 11 goods  Close to work 12.0% 18 9.9% 8 14.5% 10 28.6% 4 13.8% 12 4.1% 2 19.7% 13 6.0% 5 Range of independent / 12.0% 18 12.3% 10 11.6% 8 7.1% 1 12.6% 11 12.2% 6 12.1% 8 12.0% 10 specialist shops  Choice of shops selling 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 non-food goods  Choice of High Street 9.3% 14 8.6% 7 10.1% 7 7.1% 1 8.0% 7 12.2% 6 6.1% 4 12.0% 10 retailers  Public information, 6.7% 10 6.2% 5 7.2% 5 0.0% 0 8.0% 7 6.1% 3 7.6% 5 6.0% 5 goods  Value for money 5.3% 8 3.7% 3 7.2% 5 0.0% 0 6.9% 6 4.1% 2 3.0% 2 7.2% 6 Shopping environment 3.3% 5 4.9% 4 1.4% 1 0.0% 0 3.4% 3 6.1% 3 6.1% 4 2.4% 2 Shopping environment 3.3% 5 4.9% 4 1.4% 1 0.0% 0 3.4% 3 6.1% 3 6.1% 4 2.4% 1 4.4% 1 0.0% 0 3.4% 3 4.1% 2 1.5% 1 1.2% 1 1.2% 1 1.2% 1 0.0% 0 0.0% 0 0.0% 0 4.1% 2 1.5% 1 1.2% 1 1.2% 1 0.0% 1 0.0% 0 0.0%	Entertainment / events	17.3%	26	16.0%	13	18.8%	13	0.0%	0	23.0%	20	12.2%	6	18.2%	12	16.9%	14
Close to work	Cleanliness	14.0%	21	14.8%	12	13.0%	9	28.6%	4	12.6%	11	12.2%	6	15.2%	10	13.3%	11
Range of independent / 12.0% 18 12.3% 10 11.6% 8 7.1% 1 12.6% 11 12.2% 6 12.1% 8 12.0% 10 specialist shops Choice of shops selling 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 non-food goods Choice of High Street 9.3% 14 8.6% 7 10.1% 7 7.1% 1 8.0% 7 12.2% 6 6.1% 4 12.0% 10 retailers Public information, 6.7% 10 6.2% 5 7.2% 5 0.0% 0 8.0% 7 6.1% 3 7.6% 5 6.0% 5 6.0% 5 5.8% 4 0.0% 0 5.7% 5 8.2% 4 4.5% 3 6.0% 5 0.0% 10 0.					8		11		3				7				11
specialist shops Choice of shops selling 10.7% 16 9.9% 8 11.6% 8 7.1% 1 10.3% 9 12.2% 6 6.1% 4 13.3% 11 non-food goods Choice of High Street 9.3% 14 8.6% 7 10.1% 7 7.1% 1 8.0% 7 12.2% 6 6.1% 4 12.0% 10 retailers Public information, 6.7% 10 6.2% 5 7.2% 5 0.0% 0 8.0% 7 6.1% 3 7.6% 5 6.0% 5 6.0% 5 goods Quality of shops selling food 6.0% 9 6.2% 5 5.8% 4 0.0% 0 5.7% 5 8.2% 4 4.5% 3 6.0% 5 goods Value for money 5.3% 8 3.7% 3 7.2% 5 0.0% 0 6.9% 6 4.1% 2 3.0% 2 7.2% 6 6.2% 5 1.4% 1 0.0% 0 3.4% 3 6.1% 3 6.1% 4 2.4% 4 1.4% 1 0.0% 0 3.4% 3 4.1% 2 1.5% 1 4.8% 4 Holiday 2.0% 3 2.5% 2 1.4% 1 0.0% 0 3.4% 3 4.1% 2 1.5% 1 4.8% 4 Holiday 2.0% 3 2.5% 2 1.4% 1 0.0% 0 1.1% 1 4.1% 2 3.0% 2 1.2% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 0 2.0% 1 0.0% 0 1.2% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 0 0.0	Close to work				8				4		12		2		13		5
non-food goods Choice of High Street 9.3% 14 8.6% 7 10.1% 7 7.1% 1 8.0% 7 12.2% 6 6.1% 4 12.0% 10 retailers Public information, 6.7% 10 6.2% 5 7.2% 5 0.0% 0 8.0% 7 6.1% 3 7.6% 5 6.0% 5 6.0% signposts, public facilities Quality of shops selling food 6.0% 9 6.2% 5 5.8% 4 0.0% 0 5.7% 5 8.2% 4 4.5% 3 6.0% 5 6.0% goods Value for money 5.3% 8 3.7% 3 7.2% 5 0.0% 0 6.9% 6 4.1% 2 3.0% 2 7.2% 6 6.1% 14.0% 10.0% 0 3.4% 3 6.1% 3 6.1% 4 2.4% 2 8.6% 14.4% 1 0.0% 0 3.4% 3 6.1% 3 6.1% 4 2.4% 2 8.6% 14.4% 1 0.0% 0 3.4% 3 4.1% 2 1.5% 1 4.8% 4 1.0% 10.0% 0 1.1% 1 4.1% 2 3.0% 2 1.2% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 0 0.0% 1 1.1% 1 0.0% 1 1.2% 1 1.2% 1 0.0% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 1 0.0% 1 1.2%	specialist shops				10		8		_		11		6				10
retailers  Public information, 6.7% 10 6.2% 5 7.2% 5 0.0% 0 8.0% 7 6.1% 3 7.6% 5 6.0% 5 signposts, public facilities  Quality of shops selling food 6.0% 9 6.2% 5 5.8% 4 0.0% 0 5.7% 5 8.2% 4 4.5% 3 6.0% 5 goods  Value for money 5.3% 8 3.7% 3 7.2% 5 0.0% 0 6.9% 6 4.1% 2 3.0% 2 7.2% 6 Car parking provision 4.0% 6 6.2% 5 1.4% 1 0.0% 0 3.4% 3 6.1% 3 6.1% 4 2.4% 2 Shopping environment 3.3% 5 4.9% 4 1.4% 1 0.0% 0 3.4% 3 4.1% 2 1.5% 1 4.8% 4 Holiday 2.0% 3 2.5% 2 1.4% 1 0.0% 0 1.1% 1 4.1% 2 3.0% 2 1.2% 1 Provision of services (e.g. 1.3% 2 1.2% 1 1.4% 1 0.0% 0 0.0% 0 4.1% 2 1.5% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 1.1% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 1.2% 1 0.0% 1 1.2%		10.7%	16	9.9%	8	11.6%	8	7.1%	1	10.3%	9		6	6.1%	4	13.3%	11
signposts, public facilities           Quality of shops selling food goods         6.0%         9         6.2%         5         5.8%         4         0.0%         0         5.7%         5         8.2%         4         4.5%         3         6.0%         5         5.8%         4         0.0%         0         5.7%         5         8.2%         4         4.5%         3         6.0%         5         2.0%         3         7.2%         5         0.0%         0         6.9%         6         4.1%         2         3.0%         2         7.2%         6         6         4.1%         2         3.0%         2         7.2%         6         6         6.9%         6         4.1%         2         3.0%         2         7.2%         6         6         6.9%         6         4.1%         2         3.0%         2         7.2%         6         6         6.9%         6         4.1%         2         3.0%         2         7.2%         6         6         6.9%         6         4.1%         2         3.0%         2         7.2%         6         6         6.9%         6         4.1%         2         3.0%         2         7.2%	retailers				7		7		1		7		6		4		10
goods  Value for money  5.3%  8 3.7%  3 7.2%  5 0.0%  0 6.9%  6 4.1%  2 3.0%  2 7.2%  6 Car parking provision  4.0%  6 6.2%  5 1.4%  1 0.0%  0 3.4%  3 6.1%  3 6.1%  4 2.4%  2 3.0%  2 7.2%  6 Shopping environment  3.3%  5 4.9%  4 1.4%  1 0.0%  0 3.4%  3 4.1%  2 1.5%  1 4.8%  4 1.4%  Holiday  2 0.0%  3 2.5%  2 1.4%  1 0.0%  0 1.1%  1 4.1%  2 3.0%  2 1.2%  1 1.2%  Provision of services (e.g.  banks / financial services)  Car parking prices  0.7%  1 1.2%  1 0.0%  0 0.0%  0 0.0%  0 0.0%  0 2.0%  1 0.0%  0 1.2%  1 0.0%  Natural environment  0.7%  1 1.2%  1 0.0%  0 0.0%  0 0.0%  0 1.1%  1 0.0%  0 0.0%  0 0.0%  0 1.1%  1 0.0%  0 0.0%  1 0		6.7%	10	6.2%	5	7.2%	5	0.0%	0	8.0%	7	6.1%	3	7.6%	5	6.0%	5
Car parking provision 4.0% 6 6.2% 5 1.4% 1 0.0% 0 3.4% 3 6.1% 3 6.1% 4 2.4% 2 Shopping environment 3.3% 5 4.9% 4 1.4% 1 0.0% 0 3.4% 3 4.1% 2 1.5% 1 4.8% 4 Holiday 2.0% 3 2.5% 2 1.4% 1 0.0% 0 1.1% 1 4.1% 2 3.0% 2 1.2% 1 Provision of services (e.g. 1.3% 2 1.2% 1 1.4% 1 0.0% 0 0.0% 0 4.1% 2 1.5% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% Natural environment 0.7% 1 1.2% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 1 0.0% 1 0.0% 0 1.2% 1 0.0	. , ,	6.0%	9	6.2%	5	5.8%	4	0.0%	0	5.7%	5	8.2%	4	4.5%	3	6.0%	5
Shopping environment 3.3% 5 4.9% 4 1.4% 1 0.0% 0 3.4% 3 4.1% 2 1.5% 1 4.8% 4 Holiday 2.0% 3 2.5% 2 1.4% 1 0.0% 0 1.1% 1 4.1% 2 3.0% 2 1.2% 1 Provision of services (e.g. 1.3% 2 1.2% 1 1.4% 1 0.0% 0 0.0% 0 4.1% 2 1.5% 1 1.2% 1 0.0% 1 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 1.1% 1 0.0% 0 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 1 0.0% 0 1.2% 1 0.0% 1 0.0% 1 1.2% 1 0.0% 1 0.0% 1 1.2% 1 1.2% 1	Value for money	5.3%	8		3		5		0		6		2		2		6
Holiday 2.0% 3 2.5% 2 1.4% 1 0.0% 0 1.1% 1 4.1% 2 3.0% 2 1.2% 1 1.2% 1 0.0% 0 0.0% 0 4.1% 1 4.1% 2 3.0% 2 1.2% 1 1.2% 1 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 1 1.2% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 1 0.0% 0 0.0%	Car parking provision				5		1		0		3				4		2
Provision of services (e.g. 1.3% 2 1.2% 1 1.4% 1 0.0% 0 0.0% 0 4.1% 2 1.5% 1 1.2% 1 banks / financial services)  Car parking prices 0.7% 1 1.2% 1 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 Natural environment 0.7% 1 1.2% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 1.2% 1 (Don't know / no reason) 5.3% 8 6.2% 5 4.3% 3 0.0% 0 5.7% 5 6.1% 3 1.5% 1 8.4%	Shopping environment	3.3%	5	4.9%	4	1.4%	1	0.0%	0	3.4%	3	4.1%	2	1.5%	1	4.8%	4
banks / financial services)         Car parking prices       0.7%       1       1.2%       1       0.0%       0       0.0%       0       2.0%       1       0.0%       0       1.2%         Natural environment       0.7%       1       1.2%       1       0.0%       0       0.0%       0       1.1%       1       0.0%       0       0.0%       0       1.2%       1         (Don't know / no reason)       5.3%       8       6.2%       5       4.3%       3       0.0%       0       5.7%       5       6.1%       3       1.5%       1       8.4%       3	Holiday	2.0%	3	2.5%	2	1.4%	1	0.0%	0		1	4.1%	2		2		1
Natural environment 0.7% 1 1.2% 1 0.0% 0 0.0% 0 1.1% 1 0.0% 0 0.0% 0 1.2% (Don't know / no reason) 5.3% 8 6.2% 5 4.3% 3 0.0% 0 5.7% 5 6.1% 3 1.5% 1 8.4%		1.3%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0		2	1.5%	1	1.2%	1
(Don't know / no reason) 5.3% 8 6.2% 5 4.3% 3 0.0% 0 5.7% 5 6.1% 3 1.5% 1 8.4%	Car parking prices	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
	Natural environment	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Base: 150 81 69 14 87 49 66 83	(Don't know / no reason)	5.3%	8	6.2%	5	4.3%	3	0.0%	0	5.7%	5	6.1%	3	1.5%	1	8.4%	7
	Base:		150		81		69		14		87		49		66		83

	Total		Male	!	Fema	le	18 to 3	34	35 to	54	55-	+	AB	C1	C21	DE
Q08 What is the main re	ason wh	у уо	u are in I	Black	pool too	lay?										
Browsing	18.0%	27	12.3%	10	24.6%	17	14.3%	2	12.6%	11	28.6%	14	6.1%	4	27.7%	23
Food and grocery shopping at: Sainsbury's, Talbot Road, Blackpool, FY1 3AJ	12.7%	19	16.0%	13	8.7%	6	14.3%	2	10.3%	9	16.3%	8	16.7%	11	9.6%	8
Social / leisure activities	10.0%	15	12.3%	10	7.2%	5	7.1%	1	12.6%	11	6.1%	3	12.1%	8	8.4%	7
Clothes / shoes shopping	9.3%	14	11.1%	9	7.2%	5	7.1%	1	8.0%	7	12.2%	6	4.5%	3	13.3%	11
Work / school / college	8.0%	12	8.6%	7	7.2%	5	21.4%	3	8.0%	7	4.1%	2	15.2%	10	2.4%	2
Café / restaurant / pub (food and beverage)	6.0%	9	3.7%	3	8.7%	6	7.1%	1	5.7%	5	6.1%	3	9.1%	6	3.6%	3
Bank / building society / Post Office	3.3%	5	4.9%	4	1.4%	1	7.1%	1	3.4%	3	2.0%	1	4.5%	3	2.4%	2
Electrical goods shopping	3.3%	5	2.5%	2	4.3%	3	0.0%	0	5.7%	5	0.0%	0	4.5%	3	2.4%	2
Chemist	2.7%	4	2.5%	2	2.9%	2	0.0%	0	1.1%	1	6.1%	3	3.0%	2	2.4%	2
Doctor / dentist	2.7%	4	1.2%	1	4.3%	3	14.3%	2	1.1%	1	2.0%	1	3.0%	2	2.4%	2
Jewellery / gift shops	2.7%	4	2.5%	2	2.9%	2	0.0%	0	1.1%	1	6.1%	3	3.0%	2	1.2%	1
Services (e.g. hairdressers, launderette)	2.7%	4	4.9%	4	0.0%	0	0.0%	0	4.6%	4	0.0%	0	1.5%	1	3.6%	3
Non-food shopping in general	2.0%	3	3.7%	3	0.0%	0	7.1%	1	2.3%	2	0.0%	0	1.5%	1	2.4%	2
Food and grocery shopping	2.0%	3	2.5%	2	1.4%	1	0.0%	0	2.3%	2	2.0%	1	3.0%	2	1.2%	1
Sea Life Blackpool	2.0%	3	1.2%	1	2.9%	2	0.0%	0	3.4%	3	0.0%	0	1.5%	1	2.4%	2
Blackpool Illuminations	1.3%	2	0.0%	0	2.9%	2	0.0%	0	2.3%	2	0.0%	0	3.0%	2	0.0%	0
Performances	1.3%	2	0.0%	0	2.9%	2	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1
Visit specialist shops	1.3%	2	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	1.5%	1	1.2%	1
Public offices	1.3%	2	0.0%	0	2.9%	2	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1
Food and grocery shopping at: Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Food and grocery shopping at: B&M, Church Street,	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Lancashire, FY1 1EW	0.70/	1	0.00/	0	1 40/	1	0.00/	0	1 10/	1	0.00/	0	0.00/	0	1 20/	1
Blackpool Tower	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Blackpool Tower Dungeon	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Showtown Museum	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1% 0.0%	1	0.0%	0	1.5%	1	0.0%	0
Other Amusement Arcades Food and grocery shopping at: Iceland, Vicarage Lane, Blackpool, FY4 4ES	0.7% 0.7%	1	0.0% 0.0%	0	1.4% 1.4%	1	0.0% 0.0%	0	1.1%	0	2.0% 0.0%	1 0	0.0% 0.0%	0	1.2% 1.2%	1
Winter Gardens	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1 3AX	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Food and grocery shopping at: Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.770															
Tree Road, Blackpool,	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0

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Browsing		Tota	1	Male	)	Fema	le	18 to	34	35 to	54	55+	+	AB	C1	C21	DE
Promenade	Q09 What else do you ir	ntend to	do w	hilst in E	Black	pool tod	ay? [	MR]									
Promenade	Browsing	18.8%	28	23.8%	19	13.0%	9	28.6%	4	22.1%	19	10.2%	5	27.7%	18	12.0%	10
Central Pier   16,1%   24   11,3%   29   21,7%   15   21,4%   3   17,4%   15   12,2%   6   15,4%   10   16,9%   14   12   13,0%   12   13,0%   12   13,0%   13   12,0%   14   14,0%   12   14,3%   13   14,0%   12   14,3%   13   14,0%   12   14,3%   13   14,0%   12   14,3%   13   14,0%   12   14,3%   14,0%   12   14,3%   14,0%   12   14,3%   14,0%   12   14,3%   14,0%   12   14,3%   14,0%   14   14,0%   14   14,0%   14   14,0%   14   14,0%   14   14,0%   14   14,0%   14   14,0%   14   14,0%   15	$\mathcal{E}$																
Carle   Forestament   Public   Month   Public   Month   Mont													_				
Scolar   Isana entivities   11.4%   17   7.5%   6   1.59%   11   7.1%   1   11.6%   10   12.2%   6   7.7%   5   1.45%   12   Stationers   newsagents   10.7%   16   12.5%   10   8.7%   6   7.1%   1   11.6%   10   12.2%   13.8%   9   8.4%   7   7.1%   1   1.6%   10   1.5%   13   4.1%   2   13.8%   9   8.4%   7   7.1%   1   1.6%   10   1.5%   10   4.1%   2   12.3%   8   8.4%   7   7.1%   1   1.6%   10   1.6%   10   1.6%   10   1.2%   1.2%																	
Stationers / newsagents   10,7%   16   12,5%   10   8,7%   6   7,1%   1   15,1%   13   4,1%   2   13,8%   9   8,4%   7		1		12.070		10.570	• •	1 11070	_	111070		1 11070	,	10.070		1 110 70	
Visit specialist shops	Social / leisure activities	11.4%	17	7.5%	6	15.9%	11	7.1%	1	11.6%	10	12.2%	6	7.7%	5	14.5%	12
Beach   9.4%   14   8.8%   7   10.1%   7   7.1%   1   1.16%   10   6.1%   3   7.7%   5   10.8%   9   10.8%   17   7.2%   6   10.8%   18   18   18   19   10.8%   18   18   18   18   18   18   18	Stationers / newsagents	10.7%	16	12.5%	10	8.7%	6	7.1%	1	15.1%	13	4.1%	2	13.8%	9	8.4%	7
Jewellery	Visit specialist shops	10.1%	15	8.8%	7	11.6%	8	7.1%	1	14.0%	12	4.1%	2	12.3%	8	8.4%	7
Non-food shopping   1,00%		9.4%	14	8.8%	7	10.1%	7	7.1%	1	11.6%	10	6.1%	3	7.7%	5	10.8%	9
Library   S.4%   8   3.8%   3   7.2%   5   7.1%   1   3.5%   3   8.2%   4   1.5%   1   8.4%   7	Jewellery / gift shops	8.7%	13	8.8%	7	8.7%	6	7.1%	1	10.5%	9	6.1%	3	10.8%	7	7.2%	6
Electrical goods shopping	Winter Gardens	8.1%	12	6.3%	5	10.1%	7	0.0%	0	12.8%	11	2.0%	1	9.2%	6	7.2%	6
Blackpool Tower	Library	5.4%	8	3.8%	3	7.2%	5	7.1%	1	3.5%	3	8.2%	4	1.5%	1	8.4%	7
Blackpool Tower	Electrical goods shopping	4.7%	7	7.5%	6	1.4%	1	21.4%	3	2.3%	2	4.1%	2	4.6%	3	4.8%	4
Blackpool Illuminations   3.4%   5   2.5%   2   4.3%   3   0.0%   0   4.7%   4   2.0%   1   3.1%   2   3.6%   3   2.6%   2   2.0%   2   0.0%   0   4.7%   4   2.0%   1   4.6%   3   2.4%   2   2   2.0%   1   2.4%   2   2   2.0%   2   2.0%   2   2.0%   2   2.0%   2   2.0%   3   1.2%   2   2.0%   2	0 11 0	4.0%	6	3.8%	3	4.3%	3	0.0%	0	5.8%	5	2.0%	1	4.6%	3	3.6%	3
Blackpool Illuminations   3.4%   5   2.5%   2   4.3%   3   0.0%   0   4.7%   4   2.0%   1   3.1%   2   3.6%   3   3   3.6%   3   Chemist   3.4%   5   3.8%   3   2.9%   2   0.0%   0   4.7%   4   2.0%   1   4.6%   3   2.4%   2   1.00   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00   1   1.00	Abingdon Street Market	3.4%	5	1.3%	1	5.8%	4	7.1%	1	4.7%	4	0.0%	0	4.6%	3	2.4%	2
Chemist		3.4%	5	2.5%	2	4.3%	3	0.0%	0	4.7%	4	2.0%	1	3.1%	2	3.6%	3
Clothes / shoes shopping   2.7%   4   1.3%   1   4.3%   3   7.1%   1   0.0%   0   6.1%   3   4.6%   3   1.2%   1     Non-food shopping in   2.0%   3   0.0%   0   4.3%   3   0.0%   0   0.0%   0   6.1%   3   1.5%   1   2.4%   2     Sea Life Blackpool   2.0%   3   1.3%   1   2.9%   2   0.0%   0   2.3%   2   2.0%   0   1   1.5%   1   2.4%   2     Blackpool Pleasure Beach   2.0%   3   1.3%   1   2.9%   2   0.0%   0   2.3%   3   0.0%   0   3.1%   2   1.2%   1     Public offices   1.3%   2   0.0%   0   2.9%   2   0.0%   0   2.3%   3   0.0%   0   3.1%   2   0.0%   0     Bank / building society / Post   1.3%   2   1.3%   1   1.4%   1   0.0%   0   1.2%   1   2.0%   1   0.0%   0   2.4%   2     Blackpool Tramway   1.3%   2   1.3%   1   1.4%   1   0.0%   0   0.0%   0   1.2%   1   0.0%   0   2.1%   1     Madame Tussauds Blackpool   1.3%   2   2.5%   2   0.0%   0   0.0%   0   0.23%   2   0.0%   0   3.1%   2   0.0%   0     Work / school / college   1.3%   2   2.5%   2   0.0%   0   0.0%   0   0.2%   2   0.0%   0	-	3.4%	5	3.8%	3	2.9%	2	0.0%	0	4.7%	4	2.0%	1	4.6%	3	2.4%	2
Non-food shopping in general   Sum	Clothes / shoes shopping		4	1.3%	1	4.3%	3	7.1%	1	0.0%	0	6.1%	3	4.6%	3	1.2%	1
general         Sea Life Blackpool         2.0%         3         1.3%         1         2.9%         2         0.0%         0         2.3%         2         2.0%         1         1.5%         1         2.4%         2           Blackpool Pleasure Beach         2.0%         3         1.3%         1         2.9%         2         0.0%         0         3.5%         3         0.0%         0         3.1%         2         1.2%         1           Public offices         1.3%         2         0.0%         0         2.9%         2         0.0%         0         2.3%         2         0.0%         0         2.4%         2         0.0%         0         2.3%         2         0.0%         0         2.4%         2         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         2.0%         1         0.0%<	11 0	2.0%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	6.1%	3	1.5%	1	2.4%	2
Blackpool Pleasure Beach   2.0%   3   1.3%   1   2.9%   2   0.0%   0   3.5%   3   0.0%   0   3.1%   2   1.2%   1   Public offices   1.3%   2   0.0%   0   2.9%   2   0.0%   0   2.3%   2   0.0%   0   3.1%   2   0.0%   0   0   Debatio offices   0.1%   0.0%   0   1.2%   1   0.0%   0   0.1%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0   0.0%   0   0   0   0   0   0   0   0   0	11 -																
Blackpool Pleasure Beach   2.0%   3   1.3%   1   2.9%   2   0.0%   0   3.5%   3   0.0%   0   3.1%   2   1.2%   1   Public offices   1.3%   2   0.0%   0   2.9%   2   0.0%   0   2.3%   2   0.0%   0   3.1%   2   0.0%   0   0   Debatio offices   0.1%   0.0%   0   1.2%   1   0.0%   0   0.1%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0   0.0%   0   0   0   0   0   0   0   0   0	Sea Life Blackpool	2.0%	3	1.3%	1	2.9%	2	0.0%	0	2.3%	2	2.0%	1	1.5%	1	2.4%	2
Bank / building society / Post   1.3%   2   1.3%   1   1.4%   1   0.0%   0   1.2%   1   2.0%   1   0.0%   0   2.4%   2   2   1.5%   1   1.2%		2.0%	3	1.3%	1	2.9%	2	0.0%	0	3.5%	3	0.0%	0	3.1%	2	1.2%	1
Office Blackpool Tramway		1.3%	2	0.0%	0	2.9%	2	0.0%	0	2.3%	2	0.0%	0	3.1%	2	0.0%	0
Blackpool Tramway   1.3%   2   1.3%   1   1.4%   1   0.0%   0   0.0%   0   4.1%   2   1.5%   1   1.2%   1   Madame Tussauds Blackpool   1.3%   2   2.5%   2   0.0%   0   0.0%   0   1.2%   1   2.0%   1   0.0%   0   2.4%   2   2   2.5%   2   0.0%   0   0.0%   0   0.2%   1   2.0%   1   0.0%   0   2.4%   2   2   2.5%   2   0.0%   0   0.0%   0   0.3%   2   0.0%   0   0.0%   0   0   0.3%   2   0.0%   0   0   0.0%   0   0   0.0%   0   0   0   0   0   0   0   0   0	Bank / building society / Post	1.3%	2	1.3%	1	1.4%	1	0.0%	0	1.2%	1	2.0%	1	0.0%	0	2.4%	2
Madame Tussauds Blackpool         1.3%         2         2.5%         2         0.0%         0         0.0%         0         1.2%         1         2.0%         1         0.0%         0         2.4%         2           Work / school / college         1.3%         2         2.5%         2         0.0%         0         0.0%         0         2.3%         2         0.0%         0         2.4%         2           Showtown Museum         1.3%         2         0.0%         0         2.9%         2         0.0%         0         2.0%         0         0.0%         0         2.4%         2           Stanley Park         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%         1         1.5%         1         0.0%         0         0         0.0%         0         2.0%         1         0.0%         0         1.2%         1         0.0%         0         1.0%         0         2.0%         1         0.0%         0         1.2%         1         0.0%         0         1.2%         1         0.0%         0         1.2%         1         0.0%         0																	
Work / school / college         1.3%         2         2.5%         2         0.0%         0         0.0%         0         2.3%         2         0.0%         0         2.3%         2         0.0%         0         2.4%         2           Showtown Museum         1.3%         2         0.0%         0         2.3%         2         0.0%         0         0.0%         0         2.4%         2           Stanley Park         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%         1         1.5%         1         0.0%         0           North pier         0.7%         1         0.0%         0         1.0%         0         0.0%         0         2.0%         1         1.0%         0         1.2%         1           Services (e.g. hairdressers, 0.7%         1         1.3%         1         0.0%         0         0.0%         0         2.0%         1         0.0%         0         1.2%         1         0.0%         0         1.2%         1         0.0%         0         1.2%         1         0.0%         0         1.2%         1         0.0%         0	Blackpool Tramway	1.3%	2	1.3%	1	1.4%	1	0.0%	0	0.0%	0	4.1%	2	1.5%	1	1.2%	1
Showtown Museum  1.3% 2 0.0% 0 2.9% 2 0.0% 0 0 2.3% 2 0.0% 0 0.0%	Madame Tussauds Blackpool	1.3%	2	2.5%	2	0.0%	0	0.0%	0	1.2%	1	2.0%	1	0.0%	0	2.4%	2
Showtown Museum  1.3% 2 0.0% 0 2.9% 2 0.0% 0 0 2.3% 2 0.0% 0 0.0%	*	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	3.1%	2	0.0%	0
Stanley Park 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% 1 1.5% 1 0.0% 0 North pier 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 Services (e.g. hairdressers, 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 launderette)  Backlot Cinema 0.7% 1 1.3% 1 0.0% 0 7.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.2% 1 Blackpool Zoo 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0%					0		2		0		2	0.0%	0	0.0%	0	2.4%	2
North pier 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 Services (e.g. hairdressers, 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 launderette)  Backlot Cinema 0.7% 1 1.3% 1 0.0% 0 7.1% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.2% 1 Blackpool Zoo 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Blackpool Tower Dungeon 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 1.2% 1 Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1 3AX  Other Amusement Arcades 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Coral Island Blackpool 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Coral Island Blackpool 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 Attend church 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 0.0% 0 Performances 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Performances 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Now 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Now 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Now 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Now 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Now 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Now 1 0.0% 0 0.0		0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
Services (e.g. hairdressers,	2		1								0		1		0		1
launderette) Backlot Cinema 0.7% 1 1.3% 1 0.0% 0 7.1% 1 0.0% 0 0.0% 0 0.0% 0 1.2% 1 Blackpool Zoo 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Blackpool Tower Dungeon 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Blackpool Tower Dungeon 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 0.0% 0 1.5% 1 0.0% 0 Blackpool Tower Dungeon 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 1.2% 1 Food and grocery shopping 0.7% 1 1.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 at: Iceland, Topping Street, Blackpool, FY1 3AX  Other Amusement Arcades 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Coral Island Blackpool 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 Attend church 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 0.0% 0 Performances 0.7% 1 1.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 (No reason / no other reason) 18.1% 27 17.5% 14 18.8% 13 14.3% 2 11.6% 10 30.6% 15 15.4% 10 19.3% 16		0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Blackpool Zoo 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 1.5% 1 0.0% 0 Blackpool Tower Dungeon 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 1.2% 1 Food and grocery shopping 0.7% 1 1.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 1.5% 1 0.0% 0 at: Iceland, Topping Street, Blackpool, FY1 3AX  Other Amusement Arcades 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Coral Island Blackpool 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% 1 0.0% 0 1.2% 1 Attend church 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 2.0% 1 1.5% 1 0.0% 0 Performances 0.7% 1 1.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 (No reason / no other reason) 18.1% 27 17.5% 14 18.8% 13 14.3% 2 11.6% 10 30.6% 15 15.4% 10 19.3% 16																	
Blackpool Tower Dungeon 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 at: Iceland, Topping Street, Blackpool, FY1 3AX  Other Amusement Arcades 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Coral Island Blackpool 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 1.2% 1 0.0% 1 0	Backlot Cinema	0.7%	1	1.3%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Food and grocery shopping 0.7% 1 1.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 at: Iceland, Topping Street, Blackpool, FY1 3AX  Other Amusement Arcades 0.7% 1 0.0% 0 1.4% 1 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 Coral Island Blackpool 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0	Blackpool Zoo	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0
Food and grocery shopping 0.7% 1 1.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 at: Iceland, Topping Street, Blackpool, FY1 3AX  Other Amusement Arcades 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.1.2% 1 0.0% 0 1.5% 1 0.0% 0 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 1.2% 1 0.0% 0 0.0%			1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1
Other Amusement Arcades         0.7%         1         0.0%         0         1.4%         1         0.0%         0         1.2%         1         0.0%         0         1.5%         1         0.0%         0           Coral Island Blackpool         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%         1         0.0%         0         1.2%         1           Attend church         0.7%         1         1.3%         1         0.0%         0         0.0%         0         2.0%         1         1.5%         1         0.0%         0           Performances         0.7%         1         1.3%         1         0.0%         0         0.0%         0         1.2%         1         0.0%         0         0           (No reason / no other reason)         18.1%         27         17.5%         14         18.8%         13         14.3%         2         11.6%         10         30.6%         15         15.4%         10         19.3%         16	Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1	0.7%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0
Coral Island Blackpool         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%         1         0.0%         0         1.2%         1           Attend church         0.7%         1         1.3%         1         0.0%         0         0.0%         0         2.0%         1         1.5%         1         0.0%         0           Performances         0.7%         1         1.3%         1         0.0%         0         0.0%         0         1.2%         1         0.0%         0         1.5%         1         0.0%         0           (No reason / no other reason)         18.1%         27         17.5%         14         18.8%         13         14.3%         2         11.6%         10         30.6%         15         15.4%         10         19.3%         16		0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0
Attend church 0.7% 1 1.3% 1 0.0% 0 0.0% 0 0.0% 0 2.0% 1 1.5% 1 0.0% 0 Performances 0.7% 1 1.3% 1 0.0% 0 0.0% 0 1.2% 1 0.0% 0 1.5% 1 0.0% 0 (No reason / no other reason) 18.1% 27 17.5% 14 18.8% 13 14.3% 2 11.6% 10 30.6% 15 15.4% 10 19.3% 16																	
Performances       0.7%       1       1.3%       1       0.0%       0       0.0%       0       1.2%       1       0.0%       0       1.5%       1       0.0%       0         (No reason / no other reason)       18.1%       27       17.5%       14       18.8%       13       14.3%       2       11.6%       10       30.6%       15       15.4%       10       19.3%       16																	
(No reason / no other reason) 18.1% 27 17.5% 14 18.8% 13 14.3% 2 11.6% 10 30.6% 15 15.4% 10 19.3% 16																	
											_		-				
	_	10.170		1		10.070		1		11.070		20.070		10.170		17.070	

	Tota	l	Male	e	Fema	ale	18 to 3	34	35 to	54	55-	+	AB	C1	C2	DE
Q09X All activities carried	d out in	Black	nool tor	day (A	any men	ition)										
Browsing	36.7%		35.8%	29	37.7%	•	42.9%	6	34.5%	30	38.8%	19	33.3%	22	39.8%	33
Social / leisure activities	21.3%	32	19.8%	16	23.2%	16	14.3%	2	24.1%	21	18.4%	9	19.7%	13	22.9%	19
Café / restaurant / pub (food and beverage)	20.0%	30		13			21.4%	3	19.5%	17	20.4%	10			18.1%	15
Promenade	18.7%	28	18.5%	15	18.8%	13	14.3%	2	28.7%	25	2.0%	1	16.7%	11	20.5%	17
Central Pier	16.0%	24	11.1%	9	21.7%	15	21.4%	3	17.2%	15	12.2%	6	15.2%	10	16.9%	14
Food and grocery shopping at: Sainsbury's, Talbot Road, Blackpool, FY1 3AJ	12.7%	19	16.0%	13	8.7%	6	14.3%	2	10.3%	9	16.3%	8	16.7%	11	9.6%	8
Clothes / shoes shopping	12.0%	18	12.3%	10	11.6%	8	14.3%	2	8.0%	7	18.4%	9	9.1%	6	14.5%	12
Jewellery / gift shops	11.3%	17	11.1%	9	11.6%	8	7.1%	1	11.5%	10	12.2%	6	13.6%	9	8.4%	7
Visit specialist shops	11.3%	17	9.9%	8	13.0%	9	7.1%	1	14.9%	13	6.1%	3	13.6%	9	9.6%	8
Stationers / newsagents	10.7%	16	12.3%	10	8.7%	6	7.1%	1	14.9%	13	4.1%	2	13.6%	9	8.4%	7
Work / school / college	9.3%	14	11.1%	9	7.2%	5	21.4%	3	10.3%	9	4.1%	2	18.2%	12	2.4%	2
Beach	9.3%	14	8.6%	7	10.1%	7	7.1%	1	11.5%	10	6.1%	3	7.6%	5	10.8%	9
Winter Gardens	8.7%	13	7.4%	6	10.1%	7	0.0%	0	13.8%	12	2.0%	1	9.1%	6	8.4%	7
Electrical goods shopping	8.0%	12	9.9%	8	5.8%	4	21.4%	3	8.0%	7	4.1%	2	9.1%	6	7.2%	6
Chemist	6.0%	9	6.2%	5	5.8%	4	0.0%	0	5.7%	5	8.2%	4	7.6%	5	4.8%	4
Library	5.3%	8	3.7%	3	7.2%	5	7.1%	1 0	3.4%	3	8.2%	4	1.5%	1	8.4%	7
Blackpool Tower Blackpool Illuminations	4.7% 4.7%	7 7	3.7% 2.5%	3 2	5.8% 7.2%	4 5	0.0% 0.0%	0	6.9% 6.9%	6 6	2.0% 2.0%	1 1	4.5% 6.1%	3	4.8% 3.6%	4 3
Bank / building society / Post Office	4.7%	7	6.2%	5	2.9%	2	7.1%	1	4.6%	4	4.1%	2	4.5%	3	4.8%	4
Sea Life Blackpool	4.0%	6	2.5%	2	5.8%	4	0.0%	0	5.7%	5	2.0%	1	3.0%	2	4.8%	4
Non-food shopping in general	4.0%	6	3.7%	3	4.3%	3	7.1%	1	2.3%	2	6.1%	3	3.0%	2	4.8%	4
Services (e.g. hairdressers, launderette)	3.3%	5	6.2%	5	0.0%	0	0.0%	0	4.6%	4	2.0%	1	1.5%	1	4.8%	4
Abingdon Street Market	3.3%	5	1.2%	1	5.8%	4	7.1%	1	4.6%	4	0.0%	0	4.5%	3	2.4%	2
Doctor / dentist	2.7%	4	1.2%	1	4.3%	3	14.3%	2	1.1%	1	2.0%	1	3.0%	2	2.4%	2
Public offices	2.7%	4	0.0%	0	5.8%	4	0.0%	0	4.6%	4	0.0%	0	4.5%	3	1.2%	1
Food and grocery shopping	2.0%	3	2.5%	2	1.4%	1	0.0%	0	2.3%	2	2.0%	1	3.0%	2	1.2%	1
Blackpool Pleasure Beach	2.0%	3	1.2%	1	2.9%	2	0.0%	0	3.4%	3	0.0%	0	3.0%	2	1.2%	1
Performances	2.0%	3	1.2%	1	2.9%	2	0.0%	0	3.4%	3	0.0%	0	3.0%	2	1.2%	1
Showtown Museum	2.0%	3	1.2%	1	2.9%	2	0.0%	0	3.4%	3	0.0%	0	1.5%	1	2.4%	2
Blackpool Tower Dungeon	1.3% 1.3%	2 2	0.0% 2.5%	0 2	2.9% 0.0%	2	0.0% 0.0%	0	1.1% 1.1%	1 1	2.0% 2.0%	1 1	0.0% 0.0%	0	2.4% 2.4%	2 2
Madame Tussauds Blackpool Other Amusement Arcades	1.3%	2	0.0%	0	2.9%	2	0.0%	0	1.1%	1	2.0%	1	1.5%	1	1.2%	1
Blackpool Tramway	1.3%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	4.1%	2	1.5%	1	1.2%	1
Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1
3AX																
North pier	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Stanley Park	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
Backlot Cinema	0.7%	1	1.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Food and grocery shopping at: B&M, Church Street, Lancashire, FY1 1EW	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Food and grocery shopping at: Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Attend church	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
Food and grocery shopping at: Iceland, Vicarage Lane, Blackpool, FY4 4ES	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Blackpool Zoo	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
Food and grocery shopping at: Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Coral Island Blackpool	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Base:		150		81		69		14		87		49		66		83

### l In Centre Survey Page 12 [exus Planning October 2024

									•	,							
	Tota	ıl	Mal	le	Fem	ale	18 to	34	35 to	54	55	5+	AB	BC1	C2	2DE	
Meanscore: [Time	in minut	tes]															
Q10 How long do you t	hink you	ı will s	tay in E	Blackp	ool tod	lay?											
Less than 30 minutes	2.7%	4	3.7%	3	1.4%	1	0.0%	0	2.3%	2	4.1%	2	1.5%	1	3.6%	3	
30-59 minutes	7.3%	11	6.2%	5	8.7%	6	7.1%	1	3.4%	3	14.3%	7	6.1%	4	7.2%	6	
1hr -1hr 29 min	6.7%	10	7.4%	6	5.8%	4	7.1%	1	2.3%	2	14.3%	7	3.0%	2	9.6%	8	
1hr 30 mins - 1hr 59 min	29.3%	44	37.0%	30	20.3%	14	35.7%	5	34.5%	30	18.4%	9	30.3%	20	28.9%	24	
Half the day (between 2 and 4 hours)	28.0%	42	21.0%	17	36.2%	25	28.6%	4	29.9%	26	24.5%	12	25.8%	17	30.1%	25	
All day (4 hours or more)	25.3%	38	24.7%	20	26.1%	18	21.4%	3	27.6%	24	22.4%	11	31.8%	21	20.5%	17	
(Don't know)	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0	
Mean:	i	182.32	i	74.44	i	191.69	i	174.64	i	192.93	i	165.31	2	201.00	İ	169.34	
Base:		150		81		69		14		87		49		66		83	
Q11 Will you undertake	your m	ain fo	od and	groce	ry shop	, whil	st in Bla	ackpo	ol today	/?							
Yes	18.0%	27	25.9%	21	8.7%	6	21.4%	3	21.8%	19	10.2%	5	19.7%	13	16.9%	14	
No	81.3%	122	72.8%	59	91.3%	63	78.6%	11	78.2%	68	87.8%	43	80.3%	53	81.9%	68	
(Don't know)	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1	
Base:		150		81		69		14		87		49		66		83	
Meanscore: [Numb	or of tin	noe no	r wook	,													
_		-				food			hannin	~?							
Q12 How frequently do	you vis	it biac	кроог	or you	ır mam	1000	and gro	cery s	moppin	g :							
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
2-3 times a week	4.0%	6	4.9%	4	2.9%	2	0.0%	0	1.1%	1	10.2%	5	4.5%	3	3.6%	3	
Once a week	24.0%	36	24.7%	20		16	28.6%	4	24.1%	21	22.4%	11	24.2%	16		20	
Once a fortnight	20.7%	31	23.5%	19	17.4%	12	28.6%	4	26.4%	23	8.2%	4	24.2%	16	18.1%	15	
Once a month	10.0%	15	11.1%	9	8.7%	6	0.0%	0	13.8%	12	6.1%	3	9.1%	6	10.8%	9	
Less than once a month	1.3% 0.0%	2	1.2% 0.0%	1 0	1.4% 0.0%	1	7.1% 0.0%	1 0	0.0% 0.0%	0	2.0% 0.0%	1 0	1.5% 0.0%	1 0	1.2% 0.0%	1 0	
First time today Never	40.0%	60	34.6%	28	46.4%	32	35.7%	5	34.5%	30	51.0%	25	36.4%	24	42.2%	35	
(Don't know/varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	0.070	0.47	0.070	0.52	0.070	0.42	0.070	0.44	0.070	0.44	0.070	0.54	0.070	0.51	0.070	0.46	
Base:		150		81		69		14		87		49		66		83	
Meanscore: [Numb	er of tin	nes ne	r week														
					ontro fa	or non	food o	honni	na?								
Q13 How frequently do	you vis	it biac	кроог	own c	entre ic	or non	-100a S	noppi	ng r								
Everyday	2.0%	3	2.5%	2	1.4%	1	0.0%	0	1.1%	1	4.1%	2	1.5%	1	2.4%	2	
2-3 times a week	2.7%	4	1.2%	1	4.3%	3	0.0%	0	0.0%	0	8.2%	4	0.0%	0	4.8%	4	
Once a week	8.7%	13	6.2%	5	11.6%	8	28.6%	4	2.3%	2	14.3%	7	7.6%	5	9.6%	8	
Once a fortnight Once a month	46.0% 14.0%	69	51.9% 12.3%	42	39.1% 15.9%	27	64.3% 7.1%	9 1	56.3% 14.9%	49	22.4% 14.3%	11 7	53.0% 18.2%	35 12	41.0% 9.6%	34	
Less than once a month	14.0%	21 17		10 9	15.9%	11 8	0.0%	0	14.9%	13	14.3%	7	18.2%	7	9.6% 12.0%	8 10	
First time today	1.3%	2	1.1%	1	1.4%	1	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	10	
Never	8.0%	12	8.6%	7	7.2%	5	0.0%	0	9.2%	8	8.2%	4	4.5%	3	10.8%	9	
(Don't know/varies)	6.0%	9	4.9%	4	7.2%	5	0.0%	0	2.3%	2	14.3%	7	3.0%	2	8.4%	7	
Mean:	0.070	0.61	1.7/0	0.60	7.270	0.63	0.070	0.63	2.5 /0	0.45	11.5/0	0.94	5.070	0.53	0.770	0.69	
Base:		150		81		69		14		87		49		66		83	
Dasc.		130		01		09		14		0/		49		00		0.3	

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### **Blackpool In Centre Survey for Nexus Planning**

	Tota	1	Mal	e	Fem	ale	18 to	34	35 to	o 54	55	5+	AF	BC1	C2	DE
Meanscore: [£]																
14 How much have yo	u spent	or wi	II you s	pend t	today ir	n Blaci	kpool to	own ce	entre o	non-	food sh	oppin	g?			
othing	12.7%		14.8%	12	10.1%	7	14.3%	2	6.9%	6	22.4%	11	9.1%	6	15.7%	13
to £5.00	2.0%	3	2.5%	2	1.4%	1	14.3%	2	0.0%	0	2.0%	1	3.0%	2	1.2%	1
.01-£10.00	19.3%	29	18.5%	15	20.3%	14	14.3%	2	23.0%	20	14.3%	7	16.7%	11	21.7%	18
0.01-£15.00	18.0%	27	21.0%	17	14.5%	10	21.4%	3	20.7%	18	12.2%	6	19.7%	13	16.9%	14
5.01-£20.00	12.0%	18	13.6%	11	10.1%	7	7.1%	1	12.6%	11	12.2%	6	19.7%	13	6.0%	5
0.01-£25.00	8.0%	12	3.7%	3	13.0%	9	0.0%	0	6.9%	6	12.2%	6	4.5%	3	9.6%	8
5.01-£50.00	7.3%	11	7.4%	6	7.2%	5	0.0%	0	5.7%	5	12.2%	6	6.1%	4	8.4%	7
0.01-£75.00	5.3%	8	7.4%	6	2.9%	2	14.3%	2	5.7%	5	2.0%	1	3.0%	2	7.2%	6
5.01-£100.00	1.3%	2	0.0%	0	2.9%	2	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1
ore than £100	4.0%	6	1.2%	1	7.2%	5	0.0%	0	5.7%	5	2.0%	1	6.1%	4	2.4%	2
on't know)	10.0%	15	9.9%	8	10.1%	7	14.3%	2	10.3%	9	8.2%	4	10.6%	7	9.6%	8
efused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ean:		22.11		18.01		26.94		16.67		25.67		17.39		23.86		20.73
ise:		150		81		69		14		87		49		66		83
Meanscore: [Numb				(Dail	y = 7   C	Once a	week o	or mor	e = 3.5	Less	than o	nce a	week =	1   Le	ss than	once
= 0.5   Less than or	nce a mo	ontn =	0.25)													
IE How often de verr	visit Rlad	ckpoo	l town	centre	in the	evenir	na?									
15 How often do you v	<b>D</b> .a						.9.									
· · · · · · · · · · · · · · · · · · ·	0.7%	1		1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
nily  nice a week or more			1.2% 1.2%				_	0	1.1% 1.1%	1 1	0.0% 0.0%	0	1.5% 0.0%	1 0	0.0% 1.2%	0
nily	0.7%	1	1.2%	1	0.0%	0	0.0%									
nily nce a week or more	0.7% 0.7%	1 1	1.2% 1.2%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
nily nce a week or more ss than once a week	0.7% 0.7% 1.3%	1 1 2	1.2% 1.2% 0.0%	1 1 0	0.0% 0.0% 2.9%	0 0 2	0.0% 0.0% 0.0%	0	1.1% 0.0%	1 0	0.0% 4.1%	0 2	0.0% 1.5%	0 1	1.2% 1.2%	1
nily nce a week or more sss than once a week sss than once a fortnight	0.7% 0.7% 1.3% 6.0%	1 1 2 9	1.2% 1.2% 0.0% 8.6%	1 1 0 7	0.0% 0.0% 2.9% 2.9%	0 0 2 2	0.0% 0.0% 0.0% 0.0%	0 0 0	1.1% 0.0% 9.2%	1 0 8	0.0% 4.1% 2.0%	0 2 1	0.0% 1.5% 6.1%	0 1 4	1.2% 1.2% 6.0%	1 1 5
nily nce a week or more ses than once a week ses than once a fortnight ses than once a month	0.7% 0.7% 1.3% 6.0% 23.3%	1 1 2 9 35	1.2% 1.2% 0.0% 8.6% 21.0%	1 1 0 7 17	0.0% 0.0% 2.9% 2.9% 26.1%	0 0 2 2 18	0.0% 0.0% 0.0% 0.0% 42.9%	0 0 0 6	1.1% 0.0% 9.2% 24.1%	1 0 8 21	0.0% 4.1% 2.0% 16.3%	0 2 1 8	0.0% 1.5% 6.1% 22.7%	0 1 4 15	1.2% 1.2% 6.0% 24.1%	1 1 5 20
nily nce a week or more ses than once a week ses than once a fortnight ses than once a month	0.7% 0.7% 1.3% 6.0% 23.3% 57.3%	1 1 2 9 35 86	1.2% 1.2% 0.0% 8.6% 21.0% 58.0%	1 1 0 7 17 47	0.0% 0.0% 2.9% 2.9% 26.1% 56.5%	0 0 2 2 18 39	0.0% 0.0% 0.0% 0.0% 42.9% 57.1%	0 0 0 6 8	1.1% 0.0% 9.2% 24.1% 55.2%	1 0 8 21 48	0.0% 4.1% 2.0% 16.3% 61.2%	0 2 1 8 30	0.0% 1.5% 6.1% 22.7% 57.6%	0 1 4 15 38	1.2% 1.2% 6.0% 24.1% 56.6%	1 1 5 20 47
nily nce a week or more ss than once a week ss than once a fortnight ss than once a month ever on't know / varies)	0.7% 0.7% 1.3% 6.0% 23.3% 57.3%	1 1 2 9 35 86 16	1.2% 1.2% 0.0% 8.6% 21.0% 58.0%	1 0 7 17 47 8	0.0% 0.0% 2.9% 2.9% 26.1% 56.5%	0 0 2 2 18 39 8	0.0% 0.0% 0.0% 0.0% 42.9% 57.1%	0 0 0 6 8 0	1.1% 0.0% 9.2% 24.1% 55.2%	1 0 8 21 48 8	0.0% 4.1% 2.0% 16.3% 61.2%	0 2 1 8 30 8	0.0% 1.5% 6.1% 22.7% 57.6%	0 1 4 15 38 7	1.2% 1.2% 6.0% 24.1% 56.6%	1 1 5 20 47 9
nily nce a week or more ss than once a week ss than once a fortnight ss than once a month ever on't know / varies) evan:	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7%	1 1 2 9 35 86 16 0.21 150	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9%	1 0 7 17 47 8 0.26	0.0% 0.0% 2.9% 2.9% 26.1% 56.5% 11.6%	0 0 2 2 18 39 8 0.14	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0%	0 0 0 6 8 0 0.13	1.1% 0.0% 9.2% 24.1% 55.2% 9.2%	1 0 8 21 48 8 0.26	0.0% 4.1% 2.0% 16.3% 61.2%	0 2 1 8 30 8 0.12	0.0% 1.5% 6.1% 22.7% 57.6%	0 1 4 15 38 7 0.25	1.2% 1.2% 6.0% 24.1% 56.6%	1 1 5 20 47 9 0.18
aily nce a week or more ss than once a week ss than once a fortnight ss than once a month ever on't know / varies) ean: ase:  16 What is the main re Ask those who visit in t in a café	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7%	1 1 2 9 35 86 16 0.21 150 <b>ou vis</b> ng at Q	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9%	1 0 7 17 47 8 0.26 81 pool t	0.0% 0.0% 2.9% 2.9% 26.1% 56.5% 11.6%	0 0 2 2 18 39 8 0.14 69	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2%	1 0 8 21 48 8 0.26 87	0.0% 4.1% 2.0% 16.3% 61.2% 16.3%	0 2 1 8 30 8 0.12 49	0.0% 1.5% 6.1% 22.7% 57.6% 10.6%	0 1 4 15 38 7 0.25 66	1.2% 1.2% 6.0% 24.1% 56.6% 10.8%	1 1 5 20 47 9 0.18 83
nily nce a week or more sss than once a week ss than once a fortnight sss than once a month ever son't know / varies) ean: sse:  16 What is the main re Ask those who visit in	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7%	1 1 2 9 35 86 16 0.21 150 <b>Du vis</b> ing at Q	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9% it Black 21.5 32.4% 20.6%	1 0 7 17 47 8 0.26 81 pool t	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% 0wn ce	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2%	1 0 8 21 48 8 0.26 87	0.0% 4.1% 2.0% 16.3% 61.2% 16.3%	0 2 1 8 30 8 0.12 49	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9%	0 1 4 15 38 7 0.25 66	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8%	1 1 5 20 47 9 0.18 83
aily nce a week or more ss than once a week ss than once a fortnight ss than once a month ever on't know / varies) ean: ase:  16 What is the main re Ask those who visit in t in a café	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7%	1 1 2 9 35 86 16 0.21 150 <b>ou vis</b> ng at Q	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9%	1 0 7 17 47 8 0.26 81 pool t	0.0% 0.0% 2.9% 2.9% 26.1% 56.5% 11.6%	0 0 2 2 18 39 8 0.14 69	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2%	1 0 8 21 48 8 0.26 87	0.0% 4.1% 2.0% 16.3% 61.2% 16.3%	0 2 1 8 30 8 0.12 49	0.0% 1.5% 6.1% 22.7% 57.6% 10.6%	0 1 4 15 38 7 0.25 66	1.2% 1.2% 6.0% 24.1% 56.6% 10.8%	1 1 5 20 47 9 0.18 83
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acily ace a week or more ss than once a week ss than once a fortnight ss than once a month ever on't know / varies) ean: ace:  16 What is the main re Ask those who visit in t in a café sit the Illuminations t in a restaurant to to a concert / gig / theatre	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% eason you the evenin 26.6% 23.4% 15.6%	1 1 2 9 35 86 16 0.21 150 <b>Du vis</b> 17 15 10 8 5	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9% it Black 21.5 32.4% 20.6% 14.7%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% 0wn ce	0 0 2 2 18 39 8 0.14 69 <b>ntre in</b>	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2%	1 0 8 21 48 8 0.26 87	0.0% 4.1% 2.0% 16.3% 61.2% 16.3%	0 2 1 8 30 8 0.12 49	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0%	0 1 4 15 38 7 0.25 66	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 27.8% 8.3% 11.1% 13.9%	1 1 5 20 47 9 0.18 83
nily nce a week or more ses than once a week ses than once a fortnight ses than once a month ever on't know / varies) ean: see:  16 What is the main re Ask those who visit in t in a café sit the Illuminations t in a restaurant	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% eason you the evenin 26.6% 23.4% 15.6% 12.5%	1 1 2 9 35 86 16 0.21 150 <b>bu vis</b> 17 15 10 8 5 3	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9% it Black 21.5 32.4% 20.6% 14.7% 2.9%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% own ce	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2% 30.8% 28.2% 12.8% 7.7%	1 0 8 21 48 8 0.26 87	0.0% 4.1% 2.0% 16.3% 61.2% 16.3%	0 2 1 8 30 8 0.12 49 2 3 3 5 4	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0% 14.3% 0.0% 7.1%	0 1 4 15 38 7 0.25 66	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 27.8% 8.3% 11.1%	1 1 5 20 47 9 0.18 83
illy ce a week or more ss than once a week ss than once a fortnight ss than once a month ver on't know / varies)  can: se:  6 What is the main re Ask those who visit in t in a café sit the Illuminations t in a restaurant t to a concert / gig / theatre sit a pub to the cinema	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% 23.4% 23.4% 15.6% 12.5% 7.8%	1 1 2 9 35 86 16 0.21 150 <b>Du vis</b> 17 15 10 8 5	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9% it Black 21.5 32.4% 20.6% 14.7% 2.9% 8.8%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 2.9% 26.1% 56.5% 11.6% own ce 20.0% 26.7% 16.7% 23.3% 6.7% 3.3% 0.0%	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 42.9% 57.1% 0.0% 16.7% 33.3% 0.0% 0.0% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2% 7.7% 28.2% 12.8% 7.7% 2.6%	1 0 8 21 48 8 0.26 87	0.0% 4.1% 2.0% 16.3% 61.2% 16.3% 10.5% 15.8% 26.3% 21.1%	0 2 1 8 30 8 0.12 49	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0% 14.3% 0.0%	0 1 4 15 38 7 0.25 66	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 27.8% 8.3% 11.1% 13.9% 2.8% 5.6%	1 1 5 20 47 9 0.18 83
actily ace a week or more ass than once a week ass than once a fortnight ass than once a month ace are in the interest of the interest ase:  16 What is the main re  Ask those who visit in at in a café sit the Illuminations at in a restaurant be to a concert / gig / theatre sit a pub be to the cinema sit a bar arening Food and grocery	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% 28.89 23.4% 15.6% 12.5% 7.8% 4.7%	1 1 2 9 35 86 16 0.21 150 <b>bu vis</b> 17 15 10 8 5 3	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9% iit Black 21.5 32.4% 20.6% 14.7% 2.9% 8.8% 5.9%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% own ce 20.0% 26.7% 16.7% 23.3% 6.7% 3.3%	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0% 16.7% 33.3% 0.0% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2% ? 30.8% 28.2% 12.8% 7.7% 2.6% 5.1%	1 0 8 21 48 8 0.26 87	0.0% 4.1% 2.0% 16.3% 61.2% 16.3% 10.5% 15.8% 26.3% 21.1% 5.3%	0 2 1 8 30 8 0.12 49 2 3 3 5 4	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0% 14.3% 0.0% 7.1%	0 1 4 15 38 7 0.25 66	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 27.8% 8.3% 11.1% 13.9% 2.8%	1 1 5 20 47 9 0.18 83
acily ace a week or more ass than once a week ass than once a fortnight ass than once a month ace and ace and ace and ace and ace ace and ace	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% 26.6% 23.4% 15.6% 12.5% 7.8% 4.7%	1 1 2 9 35 86 16 0.21 150 17 15 10 8 5 3 3 10 10 10 10 10 10 10 10 10 10 10 10 10	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9%  it Black 21.5 32.4% 20.6% 14.7% 2.9% 8.8% 5.9% 5.9% 2.9%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% 20.0% 26.7% 16.7% 23.3% 6.7% 3.3% 0.0%	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0% 16.7% 33.3% 0.0% 0.0% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2% 28.2% 12.8% 7.7% 2.6% 5.1% 2.6%	1 0 8 21 48 8 0.26 87 12 11 5 3 1 2 2	0.0% 4.1% 2.0% 16.3% 61.2% 16.3% 10.5% 15.8% 26.3% 21.1% 5.3% 0.0%	0 2 1 8 30 8 0.12 49 2 3 3 5 4 1 0 0	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0% 14.3% 0.0% 7.1% 0.0% 3.6%	0 1 4 15 38 7 0.25 66 7 5 7 4 0 2 0 1	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 27.8% 8.3% 11.1% 13.9% 2.8% 5.6% 0.0%	1 1 5 20 47 9 0.18 83 10 10 3 4 5 1 2
acily ace a week or more ass than once a week ass than once a fortnight ass than once a month ever ann't know / varies)  ean: ase:  16 What is the main re Ask those who visit in at in a café sit the Illuminations at in a restaurant to to a concert / gig / theatre sit a pub to to the cinema sit a bar rening Food and grocery shopping ork / School / College	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% eason you the evenin 26.6% 23.4% 15.6% 12.5% 7.8% 4.7% 4.7%	1 1 2 2 9 35 86 16 0.21 150 <b>Du viss</b> 150 10 8 8 5 3 2 1 1 1	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9%  iit Black 21.5  32.4% 20.6% 14.7% 2.9% 8.8% 5.9% 5.9% 2.9%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% 00Wn ce 20.0% 26.7% 16.7% 23.3% 6.7% 3.3% 0.0% 0.0%	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0% 16.7% 33.3% 0.0% 0.0% 0.0% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2% 28.2% 12.8% 7.7% 2.6% 5.1% 2.6%	1 0 8 21 48 8 0.26 87 12 11 5 3 1 2 2 1	0.0% 4.1% 2.0% 16.3% 61.2% 16.3% 10.5% 15.8% 26.3% 21.1% 5.3% 0.0% 0.0%	0 2 1 8 30 8 0.12 49 2 3 3 5 4 1 0 0	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0% 14.3% 0.0% 7.1% 0.0% 3.6%	0 1 4 15 38 7 0.25 66 7 5 7 4 0 2 0 1	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 8.3% 11.1% 13.9% 2.8% 5.6% 0.0% 2.8%	1 1 5 20 47 9 0.18 83 10 10 3 4 5 1 2 0
acily ace a week or more ass than once a week ass than once a fortnight ass than once a month ever acon't know / varies)  ean: asse:  16 What is the main re Ask those who visit in at in a café sit the Illuminations at in a restaurant to to a concert / gig / theatre sit a pub to to the cinema sit a bar rening Food and grocery shopping ork / School / College to to the gym	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% eason you the evenin 26.6% 23.4% 15.6% 12.5% 7.8% 4.7% 3.1% 1.6% 1.6%	1 1 2 2 9 35 86 16 0.21 150 <b>Du viss</b> 17 15 10 8 8 5 3 2 1 1 1 1	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9%  iit Black 21.5  32.4% 20.6% 14.7% 2.9% 8.8% 5.9% 5.9% 2.9% 2.9%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% OWN CE 20.0% 26.7% 16.7% 23.3% 6.7% 3.3% 0.0% 0.0% 0.0%	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 0.0% 57.1% 0.0% 1 the ev 50.0% 16.7% 33.3% 0.0% 0.0% 0.0% 0.0%	0 0 0 6 8 0 0.13 14 ening 3 1 2 0 0 0 0 0	1.1% 0.0% 9.2% 24.1% 55.2% 9.2% 28.2% 12.8% 7.7% 2.6% 5.1% 2.6% 2.6%	1 0 8 21 48 8 0.26 87 12 11 5 3 1 2 2 1	0.0% 4.1% 2.0% 16.3% 61.2% 16.3% 10.5% 15.8% 26.3% 21.1% 0.0% 0.0% 0.0%	0 2 1 8 30 8 0.12 49 2 3 3 5 4 1 0 0	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0% 14.3% 0.0% 3.6% 0.0% 3.6%	0 1 4 15 38 7 0.25 66 7 5 7 4 0 2 2 0 1	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 8.3% 11.1% 13.9% 2.8% 5.6% 0.0%	1 1 5 20 47 9 0.18 83 10 10 3 4 5 1 2 0
acily ace a week or more ass than once a week ass than once a fortnight ass than once a month ever ann't know / varies)  ean: ase:  16 What is the main re Ask those who visit in at in a café sit the Illuminations at in a restaurant to to a concert / gig / theatre sit a pub to to the cinema sit a bar rening Food and grocery shopping ork / School / College	0.7% 0.7% 1.3% 6.0% 23.3% 57.3% 10.7% eason you the evenin 26.6% 23.4% 15.6% 12.5% 7.8% 4.7% 4.7%	1 1 2 2 9 35 86 16 0.21 150 <b>Du viss</b> 150 10 8 8 5 3 2 1 1 1	1.2% 1.2% 0.0% 8.6% 21.0% 58.0% 9.9%  iit Black 21.5  32.4% 20.6% 14.7% 2.9% 8.8% 5.9% 5.9% 2.9%	1 0 7 17 47 8 0.26 81 <b>pool t</b>	0.0% 0.0% 2.9% 26.1% 56.5% 11.6% 00Wn ce 20.0% 26.7% 16.7% 23.3% 6.7% 3.3% 0.0% 0.0%	0 0 2 2 18 39 8 0.14 69 ntre in	0.0% 0.0% 0.0% 0.0% 42.9% 57.1% 0.0% 16.7% 33.3% 0.0% 0.0% 0.0% 0.0%	0 0 0 6 8 0 0.13 14 ening	1.1% 0.0% 9.2% 24.1% 55.2% 9.2% 28.2% 12.8% 7.7% 2.6% 5.1% 2.6%	1 0 8 21 48 8 0.26 87 12 11 5 3 1 2 2 1	0.0% 4.1% 2.0% 16.3% 61.2% 16.3% 10.5% 15.8% 26.3% 21.1% 5.3% 0.0% 0.0%	0 2 1 8 30 8 0.12 49 2 3 3 5 4 1 0 0	0.0% 1.5% 6.1% 22.7% 57.6% 10.6% 25.0% 17.9% 25.0% 14.3% 0.0% 7.1% 0.0% 3.6%	0 1 4 15 38 7 0.25 66 7 5 7 4 0 2 0 1	1.2% 1.2% 6.0% 24.1% 56.6% 10.8% 27.8% 8.3% 11.1% 13.9% 2.8% 5.6% 0.0% 2.8%	1 1 5 20 47 9 0.18 83 10 10 3 4 5 1 2 0

What else do you tend to do whilst visiting Blackpool town centre in the evening? [MR]

12 36.7%

11

8

8 10.0%

4 13.3%

3 13.3%

1

1

5 26.7%

34

10.0%

10.0%

6.7%

0.0%

11 66.7%

3 33.3%

3

3

4 16.7%

2

0

8

30

16.7%

33.3%

0.0%

0.0%

0.0%

0.0%

38.5%

25.6%

23.1%

7.7%

7.7%

2.6%

10.3%

2 15.4%

0 15.4%

1

0

0

6

15 21.1%

6 15.8%

5.3%

5.3%

0.0%

10 10.5%

3 21.1%

6

3

1 0.0%

4 47.4%

39

4 42.9%

1

3

4 10.7%

1

0

0

19

25.0%

14.3%

25.0%

14.3%

0.0%

0.0%

17.9%

12 30.6%

4 19.4%

7

3 13.9%

0

0

5 22.2%

28

19.4%

11.1%

8.3%

8.3%

2.8%

11

7

4

3

3

1

36

23 35.3%

23.5%

23.5%

11.8%

8.8%

2.9%

2.9%

13 14.7%

14 32.4%

11

11

3

1

64

Ask those who visit in the evening at Q15

35.9%

21.9%

17.2%

17.2%

12.5%

10.9%

4.7%

1.6%

Visit the Illuminations

Go to a concert / gig / theatre

(No reason / no other reason) 20.3%

Eat in a restaurant

Go to the cinema

Eat in a café

Visit a pub

Visit a bar

Base:

Go to the gym

Column %ges.

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At All activities carried out in Blackpool town centre in the evening (Any mention)  Ask those who visit is the evening at Q15*  Ask those who visit is the evening at Q15*  Ask that the Illuministics   \$9.9%   \$9   \$6.3%   \$19   \$6.3%   \$10   \$6.3%   \$15   \$6.7%   \$26   \$6.9%   \$7   \$60.7%   \$17   \$8.2%   \$21   \$1.0%   \$21   \$2.0%   \$10		Tota	al	Mal	le	Fem	ale	18 to	34	35 to	o 54	5	5+	AF	BC1	C2	EDE
isis the Illuminations					wn ce	ntre in	the ev	ening (	Any m	nention)	)						
ati as calcie 43.8% 28 55% 19 30.0% 9 6.67% 4 53.8% 21 15.8% 3 39.3% 11 47.2% 10 10 10 as concert / igit / thecate 23.0% 16 14.7% 5 5 65.0% 11 6.67% 4 53.8% 21 15.8% 3 29.3% 11 47.2% 10 10 so a concert / igit / thecate 23.0% 16 14.7% 5 5 65.0% 11 16.7% 11 15.4% 6 47.4% 9 25.0% 7 7 25.0% 7 10 10 to the cincent 21.9% 16 14.7% 15 36.7% 11 16.7% 11 15.4% 6 47.4% 9 25.0% 7 7 25.0% 7 13.0% 5 5 10 10 to the cincent 21.9% 16 14.7% 15 36.7% 11 16.7% 11 15.4% 6 47.4% 9 25.0% 7 7 25.0% 7 13.0% 5 10 10 to the cincent 21.9% 12 10 10 13.3% 4 3 33.3% 2 2 20.5% 8 21.1% 16 4 22.4% 10 10 10 10 10 10 10 10 10 10 10 10 10			~		19	63.3%	19	83.3%	5	66.7%	26	36.8%	7	60.7%	17	58.3%	21
to be a concent / gir / theatre																	
100 to the cineman. 2 1.9%   14 2.94%   10 13.3%   4 33.3%   2 20.5%   8 2.11%   4 32.1%   9 13.0%   5 12.3%   5 12.3%   4 32.2%   8 1581a pabr   7.8%   5 8.8%   3 6.7%   2 0.0%   0 12.8%   5 0.0%   0 0.0%   0 12.8%   5 14.3%   4 22.2%   8 1581a pabr   7.8%   5 8.8%   3 6.7%   2 0.0%   0 0.0%   0 12.8%   5 0.0%   0 0.0%   0 13.0%   5 0.0%   0 12.8%   5 0.0%   0 0.0%   0 13.0%   5 0.0%   0 12.8%   5 0.0%   0 0.0%   0 13.0%   5 0.0%   0 12.8%   5 0.0%   0 0.0			24		16		8		4						14		
isist a pub   18.8%   12   17.6%   6   20.0%   6   0.0%   0   17.9%   7   26.3%   5   14.3%   4   22.2%   8   5   10.0%   5		25.0%	16	14.7%	5	36.7%	11	16.7%	1	15.4%	6	47.4%	9	25.0%	7	25.0%	9
Trisit a ham	o to the cinema	21.9%	14	29.4%	10	13.3%	4	33.3%	2	20.5%	8	21.1%	4	32.1%	9	13.9%	5
is to the gym	isit a pub	18.8%	12	17.6%	6	20.0%	6	0.0%	0	17.9%	7	26.3%	5	14.3%	4	22.2%	8
Variable	'isit a bar	7.8%	5	8.8%	3	6.7%	2	0.0%	0	12.8%	5	0.0%	0	0.0%	0	13.9%	5
Name		3.1%	2		2				0		2						
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Hash with the evening of the properties of the p		1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.6%	1	0.0%	0
How long do you typically spend in Blackpool town centre during the evening / night?   Activase who visit in the evening at Q15	ase:		64		34		30		6		39		19		28		36
the bother   1,3%   2   0,0%   0   2,9%   2   0,0%   0   1,1%   1   2,0%   1   0,0%   0	Meanscore: [Time i	in minut	tes]														
102 hours					ckpoo	l town o	entre	during	the e	vening /	/ night	i?					
10.2 hours	p to 1 hour	1.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.8%	1
104 hours   34.4%   22   29.4%   10   40.0%   12   16.7%   1   38.5%   15   31.6%   6   46.4%   13   25.0%   9   Nord' Alours   1.6%   1   2.9%   1   13.3%   4   0.0%   0   2.6%   1   21.1%   4   10.7%   3   5.6%   2   Nord' Know / varies   7.8%   5   2.9%   1   13.3%   4   0.0%   0   2.6%   1   21.1%   4   10.7%   3   5.6%   2   Nord' Know / varies   7.8%   5   2.9%   1   13.3%   4   0.0%   0   2.6%   1   21.1%   4   10.7%   3   5.6%   2   Nord' Know / varies   7.8%   5   2.9%   1   13.15%   4   0.0%   0   0.26%   1   21.1%   4   10.7%   3   5.6%   2   Nord' Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]  Nord' Mana score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]  Nord' Mana score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]  Nord' Mana score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]  Nord' Mana score [Much better = 2, Better = 1, About the same   0, Worse = -2, Much worse = -2]  Nord' Mana score [Much better = 2, Better = 1, About the same   0, Worse = -2, Much worse   1.63%   8   19.7%   13   24.1%   20.0	•																
Decort Answor Varies    1,6%   1   2,9%   1   13,3%   4   0,0%   0   0,0%   0   0,0%   0   1,21%   4   1,07%   3   5,6%   2   2,66m;   127.12   123.64   131.34   105.00   125.53   140.00   136.80   120.00   136.80   1									1								
Den't know / varies   7,8%   5   2.9%   1   13.3%   4   0.0%   0   2.6%   1   21.1%   4   10.7%   3   5.6%   2     Dent't know / varies   127.12   123.64   131.54   105.00   125.53   140.00   136.80   120.00     Dent't know / varies   127.12   123.64   131.54   105.00   125.53   140.00   136.80   120.00     Dent't know / varies   140.00   136.80   120.00     Dent't know / varies   140.00   136.80   120.00     Dent't know / varies   140.00   125.53   140.00   136.80   120.00     Dent't know / varies   140.00   136.80   120.00     Dent't know / varies   140.00   140.00   140.00     Dent't know / varies   140.00   140.00   140.00     Dent't know / varies   13.80   2   0.0%   0   0.9%   0   0.11   0.0%   0     Dent't know / varies   13.80   2   0.0%   0   0.9%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   0     Dent't know / varies   13.80   2   0.0%   0   0.									0								
Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]  **Play Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of shops tuch better    **Play Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of shops tuch better    **Play Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of shops tuch better    **Play Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of high strong the comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of high strong high country in the comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of high strong high country in the comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of high strong high country in the c					1		4		0		1				3		
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Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]  ### A Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of shops fuch better    1.3%   2   0.0%   0   2.9%   2   0.0%   0   1.1%   1   2.0%   1   1.5%   1   0.0%   0		1		1				4								1	
194   Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of shops that heter   1.3%   2   0.0%   0   2.9%   2   0.0%   0   1.1%   1   2.0%   1   1.5%   1   0.0%   0   0   0   0   0   0   0   0   0	ase:		64		34		30		6		39		19		28		36
bout the same   57.3 % 86 61.7% 50 52.2% 36 50.0% 7 63.2% 55 49.0% 24 60.6% 40 55.4% 46 force   10.0% 15 9.9% 8 10.1% 7 7.1% 1 4.6% 4 20.4% 10 12.1% 8 8.4% 7 10.0% 13.3% 2 0.0% 0 2.9% 2 0.0% 0 0.0% 0 4.1% 2 0.0% 0 0 2.4% 2 2.0% 50 10.1% 7 14.3% 2 6.9% 6 8.2% 4 61.9% 4 9.6% 8 8.4% 7 2.0% 12 0.0% 0 12 6.2% 5 10.1% 7 14.3% 2 6.9% 6 8.2% 4 61.9% 4 9.6% 8 8.4% 7 2.0% 12 0.0% 0 12 6.2% 5 10.1% 7 14.3% 2 6.9% 6 8.2% 4 61.9% 4 9.6% 8 8.4% 7 1.0% 12 1																	
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fluch worse         1.3%         2         0.0%         0         2.9%         2         0.0%         0         0.0%         0         4.1%         2         0.0%         0         2.4%         2           Don't know)         8.0%         12         6.2%         5         10.1%         7         14.3%         2         6.9%         6         8.2%         4         6.1%         4         9.6%         8           Mean:         0.13         0.13         0.13         0.25         0.23         -0.09         0.11         0.12           tase:         150         81         69         14         87         49         66         83           Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]           Much better         0.7%         1         0.0%         0         1.4%         1         0.0% to see to compare on the following aspects- Choice of high str           Much better         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         1         0.0%         0         0.0%         1         0.0%         0         0.0%         1         0.0%         0         0.0%																	
feam:         0.13         0.13         0.13         0.25         0.23         -0.09         0.11         0.12           ase:         150         81         69         14         87         49         66         83           Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]           Mach score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]           Much better         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%         1         0.0%         0         0.0%									0		0						
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Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]  119B Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of high strainames  1uch better 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0%																	
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bout the same 61.3% 92 61.7% 50 60.9% 42 42.9% 6 66.7% 58 57.1% 28 66.7% 44 57.8% 48 forse 6.7% 10 7.4% 6 5.8% 4 0.0% 0 3.4% 3 14.3% 7 7.6% 5 6.0% 5 fuch worse 2.0% 3 0.0% 0 4.3% 3 7.1% 1 0.0% 0 4.1% 2 0.0% 0 3.6% 3 pon't know) 8.7% 13 7.4% 6 10.1% 7 14.3% 2 8.0% 7 8.2% 4 6.1% 4 10.8% 9 fean: 0.12 0.17 0.06 0.25 0.20 -0.04 0.13 0.09 ase: 150 81 69 14 87 49 66 83  Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]  19C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of indepense specialist shops  100 0.0% 0																	
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fluch worse         2.0%         3         0.0%         0         4.3%         3         7.1%         1         0.0%         0         4.1%         2         0.0%         0         3.6%         3           Don't know)         8.7%         13         7.4%         6         10.1%         7         14.3%         2         8.0%         7         8.2%         4         6.1%         4         10.8%         9           dean:         0.12         0.17         0.06         0.25         0.20         -0.04         0.13         0.09           ase:         150         81         69         14         87         49         66         83           Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]           Properties           19C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of indepense of indepense of the specialist shops           fluch better         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>																	
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Mean:         0.12         0.17         0.06         0.25         0.20         -0.04         0.13         0.09           ase:         150         81         69         14         87         49         66         83           Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]           219C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of independence in the same of																	
Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]  19C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of indepense specialist shops  fuch better 0.0% 0 0	JOII ( KIIOW)	8./%		7.4%		10.1%		14.5%		8.0%		8.2%		0.1%		10.8%	9
Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]  219C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of independence in the specialist shops  Auch better 0.0% 0 0.0%	Iean:		0.12		0.17		0.06		0.25		0.20		-0.04		0.13		0.09
Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]  **T9C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of independence in the specialist shops  **Inch better	ase:		150		81		69		14		87		49		66		83
19C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of independent specialist shops  Tuch better 0.0% 0 0.0%		better –		ter = 1		t the sa		0. Wore		Much		= -21					
Much better 0.0% 0 0 0.0% 0 0 0.0% 0 0.0% 0 0 0 0	-											-	llowing	ı aspec	ts- Ch	oice of	indepen
Setter       37.3%       56       40.7%       33       33.3%       23       21.4%       3       50.6%       44       18.4%       9       43.9%       29       32.5%       27         about the same       36.7%       55       33.3%       27       40.6%       28       50.0%       7       29.9%       26       44.9%       22       33.3%       22       38.6%       32         Vorse       10.0%       15       9.9%       8       10.1%       7       14.3%       2       5.7%       5       16.3%       8       9.1%       6       10.8%       9         Much worse       2.7%       4       1.2%       1       4.3%       3       0.0%       0       1.1%       1       6.1%       3       1.5%       1       3.6%       3         Don't know)       13.3%       20       14.8%       12       11.6%       8       14.3%       2       12.6%       11       14.3%       7       12.1%       8       14.5%       12         Mean:       0.25       0.33       0.16       0.08       0.49       -0.12       0.36       0.17						-				-				-			-
About the same 36.7% 55 33.3% 27 40.6% 28 50.0% 7 29.9% 26 44.9% 22 33.3% 22 38.6% 32 Vorse 10.0% 15 9.9% 8 10.1% 7 14.3% 2 5.7% 5 16.3% 8 9.1% 6 10.8% 9 Much worse 2.7% 4 1.2% 1 4.3% 3 0.0% 0 1.1% 1 6.1% 3 1.5% 1 3.6% 3 Don't know) 13.3% 20 14.8% 12 11.6% 8 14.3% 2 12.6% 11 14.3% 7 12.1% 8 14.5% 12 Mean: 0.25 0.33 0.16 0.08 0.49 -0.12 0.36 0.17																	
Vorse         10.0%         15         9.9%         8         10.1%         7         14.3%         2         5.7%         5         16.3%         8         9.1%         6         10.8%         9           Much worse         2.7%         4         1.2%         1         4.3%         3         0.0%         0         1.1%         1         6.1%         3         1.5%         1         3.6%         3           Don't know)         13.3%         20         14.8%         12         11.6%         8         14.3%         2         12.6%         11         14.3%         7         12.1%         8         14.5%         12           Mean:         0.25         0.33         0.16         0.08         0.49         -0.12         0.36         0.17																	
Much worse 2.7% 4 1.2% 1 4.3% 3 0.0% 0 1.1% 1 6.1% 3 1.5% 1 3.6% 3 Don't know) 13.3% 20 14.8% 12 11.6% 8 14.3% 2 12.6% 11 14.3% 7 12.1% 8 14.5% 12 Mean: 0.25 0.33 0.16 0.08 0.49 -0.12 0.36 0.17																	
Don't know) 13.3% 20 14.8% 12 11.6% 8 14.3% 2 12.6% 11 14.3% 7 12.1% 8 14.5% 12 Mean: 0.25 0.33 0.16 0.08 0.49 -0.12 0.36 0.17																	
Itean:         0.25         0.33         0.16         0.08         0.49         -0.12         0.36         0.17																	
	Oon't know)	13.3%	20	14.8%	12	11.6%	8	14.3%	2	12.6%	11	14.3%	7	12.1%	8	14.5%	12
150 01 60 14 07 40 66	lean:		0.25		0.33		0.16		0.08		0.49		-0.12		0.36		0.17
	Base:		150		81		69		14		87		49		66		83

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for Nexus Planning October 2024

Total Male Female 18 to 34 35 to 54 55+ ABC1 C2DE

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q19D Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Range of services such as banks and other financial services

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better	7.3%	11	6.2%	5	8.7%	6	7.1%	1	3.4%	3	14.3%	7	4.5%	3	8.4%	7	
About the same	44.7%	67	45.7%	37	43.5%	30	57.1%	8	46.0%	40	38.8%	19	45.5%	30	44.6%	37	
Worse	28.0%	42	27.2%	22	29.0%	20	21.4%	3	28.7%	25	28.6%	14	28.8%	19	27.7%	23	
Much worse	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	
(Don't know)	19.3%	29	19.8%	16	18.8%	13	14.3%	2	20.7%	18	18.4%	9	21.2%	14	18.1%	15	
Mean:		-0.27		-0.29		-0.25		-0.17		-0.35		-0.18		-0.31		-0.26	
Base:		150		81		69		14		87		49		66		83	

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q19E Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects-Range and choice of pubs / restaurants

Much better	12.7%	19	8.6%	7	17.4%	12	7.1%	1	14.9%	13	10.2%	5	13.6%	Q	10.8%	Q	
Better	68.7%	103	72.8%	59	63.8%	44	78.6%	11	78.2%	68	49.0%	24	71.2%	47	67.5%	56	
About the same	12.0%	18	8.6%	7	15.9%	11	7.1%	1	4.6%	4	26.5%	13	9.1%	6	14.5%	12	
Worse	2.7%	4	3.7%	3	1.4%	1	7.1%	1	0.0%	0	6.1%	3	3.0%	2	2.4%	2	
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	4.0%	6	6.2%	5	1.4%	1	0.0%	0	2.3%	2	8.2%	4	3.0%	2	4.8%	4	
Mean:		0.95		0.92		0.99		0.86		1.11		0.69		0.98		0.91	
Base:		150		81		69		14		87		49		66		83	

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q19F Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects-Leisure facilities

Much better	20.7%	31	18.5%	15	23.2%	16	21.4%	3	27.6%	24	8.2%	4	22.7%	15	18.1%	15
Better	68.0%	102	70.4%	57	65.2%	45	78.6%	11	67.8%	59	65.3%	32	69.7%	46	67.5%	56
About the same	6.0%	9	4.9%	4	7.2%	5	0.0%	0	2.3%	2	14.3%	7	4.5%	3	7.2%	6
Worse	2.0%	3	1.2%	1	2.9%	2	0.0%	0	0.0%	0	6.1%	3	1.5%	1	2.4%	2
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	5	4.9%	4	1.4%	1	0.0%	0	2.3%	2	6.1%	3	1.5%	1	4.8%	4
Mean:		1.11		1.12		1.10		1.21		1.26		0.80		1.15		1.06
Base:		150		81		69		14		87		49		66		83

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q19G Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of Cultural facilities Theatre/Tower Ballroom, etc

Much better	19.3%	29	22.2%	18	15.9%	11	0.0%	0	24.1%	21	16.3%	8	21.2%	14	16.9%	14
Better	70.7%	106	70.4%	57	71.0%	49	92.9%	13	72.4%	63	61.2%	30	71.2%	47	71.1%	59
About the same	8.7%	13	6.2%	5	11.6%	8	7.1%	1	3.4%	3	18.4%	9	7.6%	5	9.6%	8
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	4.1%	2	0.0%	0	2.4%	2
Mean:		1.11		1.16		1.04		0.93		1.21		0.98		1.14		1.07
Base:		150		81		69		14		87		49		66		83

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q20A Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Town Centre environment

Much better	2.0%	3	1.2%	1	2.9%	2	7.1%	1	0.0%	0	4.1%	2	0.0%	0	3.6%	3
Better	18.7%	28	17.3%	14	20.3%	14	0.0%	0	18.4%	16	24.5%	12	16.7%	11	20.5%	17
About the same	65.3%	98	70.4%	57	59.4%	41	78.6%	11	75.9%	66	42.9%	21	71.2%	47	60.2%	50
Worse	12.7%	19	9.9%	8	15.9%	11	14.3%	2	3.4%	3	28.6%	14	12.1%	8	13.3%	11
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	2	1.2%	1	1.4%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.4%	2
Mean:		0.10		0.10		0.10		0.00		0.15		0.04		0.05		0.15
Base:		150		81		69		14		87		49		66		83

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	Tota	ıl	Ma	le	Fem	ale	18 to	34	35 to	54	55	5+	AF	3C1	C2	2DE	
Mean score [Mi	uch better =	2, Bet	ter = 1,	Abou	t the sa	me = (	), Wors	e =-2,	Much v	vorse	= -2]						
Q20B Comparing Bla	ckpool tow	n cent	re with	other	surrou	nding	centres	, how	does it	comp	are on	the fo	llowing	aspe	ts-Clea	anliness	S
Much better	1.3%	2	0.0%	0	2.9%	2	0.0%	0	1.1%	1	2.0%	1	0.0%	0	2.4%	2	
Better	62.0%	93	63.0%	51	60.9%	42	42.9%	6	66.7%	58	59.2%	29	68.2%	45	56.6%	47	
About the same	29.3%	44	29.6%	24	29.0%	20	57.1%	8	27.6%	24	24.5%	12	24.2%	16	33.7%	28	
Worse Much worse	4.7% 2.0%	7	4.9% 1.2%	4	4.3% 2.9%	3 2	0.0%	0	2.3% 1.1%	2	10.2% 4.1%	5 2	4.5% 3.0%	3 2	4.8% 1.2%	4 1	
(Don't know)	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	
	01770		1.270		0.070		0.070		11170		0.070		0.070		1.270	_	
Mean:		0.56		0.56		0.57		0.43		0.65		0.45		0.58		0.55	
Base:		150		81		69		14		87		49		66		83	
Mean score [Mu	uch better =	2, Bet	ter = 1,	Abou	t the sa	me = (	0, Wors	e =-2,	Much v	vorse	= -2]						
Q20C Comparing Bla provision	ckpool tow	n cent	re with	other	surrou	nding	centres	, how	does it	comp	are on	the fo	llowing	aspe	ts-Car	parking	3
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better	8.7%	13	9.9%	8	7.2%	5	0.0%	0	5.7%	5	16.3%	8	12.1%	8	4.8%	4	
About the same	16.7%	25	19.8%	16	13.0%	9	14.3%	2	21.8%	19	8.2%	4	22.7%	15	12.0%	10	
Worse	15.3%	23	17.3%	14	13.0%	9	35.7%	5	17.2%	15	6.1%	3	15.2%	10	15.7%	13	
Much worse	0.0%	0 89	0.0%	0 43	0.0% 66.7%	0 46	0.0% 50.0%	0 7	0.0%	0 48	0.0% 69.4%	0 34	0.0% 50.0%	0 33	0.0%	0 56	
(Don't know)	59.3%		53.1%		00.7%		30.0%		55.2%		09.4%		30.0%		67.5%		
Mean:		-0.16		-0.16		-0.17		-0.71		-0.26		0.33		-0.06		-0.33	
Base:		150		81		69		14		87		49		66		83	
Mean score [Mi	uch better =	2, Bet	ter = 1,	Abou	t the sa	me = (	0, Wors	e =-2,	Much v	vorse	= -2]						
Q20D Comparing Bla	ckpool towr	n cent	re with	other	surrou	nding	centres	, how	does it	comp	are on	the fo	llowing	aspe	cts- Car	r parkin	g prices
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better	2.0%	3	1.2%	1	2.9%	2	0.0%	0	2.3%	2	2.0%	1	3.0%	2	0.0%	0	
About the same	10.0%	15	12.3%	10	7.2%	5	0.0%	0	8.0%	7	16.3%	8	12.1%	8	8.4%	7	
Worse	28.0%	42		26	23.2%	16	50.0%	7	34.5%	30	10.2%	5	34.8%	23		19	
Much worse	0.7%	1 89	0.0% 54.3%	0 44	1.4% 65.2%	1 45	0.0%	0 7	0.0% 55.2%	0 48	2.0% 69.4%	1 34	0.0% 50.0%	0 33	1.2% 67.5%	1	
(Don't know)	59.3%		34.3%		03.2%		50.0%		33.2%		09.4%		30.0%		07.5%	56	
Mean:		-0.67		-0.68		-0.67		-1.00		-0.72		-0.40		-0.64		-0.78	
Base:		150		81		69		14		87		49		66		83	
Mean score [Mu	uch better =	2, Bet	ter = 1,	Abou	t the sa	me = (	0, Wors	e =-2,	Much v	vorse	= -2]						
Q20E Comparing Bla	ckpool towi	n cent	re with	other	surrou	nding	centres	, how	does it	comp	are on	the fo	llowing	aspe	cts- Acc	cessibil	ity by bus
Much better	2.7%	4	1.2%	1	4.3%	3	0.0%	0	1.1%	1	6.1%	3	1.5%	1	3.6%	3	
Better About the same	60.0%	90		45 7	65.2%	45	85.7%	12	59.8%	52	53.1%	26 2	56.1%	37	62.7%	52	
About the same Worse	7.3% 0.7%	11 1	8.6% 0.0%	0	5.8% 1.4%	4 1	0.0% 0.0%	0	10.3%	9	4.1% 2.0%	1	7.6% 1.5%	5 1	7.2% 0.0%	6 0	
Much worse	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	29.3%	44	34.6%	28	23.2%		14.3%	2	28.7%	25		17			26.5%	22	
Mean:		0.92		0.89		0.94		1.00		0.87		0.97		0.86		0.95	
Base:		150		81		69		14		87		49		66		83	
Mean score [Mi	uch better =	2, Bet	ter = 1.	Abou	t the sa	me = (	), Wors	e =-2.	Much v	vorse	= -21						
Q20F Comparing Bla		•	•				•	,			•	the fo	llowing	aspe	cts- Acc	cessibil	ity by
	2 20/	5	2 50/-	2	1 30/-	3	0.0%	0	5 70/	5	O 00%	0	3 00/-	2	3 60/-	2	
Much better Better	3.3% 28.7%	5 43	2.5% 28.4%	2 23	4.3% 29.0%	3 20	0.0% 42.9%	0 6	5.7% 28.7%	5 25	0.0% 24.5%	0 12	3.0% 36.4%	2 24	3.6% 22.9%	3 19	
About the same	28.7% 30.7%		28.4% 27.2%	23			42.9% 28.6%	4	28.7% 34.5%	30	24.5%	12			32.5%	19 27	
Worse	1.3%	2	1.2%	1	1.4%	1	7.1%	1	0.0%	0	2.0%	1	1.5%	19	1.2%	1	
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	36.0%	54	40.7%	33	30.4%	21		3	31.0%	27	49.0%	24	30.3%		39.8%	33	
Mean:		0.53		0.54		0.52		0.45		0.58		0.44		0.59		0.48	
Base:		150		81		69		14		87		49		66		83	

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### Blackpool In Centre Survey for Nexus Planning

Total	Mala	Famala	18 to 3/	35 to 54	55⊥	ARC1	C2DF

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q20G Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Public information/ signposts / public facilities

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better	56.0%	84	58.0%	47	53.6%	37	50.0%	7	58.6%	51	53.1%	26	57.6%	38	54.2%	45	
About the same	42.0%	63	38.3%	31	46.4%	32	50.0%	7	39.1%	34	44.9%	22	40.9%	27	43.4%	36	
Worse	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0	
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.4%	2	
Mean:		0.56		0.58		0.54		0.50		0.60		0.51		0.56		0.56	
Base:		150		81		69		14		87		49		66		83	

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q21A Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Entertainment/ events/performances

Much better	8.7%	13	9.9%	8	7.2%	5	0.0%	0	8.0%	7	12.2%	6	9.1%	6	8.4%	7
Better	78.7%	118	76.5%	62	81.2%	56	92.9%	13	85.1%	74	63.3%	31	81.8%	54	75.9%	63
About the same	7.3%	11	7.4%	6	7.2%	5	7.1%	1	3.4%	3	14.3%	7	4.5%	3	9.6%	8
Worse	2.0%	3	2.5%	2	1.4%	1	0.0%	0	0.0%	0	6.1%	3	3.0%	2	1.2%	1
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	5	3.7%	3	2.9%	2	0.0%	0	3.4%	3	4.1%	2	1.5%	1	4.8%	4
Mean:		0.97		0.97		0.97		0.93		1.05		0.85		0.98		0.96
Base:		150		81		69		14		87		49		66		83

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q21B Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Tourist facilities/hotels

Much better	23.3%	35	25.9%	21	20.3%	14	14.3%	2	33.3%	29	8.2%	4	24.2%	16	22.9%	19
Better	65.3%	98	63.0%	51	68.1%	47	78.6%	11	60.9%	53	69.4%	34	65.2%	43	65.1%	54
About the same	4.0%	6	4.9%	4	2.9%	2	0.0%	0	1.1%	1	10.2%	5	4.5%	3	3.6%	3
Worse	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	10	6.2%	5	7.2%	5	7.1%	1	4.6%	4	10.2%	5	4.5%	3	8.4%	7
Mean:		1.19		1.22		1.16		1.15		1.34		0.93		1.17		1.21
Base:		150		81		69		14		87		49		66		83

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q21C Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Day time safety

Much better	1.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	2.4%	2	
Better	60.0%	90	56.8%	46	63.8%	44	57.1%	8	59.8%	52	61.2%	30	62.1%	41	57.8%	48	
About the same	34.0%	51	39.5%	32	27.5%	19	35.7%	5	36.8%	32	28.6%	14	33.3%	22	34.9%	29	
Worse	3.3%	5	1.2%	1	5.8%	4	7.1%	1	1.1%	1	6.1%	3	3.0%	2	3.6%	3	
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1	
Mean:		0.60		0.57		0.64		0.50		0.60		0.63		0.60		0.60	
Base:		150		81		69		14		87		49		66		83	

 $\label{eq:meanscore} \textbf{Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse = -2]}$ 

### Q21D Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Evening/ night safety

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	1.3%	2	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	0.0%	0	2.4%	2
About the same	10.7%	16	11.1%	9	10.1%	7	0.0%	0	12.6%	11	10.2%	5	10.6%	7	10.8%	9
Worse	44.7%	67	43.2%	35	46.4%	32	57.1%	8	50.6%	44	30.6%	15	48.5%	32	42.2%	35
Much worse	11.3%	17	11.1%	9	11.6%	8	28.6%	4	6.9%	6	14.3%	7	16.7%	11	6.0%	5
(Don't know)	32.0%	48	33.3%	27	30.4%	21	14.3%	2	28.7%	25	42.9%	21	24.2%	16	38.6%	32
Mean:		-0.97		-0.96		-0.98		-1.33		-0.89		-1.00		-1.08		-0.84
Base:		150		81		69		14		87		49		66		83

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About the same	54	35 to 5	35 to :	54	5:	5+	Al	BC1	C2	2DE
Much better         0.0%         0 </th <th>orse =</th> <th>luch wo</th> <th>/luch wo</th> <th>orse =</th> <th>= -2]</th> <th></th> <th></th> <th></th> <th></th> <th></th>	orse =	luch wo	/luch wo	orse =	= -2]					
Better	compa	oes it c	does it d	comp	are on	the fo	ollowing	g aspe	cts- Lay	out
About the same   56.0%   84   63.0%   51   47.8%   33   50.0%   7   54.0%   47   61.2%   61.2%   Much worse   0.0%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   Much worse   0.0%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   Mean:   0.36   0.29   0.43   0.36   0.43   0.36   0.43    Mean score [Much better = 2, Better = 1, About the same = 0, Worse = -2, Much worse   -2]  Q21F Comparing Blackpool town centre with other surrounding centres, how does it compare on the Much better   1.3%   2   1.2%   1   1.4%   1   0.0%   0   1.1%   1   2.0%   Much worse   40.0%   60   8.83%   31   42.0%   29   21.4%   3   47.1%   41   32.7%   Better   40.0%   60   88.3%   31   42.0%   29   21.4%   3   47.1%   41   32.7%   About the same   56.0%   84   58.0%   47   53.6%   37   78.6%   11   49.4%   43   61.2%   Worse   1.3%   2   1.2%   1   1.4%   1   0.0%   0   1.1%   1   2.0%   Much worse   0.0%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   Much worse   0.0%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   0   0.0%   Mean:   0.42   0.40   0.44   0.21   0.49   0.2   Base:   150   81   69   14   87    Q22 What type of shops or services would you like to see more of in Blackpool? [MR]  Banks   29.3%   44   32.1%   26   26.1%   18   28.6%   4   35.6%   31   18.4%   Clothing stores   21.3%   32   18.5%   15   24.6%   17   21.4%   3   20.7%   18   22.4%   Indoor market stalls   14.7%   22   18.5%   15   10.1%   7   28.6%   4   11.5%   10   10.2%   Book shop   12.7%   19   18.6%   7   17.4%   12   7.1%   1   12.6%   11   14.3%   Book shop   12.7%   19   18.6%   7   17.4%   12   7.1%   1   12.6%   11   14.3%   Book shop   12.7%   19   18.6%   7   17.4%   12   7.1%   1   12.6%   11   14.3%   Book shop   12.7%   19   18.6%   7   17.4%   12   17.1%   1   12.6%   11   14.3%   Book shop   12.7%   19   18.6%   7   17.4%   12   17.1%   1   12.6%   11   14.3%   Book shop   12.7%   19   18.6%   7   17.4%   12   17.1%   1   12.6%   11   14.3%   Book shop   12.7%   19   18.6%   7   17.4%   12   17.1%   1   12.6%   11   14.3%   Bo						0		0		0
Worse         4.0%         6         3.7%         3         4.3%         3         7.1%         1         1.1%         1         8.2%           (Don't know)         0.0% <td></td> <td></td> <td></td> <td></td> <td></td> <td>15</td> <td></td> <td>24</td> <td></td> <td>34</td>						15		24		34
Much worse   0.0%   0   0.0%						30		40		44
Den't know    D.7%   T.   1.2%   T.   0.0%   D.0.0%   D.1.1%   T.   0.0%   D.0.0%   D.1.1%   D.0.0%						4		2		4
Mean:         0.36         0.29         0.43         0.36         0.43         0.23           Base:         150         81         69         14         87         4           Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]           Q21F Comparing Blackpool town centre with other surrounding centres, how does it compare on the much better           Much better         1.3%         2         1.2%         1         1.4%         1         0.0%         0         1.19         1         2.0%           Better         40.0%         60         38.3%         31         42.0%         29         21.4%         3         47.19%         41         32.7%         1         2.0%         0         1.19         41         32.7%         1         2.0%         0         0.0%         0         1.19         41         32.7%         43         32.7%         40         20         21.2%         3         47.4%         40         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0						0		0		0
Base:         150         81         69         14         87         Amount worse = -2]           Warse scriptions         Worse =-2, Much worse =-2]           Q21F Comparing Blackpool town centre with other surrounding centres, how does it compare on the Memory           Much better         40.0%         60         38.3%         31         42.0%         29         21.4%         3         41.1%         41         2.0%           Better         40.0%         60         38.3%         31         42.0%         29         21.4%         3         41.1%         41         32.7%         1.20%           About the same         56.0%         84         58.0%         47         55.6%         37         78.6%         11         49.4%         43         61.2%         12         12.0%         1         1.4%         1         0.0%         0         1.0%         0         1.0%         0         1.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0         0.0%         0					0.0%	0		0	1.2%	1
Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse =-2]           Q21F Comparing Blackpool town centre with other surrounding centres, how does it compare on the           Much better         1.3% 2         2.12% 1         1.4% 1         0.0% 0         0.11% 1         2.0% 1           Better         40.0% 60         38.3% 31         42.0% 29         21.4% 3         347.1% 41         3.2.7% 21           About the same         56.0% 84         58.0% 47         55.6% 37         78.6% 11         49.4% 43         36.12% 22           Worse         1.3% 2         1.2% 1         1.4% 1         0.09% 0         0.11% 1         2.0%           Much worse         0.0% 0	0.43			0.43		0.22		0.33		0.37
Much better	87			87		49		66		83
Much better         1.3%         2         1.2%         1         1.4%         1         0.0%         0         1.1%         1         2.0%           Better         40.0%         60         38.3%         31         42.0%         29         21.4%         3         47.1%         41         32.7%           About the same         56.0%         84         58.0%         47         53.6%         37         78.6%         11         49.4%         43         61.2%         1         1.4%         1         0.0%         0	orse =	luch wo	/luch wo	orse =	= -2]					
Better	compa	oes it c	does it d	comp	are on	the fo	ollowing	j aspe	cts- Pul	olic art
Better	1	1.1%	1.1%	1	2.0%	1	0.0%	0	2.4%	2
About the same   56.0%   84   58.0%   47   53.6%   37   78.6%   11   49.4%   43   61.2%   12   1.3%   2   1.2%   1   1.4%   1   0.0%   0   1.1%   1   2.0%   1.00°   1.00°   1.3%   2   1.2%   1   1.4%   1   0.0%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0   0.0%   0   0.0						16		24		35
Much worse						30		39		45
Mean:	1	1.1%	1.1%	1	2.0%	1	3.0%	2	0.0%	0
Mean:         0.42         0.40         0.44         0.21         0.49         0.49           Base:         150         81         69         14         87         4           Q22         What type of shops or services would you like to see more of in Blackpool? [MR]           Banks         29.3%         44         32.1%         26         26.1%         18         28.6%         4         35.6%         31         18.4%           Clothing stores         21.3%         32         18.5%         15         24.6%         17         21.4%         3         20.7%         18         22.4%           High Street names         16.0%         24         16.0%         13         15.9%         11         14.3%         2         20.7%         18         8.2%           Indoor market stalls         14.7%         22         18.5%         15         10.1%         7         28.6%         4         16.1%         14         8.2%           Indoor market stalls         14.7%         22         18.5%         15         10.1%         7         28.6%         4         11.5%         10         10.2%           Indoor market stalls         18.7%         19         13.6%         11<	0	0.0%	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:   150	1	1.1%	1.1%	1	2.0%	1	1.5%	1	1.2%	1
Banks   29.3%   44   32.1%   26   26.1%   18   28.6%   4   35.6%   31   18.4%	0.49			0.49		0.35	•	0.34		0.48
Banks	87			87		49		66		83
Clothing stores	2]	ol? [MR	ol? [MR	R]						
Clothing stores   21.3%   32   18.5%   15   24.6%   17   21.4%   3   20.7%   18   22.4%   16.0%   13   15.9%   11   14.3%   2   20.7%   18   8.2%   16.00 market stalls   14.7%   22   18.5%   15   10.1%   7   28.6%   4   16.1%   14   8.2%   16.09 market stalls   14.7%   22   18.5%   15   10.1%   7   28.6%   4   16.1%   14   8.2%   16.0%   18.0%   19.0%   19.0%   10.2%   13.8%   12   12.2%   13.8%   19.0%   19.0%   19.0%   19.0%   19.0%   10.1%   10.0%   10.2%   10.0%   10.2%   10.0%   10.2%   10.0%   10.2%   10.0%   10.2%   10.0%   10.2%   10.0%   10.2%   10.0%   10.2%   10.0%   10.	31 1	35.6%	35.6%	31	18 4%	9	34.8%	23	25.3%	21
High Street names						11		14		18
Indoor market stalls						4		14		10
Independent / specialist   13.3%   20   13.6%   11   13.0%   9   14.3%   2   13.8%   12   12.2%   12.2%   12.2%   13.6%   13   11.6%   14.3%   14.5%   15   10.02%   14.3%   15   15.5%   10   10.2%   14.3%   15   14.3%   15   15.5%   16   16.2%   15   16.2%   16.2%   16.2%						4		14		8
Department stores / retailers   12.7%   19   8.6%   7   17.4%   12   7.1%   1   12.6%   11   14.3%	12			12		6		8		12
Household goods stores 12.7% 19 14.8% 12 10.1% 7 14.3% 2 11.5% 10 14.3% Footwear stores 12.7% 19 12.3% 10 13.0% 9 7.1% 1 14.9% 13 10.2% Larger sizes clothing store 10.7% 16 6.2% 5 15.9% 11 7.1% 1 10.3% 9 12.2% Click and collect facilities 10.0% 15 13.6% 11 5.8% 4 7.1% 1 12.6% 11 6.1% Electrical goods 10.0% 15 6.2% 5 14.5% 10 21.4% 3 10.3% 9 6.1% Public amenities 9.3% 14 8.6% 7 10.1% 7 7.1% 1 9.2% 8 10.2% Street market stalls 6.7% 10 7.4% 6 5.8% 4 14.3% 2 6.9% 6 4.1% Specialist food stores 3.3% 5 2.5% 2 4.3% 3 7.1% 1 2.3% 2 4.1% Building society 3.3% 5 3.7% 3 2.9% 2 7.1% 1 4.6% 4 0.0% Large supermarkets 3.3% 5 2.5% 2 4.3% 3 7.1% 1 2.3% 2 4.1% Pharmacies 3.3% 5 2.5% 2 4.3% 3 7.1% 1 2.3% 2 4.1% Pharmacies 3.3% 5 2.5% 2 4.3% 3 0.0% 0 2.3% 2 6.1% Restaurants / cafes 2.7% 4 2.5% 2 2.9% 2 14.3% 2 1.1% 1 2.0% Better retail provision for children and babies Better leisure facility 1.3% 2 1.2% 1 1.4% 1 0.0% 0 0.1.1% 1 2.0% Sports shop 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% Sports shop 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% None mentioned 22.0% 33 22.2% 18 21.7% 15 14.3% 2 17.2% 15 32.7%	10	11.5%	11.5%	10	10.2%	5	9.1%	6	15.7%	13
Footwear stores         12.7%         19         12.3%         10         13.0%         9         7.1%         1         14.9%         13         10.2%           Larger sizes clothing store         10.7%         16         6.2%         5         15.9%         11         7.1%         1         10.3%         9         12.2%           Click and collect facilities         10.0%         15         13.6%         11         5.8%         4         7.1%         1         12.6%         11         6.1%           Electrical goods         10.0%         15         6.2%         5         14.5%         10         21.4%         3         10.3%         9         6.1%           Public amenities         9.3%         14         8.6%         7         10.1%         7         7.1%         1         9.2%         8         10.2%           Street market stalls         6.7%         10         7.4%         6         5.8%         4         14.3%         2         6.9%         6         4.1%           Specialist food stores         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.6%         4.1%           Building society <td></td> <td></td> <td></td> <td>11</td> <td></td> <td>7</td> <td></td> <td>7</td> <td></td> <td>12</td>				11		7		7		12
Larger sizes clothing store         10.7%         16         6.2%         5         15.9%         11         7.1%         1         10.3%         9         12.2%           Click and collect facilities         10.0%         15         13.6%         11         5.8%         4         7.1%         1         12.6%         11         6.1%           Electrical goods         10.0%         15         6.2%         5         14.5%         10         21.4%         3         10.3%         9         6.1%           Public amenities         9.3%         14         8.6%         7         10.1%         7         7.1%         1         9.2%         8         10.2%           Street market stalls         6.7%         10         7.4%         6         5.8%         4         14.3%         2         6.9%         6         4.1%           Specialist food stores         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Building society         3.3%         5         2.5%         2         4.3%         3         7.1%         1         4.6%         4         0.0%           Large s						7		7	14.5%	12
Click and collect facilities         10.0%         15         13.6%         11         5.8%         4         7.1%         1         12.6%         11         6.1%           Electrical goods         10.0%         15         6.2%         5         14.5%         10         21.4%         3         10.3%         9         6.1%           Public amenities         9.3%         14         8.6%         7         10.1%         7         7.1%         1         9.2%         8         10.2%           Street market stalls         6.7%         10         7.4%         6         5.8%         4         14.3%         2         6.9%         6         4.1%           Specialist food stores         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Building society         3.3%         5         3.7%         3         2.9%         2         7.1%         1         4.6%         4         0.0%           Large supermarkets         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Pharmacies						5		5		14
Electrical goods         10.0%         15         6.2%         5         14.5%         10         21.4%         3         10.3%         9         6.1%           Public amenities         9.3%         14         8.6%         7         10.1%         7         7.1%         1         9.2%         8         10.2%           Street market stalls         6.7%         10         7.4%         6         5.8%         4         14.3%         2         6.9%         6         4.1%           Specialist food stores         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Building society         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Building society         3.3%         5         2.5%         2         4.3%         3         7.1%         1         4.6%         4         0.0%           Large supermarkets         3.3%         5         2.5%         2         4.3%         3         0.0%         0         2.3%         2         6.1%           Restaurants / cafes         2.7						6		7	10.8%	9
Public amenities         9.3%         14         8.6%         7         10.1%         7         7.1%         1         9.2%         8         10.2%           Street market stalls         6.7%         10         7.4%         6         5.8%         4         14.3%         2         6.9%         6         4.1%           Specialist food stores         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Building society         3.3%         5         3.7%         3         2.9%         2         7.1%         1         4.6%         4         0.0%           Large supermarkets         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.6%         4         1.0%           Pharmacies         3.3%         5         2.5%         2         4.3%         3         0.0%         0         2.3%         2         4.1%           Pharmacies         2.7%         4         2.5%         2         2.9%         2         14.3%         2         1.1%         1         2.0%           Better retail provision for children and babies						3		9	7.2%	6
Street market stalls         6.7%         10         7.4%         6         5.8%         4         14.3%         2         6.9%         6         4.1%           Specialist food stores         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Building society         3.3%         5         3.7%         3         2.9%         2         7.1%         1         4.6%         4         0.0%           Large supermarkets         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Pharmacies         3.3%         5         2.5%         2         4.3%         3         0.0%         0         2.3%         2         6.1%           Restaurants / cafes         2.7%         4         2.5%         2         2.9%         2         14.3%         2         1.1%         1         2.0%           Better retail provision for children and babies         2         1.2%         1         1.4%         1         0.0%         0         1.1%         1         2.0%           Policitors         0.7%						3 5		10 7	6.0% 8.4%	5 7
Specialist food stores         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Building society         3.3%         5         3.7%         3         2.9%         2         7.1%         1         4.6%         4         0.0%           Large supermarkets         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Pharmacies         3.3%         5         2.5%         2         4.3%         3         0.0%         0         2.3%         2         6.1%           Restaurants / cafes         2.7%         4         2.5%         2         2.9%         2         14.3%         2         1.1%         1         2.0%           Better retail provision for children and babies         2.7%         4         2.5%         2         2.9%         2         14.3%         2         2.3%         2         0.0%           Better leisure facility provision         1.3%         2         1.2%         1         1.4%         1         0.0%         0         1.1%         1         2.0%           Sports s						2		6		4
Building society         3.3%         5         3.7%         3         2.9%         2         7.1%         1         4.6%         4         0.0%           Large supermarkets         3.3%         5         2.5%         2         4.3%         3         7.1%         1         2.3%         2         4.1%           Pharmacies         3.3%         5         2.5%         2         4.3%         3         0.0%         0         2.3%         2         6.1%           Restaurants / cafes         2.7%         4         2.5%         2         2.9%         2         14.3%         2         1.1%         1         2.0%           Better retail provision for children and babies         2.7%         4         2.5%         2         2.9%         2         14.3%         2         2.3%         2         0.0%           Better leisure facility provision         1.3%         2         1.2%         1         1.4%         1         0.0%         0         1.1%         1         2.0%           Solicitors         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           Sports shop						2.		3		2
Large supermarkets       3.3%       5       2.5%       2       4.3%       3       7.1%       1       2.3%       2       4.1%         Pharmacies       3.3%       5       2.5%       2       4.3%       3       0.0%       0       2.3%       2       6.1%         Restaurants / cafes       2.7%       4       2.5%       2       2.9%       2       14.3%       2       1.1%       1       2.0%         Better retail provision for children and babies       8       2       1.2%       1       1.4%       1       0.0%       0       1.1%       1       2.0%         Better leisure facility provision       1.3%       2       1.2%       1       1.4%       1       0.0%       0       1.1%       1       2.0%         Solicitors       0.7%       1       0.0%       0       1.4%       1       0.0%       0       0.0%       0       2.0%         Sports shop       0.7%       1       0.0%       0       1.4%       1       0.0%       0       0.0%       0       2.0%         None mentioned       22.0%       33       22.2%       18       21.7%       15       14.3%       2       17.2	_			_		0		2	3.6%	3
Pharmacies         3.3%         5         2.5%         2         4.3%         3         0.0%         0         2.3%         2         6.1%           Restaurants / cafes         2.7%         4         2.5%         2         2.9%         2         14.3%         2         1.1%         1         2.0%           Better retail provision for children and babies         8         2         2.5%         2         2.9%         2         14.3%         2         2.3%         2         0.0%           Better leisure facility provision         1.3%         2         1.2%         1         1.4%         1         0.0%         0         1.1%         1         2.0%           Solicitors         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           Sports shop         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           None mentioned         22.0%         33         22.2%         18         21.7%         15         14.3%         2         17.2%         15         32.7%						2		0		5
Restaurants / cafes         2.7%         4         2.5%         2         2.9%         2         14.3%         2         1.1%         1         2.0%           Better retail provision for children and babies         2.7%         4         2.5%         2         2.9%         2         14.3%         2         2.3%         2         0.0%           Better leisure facility provision         1.3%         2         1.2%         1         1.4%         1         0.0%         0         1.1%         1         2.0%           Solicitors         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           Sports shop         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           None mentioned         22.0%         33         22.2%         18         21.7%         15         14.3%         2         17.2%         15         32.7%						3		1	4.8%	4
Better retail provision for children and babies  Better leisure facility 1.3% 2 1.2% 1 1.4% 1 0.0% 0 1.1% 1 2.0% provision  Solicitors 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% Sports shop 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% None mentioned 22.0% 33 22.2% 18 21.7% 15 14.3% 2 17.2% 15 32.7%						1		4		0
Better leisure facility provision  Solicitors 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 2.0% Sports shop 0.7% 1 0.0% 0 1.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% None mentioned 22.0% 33 22.2% 18 21.7% 15 14.3% 2 17.2% 15 32.7%						0		2		2
Solicitors         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           Sports shop         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           None mentioned         22.0%         33         22.2%         18         21.7%         15         14.3%         2         17.2%         15         32.7%	1	1.1%	1.1%	1	2.0%	1	1.5%	1	1.2%	1
Sports shop         0.7%         1         0.0%         0         1.4%         1         0.0%         0         0.0%         0         2.0%           None mentioned         22.0%         33         22.2%         18         21.7%         15         14.3%         2         17.2%         15         32.7%	0	0.0%	0.0%	0	2.0%	1	0.0%	0	1.2%	1
	0			0		1	0.0%	0		1
75 to 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	15 3	17.2%	17.2%	15	32.7%	16	18.2%	12	24.1%	20
(Don't know) 2.7% 4 3.7% 3 1.4% 1 0.0% 0 3.4% 3 2.0%	3	3.4%	3.4%	3	2.0%	1	4.5%	3	1.2%	1
Base: 150 81 69 14 87	87			87		49		66		83

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									C	,						
	Total	l	Male	!	Fema	le	18 to 3	34	35 to	54	55	+	AB	C1	C21	DE
Q23 What type of leisur	re facilitie	es wo	ould you	like t	o see m	ore o	f in Black	kpoc	i? [MR]							
Museums	28.7%	43	30.9%	25	26.1%	18	35.7%	5	28.7%	25	26.5%	13	27.3%	18	30.1%	25
Parks / gardens	25.3%	38	25.9%	21	24.6%	17	21.4%	3	29.9%	26	18.4%	9	25.8%	17	25.3%	21
Art galleries	24.7%	37	29.6%	24	18.8%	13	35.7%	5	25.3%	22	20.4%	10	25.8%	17	24.1%	20
Civic Hall / Civic spaces	19.3%	29	22.2%	18	15.9%	11	21.4%	3	24.1%	21	10.2%	5	24.2%	16	15.7%	13
Swimming pool	13.3%	20	16.0%	13	10.1%	7	14.3%	2	13.8%	12	12.2%	6	15.2%	10	12.0%	10
Children's activity centre	10.7%	16	7.4%	6	14.5%	10	21.4%	3	12.6%	11	4.1%	2	10.6%	7	10.8%	9
Entertainment / activities for young people	10.7%	16	7.4%	6	14.5%	10	14.3%	2	13.8%	12	4.1%	2	10.6%	7	10.8%	9
Health and fitness	8.0%	12	4.9%	4	11.6%	8	7.1%	1	9.2%	8	6.1%	3	12.1%	8	4.8%	4
Ice rink	3.3%	5	4.9%	4	1.4%	1	14.3%	2	1.1%	1	4.1%	2	7.6%	5	0.0%	0
Bowling alley	2.7%	4	4.9%	4	0.0%	0	0.0%	0	2.3%	2	4.1%	2	6.1%	4	0.0%	0
Restaurants / cafes	2.7%	4	0.0%	0	5.8%	4	0.0%	0	2.3%	2	4.1%	2	3.0%	2	2.4%	2
Go-karting	2.7%	4	1.2%	1	4.3%	3	7.1%	1	2.3%	2	2.0%	1	1.5%	1	3.6%	3
Cinema	2.0%	3	3.7%	3	0.0%	0	0.0%	0	2.3%	2	2.0%	1	1.5%	1	2.4%	2
Bingo	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Sports pitches	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Hotels	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
None mentioned	37.3%	56	35.8%	29	39.1%	27	28.6%	4	28.7%	25	55.1%	27	31.8%	21	41.0%	34
(Don't know)	3.3%	5	3.7%	3	2.9%	2	0.0%	0	4.6%	4	2.0%	1	3.0%	2	3.6%	3
Base:		150		81		69		14		87		49		66		83

## Blackpool In Centre Survey Page 20 October 2024

	Tota	l	Male	e	Fema	le	18 to	34	35 to	54	55-	+	AB	C1	C21	DE	
Q24 What measures do	you thir	ık wo	uld impi	ove I	Blackpoo	ol and	d make i	it mor	e attrac	tive?	[MR]						
Fill the empty shops	70.7%	106		57	71.0%	49	78.6%	11	80.5%	70		25	78.8%	52	65.1%	54	
Fewer low quality shops	54.0%	81	53.1%	43	55.1%	38	71.4%	10	63.2%	55	32.7%	16	63.6%	42	47.0%	39	
(take-away, pound shops, vape shop)																	
Improved security / CCTV	51.3%	77	49.4%	40	53.6%	37	64.3%	9	60.9%	53	30.6%	15	53.0%	35	49.4%	41	
Give it a general face lift	42.7%	64	44.4%	36	40.6%	28	50.0%	7	49.4%	43	28.6%	14	53.0%	35	34.9%	29	
(Flowers, painting etc.) Improved public toilet	40.0%	60	40.7%	33	39.1%	27	42.9%	6	50.6%	44	20.4%	10	47.0%	31	34.9%	29	
provision	40.0%	00	40.770	33	39.170	21	42.970	U	30.0%	44	20.4%	10	47.0%	31	34.970	29	
Ban skateboarding, biking	37.3%	56	38.3%	31	36.2%	25	28.6%	4	46.0%	40	24.5%	12	40.9%	27	34.9%	29	
etc.	20.50		10.00/		24.50		24.407		25.401	22	10.20	_	24.20/		20.50		
Click and collect facilities  More tourist facilities	20.7% 16.7%	31 25	19.8% 14.8%	16 12	21.7% 18.8%	15 13	21.4% 35.7%	3 5	26.4% 20.7%	23 18	10.2% 4.1%	5 2	21.2% 22.7%	14 15	20.5% 12.0%	17 10	
Improve the quality of the	14.7%	22	12.3%	10	17.4%	12	14.3%	2	13.8%	12	16.3%	8	21.2%	14	9.6%	8	
shops																	
More organised events e.g.	14.7%	22	13.6%	11	15.9%	11	14.3%	2	14.9%	13	14.3%	7	19.7%	13	10.8%	9	
street markets More speciality shops	14.0%	21	8.6%	7	20.3%	14	21.4%	3	11.5%	10	16.3%	8	18.2%	12	10.8%	9	
Cheaper parking	13.3%	20	18.5%	15	7.2%	5	7.1%	1	17.2%	15	8.2%	4	19.7%	13	8.4%	7	
Better food store provision	12.7%	19	16.0%	13	8.7%	6	21.4%	3	13.8%	12	8.2%	4	15.2%	10	10.8%	9	
Expansion of the centre	12.7%	19		11	11.6%	8	0.0%	0	16.1%		10.2%	5	10.6%	7		12	
Improve market provision	11.3%	17	11.1% 13.6%	9	11.6%	8	14.3%	2	10.3%	9	12.2%	6	10.6%	7	12.0%	10	
Flexible parking (Long/ Short stay parking)	9.3%	14	13.0%	11	4.3%	3	0.0%	0	10.3%	9	10.2%	5	13.6%	9	6.0%	5	
Greater promotion /	8.7%	13	7.4%	6	10.1%	7	28.6%	4	9.2%	8	2.0%	1	13.6%	9	4.8%	4	
marketing of the centre																	
Improved signage /	8.7%	13	9.9%	8	7.2%	5	21.4%	3	11.5%	10	0.0%	0	12.1%	8	6.0%	5	
information Accessibility by private car	8.0%	12	8.6%	7	7.2%	5	0.0%	0	9.2%	8	8.2%	4	10.6%	7	6.0%	5	
Improved cleanliness	8.0%	12	6.2%	5	10.1%	7	14.3%	2	2.3%	2	16.3%	8	9.1%	6	7.2%	6	
Pay on exit parking	6.0%	9	9.9%	8	1.4%	1	7.1%	1	8.0%	7	2.0%	1	9.1%	6	3.6%	3	
Increased choice / range of	6.0%	9	3.7%	3	8.7%	6	0.0%	0	6.9%	6	6.1%	3	4.5%	3	7.2%	6	
shops Reduce traffic congestion	5.3%	8	6.2%	5	4.3%	3	7.1%	1	8.0%	7	0.0%	0	4.5%	3	6.0%	5	
More cultural facilities	5.3%	8	2.5%	2	8.7%	6	7.1%	1	3.4%	3	8.2%	4	6.1%	4	4.8%	4	
Improved bus services	4.0%	6	3.7%	3	4.3%	3	7.1%	1	4.6%	4	2.0%	1	7.6%	5	1.2%	1	
More parking	4.0%	6	7.4%	6	0.0%	0	14.3%	2	3.4%	3	2.0%	1	3.0%	2	4.8%	4	
More non-food stores	4.0%	6	3.7%	3	4.3%	3	14.3%	2	3.4%	3	2.0%	1	6.1%	4	2.4%	2	
Improved street paving/public realm/green infrastructure	3.3%	5	1.2%	1	5.8%	4	7.1%	1	3.4%	3	2.0%	1	0.0%	0	6.0%	5	
Improved cultural facilities	3.3%	5	3.7%	3	2.9%	2	7.1%	1	1.1%	1	6.1%	3	6.1%	4	1.2%	1	
More national multiples /	3.3%	5	3.7%	3	2.9%	2	7.1%	1	3.4%	3	2.0%	1	3.0%	2	3.6%	3	
retailers Interactive information points	2.7%	4	2.5%	2	2.9%	2	7.1%	1	2.3%	2	2.0%	1	4.5%	3	1.2%	1	
Real time traffic or public transport information	2.7%	4	1.2%	1	4.3%	3	0.0%	0	2.3%	2	4.1%	2	3.0%	2	2.4%	2	
More food and beverage facilities (pubs /	2.7%	4	3.7%	3	1.4%	1	0.0%	0	2.3%	2	4.1%	2	3.0%	2	2.4%	2	
restaurants) More entertainment / leisure	1.3%	2	1.2%	1	1.4%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.4%	2	
facilities  More evening activities	0.7%	1	0.0%	0	1.4%	1	7.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	
None mentioned	9.3%	14	8.6%	7	10.1%	7	7.1%	1	4.6%	4		9	4.5%	3	13.3%	11	
(Don't know)	2.7%	4	3.7%	3	1.4%	1	0.0%	0	3.4%	3	2.0%	1	1.5%	1	3.6%	3	
Base:		150		81		69		14		87		49		66		83	

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	Tota	1	Mal	le	Fema	ale	18 to	34	35 to	54	55-	+	AB	C1	C2	DE	
Q25 What do you think	are the l	bigge	st weak	nesse	s of Bla	ckpo	ol? [MR	]									
Empty shops	61.3%	92	64.2%	52	58.0%	40	57.1%	8	74.7%	65	38.8%	19	65.2%	43	59.0%	49	
Anti-social behaviour	37.3%	56	34.6%	28	40.6%	28	42.9%	6	34.5%	30	40.8%	20	40.9%	27	33.7%	28	
Accessibility by private car	17.3%	26	19.8%	16	14.5%	10	42.9%	6	19.5%	17	6.1%	3	25.8%	17	10.8%	9	
Accessibility by cycling and by foot	12.0%	18	12.3%	10	11.6%	8	14.3%	2	12.6%	11	10.2%	5	15.2%	10	9.6%	8	
Choice / range of non-food shops	11.3%	17	11.1%	9	11.6%	8	14.3%	2	12.6%	11	8.2%	4	10.6%	7	12.0%	10	
Poor marketing of the town	11.3%	17	14.8%	12	7.2%	5	28.6%	4	9.2%	8	10.2%	5	13.6%	9	9.6%	8	
Lack of non-retail provision (e.g. banks, estate agents etc)	10.7%	16	12.3%	10	8.7%	6	0.0%	0	12.6%	11	10.2%	5	16.7%	11	6.0%	5	
Quantity of takeaways / charity shops	9.3%	14	13.6%	11	4.3%	3	7.1%	1	13.8%	12	2.0%	1	6.1%	4	12.0%	10	
Security / safety	9.3%	14	4.9%	4	14.5%	10	14.3%	2	9.2%	8	8.2%	4	7.6%	5	10.8%	9	
Lack of market facilities	8.0%	12	4.9%	4	11.6%	8	7.1%	1	4.6%	4	14.3%	7	13.6%	9	3.6%	3	
Price of car parking	6.7%	10	4.9%	4	8.7%	6	0.0%	0	11.5%	10	0.0%	0	10.6%	7	3.6%	3	
Availability of car parking	4.7%	7	1.2%	1	8.7%	6	0.0%	0	2.3%	2	10.2%	5	6.1%	4	3.6%	3	
Range of specialist /	4.0%	6	2.5%	2	5.8%	4	7.1%	1	3.4%	3	4.1%	2	6.1%	4	2.4%	2	
independent retailers  Lack of cultural facilities	4.0%	6	4.9%	4	2.9%	2	7.1%	1	4.6%	4	2.0%	1	1.5%	1	6.0%	5	
Lack of cultural facilities  Lack of public amenities	4.0%	6	3.7%	3	4.3%	3	0.0%	0	4.6%	4	4.1%	2	6.1%	4	2.4%	2	
Lack of foodstore provision	3.3%	5	3.7%	3	2.9%	2	0.0%	0	4.6%	4	2.0%	1	4.5%	3	2.4%	2	
Type / quality of retail	3.3%	5	2.5%	2	4.3%	3	0.0%	0	4.6%	4	2.0%	1	1.5%	1	4.8%	4	
provisions			<i>a</i> -	_		_	<b>.</b> .					_			. ~		
Town centre environment	3.3%	5	2.5%	2	4.3%	3	7.1%	1	1.1%	1	6.1%	3	1.5%	1	4.8%	4	
Tourism facilities	2.0%	3	2.5%	2	1.4%	1	0.0%	0	1.1%	1	4.1%	2	1.5%	1	2.4%	2	
Accessibility by bus Range food and beverage	1.3% 1.3%	2 2	1.2% 0.0%	1 0	1.4% 2.9%	1 2	0.0% 0.0%	0	1.1% 1.1%	1 1	2.0% 2.0%	1 1	0.0% 1.5%	0 1	2.4% 1.2%	2 1	
facilities (pubs / restaurants)			1.20/		0.00/	0	0.004	0		0				0			
Accessibility bus train	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1	
None mentioned (Don't know)	12.7% 2.0%	19 3	11.1% 3.7%	9	14.5% 0.0%	10 0	0.0% 0.0%	0	5.7% 3.4%	5 3	28.6% 0.0%	14 0	9.1% 1.5%	6 1	15.7% 2.4%	13 2	
	2.070		3.770		0.070		0.070		3.470		0.070		1.570		2.470		
Base:	iait Abin	150	Ctroot :	81	د مارسانه م	69	tuin to t	14	.4 4	87 Iou 3		49		66		83	
Q26 Do you intend to vi	ISIT ADIN	gaon		пагке	_	your	•	ne ce		iay :							
Yes	12.7%	19	7.4%	6	18.8%	13	21.4%	3	10.3%	9	14.3%	7	10.6%	7	14.5%	12	
No (Don't know / haven't	84.7% 2.7%	127 4	88.9% 3.7%	72 3	79.7% 1.4%	55 1	78.6% 0.0%	11 0	85.1% 4.6%	74 4	85.7% 0.0%	42 0	89.4% 0.0%	59 0	80.7% 4.8%	67 4	
`	2.770	•															
decided yet)	2.170	150		81		69		14		87		49		66		83	
decided yet)  Base:  Meanscore: [Numb	er of tim	150 nes pe			y = 7   C		week o		e = 3.5		than on		week =		ss than	-	a fortnight
decided yet) Base:  Meanscore: [Numb = 0.5   Less than or	er of tim	150 nes pe	0.25)	(Dail			week c		e = 3.5		than on		week =		ss than	-	a fortnight
decided yet)  Base:  Meanscore: [Numb = 0.5   Less than or Q27 How often do you v	er of tim	150 nes pe	0.25)	(Dail			week c		e = <b>3.5</b>		than on		week =		o.0%	-	a fortnight
decided yet)  Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v	er of tim nce a mo	150 nes pe onth =	0.25) Street	(Dail	et?	nce a		or mor		Less		ice a		1   Le:		once a	a fortnight
decided yet)  Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v  Daily Once a week or more	per of timence a movisit Abir	150 nes peonth = ngdor	0.25) n Street	(Dail) mark	et?	Once a	0.0%	or mor	0.0%	Less	0.0%	oce a	0.0%	<b>1   Le</b> :	0.0%	once a	a fortnight
decided yet)  Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v  Daily Once a week or more Less than once a week	per of tim nce a mo visit Abii 0.0% 1.3%	150 nes peonth = ngdor 0 2 5	0.25)  Street  0.0%  2.5%	mark	0.0% 0.0% 0.0% 4.3%	0 0	0.0% 0.0%	or mor	0.0% 1.1% 3.4%	0 1	0.0% 2.0%	0 1	0.0% 1.5%	0 1	0.0% 1.2%	once a	a fortnight
decided yet) Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v  Daily Once a week or more Less than once a week Less than once a fortnight Less than once a month	0.0% 1.3% 3.3% 12.0% 24.0%	150 nes peonth = ngdor 0 2 5 18 36	0.25)  Street  0.0% 2.5% 2.5% 13.6% 21.0%	0 2 2 11	0.0% 0.0% 4.3% 10.1% 27.5%	0 0 0 3 7 19	0.0% 0.0% 7.1% 21.4% 28.6%	0 0 1 3 4	0.0% 1.1% 3.4% 14.9% 25.3%	0 1 3 13 22	0.0% 2.0% 2.0% 4.1% 20.4%	0 1 1 2 10	0.0% 1.5% 4.5% 10.6% 22.7%	0 1 3 7 15	0.0% 1.2% 2.4% 13.3% 24.1%	0 1 2 11 20	a fortnight
decided yet) Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v  Daily Once a week or more Less than once a week Less than once a fortnight Less than once a month Never	0.0% 1.3% 3.3% 12.0% 24.0% 54.7%	150 nes peonth = ngdor 0 2 5 18 36 82	0.25)  Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0%	0 2 2 11 17 47	0.0% 0.0% 4.3% 10.1% 27.5% 50.7%	0 0 0 3 7 19 35	0.0% 0.0% 7.1% 21.4% 28.6% 42.9%	0 0 1 3 4 6	0.0% 1.1% 3.4% 14.9% 25.3% 54.0%	0 1 3 13 22 47	0.0% 2.0% 2.0% 4.1% 20.4% 59.2%	0 1 1 2 10 29	0.0% 1.5% 4.5% 10.6% 22.7% 56.1%	0 1 3 7 15 37	0.0% 1.2% 2.4% 13.3% 24.1% 54.2%	0 1 2 11 20 45	a fortnight
decided yet) Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v  Daily Once a week or more Less than once a week Less than once a fortnight Less than once a month Never	0.0% 1.3% 3.3% 12.0% 24.0%	150 nes peonth = ngdor 0 2 5 18 36	0.25)  Street  0.0% 2.5% 2.5% 13.6% 21.0%	0 2 2 11	0.0% 0.0% 4.3% 10.1% 27.5%	0 0 0 3 7 19	0.0% 0.0% 7.1% 21.4% 28.6%	0 0 1 3 4	0.0% 1.1% 3.4% 14.9% 25.3%	0 1 3 13 22	0.0% 2.0% 2.0% 4.1% 20.4%	0 1 1 2 10	0.0% 1.5% 4.5% 10.6% 22.7%	0 1 3 7 15	0.0% 1.2% 2.4% 13.3% 24.1%	0 1 2 11 20 45 4	a fortnight
decided yet)  Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v  Daily Once a week or more Less than once a week Less than once a fortnight Less than once a month Never (Don't know / varies)	0.0% 1.3% 3.3% 12.0% 24.0% 54.7%	150 nes peonth = ngdor 0 2 5 18 36 82 7 0.22	0.25)  Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0%	0 2 2 11 17 47 2 0.25	0.0% 0.0% 4.3% 10.1% 27.5% 50.7%	0 0 0 3 7 19 35	0.0% 0.0% 7.1% 21.4% 28.6% 42.9%	0 0 1 3 4 6	0.0% 1.1% 3.4% 14.9% 25.3% 54.0%	0 1 3 13 22 47 1 0.23	0.0% 2.0% 2.0% 4.1% 20.4% 59.2%	0 1 1 2 10 29 6	0.0% 1.5% 4.5% 10.6% 22.7% 56.1%	0 1 3 7 15 37	0.0% 1.2% 2.4% 13.3% 24.1% 54.2%	0 1 2 11 20 45 4	a fortnight
Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the proper	0.0% 1.3% 3.3% 12.0% 24.0% 54.7%	150 nes peonth = ngdor 0 2 5 18 36 82 7	0.25)  Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0%	0 2 2 11 17 47 2	0.0% 0.0% 4.3% 10.1% 27.5% 50.7%	0 0 3 7 19 35 5	0.0% 0.0% 7.1% 21.4% 28.6% 42.9%	0 0 1 3 4 6	0.0% 1.1% 3.4% 14.9% 25.3% 54.0%	0 1 3 13 22 47 1	0.0% 2.0% 2.0% 4.1% 20.4% 59.2%	0 1 1 2 10 29 6	0.0% 1.5% 4.5% 10.6% 22.7% 56.1%	0 1 3 7 15 37 3	0.0% 1.2% 2.4% 13.3% 24.1% 54.2%	0 1 2 11 20 45 4	a fortnight
decided yet)  Base:  Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the p	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%	150 nes per	0.25) n Street 0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%	0 2 2 11 17 47 2 0.25 81	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2%	0 0 0 3 7 19 35 5 0.19	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0%	0 0 1 3 4 6 0 0.26	0.0% 1.1% 3.4% 14.9% 25.3% 54.0%	0 1 3 13 22 47 1 0.23	0.0% 2.0% 2.0% 4.1% 20.4% 59.2%	0 1 1 2 10 29 6	0.0% 1.5% 4.5% 10.6% 22.7% 56.1%	0 1 3 7 15 37 3 0.23	0.0% 1.2% 2.4% 13.3% 24.1% 54.2%	0 1 2 11 20 45 4	a fortnight
Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the proper	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%	150  nes pes pes nth =  ngdor  0 2 5 18 36 82 7 0.22 150  ticula 68	0.25) a Street 0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%	0 2 2 11 17 47 2 0.25 81 about	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi	0 0 0 3 7 19 35 5 0.19 69 ngdor	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0%	0 0 1 3 4 6 0 0.26 14 **ket?	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1%	0 1 3 13 22 47 1 0.23 87	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5%	0 1 3 7 15 37 3 0.23 66	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8%	0 1 2 11 20 45 4 0.22 83	a fortnight
Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the proper	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%	150  nes pes per	0.25) a Street 0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5% rly like 3 43.2% 24.7%	0 2 2 11 17 47 2 0.25 81 about 35 20	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi 47.8% 27.5%	0 0 0 3 7 19 35 5 0.19 69 ngdor	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0%	0 0 1 3 4 6 0 0.26 14 rket?	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1%	0 1 3 13 22 47 1 0.23 87	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2%	0 1 3 7 15 37 3 0.23 66	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7%	0 1 2 11 20 45 4 0.22 83	a fortnight
Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the proper	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%  you part 45.3% 26.0% 3.3%	150  nes pes per	0.25) a Street 0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%  rly like 3 43.2% 24.7% 4.9%	0 2 2 11 17 47 2 0.25 81 about	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi 47.8% 27.5% 1.4%	0 0 0 3 7 19 35 5 0.19 69 <b>ngdor</b> 33	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0%	0 0 1 3 4 6 0 0.26 14 **ket?	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1% 39.1% 29.9% 3.4%	0 1 3 13 22 47 1 0.23 87	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2% 4.5%	0 1 3 7 15 37 3 0.23 66 32 16 3	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7% 2.4%	0 1 2 11 20 45 4 0.22 83	a fortnight
Meanscore: [Numb = 0.5   Less than or Q27 How often do you version of the property of the prop	0.0% 1.3% 3.3% 12.0% 54.7% 4.7%  you part 45.3% 26.0% 3.3% 2.7%	150  nes per	0.25) a Street 0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%  rly like 43.2% 24.7% 4.9% 3.7%	0 2 2 11 17 47 2 0.25 81 about 35 20 4 3	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi 47.8% 27.5% 1.4%	0 0 0 3 7 19 35 5 0.19 69 <b>ngdor</b> 33 19	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0% 1 St Mai 28.6% 42.9% 0.0%	0 0 1 3 4 6 0 0.26 14 **ket?	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1% 39.1% 29.9% 3.4% 3.4%	0 1 3 13 22 47 1 0.23 87	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2% 61.2% 14.3% 4.1% 2.0%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2% 4.5% 3.0%	0 1 3 7 15 37 3 0.23 66 32 16 3 2	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7% 2.4%	0 1 2 11 20 45 4 0.22 83	a fortnight
decided yet) Base:  Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the pr	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%  45.3% 26.0% 3.3% 2.7% 2.0%	150  nes per	0.05)  n Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%  rly like :  43.2% 4.9% 3.7% 1.2%	0 2 2 11 17 47 2 0.25 81 about 35 20 4 3 1	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi 47.8% 27.5% 1.4% 1.4% 2.9%	0 0 0 3 7 19 35 5 0.19 69 <b>ngdor</b> 33 19 1	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0% 28.6% 42.9% 0.0% 0.0% 7.1%	0 0 1 3 4 6 0 0.26 14 **ket?	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1% 39.1% 29.9% 3.4% 3.4% 1.1%	0 1 3 13 22 47 1 0.23 87	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2% 61.2% 4.14.3% 4.19 2.0% 2.0%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2% 4.5% 3.0% 3.0%	0 1 3 7 15 37 3 0.23 66 32 16 3 2 2	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7% 2.4% 2.4% 1.2%	0 1 2 11 20 45 4 0.22 83	a fortnight
Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the proper	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%  you part 45.3% 26.0% 3.3% 2.7% 2.0% 2.0%	150  nes peonth = ngdor  0 2 5 18 36 82 7 0.22 150  ticula  68 39 5 4 3 3	0.05)  n Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%  rly like 4 43.2% 4.9% 3.7% 1.2% 1.2%	0 2 2 11 17 47 2 0.25 81 about 35 20 4 3 1 1	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi 47.8% 27.5% 1.4% 2.9% 2.9%	0 0 0 3 7 19 35 5 0.19 69 <b>ngdor</b> 33 19 1 1	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0% 28.6% 42.9% 0.0% 7.1% 0.0%	0 0 1 3 4 6 0 0.26 14 *ket?	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1% 39.1% 29.9% 3.4% 1.1% 3.4%	0 1 3 13 22 47 1 0.23 87 34 26 3 3 1 3	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2% 61.2% 4.1% 2.0% 2.0% 0.0%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2% 4.5% 3.0% 3.0% 0.0%	0 1 3 7 15 37 3 0.23 66 32 16 3 2 2 0	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7% 2.4% 1.2% 3.6%	0 1 2 11 20 45 4 0.22 83	a fortnight
decided yet) Base:  Meanscore: [Numb = 0.5   Less than or Q27 How often do you verified to you you you you you you you you you yo	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%  45.3% 26.0% 3.3% 2.7% 2.0%	150  nes per	0.05)  n Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%  rly like :  43.2% 4.9% 3.7% 1.2%	0 2 2 11 17 47 2 0.25 81 about 35 20 4 3 1	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi 47.8% 27.5% 1.4% 1.4% 2.9%	0 0 0 3 7 19 35 5 0.19 69 <b>ngdor</b> 33 19 1	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0% 28.6% 42.9% 0.0% 0.0% 7.1%	0 0 1 3 4 6 0 0.26 14 **ket?	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1% 39.1% 29.9% 3.4% 3.4% 1.1%	0 1 3 13 22 47 1 0.23 87	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2% 61.2% 4.14.3% 4.19 2.0% 2.0%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2% 4.5% 3.0% 3.0%	0 1 3 7 15 37 3 0.23 66 32 16 3 2 2	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7% 2.4% 2.4% 1.2%	0 1 2 11 20 45 4 0.22 83	a fortnight
decided yet) Base:  Meanscore: [Numb = 0.5   Less than or Q27 How often do you value of the property of the pr	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%  45.3% 26.0% 3.3% 2.7% 2.0% 1.3%	150  nes penth =  ngdor  0 2 2 5 18 36 82 7 7 0.22 150  ticula  68 39 5 4 4 3 3 3 2	0.25)  n Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%  rly like 43.2% 4.2% 4.9% 4.9% 4.7% 4.2% 2.5%	0 2 2 11 17 47 2 0.25 81 about 35 20 4 3 1 1 2	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2% the Abi 47.8% 27.5% 1.4% 2.9% 2.9% 0.0%	0 0 0 3 7 19 35 5 0.19 69 <b>ngdor</b> 33 19 1 1 2 2	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0% 42.9% 0.0% 0.0% 7.1% 0.0% 0.0%	0 0 1 3 4 6 0 0.26 14 **ket?** 4 6 0 0 0 0 0 1 1 0 0 0 0 0 0 0 0 0 0 0 0	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1% 39.1% 29.9% 3.4% 3.4% 1.1% 3.4% 2.3%	0 1 3 13 22 47 1 0.23 87 34 26 3 3 1 3 2	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2% 61.2% 4.1% 2.0% 2.0% 0.0%	0 1 1 2 10 29 6 0.20 49	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2% 4.5% 3.0% 3.0% 0.0% 0.0%	0 1 3 7 15 37 3 0.23 66 32 16 3 2 2 0 0 0	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7% 2.4% 2.4% 1.2% 3.6% 2.4%	0 1 2 11 20 45 4 0.22 83	a fortnight
decided yet)  Base:  Meanscore: [Numb = 0.5   Less than or  Q27 How often do you v  Daily Once a week or more Less than once a week Less than once a fortnight Less than once a month Never (Don't know / varies)  Mean:  Base:	0.0% 1.3% 3.3% 12.0% 24.0% 54.7% 4.7%  45.3% 26.0% 3.3% 2.7% 2.0% 1.3% 0.7%	150  nes penth = penth	0.25)  n Street  0.0% 2.5% 2.5% 13.6% 21.0% 58.0% 2.5%  rly like 43.2% 43.2% 4.7% 4.9% 3.7% 6.1.2% 1.2% 2.5% 0.0%	0 2 2 11 17 47 2 0.25 81 about 35 20 4 3 1 1 2 0	0.0% 0.0% 4.3% 10.1% 27.5% 50.7% 7.2%  the Abi 47.8% 27.5% 1.4% 2.9% 0.0% 1.4% 0.0%	0 0 0 3 7 19 35 5 0.19 69 ngdor 33 19 1 1 2 2 0	0.0% 0.0% 7.1% 21.4% 28.6% 42.9% 0.0% 42.99 0.0% 7.1% 0.0% 0.0% 0.0% 0.0%	0 0 0 1 3 4 6 0 0.26 14 ** <b>ket?</b> 4 6 0 0	0.0% 1.1% 3.4% 14.9% 25.3% 54.0% 1.1% 39.1% 29.9% 3.4% 3.4% 1.1% 2.3% 1.1%	0 1 3 13 22 47 1 0.23 87 3 4 26 3 3 1 3 2 2	0.0% 2.0% 2.0% 4.1% 20.4% 59.2% 12.2% 61.2% 4.1% 2.0% 2.0% 0.0% 0.0%	0 1 1 2 10 29 6 0.20 49 30 7 2 1 1 0 0 0	0.0% 1.5% 4.5% 10.6% 22.7% 56.1% 4.5% 48.5% 24.2% 4.5% 3.0% 0.0% 0.0% 1.5%	0 1 3 7 15 37 3 0.23 66 32 16 3 2 2 0 0 0 1	0.0% 1.2% 2.4% 13.3% 24.1% 54.2% 4.8% 43.4% 27.7% 2.4% 2.4% 1.2% 3.6% 2.4% 0.0%	0 1 2 11 20 45 4 0.22 83	a fortnight

	Tota	_ <u></u>	Mal	е	Fema	le	18 to	34	35 to	54	55-	+	AB	C1	C2	DE
Q29 What else do you p	oarticula	rly lik	e about	the A	bingdor	n St M	larket?	[MR]								
Friendly atmosphere	74.1%	43	59.4%	19		24		6	71.8%	28	75.0%	9	80.0%	20	69.7%	23
Good service	69.0%	40	50.0%	16	92.3%	24	85.7%	6	69.2%	27	58.3%	7	76.0%	19	63.6%	21
Easy to get to	36.2% 22.4%	21 13	37.5% 15.6%	12 5	34.6% 30.8%	9 8	57.1% 42.9%	4	28.2% 15.4%	11 6	50.0% 33.3%	6 4	44.0% 20.0%	11 5	30.3% 24.2%	10
Range of food Quality of food	20.7%	12	28.1%	9	11.5%	3	28.6%	2	17.9%	7	25.0%	3	16.0%	4	24.2%	8
Freshness of food	19.0%	11	12.5%	4	26.9%	7	57.1%	4	12.8%	5	16.7%	2	20.0%	5	18.2%	$\epsilon$
Compact / easy to get around	12.1%	7	6.3%	2	19.2%	5	14.3%	1	12.8%	5	8.3%	1	8.0%	2	15.2%	5
The café	10.3%	6	15.6%	5	3.8%	1	0.0%	0	15.4%	6	0.0%	0	12.0%	3	9.1%	3
All on one level	10.3%	6	9.4%	3	11.5%	3	0.0%	0	10.3%	4	16.7%	2	12.0%	3	9.1%	3
Range of independent food stores	8.6%	5	12.5%	4	3.8%	1	0.0%	0	7.7%	3	16.7%	2	4.0%	1	12.1%	4
Range of Independent non-food stores	5.2%	3	6.3%	2	3.8%	1	0.0%	0	2.6%	1	16.7%	2	8.0%	2	3.0%	1
Quality of non-food items	5.2%	3	6.3%	2	3.8%	1	14.3%	1	2.6%	1	8.3%	1	4.0%	1	6.1%	2
Everything	5.2%	3	6.3%	2	3.8%	1	28.6%	2	0.0%	0	8.3%	1	4.0%	1	6.1%	2
Specialist ethnic goods	3.4%	2	3.1%	1	3.8%	1	0.0%	0	2.6%	1	8.3%	1	4.0%	1	3.0%	1
The opportunity to support local businesses	3.4%	2	3.1%	1	3.8%	1	0.0%	0	2.6%	1	8.3%	1	0.0%	0	6.1%	2
Presence of on-site security	3.4%	2	3.1%	1	3.8%	1	0.0%	0	0.0%	0	16.7%	2	4.0%	1	3.0%	1
Range of non-food items	1.7%	1	3.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.0%	1	0.0%	C
Value for money	1.7%	1	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.0%	1
The variety	1.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	4.0%	1	0.0%	0
(Don't know) Base:	3.4%	2 58	6.3%	32	0.0%	0 26	0.0%	0 7	5.1%	2 39	0.0%	0 12	0.0%	0 25	6.1%	33
Q29X All likes for Abingo	don St M		(Anv m		n)											
Friendly atmosphere	81.0%	47	68.8%	22	96.2%	25	85.7%	6	79.5%	31	83.3%	10	88.0%	22	75.8%	25
All on one level	77.6%	45	71.9%	23	84.6%	22		6	76.9%	30	75.0%	9	76.0%	19	78.8%	26
Good service	72.4%	42	56.3%	18	92.3%	24	85.7%	6	74.4%	29	58.3%	7	76.0%	19	69.7%	23
Easy to get to	44.8%	26	50.0%	16	38.5%	10		4	35.9%	14	66.7%	8	56.0%	14	36.4%	12
Freshness of food	24.1%	14	15.6%	5	34.6%	9	71.4%	5	15.4%	6	25.0%	3	28.0%	7	21.2%	7
Range of food	22.4%	13	15.6%	5	30.8%	8	42.9%	3	15.4%	6	33.3%	4	20.0%	5	24.2%	8
Quality of food	20.7%	12	28.1%	9	11.5%	3	28.6%	2	17.9%	7	25.0%	3	16.0%	4	24.2%	8
Compact / easy to get around	17.2%	10	9.4%	3	26.9%	7	14.3%	1	20.5%	8	8.3%	1	8.0%	2	24.2%	8
The café Range of independent food	12.1% 8.6%	7 5	15.6% 12.5%	5 4	7.7% 3.8%	2 1	0.0% 0.0%	0	17.9% 7.7%	7 3	0.0% 16.7%	0 2	16.0% 4.0%	4	9.1% 12.1%	3
stores	5.2%	3	6 20/	2	3.8%	1	14.3%	1	2.6%	1	8.3%	1	4.0%	1	6 10/	2
Quality of non-food items Range of Independent	5.2%	3	6.3% 6.3%	2	3.8%	1	0.0%	0	2.6% 2.6%	1	8.3% 16.7%	2	8.0%	2	6.1% 3.0%	2
non-food stores																
Everything Specialist ethnic goods	5.2% 3.4%	3 2	6.3% 3.1%	2	3.8% 3.8%	1 1	28.6% 0.0%	2	0.0% 2.6%	0 1	8.3% 8.3%	1 1	4.0% 4.0%	1 1	6.1% 3.0%	1
The opportunity to support local businesses	3.4%	2	3.1%	1	3.8%	1	0.0%	0	2.6%	1	8.3%	1	0.0%	0	6.1%	2
Presence of on-site security	3.4%	2	3.1%	1	3.8%	1	0.0%	0	0.0%	0	16.7%	2	4.0%	1	3.0%	1
The variety	1.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	4.0%	1	0.0%	(
Range of non-food items	1.7%	1	3.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	4.0%	1	0.0%	0
Value for money	1.7%	1	0.0%	0	3.8%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.0%	1
Availability of local produce	1.7%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	8.3%	1	4.0%	1	0.0%	(
Base:		58		32		26		7		39		12		25		33
Q30 What one thing do	you par	ticula	rly disli	ke ab	out the A	Abing	don St I	Marke	t?							
Nothing Empty stalls / stalls closing	22.0% 6.7%	33 10	25.9% 8.6%	21 7	17.4% 4.3%	12 3	42.9% 0.0%	6 0	21.8% 8.0%	19 7	16.3% 6.1%	8	18.2% 9.1%	12 6	24.1% 4.8%	20
down Poor value for money	6.0%	9	4.9%	4	7.2%	5	14.3%	2	6.9%	6	2.0%		7.6%	5	4.8%	4
Not big enough	5.3%	8	4.9% 3.7%	3	7.2%	5	7.1%	1	6.9%	6	2.0%	1 1	7.0% 9.1%	6	2.4%	2
Not enough stalls	4.7%	7	2.5%	2	7.2%	5	0.0%	0	4.6%	4	6.1%	3	1.5%	1	7.2%	6
Inability to pay by credit card	3.3%	5	2.5%	2	4.3%	3	7.1%	1	3.4%	3	2.0%	1	0.0%	0	6.0%	5
Crime	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Difficult to find particular stalls	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	(
Difficult to park nearby Poor quality of non-food	0.7% 0.7%	1 1	1.2% 1.2%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 1.1%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	1.2% 1.2%	1 1
items (Don't know)	49.3%	74	46.9%	38	52.2%	36	28.6%	4	43.7%	38	65.3%	32	53.0%	35	47.0%	39
,	47.3%		40.7%		32.2%		∠o.∪%		43.1%		03.3%		JJ.U%		47.0%	
Base:		150		81		69		14		87		49		66		83

	Total	l	Male	9	Fema	ile	18 to	34	35 to	54	55+	-	ABO	C1	C2	DE
Q31 What else do you	particulai	rlv dis	slike abo	out th	e Abing	don S	St Marke	t? [M	RI							
•	•	-			_			<u>.</u>	_					_		
Poor value for money	39.5%	17	40.9%		38.1%	8		1	43.3%	13	33.3%	3	36.8%	7		10
Not enough stalls Nothing	32.6% 18.6%	14 8	22.7% 18.2%	5 4	42.9% 19.0%	9 4	25.0% 50.0%	1 2	36.7% 13.3%	11	22.2% 22.2%	2 2	36.8% 15.8%	7	29.2% 20.8%	7 5
Not big enough	11.6%	5	9.1%	2	14.3%	3	0.0%	0	10.0%	3	22.2%	2	10.5%	2	12.5%	3
Inability to pay by credit card	11.6%	5	18.2%	4	4.8%	1	0.0%	0			11.1%		15.8%	3	8.3%	2
Poor quality of non-food items	7.0%	3	4.5%	1	9.5%	2	0.0%	0	6.7%	2	11.1%	1	10.5%	2	4.2%	1
Empty stalls / stalls closing down	4.7%	2	9.1%	2	0.0%	0	25.0%	1	3.3%	1	0.0%	0	0.0%	0	8.3%	2
Crime	2.3%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	11.1%	1	5.3%	1	0.0%	0
Litter	2.3%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.2%	1
Poor facilities e.g. toilets, seating	2.3%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	5.3%	1	0.0%	0
Lack of cleanliness	2.3%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	5.3%	1	0.0%	0
Difficult to find particular stalls	2.3%	1	0.0%	0	4.8%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.2%	1
(Don't know)	2.3%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	5.3%	1	0.0%	0
Base:		43		22		21		4		30		9		19		24
Q31X All dislikes for Ab	ingdon S	t Mar	ket (Any	men	tion)											
Poor value for money	60.5%	26	59.1%	13	61.9%	13	75.0%	3	63.3%	19	44.4%	4	63.2%	12	58.3%	14
Not enough stalls	48.8%	21	31.8%	7	66.7%	14	25.0%	1	50.0%	15	55.6%	5	42.1%	8	54.2%	13
Not big enough	30.2%	13	22.7%	5	38.1%	8	25.0%	1	30.0%	9	33.3%	3	42.1%	8	20.8%	5
Empty stalls / stalls closing down	27.9%	12	40.9%	9	14.3%	3	25.0%	1	26.7%	8	33.3%	3	31.6%	6	25.0%	6
Inability to pay by credit card	23.3%	10	27.3%	6	19.0%	4	25.0%	1	23.3%	7	22.2%	2	15.8%	3	29.2%	7
Nothing	18.6%	8	18.2%	4	19.0%	4	50.0%	2	13.3%	4	22.2%	2	15.8%	3	20.8%	5
Poor quality of non-food items	9.3%	4	9.1%	2	9.5%	2	0.0%	0	10.0%	3	11.1%	1	10.5%	2	8.3%	2
Difficult to find particular stalls	4.7%	2	4.5%	1	4.8%	1	0.0%	0	6.7%	2	0.0%	0	5.3%	1	4.2%	1
Crime	4.7%	2	4.5%	1	4.8%	1	0.0%	0	3.3%	1	11.1%	1	5.3%	1	4.2%	1
Litter	2.3%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.2%	1
Difficult to park nearby	2.3%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	4.2%	1
Lack of cleanliness Poor facilities e.g. toilets,	2.3% 2.3%	1 1	4.5% 4.5%	1 1	0.0% 0.0%	0	0.0% 0.0%	0	3.3% 3.3%	1 1	0.0% 0.0%	0	5.3% 5.3%	1	0.0% 0.0%	0
seating Base:		43		22		21		4		30		9		19		24
GEN Gender of respond	dent															
Male	54.0%	81	100.0%	81	0.0%	0	64.3%	9	62.1%	54	36.7%	18	53.0%	35	55.4%	46
Female	46.0%	69	0.0%	0	100.0%	69	35.7%	5	37.9%	33	63.3%	31	47.0%	31	44.6%	37
Base:		150		81		69		14		87		49		66		83
AGE Age of responden	t															
18 - 24 years	1.3%	2	1.2%	1	1.4%	1	14.3%	2	0.0%	0	0.0%	0	1.5%	1	1.2%	1
25 - 34 years	8.0%	12	9.9%	8	5.8%	4	85.7%	12	0.0%	0	0.0%	0	12.1%	8	4.8%	4
35 - 44 years	28.7%	43	33.3%	27	23.2%	16	0.0%	0	49.4%	43	0.0%	0	36.4%	24	22.9%	19
45 - 54 years	29.3%	44	33.3%	27	24.6%	17	0.0%	0	50.6%	44	0.0%	0	25.8%	17	32.5%	27
55 - 64 years	18.7%	28	11.1%	9	27.5%	19	0.0%	0	0.0%	0		28	13.6%	9	21.7%	18
65 + years	14.0%	21	11.1%	9	17.4%	12	0.0%	0	0.0%	0	42.9%	21	10.6%	7	16.9%	14
Base:		150		81		69		14		87		49		66		83
SEG Socio-economic G	. •															
AB	10.0%	15	8.6%	7		8	7.1%	1	12.6%	11	6.1%	3	22.7%	15	0.0%	0
C1	34.0%	51	34.6%	28		23	57.1%	8	34.5%	30	26.5%	13	77.3%	51	0.0%	0
C2 DE	32.0% 23.3%	48 35	32.1% 24.7%		31.9% 21.7%	22 15	14.3% 21.4%	2 3	33.3% 19.5%	29 17	34.7% 30.6%	17 15	0.0% 0.0%	0	57.8% 42.2%	48 35
(Refused)	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	13	0.0%	0	0.0%	0
Base:		150		81		69		14		87		49		66		83
Dasc.		130		01		09		14		0/		+7		00		63

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	Tota	l	Male		Fema	le	18 to	34	35 to	54	55+	٠	AB	C1	C2I	DE
LOC Location of intervio	ew															
Junction of Bank Hey St. and Adelaide West	16.7%	25	16.0%	13	17.4%	12	14.3%	2	17.2%	15	16.3%	8	15.2%	10	18.1%	15
Entrance to Houndshill on Victoria St.	22.7%	34	19.8%	16	26.1%	18	64.3%	9	24.1%	21	8.2%	4	28.8%	19	18.1%	15
Junction of Bank Hey and Market St	20.7%	31	19.8%	16	21.7%	15	7.1%	1	25.3%	22	16.3%	8	21.2%	14	19.3%	16
Church St. around M&S and towards the Grand Theatre	21.3%	32	22.2%	18	20.3%	14	7.1%	1	19.5%	17	28.6%	14	19.7%	13	22.9%	19
Talbot Rd/Abingdon St.	18.7%	28	22.2%	18	14.5%	10	7.1%	1	13.8%	12	30.6%	15	15.2%	10	21.7%	18
Base:		150		81		69		14		87		49		66		83
DAY																
Monday	16.7%	25	14.8%	12		13	7.1%	1	18.4%	16	16.3%	8	19.7%	13		12
Tuesday	16.7% 0.0%	25	16.0% 0.0%	13	17.4%	12	14.3%	2	19.5%	17	12.2% 0.0%	6	13.6%	9	19.3%	16
Wednesday Thursday	16.7%	0 25	17.3%	0 14	0.0% 15.9%	0 11	0.0% 21.4%	0	0.0% 14.9%	0 13	18.4%	0	0.0% 13.6%	0	0.0% 19.3%	0 16
Friday	33.3%	50		28	31.9%	22	42.9%	6	25.3%	22	44.9%	22	36.4%	24	30.1%	25
Saturday	16.7%	25	17.3%	14	15.9%	11	14.3%	2	21.8%	19	8.2%	4	16.7%	11	16.9%	14
Base:		150		81		69		14		87		49		66		83
TIM Time of interview																
09.00 - 12.00	29.3%	44	29.6%	24	29.0%	20	21.4%	3	29.9%	26	30.6%	15	30.3%	20	28.9%	24
12.01 - 14.00	41.3%	62		29	47.8%	33	50.0%	7	39.1%	34	42.9%	21	42.4%	28	41.0%	34
14.01 - 17.00	29.3%	44	34.6%	28	23.2%	16	28.6%	4	31.0%	27	26.5%	13	27.3%	18	30.1%	25
Base:		150		81		69		14		87		49		66		83

	Tota	ıl	Male	<u>;</u>	Femal	le	18 to	34	35 to		55+	-	ABO	C1	C2	DE
PC Postcode Secto	or															
B38 9	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
B66 3	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
BB1 2	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
BL8 1 CA2 4	0.7% 0.7%	1 1	0.0% 0.0%	0	1.4% 1.4%	1 1	0.0% 0.0%	0	0.0% 1.1%	0 1	2.0% 0.0%	1	1.5% 0.0%	1	0.0% 1.2%	0 1
CH49 8	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
DE22 3	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
DY5 3	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
FK3 8	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
FY1 1	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
FY1 2	3.3%	5	4.9%	4	1.4%	1	7.1%	1	0.0%	0	8.2%	4	0.0%	0	6.0%	5
FY1 3	5.3%	8	3.7%	3	7.2%	5	7.1%	1	1.1%	1	12.2%	6	1.5%	1	8.4%	7
FY1 4	5.3%	8	7.4%	6	2.9%	2	7.1%	1	4.6%	4	6.1%	3	6.1%	4	4.8%	4
FY1 6	3.3%	5	2.5%	2	4.3%	3	0.0%	0 2	2.3% 2.3%	2	6.1%	3 2	3.0%	2	2.4%	2 3
FY2 0 FY2 9	4.0% 4.7%	6 7	3.7% 7.4%	3 6	4.3% 1.4%	1	14.3% 7.1%	1	2.3% 5.7%	2 5	4.1% 2.0%	1	4.5% 4.5%	3	3.6% 4.8%	4
FY3 0	2.0%	3	2.5%	2	1.4%	1	0.0%	0	2.3%	2	2.0%	1	1.5%	1	2.4%	2
FY3 7	4.7%	7	3.7%	3	5.8%	4	7.1%	1	5.7%	5	2.0%	1	4.5%	3	4.8%	4
FY3 8	3.3%	5	1.2%	1	5.8%	4	7.1%	1	2.3%	2	4.1%	2	4.5%	3	2.4%	2
FY3 9	2.7%	4	2.5%	2	2.9%	2	0.0%	0	3.4%	3	2.0%	1	4.5%	3	1.2%	1
FY4 1	2.7%	4	3.7%	3	1.4%	1	0.0%	0	4.6%	4	0.0%	0	1.5%	1	3.6%	3
FY4 2	4.7%	7	4.9%	4	4.3%	3	7.1%	1	3.4%	3	6.1%	3	6.1%	4	3.6%	3
FY4 3	2.0%	3	1.2%	1	2.9%	2	0.0%	0	2.3%	2	2.0%	1	0.0%	0	3.6%	3
FY4 4	4.7%	7	2.5%	2	7.2%	5	0.0%	0	4.6%	4	6.1%	3	4.5%	3	4.8%	4
FY4 5 FY5 1	2.7%	4	2.5%	2	2.9%	2	0.0%	0	3.4%	3	2.0%	1	4.5%	3	1.2%	1
FY5 2	0.7% 2.0%	1 3	1.2% 3.7%	1 3	0.0% 0.0%	0	0.0% 0.0%	0	1.1% 2.3%	1 2	0.0% 2.0%	0	1.5% 1.5%	1 1	0.0% 2.4%	0 2
FY5 3	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
FY5 4	1.3%	2	1.2%	1	1.4%	1	7.1%	1	1.1%	1	0.0%	0	0.0%	0	2.4%	2
FY6 7	1.3%	2	1.2%	1	1.4%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.4%	2
FY6 9	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
FY7 6	1.3%	2	0.0%	0	2.9%	2	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1
FY7 7	2.0%	3	1.2%	1	2.9%	2	0.0%	0	2.3%	2	2.0%	1	3.0%	2	1.2%	1
FY7 8	2.7%	4	2.5%	2	2.9%	2	0.0%	0	3.4%	3	2.0%	1	3.0%	2	2.4%	2
FY8 1	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
FY8 2 FY8 3	1.3% 2.7%	2	1.2% 2.5%	1 2	1.4%	1 2	0.0%	0	1.1%	1	2.0%	1	1.5%	1	1.2%	1 1
FY8 4	0.7%	4 1	1.2%	1	2.9% 0.0%	0	7.1% 0.0%	1	3.4% 1.1%	3 1	0.0% 0.0%	0	4.5% 1.5%	3 1	1.2% 0.0%	0
FY8 5	0.7%	1	1.2%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
HA2 9	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
KY11 1	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
L15 3	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
LE1 5	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
LS13 2	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
PR1 4	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
PR2 4	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
PR25 2 PR3 2	0.7% 0.7%	1 1	0.0% 0.0%	0	1.4% 1.4%	1 1	0.0% 0.0%	0	0.0% 1.1%	0 1	2.0% 0.0%	1	0.0% 1.5%	0 1	1.2% 0.0%	1
PR3 3	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
PR3 5	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
PR4 2	1.3%	2	1.2%	1	1.4%	1	7.1%	1	1.1%	1	0.0%	0	3.0%	2	0.0%	0
PR4 3	1.3%	2	2.5%	2	0.0%	0	0.0%	0	1.1%	1	2.0%	1	3.0%	2	0.0%	0
PR4 4	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
PR5 2	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
PR7 3	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
PR7 5	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
SK2 6	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
SK22 4	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
SP2 9 WF17 8	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
WN2 5	0.7% 0.7%	1 1	1.2% 1.2%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 1.1%	0 1	2.0% 0.0%	1	0.0% 0.0%	0	1.2% 1.2%	1 1
WN7 4	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
WN8 6	0.7%	1	0.0%	0	1.4%	1	7.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
WV11 2	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
YO32 2	0.7%	1	0.0%	Ö	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	Ö
Refused	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Base:		150		81		69		14		87		49		66		83
Dasc.		130		01		UZ		14		07		サフ		00		0.5

### Appendix 2:

Data Tabulations By Q06

	Tota	ıl	Q06: L Black		Q06: W Black		Q06: V to Blac	kpool	Q06: V to Blac (live o	kpool
							elsewh the F	ere on ylde	of the Coa	Fylde
Q01 How did you trave	to Blac	kpool	today?	•						
Car / van (as driver)	12.0%	18	3.2%	3	10.3%	4	36.4%	8	21.9%	7
Car / van (as passenger) Bus,	10.0% 20.0%	15 30	7.5% 26.9%	7 25	10.3% 28.2%	4 11	18.2% 13.6%	4	6.3% 6.3%	2 2
Coach	2.7%	4	0.0%	0		0	4.5%	1	9.4%	3
Tram	8.7%	13	5.4%	5	7.7%	3	18.2%	4	9.4%	3
Train Motorcycle, scooter or	6.7% 1.3%	10 2	0.0% 2.2%	0 2	2.6% 0.0%	1 0	4.5% 0.0%	1 0	28.1% 0.0%	9 0
moped Walk	37.3%	56	52.7%	49	41.0%	16	4.5%	1	18.8%	6
Taxi / minicab	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Combined	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		93		39		22		32
Q02 Where did you par Ask those who said 'B	•		01							
Hounds Hill Shopping Centre Car Park	27.3%	9	20.0%	2	25.0%	2	25.0%	3	44.4%	4
Sainsbury's Car Park	6.1%	2	0.0%	0		0	16.7%	2	0.0%	0
Lonsdale Road Car Park Central Surface Level Car	3.0% 3.0%	1 1	10.0%	1 0	0.0% 12.5%	0	0.0% 8.3%	0 1	0.0%	0
Park		1		U	12.370	1		1		
(Dropped off – didn't park)	45.5%	15	70.0%	7	50.0%	4	33.3%	4	22.2%	2
(Don't know – On Street) (Don't know – Car park)	9.1% 6.1%	3 2	0.0% 0.0%	0	12.5% 0.0%	1	8.3% 8.3%	1 1	22.2% 11.1%	2
Base:	0.170	33	0.070	10	0.070	8	0.570	12	11.170	9
Q03 Did you have any o			aining	a car	parking	space	today	?		
Ask if car park mentic	nea at Qu									
Yes	13.3%	2	0.0%	0	0.0%	0	14.3%	1	20.0%	1
No	86.7%		100.0%		100.0%	3	85.7%	6	80.0%	4
Base:		15		3		3		7		5
Meanscore: [Time	in minut	es]								
Q04 How long did your	journey	to Bl	ackpoo	l take	?					
0-5 minutes	6.0%	9	7.5%	7	2.6%	1	0.0%	0	6.3%	2
6-10 minutes	23.3%	35	24.7%	23	25.6%	10	18.2%	4	21.9%	7
11-15 minutes 16-20 minutes	28.0% 20.7%	42 31	34.4% 25.8%	32 24		10 13	27.3% 27.3%	6 6	12.5% 3.1%	4 1
21-30 minutes	14.0%	21	6.5%	6	10.3%	4	22.7%	5	28.1%	9
31-60 minutes	2.0%	3	1.1%	1	2.6%	1	0.0%	0	3.1%	1
Over 60 minutes	6.0%	9	0.0%	0		0	4.5%	1	25.0%	8
(Don't know / can't remember)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		17.92		12.96		14.74		18.64		31.09
Base:		150		93		39		22		32
Q05 Did you travel to B	•		•							
Home	88.0%	132	95.7%	89			100.0%	22	59.4%	19
On holiday Work	10.0% 1.3%	15 2	1.1% 2.2%	1 2	2.6% 5.1%	1 2	0.0% 0.0%	0	40.6% 0.0%	13 0
(Refused)	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		150		93		39		22		32

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	Tota	1	Q06: Liv Blackp		Q06: Wo Blackp		Q06: Vi to Black (liv elsewhe the Fy Coas	spool e re on dde	Q06: V to Blac (live ou of the l Coa	kpool itside Fylde	
Q06 In terms of your vis	sit to Bla	ckpo	ol do yo	u live	in Blac	kpoo	l, work i	n Bla	ckpool o	or are	you a visitor to the area? [MR]
Live in Blackpool	62.0%	93	100.0%	93	74.4%	29	0.0%	0	0.0%	0	
Work in Blackpool	26.0%	39	31.2%		100.0%	39		6	3.1%	1	
Visitor to Blackpool (live elsewhere on the Fylde Coast)	14.7%	22	0.0%		15.4%		100.0%	22	0.0%	0	
Visitor to Blackpool (live outside of the Fylde Coast)	21.3%	32	0.0%	0	2.6%	1	0.0%	0	100.0%	32	
Base:		150		93		39		22		32	
Q07 Why do you choos	e to sho	p / vis	sit Black	pool	? [MR]						
Accessibility to Blackpool	40.7%	61	39.8%	37	53.8%	21	72.7%	16	21.9%	7	
Accessibility by public transport	38.0%	57		39		19	50.0%		21.9%	7	
Close to home	35.3%	53	49.5%	46	41.0%	16	27.3%	6	3.1%	1	
Habit	25.3%	38	32.3%	30		12	22.7%	5	9.4%	3	
Safety (during the day)	21.3%		21.5%		28.2%	11		6		5	
Provision of leisure services	19.3%		11.8%		10.3%		31.8%	7		10	
Close to friends / family	18.7%	28			20.5%	8	31.8%	7	3.1%	1	
Entertainment / events	17.3%	26	9.7%		12.8%	5	0.0%	0	46.9%	15	
Cleanliness	14.0%		15.1%		17.9%	7	18.2%	4	9.4%	3	
Range of shops selling food goods	12.7%	19		14		3	13.6%	3	6.3%	2	
Close to work	12.0%	18	11.8%	11	41.0%	16	22.7%	5	3.1%	1	
Range of independent / specialist shops	12.0%	18	14.0%	13	7.7%	3	13.6%	3	6.3%	2	
Choice of shops selling non-food goods	10.7%	16	12.9%	12	15.4%	6	4.5%	1	9.4%	3	
Choice of High Street retailers	9.3%	14	10.8%	10	12.8%	5	9.1%	2	6.3%	2	
Public information, signposts, public facilities	6.7%	10	4.3%	4	7.7%	3	9.1%	2	12.5%	4	
Quality of shops selling food goods	6.0%	9	5.4%	5	2.6%	1	13.6%	3	3.1%	1	
Value for money	5.3%	8	3.2%	3	5.1%	2	13.6%	3	6.3%	2	
Car parking provision	4.0%	6	2.2%	2	0.0%	0	4.5%	1	9.4%	3	
Shopping environment	3.3%	5	4.3%	4	2.6%	1	0.0%	0	3.1%	1	
Holiday	2.0%	3	0.0%	0	0.0%	0	0.0%	0	9.4%	3	
Provision of services (e.g. banks / financial services)	1.3%	2	2.2%	2		1	0.0%	0	0.0%	0	
Car parking prices	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	
Natural environment	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	
(Don't know / no reason)	5.3%	8	5.4%	5	0.0%	0	4.5%	1	6.3%	2	
Base:		150		93		39		22		32	

	Total		Q06: Liv Blackp		Q06: Wo Blackp		Q06: Vi to Black (live elsewher the Fy Coas	pool e re on lde	Q06: Vi to Black (live ou of the F	xpool tside Ylde
Q08 What is the main re	ason wh	у уо	u are in	Black	cpool too	lay?				
Browsing	18.0%	27	18.3%	17	7.7%	3	4.5%	1	28.1%	9
Food and grocery shopping at: Sainsbury's, Talbot Road, Blackpool, FY1 3AJ	12.7%	19	18.3%	17	15.4%	6	9.1%	2	0.0%	0
Social / leisure activities	10.0%	15	4.3%	4	0.0%	0	9.1%	2	28.1%	9
Clothes / shoes shopping	9.3%	14	12.9%	12	10.3%	4	4.5%	1	3.1%	1
Work / school / college	8.0%	12	5.4%	5	28.2%	11	13.6%	3	6.3%	2
Café / restaurant / pub (food and beverage)	6.0%	9	6.5%	6	7.7%	3	9.1%	2	0.0%	0
Bank / building society / Post Office	3.3%	5	3.2%	3	5.1%	2	9.1%	2	0.0%	0
Electrical goods shopping	3.3%	5	4.3%	4	0.0%	0	4.5%	1	0.0%	0
Chemist	2.7%	4	3.2%	3	7.7%	3	4.5%	1	0.0%	0
Doctor / dentist	2.7%	4	3.2%	3	2.6%	1	4.5%	1	0.0%	0
Jewellery / gift shops	2.7%	4	2.2%	2	0.0%	0	4.5%	1	3.1%	1
Services (e.g. hairdressers, launderette)	2.7%	4	3.2%	3	5.1%	2	4.5%	1	0.0%	0
Non-food shopping in general	2.0%	3	3.2%	3	2.6%	1	0.0%	0	0.0%	0
Food and grocery shopping	2.0%	3	3.2%	3	2.6%	1	0.0%	0	0.0%	0
Sea Life Blackpool	2.0%	3	0.0%	0	0.0%	0	0.0%	0	9.4%	3 2
Blackpool Illuminations	1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	
Performances	1.3%	2 2	1.1% 2.2%	1 2	2.6%	1	0.0%	0	3.1%	1 0
Visit specialist shops	1.3%	2			0.0%	0	0.0%	0	0.0%	0
Public offices Food and grocery shopping at: Asda, Cherry Tree Road, Blackpool, FY4 4QH	1.3% 0.7%	1	1.1% 1.1%	1	0.0% 0.0%	0	4.5% 0.0%	1 0	0.0% 0.0%	0
Food and grocery shopping at: B&M, Church Street, Lancashire, FY1 1EW	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Blackpool Tower	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Blackpool Tower Dungeon	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Showtown Museum	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Other Amusement Arcades	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Food and grocery shopping at: Iceland, Vicarage Lane, Blackpool, FY4 4ES	0.7%	1	0.0%	0	2.6%	1	4.5%	1	0.0%	0
Winter Gardens	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1 3AX	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Food and grocery shopping at: Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		150		93		39		22		32

	Total	I	Q06: Li Blackţ		Q06: Wo Blackp		Q06: Vito Black (livelsewheethe Fy Coas	kpool e re on /lde	Q06: Vito Black (live out of the H	kpool itside Fylde
Q09 What else do you in	ntend to	do w	hilst in	Black	pool tod	lay? [	MR]			
Browsing	18.8%	28	20.4%	19	20.5%	8	18.2%	4	12.9%	4
Promenade	18.8%	28	15.1%	14	12.8%	5	18.2%	4	32.3%	10
Central Pier	16.1%	24	12.9%	12	10.3%	4	13.6%	3	29.0%	9
Café / restaurant / pub (food and beverage)	14.1%	21	7.5%	7	12.8%	5	22.7%	5	25.8%	8
Social / leisure activities	11.4%	17	15.1%	14	5.1%	2	9.1%	2	3.2%	1
Stationers / newsagents	10.7%	16	11.8%	11	17.9%	7	22.7%	5	0.0%	0
Visit specialist shops	10.1%	15	9.7%	9		4	22.7%	5	3.2%	1
Beach	9.4%	14	5.4%	5		3	13.6%	3	19.4%	6
Jewellery / gift shops	8.7%	13	6.5%	6	10.3%	4	18.2%	4	9.7%	3
Winter Gardens	8.1%	12	4.3%	4		3	13.6%	3	16.1%	5
Library	5.4%	8	8.6%	8	2.6%	1	0.0%	0	0.0%	0
Electrical goods shopping	4.7% 4.0%	7 6	5.4% 1.1%	5 1	7.7% 0.0%	3	4.5% 0.0%	1	3.2% 16.1%	1 5
Blackpool Tower Abingdon Street Market	3.4%	5	5.4%	5	2.6%	1	0.0%	0	0.0%	0
Blackpool Illuminations	3.4%	5	1.1%	1	2.6%	1	0.0%	0	9.7%	3
Chemist	3.4%	5	5.4%	5	2.6%	1	0.0%	0	0.0%	0
Clothes / shoes shopping	2.7%	4	4.3%	4		3	0.0%	0	0.0%	0
Non-food shopping in general	2.0%	3	2.2%	2		0	0.0%	0	3.2%	1
Sea Life Blackpool	2.0%	3	0.0%	0	0.0%	0	4.5%	1	6.5%	2
Blackpool Pleasure Beach	2.0%	3	2.2%	2	2.6%	1	0.0%	0	3.2%	1
Public offices	1.3%	2	1.1%	1	2.6%	1	0.0%	0	0.0%	0
Bank / building society / Post Office	1.3%	2	1.1%	1	0.0%	0	4.5%	1	0.0%	0
Blackpool Tramway	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.2%	1
Madame Tussauds Blackpool	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.2%	1
Work / school / college	1.3%	2	1.1%	1	5.1%	2	4.5%	1	0.0%	0
Showtown Museum	1.3%	2	0.0%	0	0.0%	0	4.5%	1	3.2%	1
Stanley Park	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
North pier Services (e.g. hairdressers, launderette)	0.7% 0.7%	1	0.0% 1.1%	1	0.0% 0.0%	0	0.0% 0.0%	0	3.2% 0.0%	1
Backlot Cinema	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
Blackpool Zoo	0.7%	1	0.0%	0		0	0.0%	0	3.2%	1
Blackpool Tower Dungeon	0.7%	1	0.0%	0		0	0.0%	0	3.2%	1
Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1 3AX	0.7%	1	0.0%	0		1	4.5%	1	0.0%	0
Other Amusement Arcades	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Coral Island Blackpool	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Attend church	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Performances	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
(No reason / no other reason)	18.1%	27	21.5%	20	12.8%	5	9.1%	2	16.1%	5
Base:		149		93		39		22		31

	Tota	I	Q06: Li Blackp		Q06: Wo Blackp		Q06: Vi to Black (live) elsewhee the Fy Coas	kpool e re on dde	Q06: V to Blac (live or of the l	kpool ıtside Fylde
Q09X All activities carried	d out in	Black	cpool to	day (	Any men	tion)		,		
Browsing	36.7%	55	38.7%	36	28.2%	11	22.7%	5	40.6%	13
Social / leisure activities	21.3%	32		18	5.1%	2	18.2%	4	31.3%	10
Café / restaurant / pub (food and beverage)	20.0%	30		13	20.5%	8	31.8%	7	25.0%	8
Promenade	18.7%	28	15.1%	14	12.8%	5	18.2%	4	31.3%	10
Central Pier	16.0%	24		12	10.3%	4	13.6%	3	28.1%	9
Food and grocery shopping at: Sainsbury's, Talbot Road, Blackpool, FY1 3AJ	12.7%	19	18.3%	17	15.4%	6	9.1%	2	0.0%	0
Clothes / shoes shopping	12.0%	18	17.2%	16	17.9%	7	4.5%	1	3.1%	1
Jewellery / gift shops	11.3%	17	8.6%	8	10.3%	4	22.7%	5	12.5%	4
Visit specialist shops	11.3%	17	11.8%	11	10.3%	4	22.7%	5	3.1%	1
Stationers / newsagents	10.7%	16	11.8%	11	17.9%	7	22.7%	5	0.0%	0
Work / school / college	9.3%	14	6.5%	6	33.3%	13	18.2%	4	6.3%	2
Beach Winter Gardens	9.3% 8.7%	14 13	5.4% 5.4%	5 5	7.7% 7.7%	3	13.6% 13.6%	3	18.8% 15.6%	6 5
Electrical goods shopping	8.0%	12	9.7%	9	7.7%	3	9.1%	2	3.1%	1
Chemist	6.0%	9		8	10.3%	4	4.5%	1	0.0%	0
Library	5.3%	8	8.6%	8	2.6%	1	0.0%	0	0.0%	0
Blackpool Tower	4.7%	7	1.1%	1	0.0%	0	0.0%	0	18.8%	6
Blackpool Illuminations	4.7%	7		1	2.6%	1	0.0%	0	15.6%	5
Bank / building society / Post Office Sea Life Blackpool	4.7%	7 6	4.3% 0.0%	4	5.1%	0	13.6% 4.5%	3	0.0%	5
Non-food shopping in	4.0%	6		5	2.6%	1	0.0%	0	3.1%	1
general Services (e.g. hairdressers,	3.3%	5		4		2	4.5%	1	0.0%	0
launderette)	2.20/	_	~ 40.	_	2		0.00/		0.00/	
Abingdon Street Market Doctor / dentist	3.3% 2.7%	5 4	5.4% 3.2%	5 3	2.6% 2.6%	1 1	0.0% 4.5%	0	0.0% 0.0%	0
Public offices	2.7%	4	2.2%	2	2.6%	1	4.5%	1	0.0%	0
Food and grocery shopping	2.0%	3	3.2%	3	2.6%	1	0.0%	0	0.0%	0
Blackpool Pleasure Beach	2.0%	3	2.2%	2	2.6%	1	0.0%	0	3.1%	1
Performances	2.0%	3	1.1%	1	2.6%	1	4.5%	1	3.1%	1
Showtown Museum	2.0%	3	0.0%	0		0	4.5%	1	6.3%	2
Blackpool Tower Dungeon	1.3%	2 2	0.0% 1.1%	0	0.0%	0	4.5%	1	3.1%	1
Madame Tussauds Blackpool Other Amusement Arcades	1.3% 1.3%	2	0.0%	1 0	0.0% 0.0%	0	0.0% 0.0%	0	3.1% 6.3%	1 2
Blackpool Tramway	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	1
Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1 3AX	1.3%	2		0		1		2	0.0%	0
North pier	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Stanley Park	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Backlot Cinema	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
Food and grocery shopping at: B&M, Church Street, Lancashire, FY1 1EW	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Food and grocery shopping at: Home Bargains, Cherry Tree Road, Blackpool, FY4 4TH	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Attend church	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Food and grocery shopping at: Iceland, Vicarage Lane,	0.7%	1	0.0%	0	2.6%	1	4.5%	1	0.0%	0
Blackpool, FY4 4ES Blackpool Zoo	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Food and grocery shopping at: Asda, Cherry Tree Road, Blackpool, FY4 4QH	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Coral Island Blackpool	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Base:		150		93		39		22		32

#### Page 32 October 2024

	Tota	1	Q06: Li Blackj		Q06: W Black		Q06: V to Blac (liv elsewhe the F	kpool /e ere on ylde	to Blac	ckpool utside Fylde
Meanscore: [Time	in minut	es]						.50)		
Q10 How long do you t	hink you	wills	stay in E	Blackp	ool tod	ay?				
Less than 30 minutes	2.7%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
30-59 minutes	7.3%	11	10.8%	10	5.1%	2	4.5%	1	0.0%	0
1hr -1hr 29 min	6.7%	10	9.7%	9	5.1%	2	4.5%	1		0
1hr 30 mins - 1hr 59 min	29.3%	44		36			18.2%	4		3
Half the day (between 2 and 4 hours)	28.0%	42	25.8%	24	15.4%	6	45.5%	10	25.0%	8
All day (4 hours or more)	25.3%	38	9.7%	9	33.3%	13	27.3%	6	65.6%	21
(Don't know)	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Mean:	1	82.32	i	136.14	i	196.92	2	204.55	2	291.09
Base:		150		93		39		22		32
Q11 Will you undertake	. vour m		od and		rv shon		et in Bl			
	-							_		
Yes No	18.0%	27 122	23.7%	22 70		11 28	18.2%	4		0
(Don't know)	81.3% 0.7%	122	75.3% 1.1%	1	0.0%	0	81.8% 0.0%	0	100.0%	32
Base:	01770	150	11170	93	0.070	39	0.070	22		32
						39		22		32
Meanscore: [Numb	oer of tin	nes pe	er week	l						
Q12 How frequently do	you visi	t Blac	kpool f	or you	ur main	food	and gro	cery	shoppin	ıg?
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	4.0%	6	6.5%	6	5.1%	2	0.0%	0		0
Once a week	24.0%	36	35.5%	33		10	13.6%	3		0
Once a fortnight Once a month	20.7%	31 15	26.9% 8.6%	25 8	25.6% 12.8%	10 5	27.3% 27.3%	6 6		0
Less than once a month	10.0% 1.3%	2	1.1%	1	2.6%	1	4.5%	1		0
First time today	0.0%	0	0.0%	0		0	0.0%	0		0
Never	40.0%	60	21.5%	20		11	27.3%		100.0%	32
(Don't know/varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0
Mean:		0.47		0.68		0.55		0.36		0.00
Base:		150		93		39		22		32
Meanscore: [Numb	er of tim	nes pe	er week	l						
Q13 How frequently do	you visi	t Blac	kpool t	own c	entre fo	or non	-food s	hoppi	ng?	
Everyday	2.0%	3	3.2%	3	2.6%	1	0.0%	0		0
2-3 times a week	2.7%	4	4.3%	4	0.0%	0	0.0%	0		0
Once a week	8.7%	13	11.8%	11	15.4%	6	0.0%	0		2
Once a fortnight	46.0%	69	58.1%	54	61.5%	24		13	6.3%	2
Once a month	14.0%	21	11.8%	11	15.4%	6	27.3%	6		2
Less than once a month	11.3%	17	4.3%	4	0.0%	0	13.6%	3		10
First time today	1.3%	2	1.1%	1	0.0%	0	0.0%	0		1
Never (Don't know/varies)	8.0% 6.0%	12 9	5.4% 0.0%	5	5.1% 0.0%	2	0.0% 0.0%	0		6 9
Mean:	0.070	0.61	0.070	0.78	0.070	0.69	0.070	0.39		0.20
Base:		150		93		39		22		32
2430.		150		,,		3)				32

October 2024 for pol de

Total	Q06: Live in Blackpool	Q06: Work in Blackpool	Q06: Visitor to Blackpool	•
	-	_	(live elsewhere on the Fylde Coast)	(live outside of the Fylde Coast)

#### Meanscore: [£]

#### Q14 How much have you spent or will you spend today in Blackpool town centre on non-food shopping?

Nothing	12.7%	19	14.0%	13	7.7%	3	4.5%	1	15.6%	5
Up to £5.00	2.0%	3	2.2%	2	5.1%	2	0.0%	0	0.0%	0
£5.01-£10.00	19.3%	29	24.7%	23	20.5%	8	22.7%	5	3.1%	1
£10.01-£15.00	18.0%	27	18.3%	17	15.4%	6	18.2%	4	15.6%	5
£15.01-£20.00	12.0%	18	9.7%	9	12.8%	5	13.6%	3	18.8%	6
£20.01-£25.00	8.0%	12	7.5%	7	7.7%	3	13.6%	3	6.3%	2
£25.01-£50.00	7.3%	11	4.3%	4	7.7%	3	13.6%	3	12.5%	4
£50.01-£75.00	5.3%	8	5.4%	5	10.3%	4	9.1%	2	3.1%	1
£75.01-£100.00	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	1
More than £100	4.0%	6	4.3%	4	5.1%	2	4.5%	1	3.1%	1
(Don't know)	10.0%	15	8.6%	8	7.7%	3	0.0%	0	18.8%	6
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	2	22.11		20.65		25.21		25.91		24.81
Base:		150		93		39		22		32

Meanscore: [Number of times per week] (Daily = 7 | Once a week or more = 3.5 | Less than once a week = 1 | Less than once a fortnight = 0.5 | Less than once a month = 0.25)

#### Q15 How often do you visit Blackpool town centre in the evening?

Daily	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Once a week or more	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
Less than once a week	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight	6.0%	9	7.5%	7	10.3%	4	0.0%	0	3.1%	1
Less than once a month	23.3%	35	28.0%	26	35.9%	14	18.2%	4	15.6%	5
Never	57.3%	86	55.9%	52	46.2%	18	72.7%	16	53.1%	17
(Don't know / varies)	10.7%	16	4.3%	4	5.1%	2	9.1%	2	28.1%	9
Mean:		0.21		0.27		0.26		0.06		0.09
Base:		150		93		39		22		32

#### Q16 What is the main reason you visit Blackpool town centre in the evening?

Ask those who visit in the evening at Q15

Eat in a café	26.6%	17	31.7%	13	33.3%	7	33.3%	2	13.3%	2
Visit the Illuminations	23.4%	15	26.8%	11	33.3%	7	0.0%	0	20.0%	3
Eat in a restaurant	15.6%	10	9.8%	4	14.3%	3	16.7%	1	33.3%	5
Go to a concert / gig / theatre	12.5%	8	9.8%	4	4.8%	1	16.7%	1	13.3%	2
Visit a pub	7.8%	5	4.9%	2	0.0%	0	16.7%	1	13.3%	2
Go to the cinema	4.7%	3	4.9%	2	0.0%	0	16.7%	1	0.0%	0
Visit a bar	3.1%	2	4.9%	2	9.5%	2	0.0%	0	0.0%	0
Evening Food and grocery shopping	1.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Work / School / College	1.6%	1	2.4%	1	4.8%	1	0.0%	0	0.0%	0
Go to the gym	1.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
Base:		64		41		21		6		15

#### Q17 What else do you tend to do whilst visiting Blackpool town centre in the evening? [MR]

Ask those who visit in the evening at Q15

						_		_		_
Visit the Illuminations	35.9%	23	34.1%	14	42.9%	9	50.0%	3	33.3%	5
Eat in a restaurant	21.9%	14	22.0%	9	19.0%	4	33.3%	2	13.3%	2
Eat in a café	17.2%	11	22.0%	9	28.6%	6	33.3%	2	0.0%	0
Go to the cinema	17.2%	11	19.5%	8	19.0%	4	16.7%	1	13.3%	2
Go to a concert / gig / theatre	12.5%	8	9.8%	4	9.5%	2	16.7%	1	20.0%	3
Visit a pub	10.9%	7	12.2%	5	9.5%	2	0.0%	0	13.3%	2
Visit a bar	4.7%	3	7.3%	3	0.0%	0	0.0%	0	0.0%	0
Go to the gym	1.6%	1	2.4%	1	4.8%	1	0.0%	0	0.0%	0
(No reason / no other reason)	20.3%	13	17.1%	7	4.8%	1	33.3%	2	26.7%	4
Base:		64		41		21		6		15

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October 2024

### Blackpool In Centre Survey for Nexus Planning

	0	
	Q06: Visitor to Blackpool	
live	(live outside	

Blackpool	Blackpool	to Blackpool	to Blackpool
		(live	(live outside
		elsewhere on	of the Fylde
		the Fylde	Coast)
		Coast)	
		Coust)	

Q06: Live in Q06: Work in Q06:

#### Q17X All activities carried out in Blackpool town centre in the evening (Any mention)

Ask those who visit in the evening at Q15

Total

Visit the Illuminations	59.4%	38	61.0%	25	76.2%	16	50.0%	3	53.3%	8
Eat in a café	43.8%	28	53.7%	22	61.9%	13	66.7%	4	13.3%	2
Eat in a restaurant	37.5%	24	31.7%	13	33.3%	7	50.0%	3	46.7%	7
Go to a concert / gig / theatre	25.0%	16	19.5%	8	14.3%	3	33.3%	2	33.3%	5
Go to the cinema	21.9%	14	24.4%	10	19.0%	4	33.3%	2	13.3%	2
Visit a pub	18.8%	12	17.1%	7	9.5%	2	16.7%	1	26.7%	4
Visit a bar	7.8%	5	12.2%	5	9.5%	2	0.0%	0	0.0%	0
Go to the gym	3.1%	2	4.9%	2	4.8%	1	0.0%	0	0.0%	0
Work / School / College	1.6%	1	2.4%	1	4.8%	1	0.0%	0	0.0%	0
Evening Food and grocery	1.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
shopping										
Base:		64		41		21		6		15

Meanscore: [Time in minutes]

#### Q18 How long do you typically spend in Blackpool town centre during the evening / night?

Ask those who visit in the evening at Q15

Up to 1 hour	1.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
1 to 2 hours	54.7%	35	65.9%	27	66.7%	14	66.7%	4	26.7%	4
2 to 4 hours	34.4%	22	24.4%	10	33.3%	7	33.3%	2	53.3%	8
Over 4 hours	1.6%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1
(Don't know / varies)	7.8%	5	7.3%	3	0.0%	0	0.0%	0	13.3%	2
Mean:	12	27.12	1.	12.11	12	20.00	12	0.00	10	66.15
Base:		64		41		21		6		15

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q19A Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of shops

Much better	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	1
Better	22.0%	33	21.5%	20	23.1%	9	36.4%	8	15.6%	5
About the same	57.3%	86	55.9%	52	59.0%	23	59.1%	13	62.5%	20
Worse	10.0%	15	12.9%	12	10.3%	4	4.5%	1	6.3%	2
Much worse	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.0%	12	6.5%	6	7.7%	3	0.0%	0	12.5%	4
Mean:		0.13		0.07		0.14		0.32		0.18
Base:		150		93		39		22		32

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q19B Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of high street names

Much better	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Better	20.7%	31	19.4%	18	20.5%	8	36.4%	8	15.6%	5
About the same	61.3%	92	61.3%	57	64.1%	25	59.1%	13	65.6%	21
Worse	6.7%	10	8.6%	8	5.1%	2	4.5%	1	3.1%	1
Much worse	2.0%	3	3.2%	3	2.6%	1	0.0%	0	0.0%	0
(Don't know)	8.7%	13	6.5%	6	7.7%	3	0.0%	0	15.6%	5
Mean:		0.12		0.07		0.11		0.32		0.15
Base:		150		93		39		22		32

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### Blackpool In Centre Survey for Nexus Planning

October 2024

Total Q06: Live in Blackpool Blackpool to Blackpool (live outside elsewhere on the Fylde Coast) Q06: Visitor Q06: Visitor to Blackpool (live outside of the Fylde Coast)

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q19C Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of independent/ specialist shops

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	37.3%	56	36.6%	34	38.5%	15	59.1%	13	28.1%	9
About the same	36.7%	55	36.6%	34	41.0%	16	31.8%	7	40.6%	13
Worse	10.0%	15	15.1%	14	10.3%	4	0.0%	0	3.1%	1
Much worse	2.7%	4	4.3%	4	2.6%	1	0.0%	0	0.0%	0
(Don't know)	13.3%	20	7.5%	7	7.7%	3	9.1%	2	28.1%	9
Mean:		0.25		0.14		0.25		0.65		0.35
Base:		150		93		39		22		32

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q19D Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Range of services such as banks and other financial services

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	7.3%	11	9.7%	9	10.3%	4	9.1%	2	0.0%	0
About the same	44.7%	67	46.2%	43	38.5%	15	54.5%	12	31.3%	10
Worse	28.0%	42	36.6%	34	41.0%	16	22.7%	5	9.4%	3
Much worse	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
(Don't know)	19.3%	29	6.5%	6	7.7%	3	13.6%	3	59.4%	19
Mean:		-0.27		-0.31		-0.39		-0.16		-0.23
Base:		150		93		39		22		32

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q19E Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects-Range and choice of pubs / restaurants

Much better	12.7%	19	8.6%	8	12.8%	5	22.7%	5	18.8%	6	
Better	68.7%	103	71.0%	66	79.5%	31	59.1%	13	65.6%	21	
About the same	12.0%	18	14.0%	13	5.1%	2	9.1%	2	9.4%	3	
Worse	2.7%	4	4.3%	4	2.6%	1	0.0%	0	0.0%	0	
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	4.0%	6	2.2%	2	0.0%	0	9.1%	2	6.3%	2	
Mean:		0.95		0.86		1.03		1.15		1.10	
Base:		150		93		39		22		32	

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q19F Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects-Leisure facilities

Much better	20.7%	31	18.3%	17	20.5%	8	18.2%	4	28.1%	9
Better	68.0%	102	67.7%	63	76.9%	30	72.7%	16	65.6%	21
About the same	6.0%	9	8.6%	8	2.6%	1	0.0%	0	3.1%	1
Worse	2.0%	3	2.2%	2	0.0%	0	4.5%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	5	3.2%	3	0.0%	0	4.5%	1	3.1%	1
Mean:		1.11		1.06		1.18		1.10		1.26
Base:		150		93		39		22		32

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q19G Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects- Choice of Cultural facilities Theatre/Tower Ballroom, etc

Much better	19.3%	29	15.1%	14	17.9%	7	18.2%	4	34.4%	11
Better	70.7%	106	71.0%	66	79.5%	31	77.3%	17	62.5%	20
About the same	8.7%	13	12.9%	12	2.6%	1	0.0%	0	3.1%	1
Worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	2	1.1%	1	0.0%	0	4.5%	1	0.0%	0
Mean:		1.11		1.02		1.15		1.19		1.31
Base:		150		93		39		22		32

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### Blackpool In Centre Survey for Nexus Planning

Total	Q06: Live in Blackpool	Q06: Work in Blackpool	Q06: Visitor to Blackpool	•
	_	_	(live	(live outside
			elsewhere on	of the Fylde
			the Fylde	Coast)
			Coast)	ŕ

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q20A Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Town Centre environment

Much better	2.0%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Better	18.7%	28	14.0%	13	23.1%	9	18.2%	4	31.3%	10
About the same	65.3%	98	66.7%	62	66.7%	26	72.7%	16	56.3%	18
Worse	12.7%	19	16.1%	15	10.3%	4	9.1%	2	6.3%	2
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Mean:		0.10		0.04		0.13		0.09		0.27
Base:		150		93		39		22		32

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q20B Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Cleanliness

Much better	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Better	62.0%	93	60.2%	56	74.4%	29	77.3%	17	56.3%	18
About the same	29.3%	44	28.0%	26	17.9%	7	22.7%	5	37.5%	12
Worse	4.7%	7	7.5%	7	5.1%	2	0.0%	0	0.0%	0
Much worse	2.0%	3	2.2%	2	2.6%	1	0.0%	0	3.1%	1
(Don't know)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Mean:		0.56		0.53		0.64		0.77		0.52
Base:		150		93		39		22		32

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q20C Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Car parking provision

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	8.7%	13	4.3%	4	2.6%	1	9.1%	2	21.9%	7
About the same	16.7%	25	16.1%	15	28.2%	11	36.4%	8	3.1%	1
Worse	15.3%	23	14.0%	13	23.1%	9	31.8%	7	9.4%	3
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	59.3%	89	65.6%	61	46.2%	18	22.7%	5	65.6%	21
Mean:		-0.16		-0.28		-0.38		-0.29		0.36
Base:		150		93		39		22		32

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q20D Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Car parking prices

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	2.0%	3	1.1%	1	0.0%	0	0.0%	0	6.3%	2
About the same	10.0%	15	10.8%	10	12.8%	5	9.1%	2	9.4%	3
Worse	28.0%	42	23.7%	22	41.0%	16	63.6%	14	15.6%	5
Much worse	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
(Don't know)	59.3%	89	64.5%	60	46.2%	18	27.3%	6	65.6%	21
Mean:		-0.67		-0.64		-0.76		-0.88		-0.45
Base:		150		93		39		22		32

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q20E Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Accessibility by bus

Much better	2.7%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Better	60.0%	90	78.5%	73	74.4%	29	50.0%	11	18.8%	6
About the same	7.3%	11	5.4%	5	5.1%	2	13.6%	3	9.4%	3
Worse	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	29.3%	44	11.8%	11	20.5%	8	31.8%	7	71.9%	23
Mean:		0.92		0.99		0.94		0.67		0.67
Base:		150		93		39		22		32

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### **Blackpool In Centre Survey** for Nexus Planning

Q06: Live in Q06: Work in Q06: Visitor Q06: Visitor to Blackpool Blackpool to Blackpool (live (live outside elsewhere on of the Fylde the Fylde Coast)

Coast)

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q20F Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Accessibility by train

Much better	3.3%	5	1.1%	1	0.0%	0	4.5%	1	9.4%	3
Better	28.7%	43	26.9%	25	35.9%	14	22.7%	5	37.5%	12
About the same	30.7%	46	36.6%	34	46.2%	18	50.0%	11	3.1%	1
Worse	1.3%	2	1.1%	1	0.0%	0	4.5%	1	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	36.0%	54	34.4%	32	17.9%	7	18.2%	4	50.0%	16
Mean:		0.53		0.43		0.44		0.33		1.13
Base:		150		93		39		22		32

Blackpool

Total

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q20G Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Public information/ signposts / public facilities

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better	56.0%	84	58.1%	54	53.8%	21	59.1%	13	53.1%	17	
About the same	42.0%	63	39.8%	37	43.6%	17	40.9%	9	43.8%	14	
Worse	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0	
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	1	
Mean:		0.56		0.58		0.51		0.59		0.55	
Base:		150		93		39		22		32	

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q21A Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Entertainment/ events/performances

Much better	8.7%	13	6.5%	6	7.7%	3	4.5%	1	18.8%	6
Better	78.7%	118	78.5%	73	92.3%	36	81.8%	18	75.0%	24
About the same	7.3%	11	8.6%	8	0.0%	0	9.1%	2	3.1%	1
Worse	2.0%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	5	3.2%	3	0.0%	0	4.5%	1	3.1%	1
Mean:		0.97		0.91		1.08		0.95		1.16
Base:		150		93		39		22		32

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q21B Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Tourist facilities/ hotels

Much better	23.3%	35	21.5%	20	30.8%	12	22.7%	5	28.1%	9
Better	65.3%	98	64.5%	60	64.1%	25	68.2%	15	65.6%	21
About the same	4.0%	6	4.3%	4	2.6%	1	4.5%	1	3.1%	1
Worse	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	10	8.6%	8	2.6%	1	4.5%	1	3.1%	1
Mean:		1.19		1.16		1.29		1.19		1.26
Base:		150		93		39		22		32

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

Q21C Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects-Day time safety

1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
60.0%	90	57.0%	53	53.8%	21	63.6%	14	65.6%	21
34.0%	51	35.5%	33	41.0%	16	36.4%	8	28.1%	9
3.3%	5	5.4%	5	5.1%	2	0.0%	0	0.0%	0
0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2
	0.60		0.56		0.49		0.64		0.70
	150		93		39		22		32
	60.0% 34.0% 3.3% 0.0%	60.0% 90 34.0% 51 3.3% 5 0.0% 0 1.3% 2	60.0% 90 57.0% 34.0% 51 35.5% 3.3% 5 5.4% 0.0% 0 0.0% 1.3% 2 0.0% 0.60	60.0%     90     57.0%     53       34.0%     51     35.5%     33       3.3%     5     5.4%     5       0.0%     0     0.0%     0       1.3%     2     0.0%     0       0.60     0.56	60.0%       90       57.0%       53       53.8%         34.0%       51       35.5%       33       41.0%         3.3%       5       5.4%       5       5.1%         0.0%       0       0.0%       0       0.0%         1.3%       2       0.0%       0       0.0%         0.60       0.56	60.0%       90       57.0%       53       53.8%       21         34.0%       51       35.5%       33       41.0%       16         3.3%       5       5.4%       5       5.1%       2         0.0%       0       0.0%       0       0.0%       0         1.3%       2       0.0%       0       0.0%       0         0.60       0.56       0.49	60.0%       90       57.0%       53       53.8%       21       63.6%         34.0%       51       35.5%       33       41.0%       16       36.4%         3.3%       5       5.4%       5       5.1%       2       0.0%         0.0%       0       0.0%       0       0.0%       0       0.0%         1.3%       2       0.0%       0       0.0%       0       0.0%         0.60       0.56       0.49	60.0%       90       57.0%       53       53.8%       21       63.6%       14         34.0%       51       35.5%       33       41.0%       16       36.4%       8         3.3%       5       5.4%       5       5.1%       2       0.0%       0         0.0%       0       0.0%       0       0.0%       0       0.0%       0         1.3%       2       0.0%       0       0.0%       0       0.0%       0         0.60       0.56       0.49       0.64	60.0%       90       57.0%       53       53.8%       21       63.6%       14       65.6%         34.0%       51       35.5%       33       41.0%       16       36.4%       8       28.1%         3.3%       5       5.4%       5       5.1%       2       0.0%       0       0.0%         0.0%       0       0.0%       0       0.0%       0       0.0%       0       0.0%         1.3%       2       0.0%       0       0.0%       0       0.0%       0       6.3%         0.60       0.56       0.49       0.64

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## Blackpool In Centre Survey for Nexus Planning

Total	Q06: Live in Blackpool	Q06: Work in Blackpool	Q06: Visitor to Blackpool	•
	_	_	(live	(live outside
			elsewhere on	of the Fylde
			the Fylde	Coast)
			Coast)	

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

### Q21D Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Evening/ night safety

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
About the same	10.7%	16	5.4%	5	7.7%	3	4.5%	1	28.1%	9
Worse	44.7%	67	50.5%	47	56.4%	22	45.5%	10	28.1%	9
Much worse	11.3%	17	14.0%	13	17.9%	7	13.6%	3	3.1%	1
(Don't know)	32.0%	48	28.0%	26	17.9%	7	36.4%	8	40.6%	13
Mean:		-0.97		-1.06		-1.13		-1.14		-0.58
Base:		150		93		39		22		32

Mean score [Much better =2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q21E Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Layout

Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	39.3%	59	38.7%	36	48.7%	19	63.6%	14	25.0%	8
About the same	56.0%	84	55.9%	52	51.3%	20	36.4%	8	68.8%	22
Worse	4.0%	6	5.4%	5	0.0%	0	0.0%	0	3.1%	1
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Mean:		0.36		0.33		0.49		0.64		0.23
Base:		150		93		39		22		32

Mean score [Much better = 2, Better = 1, About the same = 0, Worse =-2, Much worse = -2]

#### Q21F Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects- Public art

Much better	1.3%	2	2.2%	2	2.6%	1	0.0%	0	0.0%	0
Better	40.0%	60	40.9%	38	51.3%	20	45.5%	10	34.4%	11
About the same	56.0%	84	54.8%	51	43.6%	17	54.5%	12	59.4%	19
Worse	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	1
Much worse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	2	1.1%	1	2.6%	1	0.0%	0	3.1%	1
Mean:		0.42		0.45		0.58		0.45		0.32
Base:		150		93		39		22		32

	Total		Q06: Live in Blackpool		Q06: Wo Blackp		Q06: Vi to Black (liv elsewhe the Fy Coas	kpool e re on dde	(live outside of the Fylde Coast)	
Q22 What type of shops	s or servi	ces	would yo	ou lik	e to see	more	of in Bl	ackp	ool? [Mi	₹]
Banks	29.3%	44	32.3%	30	41.0%	16	50.0%	11	9.4%	3
Clothing stores	21.3%	32		24		9	18.2%	4	9.4%	3
High Street names	16.0%	24	16.1%	15	20.5%	8	22.7%	5	12.5%	4
Indoor market stalls	14.7%	22	18.3%	17	23.1%	9	22.7%	5	0.0%	0
Independent / specialist shops	13.3%	20	17.2%	16	15.4%	6	4.5%	1	9.4%	3
Book shop	12.7%	19	16.1%	15	15.4%	6	18.2%	4	0.0%	0
Department stores / retailers	12.7%	19	14.0%	13		6	22.7%	5	3.1%	1
Household goods stores	12.7%	19	16.1%	15		5	13.6%	3	3.1%	1
Footwear stores	12.7%	19	14.0%	13		5	27.3%	6	0.0%	0
Larger sizes clothing store	10.7%	16	11.8%	11		5	18.2%	4	0.0%	0
Click and collect facilities	10.0%	15	10.8%	10		3	18.2%	4	3.1%	1
Electrical goods Public amenities	10.0% 9.3%	15 14	12.9%	12 9		5 5	13.6%	3	0.0% 3.1%	0 1
Street market stalls	9.3% 6.7%	10	9.7% 8.6%	8		5	18.2% 9.1%	2	0.0%	0
Specialist food stores	3.3%	5	3.2%	3		3	0.0%	0	3.1%	1
Building society	3.3%	5	3.2%	3		4	9.1%	2	0.0%	0
Large supermarkets	3.3%	5	4.3%	4		3	4.5%	1	0.0%	0
Pharmacies	3.3%	5	5.4%	5		0	0.0%	0	0.0%	0
Restaurants / cafes	2.7%	4		4		2	0.0%	0	0.0%	0
Better retail provision for children and babies	2.7%	4	3.2%	3	5.1%	2	0.0%	0	3.1%	1
Better leisure facility provision	1.3%	2	2.2%	2	2.6%	1	0.0%	0	0.0%	0
Solicitors	0.7%	1	1.1%	1		0	0.0%	0	0.0%	0
Sports shop	0.7%	1	1.1%	1		0	0.0%	0	0.0%	0
None mentioned	22.0%	33	9.7%	9		2	9.1%	2	62.5%	20
(Don't know)	2.7%	4	0.0%	0	0.0%	0	4.5%	1	9.4%	3
Base:		150		93		39		22		32
Q23 What type of leisur	e facilitie	s wo	ould you	like	to see m	ore o	f in Blac	kpoo	I? [MR]	
Museums	28.7%	43	34.4%	32	38.5%	15	36.4%	8	9.4%	3
Parks / gardens	25.3%	38	26.9%	25	35.9%	14	40.9%	9	9.4%	3
Art galleries	24.7%	37		24	33.3%	13	45.5%	10	6.3%	2
Civic Hall / Civic spaces	19.3%		19.4%	18		10	36.4%	8	9.4%	3
Swimming pool	13.3%	20		15		7	18.2%	4	3.1%	1
Children's activity centre	10.7%	16		13		6	9.1%	2	3.1%	1
Entertainment / activities for young people	10.7%	16	14.0%	13		5	9.1%	2	3.1%	1
Health and fitness	8.0%	12	7.5%	7		3	18.2%	4	0.0%	0
Ice rink Bowling alley	3.3% 2.7%	5 4	3.2% 3.2%	3		1 1	4.5% 0.0%	1 0	3.1% 3.1%	1 1
Restaurants / cafes	2.7%	4	3.2%	3		2	0.0%	0	0.0%	0
Go-karting	2.7%	4	4.3%	4		2	0.0%	0	0.0%	0
Cinema	2.7%	3	2.2%	2		2	4.5%	1	0.0%	0
Bingo	0.7%	1	1.1%	1		0	0.0%	0	0.0%	0
Sports pitches	0.7%	1	1.1%	1		0	0.0%	0	0.0%	0
Hotels	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
None mentioned	37.3%	56		29		9	18.2%	4	65.6%	21
(Don't know)	3.3%	5	2.2%	2		1	0.0%	0	9.4%	3
Base:		150		93		39		22		32

### **Blackpool In Centre Survey** for Nexus Planning

	Total		Q06: Live in Blackpool		Q06: Work in Blackpool		Q06: Visitor to Blackpool (live elsewhere on the Fylde Coast)		Q06: Vi to Black (live ou of the F Coas	kpool tside Fylde
Q24 What measures do	you thir	ık wo	uld impi	rove	Blackpo	ol and	d make i	t mor	e attract	tive? [MR]
Fill the empty shops	70.7%	106	75.3%	70	82.1%	32	95.5%	21	40.6%	13
Fewer low quality shops (take-away, pound shops, vape shop)	54.0%	81	55.9%	52	71.8%	28	86.4%	19	25.0%	8
Improved security / CCTV	51.3%	77	57.0%	53	69.2%	27	77.3%	17	18.8%	6
Give it a general face lift (Flowers, painting etc.)	42.7%	64	41.9%	39	53.8%	21	50.0%	11	37.5%	12
Improved public toilet provision	40.0%	60	41.9%	39	46.2%	18	72.7%	16	12.5%	4
Ban skateboarding, biking etc.	37.3%	56	41.9%	39	41.0%	16	54.5%	12	15.6%	5
Click and collect facilities	20.7%	31	23.7%	22	28.2%	11	36.4%	8	3.1%	1
More tourist facilities	16.7%	25	18.3%	17		8	22.7%	5	6.3%	2
Improve the quality of the shops	14.7%	22	14.0%	13		5		6	6.3%	2
More organised events e.g. street markets	14.7%	22	20.4%	19	15.4%	6	13.6%	3	0.0%	0
More speciality shops	14.0%	21	11.8%	11	20.5%	8	27.3%	6	12.5%	4
Cheaper parking	13.3%	20	8.6%	8		11	31.8%	7	15.6%	5
Better food store provision	12.7%	19	12.9%	12	12.8%	5	22.7%	5	6.3%	2
Expansion of the centre	12.7%	19	11.8%	11	15.4%	6	22.7%	5	6.3%	2
Improve market provision	11.3%	17	15.1%	14	17.9%	7	4.5%	1	6.3%	2
Flexible parking (Long/ Short stay parking)	9.3%	14	7.5%	7	12.8%	5	18.2%	4	9.4%	3
Greater promotion / marketing of the centre	8.7%	13	8.6%	8	15.4%	6	13.6%	3	3.1%	1
Improved signage / information	8.7%	13	8.6%	8	15.4%	6	18.2%	4	0.0%	0
Accessibility by private car	8.0%	12	7.5%	7	10.3%	4	22.7%	5	0.0%	0
Improved cleanliness	8.0%	12	11.8%	11	7.7%	3	4.5%	1	0.0%	0
Pay on exit parking	6.0%	9	3.2%	3	7.7%	3	18.2%	4	6.3%	2
Increased choice / range of shops	6.0%	9	6.5%	6	5.1%	2	9.1%	2	3.1%	1
Reduce traffic congestion	5.3%	8	8.6%	8	10.3%	4	0.0%	0	0.0%	0
More cultural facilities	5.3%	8	6.5%	6	10.3%	4	0.0%	0	6.3%	2
Improved bus services	4.0%	6	5.4%	5	5.1%	2	4.5%	1	0.0%	0
More parking	4.0%	6	3.2%	3	5.1%	2	9.1%	2	3.1%	1
More non-food stores	4.0%	6	5.4%	5		3	4.5%	1	0.0%	0
Improved street paving/public realm/green	3.3%	5	5.4%	5	2.6%	1	0.0%	0	0.0%	0
infrastructure	2 20/	_	4.20/		<b>5</b> 10/	2	4.50/	1	0.00/	0
Improved cultural facilities More national multiples /	3.3% 3.3%	5 5	4.3% 3.2%	4		2	4.5% 9.1%	1 2	0.0% 0.0%	0
retailers Interactive information points	2.7%	4	2.2%	2	0.0%	0	4.5%	1	3.1%	1
Real time traffic or public transport information	2.7%	4	4.3%	4	2.6%	1	0.0%	0	0.0%	0
More food and beverage facilities (pubs / restaurants)	2.7%	4	2.2%	2	5.1%	2	0.0%	0	3.1%	1
More entertainment / leisure facilities	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
More evening activities	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
None mentioned	9.3%	14	4.3%	4		0	4.5%	1	28.1%	9
(Don't know)	2.7%	4	1.1%	1	0.0%	0	0.0%	0	9.4%	3
		4.50				20		22		

150

93

39

22

32

Base:

Q06: Live in Q06: Work in Q06: Visitor Q06: Visitor

Total

	Total	I	Q06: Live Blackpo		Blackp		Q06: V to Black (liv elsewhe the Fy Coas	kpool e re on /lde	Q06: V to Black (live out of the I Coa	kpool itside Fylde	
Q25 What do you think	are the b	oigge	st weakne	esse	es of Bla	ckpo	ol? [MR	l			
Empty shops	61.3%	92	63.4%	59	74.4%	29	81.8%	18	43.8%	14	
Anti-social behaviour	37.3%	56	41.9%	39	41.0%	16	36.4%	8	28.1%	9	
Accessibility by private car	17.3%	26		15		12	36.4%	8	6.3%	2	
Accessibility by cycling and by foot	12.0%		16.1%	15		8	13.6%	3	0.0%	0	
Choice / range of non-food shops	11.3%	17		16		5	4.5%	1	0.0%	0	
Poor marketing of the town	11.3%	17			12.8%	5	9.1%	2	0.0%	0	
Lack of non-retail provision (e.g. banks, estate agents etc)	10.7%	16	12.9%	12	12.8%	5	13.6%	3	3.1%	1	
Quantity of takeaways / charity shops	9.3%	14	10.8%	10	15.4%	6	18.2%	4	0.0%	0	
Security / safety	9.3%	14		12		7	9.1%	2	0.0%	0	
Lack of market facilities	8.0%	12		10		2	4.5%	1	3.1%	1	
Price of car parking	6.7%	10		5		4	18.2%	4	0.0%	0	
Availability of car parking	4.7%	7		2		2	13.6%	3	6.3%	2	
Range of specialist / independent retailers	4.0%	6	4.3%	4		3	9.1%	2	0.0%	0	
Lack of cultural facilities	4.0%	6	4.3%	4		2	9.1%	2	0.0%	0	
Lack of public amenities	4.0%	6 5		4		1 2	0.0% 0.0%	0	6.3%	2 0	
Lack of foodstore provision Type / quality of retail	3.3% 3.3%	5	4.3% 4.3%	4		1	0.0%	0	0.0% 3.1%	1	
provisions Town centre environment	3.3%	5	4.3%	4		1	4.5%	1	0.0%	0	
Tourism facilities	2.0%	3	2.2%	2		1	0.0%	0	3.1%	1	
Accessibility by bus	1.3%	2	1.1%	1	0.0%	0	4.5%	1	0.0%	0	
Range food and beverage facilities (pubs / restaurants)	1.3%	2	1.1%	1		2	4.5%	1	0.0%	Ö	
Accessibility bus train	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	
None mentioned	12.7%	19	7.5%	7	5.1%	2	4.5%	1	31.3%	10	
(Don't know)	2.0%	3	0.0%	0	0.0%	0	0.0%	0	9.4%	3	
Base:		150		93		39		22		32	
Q26 Do you intend to v	isit Abin	gdon	Street ma	arke	t during	your	trip to t	he ce	ntre tod	ay?	
Yes	12.7%	19	12.9%	12	5.1%	2	4.5%	1	18.8%	6	
No	84.7%	127	83.9%	78	89.7%	35	95.5%	21	78.1%	25	
(Don't know / haven't decided yet)	2.7%	4	3.2%	3	5.1%	2	0.0%	0	3.1%	1	
Base:		150		93		39		22		32	
Meanscore: [Numl = 0.5   Less than o				Dail	y = 7   O	nce a	week o	r mor	e = 3.5	Less	than once a week = 1   Less than once a fortnight
Q27 How often do you	visit Abir	ngdoi	n Street m	nark	et?						
Daily	0.0%	0		0		0	0.0%	0	0.0%	0	
Once a week or more	1.3%	2	2.2%	2		1	0.0%	0	0.0%	0	
Less than once a week	3.3%	5	5.4%	5		1	0.0%	0	0.0%	0	
Less than once a fortnight	12.0%	18		15		3	13.6%	3	0.0%	0	
Less than once a month	24.0%	36		26			27.3%	6	12.5%	4	
Never	54.7%	82		45		21	59.1%	13	65.6%	21	
LLION: I KNOW / WORLDS	/1 / 0/2	,	11 110%	11	11/10/2	11	[] [10%	11	/ 1 110/2	,	

0 0.0%

0.25

39

0 21.9%

0.05

32

0.15

22

(Don't know / varies)

Mean:

Base:

4.7%

7

0.22

150

0.0%

0.0%

0.29

93

	Total		Q06: Liv Blackp		Q06: Wo Blackp		Q06: V to Blac (liv elsewhe the Fy Coa	kpool e ere on ylde	Q06: V to Blac (live ou of the l Coa	kpool itside Fylde
Q28 What one thing do	you parti	cula	rly like a	about	the Abii	ngdoi				
Nothing	45.3%	68	41.9%	39	41.0%	16	50.0%	11	53.1%	17
All on one level	26.0%	39	34.4%	32		12	22.7%	5	6.3%	2
Easy to get to	3.3%	5	4.3%	4		1	4.5%	1	0.0%	0
Friendly atmosphere	2.7%	4	2.2%	2		1	4.5%	1	3.1%	1
Freshness of food	2.0%	3	2.2%	2		1	4.5%	1	0.0%	0
Compact / easy to get around Good service	2.0% 1.3%	3 2	3.2% 0.0%	3		1 0	0.0% 4.5%	0	0.0% 3.1%	0 1
The café	0.7%	1	1.1%	1		0	0.0%	0	0.0%	0
Availability of local produce	0.7%	1	1.1%	1		0	0.0%	0	0.0%	0
(Don't know)	16.0%	24	9.7%	9	17.9%	7	9.1%	2	34.4%	11
Base:		150		93		39		22		32
Q29 What else do you p	articular	ly lik	e about	the A	Abingdor	n St M	larket?	[MR]		
Friendly atmosphere	74.1%	43	80.0%	36	81.3%	13	55.6%	5	50.0%	2
Good service	69.0%	40		31		14	66.7%	6	75.0%	3
Easy to get to	36.2%	21	37.8%	17	37.5%	6	22.2%	2	50.0%	2
Range of food	22.4%		20.0%	9		3	0.0%		100.0%	4
Quality of food	20.7%		20.0%	9		3	33.3%	3	0.0%	0
Freshness of food Compact / easy to get around	19.0% 12.1%	11 7	20.0% 13.3%	9 6		5 1	11.1% 11.1%	1 1	25.0% 0.0%	1 0
The café	10.3%	6	8.9%	4		1	22.2%	2	0.0%	0
All on one level	10.3%	6	13.3%	6		1	0.0%	0	0.0%	0
Range of independent food stores	8.6%	5	6.7%	3		1	11.1%	1	25.0%	1
Range of Independent non-food stores	5.2%	3	6.7%	3	0.0%	0	0.0%	0	0.0%	0
Quality of non-food items	5.2%	3	6.7%	3	6.3%	1	0.0%	0	0.0%	0
Everything	5.2%	3	6.7%	3	6.3%	1	0.0%	0	0.0%	0
Specialist ethnic goods	3.4%	2	4.4%	2		1	0.0%	0	0.0%	0
The opportunity to support local businesses	3.4%	2	4.4%	2		1	0.0%	0	0.0%	0
Presence of on-site security	3.4%	2	4.4%	2		0	0.0%	0	0.0%	0
Range of non-food items	1.7%	1	2.2%	1		0	0.0%	0	0.0%	0
Value for money The variety	1.7% 1.7%	1 1	2.2% 2.2%	1 1		0	0.0%	0	0.0% 0.0%	0
(Don't know)	3.4%	2	4.4%	2		1	0.0%	0	0.0%	0
Base:	3.170	58	1.170	45		16	0.070	9	0.070	4
Q29X All likes for Abingd	on St Ma	rket	(Anv me	entio	n)					
_					-	1.4	66.70/	_	75.00/	2
Friendly atmosphere All on one level	81.0% 77.6%	47 45	84.4% 84.4%	38 38		14 13	66.7% 55.6%	6 5	75.0% 50.0%	3 2
Good service	72.4%	42	68.9%	31		14	77.8%		100.0%	4
Easy to get to	44.8%		46.7%	21		7	33.3%	3	50.0%	2
Freshness of food	24.1%		24.4%	11		6	22.2%	2	25.0%	1
Range of food	22.4%	13	20.0%	9	18.8%	3	0.0%	0	100.0%	4
Quality of food	20.7%	12		9		3	33.3%	3	0.0%	0
Compact / easy to get around	17.2%	10	20.0%	9		2	11.1%	1	0.0%	0
The café Range of independent food	12.1% 8.6%	7 5	11.1% 6.7%	5 3		1 1	22.2% 11.1%	2	0.0% 25.0%	0 1
stores  Quality of non-food items	5.2%	3	6.7%	3	6.3%	1	0.0%	0	0.0%	0
Range of Independent non-food stores	5.2%	3	6.7%	3		0	0.0%	0	0.0%	0
Everything	5.2%	3	6.7%	3	6.3%	1	0.0%	0	0.0%	0
Specialist ethnic goods	3.4%	2	4.4%	2		1	0.0%	0	0.0%	0
The opportunity to support local businesses	3.4%	2	4.4%	2		1	0.0%	0	0.0%	0
Presence of on-site security	3.4%	2	4.4%	2		0	0.0%	0	0.0%	0
The variety	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	1.7%	1 1	2.2%	1 1	0.0%	0	0.0%	0	0.0%	0
Value for money Availability of local produce	1.7% 1.7%	1	2.2% 2.2%	1	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0
-	1.770		2.270				0.070		0.070	
Base:		58		45		16		9		4

	Tota	l	Q06: Li Blackţ		Q06: Wo Blackp		Q06: V to Black (liv elsewher the Fy Coas	kpool e re on /lde	Q06: V to Blac (live or of the Coa	kpool utside Fylde
Q30 What one thing do	you part	ticula	rly disli	ke ab	out the	Abing		·	et?	
Nothing	22.0%	33	20.4%	19	28.2%	11	9.1%	2	31.3%	10
Empty stalls / stalls closing down	6.7%	10	8.6%	8		2	9.1%	2	0.0%	0
Poor value for money	6.0%	9	7.5%	7	5.1%	2	9.1%	2	0.0%	0
Not big enough	5.3%	8	6.5%	6	7.7%	3	9.1%	2	0.0%	0
Not enough stalls	4.7%	7	5.4%	5	2.6%	1	4.5%	1	3.1%	1
Inability to pay by credit card	3.3%	5	3.2%	3	2.6%	1	9.1%	2		0
Crime	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
Difficult to find particular stalls	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby Poor quality of non-food	0.7% 0.7%	1 1	1.1% 1.1%	1 1	0.0% 2.6%	0 1	0.0% 0.0%	0	0.0%	0
items (Don't know)	49.3%	74	44.1%	41	43.6%	17	50.0%	11	65.6%	21
	17.570		11.170		13.070		50.070		05.070	
Base:		150		93		39		22		32
Q31 What else do you	particula	rly dis	slike ab	out th	e Abing	don S	St Marke	t? [M	R]	
Poor value for money	39.5%	17	33.3%	11	45.5%	5	55.6%	5	100.0%	1
Not enough stalls	32.6%	14		11		3	33.3%	3	0.0%	0
Nothing	18.6%	8	18.2%	6		1		2	0.0%	0
Not big enough	11.6%	5	9.1%	3	0.0%		22.2%	2		0
Inability to pay by credit card	11.6%	5	12.1%	4		1	11.1%	1	0.0%	0
Poor quality of non-food items Empty stalls / stalls closing	7.0% 4.7%	2	9.1%	3	9.1% 9.1%	1	0.0%	0	0.0%	0
down Crime	2.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Litter	2.3%	1	3.0%	1	9.1%	1	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	2.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	2.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	2.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.3%	1	3.0%	1	9.1%	1	0.0%	0	0.0%	0
Base:		43		33		11		9		1
Q31X All dislikes for Abi	ngdon S	t Mar	ket (Any	/ men	tion)					
Poor value for money	60.5%	26	54.5%	18		7	77.8%		100.0%	1
Not enough stalls	48.8%	21	48.5%	16		4	44.4%		100.0%	1
Not big enough	30.2%	13	27.3%	9		3	44.4%	4	0.0%	0
Empty stalls / stalls closing down Inability to pay by credit	27.9% 23.3%	12	27.3% 21.2%	9 7	27.3% 18.2%	2	33.3% 33.3%	3	0.0%	0
card										
Nothing Poor quality of non-food items	18.6% 9.3%	8	18.2% 12.1%	6 4	9.1% 18.2%	1 2	22.2% 0.0%	2 0	0.0% 0.0%	0
Difficult to find particular stalls	4.7%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0
Crime	4.7%	2	6.1%	2	9.1%	1	0.0%	0	0.0%	0
Litter	2.3%	1	3.0%	1	9.1%	1	0.0%	0	0.0%	0
Difficult to park nearby	2.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	2.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	2.3%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Base:		43		33		11		9		1
GEN Gender of respond	dent									
Male	54.0%	81	54.8%	51	56.4%	22	54.5%	12	53.1%	17
Female	46.0%	69	45.2%	42	43.6%	17	45.5%	10	46.9%	15
Base:		150		93		39		22		32

	Total		Q06: Li Blackj		Q06: Wo Blackp		Q06: V to Blac (liv elsewhe the F; Coa	kpool e ere on ylde	Q06: V to Blac (live or of the l	kpool itside Fylde
AGE Age of respondent										
18 - 24 years	1.3%	2	2.2%	2	2.6%	1	0.0%	0	0.0%	0
25 - 34 years	8.0%	12	9.7%	9		8	4.5%	1	3.1%	1
35 - 44 years 45 - 54 years	28.7% 29.3%	43 44	23.7% 30.1%	22 28		11 14	50.0% 27.3%	11 6	28.1% 28.1%	9 9
55 - 64 years	18.7%	28	19.4%	18		4	4.5%	1	28.1%	9
65 + years	14.0%	21	15.1%	14	2.6%	1	13.6%	3	12.5%	4
Base:		150		93		39		22		32
SEG Socio-economic Gr	ouping									
AB	10.0%	15	8.6%	8	12.8%	5	13.6%	3	12.5%	4
C1	34.0%	51	30.1%	28	43.6%	17	40.9%	9	37.5%	12
C2	32.0%	48	31.2%	29	35.9%	14	27.3%	6	37.5%	12
DE (Refused)	23.3% 0.7%	35 1	29.0% 1.1%	27 1	7.7% 0.0%	3	18.2% 0.0%	4	12.5% 0.0%	4
(Refused) Base:	0.7%	150	1.1%	93	0.0%	39	0.0%	22	0.0%	32
Base:		150		93		39		22		32
LOC Location of intervie	ew									
Junction of Bank Hey St. and Adelaide West	16.7%	25	19.4%	18	17.9%	7	13.6%	3	12.5%	4
Entrance to Houndshill on Victoria St.	22.7%	34	21.5%	20	30.8%	12	27.3%	6	21.9%	7
Junction of Bank Hey and Market St	20.7%	31	16.1%	15	17.9%	7	31.8%	7	21.9%	7
Church St. around M&S and towards the Grand Theatre	21.3%	32	20.4%	19	17.9%	7	22.7%	5	25.0%	8
Talbot Rd/Abingdon St.	18.7%	28	22.6%	21	15.4%	6	4.5%	1	18.8%	6
Base:		150		93		39		22		32
DAY										
Monday	16.7%	25	15.1%	14	15.4%	6	22.7%	5	18.8%	6
Tuesday	16.7%	25	15.1%	14	17.9%	7	22.7%	5	18.8%	6
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday Friday	16.7% 33.3%	25 50	14.0% 38.7%	13 36	15.4% 30.8%	6 12	13.6% 36.4%	3	28.1% 12.5%	9 4
Saturday	16.7%	25	17.2%	16		8	4.5%	1	21.9%	7
Base:	10.770	150	17.270	93	20.570	39	1.570	22	21.570	32
TIM Time of interview										
09.00 – 12.00	29.3%	44	31.2%	29	25.6%	10	36.4%	8	21.9%	7
12.01 – 14.00 14.01 – 17.00	41.3% 29.3%	62 44	36.6% 32.3%	34 30		14 15	31.8% 31.8%	7 7	59.4% 18.8%	19 6
14.01 - 17.00	27.3/0	7-7	J4.J/0	50	30.3/0	13	31.0/0	,	10.0/0	J

150

93

39

22

32

Base:

	Total	Į	Q06: Liv Blackpo		Q06: Wo Blackp		Q06: Vi to Black (live	pool	Q06: Vi to Black (live ou of the F	spool tside
							the Fy	lde	Coas	•
PC Postcode Sector							Coas	t)		
	0.70/		0.00/	0	0.00/	0	0.00/	0	2.10/	
B38 9 B66 3	0.7% 0.7%	1 1	0.0% 0.0%	0		0	0.0% 0.0%	0	3.1% 3.1%	1 1
BB1 2	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
BL8 1	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
CA2 4	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
CH49 8 DE22 3	0.7% 0.7%	1 1	0.0% 0.0%	0		0	0.0% 0.0%	0	3.1% 3.1%	1 1
DY5 3	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
FK3 8	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
FY1 1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
FY1 2 FY1 3	3.3% 5.3%	5 8	5.4% 8.6%	5 8		0	0.0% 0.0%	0	0.0% 0.0%	0
FY1 4	5.3%	8	8.6%	8	12.8%	5	0.0%	0	0.0%	0
FY1 6	3.3%	5	5.4%	5		0	0.0%	0	0.0%	0
FY2 0	4.0%	6	6.5%	6		3	0.0%	0	0.0%	0
FY2 9 FY3 0	4.7% 2.0%	7	7.5% 2.2%	7 2		1 2	0.0% 4.5%	0	0.0% 0.0%	0
FY3 7	4.7%	7	7.5%	7	10.3%	4	0.0%	0	0.0%	0
FY3 8	3.3%	5	5.4%	5		2	0.0%	0	0.0%	0
FY3 9	2.7%	4	4.3%	4		0	0.0%	0	0.0%	0
FY4 1 FY4 2	2.7% 4.7%	4 7	4.3% 7.5%	4 7	2.6% 5.1%	1 2	0.0% 0.0%	0	0.0% 0.0%	0
FY4 3	2.0%	3	3.2%	3		0	0.0%	0	0.0%	0
FY4 4	4.7%	7	7.5%	7		2	0.0%	0	0.0%	0
FY4 5	2.7%	4	4.3%	4		0	0.0%	0	0.0%	0
FY5 1 FY5 2	0.7% 2.0%	1 3	1.1% 0.0%	1 0	0.0% 2.6%	0	0.0% 13.6%	0	0.0% 0.0%	0
FY5 3	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
FY5 4	1.3%	2	2.2%	2		1	0.0%	0	0.0%	0
FY67	1.3%	2	2.2%	2		1	0.0%	0	0.0%	0
FY6 9 FY7 6	0.7% 1.3%	1 2	0.0% 0.0%	0		0	4.5% 9.1%	1 2	0.0% 0.0%	0
FY7 7	2.0%	3	0.0%	0		0	13.6%	3	0.0%	0
FY7 8	2.7%	4	1.1%	1	2.6%	1	9.1%	2	3.1%	1
FY8 1	0.7%	1	0.0%	0		1	4.5%	1	0.0%	0
FY8 2 FY8 3	1.3% 2.7%	2 4	1.1% 1.1%	1 1	0.0% 5.1%	0 2	4.5% 13.6%	1	0.0% 0.0%	0
FY8 4	0.7%	1	0.0%	0		1	4.5%	1	0.0%	0
FY8 5	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
HA2 9	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
KY11 1 L15 3	0.7% 0.7%	1	0.0% 0.0%	0		0	0.0% 0.0%	0	3.1% 3.1%	1
LE1 5	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1 1
LS13 2	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
PR1 4	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
PR2 4 PR25 2	0.7% 0.7%	1	0.0% 0.0%	0		0	0.0% 0.0%	0	3.1% 3.1%	1 1
PR3 2	0.7%	1	0.0%	0		1	0.0%	0	0.0%	0
PR3 3	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
PR3 5	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
PR4 2 PR4 3	1.3% 1.3%	2 2	0.0% 0.0%	0		1 0	4.5% 0.0%	1	3.1% 6.3%	1 2
PR4 4	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
PR5 2	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
PR7 3	0.7%	1	0.0%	0		0	4.5%	1	0.0%	0
PR7 5	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
SK2 6 SK22 4	0.7% 0.7%	1	0.0% 0.0%	0		0	0.0% 4.5%	0	3.1% 0.0%	1 0
SP2 9	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
WF17 8	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
WN2 5	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
WN7 4 WN8 6	0.7% 0.7%	1 1	0.0% 0.0%	0		0	0.0% 0.0%	0	3.1% 0.0%	1 0
WV11 2	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
YO32 2	0.7%	1	0.0%	0		0	0.0%	0	3.1%	1
Refused	0.7%	1	0.0%	0		1	0.0%	0	0.0%	0
Base:		150		93		39		22		32

## Appendix 3:

Sample Questionnaire

Job No. 072L24 October 2024

#### **NEMS** market research. BLACKPOOL - IN STREET SURVEY

INTRODUCTION: Good morning / afternoon, I am ..... from NEMS market research, an independent market research company. We are conducting a short survey in Blackpool town centre about shopping and other services. Do you have 8-10 minutes to answer some questions please?

#### ASK ALL:

First of all, can I ask you do you work in any of the following? Market Research or Retail **READ OUT:** 

Yes, **CLOSE INTERVIEW** CONTINUE, GO TO Q.1 No

#### ASK ALL:

Q.1 How did you travel to Blackpool today?

DO NOT PROMPT. ONE ANSWER ONLY.

	(1)	
Car / van (as driver)	1	GO TO Q.2
Car / van (as passenger)	2	GO TO Q.2
Bus,	3	GO TO Q.4
Coach	4	GO TO Q.4
Tram	5	GO TO Q.4
Train	6	GO TO Q.4
Motorcycle, scooter or moped	7	GO TO Q.4
Walk	8	GO TO Q.4
Taxi / minicab	9	GO TO Q.4
Bicycle	A	GO TO Q.4
Combined (PLEASE WRITE IN)	В	GO TO Q.4
Other (PLEASE WRITE IN)	C	GO TO Q.4

(Don't know - Car park) (Dropped off – didn't park)

#### ASK THOSE WHO SAID 'BY CAR / VAN'AT Q.1. OTHERS GO TO Q.4:

Q.2 Where did you park today?

DO NOT PROMPT. ONE ANSWER ONLY.

DINE ANSWER ONLI.	
	(2)
Adelaide Streetcar Park	1
Banks Streetcar Park	2
Bethesda Car Park	3
Bloomfield Road Car Park	4
Bolton Streetcar Park	5
Bonny Streetcar Park	3 4 5 6 7
Central Surface Level Car Park	7
Central Multi-storey Car Park	8
Chapel Streetcar Park	9
Church Street/Cookson Streetcar Park	A
Cocker Square Car Park	В
Cocker Streetcar Park	C
East Topping Streetcar Park	D
Filey Place Car Park	E
Foxhall Village Car Park	F
Glynn Square Car Park	G
Hounds Hill Shopping Centre Car Park	Н
Lonsdale Road Car Park	I
Lytham Road Car Park	J
Queen Streetcar Park	K
Sainsbury's Car Park	L
Seasiders Way Car Park	M
South Beach Car Park	N
South Car Park	O
South King Streetcar Park	<u>P</u>
Talbot Road Multi-storey	Q
West Streetcar Park	P Q R S
Wimbourne Place Car Park	S
Other (PLEASE WRITE IN FULL CAR PARK ADDRESS)	T
(Don't know – On Street)	U
	-

W

#### ASK IF CAR PARK MENTIONED AT Q.2, OTHERS GO TO Q.4:

Q.3 Did you have any difficulties obtaining a car parking space today? DO NOT PROMPT. ONE ANSWER ONLY.

	(3)
Yes	1
No	2

## ASK ALL: Q.4 How long did your journey to Blackpool take?

DO NOT PROMPT. ONE ANSWER ONLY.

	(4)
0-5 minutes	1
6-10 minutes	2
11-15 minutes	3
16-20 minutes	4
21-30 minutes	5
31-60 minutes	6
Over 60 minutes	7
(Don't know / can't remember)	8

#### ASK ALL:

Q.5 Did you travel to Blackpool directly from home, work or elsewhere?

DO NOT PROMPT. ONE ANSWER ONLY.

	(5)
Home	1
Work	2
On holiday	3
Family member's home	4
College	5
Hospital appointment	6
Other medical appointment	7
Friend's home	8
Elsewhere (PLEASE WRITE IN)	9

#### ASK ALL:

Q.6 In terms of your visit to Blackpool do you live in Blackpool, work in Blackpool or are you a visitor to the area? <a href="DO NOT PROMPT">DO NOT PROMPT</a>. CAN BE MULTI CODED.

	(6)
Live in Blackpool	1
Work in Blackpool	2
Visitor to Blackpool (live elsewhere on the Fylde Coast)	3
Visitor to Blackpool (live outside of the Fylde Coast)	4

### Q.7

# ASK ALL: Why do you choose to shop / visit Blackpool? DO NOT PROMPT. CAN BE MULTI-CODED. Why else?

CAN BE MULTI-CODED. why else?	
	(7)
Accessibility by public transport	1
Accessibility to Blackpool	2
Car parking prices	3
Car parking provision	4
Choice of High Street retailers	5
Choice of shops selling non-food goods	6
Cleanliness	7
Close to friends / family	8
Close to home	9
Close to work	A
Close to school / college	В
Entertainment / events	<u>C</u>
Habit	D
Provision of leisure services	E
Provision of services (e.g. banks / financial services)	F
Public information, signposts, public facilities	G
Quality of shops selling food goods	H
Range of independent / specialist shops	<u>I</u>
Range of shops selling food goods	J
Safety (during the day)	K
Safety (during the night)	L
Shopping environment	M
The market	N
Value for money	0
Other (PLEASE WRITE IN)	P
(Don't know / no reason)	Q

(Don't know / no reason)

ASK ALL:
What is the main reason why you are in Blackpool today?
DO NOT PROMPT. ONE ANSWER ONLY. Q.8

#### ASK ALL:

What else do you intend to do whilst in Blackpool today?

DO NOT PROMPT. CAN BE MULTICODED, What else? Q.9

	Q.8 MAIN	Q.9 OTHE
	(8)	(9)
Food and grocery shopping (WRITE IN FULL STOR	E ADDRESS) 1	1
Clothes / shoes shopping	2	2
bank / building society / Post Office	3	3
Browsing	4	4
Café / restaurant / pub (food and beverage)	5	5
Chemist	6	6
Doctor / dentist	7	7
Electrical goods shopping	8	8
Furniture / carpet	9	9
Jewellery / gift shops	A	A
Library	В	В
Abingdon Street Market	C	C
Public offices	D	D
Services (e.g. hairdressers, launderette)	Е	Е
Social / leisure activities	F	F
Stationers / newsagents	G	G
Work / school / college	H	H
Visit specialist shops	Ī	I
Backlot Cinema		<u>_</u>
Blackpool Tramway	K	K
Blackpool Pleasure Beach	L	L
Blackpool Tower	M	M
Blackpool Tower Dungeon	N N	N N
Showtown Museum	0	0
Central Pier	P	P
	0	0
North pier Sandcastle Waterpark	R	R
Blackpool Zoo	S	S
	Т	S T
Blackpool Illuminations		
Beach	-	U
Promenade	V	V
Blackpool Model Village	W	W
Stanley Park	X	<u>X</u>
Sea Life Blackpool	Y	Y
Madame Tussauds Blackpool	Z	Z
Performances	a	<u>a</u>
Coral Island Blackpool	b	b
Other Amusement Arcades	c	c
Grundy Art Gallery	d	<u>d</u>
Winter Gardens	e	e
Grand Theatre	f	f
Other (PLEASE WRITE IN)	g	g
(No reason / no other reason)	-	h

#### ASK ALL:

Q.10 How long do you think you will stay in Blackpool today?

<u>DO NOT PROMPT.</u> <u>ONE ANSWER ONLY.</u>

	(10)
Less than 30 minutes	1
30-59 minutes	2
1hr -1hr 29 min	3
1hr 30 mins - 1hr 59 min	4
Half the day (between 2 and 4 hours)	5
All day (4 hours or more)	6
(Don't know)	7

#### ASK ALL:

Q.11	Will you undertake your main food and grocery shop, whilst in Blackpool today?
	DO NOT PROMPT. ONE ANSWER ONLY.

	(11)
Yes	1
No	2
(Don't know)	3

#### ASK ALL:

Q.12 How frequently do you visit Blackpool for your main food and grocery shopping?

#### DO NOT PROMPT. ONE ANSWER ONLY.

	(12)
Everyday	1
2-3 times a week	2
Once a week	3
Once a fortnight	4
Once a month	5
Less than once a month	6
First time today	7
Never	8
(Don't know/varies)	9

#### ASK ALL:

Q.13 How frequently do you visit Blackpool town centre for non-food shopping?

#### DO NOT PROMPT. ONE ANSWER ONLY

<u>ONE ANSWER ONLY</u>	
	(13)
Everyday	1
2-3 times a week	2
Once a week	3
Once a fortnight	4
Once a month	5
Less than once a month	6
First time today	7
Never	8
(Don't know/varies)	9

#### ASK ALL:

#### Q.14 How much have you spent or will you spend today in Blackpool town centre on non-food shopping? <u>DO NOT PROMPT.</u> <u>ONE ANSWER ONLY</u>

<u>ONE ANSWER ONLY</u>	
	(14)
Nothing	1
Up to £5.00	2
£5.01-£10.00	3
£10.01-£15.00	4
£15.01-£20.00	5
£20.01-£25.00	6
£25.01-£50.00	7
£50.01-£75.00	8
£75.01-£100.00	9
More than £100	A
(Don't know)	В
(Refused)	C

#### ASK ALL:

Q.15 How often do you visit Blackpool town centre in the evening?

### DO NOT PROMPT. ONE ANSWER ONLY.

	(15)
Daily	1
Once a week or more	2
Less than once a week	3
Less than once a fortnight	4
Less than once a month	5
Never	6
(Don't know / varies)	7

#### ASK THOSE WHO VISIT IN THE EVENING AT Q.15. OTHERS GO TO Q.18:

Q.16 What is the main reason you visit Blackpool town centre in the evening? DO NOT PROMPT. ONE ANSWER ONLY.

#### ASK THOSE WHO VISIT IN THE EVENING AT Q.15. OTHERS GO TO Q.18:

Q.17 What else do you tend to do whilst visiting Blackpool town centre in the evening? <u>DO NOT PROMPT.</u> <u>CAN BE MULTICODED, What else?</u>

	<b>Q.16</b> (16)	<b>Q.17</b> (17)
Evening Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	1	1
Evening Non-food shopping	2	2
Eat in a café	3	3
Eat in a restaurant	4	4
Go to the cinema	5	5
Go to a concert / gig / theatre	6	6
Bowling	7	7
Go to the gym	8	8
Visit a bar	9	9
Visit a pub	A	A
Visit the Illuminations	В	В
Work / School / College	C	C
Other (PLEASE WRITE IN)	D	D
(No reason / no other reason)	-	E

#### ASK ALL:

Q.18 How long do you typically spend in Blackpool town centre during the evening / night?

#### DO NOT PROMPT. ONE ANSWER ONLY.

<u> </u>	(18)
Up to 1 hour	1
1 to 2 hours	2
2 to 4 hours	3
Over 4 hours	4
Don't visit in the evening	5
(Don't know / varies)	6

#### ASK ALL: SHOWCARD 'A'

Q.19 Comparing Blackpool town with other surrounding centres, how does it compare on the following aspects?

#### ONE ANSWER PER COLUMN.

C	hoice of shops	Choice of High Street names	Choice of independent / specialist shops	Range of services such as banks and other financial services	Range and choice of pubs / restaurants		Choice of Cultural facilities Theatre/ Tower Ballroom, etc
	(19)	(20)	(21)	(22)	(23)	(24)	(25)
Much better	1	1	1	1	1	1	1
Better	2	2	2	2	2	2	2
About the san	ne 3	3	3	3	3	3	3
Worse	4	4	4	4	4	4	4
Much worse	5	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6	6

#### ASK ALL: SHOW CARD 'A'

Q.20 Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects?

ONE ANSWER PER COLUMN

	Town Centre environment	Cleanliness	Car parking provision	Car parking prices	Accessibility by bus	Accessibility by train	Public information/ signposts / public facilities
	(26)	(27)	(28)	(29)	(30)	(31)	(32)
Much better	1	1	1	1	1	1	1
Better	2	2	2	2	2	2	2
About the same	3	3	3	3	3	3	3
Worse	4	4	4	4	4	4	4
Much worse	5	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6	6

### ASK ALL: SHOW CARD 'A'

Q.21 Comparing Blackpool town centre with other surrounding centres, how does it compare on the following aspects?

ONE ANSWER PER COLUMN

1	Entertainment/ facilities / hotels	Tourist safety	Day time night safety	Evening /	Layout art	Public events performances
	(33)	(34)	(35)	(36)	(37)	(38)
Much better	1	1	1	1	1	1
Better	2	2	2	2	2	2
About the same	3	3	3	3	3	<u>3</u>
Worse	4	4	4	4	4	4
Much worse	5	5	5	5	5	5
(Don't know)	6	6	6	6	6	6

ASK ALL:
What type of shops or services would you like to see more of in Blackpool?

DO NOT PROMPT. CAN BE MULTI-CODED. What others? Q.22

CAN BE WILLIT-CODED. What oulcis:	
	(39)
Banks	1
Better leisure facility provision	2
Better retail provision for children and babies	3
Book shop	4
Building society	5
Click and collect facilities	6
Clothing stores	7
Department stores / retailers	8
Drinking establishments	9
Electrical goods	A
Footwear stores	В
High Street names	C
Household goods stores	D
Independent / specialist shops	E
Large supermarkets	F
Larger sizes clothing store	G
Indoor market stalls	Н
Street market stalls	I
Pharmacies	J
Public amenities	K
Restaurants / cafes	L
Solicitors	M
Specialist food stores	N
Sports shop	O
Other (PLEASE WRITE IN)	P
None mentioned	Q

Q.23 ASK ALL:
What type of leisure facilities would you like to see more of in Blackpool?
DO NOT PROMPT. CAN BE MULTI-CODED. What others?

CAN BE MULTI-CODED. What onlers?	
	(40)
Art galleries	1
Bingo	2
Bowling alley	<u>3</u>
Children's activity centre	4
Cinema	5
Civic Hall / Civic spaces	6
Entertainment / activities for young people	7
Go-karting	8
Health and fitness	9
Hotels	A
Ice rink	В
Museums	<u>C</u>
Parks / gardens	D
Restaurants / cafes	E
Sports pitches	F G
Swimming pool	G
Other (PLEASE WRITE IN)	Н
None mentioned	I
(Don't know)	J

#### ASK ALL:

What measures do you think would improve Blackpool and make it more attractive? DO NOT PROMPT. CAN BE MULTI-CODED. What else? Q.24

	(41)
Amenities/ Shops	
Ban skateboarding, biking etc.	1
Better food store provision	2
Click and collect facilities	3
Fewer low quality shops (take-away, pound shops, vape shop)	4
Fill the empty shops	5
Improve the quality of the shops	6
Improve market provision	7
Increased choice / range of shops	8
More national multiples / retailers	9
More non-food stores	A
More organised events e.g. street markets	В
More speciality shops	C
Shopping Environment	
Expansion of the centre	D
Give it a general face lift (Flowers, painting etc.)	E
Greater promotion / marketing of the centre	F
Interactive information points	G
Improved cleanliness	Н
Improved cultural facilities	I
Improved security / CCTV	J
Improved signage / information	K
Improved street paving/public realm/green infrastructure	L
Increased office development	M
More cultural facilities	N
More entertainment / leisure facilities	O
More evening activities	P
More food and beverage facilities (pubs / restaurants)	Q
More tourist facilities	R
Improved public toilet provision	S
Parking/ Public transport/ traffic	
Accessibility by private car	T
Cheaper parking	U
Flexible parking (Long/ Short stay parking)	V
Improved bus services	W
Improved train services / a railway station	X
More parking	Y
Pay on exit parking	Z
Real time traffic or public transport information	a
Reduce traffic congestion	b
Other (PLEASE WRITE IN)	c
None mentioned	d
(Don't know)	e
,	

Q.25 ASK ALL:
What do you think are the biggest weaknesses of Blackpool?
DO NOT PROMPT. CAN BE MULTI-CODED.. What else?

First time today

(Don't know / varies)

Never

	DO NOT PROMPT. CAN BE MULTI-CODED What else?	(40)	
		(42)	
	Accessibility by cycling and by foot	1	
	Accessibility by private car	2	
	Accessibility by bus	3	
	Accessibility bus train	4	
	Anti-social behaviour	5	
	Availability of car parking	6	
	Choice / range of non-food shops	7	
	Empty shops	8	
	Lack of cultural facilities	9	
	Lack of foodstore provision	A	
	Lack of leisure facilities	В	
	Lack of market facilities	<u>C</u>	
	Lack of non-retail provision (e.g. banks, estate agents etc)	D	
	Lack of public amenities	E	
	Poor marketing of the town	<u>F</u>	
	Price of car parking	G	
	Public information / events	Н	
	Quantity of takeaways / charity shops	n I	
	Range food and beverage facilities (pubs / restaurants)	<u>I</u>	
	Range of specialist / independent retailers	K	
	Security / safety	<u>L</u>	
	Tourism facilities	M	
	Town centre environment	N	
	Type / quality of retail provisions	<u>O</u>	
	Other (PLEASE WRITE IN)	P	
		0	
	None mentioned	Q	
	(Don't know)	R	
	ASK ALL:		
Q.26	Do you intend to visit Abingdon Street market during your trip to the centre today?		
	DO NOT PROMPT. ONE ANSWER ONLY		
		(43)	
	Yes	1	
	No	2	
	(Don't know / haven't decided yet)	3	
	ASK ALL:		
Q.27	How often do you visit -Abingdon Street market?		
Q.21	DO NOT PROMPT. ONE ANSWER ONLY		
	DO NOT I KOWII 1. ONE AINS WER ONL I	(44)	
	Deile		
	Daily	1	
	Once a week or more	2	
	Less than once a week	3	
	Less than once a fortnight	4	
	Less than once a month	5	

ASK ALL:

Q.28 What one thing do you particularly **like** about the **Abingdon St Market**?

DO NOT PROMPT ONE ANSWER ONLY
ASK ALL:

Q.29 What else do you particularly like about the Abingdon St Market?

DO NOT PROMPT CAN BE MULTI-CODED What else?	O.30 Main	O.31 Other
	(45)	(46)
All on one level	1	1
Availability of local produce	2	2
Compact / easy to get around	3	3
Ease of parking	4	4
Easy to get to	5	5
Everything	6	
Freshness of food	7	<u>6</u> 7
Friendly atmosphere	8	8
Good service	9	9
Not too many children	A	A
Other (PLEASE WRITE IN)	В	В
Presence of on-site security	C	C
Proximity of bus station	D	D
Quality of food	E	E
Quality of non-food items	F	F
Range of food	G	G
Range of independent food stores	Н	H
Range of Independent non-food stores	I	I
Range of non-food items	J	J
Specialist ethnic goods	K	K
The café	L	<u>L</u>
The day of the week the market is held	M	M
The opportunity to support local businesses	N	N
The variety	O	O
Traditional values	P	<u>P</u>
Value for money	Q	Q
Other (PLEASE WRITE IN)	R	R
Nothing	S	S
(Don't know)	T	T

ASK ALL:

Q.30 What one thing do you particularly **dislike** about the **Abingdon St Market**? DO NOT PROMPT ONE ANSWER ONLY

Q.31 What else do you particularly **dislike** about the **Abingdon St Market**?

DO NOT PROMPT CAN BE MULTI-CODED What else?

AN BE MULTI-CODED What else?	Q.34 Main	Q.35 Other
	(47)	(48)
Crime	1	1
Difficult to find particular stalls	2	2
Difficult to get around	3	3
Difficult to park nearby	4	4
Empty stalls / stalls closing down	5	5
Inability to pay by credit card	6	6
It is not covered	7	7
It is not heated	8	8
Lack of cleanliness	9	9
Litter	A	A
Not big enough	В	В
Not enough stalls	C	C
Poor accessibility	D	D
Poor facilities e.g. toilets, seating	E	E
Poor quality environment	F	F
Poor quality of food	G	G
Poor quality of non-food items	H	H
Poor range of food	I	I
Poor service	J	J
Poor value for money	K	K
The café	L	L
Too many stalls selling the same goods	M	M
Too many young children	N	N
Too noisy	O	O
The day of the week the market is held	P	P
Other (PLEASE WRITE IN)	Q	Q
Nothing	R	R
(Don't know)	S	S

#### RESPONDENT DETAILS

FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE

INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS NAME: ADDRESS: POST CODE: CLASSIFICATION GENDER: (49)AGE GROUP: (50) Male 18 - 24 years 1 25 - 34 years 2 2 Female 35 <u>- 44 years</u> 3 45 - 54 years 4 55 - 64 years 5 65+ years 6 OCCUPATION: (51)AB 2 <u>C1</u> C2 3 DE 4 ETHNICITY: (52)DAY OF INTERVIEW: (53)White 1 Monday 1 2 2 Indian Tuesday Pakistani Wednesday 3 4 Thursday 4 Bangladeshi 5 5 Other Asian Friday Black Caribbean 6 Saturday 6 Black African 7 Other Black 8 TIME OF INTERVIEW (54) Chinese 9 09.00 - 12.001 Any other ethnic group 12.01 - 14.002 (PLEASE WRITE IN) 14.01 - 17.003 Mixed background В (Refused) C LOCATION Blackpool: (55)Junction of Bank Hey St. and Adelaide West 1 Entrance to Houndshill on Victoria St. 2 Junction of Bank Hey and Market St 3 Church St. around M&S and towards the Grand Theatre 4 Talbot Rd/Abingdon St. 5

DECLARATION:	I certify that the interview has been personally carried out by me w	ith the informa	ant and conducte	d within the N	MRS Code of
	Conduct. I further certify that the informant is not a friend or relative	of mine and I h	nave not interview	wed him / her	on any survey
	in the last six months.	(56)	(57)		
					1

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Interviewer's Signature: \_\_

\_\_DATE