

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Q01 Why are you in (STUDY CENTRE) today?</b>																				
Shopping for food only	6.0%	6	7.1%	3	5.2%	3	0.0%	0	5.6%	2	9.8%	4	0.0%	0	6.9%	4	6.0%	6	0.0%	0
Shopping for non-food goods only	26.0%	26	26.2%	11	25.9%	15	21.7%	5	27.8%	10	26.8%	11	26.3%	10	25.9%	15	26.0%	26	0.0%	0
Shopping for both food & non-food items	17.0%	17	16.7%	7	17.2%	10	17.4%	4	16.7%	6	17.1%	7	18.4%	7	17.2%	10	17.0%	17	0.0%	0
Window shopping	13.0%	13	7.1%	3	17.2%	10	4.3%	1	16.7%	6	14.6%	6	15.8%	6	12.1%	7	13.0%	13	0.0%	0
To visit the market	14.0%	14	9.5%	4	17.2%	10	0.0%	0	13.9%	5	22.0%	9	5.3%	2	19.0%	11	14.0%	14	0.0%	0
To visit a restaurant / café / public house	8.0%	8	7.1%	3	8.6%	5	13.0%	3	2.8%	1	9.8%	4	10.5%	4	6.9%	4	8.0%	8	0.0%	0
To have a walk / stroll around	17.0%	17	21.4%	9	13.8%	8	8.7%	2	22.2%	8	17.1%	7	15.8%	6	17.2%	10	17.0%	17	0.0%	0
To use services (e.g. bank, post office, hairdressers)	15.0%	15	19.0%	8	12.1%	7	13.0%	3	16.7%	6	14.6%	6	18.4%	7	10.3%	6	15.0%	15	0.0%	0
Work / business purposes	4.0%	4	4.8%	2	3.4%	2	17.4%	4	0.0%	0	0.0%	0	7.9%	3	1.7%	1	4.0%	4	0.0%	0
Healthcare (e.g. doctor, dentist, optician)	4.0%	4	0.0%	0	6.9%	4	0.0%	0	8.3%	3	2.4%	1	5.3%	2	1.7%	1	4.0%	4	0.0%	0
Social / leisure reason (e.g. meeting friends, going to gym)	11.0%	11	14.3%	6	8.6%	5	21.7%	5	13.9%	5	2.4%	1	10.5%	4	12.1%	7	11.0%	11	0.0%	0
Tourism (e.g. holiday, day trip)	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q02 Do you intend to do any shopping in (STUDY CENTRE) today?</b>																				
<i>Those who did not mention shopping for food or non food goods at Q01</i>																				
Yes	43.1%	22	47.6%	10	40.0%	12	57.1%	8	33.3%	6	42.1%	8	42.9%	9	44.8%	13	43.1%	22	0.0%	0
No	43.1%	22	52.4%	11	36.7%	11	28.6%	4	50.0%	9	47.4%	9	42.9%	9	41.4%	12	43.1%	22	0.0%	0
(Don't know)	13.7%	7	0.0%	0	23.3%	7	14.3%	2	16.7%	3	10.5%	2	14.3%	3	13.8%	4	13.7%	7	0.0%	0
Base:		51		21		30		14		18		19		21		29		51		0

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	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un der-Lyme	Kidsgrove										
<b>Q03 What do you intend to buy in (STUDY CENTRE) today?</b>																				
<i>Those who mentioned shopping at Q01 or said Yes at Q02</i>																				
Food and groceries	46.5%	33	41.9%	13	50.0%	20	11.8%	2	54.2%	13	60.0%	18	34.6%	9	52.4%	22	46.5%	33	0.0%	0
Newspapers / magazines	8.5%	6	9.7%	3	7.5%	3	0.0%	0	8.3%	2	13.3%	4	7.7%	2	9.5%	4	8.5%	6	0.0%	0
Confectionery / tobacco	11.3%	8	16.1%	5	7.5%	3	11.8%	2	16.7%	4	6.7%	2	7.7%	2	14.3%	6	11.3%	8	0.0%	0
Clothing / footwear	32.4%	23	19.4%	6	42.5%	17	52.9%	9	37.5%	9	16.7%	5	30.8%	8	33.3%	14	32.4%	23	0.0%	0
Furniture / carpets / soft furnishings	4.2%	3	6.5%	2	2.5%	1	5.9%	1	0.0%	0	6.7%	2	7.7%	2	2.4%	1	4.2%	3	0.0%	0
Domestic electrical goods	1.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.4%	1	1.4%	1	0.0%	0
Other electrical goods (TV, Hi-fi etc)	2.8%	2	6.5%	2	0.0%	0	11.8%	2	0.0%	0	0.0%	0	3.8%	1	2.4%	1	2.8%	2	0.0%	0
DIY / hardware / gardening	9.9%	7	6.5%	2	12.5%	5	5.9%	1	4.2%	1	16.7%	5	3.8%	1	14.3%	6	9.9%	7	0.0%	0
Other household goods	12.7%	9	6.5%	2	17.5%	7	5.9%	1	16.7%	4	13.3%	4	11.5%	3	14.3%	6	12.7%	9	0.0%	0
Gifts / jewellery / china and glass	14.1%	10	19.4%	6	10.0%	4	35.3%	6	8.3%	2	6.7%	2	15.4%	4	14.3%	6	14.1%	10	0.0%	0
Books / CDs / videos / toys / hobbies	2.8%	2	3.2%	1	2.5%	1	5.9%	1	4.2%	1	0.0%	0	7.7%	2	0.0%	0	2.8%	2	0.0%	0
Health / beauty / chemist items	15.5%	11	12.9%	4	17.5%	7	0.0%	0	25.0%	6	16.7%	5	23.1%	6	9.5%	4	15.5%	11	0.0%	0
Other (Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		71		31		40		17		24		30		26		42		71		0
<b>Q04 How often do you visit (STUDY CENTRE) for food shopping?</b>																				
Daily	9.0%	9	19.0%	8	1.7%	1	8.7%	2	8.3%	3	9.8%	4	13.2%	5	6.9%	4	9.0%	9	0.0%	0
Once a week or more	40.0%	40	40.5%	17	39.7%	23	43.5%	10	27.8%	10	48.8%	20	36.8%	14	43.1%	25	40.0%	40	0.0%	0
Less than once a week	16.0%	16	9.5%	4	20.7%	12	13.0%	3	22.2%	8	12.2%	5	15.8%	6	15.5%	9	16.0%	16	0.0%	0
Less than once a fortnight	6.0%	6	2.4%	1	8.6%	5	4.3%	1	5.6%	2	7.3%	3	7.9%	3	5.2%	3	6.0%	6	0.0%	0
Less than once a month	12.0%	12	16.7%	7	8.6%	5	17.4%	4	13.9%	5	7.3%	3	13.2%	5	10.3%	6	12.0%	12	0.0%	0
Never	10.0%	10	7.1%	3	12.1%	7	8.7%	2	16.7%	6	4.9%	2	7.9%	3	10.3%	6	10.0%	10	0.0%	0
(Don't know / varies)	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.8%	1	2.4%	1	0.0%	0	3.4%	2	2.0%	2	0.0%	0
(Don't do this activity)	5.0%	5	4.8%	2	5.2%	3	4.3%	1	2.8%	1	7.3%	3	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Mean:		1.15		1.59		0.81		1.12		1.01		1.29		1.32		1.08		1.15		0.00
Base:		100		42		58		23		36		41		38		58		100		0

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	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un der-Lyme	Kidsgrove										
<b>Q05 How often do you visit (STUDY CENTRE) for non-food shopping?</b>																				
Daily	9.0%	9	21.4%	9	0.0%	0	13.0%	3	8.3%	3	7.3%	3	13.2%	5	6.9%	4	9.0%	9	0.0%	0
Once a week or more	38.0%	38	33.3%	14	41.4%	24	43.5%	10	27.8%	10	43.9%	18	36.8%	14	39.7%	23	38.0%	38	0.0%	0
Less than once a week	19.0%	19	9.5%	4	25.9%	15	13.0%	3	27.8%	10	14.6%	6	21.1%	8	17.2%	10	19.0%	19	0.0%	0
Less than once a fortnight	17.0%	17	16.7%	7	17.2%	10	17.4%	4	22.2%	8	12.2%	5	13.2%	5	19.0%	11	17.0%	17	0.0%	0
Less than once a month	11.0%	11	9.5%	4	12.1%	7	8.7%	2	5.6%	2	17.1%	7	15.8%	6	6.9%	4	11.0%	11	0.0%	0
Never	4.0%	4	9.5%	4	0.0%	0	4.3%	1	5.6%	2	2.4%	1	0.0%	0	6.9%	4	4.0%	4	0.0%	0
(Don't know / varies)	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.8%	1	2.4%	1	0.0%	0	3.4%	2	2.0%	2	0.0%	0
<i>Mean:</i>		<i>1.13</i>		<i>1.60</i>		<i>0.78</i>		<i>1.32</i>		<i>1.07</i>		<i>1.08</i>		<i>1.32</i>		<i>1.04</i>		<i>1.13</i>		<i>0.00</i>
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q06 How often do you visit (STUDY CENTRE) for leisure activities?</b>																				
Daily	5.0%	5	11.9%	5	0.0%	0	4.3%	1	2.8%	1	7.3%	3	2.6%	1	6.9%	4	5.0%	5	0.0%	0
Once a week or more	18.0%	18	16.7%	7	19.0%	11	26.1%	6	11.1%	4	19.5%	8	7.9%	3	25.9%	15	18.0%	18	0.0%	0
Less than once a week	13.0%	13	9.5%	4	15.5%	9	17.4%	4	16.7%	6	7.3%	3	15.8%	6	12.1%	7	13.0%	13	0.0%	0
Less than once a fortnight	8.0%	8	2.4%	1	12.1%	7	4.3%	1	13.9%	5	4.9%	2	15.8%	6	3.4%	2	8.0%	8	0.0%	0
Less than once a month	23.0%	23	16.7%	7	27.6%	16	26.1%	6	30.6%	11	14.6%	6	26.3%	10	15.5%	9	23.0%	23	0.0%	0
Never	10.0%	10	14.3%	6	6.9%	4	17.4%	4	5.6%	2	9.8%	4	5.3%	2	13.8%	8	10.0%	10	0.0%	0
(Don't know / varies)	3.0%	3	2.4%	1	3.4%	2	0.0%	0	5.6%	2	2.4%	1	2.6%	1	3.4%	2	3.0%	3	0.0%	0
(Don't do this activity)	20.0%	20	26.2%	11	15.5%	9	4.3%	1	13.9%	5	34.1%	14	23.7%	9	19.0%	11	20.0%	20	0.0%	0
<i>Mean:</i>		<i>0.82</i>		<i>1.26</i>		<i>0.54</i>		<i>0.75</i>		<i>0.63</i>		<i>1.08</i>		<i>0.63</i>		<i>0.99</i>		<i>0.82</i>		<i>0.00</i>
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q07 Do you intend to visit any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) today?</b>																				
Yes	36.0%	36	31.0%	13	39.7%	23	43.5%	10	30.6%	11	36.6%	15	28.9%	11	41.4%	24	36.0%	36	0.0%	0
No	59.0%	59	64.3%	27	55.2%	32	52.2%	12	61.1%	22	61.0%	25	65.8%	25	53.4%	31	59.0%	59	0.0%	0
(Don't know)	5.0%	5	4.8%	2	5.2%	3	4.3%	1	8.3%	3	2.4%	1	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q08 And what type of facilities do you intend to visit today?</b>																				
<i>Those who said Yes at Q07</i>																				
Sports facilities	8.3%	3	7.7%	1	8.7%	2	10.0%	1	18.2%	2	0.0%	0	9.1%	1	4.2%	1	8.3%	3	0.0%	0
Pubs / bars	25.0%	9	38.5%	5	17.4%	4	20.0%	2	36.4%	4	20.0%	3	18.2%	2	29.2%	7	25.0%	9	0.0%	0
Restaurants / café	61.1%	22	38.5%	5	73.9%	17	70.0%	7	36.4%	4	73.3%	11	90.9%	10	50.0%	12	61.1%	22	0.0%	0
Takeaway food	13.9%	5	23.1%	3	8.7%	2	10.0%	1	9.1%	1	20.0%	3	0.0%	0	20.8%	5	13.9%	5	0.0%	0
Walk about / look around	5.6%	2	7.7%	1	4.3%	1	10.0%	1	9.1%	1	0.0%	0	0.0%	0	8.3%	2	5.6%	2	0.0%	0
Theatre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	8.3%	3	23.1%	3	0.0%	0	10.0%	1	18.2%	2	0.0%	0	0.0%	0	12.5%	3	8.3%	3	0.0%	0
(Don't know)	2.8%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	4.2%	1	2.8%	1	0.0%	0
Base:		36		13		23		10		11		15		11		24		36		0

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	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un der-Lyme	Kidsgrove										
<b>Q09 Approximately how much will you spend in total on each of the following during your visit to (STUDY CENTRE) today?</b>																				
<i>Those who mentioned shopping at Q01 or said Yes at Q02 or Yes at Q07</i>																				
<b>Food &amp; Grocery</b>																				
Nothing	36.0%	31	36.8%	14	35.4%	17	40.9%	9	40.7%	11	29.7%	11	32.3%	10	38.5%	20	36.0%	31	0.0%	0
Less than £5.00	8.1%	7	13.2%	5	4.2%	2	9.1%	2	0.0%	0	13.5%	5	12.9%	4	3.8%	2	8.1%	7	0.0%	0
£5.01-£10.00	16.3%	14	10.5%	4	20.8%	10	4.5%	1	11.1%	3	27.0%	10	12.9%	4	19.2%	10	16.3%	14	0.0%	0
£10.01-£20.00	9.3%	8	7.9%	3	10.4%	5	9.1%	2	11.1%	3	8.1%	3	3.2%	1	13.5%	7	9.3%	8	0.0%	0
£20.01-£30.00	3.5%	3	2.6%	1	4.2%	2	0.0%	0	7.4%	2	2.7%	1	6.5%	2	1.9%	1	3.5%	3	0.0%	0
£30.01-£40.00	2.3%	2	0.0%	0	4.2%	2	0.0%	0	3.7%	1	2.7%	1	6.5%	2	0.0%	0	2.3%	2	0.0%	0
£40.01-£50.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01-£75.00	3.5%	3	2.6%	1	4.2%	2	0.0%	0	7.4%	2	2.7%	1	6.5%	2	0.0%	0	3.5%	3	0.0%	0
£75.01-£100.00	1.2%	1	0.0%	0	2.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.9%	1	1.2%	1	0.0%	0
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.8%	17	26.3%	10	14.6%	7	36.4%	8	14.8%	4	13.5%	5	19.4%	6	21.2%	11	19.8%	17	0.0%	0
<i>Mean:</i>		9.6		6.3		11.9		3.0		15.9		8.0		12.0		7.3		9.6		0.0
Base:		86		38		48		22		27		37		31		52		86		0
<b>Non-food</b>																				
Nothing	10.5%	9	7.9%	3	12.5%	6	18.2%	4	3.7%	1	10.8%	4	12.9%	4	9.6%	5	10.5%	9	0.0%	0
Less than £5.00	12.8%	11	13.2%	5	12.5%	6	4.5%	1	11.1%	3	18.9%	7	19.4%	6	9.6%	5	12.8%	11	0.0%	0
£5.01-£10.00	18.6%	16	18.4%	7	18.8%	9	9.1%	2	14.8%	4	27.0%	10	19.4%	6	19.2%	10	18.6%	16	0.0%	0
£10.01-£20.00	8.1%	7	10.5%	4	6.3%	3	4.5%	1	18.5%	5	2.7%	1	9.7%	3	5.8%	3	8.1%	7	0.0%	0
£20.01-£30.00	7.0%	6	7.9%	3	6.3%	3	4.5%	1	14.8%	4	2.7%	1	6.5%	2	7.7%	4	7.0%	6	0.0%	0
£30.01-£40.00	5.8%	5	5.3%	2	6.3%	3	4.5%	1	7.4%	2	5.4%	2	9.7%	3	3.8%	2	5.8%	5	0.0%	0
£40.01-£50.00	1.2%	1	0.0%	0	2.1%	1	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.9%	1	1.2%	1	0.0%	0
£50.01-£75.00	4.7%	4	2.6%	1	6.3%	3	4.5%	1	3.7%	1	5.4%	2	3.2%	1	5.8%	3	4.7%	4	0.0%	0
£75.01-£100.00	1.2%	1	2.6%	1	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.2%	1	0.0%	0
£100.01-£150.00	3.5%	3	5.3%	2	2.1%	1	4.5%	1	3.7%	1	2.7%	1	0.0%	0	3.8%	2	3.5%	3	0.0%	0
More than £150.00	2.3%	2	2.6%	1	2.1%	1	4.5%	1	3.7%	1	0.0%	0	0.0%	0	1.9%	1	2.3%	2	0.0%	0
(Don't know)	24.4%	21	23.7%	9	25.0%	12	36.4%	8	14.8%	4	24.3%	9	19.4%	6	28.8%	15	24.4%	21	0.0%	0
<i>Mean:</i>		25.9		29.1		23.3		38.8		30.0		16.2		12.9		28.3		25.9		0.0
Base:		86		38		48		22		27		37		31		52		86		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Eating / drinking out</b>																				
Nothing	41.9%	36	42.1%	16	41.7%	20	27.3%	6	51.9%	14	43.2%	16	35.5%	11	44.2%	23	41.9%	36	0.0%	0
Less than £5.00	8.1%	7	13.2%	5	4.2%	2	0.0%	0	7.4%	2	13.5%	5	3.2%	1	9.6%	5	8.1%	7	0.0%	0
£5.01-£10.00	15.1%	13	5.3%	2	22.9%	11	13.6%	3	18.5%	5	13.5%	5	19.4%	6	13.5%	7	15.1%	13	0.0%	0
£10.01-£20.00	3.5%	3	2.6%	1	4.2%	2	4.5%	1	0.0%	0	5.4%	2	3.2%	1	3.8%	2	3.5%	3	0.0%	0
£20.01-£30.00	2.3%	2	2.6%	1	2.1%	1	4.5%	1	0.0%	0	2.7%	1	6.5%	2	0.0%	0	2.3%	2	0.0%	0
£30.01-£40.00	1.2%	1	2.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	1.9%	1	1.2%	1	0.0%	0
£40.01-£50.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£50.01-£75.00	1.2%	1	0.0%	0	2.1%	1	4.5%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.2%	1	0.0%	0
£75.01-£100.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100.01-£150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than £150.00	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	26.7%	23	31.6%	12	22.9%	11	45.5%	10	18.5%	5	21.6%	8	29.0%	9	26.9%	14	26.7%	23	0.0%	0
Mean:		4.9		3.9		5.5		10.4		3.5		3.6		8.0		3.4		4.9		0.0
Base:		86		38		48		22		27		37		31		52		86		0
<b>Q10 How did you travel to (STUDY CENTRE) today?</b>																				
Car-driver	49.0%	49	45.2%	19	51.7%	30	39.1%	9	63.9%	23	41.5%	17	57.9%	22	43.1%	25	49.0%	49	0.0%	0
Car-passenger	8.0%	8	4.8%	2	10.3%	6	13.0%	3	8.3%	3	4.9%	2	7.9%	3	8.6%	5	8.0%	8	0.0%	0
Bus / coach	22.0%	22	19.0%	8	24.1%	14	17.4%	4	16.7%	6	29.3%	12	21.1%	8	20.7%	12	22.0%	22	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	3.0%	3	7.1%	3	0.0%	0	0.0%	0	2.8%	1	4.9%	2	5.3%	2	1.7%	1	3.0%	3	0.0%	0
Walked	17.0%	17	21.4%	9	13.8%	8	30.4%	7	8.3%	3	17.1%	7	7.9%	3	24.1%	14	17.0%	17	0.0%	0
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	0.0%	0	0.0%	0
Got dropped off	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Newcastle-un der-Lyme		Kidsgrove				
<b>Q11 Where did you park today?</b>																				
<i>Those who said Car at Q10</i>																				
Barracks Road	1.8%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	3.3%	1	1.8%	1	0.0%	0
Blackfriars Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Civic Offices, Corporation Street	1.8%	1	4.8%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.3%	1	1.8%	1	0.0%	0
Former Sainsbury's, Corporation Street (multi-storey)	8.8%	5	9.5%	2	8.3%	3	8.3%	1	7.7%	2	10.5%	2	8.0%	2	6.7%	2	8.8%	5	0.0%	0
King Street	3.5%	2	4.8%	1	2.8%	1	0.0%	0	7.7%	2	0.0%	0	0.0%	0	6.7%	2	3.5%	2	0.0%	0
Midway (multi-storey)	24.6%	14	28.6%	6	22.2%	8	33.3%	4	15.4%	4	31.6%	6	28.0%	7	23.3%	7	24.6%	14	0.0%	0
Morrison's, Goose Street	15.8%	9	4.8%	1	22.2%	8	0.0%	0	15.4%	4	26.3%	5	12.0%	3	16.7%	5	15.8%	9	0.0%	0
Merial Street	1.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	5.3%	1	4.0%	1	0.0%	0	1.8%	1	0.0%	0
Silverdale Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinema/The Square, High Street (multi-storey)	12.3%	7	9.5%	2	13.9%	5	16.7%	2	15.4%	4	5.3%	1	12.0%	3	13.3%	4	12.3%	7	0.0%	0
Windsor Street	1.8%	1	0.0%	0	2.8%	1	8.3%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	1.8%	1	0.0%	0
On-street (metered)	1.8%	1	0.0%	0	2.8%	1	0.0%	0	3.8%	1	0.0%	0	4.0%	1	0.0%	0	1.8%	1	0.0%	0
On-street (not metered)	14.0%	8	19.0%	4	11.1%	4	16.7%	2	19.2%	5	5.3%	1	12.0%	3	16.7%	5	14.0%	8	0.0%	0
Other	12.3%	7	14.3%	3	11.1%	4	16.7%	2	11.5%	3	10.5%	2	16.0%	4	10.0%	3	12.3%	7	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heathcote Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meadows Road (Kidsgrove Railway Station)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Liverpool Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street (metered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
On-street (not metered)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		57		21		36		12		26		19		25		30		57		0
<b>Q12 How long did your journey to (STUDY CENTRE) take?</b>																				
0-5 minutes	21.0%	21	26.2%	11	17.2%	10	13.0%	3	22.2%	8	24.4%	10	23.7%	9	20.7%	12	21.0%	21	0.0%	0
6-10 minute	39.0%	39	35.7%	15	41.4%	24	43.5%	10	33.3%	12	41.5%	17	36.8%	14	41.4%	24	39.0%	39	0.0%	0
11-15 minutes	16.0%	16	14.3%	6	17.2%	10	13.0%	3	19.4%	7	14.6%	6	13.2%	5	15.5%	9	16.0%	16	0.0%	0
16-20 minutes	9.0%	9	11.9%	5	6.9%	4	21.7%	5	5.6%	2	4.9%	2	10.5%	4	8.6%	5	9.0%	9	0.0%	0
Over 20 minutes	14.0%	14	11.9%	5	15.5%	9	8.7%	2	16.7%	6	14.6%	6	13.2%	5	13.8%	8	14.0%	14	0.0%	0
(Don't know)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Mean:		10.9		10.5		11.1		11.6		10.9		10.4		10.4		10.8		10.9		0.0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Q13 Which of the following influenced you to come to (STUDY CENTRE) today?</b>																				
Close to home	49.0%	49	52.4%	22	46.6%	27	34.8%	8	44.4%	16	61.0%	25	50.0%	19	50.0%	29	49.0%	49	0.0%	0
Close to work	5.0%	5	4.8%	2	5.2%	3	13.0%	3	5.6%	2	0.0%	0	7.9%	3	3.4%	2	5.0%	5	0.0%	0
Attractive environment / nice place	17.0%	17	19.0%	8	15.5%	9	4.3%	1	19.4%	7	22.0%	9	13.2%	5	19.0%	11	17.0%	17	0.0%	0
Good public transport	6.0%	6	7.1%	3	5.2%	3	0.0%	0	5.6%	2	9.8%	4	2.6%	1	6.9%	4	6.0%	6	0.0%	0
Medical services	7.0%	7	2.4%	1	10.3%	6	0.0%	0	13.9%	5	4.9%	2	10.5%	4	3.4%	2	7.0%	7	0.0%	0
Job Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Financial services	10.0%	10	9.5%	4	10.3%	6	4.3%	1	16.7%	6	7.3%	3	15.8%	6	3.4%	2	10.0%	10	0.0%	0
Library	5.0%	5	9.5%	4	1.7%	1	0.0%	0	5.6%	2	7.3%	3	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Market	22.0%	22	26.2%	11	19.0%	11	13.0%	3	27.8%	10	22.0%	9	21.1%	8	24.1%	14	22.0%	22	0.0%	0
Leisure facilities	8.0%	8	11.9%	5	5.2%	3	17.4%	4	8.3%	3	2.4%	1	5.3%	2	10.3%	6	8.0%	8	0.0%	0
Ease of parking	6.0%	6	9.5%	4	3.4%	2	4.3%	1	5.6%	2	7.3%	3	10.5%	4	3.4%	2	6.0%	6	0.0%	0
Competitive prices	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Arts and Heritage Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit a particular shop	18.0%	18	14.3%	6	20.7%	12	13.0%	3	22.2%	8	17.1%	7	18.4%	10	17.2%	10	18.0%	18	0.0%	0
Other	14.0%	14	14.3%	6	13.8%	8	21.7%	5	11.1%	4	12.2%	5	15.8%	6	13.8%	8	14.0%	14	0.0%	0
Meet friends / family	5.0%	5	4.8%	2	5.2%	3	4.3%	1	2.8%	1	7.3%	3	2.6%	1	6.9%	4	5.0%	5	0.0%	0
Visit pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of these)	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un der-Lyme	Kidsgrove										
<b>Q14 Which other shopping centres, towns or retail parks do you use regularly, (i.e. at least once every three months) ?</b>																				
(No other centre)	23.0%	23	35.7%	15	13.8%	8	26.1%	6	16.7%	6	26.8%	11	23.7%	9	24.1%	14	23.0%	23	0.0%	0
Birmingham City Centre	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	4.9%	2	5.3%	2	0.0%	0	2.0%	2	0.0%	0
Burslem Town Centre	4.0%	4	7.1%	3	1.7%	1	8.7%	2	2.8%	1	2.4%	1	2.6%	1	5.2%	3	4.0%	4	0.0%	0
Chester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Town Centre	3.0%	3	0.0%	0	5.2%	3	0.0%	0	2.8%	1	4.9%	2	2.6%	1	3.4%	2	3.0%	3	0.0%	0
Crewe Town Centre	6.0%	6	4.8%	2	6.9%	4	8.7%	2	5.6%	2	4.9%	2	7.9%	3	5.2%	3	6.0%	6	0.0%	0
Leek Town Centre	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Longton Town Centre	1.0%	1	0.0%	0	1.7%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Macclesfield Town Centre	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Manchester City Centre	8.0%	8	9.5%	4	6.9%	4	8.7%	2	8.3%	3	7.3%	3	13.2%	5	5.2%	3	8.0%	8	0.0%	0
Meir Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Town Centre	4.0%	4	7.1%	3	1.7%	1	4.3%	1	0.0%	0	7.3%	3	0.0%	0	5.2%	3	4.0%	4	0.0%	0
Stoke-on-Trent City Centre (Hanley)	63.0%	63	50.0%	21	72.4%	42	60.9%	14	75.0%	27	53.7%	22	65.8%	25	60.3%	35	63.0%	63	0.0%	0
Telford Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tunstall Town Centre	5.0%	5	4.8%	2	5.2%	3	8.7%	2	2.8%	1	4.9%	2	2.6%	1	6.9%	4	5.0%	5	0.0%	0
Other	8.0%	8	7.1%	3	8.6%	5	8.7%	2	2.8%	1	12.2%	5	7.9%	3	8.6%	5	8.0%	8	0.0%	0
(Don't know)	4.0%	4	4.8%	2	3.4%	2	4.3%	1	2.8%	1	4.9%	2	2.6%	1	5.2%	3	4.0%	4	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q15 Approximately how much time will you spend in the shopping area in (STUDY CENTRE) today?</b>																				
0-15 minutes	3.0%	3	2.4%	1	3.4%	2	4.3%	1	2.8%	1	2.4%	1	7.9%	3	0.0%	0	3.0%	3	0.0%	0
16-30 minutes	7.0%	7	11.9%	5	3.4%	2	4.3%	1	8.3%	3	7.3%	3	7.9%	3	6.9%	4	7.0%	7	0.0%	0
31 minutes – under 1 hour	15.0%	15	14.3%	6	15.5%	9	17.4%	4	19.4%	7	9.8%	4	15.8%	6	13.8%	8	15.0%	15	0.0%	0
1 – 1 ½ hours	26.0%	26	14.3%	6	34.5%	20	26.1%	6	11.1%	4	39.0%	16	31.6%	12	22.4%	13	26.0%	26	0.0%	0
Over 1 ½ - 2 hours	23.0%	23	23.8%	10	22.4%	13	17.4%	4	36.1%	13	14.6%	6	15.8%	6	27.6%	16	23.0%	23	0.0%	0
Over 2-3 hours	15.0%	15	16.7%	7	13.8%	8	8.7%	2	13.9%	5	19.5%	8	10.5%	4	17.2%	10	15.0%	15	0.0%	0
Over 3 hours	9.0%	9	14.3%	6	5.2%	3	17.4%	4	8.3%	3	4.9%	2	10.5%	4	8.6%	5	9.0%	9	0.0%	0
(Don't know)	2.0%	2	2.4%	1	1.7%	1	4.3%	1	0.0%	0	2.4%	1	0.0%	0	3.4%	2	2.0%	2	0.0%	0
Mean:		96		103		91		101		96		93		88		101		96		0
Base:		100		42		58		23		36		41		38		58		100		0



## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Q16 How often do you shop in (STUDY CENTRE) ?</b>																				
Everyday	5.0%	5	9.5%	4	1.7%	1	4.3%	1	5.6%	2	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
2-3 times a week	40.0%	40	45.2%	19	36.2%	21	52.2%	12	22.2%	8	48.8%	20	36.8%	14	43.1%	25	40.0%	40	0.0%	0
Once a week	21.0%	21	14.3%	6	25.9%	15	8.7%	2	19.4%	7	29.3%	12	18.4%	7	22.4%	13	21.0%	21	0.0%	0
Once a fortnight	11.0%	11	4.8%	2	15.5%	9	8.7%	2	25.0%	9	0.0%	0	7.9%	3	12.1%	7	11.0%	11	0.0%	0
Once a month	10.0%	10	9.5%	4	10.3%	6	17.4%	4	11.1%	4	4.9%	2	13.2%	5	8.6%	5	10.0%	10	0.0%	0
Less than once a month	11.0%	11	11.9%	5	10.3%	6	4.3%	1	13.9%	5	12.2%	5	18.4%	7	5.2%	3	11.0%	11	0.0%	0
First time today	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Never	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
<i>Mean:</i>		<i>1.60</i>		<i>1.92</i>		<i>1.38</i>		<i>1.79</i>		<i>1.25</i>		<i>1.80</i>		<i>1.48</i>		<i>1.72</i>		<i>1.60</i>		<i>0.00</i>
Base:		100		42		58		23		36		41		38		58		100		0

Mean Score - Very good=5, Quite good=4, Neither good nor poor=3, Quite poor=2, Very poor=1

### Q17 Compared to other centres you visit regularly how do you rate (STUDY CENTRE) in respect of the following factors?

#### Accessibility by car

Very good	31.0%	31	28.6%	12	32.8%	19	30.4%	7	30.6%	11	31.7%	13	36.8%	14	25.9%	15	31.0%	31	0.0%	0
Quite good	37.0%	37	28.6%	12	43.1%	25	34.8%	8	44.4%	16	31.7%	13	47.4%	18	29.3%	17	37.0%	37	0.0%	0
Neither good nor poor	3.0%	3	4.8%	2	1.7%	1	0.0%	0	5.6%	2	2.4%	1	0.0%	0	5.2%	3	3.0%	3	0.0%	0
Quite Poor	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	28.0%	28	35.7%	15	22.4%	13	30.4%	7	19.4%	7	34.1%	14	15.8%	6	37.9%	22	28.0%	28	0.0%	0
<i>Mean:</i>		<i>4.36</i>		<i>4.30</i>		<i>4.40</i>		<i>4.31</i>		<i>4.31</i>		<i>4.44</i>		<i>4.44</i>		<i>4.28</i>		<i>4.36</i>		<i>0.00</i>
Base:		100		42		58		23		36		41		38		58		100		0

#### Availability of parking

Very good	20.0%	20	19.0%	8	20.7%	12	26.1%	6	25.0%	9	12.2%	5	21.1%	8	19.0%	11	20.0%	20	0.0%	0
Quite good	41.0%	41	28.6%	12	50.0%	29	30.4%	7	47.2%	17	41.5%	17	50.0%	19	32.8%	19	41.0%	41	0.0%	0
Neither good nor poor	8.0%	8	11.9%	5	5.2%	3	8.7%	2	5.6%	2	9.8%	4	7.9%	3	8.6%	5	8.0%	8	0.0%	0
Quite Poor	2.0%	2	2.4%	1	1.7%	1	4.3%	1	2.8%	1	0.0%	0	2.6%	1	1.7%	1	2.0%	2	0.0%	0
Very Poor	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know)	28.0%	28	35.7%	15	22.4%	13	30.4%	7	19.4%	7	34.1%	14	15.8%	6	37.9%	22	28.0%	28	0.0%	0
<i>Mean:</i>		<i>4.07</i>		<i>3.93</i>		<i>4.16</i>		<i>4.13</i>		<i>4.17</i>		<i>3.93</i>		<i>4.00</i>		<i>4.11</i>		<i>4.07</i>		<i>0.00</i>
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Parking charges</b>																				
Very good	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Quite good	12.0%	12	7.1%	3	15.5%	9	13.0%	3	11.1%	4	12.2%	5	13.2%	5	8.6%	5	12.0%	12	0.0%	0
Neither good nor poor	15.0%	15	16.7%	7	13.8%	8	13.0%	3	22.2%	8	9.8%	4	15.8%	6	13.8%	8	15.0%	15	0.0%	0
Quite Poor	13.0%	13	11.9%	5	13.8%	8	8.7%	2	19.4%	7	9.8%	4	13.2%	5	13.8%	8	13.0%	13	0.0%	0
Very Poor	23.0%	23	14.3%	6	29.3%	17	21.7%	5	27.8%	10	19.5%	8	31.6%	12	19.0%	11	23.0%	23	0.0%	0
(Don't know)	36.0%	36	47.6%	20	27.6%	16	43.5%	10	19.4%	7	46.3%	19	23.7%	9	44.8%	26	36.0%	36	0.0%	0
Mean:		2.30		2.45		2.21		2.31		2.21		2.41		2.24		2.22		2.30		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Traffic congestion</b>																				
Very good	9.0%	9	7.1%	3	10.3%	6	13.0%	3	8.3%	3	7.3%	3	10.5%	4	8.6%	5	9.0%	9	0.0%	0
Quite good	50.0%	50	47.6%	20	51.7%	30	39.1%	9	55.6%	20	51.2%	21	60.5%	23	41.4%	24	50.0%	50	0.0%	0
Neither good nor poor	14.0%	14	9.5%	4	17.2%	10	17.4%	4	16.7%	6	9.8%	4	10.5%	4	17.2%	10	14.0%	14	0.0%	0
Quite Poor	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Very Poor	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know)	25.0%	25	33.3%	14	19.0%	11	26.1%	6	16.7%	6	31.7%	13	15.8%	6	31.0%	18	25.0%	25	0.0%	0
Mean:		3.87		3.89		3.85		3.82		3.80		3.96		3.91		3.83		3.87		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Accessibility by public transport</b>																				
Very good	33.0%	33	31.0%	13	34.5%	20	43.5%	10	22.2%	8	36.6%	15	28.9%	11	34.5%	20	33.0%	33	0.0%	0
Quite good	32.0%	32	28.6%	12	34.5%	20	26.1%	6	36.1%	13	31.7%	13	31.6%	12	32.8%	19	32.0%	32	0.0%	0
Neither good nor poor	7.0%	7	2.4%	1	10.3%	6	4.3%	1	11.1%	4	4.9%	2	5.3%	2	6.9%	4	7.0%	7	0.0%	0
Quite Poor	3.0%	3	4.8%	2	1.7%	1	4.3%	1	5.6%	2	0.0%	0	0.0%	0	5.2%	3	3.0%	3	0.0%	0
Very Poor	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
(Don't know)	24.0%	24	31.0%	13	19.0%	11	21.7%	5	25.0%	9	24.4%	10	34.2%	13	19.0%	11	24.0%	24	0.0%	0
Mean:		4.22		4.17		4.26		4.39		4.00		4.32		4.36		4.15		4.22		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Personal safety</b>																				
Very good	50.0%	50	47.6%	20	51.7%	30	52.2%	12	38.9%	14	58.5%	24	50.0%	19	48.3%	28	50.0%	50	0.0%	0
Quite good	41.0%	41	33.3%	14	46.6%	27	43.5%	10	47.2%	17	34.1%	14	39.5%	15	43.1%	25	41.0%	41	0.0%	0
Neither good nor poor	4.0%	4	7.1%	3	1.7%	1	0.0%	0	5.6%	2	4.9%	2	2.6%	1	5.2%	3	4.0%	4	0.0%	0
Quite Poor	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.0%	4	9.5%	4	0.0%	0	0.0%	0	8.3%	3	2.4%	1	5.3%	2	3.4%	2	4.0%	4	0.0%	0
Mean:		4.46		4.39		4.50		4.43		4.36		4.55		4.44		4.45		4.46		0.00
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Newcastle-un der-Lyme		Kidsgrove				
<b>Range of non-food shops</b>																				
Very good	15.0%	15	19.0%	8	12.1%	7	13.0%	3	11.1%	4	19.5%	8	13.2%	5	17.2%	10	15.0%	15	0.0%	0
Quite good	30.0%	30	26.2%	11	32.8%	19	34.8%	8	25.0%	9	31.7%	13	21.1%	8	32.8%	19	30.0%	30	0.0%	0
Neither good nor poor	17.0%	17	14.3%	6	19.0%	11	13.0%	3	22.2%	8	14.6%	6	15.8%	6	17.2%	10	17.0%	17	0.0%	0
Quite Poor	27.0%	27	31.0%	13	24.1%	14	26.1%	6	27.8%	10	26.8%	11	36.8%	14	22.4%	13	27.0%	27	0.0%	0
Very Poor	6.0%	6	0.0%	0	10.3%	6	13.0%	3	5.6%	2	2.4%	1	7.9%	3	5.2%	3	6.0%	6	0.0%	0
(Don't know)	5.0%	5	9.5%	4	1.7%	1	0.0%	0	8.3%	3	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
<i>Mean:</i>		3.22		3.37		3.12		3.09		3.09		3.41		2.94		3.36		3.22		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Range of food shops</b>																				
Very good	17.0%	17	21.4%	9	13.8%	8	17.4%	4	11.1%	4	22.0%	9	10.5%	4	22.4%	13	17.0%	17	0.0%	0
Quite good	34.0%	34	33.3%	14	34.5%	20	34.8%	8	27.8%	10	39.0%	16	21.1%	8	37.9%	22	34.0%	34	0.0%	0
Neither good nor poor	14.0%	14	7.1%	3	19.0%	11	21.7%	5	16.7%	6	7.3%	3	23.7%	9	8.6%	5	14.0%	14	0.0%	0
Quite Poor	26.0%	26	21.4%	9	29.3%	17	21.7%	5	30.6%	11	24.4%	10	28.9%	11	25.9%	15	26.0%	26	0.0%	0
Very Poor	5.0%	5	7.1%	3	3.4%	2	4.3%	1	5.6%	2	4.9%	2	10.5%	4	1.7%	1	5.0%	5	0.0%	0
(Don't know)	4.0%	4	9.5%	4	0.0%	0	0.0%	0	8.3%	3	2.4%	1	5.3%	2	3.4%	2	4.0%	4	0.0%	0
<i>Mean:</i>		3.33		3.45		3.26		3.39		3.09		3.50		2.92		3.55		3.33		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Quality of food shops</b>																				
Very good	15.0%	15	19.0%	8	12.1%	7	13.0%	3	5.6%	2	24.4%	10	5.3%	2	22.4%	13	15.0%	15	0.0%	0
Quite good	53.0%	53	42.9%	18	60.3%	35	60.9%	14	50.0%	18	51.2%	21	55.3%	21	48.3%	28	53.0%	53	0.0%	0
Neither good nor poor	20.0%	20	16.7%	7	22.4%	13	26.1%	6	25.0%	9	12.2%	5	28.9%	11	15.5%	9	20.0%	20	0.0%	0
Quite Poor	5.0%	5	7.1%	3	3.4%	2	0.0%	0	8.3%	3	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Very Poor	2.0%	2	4.8%	2	0.0%	0	0.0%	0	2.8%	1	2.4%	1	0.0%	0	3.4%	2	2.0%	2	0.0%	0
(Don't know)	5.0%	5	9.5%	4	1.7%	1	0.0%	0	8.3%	3	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
<i>Mean:</i>		3.78		3.71		3.82		3.87		3.52		3.95		3.64		3.85		3.78		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Quality of non-food shops</b>																				
Very good	10.0%	10	14.3%	6	6.9%	4	13.0%	3	2.8%	1	14.6%	6	7.9%	3	12.1%	7	10.0%	10	0.0%	0
Quite good	48.0%	48	35.7%	15	56.9%	33	52.2%	12	44.4%	16	48.8%	20	42.1%	16	50.0%	29	48.0%	48	0.0%	0
Neither good nor poor	19.0%	19	21.4%	9	17.2%	10	17.4%	4	27.8%	10	12.2%	5	23.7%	9	15.5%	9	19.0%	19	0.0%	0
Quite Poor	15.0%	15	14.3%	6	15.5%	9	17.4%	4	13.9%	5	14.6%	6	15.8%	6	15.5%	9	15.0%	15	0.0%	0
Very Poor	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	4.9%	2	2.6%	1	1.7%	1	2.0%	2	0.0%	0
(Don't know)	6.0%	6	11.9%	5	1.7%	1	0.0%	0	11.1%	4	4.9%	2	7.9%	3	5.2%	3	6.0%	6	0.0%	0
<i>Mean:</i>		3.52		3.51		3.53		3.61		3.41		3.56		3.40		3.58		3.52		0.00
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Range of retail warehousing/retail parks</b>																				
Very good	5.0%	5	7.1%	3	3.4%	2	8.7%	2	0.0%	0	7.3%	3	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Quite good	18.0%	18	11.9%	5	22.4%	13	21.7%	5	8.3%	3	24.4%	10	13.2%	5	19.0%	11	18.0%	18	0.0%	0
Neither good nor poor	17.0%	17	16.7%	7	17.2%	10	26.1%	6	22.2%	8	7.3%	3	23.7%	9	13.8%	8	17.0%	17	0.0%	0
Quite Poor	18.0%	18	19.0%	8	17.2%	10	13.0%	3	22.2%	8	17.1%	7	10.5%	4	22.4%	13	18.0%	18	0.0%	0
Very Poor	21.0%	21	19.0%	8	22.4%	13	17.4%	4	27.8%	10	17.1%	7	23.7%	9	20.7%	12	21.0%	21	0.0%	0
(Don't know)	21.0%	21	26.2%	11	17.2%	10	13.0%	3	19.4%	7	26.8%	11	23.7%	9	19.0%	11	21.0%	21	0.0%	0
<i>Mean:</i>		2.59		2.58		2.60		2.90		2.14		2.83		2.55		2.57		2.59		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Daytime entertainment / leisure facilities</b>																				
Very good	14.0%	14	14.3%	6	13.8%	8	17.4%	4	8.3%	3	17.1%	7	7.9%	3	19.0%	11	14.0%	14	0.0%	0
Quite good	34.0%	34	31.0%	13	36.2%	21	39.1%	9	22.2%	8	41.5%	17	31.6%	12	36.2%	21	34.0%	34	0.0%	0
Neither good nor poor	14.0%	14	2.4%	1	22.4%	13	4.3%	1	22.2%	8	12.2%	5	13.2%	5	13.8%	8	14.0%	14	0.0%	0
Quite Poor	15.0%	15	11.9%	5	17.2%	10	26.1%	6	19.4%	7	4.9%	2	23.7%	9	10.3%	6	15.0%	15	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	23.0%	23	40.5%	17	10.3%	6	13.0%	3	27.8%	10	24.4%	10	23.7%	9	20.7%	12	23.0%	23	0.0%	0
<i>Mean:</i>		3.61		3.80		3.52		3.55		3.27		3.94		3.31		3.80		3.61		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Evening entertainment / leisure facilities</b>																				
Very good	10.0%	10	9.5%	4	10.3%	6	21.7%	5	5.6%	2	7.3%	3	7.9%	3	12.1%	7	10.0%	10	0.0%	0
Quite good	33.0%	33	28.6%	12	36.2%	21	39.1%	9	44.4%	16	19.5%	8	36.8%	14	27.6%	16	33.0%	33	0.0%	0
Neither good nor poor	12.0%	12	2.4%	1	19.0%	11	4.3%	1	19.4%	7	9.8%	4	13.2%	5	12.1%	7	12.0%	12	0.0%	0
Quite Poor	6.0%	6	9.5%	4	3.4%	2	13.0%	3	5.6%	2	2.4%	1	5.3%	2	6.9%	4	6.0%	6	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	39.0%	39	50.0%	21	31.0%	18	21.7%	5	25.0%	9	61.0%	25	36.8%	14	41.4%	24	39.0%	39	0.0%	0
<i>Mean:</i>		3.77		3.76		3.78		3.89		3.67		3.81		3.75		3.76		3.77		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Theatres</b>																				
Very good	3.0%	3	2.4%	1	3.4%	2	8.7%	2	2.8%	1	0.0%	0	7.9%	3	0.0%	0	3.0%	3	0.0%	0
Quite good	39.0%	39	35.7%	15	41.4%	24	47.8%	11	44.4%	16	29.3%	12	47.4%	18	32.8%	19	39.0%	39	0.0%	0
Neither good nor poor	9.0%	9	9.5%	4	8.6%	5	4.3%	1	13.9%	5	7.3%	3	7.9%	3	10.3%	6	9.0%	9	0.0%	0
Quite Poor	5.0%	5	2.4%	1	6.9%	4	4.3%	1	5.6%	2	4.9%	2	2.6%	1	6.9%	4	5.0%	5	0.0%	0
Very Poor	4.0%	4	0.0%	0	6.9%	4	4.3%	1	2.8%	1	4.9%	2	5.3%	2	3.4%	2	4.0%	4	0.0%	0
(Don't know)	40.0%	40	50.0%	21	32.8%	19	30.4%	7	30.6%	11	53.7%	22	28.9%	11	46.6%	27	40.0%	40	0.0%	0
<i>Mean:</i>		3.53		3.76		3.41		3.75		3.56		3.32		3.70		3.35		3.53		0.00
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Cinemas</b>																				
Very good	19.0%	19	16.7%	7	20.7%	12	34.8%	8	13.9%	5	14.6%	6	15.8%	6	22.4%	13	19.0%	19	0.0%	0
Quite good	53.0%	53	45.2%	19	58.6%	34	43.5%	10	63.9%	23	48.8%	20	55.3%	21	50.0%	29	53.0%	53	0.0%	0
Neither good nor poor	5.0%	5	4.8%	2	5.2%	3	4.3%	1	2.8%	1	7.3%	3	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Quite Poor	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Very Poor	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0	1.0%	1	0.0%	0
(Don't know)	21.0%	21	31.0%	13	13.8%	8	17.4%	4	16.7%	6	26.8%	11	18.4%	7	22.4%	13	21.0%	21	0.0%	0
Mean:		4.11		4.10		4.12		4.37		4.07		4.00		3.97		4.22		4.11		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Town Centre events</b>																				
Very good	2.0%	2	2.4%	1	1.7%	1	0.0%	0	0.0%	0	4.9%	2	2.6%	1	1.7%	1	2.0%	2	0.0%	0
Quite good	46.0%	46	40.5%	17	50.0%	29	56.5%	13	47.2%	17	39.0%	16	47.4%	18	44.8%	26	46.0%	46	0.0%	0
Neither good nor poor	22.0%	22	23.8%	10	20.7%	12	26.1%	6	16.7%	6	24.4%	10	23.7%	9	20.7%	12	22.0%	22	0.0%	0
Quite Poor	6.0%	6	4.8%	2	6.9%	4	8.7%	2	8.3%	3	2.4%	1	7.9%	3	5.2%	3	6.0%	6	0.0%	0
Very Poor	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
(Don't know)	23.0%	23	28.6%	12	19.0%	11	8.7%	2	27.8%	10	26.8%	11	18.4%	7	25.9%	15	23.0%	23	0.0%	0
Mean:		3.55		3.57		3.53		3.52		3.54		3.57		3.55		3.53		3.55		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Liveliness / street life / character</b>																				
Very good	12.0%	12	16.7%	7	8.6%	5	8.7%	2	11.1%	4	14.6%	6	7.9%	3	13.8%	8	12.0%	12	0.0%	0
Quite good	58.0%	58	50.0%	21	63.8%	37	65.2%	15	47.2%	17	63.4%	26	55.3%	21	60.3%	35	58.0%	58	0.0%	0
Neither good nor poor	19.0%	19	19.0%	8	19.0%	11	21.7%	5	27.8%	10	9.8%	4	26.3%	10	13.8%	8	19.0%	19	0.0%	0
Quite Poor	5.0%	5	2.4%	1	6.9%	4	0.0%	0	5.6%	2	7.3%	3	2.6%	1	6.9%	4	5.0%	5	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.0%	6	11.9%	5	1.7%	1	4.3%	1	8.3%	3	4.9%	2	7.9%	3	5.2%	3	6.0%	6	0.0%	0
Mean:		3.82		3.92		3.75		3.86		3.70		3.90		3.74		3.85		3.82		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Quality / number of places to eat-drink</b>																				
Very good	13.0%	13	16.7%	7	10.3%	6	13.0%	3	11.1%	4	14.6%	6	7.9%	3	17.2%	10	13.0%	13	0.0%	0
Quite good	63.0%	63	47.6%	20	74.1%	43	65.2%	15	55.6%	20	68.3%	28	65.8%	25	58.6%	34	63.0%	63	0.0%	0
Neither good nor poor	14.0%	14	19.0%	8	10.3%	6	13.0%	3	22.2%	8	7.3%	3	18.4%	7	12.1%	7	14.0%	14	0.0%	0
Quite Poor	5.0%	5	4.8%	2	5.2%	3	8.7%	2	2.8%	1	4.9%	2	2.6%	1	6.9%	4	5.0%	5	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	5	11.9%	5	0.0%	0	0.0%	0	8.3%	3	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Mean:		3.88		3.86		3.90		3.83		3.82		3.97		3.83		3.91		3.88		0.00
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Newcastle-un der-Lyme		Kidsgrove				
<b>General shopping environment</b>																				
Very good	13.0%	13	19.0%	8	8.6%	5	8.7%	2	11.1%	4	17.1%	7	10.5%	4	15.5%	9	13.0%	13	0.0%	0
Quite good	64.0%	64	47.6%	20	75.9%	44	73.9%	17	66.7%	24	56.1%	23	71.1%	27	56.9%	33	64.0%	64	0.0%	0
Neither good nor poor	14.0%	14	21.4%	9	8.6%	5	13.0%	3	13.9%	5	14.6%	6	7.9%	3	19.0%	11	14.0%	14	0.0%	0
Quite Poor	4.0%	4	0.0%	0	6.9%	4	4.3%	1	0.0%	0	7.3%	3	5.3%	2	3.4%	2	4.0%	4	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	5	11.9%	5	0.0%	0	0.0%	0	8.3%	3	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Mean:		3.91		3.97		3.86		3.87		3.97		3.87		3.92		3.89		3.91		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Attractiveness of built environment</b>																				
Very good	18.0%	18	23.8%	10	13.8%	8	17.4%	4	19.4%	7	17.1%	7	23.7%	9	15.5%	9	18.0%	18	0.0%	0
Quite good	60.0%	60	42.9%	18	72.4%	42	73.9%	17	47.2%	17	63.4%	26	57.9%	22	60.3%	35	60.0%	60	0.0%	0
Neither good nor poor	15.0%	15	19.0%	8	12.1%	7	4.3%	1	25.0%	9	12.2%	5	13.2%	5	15.5%	9	15.0%	15	0.0%	0
Quite Poor	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Very Poor	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
(Don't know)	5.0%	5	11.9%	5	0.0%	0	0.0%	0	8.3%	3	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Mean:		3.98		3.97		3.98		4.00		3.94		4.00		4.11		3.91		3.98		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Planting / landscaping</b>																				
Very good	25.0%	25	21.4%	9	27.6%	16	17.4%	4	27.8%	10	26.8%	11	26.3%	10	25.9%	15	25.0%	25	0.0%	0
Quite good	60.0%	60	47.6%	20	69.0%	40	69.6%	16	52.8%	19	61.0%	25	60.5%	23	56.9%	33	60.0%	60	0.0%	0
Neither good nor poor	7.0%	7	11.9%	5	3.4%	2	8.7%	2	8.3%	3	4.9%	2	7.9%	3	6.9%	4	7.0%	7	0.0%	0
Quite Poor	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Very Poor	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
(Don't know)	6.0%	6	14.3%	6	0.0%	0	0.0%	0	8.3%	3	7.3%	3	5.3%	2	6.9%	4	6.0%	6	0.0%	0
Mean:		4.14		3.97		4.24		3.96		4.15		4.24		4.19		4.11		4.14		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>Layout of centre</b>																				
Very good	15.0%	15	14.3%	6	15.5%	9	8.7%	2	22.2%	8	12.2%	5	18.4%	7	13.8%	8	15.0%	15	0.0%	0
Quite good	74.0%	74	61.9%	26	82.8%	48	87.0%	20	61.1%	22	78.0%	32	71.1%	27	74.1%	43	74.0%	74	0.0%	0
Neither good nor poor	6.0%	6	11.9%	5	1.7%	1	4.3%	1	8.3%	3	4.9%	2	5.3%	2	6.9%	4	6.0%	6	0.0%	0
Quite Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.0%	5	11.9%	5	0.0%	0	0.0%	0	8.3%	3	4.9%	2	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Mean:		4.09		4.03		4.14		4.04		4.15		4.08		4.14		4.07		4.09		0.00
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Public toilets</b>																				
Very good	4.0%	4	4.8%	2	3.4%	2	4.3%	1	2.8%	1	4.9%	2	2.6%	1	5.2%	3	4.0%	4	0.0%	0
Quite good	48.0%	48	40.5%	17	53.4%	31	52.2%	12	47.2%	17	46.3%	19	42.1%	16	51.7%	30	48.0%	48	0.0%	0
Neither good nor poor	21.0%	21	26.2%	11	17.2%	10	26.1%	6	27.8%	10	12.2%	5	23.7%	9	19.0%	11	21.0%	21	0.0%	0
Quite Poor	9.0%	9	0.0%	0	15.5%	9	4.3%	1	8.3%	3	12.2%	5	7.9%	3	10.3%	6	9.0%	9	0.0%	0
Very Poor	6.0%	6	4.8%	2	6.9%	4	4.3%	1	2.8%	1	9.8%	4	13.2%	5	1.7%	1	6.0%	6	0.0%	0
(Don't know)	12.0%	12	23.8%	10	3.4%	2	8.7%	2	11.1%	4	14.6%	6	10.5%	4	12.1%	7	12.0%	12	0.0%	0
<i>Mean:</i>		3.40		3.53		3.32		3.52		3.44		3.29		3.15		3.55		3.40		0.00
Base:		100		42		58		23		36		41		38		58		100		0
<b>The Market</b>																				
Very good	7.0%	7	4.8%	2	8.6%	5	8.7%	2	2.8%	1	9.8%	4	5.3%	2	8.6%	5	7.0%	7	0.0%	0
Quite good	49.0%	49	42.9%	18	53.4%	31	43.5%	10	44.4%	16	56.1%	23	55.3%	21	43.1%	25	49.0%	49	0.0%	0
Neither good nor poor	30.0%	30	28.6%	12	31.0%	18	43.5%	10	30.6%	11	22.0%	9	31.6%	12	29.3%	17	30.0%	30	0.0%	0
Quite Poor	5.0%	5	4.8%	2	5.2%	3	0.0%	0	8.3%	3	4.9%	2	2.6%	1	6.9%	4	5.0%	5	0.0%	0
Very Poor	2.0%	2	2.4%	1	1.7%	1	0.0%	0	5.6%	2	0.0%	0	0.0%	0	3.4%	2	2.0%	2	0.0%	0
(Don't know)	7.0%	7	16.7%	7	0.0%	0	4.3%	1	8.3%	3	7.3%	3	5.3%	2	8.6%	5	7.0%	7	0.0%	0
<i>Mean:</i>		3.58		3.51		3.62		3.64		3.33		3.76		3.67		3.51		3.58		0.00
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Q18 What improvements would you like to see made in (STUDY CENTRE)?</b>																				
Nothing in particular	8.0%	8	11.9%	5	5.2%	3	13.0%	3	8.3%	3	4.9%	2	7.9%	3	8.6%	5	8.0%	8	0.0%	0
Increase the range of national / multiple chain stores	44.0%	44	31.0%	13	53.4%	31	47.8%	11	44.4%	16	41.5%	17	44.7%	17	46.6%	27	44.0%	44	0.0%	0
Increase the range of local / speciality retailers	56.0%	56	42.9%	18	65.5%	38	47.8%	11	61.1%	22	56.1%	23	57.9%	22	56.9%	33	56.0%	56	0.0%	0
Improve quality of shops and services	29.0%	29	23.8%	10	32.8%	19	30.4%	7	27.8%	10	29.3%	12	31.6%	12	27.6%	16	29.0%	29	0.0%	0
Improve the appearance of the town centre	4.0%	4	4.8%	2	3.4%	2	0.0%	0	8.3%	3	2.4%	1	7.9%	3	1.7%	1	4.0%	4	0.0%	0
Improve the market	25.0%	25	21.4%	9	27.6%	16	21.7%	5	27.8%	10	24.4%	10	23.7%	9	27.6%	16	25.0%	25	0.0%	0
Make the centre safer (more CCTV, policing, better lighting etc)	9.0%	9	14.3%	6	5.2%	3	13.0%	3	5.6%	2	9.8%	4	5.3%	2	10.3%	6	9.0%	9	0.0%	0
Remove / reduce traffic congestion	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Provide more housing in the town-centre	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Improve frequency of public transport	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Improve car parking availability / reduce parking charges	20.0%	20	19.0%	8	20.7%	12	4.3%	1	22.2%	8	26.8%	11	26.3%	10	17.2%	10	20.0%	20	0.0%	0
Provide better entertainment / leisure	2.0%	2	4.8%	2	0.0%	0	8.7%	2	0.0%	0	0.0%	0	2.6%	1	1.7%	1	2.0%	2	0.0%	0
Improve quality and range of cafes and restaurants	4.0%	4	4.8%	2	3.4%	2	4.3%	1	5.6%	2	2.4%	1	7.9%	3	1.7%	1	4.0%	4	0.0%	0
Improve pedestrian links and facilities in the town centre	2.0%	2	2.4%	1	1.7%	1	4.3%	1	2.8%	1	0.0%	0	2.6%	1	1.7%	1	2.0%	2	0.0%	0
Improve food store	3.0%	3	0.0%	0	5.2%	3	0.0%	0	5.6%	2	2.4%	1	2.6%	1	1.7%	1	3.0%	3	0.0%	0
Other	5.0%	5	7.1%	3	3.4%	2	4.3%	1	5.6%	2	4.9%	2	7.9%	3	3.4%	2	5.0%	5	0.0%	0
Toilets	4.0%	4	2.4%	1	5.2%	3	4.3%	1	2.8%	1	4.9%	2	5.3%	2	3.4%	2	4.0%	4	0.0%	0
(Don't know)	10.0%	10	11.9%	5	8.6%	5	4.3%	1	8.3%	3	14.6%	6	5.3%	2	10.3%	6	10.0%	10	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q19 Do you or other members of your household ever come to (STUDY CENTRE) in the evenings?</b>																				
Yes	36.0%	36	33.3%	14	37.9%	22	56.5%	13	44.4%	16	17.1%	7	52.6%	20	24.1%	14	36.0%	36	0.0%	0
No	64.0%	64	66.7%	28	62.1%	36	43.5%	10	55.6%	20	82.9%	34	47.4%	18	75.9%	44	64.0%	64	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0



## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Newcastle-un der-Lyme		Kidsgrove				
<b>Q20 What / where do you or other members of your household do / visit in (STUDY CENTRE) in the evening ?</b>																				
<i>Those who said Yes at Q19</i>																				
Sports facilities	5.6%	2	14.3%	2	0.0%	0	0.0%	0	6.3%	1	14.3%	1	5.0%	1	7.1%	1	5.6%	2	0.0%	0
Pubs / bars	88.9%	32	85.7%	12	90.9%	20	100.0%	13	81.3%	13	85.7%	6	80.0%	16	100.0%	14	88.9%	32	0.0%	0
Restaurants	52.8%	19	42.9%	6	59.1%	13	46.2%	6	56.3%	9	57.1%	4	50.0%	10	50.0%	7	52.8%	19	0.0%	0
Services (eg. cash tills)	5.6%	2	0.0%	0	9.1%	2	7.7%	1	0.0%	0	14.3%	1	0.0%	0	14.3%	2	5.6%	2	0.0%	0
Takeaway food	13.9%	5	21.4%	3	9.1%	2	15.4%	2	12.5%	2	14.3%	1	5.0%	1	28.6%	4	13.9%	5	0.0%	0
Walk about / look around	13.9%	5	28.6%	4	4.5%	1	7.7%	1	6.3%	1	42.9%	3	10.0%	2	21.4%	3	13.9%	5	0.0%	0
Theatre	13.9%	5	21.4%	3	9.1%	2	15.4%	2	6.3%	1	28.6%	2	25.0%	5	0.0%	0	13.9%	5	0.0%	0
Nightclubs	19.4%	7	35.7%	5	9.1%	2	38.5%	5	6.3%	1	14.3%	1	15.0%	3	28.6%	4	19.4%	7	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	0.0%	0	0.0%	0
Visit cinema	11.1%	4	7.1%	1	13.6%	3	7.7%	1	6.3%	1	28.6%	2	15.0%	3	7.1%	1	11.1%	4	0.0%	0
(Don't know / varies)	2.8%	1	7.1%	1	0.0%	0	0.0%	0	6.3%	1	0.0%	0	5.0%	1	0.0%	0	2.8%	1	0.0%	0
Base:		36		14		22		13		16		7		20		14		36		0

### Q21 What do you like about visiting the entertainment facilities in (STUDY CENTRE) ?

Nothing in particular	13.0%	13	14.3%	6	12.1%	7	8.7%	2	11.1%	4	17.1%	7	13.2%	5	13.8%	8	13.0%	13	0.0%	0
Close to home / easy to get to	31.0%	31	26.2%	11	34.5%	20	60.9%	14	38.9%	14	7.3%	3	34.2%	13	27.6%	16	31.0%	31	0.0%	0
Good theatre	4.0%	4	4.8%	2	3.4%	2	4.3%	1	2.8%	1	4.9%	2	10.5%	4	0.0%	0	4.0%	4	0.0%	0
Good choice of restaurants	6.0%	6	7.1%	3	5.2%	3	8.7%	2	8.3%	3	2.4%	1	7.9%	3	3.4%	2	6.0%	6	0.0%	0
Good quality of restaurants	4.0%	4	2.4%	1	5.2%	3	4.3%	1	5.6%	2	2.4%	1	10.5%	4	0.0%	0	4.0%	4	0.0%	0
Good quality of pubs / bars	13.0%	13	21.4%	9	6.9%	4	26.1%	6	11.1%	4	7.3%	3	15.8%	6	12.1%	7	13.0%	13	0.0%	0
Good choice of pubs / bars	14.0%	14	11.9%	5	15.5%	9	30.4%	7	13.9%	5	4.9%	2	18.4%	7	10.3%	6	14.0%	14	0.0%	0
Good health / fitness facilities	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0
The cinema	6.0%	6	7.1%	3	5.2%	3	4.3%	1	5.6%	2	7.3%	3	5.3%	2	6.9%	4	6.0%	6	0.0%	0
The pub	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meet friends there	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	3	0.0%	0	5.2%	3	0.0%	0	0.0%	0	7.3%	3	2.6%	1	3.4%	2	3.0%	3	0.0%	0
(Don't visit these places in (STUDY CENTRE))	33.0%	33	33.3%	14	32.8%	19	8.7%	2	30.6%	11	48.8%	20	23.7%	9	37.9%	22	33.0%	33	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1	C2DE	Newcastle-un der-Lyme		Kidsgrove				
<b>Q22 What do you dislike about visiting the entertainment facilities in (STUDY CENTRE)?</b>																				
Nothing in particular	34.0%	34	33.3%	14	34.5%	20	34.8%	8	44.4%	16	24.4%	10	42.1%	16	25.9%	15	34.0%	34	0.0%	0
Poor choice of facilities	5.0%	5	7.1%	3	3.4%	2	13.0%	3	2.8%	1	2.4%	1	5.3%	2	5.2%	3	5.0%	5	0.0%	0
Too expensive	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
Unsafe / poor security / dangerous	12.0%	12	11.9%	5	12.1%	7	21.7%	5	13.9%	5	4.9%	2	13.2%	5	12.1%	7	12.0%	12	0.0%	0
Lack of car parking	2.0%	2	0.0%	0	3.4%	2	4.3%	1	0.0%	0	2.4%	1	0.0%	0	3.4%	2	2.0%	2	0.0%	0
Car parking charges	11.0%	11	9.5%	4	12.1%	7	17.4%	4	11.1%	4	7.3%	3	13.2%	5	10.3%	6	11.0%	11	0.0%	0
Lack of public transport	2.0%	2	2.4%	1	1.7%	1	4.3%	1	2.8%	1	0.0%	0	5.3%	2	0.0%	0	2.0%	2	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	0.0%	0	0.0%	0
(Don't know)	5.0%	5	4.8%	2	5.2%	3	8.7%	2	0.0%	0	7.3%	3	2.6%	1	6.9%	4	5.0%	5	0.0%	0
(Don't visit these places in (STUDY CENTRE))	32.0%	32	33.3%	14	31.0%	18	8.7%	2	27.8%	10	48.8%	20	23.7%	9	37.9%	22	32.0%	32	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q23 Do you generally feel safe walking around the (STUDY CENTRE) in the day?</b>																				
Yes	99.0%	99	97.6%	41	100.0%	58	100.0%	23	97.2%	35	100.0%	41	97.4%	37	100.0%	58	99.0%	99	0.0%	0
No	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q24 Do you generally feel safe walking around the (STUDY CENTRE) at night?</b>																				
Yes	23.0%	23	35.7%	15	13.8%	8	34.8%	8	33.3%	12	7.3%	3	23.7%	9	19.0%	11	23.0%	23	0.0%	0
No	30.0%	30	28.6%	12	31.0%	18	39.1%	9	27.8%	10	26.8%	11	34.2%	13	29.3%	17	30.0%	30	0.0%	0
(Don't know)	47.0%	47	35.7%	15	55.2%	32	26.1%	6	38.9%	14	65.9%	27	42.1%	16	51.7%	30	47.0%	47	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q25 Do you feel safer in the (STUDY CENTRE) than you did 12 months ago?</b>																				
Yes	22.0%	22	26.2%	11	19.0%	11	30.4%	7	13.9%	5	24.4%	10	21.1%	8	20.7%	12	22.0%	22	0.0%	0
No	24.0%	24	28.6%	12	20.7%	12	8.7%	2	27.8%	10	29.3%	12	28.9%	11	20.7%	12	24.0%	24	0.0%	0
(Don't know)	54.0%	54	45.2%	19	60.3%	35	60.9%	14	58.3%	21	46.3%	19	50.0%	19	58.6%	34	54.0%	54	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Q26 Do you feel the following would make you feel safer in the town centre?</b>																				
<i>Increased policing/patrolling</i>																				
Yes	68.0%	68	76.2%	32	62.1%	36	56.5%	13	69.4%	25	73.2%	30	63.2%	24	72.4%	42	68.0%	68	0.0%	0
No	28.0%	28	19.0%	8	34.5%	20	43.5%	10	27.8%	10	19.5%	8	34.2%	13	22.4%	13	28.0%	28	0.0%	0
(Don't know)	4.0%	4	4.8%	2	3.4%	2	0.0%	0	2.8%	1	7.3%	3	2.6%	1	5.2%	3	4.0%	4	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>Increased CCTV use</b>																				
Yes	48.0%	48	52.4%	22	44.8%	26	47.8%	11	44.4%	16	51.2%	21	39.5%	15	55.2%	32	48.0%	48	0.0%	0
No	44.0%	44	40.5%	17	46.6%	27	52.2%	12	41.7%	15	41.5%	17	55.3%	21	36.2%	21	44.0%	44	0.0%	0
(Don't know)	8.0%	8	7.1%	3	8.6%	5	0.0%	0	13.9%	5	7.3%	3	5.3%	2	8.6%	5	8.0%	8	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Improved street lighting</b>																				
Yes	40.0%	40	45.2%	19	36.2%	21	56.5%	13	41.7%	15	29.3%	12	47.4%	18	37.9%	22	40.0%	40	0.0%	0
No	46.0%	46	42.9%	18	48.3%	28	39.1%	9	52.8%	19	43.9%	18	50.0%	19	41.4%	24	46.0%	46	0.0%	0
(Don't know)	14.0%	14	11.9%	5	15.5%	9	4.3%	1	5.6%	2	26.8%	11	2.6%	1	20.7%	12	14.0%	14	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Fewer pubs / clubs etc</b>																				
Yes	27.0%	27	16.7%	7	34.5%	20	30.4%	7	27.8%	10	24.4%	10	31.6%	12	24.1%	14	27.0%	27	0.0%	0
No	63.0%	63	78.6%	33	51.7%	30	65.2%	15	66.7%	24	58.5%	24	60.5%	23	63.8%	37	63.0%	63	0.0%	0
(Don't know)	10.0%	10	4.8%	2	13.8%	8	4.3%	1	5.6%	2	17.1%	7	7.9%	3	12.1%	7	10.0%	10	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>More people living in town centre</b>																				
Yes	24.0%	24	21.4%	9	25.9%	15	21.7%	5	22.2%	8	26.8%	11	21.1%	8	25.9%	15	24.0%	24	0.0%	0
No	62.0%	62	59.5%	25	63.8%	37	60.9%	14	61.1%	22	63.4%	26	65.8%	25	58.6%	34	62.0%	62	0.0%	0
(Don't know)	14.0%	14	19.0%	8	10.3%	6	17.4%	4	16.7%	6	9.8%	4	13.2%	5	15.5%	9	14.0%	14	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>More secure car parks</b>																				
Yes	46.0%	46	42.9%	18	48.3%	28	52.2%	12	47.2%	17	41.5%	17	55.3%	21	39.7%	23	46.0%	46	0.0%	0
No	34.0%	34	42.9%	18	27.6%	16	30.4%	7	36.1%	13	34.1%	14	31.6%	12	34.5%	20	34.0%	34	0.0%	0
(Don't know)	20.0%	20	14.3%	6	24.1%	14	17.4%	4	16.7%	6	24.4%	10	13.2%	5	25.9%	15	20.0%	20	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>Removal of shrubs/street furniture</b>																				
Yes	2.0%	2	0.0%	0	3.4%	2	4.3%	1	2.8%	1	0.0%	0	2.6%	1	1.7%	1	2.0%	2	0.0%	0
No	95.0%	95	92.9%	39	96.6%	56	91.3%	21	94.4%	34	97.6%	40	94.7%	36	94.8%	55	95.0%	95	0.0%	0
(Don't know)	3.0%	3	7.1%	3	0.0%	0	4.3%	1	2.8%	1	2.4%	1	2.6%	1	3.4%	2	3.0%	3	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un- der-Lyme	Kidsgrove										
<b>GEN Gender:</b>																				
Male	42.0%	42	100.0%	42	0.0%	0	52.2%	12	36.1%	13	41.5%	17	36.8%	14	46.6%	27	42.0%	42	0.0%	0
Female	58.0%	58	0.0%	0	100.0%	58	47.8%	11	63.9%	23	58.5%	24	63.2%	24	53.4%	31	58.0%	58	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>AGE Age Group:</b>																				
18 - 24 years	13.0%	13	19.0%	8	8.6%	5	56.5%	13	0.0%	0	0.0%	0	18.4%	7	10.3%	6	13.0%	13	0.0%	0
25 - 34 years	10.0%	10	9.5%	4	10.3%	6	43.5%	10	0.0%	0	0.0%	0	7.9%	3	12.1%	7	10.0%	10	0.0%	0
35 - 44 years	13.0%	13	9.5%	4	15.5%	9	0.0%	0	36.1%	13	0.0%	0	15.8%	6	8.6%	5	13.0%	13	0.0%	0
45 - 54 years	23.0%	23	21.4%	9	24.1%	14	0.0%	0	63.9%	23	0.0%	0	26.3%	10	20.7%	12	23.0%	23	0.0%	0
55 - 64 years	23.0%	23	16.7%	7	27.6%	16	0.0%	0	0.0%	0	56.1%	23	15.8%	6	27.6%	16	23.0%	23	0.0%	0
65+ years	18.0%	18	23.8%	10	13.8%	8	0.0%	0	0.0%	0	43.9%	18	15.8%	6	20.7%	12	18.0%	18	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>ETH Ethnicity</b>																				
White – British	98.0%	98	97.6%	41	98.3%	57	95.7%	22	100.0%	36	97.6%	40	94.7%	36	100.0%	58	98.0%	98	0.0%	0
White – Irish	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Any other white background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black – Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black – African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black - Any other black background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed - White and black	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed – Caribbean	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White - White and black African	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White - White and Asian	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
White - Any other mixed background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian – Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian – Indian	1.0%	1	0.0%	0	1.7%	1	4.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
Asian – Pakistani	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian – Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asian - Any other Asian background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gypsy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic background	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male		Female		18 - 34		35 - 54		55 +		ABC1		C2DE		Newcastle-un der-Lyme		Kidsgrove		
<b>DIS Disabilities: Do you consider you have a disability? If so, what is the nature of your disability?</b>																				
Disability	7.0%	7	9.5%	4	5.2%	3	0.0%	0	2.8%	1	14.6%	6	2.6%	1	10.3%	6	7.0%	7	0.0%	0
Heart problems	3.0%	3	2.4%	1	3.4%	2	0.0%	0	0.0%	0	7.3%	3	0.0%	0	5.2%	3	3.0%	3	0.0%	0
(No disabilities)	83.0%	83	76.2%	32	87.9%	51	100.0%	23	94.4%	34	63.4%	26	92.1%	35	75.9%	44	83.0%	83	0.0%	0
(Refused)	7.0%	7	11.9%	5	3.4%	2	0.0%	0	2.8%	1	14.6%	6	5.3%	2	8.6%	5	7.0%	7	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>SEG Occupation of Chief Wage Earner:</b>																				
AB	13.0%	13	9.5%	4	15.5%	9	8.7%	2	22.2%	8	7.3%	3	34.2%	13	0.0%	0	13.0%	13	0.0%	0
C1	25.0%	25	23.8%	10	25.9%	15	34.8%	8	22.2%	8	22.0%	9	65.8%	25	0.0%	0	25.0%	25	0.0%	0
C2	20.0%	20	33.3%	14	10.3%	6	26.1%	6	19.4%	7	17.1%	7	0.0%	0	34.5%	20	20.0%	20	0.0%	0
DE	38.0%	38	31.0%	13	43.1%	25	30.4%	7	27.8%	10	51.2%	21	0.0%	0	65.5%	38	38.0%	38	0.0%	0
(Refused)	4.0%	4	2.4%	1	5.2%	3	0.0%	0	8.3%	3	2.4%	1	0.0%	0	0.0%	0	4.0%	4	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>ADU Number of adults: (16+ years)</b>																				
One	31.0%	31	38.1%	16	25.9%	15	43.5%	10	25.0%	9	29.3%	12	34.2%	13	29.3%	17	31.0%	31	0.0%	0
Two	55.0%	55	45.2%	19	62.1%	36	39.1%	9	55.6%	20	63.4%	26	50.0%	19	56.9%	33	55.0%	55	0.0%	0
Three	11.0%	11	16.7%	7	6.9%	4	13.0%	3	13.9%	5	7.3%	3	7.9%	3	13.8%	8	11.0%	11	0.0%	0
Four or more	3.0%	3	0.0%	0	5.2%	3	4.3%	1	5.6%	2	0.0%	0	7.9%	3	0.0%	0	3.0%	3	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>CHI No. of children 15 years and under:</b>																				
None	78.0%	78	76.2%	32	79.3%	46	56.5%	13	72.2%	26	95.1%	39	76.3%	29	81.0%	47	78.0%	78	0.0%	0
One	10.0%	10	9.5%	4	10.3%	6	21.7%	5	8.3%	3	4.9%	2	13.2%	5	6.9%	4	10.0%	10	0.0%	0
Two	8.0%	8	11.9%	5	5.2%	3	17.4%	4	11.1%	4	0.0%	0	7.9%	3	8.6%	5	8.0%	8	0.0%	0
Three	4.0%	4	2.4%	1	5.2%	3	4.3%	1	8.3%	3	0.0%	0	2.6%	1	3.4%	2	4.0%	4	0.0%	0
Four or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0
<b>DAY Day of Interview:</b>																				
Monday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tuesday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesday	18.0%	18	14.3%	6	20.7%	12	21.7%	5	13.9%	5	19.5%	8	10.5%	4	19.0%	11	18.0%	18	0.0%	0
Thursday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friday	40.0%	40	47.6%	20	34.5%	20	47.8%	11	38.9%	14	36.6%	15	36.8%	14	44.8%	26	40.0%	40	0.0%	0
Saturday	42.0%	42	38.1%	16	44.8%	26	30.4%	7	47.2%	17	43.9%	18	52.6%	20	36.2%	21	42.0%	42	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un der-Lyme	Kidsgrove										
<b>LOC Location:</b>																				
Newcastle-under-Lyme	100.0%	100	100.0%	42	100.0%	58	100.0%	23	100.0%	36	100.0%	41	100.0%	38	100.0%	58	100.0%	100	0.0%	0
Kidsgrove	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0

## Newcastle Under Lyme and Kidsgrove In Street Survey for Nathaniel Lichfield & Partners

PC	Postcode	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un der-Lyme	Kidsgrove										
B98	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Blank		8.0%	8	16.7%	7	1.7%	1	8.7%	2	5.6%	2	9.8%	4	7.9%	3	8.6%	5	8.0%	8	0.0%	0
CW12	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW12	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW2	5	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
CW3	9	3.0%	3	2.4%	1	3.4%	2	4.3%	1	5.6%	2	0.0%	0	5.3%	2	1.7%	1	3.0%	3	0.0%	0
M40	2	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
PA15	2	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
ST1	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1	6	1.0%	1	0.0%	0	1.7%	1	4.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
ST2	0	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0	1.0%	1	0.0%	0
ST3	3	1.0%	1	0.0%	0	1.7%	1	4.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
ST4	3	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
ST4	5	2.0%	2	0.0%	0	3.4%	2	0.0%	0	2.8%	1	2.4%	1	2.6%	1	1.7%	1	2.0%	2	0.0%	0
ST4	6	1.0%	1	2.4%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
ST4	8	1.0%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
ST5		3.0%	3	0.0%	0	5.2%	3	0.0%	0	5.6%	2	2.4%	1	2.6%	1	1.7%	1	3.0%	3	0.0%	0
ST5	0	5.0%	5	9.5%	4	1.7%	1	8.7%	2	5.6%	2	2.4%	1	7.9%	3	3.4%	2	5.0%	5	0.0%	0
ST5	1	6.0%	6	7.1%	3	5.2%	3	4.3%	1	8.3%	3	4.9%	2	7.9%	3	5.2%	3	6.0%	6	0.0%	0
ST5	2	9.0%	9	9.5%	4	8.6%	5	8.7%	2	2.8%	1	14.6%	6	13.2%	5	6.9%	4	9.0%	9	0.0%	0
ST5	3	9.0%	9	4.8%	2	12.1%	7	0.0%	0	16.7%	6	7.3%	3	7.9%	3	10.3%	6	9.0%	9	0.0%	0
ST5	4	5.0%	5	2.4%	1	6.9%	4	0.0%	0	5.6%	2	7.3%	3	2.6%	1	5.2%	3	5.0%	5	0.0%	0
ST5	5	2.0%	2	0.0%	0	3.4%	2	0.0%	0	0.0%	0	4.9%	2	0.0%	0	3.4%	2	2.0%	2	0.0%	0
ST5	6	7.0%	7	9.5%	4	5.2%	3	4.3%	1	8.3%	3	7.3%	3	5.3%	2	8.6%	5	7.0%	7	0.0%	0
ST5	7	5.0%	5	7.1%	3	3.4%	2	17.4%	4	0.0%	0	2.4%	1	2.6%	1	6.9%	4	5.0%	5	0.0%	0
ST5	8	4.0%	4	4.8%	2	3.4%	2	0.0%	0	5.6%	2	4.9%	2	2.6%	1	5.2%	3	4.0%	4	0.0%	0
ST5	9	7.0%	7	9.5%	4	5.2%	3	8.7%	2	0.0%	0	12.2%	5	7.9%	3	6.9%	4	7.0%	7	0.0%	0
ST6	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6	5	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
ST6	6	1.0%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
ST6	8	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.8%	1	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
ST7		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7	1	2.0%	2	2.4%	1	1.7%	1	4.3%	1	0.0%	0	2.4%	1	0.0%	0	3.4%	2	2.0%	2	0.0%	0
ST7	2	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	2.6%	1	0.0%	0	1.0%	1	0.0%	0
ST7	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7	4	1.0%	1	0.0%	0	1.7%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.7%	1	1.0%	1	0.0%	0
ST7	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST7	7	1.0%	1	0.0%	0	1.7%	1	4.3%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.0%	1	0.0%	0
ST7	8	4.0%	4	0.0%	0	6.9%	4	4.3%	1	5.6%	2	2.4%	1	0.0%	0	6.9%	4	4.0%	4	0.0%	0
ST8	6	1.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	1.7%	1	1.0%	1	0.0%	0
TF9	4	3.0%	3	0.0%	0	5.2%	3	0.0%	0	8.3%	3	0.0%	0	5.3%	2	0.0%	0	3.0%	3	0.0%	0
Base:		100		42		58		23		36		41		38		58		100		0	