Blackpool In Centre Visitor Survey
for
Nexus Planning

October 2024

Job Ref: 072L24

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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 15th and Tuesday 29th 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

Blackpool In Centre Survey
for Nexus Planning

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

Q01　How did you travel to Blackpool today?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	2.9%	2	0.0%	0	2.3%	2	4.1%	2	1.5%	1	3.6%	3
Tram	8.7%	13	3.7%	3	14.5%	10	0.0%	0	6.9%	6	14.3%	7	7.6%	5	8.4%	7
Train	6.7%	10	6.2%	5	7.2%	5	7.1%	1	9.2%	8	2.0%	1	9.1%	6	4.8%	4
Motorcycle, scooter or moped	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	3.0%	2	0.0%	0
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%	1
Bicycle	0.0%	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 park today?
Ask those who said 'By car / van' at Q01

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Hounds Hill Shopping Centre Car Park	27.3%	9	40.0%	8	7.7%	1	0.0%	0	38.1%	8	11.1%	1	30.0%	6	23.1%	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%	1
Central Surface Level Car Park	3.0%	1	0.0%	0	7.7%	1	0.0%	0	4.8%	1	0.0%	0	5.0%	1	0.0%	0
(Dropped off – didn't park)	45.5%	15	40.0%	8	53.8%	7	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	22.2%	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 difficulties obtaining a car parking space today?
Ask if car park mentioned at Q02

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Yes	13.3%	2	0.0%	0	40.0%	2	0.0%	0	8.3%	1	33.3%	1	20.0%	2	0.0%	0
No	86.7%	13	100.0%	10	60.0%	3	0.0%	0	91.7%	11	66.7%	2	80.0%	8	100.0%	5
Base:		15		10		5		0		12		3		10		5

Meanscore: [Time in minutes]

Q04　How long did your journey to Blackpool take?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
0-5 minutes	6.0%	9	3.7%	3	8.7%	6	7.1%	1	2.3%	2	12.2%	6	4.5%	3	7.2%	6
6-10 minutes	23.3%	35	25.9%	21	20.3%	14	21.4%	3	20.7%	18	28.6%	14	21.2%	14	24.1%	20
11-15 minutes	28.0%	42	25.9%	21	30.4%	21	28.6%	4	33.3%	29	18.4%	9	31.8%	21	25.3%	21
16-20 minutes	20.7%	31	24.7%	20	15.9%	11	28.6%	4	24.1%	21	12.2%	6	21.2%	14	20.5%	17
21-30 minutes	14.0%	21	14.8%	12	13.0%	9	7.1%	1	12.6%	11	18.4%	9	15.2%	10	13.3%	11
31-60 minutes	2.0%	3	0.0%	0	4.3%	3	7.1%	1	0.0%	0	4.1%	2	1.5%	1	2.4%	2
Over 60 minutes	6.0%	9	4.9%	4	7.2%	5	0.0%	0	6.9%	6	6.1%	3	4.5%	3	7.2%	6
(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 Blackpool directly from home, work or elsewhere?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Home	88.0%	132	91.4%	74	84.1%	58	100.0%	14	92.0%	80	77.6%	38	89.4%	59	88.0%	73
On holiday	10.0%	15	8.6%	7	11.6%	8	0.0%	0	8.0%	7	16.3%	8	7.6%	5	12.0%	10
Work	1.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	4.1%	2	3.0%	2	0.0%	0
(Refused)	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Base:		150		81		69		14		87		49		66		83

Q06　In terms of your visit to Blackpool do you live in Blackpool, work in Blackpool or are you a visitor to the area? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	27.2%	22	24.6%	17	64.3%	9	28.7%	25	10.2%	5	33.3%	22	20.5%	17
Visitor to Blackpool (live elsewhere on the Fylde Coast)	14.7%	22	14.8%	12	14.5%	10	7.1%	1	19.5%	17	8.2%	4	18.2%	12	12.0%	10
Visitor to Blackpool (live outside of the Fylde Coast)	21.3%	32	21.0%	17	21.7%	15	7.1%	1	20.7%	18	26.5%	13	24.2%	16	19.3%	16
Base:		150		81		69		14		87		49		66		83

Column %ges.

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

Q07 Why do you choose to shop / visit Blackpool? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Accessibility to Blackpool	40.7%	61	44.4%	36	36.2%	25	50.0%	7	56.3%	49	10.2%	5	45.5%	30	37.3%	31
Accessibility by public transport	38.0%	57	40.7%	33	34.8%	24	50.0%	7	46.0%	40	20.4%	10	40.9%	27	36.1%	30
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%	20
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
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	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%	11
Range of shops selling food goods	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	9.9%	8	14.5%	10	28.6%	4	13.8%	12	4.1%	2	19.7%	13	6.0%	5
Range of independent / specialist shops	12.0%	18	12.3%	10	11.6%	8	7.1%	1	12.6%	11	12.2%	6	12.1%	8	12.0%	10
Choice of shops selling non-food goods	10.7%	16	9.9%	8	11.6%	8	7.1%	1	10.3%	9	12.2%	6	6.1%	4	13.3%	11
Choice of High Street retailers	9.3%	14	8.6%	7	10.1%	7	7.1%	1	8.0%	7	12.2%	6	6.1%	4	12.0%	10
Public information, signposts, public facilities	6.7%	10	6.2%	5	7.2%	5	0.0%	0	8.0%	7	6.1%	3	7.6%	5	6.0%	5
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
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. banks / financial services)	1.3%	2	1.2%	1	1.4%	1	0.0%	0	0.0%	0	4.1%	2	1.5%	1	1.2%	1
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%	7
Base:		150		81		69		14		87		49		66		83

Column %ges.

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

Q08 What is the main reason why you are in Blackpool today?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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, 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
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%	1	0.0%	0	1.5%	1	0.0%	0
Other Amusement Arcades	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
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
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
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
(No reason / no other reason)	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
Base:		150		81		69		14		87		49		66		83

Column %ges.

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

Q09   What else do you intend to do whilst in Blackpool today? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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
Promenade	18.8%	28	18.8%	15	18.8%	13	14.3%	2	29.1%	25	2.0%	1	16.9%	11	20.5%	17
Central Pier	16.1%	24	11.3%	9	21.7%	15	21.4%	3	17.4%	15	12.2%	6	15.4%	10	16.9%	14
Café / restaurant / pub (food and beverage)	14.1%	21	12.5%	10	15.9%	11	14.3%	2	14.0%	12	14.3%	7	13.8%	9	14.5%	12
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
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
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
Beach	9.4%	14	8.8%	7	10.1%	7	7.1%	1	11.6%	10	6.1%	3	7.7%	5	10.8%	9
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
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
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
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 Tower	4.0%	6	3.8%	3	4.3%	3	0.0%	0	5.8%	5	2.0%	1	4.6%	3	3.6%	3
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
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
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
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 general	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%	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	3.1%	2	0.0%	0
Bank / building society / Post Office	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	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
Work / school / college	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	3.1%	2	0.0%	0
Showtown Museum	1.3%	2	0.0%	0	2.9%	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	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
Services (e.g. hairdressers, launderette)	0.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
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	1.2%	1
Food and grocery shopping at: Iceland, Topping Street, Blackpool, FY1 3AX	0.7%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.5%	1	0.0%	0
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
Base:		149		80		69		14		86		49		65		83

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

Q09X All activities carried out in Blackpool today (Any mention)

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Browsing	36.7%	55	35.8%	29	37.7%	26	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	16.0%	13	24.6%	17	21.4%	3	19.5%	17	20.4%	10	22.7%	15	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	3.4%	3	8.2%	4	1.5%	1	8.4%	7
Blackpool Tower	4.7%	7	3.7%	3	5.8%	4	0.0%	0	6.9%	6	2.0%	1	4.5%	3	4.8%	4
Blackpool Illuminations	4.7%	7	2.5%	2	7.2%	5	0.0%	0	6.9%	6	2.0%	1	6.1%	4	3.6%	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%	2	0.0%	0	2.9%	2	0.0%	0	1.1%	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	1.1%	1	2.0%	1	0.0%	0	2.4%	2
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 3AX	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1
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

Column %ges.

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

Meanscore: [Time in minutes]

Q10   How long do you think you will stay in Blackpool today?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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:	*182.32*		*174.44*		*191.69*		*174.64*		*192.93*		*165.31*		*201.00*		*169.34*	
Base:	150		81		69		14		87		49		66		83	

Q11   Will you undertake your main food and grocery shop, whilst in Blackpool today?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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: [Number of times per week]

Q12   How frequently do you visit Blackpool for your main food and grocery shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	23.2%	16	28.6%	4	24.1%	21	22.4%	11	24.2%	16	24.1%	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%	2	1.2%	1	1.4%	1	7.1%	1	0.0%	0	2.0%	1	1.5%	1	1.2%	1
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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:	*0.47*		*0.52*		*0.42*		*0.44*		*0.44*		*0.54*		*0.51*		*0.46*	
Base:	150		81		69		14		87		49		66		83	

Meanscore: [Number of times per week]

Q13   How frequently do you visit Blackpool town centre for non-food shopping?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	46.0%	69	51.9%	42	39.1%	27	64.3%	9	56.3%	49	22.4%	11	53.0%	35	41.0%	34
Once a month	14.0%	21	12.3%	10	15.9%	11	7.1%	1	14.9%	13	14.3%	7	18.2%	12	9.6%	8
Less than once a month	11.3%	17	11.1%	9	11.6%	8	0.0%	0	11.5%	10	14.3%	7	10.6%	7	12.0%	10
First time today	1.3%	2	1.2%	1	1.4%	1	0.0%	0	2.3%	2	0.0%	0	1.5%	1	1.2%	1
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:	*0.61*		*0.60*		*0.63*		*0.63*		*0.45*		*0.94*		*0.53*		*0.69*	
Base:	150		81		69		14		87		49		66		83	

Column %ges.

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

Meanscore: [£]

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	12.7%	19	14.8%	12	10.1%	7	14.3%	2	6.9%	6	22.4%	11	9.1%	6	15.7%	13
Up 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
£5.01-£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
£10.01-£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
£15.01-£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
£20.01-£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
£25.01-£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
£50.01-£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
£75.01-£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
More than £100	4.0%	6	1.2%	1	7.2%	5	7.2%	5	5.7%	5	2.0%	1	6.1%	4	2.4%	2
(Don'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
(Refused)	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:	*22.11*		*18.01*		*26.94*		*16.67*		*25.67*		*17.39*		*23.86*		*20.73*	
Base:	150		81		69		14		87		49		66		83	

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?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Daily	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
Once a week or more	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Less than once a week	1.3%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	4.1%	2	1.5%	1	1.2%	1
Less than once a fortnight	6.0%	9	8.6%	7	2.9%	2	0.0%	0	9.2%	8	2.0%	1	6.1%	4	6.0%	5
Less than once a month	23.3%	35	21.0%	17	26.1%	18	42.9%	6	24.1%	21	16.3%	8	22.7%	15	24.1%	20
Never	57.3%	86	58.0%	47	56.5%	39	57.1%	8	55.2%	48	61.2%	30	57.6%	38	56.6%	47
(Don't know / varies)	10.7%	16	9.9%	8	11.6%	8	0.0%	0	9.2%	8	16.3%	8	10.6%	7	10.8%	9
Mean:	*0.21*		*0.26*		*0.14*		*0.13*		*0.26*		*0.12*		*0.25*		*0.18*	
Base:	150		81		69		14		87		49		66		83	

Q16　What is the main reason you visit Blackpool town centre in the evening?
Ask those who visit in the evening at Q15

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Eat in a café	26.6%	17	32.4%	11	20.0%	6	50.0%	3	30.8%	12	10.5%	2	25.0%	7	27.8%	10
Visit the Illuminations	23.4%	15	20.6%	7	26.7%	8	16.7%	1	28.2%	11	15.8%	3	17.9%	5	27.8%	10
Eat in a restaurant	15.6%	10	14.7%	5	16.7%	5	33.3%	2	12.8%	5	15.8%	3	25.0%	7	8.3%	3
Go to a concert / gig / theatre	12.5%	8	2.9%	1	23.3%	7	0.0%	0	7.7%	3	26.3%	5	14.3%	4	11.1%	4
Visit a pub	7.8%	5	8.8%	3	6.7%	2	0.0%	0	2.6%	1	21.1%	4	0.0%	0	13.9%	5
Go to the cinema	4.7%	3	5.9%	2	3.3%	1	0.0%	0	5.1%	2	5.3%	1	7.1%	2	2.8%	1
Visit a bar	3.1%	2	5.9%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	5.6%	2
Evening Food and grocery shopping	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.6%	1	0.0%	0
Work / School / College	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.8%	1
Go to the gym	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.6%	1	0.0%	0
(No reason / no other reason)	1.6%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	5.3%	1	3.6%	1	0.0%	0
Base:	64		34		30		6		39		19		28		36	

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Visit the Illuminations	35.9%	23	35.3%	12	36.7%	11	66.7%	4	38.5%	15	21.1%	4	42.9%	12	30.6%	11
Eat in a restaurant	21.9%	14	32.4%	11	10.0%	3	33.3%	2	25.6%	10	10.5%	2	25.0%	7	19.4%	7
Eat in a café	17.2%	11	23.5%	8	10.0%	3	16.7%	1	23.1%	9	5.3%	1	14.3%	4	19.4%	7
Go to the cinema	17.2%	11	23.5%	8	10.0%	3	33.3%	2	15.4%	6	15.8%	3	25.0%	7	11.1%	4
Go to a concert / gig / theatre	12.5%	8	11.8%	4	13.3%	4	16.7%	1	7.7%	3	21.1%	4	10.7%	3	13.9%	5
Visit a pub	10.9%	7	8.8%	3	13.3%	4	0.0%	0	15.4%	6	5.3%	1	14.3%	4	8.3%	3
Visit a bar	4.7%	3	2.9%	1	6.7%	2	0.0%	0	7.7%	3	0.0%	0	0.0%	0	8.3%	3
Go to the gym	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.8%	1
(No reason / no other reason)	20.3%	13	14.7%	5	26.7%	8	0.0%	0	10.3%	4	47.4%	9	17.9%	5	22.2%	8
Base:	64		34		30		6		39		19		28		36	

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

Q17X All activities carried out in Blackpool town centre in the evening (Any mention)
Ask those who visit in the evening at Q15

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Visit the Illuminations	59.4%	38	55.9%	19	63.3%	19	83.3%	5	66.7%	26	36.8%	7	60.7%	17	58.3%	21
Eat in a café	43.8%	28	55.9%	19	30.0%	9	66.7%	4	53.8%	21	15.8%	3	39.3%	11	47.2%	17
Eat in a restaurant	37.5%	24	47.1%	16	26.7%	8	66.7%	4	38.5%	15	26.3%	5	50.0%	14	27.8%	10
Go to a concert / gig / theatre	25.0%	16	14.7%	5	36.7%	11	16.7%	1	15.4%	6	47.4%	9	25.0%	7	25.0%	9
Go 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
Visit 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
Visit 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
Go to the gym	3.1%	2	5.9%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	3.6%	1	2.8%	1
Work / School / College	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	2.8%	1
Evening Food and grocery shopping	1.6%	1	2.9%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.6%	1	0.0%	0
Base:		64		34		30		6		39		19		28		36

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Up 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
1 to 2 hours	54.7%	35	61.8%	21	46.7%	14	83.3%	5	59.0%	23	36.8%	7	42.9%	12	63.9%	23
2 to 4 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
Over 4 hours	1.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.8%	1
(Don'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
Mean:	127.12		123.64		131.54		105.00		125.53		140.00		136.80		120.00	
Base:		64		34		30		6		39		19		28		36

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Much 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
Better	22.0%	33	22.2%	18	21.7%	15	28.6%	4	24.1%	21	16.3%	8	19.7%	13	24.1%	20
About 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
Worse	10.0%	15	9.9%	8	10.1%	7	7.1%	1	4.6%	4	20.4%	10	12.1%	8	8.4%	7
Much 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	
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]

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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
Better	20.7%	31	23.5%	19	17.4%	12	35.7%	5	21.8%	19	14.3%	7	19.7%	13	21.7%	18
About 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
Worse	6.7%	10	7.4%	6	5.8%	4	0.0%	0	3.4%	3	14.3%	7	7.6%	5	6.0%	5
Much 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
Mean:	0.12		0.17		0.06		0.25		0.20		-0.04		0.13		0.09	
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]

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	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
Worse	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	
Base:		150		81		69		14		87		49		66		83

Column %ges.

Blackpool In Centre Survey
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	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

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Much better	12.7%	19	8.6%	7	17.4%	12	7.1%	1	14.9%	13	10.2%	5	13.6%	9	10.8%	9
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

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

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

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

Column %ges.

	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]

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	4.7%	7	4.9%	4	4.3%	3	0.0%	0	2.3%	2	10.2%	5	4.5%	3	4.8%	4
Much worse	2.0%	3	1.2%	1	2.9%	2	0.0%	0	1.1%	1	4.1%	2	3.0%	2	1.2%	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
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 [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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	59.3%	89	53.1%	43	66.7%	46	50.0%	7	55.2%	48	69.4%	34	50.0%	33	67.5%	56
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 [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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	32.1%	26	23.2%	16	50.0%	7	34.5%	30	10.2%	5	34.8%	23	22.9%	19
Much worse	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
(Don't know)	59.3%	89	54.3%	44	65.2%	45	50.0%	7	55.2%	48	69.4%	34	50.0%	33	67.5%	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 [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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	60.0%	90	55.6%	45	65.2%	45	85.7%	12	59.8%	52	53.1%	26	56.1%	37	62.7%	52
About the same	7.3%	11	8.6%	7	5.8%	4	0.0%	0	10.3%	9	4.1%	2	7.6%	5	7.2%	6
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)	29.3%	44	34.6%	28	23.2%	16	14.3%	2	28.7%	25	34.7%	17	33.3%	22	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 [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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Much better	3.3%	5	2.5%	2	4.3%	3	0.0%	0	5.7%	5	0.0%	0	3.0%	2	3.6%	3
Better	28.7%	43	28.4%	23	29.0%	20	42.9%	6	28.7%	25	24.5%	12	36.4%	24	22.9%	19
About the same	30.7%	46	27.2%	22	34.8%	24	28.6%	4	34.5%	30	24.5%	12	28.8%	19	32.5%	27
Worse	1.3%	2	1.2%	1	1.4%	1	7.1%	1	0.0%	0	2.0%	1	1.5%	1	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	21.4%	3	31.0%	27	49.0%	24	30.3%	20	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	

	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]

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

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

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

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

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

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

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

	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]

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	39.3%	59	32.1%	26	47.8%	33	42.9%	6	43.7%	38	30.6%	15	36.4%	24	41.0%	34
About the same	56.0%	84	63.0%	51	47.8%	33	50.0%	7	54.0%	47	61.2%	30	60.6%	40	53.0%	44
Worse	4.0%	6	3.7%	3	4.3%	3	7.1%	1	1.1%	1	8.2%	4	3.0%	2	4.8%	4
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)	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Mean:		0.36		0.29		0.43		0.36		0.43		0.22		0.33		0.37
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]

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Much 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
Better	40.0%	60	38.3%	31	42.0%	29	21.4%	3	47.1%	41	32.7%	16	36.4%	24	42.2%	35
About the same	56.0%	84	58.0%	47	53.6%	37	78.6%	11	49.4%	43	61.2%	30	59.1%	39	54.2%	45
Worse	1.3%	2	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	3.0%	2	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	1.1%	1	2.0%	1	1.5%	1	1.2%	1
Mean:		0.42		0.40		0.44		0.21		0.49		0.35		0.34		0.48
Base:		150		81		69		14		87		49		66		83

Q22 What type of shops or services would you like to see more of in Blackpool? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Banks	29.3%	44	32.1%	26	26.1%	18	28.6%	4	35.6%	31	18.4%	9	34.8%	23	25.3%	21
Clothing stores	21.3%	32	18.5%	15	24.6%	17	21.4%	3	20.7%	18	22.4%	11	21.2%	14	21.7%	18
High Street names	16.0%	24	16.0%	13	15.9%	11	14.3%	2	20.7%	18	8.2%	4	21.2%	14	12.0%	10
Indoor market stalls	14.7%	22	18.5%	15	10.1%	7	28.6%	4	16.1%	14	8.2%	4	21.2%	14	9.6%	8
Independent / specialist shops	13.3%	20	13.6%	11	13.0%	9	14.3%	2	13.8%	12	12.2%	6	12.1%	8	14.5%	12
Book shop	12.7%	19	13.6%	11	11.6%	8	28.6%	4	11.5%	10	10.2%	5	9.1%	6	15.7%	13
Department stores / retailers	12.7%	19	8.6%	7	17.4%	12	7.1%	1	12.6%	11	14.3%	7	10.6%	7	14.5%	12
Household goods stores	12.7%	19	14.8%	12	10.1%	7	14.3%	2	11.5%	10	14.3%	7	10.6%	7	14.5%	12
Footwear stores	12.7%	19	12.3%	10	13.0%	9	7.1%	1	14.9%	13	10.2%	5	7.6%	5	16.9%	14
Larger sizes clothing store	10.7%	16	6.2%	5	15.9%	11	7.1%	1	10.3%	9	12.2%	6	10.6%	7	10.8%	9
Click and collect facilities	10.0%	15	13.6%	11	5.8%	4	7.1%	1	12.6%	11	6.1%	3	13.6%	9	7.2%	6
Electrical goods	10.0%	15	6.2%	5	14.5%	10	21.4%	3	10.3%	9	6.1%	3	15.2%	10	6.0%	5
Public amenities	9.3%	14	8.6%	7	10.1%	7	7.1%	1	9.2%	8	10.2%	5	10.6%	7	8.4%	7
Street market stalls	6.7%	10	7.4%	6	5.8%	4	14.3%	2	6.9%	6	4.1%	2	9.1%	6	4.8%	4
Specialist food stores	3.3%	5	2.5%	2	4.3%	3	7.1%	1	2.3%	2	4.1%	2	4.5%	3	2.4%	2
Building society	3.3%	5	3.7%	3	2.9%	2	7.1%	1	4.6%	4	0.0%	0	3.0%	2	3.6%	3
Large supermarkets	3.3%	5	2.5%	2	4.3%	3	7.1%	1	2.3%	2	4.1%	2	0.0%	0	6.0%	5
Pharmacies	3.3%	5	2.5%	2	4.3%	3	0.0%	0	2.3%	2	6.1%	3	1.5%	1	4.8%	4
Restaurants / cafes	2.7%	4	2.5%	2	2.9%	2	14.3%	2	1.1%	1	2.0%	1	6.1%	4	0.0%	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%	0	3.0%	2	2.4%	2
Better leisure facility provision	1.3%	2	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	1.5%	1	1.2%	1
Solicitors	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 shop	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
None mentioned	22.0%	33	22.2%	18	21.7%	15	14.3%	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%	1	4.5%	3	1.2%	1
Base:		150		81		69		14		87		49		66		83

Column %ges.

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

Q23   What type of leisure facilities would you like to see more of in Blackpool? [MR]

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

Column %ges.

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

Q24　What measures do you think would improve Blackpool and make it more attractive? [MR]

	Total %	n	Male %	n	Female %	n	18 to 34 %	n	35 to 54 %	n	55+ %	n	ABC1 %	n	C2DE %	n
Fill the empty shops	70.7%	106	70.4%	57	71.0%	49	78.6%	11	80.5%	70	51.0%	25	78.8%	52	65.1%	54
Fewer low quality shops (take-away, pound shops, vape shop)	54.0%	81	53.1%	43	55.1%	38	71.4%	10	63.2%	55	32.7%	16	63.6%	42	47.0%	39
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 (Flowers, painting etc.)	42.7%	64	44.4%	36	40.6%	28	50.0%	7	49.4%	43	28.6%	14	53.0%	35	34.9%	29
Improved public toilet provision	40.0%	60	40.7%	33	39.1%	27	42.9%	6	50.6%	44	20.4%	10	47.0%	31	34.9%	29
Ban skateboarding, biking etc.	37.3%	56	38.3%	31	36.2%	25	28.6%	4	46.0%	40	24.5%	12	40.9%	27	34.9%	29
Click and collect facilities	20.7%	31	19.8%	16	21.7%	15	21.4%	3	26.4%	23	10.2%	5	21.2%	14	20.5%	17
More tourist facilities	16.7%	25	14.8%	12	18.8%	13	35.7%	5	20.7%	18	4.1%	2	22.7%	15	12.0%	10
Improve the quality of the shops	14.7%	22	12.3%	10	17.4%	12	14.3%	2	13.8%	12	16.3%	8	21.2%	14	9.6%	8
More organised events e.g. street markets	14.7%	22	13.6%	11	15.9%	11	14.3%	2	14.9%	13	14.3%	7	19.7%	13	10.8%	9
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	13.6%	11	11.6%	8	0.0%	0	16.1%	14	10.2%	5	10.6%	7	14.5%	12
Improve market provision	11.3%	17	11.1%	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	13.6%	11	4.3%	3	0.0%	0	10.3%	9	10.2%	5	13.6%	9	6.0%	5
Greater promotion / marketing of the centre	8.7%	13	7.4%	6	10.1%	7	28.6%	4	9.2%	8	2.0%	1	13.6%	9	4.8%	4
Improved signage / information	8.7%	13	9.9%	8	7.2%	5	21.4%	3	11.5%	10	0.0%	0	12.1%	8	6.0%	5
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 shops	6.0%	9	3.7%	3	8.7%	6	0.0%	0	6.9%	6	6.1%	3	4.5%	3	7.2%	6
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 / retailers	3.3%	5	3.7%	3	2.9%	2	7.1%	1	3.4%	3	2.0%	1	3.0%	2	3.6%	3
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 / restaurants)	2.7%	4	3.7%	3	1.4%	1	0.0%	0	2.3%	2	4.1%	2	3.0%	2	2.4%	2
More entertainment / leisure facilities	1.3%	2	1.2%	1	1.4%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.4%	2
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	18.4%	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

Column %ges.

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

Q25   What do you think are the biggest weaknesses of Blackpool? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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 / independent retailers	4.0%	6	2.5%	2	5.8%	4	7.1%	1	3.4%	3	4.1%	2	6.1%	4	2.4%	2
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 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 provisions	3.3%	5	2.5%	2	4.3%	3	0.0%	0	4.6%	4	2.0%	1	1.5%	1	4.8%	4
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	1.3%	2	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	0.0%	0	2.4%	2
Range food and beverage facilities (pubs / restaurants)	1.3%	2	0.0%	0	2.9%	2	0.0%	0	1.1%	1	2.0%	1	1.5%	1	1.2%	1
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	12.7%	19	11.1%	9	14.5%	10	0.0%	0	5.7%	5	28.6%	14	9.1%	6	15.7%	13
(Don't know)	2.0%	3	3.7%	3	0.0%	0	0.0%	0	3.4%	3	0.0%	0	1.5%	1	2.4%	2
Base:		150		81		69		14		87		49		66		83

Q26   Do you intend to visit Abingdon Street market during your trip to the centre today?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	84.7%	127	88.9%	72	79.7%	55	78.6%	11	85.1%	74	85.7%	42	89.4%	59	80.7%	67
(Don't know / haven't decided yet)	2.7%	4	3.7%	3	1.4%	1	0.0%	0	4.6%	4	0.0%	0	0.0%	0	4.8%	4
Base:		150		81		69		14		87		49		66		83

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)

Q27   How often do you visit Abingdon Street market?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	1.3%	2	2.5%	2	0.0%	0	0.0%	0	1.1%	1	2.0%	1	1.5%	1	1.2%	1
Less than once a week	3.3%	5	2.5%	2	4.3%	3	7.1%	1	3.4%	3	2.0%	1	4.5%	3	2.4%	2
Less than once a fortnight	12.0%	18	13.6%	11	10.1%	7	21.4%	3	14.9%	13	4.1%	2	10.6%	7	13.3%	11
Less than once a month	24.0%	36	21.0%	17	27.5%	19	28.6%	4	25.3%	22	20.4%	10	22.7%	15	24.1%	20
Never	54.7%	82	58.0%	47	50.7%	35	42.9%	6	54.0%	47	59.2%	29	56.1%	37	54.2%	45
(Don't know / varies)	4.7%	7	2.5%	2	7.2%	5	0.0%	0	1.1%	1	12.2%	6	4.5%	3	4.8%	4
Mean:		0.22		0.25		0.19		0.26		0.23		0.20		0.23		0.22
Base:		150		81		69		14		87		49		66		83

Q28   What one thing do you particularly like about the Abingdon St Market?

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Nothing	45.3%	68	43.2%	35	47.8%	33	28.6%	4	39.1%	34	61.2%	30	48.5%	32	43.4%	36
All on one level	26.0%	39	24.7%	20	27.5%	19	42.9%	6	29.9%	26	14.3%	7	24.2%	16	27.7%	23
Easy to get to	3.3%	5	4.9%	4	1.4%	1	0.0%	0	3.4%	3	4.1%	2	4.5%	3	2.4%	2
Friendly atmosphere	2.7%	4	3.7%	3	1.4%	1	0.0%	0	3.4%	3	2.0%	1	3.0%	2	2.4%	2
Freshness of food	2.0%	3	1.2%	1	2.9%	2	7.1%	1	1.1%	1	2.0%	1	3.0%	2	1.2%	1
Compact / easy to get around	2.0%	3	1.2%	1	2.9%	2	0.0%	0	3.4%	3	0.0%	0	0.0%	0	3.6%	3
Good service	1.3%	2	2.5%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.4%	2
The café	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
Availability of local produce	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
(Don't know)	16.0%	24	17.3%	14	14.5%	10	21.4%	3	16.1%	14	14.3%	7	13.6%	9	16.9%	14
Base:		150		81		69		14		87		49		66		83

Column %ges.

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

Q29   What else do you particularly like about the Abingdon St Market? [MR]

	Total %	N	Male %	N	Female %	N	18 to 34 %	N	35 to 54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
Friendly atmosphere	74.1%	43	59.4%	19	92.3%	24	85.7%	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%	21	37.5%	12	34.6%	9	57.1%	4	28.2%	11	50.0%	6	44.0%	11	30.3%	10
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
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%	6
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%	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
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)	3.4%	2	6.3%	2	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	6.1%	2
Base:		58		32		26		7		39		12		25		33

Q29X All likes for Abingdon St Market (Any mention)

	Total %	N	Male %	N	Female %	N	18 to 34 %	N	35 to 54 %	N	55+ %	N	ABC1 %	N	C2DE %	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	85.7%	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	57.1%	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	12.1%	7	15.6%	5	7.7%	2	0.0%	0	17.9%	7	0.0%	0	16.0%	4	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
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
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
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
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
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%	0
Base:		58		32		26		7		39		12		25		33

Q30   What one thing do you particularly dislike about the Abingdon St Market?

	Total %	N	Male %	N	Female %	N	18 to 34 %	N	35 to 54 %	N	55+ %	N	ABC1 %	N	C2DE %	N
Nothing	22.0%	33	25.9%	21	17.4%	12	42.9%	6	21.8%	19	16.3%	8	18.2%	12	24.1%	20
Empty stalls / stalls closing down	6.7%	10	8.6%	7	4.3%	3	0.0%	0	8.0%	7	6.1%	3	9.1%	6	4.8%	4
Poor value for money	6.0%	9	4.9%	4	7.2%	5	14.3%	2	6.9%	6	2.0%	1	7.6%	5	4.8%	4
Not big enough	5.3%	8	3.7%	3	7.2%	5	7.1%	1	6.9%	6	2.0%	1	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%	0
Difficult to park nearby	0.7%	1	1.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1
Poor quality of non-food items	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)	49.3%	74	46.9%	38	52.2%	36	28.6%	4	43.7%	38	65.3%	32	53.0%	35	47.0%	39
Base:		150		81		69		14		87		49		66		83

Column %ges.

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

Q31   What else do you particularly dislike about the Abingdon St Market? [MR]

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Poor value for money	39.5%	17	40.9%	9	38.1%	8	25.0%	1	43.3%	13	33.3%	3	36.8%	7	41.7%	10
Not enough stalls	32.6%	14	22.7%	5	42.9%	9	25.0%	1	36.7%	11	22.2%	2	36.8%	7	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
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	13.3%	4	11.1%	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 Abingdon St Market (Any mention)

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	2.3%	1	4.5%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	5.3%	1	0.0%	0
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
Base:		43		22		21		4		30		9		19		24

GEN   Gender of respondent

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	57.1%	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 Grouping

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
AB	10.0%	15	8.6%	7	11.6%	8	7.1%	1	12.6%	11	6.1%	3	22.7%	15	0.0%	0
C1	34.0%	51	34.6%	28	33.3%	23	57.1%	8	34.5%	30	26.5%	13	77.3%	51	0.0%	0
C2	32.0%	48	32.1%	26	31.9%	22	14.3%	2	33.3%	29	34.7%	17	0.0%	0	57.8%	48
DE	23.3%	35	24.7%	20	21.7%	15	21.4%	3	19.5%	17	30.6%	15	0.0%	0	42.2%	35
(Refused)	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Base:		150		81		69		14		87		49		66		83

Column %ges.

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

LOC Location of interview

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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
Monday	16.7%	25	14.8%	12	18.8%	13	7.1%	1	18.4%	16	16.3%	8	19.7%	13	14.5%	12
Tuesday	16.7%	25	16.0%	13	17.4%	12	14.3%	2	19.5%	17	12.2%	6	13.6%	9	19.3%	16
Wednesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	16.7%	25	17.3%	14	15.9%	11	21.4%	3	14.9%	13	18.4%	9	13.6%	9	19.3%	16
Friday	33.3%	50	34.6%	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

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	35.8%	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

Column %ges.

Blackpool In Centre Survey
for Nexus Planning

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

PC   Postcode Sector

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE	
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	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
CA2 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
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	2.3%	2	6.1%	3	3.0%	2	2.4%	2
FY2 0	4.0%	6	3.7%	3	4.3%	3	14.3%	2	2.3%	2	4.1%	2	4.5%	3	3.6%	3
FY2 9	4.7%	7	7.4%	6	1.4%	1	7.1%	1	5.7%	5	2.0%	1	4.5%	3	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	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 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
FY5 2	2.0%	3	3.7%	3	0.0%	0	0.0%	0	2.3%	2	2.0%	1	1.5%	1	2.4%	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	1.3%	2	1.2%	1	1.4%	1	0.0%	0	1.1%	1	2.0%	1	1.5%	1	1.2%	1
FY8 3	2.7%	4	2.5%	2	2.9%	2	7.1%	1	3.4%	3	0.0%	0	4.5%	3	1.2%	1
FY8 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
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	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
PR3 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
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	0.7%	1	0.0%	0	1.4%	1	0.0%	0	1.1%	1	0.0%	0	1.5%	1	0.0%	0
WF17 8	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.2%	1
WN2 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
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%	0	1.4%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1	0.0%	0
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

Column %ges.

Appendix 2:

Data Tabulations

By Q06

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

Q01   How did you travel to Blackpool today?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
Car / van (as driver)	12.0%	18	3.2%	3	10.3%	4	36.4%	8	21.9%	7
Car / van (as passenger)	10.0%	15	7.5%	7	10.3%	4	18.2%	4	6.3%	2
Bus,	20.0%	30	26.9%	25	28.2%	11	13.6%	3	6.3%	2
Coach	2.7%	4	0.0%	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	6.7%	10	0.0%	0	2.6%	1	4.5%	1	28.1%	9
Motorcycle, scooter or moped	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
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 park today?
Ask those who said 'By car / van' at Q01

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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	0.0%	0	16.7%	2	0.0%	0
Lonsdale Road Car Park	3.0%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0
Central Surface Level Car Park	3.0%	1	0.0%	0	12.5%	1	8.3%	1	0.0%	0
(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)	9.1%	3	0.0%	0	12.5%	1	8.3%	1	22.2%	2
(Don't know – Car park)	6.1%	2	0.0%	0	0.0%	0	8.3%	1	11.1%	1
Base:		33		10		8		12		9

Q03   Did you have any difficulties obtaining a car parking space today?
Ask if car park mentioned at Q02

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
Yes	13.3%	2	0.0%	0	0.0%	0	14.3%	1	20.0%	1
No	86.7%	13	100.0%	3	100.0%	3	85.7%	6	80.0%	4
Base:		15		3		3		7		5

Meanscore: [Time in minutes]

Q04   How long did your journey to Blackpool take?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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	28.0%	42	34.4%	32	25.6%	10	27.3%	6	12.5%	4
16-20 minutes	20.7%	31	25.8%	24	33.3%	13	27.3%	6	3.1%	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	0.0%	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 Blackpool directly from home, work or elsewhere?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
Home	88.0%	132	95.7%	89	92.3%	36	100.0%	22	59.4%	19
On holiday	10.0%	15	1.1%	1	2.6%	1	0.0%	0	40.6%	13
Work	1.3%	2	2.2%	2	5.1%	2	0.0%	0	0.0%	0
(Refused)	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
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: Visitor to Blackpool (live outside of the Fylde Coast)	

Q06   In terms of your visit to Blackpool do you live in Blackpool, work in Blackpool or are you a visitor to the area? [MR]

	Total									
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%	29	100.0%	39	27.3%	6	3.1%	1
Visitor to Blackpool (live elsewhere on the Fylde Coast)	14.7%	22	0.0%	0	15.4%	6	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 choose to shop / visit Blackpool? [MR]

	Total									
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	41.9%	39	48.7%	19	50.0%	11	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	30.8%	12	22.7%	5	9.4%	3
Safety (during the day)	21.3%	32	21.5%	20	28.2%	11	27.3%	6	15.6%	5
Provision of leisure services	19.3%	29	11.8%	11	10.3%	4	31.8%	7	31.3%	10
Close to friends / family	18.7%	28	21.5%	20	20.5%	8	31.8%	7	3.1%	1
Entertainment / events	17.3%	26	9.7%	9	12.8%	5	0.0%	0	46.9%	15
Cleanliness	14.0%	21	15.1%	14	17.9%	7	18.2%	4	9.4%	3
Range of shops selling food goods	12.7%	19	15.1%	14	7.7%	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	2.6%	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: Live in Blackpool		Q06: Work in Blackpool		Q06: Visitor to Blackpool (live elsewhere on the Fylde Coast)		Q06: Visitor to Blackpool (live outside of the Fylde Coast)	

Q08   What is the main reason why you are in Blackpool today?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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
Blackpool Illuminations	1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Performances	1.3%	2	1.1%	1	2.6%	1	0.0%	0	3.1%	1
Visit specialist shops	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Public offices	1.3%	2	1.1%	1	0.0%	0	4.5%	1	0.0%	0
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
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

Column %ges.

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: Visitor to Blackpool (live outside of the Fylde Coast)	

Q09   What else do you intend to do whilst in Blackpool today? [MR]

	Total		Q06: Live in Blackpool		Q06: Work in Blackpool		Q06: Visitor (Fylde)		Q06: Visitor (outside Fylde)	
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	10.3%	4	22.7%	5	3.2%	1
Beach	9.4%	14	5.4%	5	7.7%	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	7.7%	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%	7	5.4%	5	7.7%	3	4.5%	1	3.2%	1
Blackpool Tower	4.0%	6	1.1%	1	0.0%	0	0.0%	0	16.1%	5
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	7.7%	3	0.0%	0	0.0%	0
Non-food shopping in general	2.0%	3	2.2%	2	0.0%	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	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Services (e.g. hairdressers, launderette)	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
Blackpool Zoo	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Blackpool Tower Dungeon	0.7%	1	0.0%	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	2.6%	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

Column %ges.

NEMS market research

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

Q09X All activities carried out in Blackpool today (Any mention)

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
Browsing	36.7%	55	38.7%	36	28.2%	11	22.7%	5	40.6%	13
Social / leisure activities	21.3%	32	19.4%	18	5.1%	2	18.2%	4	31.3%	10
Café / restaurant / pub (food and beverage)	20.0%	30	14.0%	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	12.9%	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	9.3%	14	5.4%	5	7.7%	3	13.6%	3	18.8%	6
Winter Gardens	8.7%	13	5.4%	5	7.7%	3	13.6%	3	15.6%	5
Electrical goods shopping	8.0%	12	9.7%	9	7.7%	3	9.1%	2	3.1%	1
Chemist	6.0%	9	8.6%	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	1.1%	1	2.6%	1	0.0%	0	15.6%	5
Bank / building society / Post Office	4.7%	7	4.3%	4	5.1%	2	13.6%	3	0.0%	0
Sea Life Blackpool	4.0%	6	0.0%	0	0.0%	0	4.5%	1	15.6%	5
Non-food shopping in general	4.0%	6	5.4%	5	2.6%	1	0.0%	0	3.1%	1
Services (e.g. hairdressers, launderette)	3.3%	5	4.3%	4	5.1%	2	4.5%	1	0.0%	0
Abingdon Street Market	3.3%	5	5.4%	5	2.6%	1	0.0%	0	0.0%	0
Doctor / dentist	2.7%	4	3.2%	3	2.6%	1	4.5%	1	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	0.0%	0	4.5%	1	6.3%	2
Blackpool Tower Dungeon	1.3%	2	0.0%	0	0.0%	0	4.5%	1	3.1%	1
Madame Tussauds Blackpool	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	1
Other Amusement Arcades	1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	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	0.0%	0	2.6%	1	9.1%	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, Blackpool, FY4 4ES	0.7%	1	0.0%	0	2.6%	1	4.5%	1	0.0%	0
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

Column %ges.

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

Meanscore: [Time in minutes]

Q10   How long do you think you will stay in Blackpool today?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde)		Visitor (outside)	
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	0.0%	0
1hr 30 mins - 1hr 59 min	29.3%	44	38.7%	36	41.0%	16	18.2%	4	9.4%	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:	*182.32*		*136.14*		*196.92*		*204.55*		*291.09*	
Base:	150		93		39		22		32	

Q11   Will you undertake your main food and grocery shop, whilst in Blackpool today?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde)		Visitor (outside)	
Yes	18.0%	27	23.7%	22	28.2%	11	18.2%	4	0.0%	0
No	81.3%	122	75.3%	70	71.8%	28	81.8%	18	100.0%	32
(Don't know)	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:	150		93		39		22		32	

Meanscore: [Number of times per week]

Q12   How frequently do you visit Blackpool for your main food and grocery shopping?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde)		Visitor (outside)	
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	0.0%	0
Once a week	24.0%	36	35.5%	33	25.6%	10	13.6%	3	0.0%	0
Once a fortnight	20.7%	31	26.9%	25	25.6%	10	27.3%	6	0.0%	0
Once a month	10.0%	15	8.6%	8	12.8%	5	27.3%	6	0.0%	0
Less than once a month	1.3%	2	1.1%	1	2.6%	1	4.5%	1	0.0%	0
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	40.0%	60	21.5%	20	28.2%	11	27.3%	6	100.0%	32
(Don't know/varies)	0.0%	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: [Number of times per week]

Q13   How frequently do you visit Blackpool town centre for non-food shopping?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde)		Visitor (outside)	
Everyday	2.0%	3	3.2%	3	2.6%	1	0.0%	0	0.0%	0
2-3 times a week	2.7%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
Once a week	8.7%	13	11.8%	11	15.4%	6	0.0%	0	6.3%	2
Once a fortnight	46.0%	69	58.1%	54	61.5%	24	59.1%	13	6.3%	2
Once a month	14.0%	21	11.8%	11	15.4%	6	27.3%	6	6.3%	2
Less than once a month	11.3%	17	4.3%	4	0.0%	0	13.6%	3	31.3%	10
First time today	1.3%	2	1.1%	1	0.0%	0	0.0%	0	3.1%	1
Never	8.0%	12	5.4%	5	5.1%	2	0.0%	0	18.8%	6
(Don't know/varies)	6.0%	9	0.0%	0	0.0%	0	0.0%	0	28.1%	9
Mean:	*0.61*		*0.78*		*0.69*		*0.39*		*0.20*	
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: Visitor to Blackpool (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?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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:	*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?

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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	

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

Q17X All activities carried out in Blackpool town centre in the evening (Any mention)
Ask those who visit in the evening at Q15

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 shopping	1.6%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0
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:	*127.12*		*112.11*		*120.00*		*120.00*		*166.15*	
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

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

Column %ges.

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

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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde Coast)	
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

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

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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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	

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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
Much better	1.3%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Better	60.0%	90	57.0%	53	53.8%	21	63.6%	14	65.6%	21
About the same	34.0%	51	35.5%	33	41.0%	16	36.4%	8	28.1%	9
Worse	3.3%	5	5.4%	5	5.1%	2	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	0.0%	0	0.0%	0	0.0%	0	6.3%	2
Mean:	*0.60*		*0.56*		*0.49*		*0.64*		*0.70*	
Base:	150		93		39		22		32	

Column %ges.

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

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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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	

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

Q22 What type of shops or services would you like to see more of in Blackpool? [MR]

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
Banks	29.3%	44	32.3%	30	41.0%	16	50.0%	11	9.4%	3
Clothing stores	21.3%	32	25.8%	24	23.1%	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	15.4%	6	22.7%	5	3.1%	1
Household goods stores	12.7%	19	16.1%	15	12.8%	5	13.6%	3	3.1%	1
Footwear stores	12.7%	19	14.0%	13	12.8%	5	27.3%	6	0.0%	0
Larger sizes clothing store	10.7%	16	11.8%	11	12.8%	5	18.2%	4	0.0%	0
Click and collect facilities	10.0%	15	10.8%	10	7.7%	3	18.2%	4	3.1%	1
Electrical goods	10.0%	15	12.9%	12	12.8%	5	13.6%	3	0.0%	0
Public amenities	9.3%	14	9.7%	9	12.8%	5	18.2%	4	3.1%	1
Street market stalls	6.7%	10	8.6%	8	12.8%	5	9.1%	2	0.0%	0
Specialist food stores	3.3%	5	3.2%	3	7.7%	3	0.0%	0	3.1%	1
Building society	3.3%	5	3.2%	3	10.3%	4	9.1%	2	0.0%	0
Large supermarkets	3.3%	5	4.3%	4	7.7%	3	4.5%	1	0.0%	0
Pharmacies	3.3%	5	5.4%	5	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafes	2.7%	4	4.3%	4	5.1%	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	0.0%	0
Sports shop	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
None mentioned	22.0%	33	9.7%	9	5.1%	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 leisure facilities would you like to see more of in Blackpool? [MR]

	Total		Live in Blackpool		Work in Blackpool		Visitor (Fylde Coast)		Visitor (outside Fylde)	
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	25.8%	24	33.3%	13	45.5%	10	6.3%	2
Civic Hall / Civic spaces	19.3%	29	19.4%	18	25.6%	10	36.4%	8	9.4%	3
Swimming pool	13.3%	20	16.1%	15	17.9%	7	18.2%	4	3.1%	1
Children's activity centre	10.7%	16	14.0%	13	15.4%	6	9.1%	2	3.1%	1
Entertainment / activities for young people	10.7%	16	14.0%	13	12.8%	5	9.1%	2	3.1%	1
Health and fitness	8.0%	12	7.5%	7	7.7%	3	18.2%	4	0.0%	0
Ice rink	3.3%	5	3.2%	3	2.6%	1	4.5%	1	3.1%	1
Bowling alley	2.7%	4	3.2%	3	2.6%	1	0.0%	0	3.1%	1
Restaurants / cafes	2.7%	4	3.2%	3	5.1%	2	0.0%	0	0.0%	0
Go-karting	2.7%	4	4.3%	4	5.1%	2	0.0%	0	0.0%	0
Cinema	2.0%	3	2.2%	2	5.1%	2	4.5%	1	0.0%	0
Bingo	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sports pitches	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Hotels	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
None mentioned	37.3%	56	31.2%	29	23.1%	9	18.2%	4	65.6%	21
(Don't know)	3.3%	5	2.2%	2	2.6%	1	0.0%	0	9.4%	3
Base:		150		93		39		22		32

Column %ges.

NEMS market research

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

Q24   What measures do you think would improve Blackpool and make it more attractive? [MR]

	Total		Q06: Live in Blackpool		Q06: Work in Blackpool		Q06: Visitor live elsewhere Fylde Coast		Q06: Visitor live outside Fylde Coast	
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	20.5%	8	22.7%	5	6.3%	2
Improve the quality of the shops	14.7%	22	14.0%	13	12.8%	5	27.3%	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	28.2%	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	7.7%	3	4.5%	1	0.0%	0
Improved street paving/public realm/green infrastructure	3.3%	5	5.4%	5	2.6%	1	0.0%	0	0.0%	0
Improved cultural facilities	3.3%	5	4.3%	4	5.1%	2	4.5%	1	0.0%	0
More national multiples / retailers	3.3%	5	3.2%	3	2.6%	1	9.1%	2	0.0%	0
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	0.0%	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
Base:		150		93		39		22		32

Column %ges.

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

Q25   What do you think are the biggest weaknesses of Blackpool? [MR]

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	16.1%	15	30.8%	12	36.4%	8	6.3%	2
Accessibility by cycling and by foot	12.0%	18	16.1%	15	20.5%	8	13.6%	3	0.0%	0
Choice / range of non-food shops	11.3%	17	17.2%	16	12.8%	5	4.5%	1	0.0%	0
Poor marketing of the town	11.3%	17	16.1%	15	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	12.9%	12	17.9%	7	9.1%	2	0.0%	0
Lack of market facilities	8.0%	12	10.8%	10	5.1%	2	4.5%	1	3.1%	1
Price of car parking	6.7%	10	5.4%	5	10.3%	4	18.2%	4	0.0%	0
Availability of car parking	4.7%	7	2.2%	2	5.1%	2	13.6%	3	6.3%	2
Range of specialist / independent retailers	4.0%	6	4.3%	4	7.7%	3	9.1%	2	0.0%	0
Lack of cultural facilities	4.0%	6	4.3%	4	5.1%	2	9.1%	2	0.0%	0
Lack of public amenities	4.0%	6	4.3%	4	2.6%	1	0.0%	0	6.3%	2
Lack of foodstore provision	3.3%	5	4.3%	4	5.1%	2	0.0%	0	0.0%	0
Type / quality of retail provisions	3.3%	5	4.3%	4	2.6%	1	0.0%	0	3.1%	1
Town centre environment	3.3%	5	4.3%	4	2.6%	1	4.5%	1	0.0%	0
Tourism facilities	2.0%	3	2.2%	2	2.6%	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	5.1%	2	4.5%	1	0.0%	0
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 visit Abingdon Street market during your trip to the centre today?

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: [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)

Q27   How often do you visit Abingdon Street market?

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	1.3%	2	2.2%	2	2.6%	1	0.0%	0	0.0%	0
Less than once a week	3.3%	5	5.4%	5	2.6%	1	0.0%	0	0.0%	0
Less than once a fortnight	12.0%	18	16.1%	15	7.7%	3	13.6%	3	0.0%	0
Less than once a month	24.0%	36	28.0%	26	33.3%	13	27.3%	6	12.5%	4
Never	54.7%	82	48.4%	45	53.8%	21	59.1%	13	65.6%	21
(Don't know / varies)	4.7%	7	0.0%	0	0.0%	0	0.0%	0	21.9%	7
Mean:		*0.22*		*0.29*		*0.25*		*0.15*		*0.05*
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: Visitor to Blackpool (live outside of the Fylde Coast)	

Q28   What one thing do you particularly like about the Abingdon St Market?

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	30.8%	12	22.7%	5	6.3%	2
Easy to get to	3.3%	5	4.3%	4	2.6%	1	4.5%	1	0.0%	0
Friendly atmosphere	2.7%	4	2.2%	2	2.6%	1	4.5%	1	3.1%	1
Freshness of food	2.0%	3	2.2%	2	2.6%	1	4.5%	1	0.0%	0
Compact / easy to get around	2.0%	3	3.2%	3	2.6%	1	0.0%	0	0.0%	0
Good service	1.3%	2	0.0%	0	0.0%	0	4.5%	1	3.1%	1
The café	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	0.7%	1	1.1%	1	0.0%	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 particularly like about the Abingdon St Market? [MR]

Friendly atmosphere	74.1%	43	80.0%	36	81.3%	13	55.6%	5	50.0%	2
Good service	69.0%	40	68.9%	31	87.5%	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%	13	20.0%	9	18.8%	3	0.0%	0	100.0%	4
Quality of food	20.7%	12	20.0%	9	18.8%	3	33.3%	3	0.0%	0
Freshness of food	19.0%	11	20.0%	9	31.3%	5	11.1%	1	25.0%	1
Compact / easy to get around	12.1%	7	13.3%	6	6.3%	1	11.1%	1	0.0%	0
The café	10.3%	6	8.9%	4	6.3%	1	22.2%	2	0.0%	0
All on one level	10.3%	6	13.3%	6	6.3%	1	0.0%	0	0.0%	0
Range of independent food stores	8.6%	5	6.7%	3	6.3%	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	6.3%	1	0.0%	0	0.0%	0
The opportunity to support local businesses	3.4%	2	4.4%	2	6.3%	1	0.0%	0	0.0%	0
Presence of on-site security	3.4%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0
Range of non-food items	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Value for money	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
The variety	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	2	4.4%	2	6.3%	1	0.0%	0	0.0%	0
Base:		58		45		16		9		4

Q29X All likes for Abingdon St Market (Any mention)

Friendly atmosphere	81.0%	47	84.4%	38	87.5%	14	66.7%	6	75.0%	3
All on one level	77.6%	45	84.4%	38	81.3%	13	55.6%	5	50.0%	2
Good service	72.4%	42	68.9%	31	87.5%	14	77.8%	7	100.0%	4
Easy to get to	44.8%	26	46.7%	21	43.8%	7	33.3%	3	50.0%	2
Freshness of food	24.1%	14	24.4%	11	37.5%	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	20.0%	9	18.8%	3	33.3%	3	0.0%	0
Compact / easy to get around	17.2%	10	20.0%	9	12.5%	2	11.1%	1	0.0%	0
The café	12.1%	7	11.1%	5	6.3%	1	22.2%	2	0.0%	0
Range of independent food stores	8.6%	5	6.7%	3	6.3%	1	11.1%	1	25.0%	1
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	0.0%	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	6.3%	1	0.0%	0	0.0%	0
The opportunity to support local businesses	3.4%	2	4.4%	2	6.3%	1	0.0%	0	0.0%	0
Presence of on-site security	3.4%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	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	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Value for money	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	1.7%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Base:		58		45		16		9		4

Column %ges.

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

Q30 What one thing do you particularly dislike about the Abingdon St Market?

	Total		Live in Blackpool		Work in Blackpool		Visitor (elsewhere Fylde)		Visitor (outside Fylde)	
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	5.1%	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	0.0%	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	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.7%	1	1.1%	1	2.6%	1	0.0%	0	0.0%	0
(Don't know)	49.3%	74	44.1%	41	43.6%	17	50.0%	11	65.6%	21
Base:		150		93		39		22		32

Q31 What else do you particularly dislike about the Abingdon St Market? [MR]

	Total		Live in Blackpool		Work in Blackpool		Visitor (elsewhere Fylde)		Visitor (outside Fylde)	
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	33.3%	11	27.3%	3	33.3%	3	0.0%	0
Nothing	18.6%	8	18.2%	6	9.1%	1	22.2%	2	0.0%	0
Not big enough	11.6%	5	9.1%	3	0.0%	0	22.2%	2	0.0%	0
Inability to pay by credit card	11.6%	5	12.1%	4	9.1%	1	11.1%	1	0.0%	0
Poor quality of non-food items	7.0%	3	9.1%	3	9.1%	1	0.0%	0	0.0%	0
Empty stalls / stalls closing down	4.7%	2	3.0%	1	9.1%	1	11.1%	1	0.0%	0
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 Abingdon St Market (Any mention)

	Total		Live in Blackpool		Work in Blackpool		Visitor (elsewhere Fylde)		Visitor (outside Fylde)	
Poor value for money	60.5%	26	54.5%	18	63.6%	7	77.8%	7	100.0%	1
Not enough stalls	48.8%	21	48.5%	16	36.4%	4	44.4%	4	100.0%	1
Not big enough	30.2%	13	27.3%	9	27.3%	3	44.4%	4	0.0%	0
Empty stalls / stalls closing down	27.9%	12	27.3%	9	27.3%	3	33.3%	3	0.0%	0
Inability to pay by credit card	23.3%	10	21.2%	7	18.2%	2	33.3%	3	0.0%	0
Nothing	18.6%	8	18.2%	6	9.1%	1	22.2%	2	0.0%	0
Poor quality of non-food items	9.3%	4	12.1%	4	18.2%	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 respondent

	Total		Live in Blackpool		Work in Blackpool		Visitor (elsewhere Fylde)		Visitor (outside Fylde)	
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

Column %ges.

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: Visitor to Blackpool (live outside of the Fylde Coast)	
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	20.5%	8	4.5%	1	3.1%	1
35 - 44 years	28.7%	43	23.7%	22	28.2%	11	50.0%	11	28.1%	9
45 - 54 years	29.3%	44	30.1%	28	35.9%	14	27.3%	6	28.1%	9
55 - 64 years	18.7%	28	19.4%	18	10.3%	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 Grouping										
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	23.3%	35	29.0%	27	7.7%	3	18.2%	4	12.5%	4
(Refused)	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Base:		150		93		39		22		32
LOC Location of interview										
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	16.7%	25	14.0%	13	15.4%	6	13.6%	3	28.1%	9
Friday	33.3%	50	38.7%	36	30.8%	12	36.4%	8	12.5%	4
Saturday	16.7%	25	17.2%	16	20.5%	8	4.5%	1	21.9%	7
Base:		150		93		39		22		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	41.3%	62	36.6%	34	35.9%	14	31.8%	7	59.4%	19
14.01 – 17.00	29.3%	44	32.3%	30	38.5%	15	31.8%	7	18.8%	6
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: Visitor to Blackpool (live outside of the Fylde Coast)	
PC **Postcode Sector**										
B38 9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
B66 3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
BB1 2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
BL8 1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
CA2 4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
CH49 8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
DE22 3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
DY5 3	0.7%	1	0.0%	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	3.3%	5	5.4%	5	0.0%	0	0.0%	0	0.0%	0
FY1 3	5.3%	8	8.6%	8	7.7%	3	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	0.0%	0
FY2 0	4.0%	6	6.5%	6	7.7%	3	0.0%	0	0.0%	0
FY2 9	4.7%	7	7.5%	7	2.6%	1	0.0%	0	0.0%	0
FY3 0	2.0%	3	2.2%	2	5.1%	2	4.5%	1	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	5.1%	2	0.0%	0	0.0%	0
FY3 9	2.7%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
FY4 1	2.7%	4	4.3%	4	2.6%	1	0.0%	0	0.0%	0
FY4 2	4.7%	7	7.5%	7	5.1%	2	0.0%	0	0.0%	0
FY4 3	2.0%	3	3.2%	3	0.0%	0	0.0%	0	0.0%	0
FY4 4	4.7%	7	7.5%	7	5.1%	2	0.0%	0	0.0%	0
FY4 5	2.7%	4	4.3%	4	0.0%	0	0.0%	0	0.0%	0
FY5 1	0.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
FY5 2	2.0%	3	0.0%	0	2.6%	1	13.6%	3	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	2.6%	1	0.0%	0	0.0%	0
FY6 7	1.3%	2	2.2%	2	2.6%	1	0.0%	0	0.0%	0
FY6 9	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
FY7 6	1.3%	2	0.0%	0	2.6%	1	9.1%	2	0.0%	0
FY7 7	2.0%	3	0.0%	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	2.6%	1	4.5%	1	0.0%	0
FY8 2	1.3%	2	1.1%	1	0.0%	0	4.5%	1	0.0%	0
FY8 3	2.7%	4	1.1%	1	5.1%	2	13.6%	3	0.0%	0
FY8 4	0.7%	1	0.0%	0	2.6%	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	0.0%	0	3.1%	1
KY11 1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
L15 3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
LE1 5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
LS13 2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR1 4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR2 4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR25 2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR3 2	0.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
PR3 3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR3 5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR4 2	1.3%	2	0.0%	0	2.6%	1	4.5%	1	3.1%	1
PR4 3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	6.3%	2
PR4 4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR5 2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
PR7 3	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
PR7 5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
SK2 6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
SK22 4	0.7%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0
SP2 9	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
WF17 8	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
WN2 5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
WN7 4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
WN8 6	0.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
WV11 2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
YO32 2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1
Refused	0.7%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Base:		150		93		39		22		32

Column %ges.

Appendix 3:

Sample Questionnaire

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

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

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)	B	GO TO Q.4

_____

Other (PLEASE WRITE IN)	C	GO TO Q.4

`   _____

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.

	(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	6
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	B
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	H
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	P
Talbot Road Multi-storey	Q
West Streetcar Park	R
Wimbourne Place Car Park	S
Other (PLEASE WRITE IN FULL CAR PARK ADDRESS)	T

_____

(Don't know – On Street)	U
(Don't know – Car park)	V
(Dropped off – didn't park)	W

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?
DO NOT PROMPT. 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   Why do you choose to shop / visit Blackpool?
       <u>DO NOT PROMPT.</u> <u>CAN BE MULTI-CODED.</u> 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	B
Entertainment / events	C
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	I
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	O
Other (PLEASE WRITE IN)	P

_____

(Don't know / no reason)	Q

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

ASK ALL:
Q.9 What else do you intend to do whilst in Blackpool today?
DO NOT PROMPT. CAN BE MULTICODED, What else?

	Q.8 MAIN (8)	Q.9 OTHER (9)
Food and grocery shopping (WRITE IN FULL STORE 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	B	B
Abingdon Street Market	C	C
Public offices	D	D
Services (e.g. hairdressers, launderette)	E	E
Social / leisure activities	F	F
Stationers / newsagents	G	G
Work / school / college	H	H
Visit specialist shops	I	I
Backlot Cinema	J	J
Blackpool Tramway	K	K
Blackpool Pleasure Beach	L	L
Blackpool Tower	M	M
Blackpool Tower Dungeon	N	N
Showtown Museum	O	O
Central Pier	P	P
North pier	Q	Q
Sandcastle Waterpark	R	R
Blackpool Zoo	S	S
Blackpool Illuminations	T	T
Beach	U	U
Promenade	V	V
Blackpool Model Village	W	W
Stanley Park	X	X
Sea Life Blackpool	Y	Y
Madame Tussauds Blackpool	Z	Z
Performances	a	a
Coral Island Blackpool	b	b
Other Amusement Arcades	c	c
Grundy Art Gallery	d	d
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?
DO NOT PROMPT. ONE ANSWER ONLY.

	(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

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

	(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?
DO NOT PROMPT. ONE ANSWER ONLY

	(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)	B
(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

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

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

	Q.16 (16)	Q.17 (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	B	B
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.

	(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.

	Choice 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	Leisure facilities	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 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.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

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

/	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	3
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:

Q.22   What type of shops or services would you like to see more of in Blackpool?
        DO NOT PROMPT.   CAN BE MULTI-CODED.   What others?

                                                                        (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   B
        High Street names   C
        Household goods stores   D
        Independent / specialist shops   E
        Large supermarkets   F
        Larger sizes clothing store   G
        Indoor market stalls   H
        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
        (Don't know)   R

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

(40)

Art galleries	1
Bingo	2
Bowling alley	3
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	B
Museums	C
Parks / gardens	D
Restaurants / cafes	E
Sports pitches	F
Swimming pool	G
Other (PLEASE WRITE IN)	H

_____

None mentioned	I
(Don't know)	J

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

(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	B
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	H
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 What do you think are the biggest weaknesses of Blackpool?
DO NOT PROMPT.   CAN BE MULTI-CODED..   What else?

	(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	B
Lack of market facilities	C
Lack of non-retail provision (e.g. banks, estate agents etc)	D
Lack of public amenities	E
Poor marketing of the town	F
Price of car parking	G
Public information / events	H
Quantity of takeaways / charity shops	I
Range food and beverage facilities (pubs / restaurants)	J
Range of specialist / independent retailers	K
Security / safety	L
Tourism facilities	M
Town centre environment	N
Type / quality of retail provisions	O
Other (PLEASE WRITE IN)	P
_____	
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?
DO NOT PROMPT. ONE ANSWER ONLY

	(44)
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
First time today	6
Never	7
(Don't know / varies)	8

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?

	Q.30 Main	Q.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	6
Freshness of food	7	7
Friendly atmosphere	8	8
Good service	9	9
Not too many children	A	A
Other (PLEASE WRITE IN)	B	B
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	H	H
Range of Independent non-food stores	I	I
Range of non-food items	J	J
Specialist ethnic goods	K	K
The café	L	L
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	P
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

ASK ALL:
Q.31 What else do you particularly **dislike** about the **Abingdon St Market**?
DO NOT PROMPT CAN 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	B	B
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

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: ☐ ☐ ☐ ☐　☐ ■ ■　TEL. NO. _____

CLASSIFICATION

GENDER:	(49)	**AGE GROUP:**	(50)
Male	1	18 - 24 years	1
Female	2	25 - 34 years	2
		35 - 44 years	3
		45 - 54 years	4
		55 - 64 years	5
		65+ years	6

OCCUPATION: _____

	(51)
AB	1
C1	2
C2	3
DE	4

ETHNICITY:	(52)	**DAY OF INTERVIEW:**	(53)
White	1	Monday	1
Indian	2	Tuesday	2
Pakistani	3	Wednesday	3
Bangladeshi	4	Thursday	4
Other Asian	5	Friday	5
Black Caribbean	6	Saturday	6
Black African	7		
Other Black	8	**TIME OF INTERVIEW**	(54)
Chinese	9	09.00 – 12.00	1
Any other ethnic group	A	12.01 – 14.00	2
(PLEASE WRITE IN)		14.01 – 17.00	3

_____

Mixed background	B
(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 with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

(56)　　(57)

INTERVIEWER'S SIGNATURE: _____ DATE ☐☐　☐☐　☐☐