

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		
Q01 Why are you in (STUDY CENTRE) today?																				
Shopping for food only	14.0%	7	5.3%	1	19.4%	6	6.3%	1	5.0%	1	38.5%	5	9.5%	2	17.9%	5	0.0%	0	14.0%	7
Shopping for non-food goods only	14.0%	7	21.1%	4	9.7%	3	6.3%	1	15.0%	3	23.1%	3	19.0%	4	10.7%	3	0.0%	0	14.0%	7
Shopping for both food & non-food items	44.0%	22	31.6%	6	51.6%	16	50.0%	8	50.0%	10	30.8%	4	52.4%	11	39.3%	11	0.0%	0	44.0%	22
Window shopping	2.0%	1	0.0%	0	3.2%	1	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
To visit the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
To visit a restaurant / café / public house	12.0%	6	21.1%	4	6.5%	2	12.5%	2	15.0%	3	7.7%	1	0.0%	0	21.4%	6	0.0%	0	12.0%	6
To have a walk / stroll around	6.0%	3	10.5%	2	3.2%	1	0.0%	0	10.0%	2	7.7%	1	14.3%	3	0.0%	0	0.0%	0	6.0%	3
To use services (e.g. bank, post office, hairdressers)	4.0%	2	0.0%	0	6.5%	2	12.5%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
Work / business purposes	2.0%	1	0.0%	0	3.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Healthcare (e.g. doctor, dentist, optician)	6.0%	3	0.0%	0	9.7%	3	6.3%	1	5.0%	1	7.7%	1	9.5%	2	3.6%	1	0.0%	0	6.0%	3
Social / leisure reason (e.g. meeting friends, going to gym)	30.0%	15	42.1%	8	22.6%	7	43.8%	7	35.0%	7	7.7%	1	28.6%	6	32.1%	9	0.0%	0	30.0%	15
Tourism (e.g. holiday, day trip)	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Other (No reason)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	4.0%	2	10.5%	2	0.0%	0	0.0%	0	5.0%	1	7.7%	1	4.8%	1	0.0%	0	0.0%	0	4.0%	2
Base:		50		19		31		16		20		13		21		28		0		50
Q02 Do you intend to do any shopping in (STUDY CENTRE) today?																				
<i>Those who did not mention shopping for food or non food goods at Q01</i>																				
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	92.9%	13	87.5%	7	100.0%	6	100.0%	6	100.0%	6	0.0%	0	100.0%	4	100.0%	9	0.0%	0	92.9%	13
(Don't know)	7.1%	1	12.5%	1	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Base:		14		8		6		6		6		1		4		9		0		14

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										
Q03 What do you intend to buy in (STUDY CENTRE) today?																				
<i>Those who mentioned shopping at Q01 or said Yes at Q02</i>																				
Food and groceries	80.6%	29	63.6%	7	88.0%	22	90.0%	9	78.6%	11	75.0%	9	82.4%	14	78.9%	15	0.0%	0	80.6%	29
Newspapers / magazines	88.9%	32	90.9%	10	88.0%	22	100.0%	10	100.0%	14	66.7%	8	94.1%	16	84.2%	16	0.0%	0	88.9%	32
Confectionery / tobacco	52.8%	19	72.7%	8	44.0%	11	70.0%	7	57.1%	8	33.3%	4	64.7%	11	42.1%	8	0.0%	0	52.8%	19
Clothing / footwear	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Furniture / carpets / soft furnishings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Domestic electrical goods	0.0%	0	0.0%	0	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 electrical goods (TV, Hi-fi etc)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY / hardware / gardening	2.8%	1	0.0%	0	4.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	2.8%	1
Other household goods	5.6%	2	9.1%	1	4.0%	1	0.0%	0	14.3%	2	0.0%	0	11.8%	2	0.0%	0	0.0%	0	5.6%	2
Gifts / jewellery / china and glass	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Books / CDs / videos / toys / hobbies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health / beauty / chemist items	30.6%	11	18.2%	2	36.0%	9	30.0%	3	28.6%	4	33.3%	4	23.5%	4	36.8%	7	0.0%	0	30.6%	11
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
Base:		36		11		25		10		14		12		17		19		0		36
Q04 How often do you visit (STUDY CENTRE) for food shopping?																				
Daily	6.0%	3	0.0%	0	9.7%	3	12.5%	2	5.0%	1	0.0%	0	0.0%	0	10.7%	3	0.0%	0	6.0%	3
Once a week or more	38.0%	19	31.6%	6	41.9%	13	37.5%	6	40.0%	8	38.5%	5	47.6%	10	32.1%	9	0.0%	0	38.0%	19
Less than once a week	10.0%	5	5.3%	1	12.9%	4	0.0%	0	15.0%	3	15.4%	2	9.5%	2	10.7%	3	0.0%	0	10.0%	5
Less than once a fortnight	22.0%	11	31.6%	6	16.1%	5	12.5%	2	25.0%	5	30.8%	4	19.0%	4	25.0%	7	0.0%	0	22.0%	11
Less than once a month	12.0%	6	15.8%	3	9.7%	3	18.8%	3	5.0%	1	15.4%	2	9.5%	2	10.7%	3	0.0%	0	12.0%	6
Never	12.0%	6	15.8%	3	9.7%	3	18.8%	3	10.0%	2	0.0%	0	14.3%	3	10.7%	3	0.0%	0	12.0%	6
Mean:		0.91		0.55		1.13		1.13		0.92		0.70		0.70		1.10		0.00		0.91
Base:		50		19		31		16		20		13		21		28		0		50
Q05 How often do you visit (STUDY CENTRE) for non-food shopping?																				
Daily	8.0%	4	5.3%	1	9.7%	3	18.8%	3	5.0%	1	0.0%	0	0.0%	0	14.3%	4	0.0%	0	8.0%	4
Once a week or more	40.0%	20	42.1%	8	38.7%	12	43.8%	7	40.0%	8	38.5%	5	42.9%	9	39.3%	11	0.0%	0	40.0%	20
Less than once a week	16.0%	8	10.5%	2	19.4%	6	6.3%	1	25.0%	5	15.4%	2	19.0%	4	14.3%	4	0.0%	0	16.0%	8
Less than once a fortnight	12.0%	6	21.1%	4	6.5%	2	6.3%	1	10.0%	2	23.1%	3	14.3%	3	10.7%	3	0.0%	0	12.0%	6
Less than once a month	6.0%	3	5.3%	1	6.5%	2	0.0%	0	5.0%	1	15.4%	2	4.8%	1	3.6%	1	0.0%	0	6.0%	3
Never	18.0%	9	15.8%	3	19.4%	6	25.0%	4	15.0%	3	7.7%	1	19.0%	4	17.9%	5	0.0%	0	18.0%	9
Mean:		1.03		0.91		1.10		1.49		0.94		0.67		0.69		1.31		0.00		1.03
Base:		50		19		31		16		20		13		21		28		0		50

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	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Newcastle-un der-Lyme	Kidsgrove										
Q06 How often do you visit (STUDY CENTRE) for leisure activities?																				
Daily	8.0%	4	15.8%	3	3.2%	1	6.3%	1	15.0%	3	0.0%	0	0.0%	0	14.3%	4	0.0%	0	8.0%	4
Once a week or more	26.0%	13	31.6%	6	22.6%	7	37.5%	6	30.0%	6	7.7%	1	23.8%	5	28.6%	8	0.0%	0	26.0%	13
Less than once a week	4.0%	2	5.3%	1	3.2%	1	0.0%	0	5.0%	1	7.7%	1	0.0%	0	7.1%	2	0.0%	0	4.0%	2
Less than once a fortnight	8.0%	4	10.5%	2	6.5%	2	12.5%	2	10.0%	2	0.0%	0	9.5%	2	7.1%	2	0.0%	0	8.0%	4
Less than once a month	18.0%	9	31.6%	6	9.7%	3	12.5%	2	15.0%	3	30.8%	4	28.6%	6	7.1%	2	0.0%	0	18.0%	9
Never	34.0%	17	5.3%	1	51.6%	16	31.3%	5	20.0%	4	53.8%	7	33.3%	7	35.7%	10	0.0%	0	34.0%	17
(Don't do this activity)	2.0%	1	0.0%	0	3.2%	1	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Mean:		0.80		1.28		0.50		0.80		1.25		0.21		0.38		1.13		0.00		0.80
Base:		50		19		31		16		20		13		21		28		0		50
Q07 Do you intend to visit any leisure / entertainment facilities or eat / drink in (STUDY CENTRE) today?																				
Yes	36.0%	18	57.9%	11	22.6%	7	56.3%	9	35.0%	7	15.4%	2	19.0%	4	50.0%	14	0.0%	0	36.0%	18
No	60.0%	30	31.6%	6	77.4%	24	43.8%	7	60.0%	12	76.9%	10	76.2%	16	50.0%	14	0.0%	0	60.0%	30
(Don't know)	4.0%	2	10.5%	2	0.0%	0	0.0%	0	5.0%	1	7.7%	1	4.8%	1	0.0%	0	0.0%	0	4.0%	2
Base:		50		19		31		16		20		13		21		28		0		50
Q08 And what type of facilities do you intend to visit today? <i>Those who said Yes at Q07</i>																				
Sports facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pubs / bars	77.8%	14	81.8%	9	71.4%	5	66.7%	6	85.7%	6	100.0%	2	75.0%	3	78.6%	11	0.0%	0	77.8%	14
Restaurants / café	27.8%	5	18.2%	2	42.9%	3	44.4%	4	14.3%	1	0.0%	0	25.0%	1	28.6%	4	0.0%	0	27.8%	5
Takeaway food	33.3%	6	36.4%	4	28.6%	2	22.2%	2	42.9%	3	50.0%	1	25.0%	1	35.7%	5	0.0%	0	33.3%	6
Walk about / look around	11.1%	2	9.1%	1	14.3%	1	11.1%	1	14.3%	1	0.0%	0	25.0%	1	7.1%	1	0.0%	0	11.1%	2
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	5.6%	1	0.0%	0	14.3%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	5.6%	1
Base:		18		11		7		9		7		2		4		14		0		18

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
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Q09 Approximately how much will you spend in total on each of the following during your visit to (STUDY CENTRE) today?

Those who mentioned shopping at Q01 or said Yes at Q02 or Yes at Q07

Food & Grocery

Nothing	20.5%	9	35.3%	6	11.1%	3	14.3%	2	33.3%	6	8.3%	1	16.7%	3	23.1%	6	0.0%	0	20.5%	9
Less than £5.00	2.3%	1	0.0%	0	3.7%	1	7.1%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.3%	1
£5.01-£10.00	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
£10.01-£20.00	13.6%	6	5.9%	1	18.5%	5	14.3%	2	11.1%	2	16.7%	2	11.1%	2	15.4%	4	0.0%	0	13.6%	6
£20.01-£30.00	9.1%	4	0.0%	0	14.8%	4	14.3%	2	5.6%	1	8.3%	1	5.6%	1	11.5%	3	0.0%	0	9.1%	4
£30.01-£40.00	13.6%	6	5.9%	1	18.5%	5	7.1%	1	11.1%	2	25.0%	3	11.1%	2	15.4%	4	0.0%	0	13.6%	6
£40.01-£50.00	13.6%	6	5.9%	1	18.5%	5	0.0%	0	27.8%	5	8.3%	1	27.8%	5	3.8%	1	0.0%	0	13.6%	6
£50.01-£75.00	13.6%	6	23.5%	4	7.4%	2	21.4%	3	11.1%	2	8.3%	1	22.2%	4	7.7%	2	0.0%	0	13.6%	6
£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)	13.6%	6	23.5%	4	7.4%	2	21.4%	3	0.0%	0	25.0%	3	5.6%	1	19.2%	5	0.0%	0	13.6%	6
<i>Mean:</i>		27.6		26.5		28.1		27.7		26.4		29.7		35.3		21.3		0.0		27.6
Base:		44		17		27		14		18		12		18		26		0		44

Non-food

Nothing	15.9%	7	23.5%	4	11.1%	3	7.1%	1	11.1%	2	33.3%	4	11.1%	2	19.2%	5	0.0%	0	15.9%	7
Less than £5.00	4.5%	2	0.0%	0	7.4%	2	0.0%	0	5.6%	1	8.3%	1	5.6%	1	3.8%	1	0.0%	0	4.5%	2
£5.01-£10.00	25.0%	11	23.5%	4	25.9%	7	35.7%	5	11.1%	2	33.3%	4	11.1%	2	34.6%	9	0.0%	0	25.0%	11
£10.01-£20.00	36.4%	16	35.3%	6	37.0%	10	35.7%	5	44.4%	8	25.0%	3	55.6%	10	23.1%	6	0.0%	0	36.4%	16
£20.01-£30.00	4.5%	2	5.9%	1	3.7%	1	0.0%	0	11.1%	2	0.0%	0	11.1%	2	0.0%	0	0.0%	0	4.5%	2
£30.01-£40.00	2.3%	1	0.0%	0	3.7%	1	0.0%	0	5.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.3%	1
£40.01-£50.00	4.5%	2	0.0%	0	7.4%	2	0.0%	0	11.1%	2	0.0%	0	5.6%	1	3.8%	1	0.0%	0	4.5%	2
£50.01-£75.00	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
£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)	6.8%	3	11.8%	2	3.7%	1	21.4%	3	0.0%	0	0.0%	0	0.0%	0	11.5%	3	0.0%	0	6.8%	3
<i>Mean:</i>		12.3		9.7		13.8		10.2		17.4		6.5		14.6		10.4		0.0		12.3
Base:		44		17		27		14		18		12		18		26		0		44

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				
Eating / drinking out																				
Nothing	54.5%	24	29.4%	5	70.4%	19	35.7%	5	61.1%	11	66.7%	8	77.8%	14	38.5%	10	0.0%	0	54.5%	24
Less than £5.00	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
£5.01-£10.00	13.6%	6	11.8%	2	14.8%	4	28.6%	4	0.0%	0	16.7%	2	0.0%	0	23.1%	6	0.0%	0	13.6%	6
£10.01-£20.00	9.1%	4	17.6%	3	3.7%	1	0.0%	0	22.2%	4	0.0%	0	11.1%	2	7.7%	2	0.0%	0	9.1%	4
£20.01-£30.00	6.8%	3	5.9%	1	7.4%	2	14.3%	2	0.0%	0	8.3%	1	5.6%	1	7.7%	2	0.0%	0	6.8%	3
£30.01-£40.00	6.8%	3	11.8%	2	3.7%	1	7.1%	1	11.1%	2	0.0%	0	5.6%	1	7.7%	2	0.0%	0	6.8%	3
£40.01-£50.00	2.3%	1	5.9%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	2.3%	1
£50.01-£75.00	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
£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)	6.8%	3	17.6%	3	0.0%	0	14.3%	2	0.0%	0	8.3%	1	0.0%	0	11.5%	3	0.0%	0	6.8%	3
<i>Mean:</i>		<i>8.1</i>		<i>14.3</i>		<i>4.8</i>		<i>9.6</i>		<i>9.7</i>		<i>3.6</i>		<i>5.0</i>		<i>10.4</i>		<i>0.0</i>		<i>8.1</i>
Base:		44		17		27		14		18		12		18		26		0		44

Q10 How did you travel to (STUDY CENTRE) today?

Car-driver	38.0%	19	47.4%	9	32.3%	10	25.0%	4	50.0%	10	30.8%	4	71.4%	15	14.3%	4	0.0%	0	38.0%	19
Car-passenger	28.0%	14	15.8%	3	35.5%	11	12.5%	2	25.0%	5	53.8%	7	23.8%	5	28.6%	8	0.0%	0	28.0%	14
Bus / coach	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
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	6.0%	3	5.3%	1	6.5%	2	18.8%	3	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	6.0%	3
Walked	14.0%	7	10.5%	2	16.1%	5	31.3%	5	5.0%	1	7.7%	1	0.0%	0	25.0%	7	0.0%	0	14.0%	7
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	12.0%	6	21.1%	4	6.5%	2	12.5%	2	20.0%	4	0.0%	0	4.8%	1	17.9%	5	0.0%	0	12.0%	6
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
Base:		50		19		31		16		20		13		21		28		0		50

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				
Q11 Where did you park today?																				
<i>Those who said Car at Q10</i>																				
Barracks 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		
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		
Civic Offices, Corporation 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		
Former Sainsbury's, Corporation Street (multi-storey)	0.0%	0	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		
Midway (multi-storey)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morrison's, Goose 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		
Merial 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		
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		
Vue Cinema/The Square, High Street (multi-storey)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Windsor 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		
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		
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		
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		
(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		
King Street	3.0%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	3.0%	1		
Heathcote Street	3.0%	1	8.3%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	5.0%	1	0.0%	0	3.0%	1		
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		
Tesco, Liverpool Road	39.4%	13	25.0%	3	47.6%	10	50.0%	3	33.3%	5	45.5%	5	30.0%	6	58.3%	7	0.0%	0	39.4%	13
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)	21.2%	7	16.7%	2	23.8%	5	0.0%	0	26.7%	4	27.3%	3	25.0%	5	16.7%	2	0.0%	0	21.2%	7
Other	24.2%	8	33.3%	4	19.0%	4	33.3%	2	26.7%	4	18.2%	2	30.0%	6	16.7%	2	0.0%	0	24.2%	8
(Don't know)	9.1%	3	8.3%	1	9.5%	2	16.7%	1	6.7%	1	0.0%	0	10.0%	2	8.3%	1	0.0%	0	9.1%	3
Base:		33		12		21		6		15		11		20		12		0		33
Q12 How long did your journey to (STUDY CENTRE) take?																				
0-5 minutes	2.0%	1	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
6-10 minute	26.0%	13	36.8%	7	19.4%	6	31.3%	5	20.0%	4	30.8%	4	19.0%	4	28.6%	8	0.0%	0	26.0%	13
11-15 minutes	36.0%	18	36.8%	7	35.5%	11	25.0%	4	35.0%	7	53.8%	7	52.4%	11	25.0%	7	0.0%	0	36.0%	18
16-20 minutes	24.0%	12	15.8%	3	29.0%	9	37.5%	6	25.0%	5	7.7%	1	9.5%	2	35.7%	10	0.0%	0	24.0%	12
Over 20 minutes	12.0%	6	5.3%	1	16.1%	5	6.3%	1	15.0%	3	7.7%	1	14.3%	3	10.7%	3	0.0%	0	12.0%	6
Mean:		14.1		12.0		15.4		14.1		14.5		12.8		13.7		14.6		0.0		14.1
Base:		50		19		31		16		20		13		21		28		0		50

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		
Q13 Which of the following influenced you to come to (STUDY CENTRE) today?																				
Close to home	58.0%	29	63.2%	12	54.8%	17	37.5%	6	60.0%	12	84.6%	11	66.7%	14	50.0%	14	0.0%	0	58.0%	29
Close to work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Attractive environment / nice place	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Medical services	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
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	4.0%	2	0.0%	0	6.5%	2	6.3%	1	5.0%	1	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
Library	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	10.0%	5	21.1%	4	3.2%	1	12.5%	2	10.0%	2	7.7%	1	4.8%	1	14.3%	4	0.0%	0	10.0%	5
Ease of parking	4.0%	2	0.0%	0	6.5%	2	0.0%	0	5.0%	1	7.7%	1	4.8%	1	3.6%	1	0.0%	0	4.0%	2
Competitive prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	36.0%	18	36.8%	7	35.5%	11	43.8%	7	35.0%	7	30.8%	4	38.1%	8	35.7%	10	0.0%	0	36.0%	18
Other	8.0%	4	5.3%	1	9.7%	3	0.0%	0	10.0%	2	15.4%	2	4.8%	1	10.7%	3	0.0%	0	8.0%	4
Meet friends / family	18.0%	9	21.1%	4	16.1%	5	18.8%	3	25.0%	5	7.7%	1	23.8%	5	14.3%	4	0.0%	0	18.0%	9
Visit pub	10.0%	5	10.5%	2	9.7%	3	18.8%	3	10.0%	2	0.0%	0	0.0%	0	17.9%	5	0.0%	0	10.0%	5
(None of these)	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Base:		50		19		31		16		20		13		21		28		0		50

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										
Q14 Which other shopping centres, towns or retail parks do you use regularly, (i.e. at least once every three months) ?																				
(No other centre)	2.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1								
Birmingham City Centre	10.0%	5	5.3%	1	12.9%	4	12.5%	2	10.0%	2	0.0%	0	10.0%	5						
Burslem Town Centre	12.0%	6	10.5%	2	12.9%	4	0.0%	0	20.0%	4	15.4%	2	9.5%	2	14.3%	4	0.0%	0	12.0%	6
Chester City Centre	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Congleton Town Centre	10.0%	5	15.8%	3	6.5%	2	6.3%	1	20.0%	4	0.0%	0	14.3%	3	7.1%	2	0.0%	0	10.0%	5
Crewe Town Centre	10.0%	5	15.8%	3	6.5%	2	6.3%	1	15.0%	3	7.7%	1	14.3%	3	7.1%	2	0.0%	0	10.0%	5
Leek 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
Longton 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
Macclesfield Town Centre	4.0%	2	0.0%	0	6.5%	2	0.0%	0	10.0%	2	0.0%	0	4.8%	1	3.6%	1	0.0%	0	4.0%	2
Manchester 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
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	46.0%	23	52.6%	10	41.9%	13	50.0%	8	45.0%	9	46.2%	6	47.6%	10	42.9%	12	0.0%	0	46.0%	23
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	6.0%	3	15.8%	3	0.0%	0	6.3%	1	10.0%	2	0.0%	0	9.5%	2	3.6%	1	0.0%	0	6.0%	3
Stoke Town Centre	8.0%	4	15.8%	3	3.2%	1	6.3%	1	15.0%	3	0.0%	0	9.5%	2	7.1%	2	0.0%	0	8.0%	4
Stoke-on-Trent City Centre (Hanley)	68.0%	34	68.4%	13	67.7%	21	75.0%	12	75.0%	15	53.8%	7	81.0%	17	57.1%	16	0.0%	0	68.0%	34
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	60.0%	30	63.2%	12	58.1%	18	68.8%	11	60.0%	12	53.8%	7	57.1%	12	64.3%	18	0.0%	0	60.0%	30
Other	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
(Don't know)	2.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Base:		50		19		31		16		20		13		21		28		0		50
Q15 Approximately how much time will you spend in the shopping area in (STUDY CENTRE) today?																				
0-15 minutes	4.0%	2	0.0%	0	6.5%	2	12.5%	2	0.0%	0	0.0%	0	4.8%	1	3.6%	1	0.0%	0	4.0%	2
16-30 minutes	4.0%	2	0.0%	0	6.5%	2	6.3%	1	0.0%	0	7.7%	1	0.0%	0	7.1%	2	0.0%	0	4.0%	2
31 minutes – under 1 hour	26.0%	13	15.8%	3	32.3%	10	12.5%	2	25.0%	5	46.2%	6	28.6%	6	21.4%	6	0.0%	0	26.0%	13
1 – 1 ½ hours	32.0%	16	42.1%	8	25.8%	8	25.0%	4	30.0%	6	46.2%	6	42.9%	9	25.0%	7	0.0%	0	32.0%	16
Over 1 ½ - 2 hours	6.0%	3	0.0%	0	9.7%	3	12.5%	2	5.0%	1	0.0%	0	4.8%	1	7.1%	2	0.0%	0	6.0%	3
Over 2-3 hours	14.0%	7	15.8%	3	12.9%	4	18.8%	3	20.0%	4	0.0%	0	9.5%	2	17.9%	5	0.0%	0	14.0%	7
Over 3 hours	8.0%	4	15.8%	3	3.2%	1	12.5%	2	10.0%	2	0.0%	0	0.0%	0	14.3%	4	0.0%	0	8.0%	4
(Don't know)	6.0%	3	10.5%	2	3.2%	1	0.0%	0	10.0%	2	0.0%	0	9.5%	2	3.6%	1	0.0%	0	6.0%	3
Mean:		86		107		75		94		100		57		72		98		0		86
Base:		50		19		31		16		20		13		21		28		0		50

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										
Q16 How often do you shop in (STUDY CENTRE) ?																				
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	20.0%	10	10.5%	2	25.8%	8	37.5%	6	15.0%	3	7.7%	1	4.8%	9	0.0%	0	20.0%	10		
Once a week	34.0%	17	26.3%	5	38.7%	12	25.0%	4	40.0%	8	38.5%	5	42.9%	9	28.6%	8	0.0%	0	34.0%	17
Once a fortnight	22.0%	11	31.6%	6	16.1%	5	6.3%	1	25.0%	5	38.5%	5	28.6%	6	17.9%	5	0.0%	0	22.0%	11
Once a month	10.0%	5	10.5%	2	9.7%	3	12.5%	2	10.0%	2	7.7%	1	9.5%	2	10.7%	3	0.0%	0	10.0%	5
Less than once a month	4.0%	2	5.3%	1	3.2%	1	6.3%	1	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	4.0%	2
First time today	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Never	8.0%	4	15.8%	3	3.2%	1	12.5%	2	10.0%	2	0.0%	0	9.5%	2	7.1%	2	0.0%	0	8.0%	4
<i>Mean:</i>	<i>1.10</i>	<i>0.86</i>	<i>1.23</i>	<i>1.45</i>	<i>1.03</i>	<i>0.81</i>	<i>0.84</i>	<i>1.31</i>	<i>0.00</i>	<i>1.10</i>										
Base:	50	19	31	16	20	13	21	28	0	50										

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	14.0%	7	0.0%	0	22.6%	7	12.5%	2	5.0%	1	23.1%	3	9.5%	2	17.9%	5	0.0%	0	14.0%	7
Quite good	16.0%	8	26.3%	5	9.7%	3	0.0%	0	25.0%	5	23.1%	3	14.3%	3	14.3%	4	0.0%	0	16.0%	8
Neither good nor poor	8.0%	4	5.3%	1	9.7%	3	6.3%	1	5.0%	1	15.4%	2	9.5%	2	7.1%	2	0.0%	0	8.0%	4
Quite Poor	38.0%	19	47.4%	9	32.3%	10	31.3%	5	45.0%	9	38.5%	5	57.1%	12	25.0%	7	0.0%	0	38.0%	19
Very Poor	2.0%	1	0.0%	0	3.2%	1	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
(Don't know)	22.0%	11	21.1%	4	22.6%	7	50.0%	8	15.0%	3	0.0%	0	4.8%	1	35.7%	10	0.0%	0	22.0%	11
<i>Mean:</i>	<i>3.03</i>	<i>2.73</i>	<i>3.21</i>	<i>2.88</i>	<i>2.76</i>	<i>3.31</i>	<i>2.65</i>	<i>3.39</i>	<i>0.00</i>	<i>3.03</i>										
Base:	50	19	31	16	20	13	21	28	0	50										

Availability of parking

Very good	10.0%	5	0.0%	0	16.1%	5	0.0%	0	5.0%	1	23.1%	3	9.5%	2	10.7%	3	0.0%	0	10.0%	5
Quite good	18.0%	9	21.1%	4	16.1%	5	12.5%	2	25.0%	5	15.4%	2	14.3%	3	21.4%	6	0.0%	0	18.0%	9
Neither good nor poor	6.0%	3	5.3%	1	6.5%	2	6.3%	1	5.0%	1	7.7%	1	14.3%	3	0.0%	0	0.0%	0	6.0%	3
Quite Poor	40.0%	20	52.6%	10	32.3%	10	37.5%	6	40.0%	8	46.2%	6	57.1%	12	25.0%	7	0.0%	0	40.0%	20
Very Poor	4.0%	2	0.0%	0	6.5%	2	0.0%	0	10.0%	2	0.0%	0	4.8%	1	3.6%	1	0.0%	0	4.0%	2
(Don't know)	22.0%	11	21.1%	4	22.6%	7	43.8%	7	15.0%	3	7.7%	1	0.0%	0	39.3%	11	0.0%	0	22.0%	11
<i>Mean:</i>	<i>2.87</i>	<i>2.60</i>	<i>3.04</i>	<i>2.56</i>	<i>2.71</i>	<i>3.17</i>	<i>2.67</i>	<i>3.18</i>	<i>0.00</i>	<i>2.87</i>										
Base:	50	19	31	16	20	13	21	28	0	50										

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		
Parking charges																				
Very good	12.0%	6	0.0%	0	19.4%	6	0.0%	0	15.0%	3	15.4%	2	14.3%	3	10.7%	3	0.0%	0	12.0%	6
Quite good	14.0%	7	15.8%	3	12.9%	4	12.5%	2	15.0%	3	15.4%	2	9.5%	2	17.9%	5	0.0%	0	14.0%	7
Neither good nor poor	12.0%	6	21.1%	4	6.5%	2	12.5%	2	15.0%	3	7.7%	1	23.8%	5	3.6%	1	0.0%	0	12.0%	6
Quite Poor	14.0%	7	10.5%	2	16.1%	5	12.5%	2	15.0%	3	15.4%	2	19.0%	4	7.1%	2	0.0%	0	14.0%	7
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)	48.0%	24	52.6%	10	45.2%	14	62.5%	10	40.0%	8	46.2%	6	33.3%	7	60.7%	17	0.0%	0	48.0%	24
Mean:		3.46		3.11		3.65		3.00		3.50		3.57		3.29		3.82		0.00		3.46
Base:		50		19		31		16		20		13		21		28		0		50
Traffic congestion																				
Very good	4.0%	2	0.0%	0	6.5%	2	0.0%	0	5.0%	1	0.0%	0	9.5%	2	0.0%	0	0.0%	0	4.0%	2
Quite good	12.0%	6	5.3%	1	16.1%	5	6.3%	1	15.0%	3	15.4%	2	4.8%	1	17.9%	5	0.0%	0	12.0%	6
Neither good nor poor	16.0%	8	15.8%	3	16.1%	5	18.8%	3	15.0%	3	15.4%	2	23.8%	5	10.7%	3	0.0%	0	16.0%	8
Quite Poor	44.0%	22	52.6%	10	38.7%	12	31.3%	5	40.0%	8	69.2%	9	52.4%	11	35.7%	10	0.0%	0	44.0%	22
Very Poor	4.0%	2	5.3%	1	3.2%	1	0.0%	0	10.0%	2	0.0%	0	9.5%	2	0.0%	0	0.0%	0	4.0%	2
(Don't know)	20.0%	10	21.1%	4	19.4%	6	43.8%	7	15.0%	3	0.0%	0	0.0%	0	35.7%	10	0.0%	0	20.0%	10
Mean:		2.60		2.27		2.80		2.56		2.59		2.46		2.52		2.72		0.00		2.60
Base:		50		19		31		16		20		13		21		28		0		50
Accessibility by public transport																				
Very good	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Quite good	8.0%	4	5.3%	1	9.7%	3	6.3%	1	10.0%	2	7.7%	1	4.8%	1	10.7%	3	0.0%	0	8.0%	4
Neither good nor poor	10.0%	5	21.1%	4	3.2%	1	12.5%	2	15.0%	3	0.0%	0	14.3%	3	7.1%	2	0.0%	0	10.0%	5
Quite Poor	18.0%	9	15.8%	3	19.4%	6	25.0%	4	10.0%	2	23.1%	3	9.5%	2	21.4%	6	0.0%	0	18.0%	9
Very Poor	2.0%	1	0.0%	0	3.2%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
(Don't know)	60.0%	30	57.9%	11	61.3%	19	56.3%	9	60.0%	12	61.5%	8	71.4%	15	53.6%	15	0.0%	0	60.0%	30
Mean:		2.75		2.75		2.75		2.57		2.75		3.00		2.83		2.77		0.00		2.75
Base:		50		19		31		16		20		13		21		28		0		50
Personal safety																				
Very good	6.0%	3	5.3%	1	6.5%	2	6.3%	1	5.0%	1	7.7%	1	4.8%	1	7.1%	2	0.0%	0	6.0%	3
Quite good	14.0%	7	15.8%	3	12.9%	4	18.8%	3	15.0%	3	7.7%	1	9.5%	2	17.9%	5	0.0%	0	14.0%	7
Neither good nor poor	62.0%	31	63.2%	12	61.3%	19	56.3%	9	70.0%	14	61.5%	8	71.4%	15	57.1%	16	0.0%	0	62.0%	31
Quite Poor	4.0%	2	5.3%	1	3.2%	1	6.3%	1	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	4.0%	2
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)	14.0%	7	10.5%	2	16.1%	5	12.5%	2	10.0%	2	15.4%	2	14.3%	3	14.3%	4	0.0%	0	14.0%	7
Mean:		3.26		3.24		3.27		3.29		3.28		3.18		3.22		3.33		0.00		3.26
Base:		50		19		31		16		20		13		21		28		0		50

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		
Range of non-food shops																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	22.0%	11	31.6%	6	16.1%	5	25.0%	4	25.0%	5	15.4%	2	19.0%	4	25.0%	7	0.0%	0	22.0%	11
Neither good nor poor	32.0%	16	26.3%	5	35.5%	11	18.8%	3	45.0%	9	30.8%	4	28.6%	6	35.7%	10	0.0%	0	32.0%	16
Quite Poor	34.0%	17	42.1%	8	29.0%	9	37.5%	6	30.0%	6	38.5%	5	42.9%	9	25.0%	7	0.0%	0	34.0%	17
Very Poor	8.0%	4	0.0%	0	12.9%	4	12.5%	2	0.0%	0	15.4%	2	0.0%	0	14.3%	4	0.0%	0	8.0%	4
(Don't know)	4.0%	2	0.0%	0	6.5%	2	6.3%	1	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	4.0%	2
<i>Mean:</i>		2.71		2.89		2.59		2.60		2.95		2.46		2.74		2.71		0.00		2.71
Base:		50		19		31		16		20		13		21		28		0		50
Range of food shops																				
Very good	4.0%	2	0.0%	0	6.5%	2	0.0%	0	5.0%	1	7.7%	1	4.8%	1	3.6%	1	0.0%	0	4.0%	2
Quite good	46.0%	23	47.4%	9	45.2%	14	50.0%	8	45.0%	9	46.2%	6	38.1%	8	53.6%	15	0.0%	0	46.0%	23
Neither good nor poor	28.0%	14	26.3%	5	29.0%	9	18.8%	3	40.0%	8	23.1%	3	33.3%	7	25.0%	7	0.0%	0	28.0%	14
Quite Poor	16.0%	8	26.3%	5	9.7%	3	18.8%	3	10.0%	2	23.1%	3	14.3%	3	14.3%	4	0.0%	0	16.0%	8
Very Poor	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
(Don't know)	4.0%	2	0.0%	0	6.5%	2	6.3%	1	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	4.0%	2
<i>Mean:</i>		3.35		3.21		3.45		3.20		3.45		3.38		3.37		3.39		0.00		3.35
Base:		50		19		31		16		20		13		21		28		0		50
Quality of food shops																				
Very good	8.0%	4	0.0%	0	12.9%	4	0.0%	0	5.0%	1	23.1%	3	4.8%	1	10.7%	3	0.0%	0	8.0%	4
Quite good	46.0%	23	47.4%	9	45.2%	14	50.0%	8	50.0%	10	38.5%	5	42.9%	9	50.0%	14	0.0%	0	46.0%	23
Neither good nor poor	32.0%	16	42.1%	8	25.8%	8	25.0%	4	40.0%	8	30.8%	4	33.3%	7	28.6%	8	0.0%	0	32.0%	16
Quite Poor	6.0%	3	10.5%	2	3.2%	1	6.3%	1	5.0%	1	7.7%	1	9.5%	2	3.6%	1	0.0%	0	6.0%	3
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)	8.0%	4	0.0%	0	12.9%	4	18.8%	3	0.0%	0	0.0%	0	9.5%	2	7.1%	2	0.0%	0	8.0%	4
<i>Mean:</i>		3.61		3.37		3.78		3.54		3.55		3.77		3.47		3.73		0.00		3.61
Base:		50		19		31		16		20		13		21		28		0		50
Quality of non-food shops																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	34.0%	17	36.8%	7	32.3%	10	37.5%	6	35.0%	7	30.8%	4	28.6%	6	39.3%	11	0.0%	0	34.0%	17
Neither good nor poor	38.0%	19	42.1%	8	35.5%	11	25.0%	4	55.0%	11	30.8%	4	42.9%	9	35.7%	10	0.0%	0	38.0%	19
Quite Poor	14.0%	7	15.8%	3	12.9%	4	12.5%	2	10.0%	2	23.1%	3	19.0%	4	10.7%	3	0.0%	0	14.0%	7
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)	14.0%	7	5.3%	1	19.4%	6	25.0%	4	0.0%	0	15.4%	2	9.5%	2	14.3%	4	0.0%	0	14.0%	7
<i>Mean:</i>		3.23		3.22		3.24		3.33		3.25		3.09		3.11		3.33		0.00		3.23
Base:		50		19		31		16		20		13		21		28		0		50

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			
Range of retail warehousing/retail parks																					
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quite good	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1	
Neither good nor poor	2.0%	1	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1	
Quite Poor	30.0%	15	21.1%	4	35.5%	11	31.3%	5	35.0%	7	23.1%	3	33.3%	7	28.6%	8	0.0%	0	30.0%	15	
Very Poor	62.0%	31	73.7%	14	54.8%	17	62.5%	10	60.0%	12	69.2%	9	57.1%	12	64.3%	18	0.0%	0	62.0%	31	
(Don't know)	4.0%	2	0.0%	0	6.5%	2	6.3%	1	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	4.0%	2	
<i>Mean:</i>		<i>1.42</i>		<i>1.32</i>		<i>1.48</i>		<i>1.33</i>		<i>1.45</i>		<i>1.46</i>		<i>1.37</i>		<i>1.46</i>		<i>0.00</i>		<i>1.42</i>	
Base:		50		19		31		16		20		13		21		28		0		50	
Daytime entertainment / leisure facilities																					
Very good	2.0%	1	5.3%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1	
Quite good	12.0%	6	15.8%	3	9.7%	3	12.5%	2	20.0%	4	0.0%	0	0.0%	0	21.4%	6	0.0%	0	12.0%	6	
Neither good nor poor	10.0%	5	15.8%	3	6.5%	2	0.0%	0	10.0%	2	23.1%	3	9.5%	2	10.7%	3	0.0%	0	10.0%	5	
Quite Poor	10.0%	5	21.1%	4	3.2%	1	6.3%	1	10.0%	2	15.4%	2	14.3%	3	3.6%	1	0.0%	0	10.0%	5	
Very Poor	44.0%	22	42.1%	8	45.2%	14	62.5%	10	40.0%	8	30.8%	4	52.4%	11	39.3%	11	0.0%	0	44.0%	22	
(Don't know)	22.0%	11	0.0%	0	35.5%	11	12.5%	2	20.0%	4	30.8%	4	23.8%	5	21.4%	6	0.0%	0	22.0%	11	
<i>Mean:</i>		<i>1.95</i>		<i>2.21</i>		<i>1.70</i>		<i>1.79</i>		<i>2.13</i>		<i>1.89</i>		<i>1.44</i>		<i>2.32</i>		<i>0.00</i>		<i>1.95</i>	
Base:		50		19		31		16		20		13		21		28		0		50	
Evening entertainment / leisure facilities																					
Very good	2.0%	1	5.3%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1	
Quite good	12.0%	6	15.8%	3	9.7%	3	12.5%	2	20.0%	4	0.0%	0	0.0%	0	21.4%	6	0.0%	0	12.0%	6	
Neither good nor poor	6.0%	3	15.8%	3	0.0%	0	0.0%	0	5.0%	1	15.4%	2	4.8%	1	7.1%	2	0.0%	0	6.0%	3	
Quite Poor	6.0%	3	15.8%	3	0.0%	0	6.3%	1	5.0%	1	7.7%	1	4.8%	1	3.6%	1	0.0%	0	6.0%	3	
Very Poor	48.0%	24	42.1%	8	51.6%	16	62.5%	10	45.0%	9	38.5%	5	61.9%	13	39.3%	11	0.0%	0	48.0%	24	
(Don't know)	26.0%	13	5.3%	1	38.7%	12	12.5%	2	25.0%	5	38.5%	5	28.6%	6	25.0%	7	0.0%	0	26.0%	13	
<i>Mean:</i>		<i>1.84</i>		<i>2.22</i>		<i>1.47</i>		<i>1.79</i>		<i>2.00</i>		<i>1.63</i>		<i>1.20</i>		<i>2.29</i>		<i>0.00</i>		<i>1.84</i>	
Base:		50		19		31		16		20		13		21		28		0		50	
Theatres																					
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Neither good nor 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	
Quite Poor	4.0%	2	10.5%	2	0.0%	0	6.3%	1	5.0%	1	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2	
Very Poor	76.0%	38	89.5%	17	67.7%	21	81.3%	13	80.0%	16	69.2%	9	85.7%	18	67.9%	19	0.0%	0	76.0%	38	
(Don't know)	20.0%	10	0.0%	0	32.3%	10	12.5%	2	15.0%	3	30.8%	4	14.3%	3	25.0%	7	0.0%	0	20.0%	10	
<i>Mean:</i>		<i>1.05</i>		<i>1.11</i>		<i>1.00</i>		<i>1.07</i>		<i>1.06</i>		<i>1.00</i>		<i>1.00</i>		<i>1.10</i>		<i>0.00</i>		<i>1.05</i>	
Base:		50		19		31		16		20		13		21		28		0		50	

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		
Cinemas																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor 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
Quite Poor	4.0%	2	10.5%	2	0.0%	0	6.3%	1	5.0%	1	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
Very Poor	78.0%	39	89.5%	17	71.0%	22	81.3%	13	85.0%	17	69.2%	9	85.7%	18	71.4%	20	0.0%	0	78.0%	39
(Don't know)	18.0%	9	0.0%	0	29.0%	9	12.5%	2	10.0%	2	30.8%	4	14.3%	3	21.4%	6	0.0%	0	18.0%	9
Mean:	1.05		1.11		1.00		1.07		1.06		1.00		1.00		1.09		0.00		1.05	
Base:	50		19		31		16		20		13		21		28		0		50	
Town Centre events																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	10.0%	5	10.5%	2	9.7%	3	0.0%	0	5.0%	1	30.8%	4	9.5%	2	10.7%	3	0.0%	0	10.0%	5
Quite Poor	10.0%	5	21.1%	4	3.2%	1	6.3%	1	15.0%	3	7.7%	1	9.5%	2	10.7%	3	0.0%	0	10.0%	5
Very Poor	62.0%	31	68.4%	13	58.1%	18	81.3%	13	65.0%	13	38.5%	5	66.7%	14	57.1%	16	0.0%	0	62.0%	31
(Don't know)	18.0%	9	0.0%	0	29.0%	9	12.5%	2	15.0%	3	23.1%	3	14.3%	3	21.4%	6	0.0%	0	18.0%	9
Mean:	1.37		1.42		1.32		1.07		1.29		1.90		1.33		1.41		0.00		1.37	
Base:	50		19		31		16		20		13		21		28		0		50	
Liveliness / street life / character																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Neither good nor poor	6.0%	3	10.5%	2	3.2%	1	0.0%	0	5.0%	1	15.4%	2	4.8%	1	7.1%	2	0.0%	0	6.0%	3
Quite Poor	18.0%	9	26.3%	5	12.9%	4	12.5%	2	20.0%	4	23.1%	3	23.8%	5	10.7%	3	0.0%	0	18.0%	9
Very Poor	60.0%	30	63.2%	12	58.1%	18	81.3%	13	60.0%	12	38.5%	5	61.9%	13	60.7%	17	0.0%	0	60.0%	30
(Don't know)	16.0%	8	0.0%	0	25.8%	8	6.3%	1	15.0%	3	23.1%	3	9.5%	2	21.4%	6	0.0%	0	16.0%	8
Mean:	1.36		1.47		1.26		1.13		1.35		1.70		1.37		1.32		0.00		1.36	
Base:	50		19		31		16		20		13		21		28		0		50	
Quality / number of places to eat-drink																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	8.0%	4	10.5%	2	6.5%	2	6.3%	1	10.0%	2	7.7%	1	0.0%	0	14.3%	4	0.0%	0	8.0%	4
Neither good nor poor	16.0%	8	21.1%	4	12.9%	4	12.5%	2	25.0%	5	7.7%	1	14.3%	3	17.9%	5	0.0%	0	16.0%	8
Quite Poor	42.0%	21	42.1%	8	41.9%	13	25.0%	4	50.0%	10	46.2%	6	47.6%	10	35.7%	10	0.0%	0	42.0%	21
Very Poor	28.0%	14	26.3%	5	29.0%	9	50.0%	8	15.0%	3	23.1%	3	38.1%	8	21.4%	6	0.0%	0	28.0%	14
(Don't know)	6.0%	3	0.0%	0	9.7%	3	6.3%	1	0.0%	0	15.4%	2	0.0%	0	10.7%	3	0.0%	0	6.0%	3
Mean:	2.04		2.16		1.96		1.73		2.30		2.00		1.76		2.28		0.00		2.04	
Base:	50		19		31		16		20		13		21		28		0		50	

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		
General shopping environment																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	12.0%	6	10.5%	2	12.9%	4	18.8%	3	10.0%	2	7.7%	1	4.8%	1	17.9%	5	0.0%	0	12.0%	6
Neither good nor poor	56.0%	28	73.7%	14	45.2%	14	37.5%	6	65.0%	13	69.2%	9	61.9%	13	53.6%	15	0.0%	0	56.0%	28
Quite Poor	16.0%	8	15.8%	3	16.1%	5	25.0%	4	15.0%	3	7.7%	1	14.3%	3	14.3%	4	0.0%	0	16.0%	8
Very Poor	8.0%	4	0.0%	0	12.9%	4	18.8%	3	5.0%	1	0.0%	0	9.5%	2	7.1%	2	0.0%	0	8.0%	4
(Don't know)	8.0%	4	0.0%	0	12.9%	4	0.0%	0	5.0%	1	15.4%	2	9.5%	2	7.1%	2	0.0%	0	8.0%	4
Mean:		2.78		2.95		2.67		2.56		2.84		3.00		2.68		2.88		0.00		2.78
Base:		50		19		31		16		20		13		21		28		0		50
Attractiveness of built environment																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	12.0%	6	10.5%	2	12.9%	4	18.8%	3	10.0%	2	7.7%	1	0.0%	0	21.4%	6	0.0%	0	12.0%	6
Neither good nor poor	64.0%	32	68.4%	13	61.3%	19	50.0%	8	70.0%	14	76.9%	10	76.2%	16	53.6%	15	0.0%	0	64.0%	32
Quite Poor	10.0%	5	15.8%	3	6.5%	2	12.5%	2	15.0%	3	0.0%	0	14.3%	3	7.1%	2	0.0%	0	10.0%	5
Very Poor	6.0%	3	0.0%	0	9.7%	3	12.5%	2	5.0%	1	0.0%	0	4.8%	1	7.1%	2	0.0%	0	6.0%	3
(Don't know)	8.0%	4	5.3%	1	9.7%	3	6.3%	1	0.0%	0	15.4%	2	4.8%	1	10.7%	3	0.0%	0	8.0%	4
Mean:		2.89		2.94		2.86		2.80		2.85		3.09		2.75		3.00		0.00		2.89
Base:		50		19		31		16		20		13		21		28		0		50
Planting / landscaping																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	12.0%	6	10.5%	2	12.9%	4	18.8%	3	10.0%	2	7.7%	1	0.0%	0	21.4%	6	0.0%	0	12.0%	6
Neither good nor poor	64.0%	32	68.4%	13	61.3%	19	56.3%	9	70.0%	14	69.2%	9	85.7%	18	50.0%	14	0.0%	0	64.0%	32
Quite Poor	8.0%	4	5.3%	1	9.7%	3	6.3%	1	10.0%	2	0.0%	0	9.5%	2	7.1%	2	0.0%	0	8.0%	4
Very Poor	10.0%	5	10.5%	2	9.7%	3	12.5%	2	10.0%	2	7.7%	1	4.8%	1	10.7%	3	0.0%	0	10.0%	5
(Don't know)	6.0%	3	5.3%	1	6.5%	2	6.3%	1	0.0%	0	15.4%	2	0.0%	0	10.7%	3	0.0%	0	6.0%	3
Mean:		2.83		2.83		2.83		2.87		2.80		2.91		2.81		2.92		0.00		2.83
Base:		50		19		31		16		20		13		21		28		0		50
Layout of centre																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	8.0%	4	10.5%	2	6.5%	2	12.5%	2	5.0%	1	7.7%	1	0.0%	0	14.3%	4	0.0%	0	8.0%	4
Neither good nor poor	26.0%	13	21.1%	4	29.0%	9	18.8%	3	35.0%	7	23.1%	3	19.0%	4	32.1%	9	0.0%	0	26.0%	13
Quite Poor	42.0%	21	52.6%	10	35.5%	11	37.5%	6	45.0%	9	46.2%	6	57.1%	12	32.1%	9	0.0%	0	42.0%	21
Very Poor	18.0%	9	10.5%	2	22.6%	7	25.0%	4	15.0%	3	7.7%	1	23.8%	5	10.7%	3	0.0%	0	18.0%	9
(Don't know)	6.0%	3	5.3%	1	6.5%	2	6.3%	1	0.0%	0	15.4%	2	0.0%	0	10.7%	3	0.0%	0	6.0%	3
Mean:		2.26		2.33		2.21		2.20		2.30		2.36		1.95		2.56		0.00		2.26
Base:		50		19		31		16		20		13		21		28		0		50

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		
Public toilets																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Neither good nor poor	16.0%	8	5.3%	1	22.6%	7	18.8%	3	10.0%	2	23.1%	3	9.5%	2	21.4%	6	0.0%	0	16.0%	8
Quite Poor	6.0%	3	0.0%	0	9.7%	3	12.5%	2	5.0%	1	0.0%	0	4.8%	1	7.1%	2	0.0%	0	6.0%	3
Very Poor	14.0%	7	15.8%	3	12.9%	4	12.5%	2	10.0%	2	15.4%	2	9.5%	2	14.3%	4	0.0%	0	14.0%	7
(Don't know)	62.0%	31	78.9%	15	51.6%	16	56.3%	9	75.0%	15	53.8%	7	76.2%	16	53.6%	15	0.0%	0	62.0%	31
<i>Mean:</i>		2.16		1.50		2.33		2.14		2.00		2.50		2.00		2.31		0.00		2.16
Base:		50		19		31		16		20		13		21		28		0		50
The Market																				
Very good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quite good	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Neither good nor poor	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
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	16.0%	8	15.8%	3	16.1%	5	18.8%	3	10.0%	2	15.4%	2	9.5%	2	17.9%	5	0.0%	0	16.0%	8
(Don't know)	80.0%	40	84.2%	16	77.4%	24	75.0%	12	90.0%	18	76.9%	10	90.5%	19	75.0%	21	0.0%	0	80.0%	40
<i>Mean:</i>		1.50		1.00		1.71		1.50		1.00		2.00		1.00		1.71		0.00		1.50
Base:		50		19		31		16		20		13		21		28		0		50

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				
Q18 What improvements would you like to see made in (STUDY CENTRE)?																				
Nothing in particular	22.0%	11	15.8%	3	25.8%	8	25.0%	4	30.0%	6	7.7%	1	19.0%	4	25.0%	7	0.0%	0	22.0%	11
Increase the range of national / multiple chain stores	8.0%	4	5.3%	1	9.7%	3	12.5%	2	5.0%	1	7.7%	1	4.8%	1	10.7%	3	0.0%	0	8.0%	4
Increase the range of local / speciality retailers	28.0%	14	15.8%	3	35.5%	11	25.0%	4	30.0%	6	30.8%	4	14.3%	3	39.3%	11	0.0%	0	28.0%	14
Improve quality of shops and services	28.0%	14	21.1%	4	32.3%	10	31.3%	5	20.0%	4	38.5%	5	28.6%	6	28.6%	8	0.0%	0	28.0%	14
Improve the appearance of the town centre	44.0%	22	47.4%	9	41.9%	13	25.0%	4	50.0%	10	61.5%	8	61.9%	13	32.1%	9	0.0%	0	44.0%	22
Improve the market	2.0%	1	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Make the centre safer (more CCTV, policing, better lighting etc)	8.0%	4	15.8%	3	3.2%	1	6.3%	1	5.0%	1	15.4%	2	14.3%	3	3.6%	1	0.0%	0	8.0%	4
Remove / reduce traffic congestion	18.0%	9	15.8%	3	19.4%	6	18.8%	3	15.0%	3	23.1%	3	23.8%	5	14.3%	4	0.0%	0	18.0%	9
Provide more housing in the 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
Improve frequency of public transport	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Improve car parking availability / reduce parking charges	4.0%	2	10.5%	2	0.0%	0	0.0%	0	5.0%	1	7.7%	1	9.5%	2	0.0%	0	0.0%	0	4.0%	2
Provide better entertainment / leisure	30.0%	15	31.6%	6	29.0%	9	37.5%	6	35.0%	7	15.4%	2	33.3%	7	28.6%	8	0.0%	0	30.0%	15
Improve quality and range of cafes and restaurants	6.0%	3	5.3%	1	6.5%	2	0.0%	0	5.0%	1	15.4%	2	9.5%	2	3.6%	1	0.0%	0	6.0%	3
Improve pedestrian links and facilities in the 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
Improve food store	0.0%	0	0.0%	0	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	8.0%	4	5.3%	1	9.7%	3	12.5%	2	10.0%	2	0.0%	0	4.8%	1	10.7%	3	0.0%	0	8.0%	4
Toilets	0.0%	0	0.0%	0	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%	3	10.5%	2	3.2%	1	6.3%	1	0.0%	0	7.7%	1	4.8%	1	3.6%	1	0.0%	0	6.0%	3
Base:		50		19		31		16		20		13		21		28		0		50
Q19 Do you or other members of your household ever come to (STUDY CENTRE) in the evenings?																				
Yes	58.0%	29	63.2%	12	54.8%	17	75.0%	12	75.0%	15	15.4%	2	57.1%	12	60.7%	17	0.0%	0	58.0%	29
No	42.0%	21	36.8%	7	45.2%	14	25.0%	4	25.0%	5	84.6%	11	42.9%	9	39.3%	11	0.0%	0	42.0%	21
Base:		50		19		31		16		20		13		21		28		0		50

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										
Q20 What / where do you or other members of your household do / visit in (STUDY CENTRE) in the evening ?																				
<i>Those who said Yes at Q19</i>																				
Sports facilities	3.4%	1	8.3%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.4%	1		
Pubs / bars	93.1%	27	91.7%	11	94.1%	16	91.7%	11	100.0%	15	50.0%	1	91.7%	11	94.1%	16	0.0%	0	93.1%	27
Restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (eg. cash tills)	3.4%	1	8.3%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.4%	1		
Takeaway food	72.4%	21	75.0%	9	70.6%	12	66.7%	8	73.3%	11	100.0%	2	83.3%	10	64.7%	11	0.0%	0	72.4%	21
Walk about / look around	20.7%	6	25.0%	3	17.6%	3	16.7%	2	20.0%	3	50.0%	1	16.7%	2	23.5%	4	0.0%	0	20.7%	6
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
Nightclubs	0.0%	0	0.0%	0	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	3.4%	1	0.0%	0	5.9%	1	8.3%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	3.4%	1		
Visit cinema	0.0%	0	0.0%	0	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:		29		12		17		12		15		2		12		17		0		29
Q21 What do you like about visiting the entertainment facilities in (STUDY CENTRE) ?																				
Nothing in particular	28.0%	14	26.3%	5	29.0%	9	25.0%	4	30.0%	6	30.8%	4	42.9%	9	17.9%	5	0.0%	0	28.0%	14
Close to home / easy to get to	38.0%	19	36.8%	7	38.7%	12	31.3%	5	55.0%	11	23.1%	3	38.1%	8	39.3%	11	0.0%	0	38.0%	19
Good 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
Good choice of restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality of restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality of pubs / bars	8.0%	4	15.8%	3	3.2%	1	12.5%	2	10.0%	2	0.0%	0	0.0%	0	14.3%	4	0.0%	0	8.0%	4
Good choice of pubs / bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good health / fitness facilities	0.0%	0	0.0%	0	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	2.0%	1	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
The cinema	0.0%	0	0.0%	0	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 pub	6.0%	3	10.5%	2	3.2%	1	0.0%	0	10.0%	2	7.7%	1	4.8%	1	7.1%	2	0.0%	0	6.0%	3
Meet friends there	4.0%	2	0.0%	0	6.5%	2	12.5%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
(Don't visit these places in (STUDY CENTRE))	24.0%	12	10.5%	2	32.3%	10	31.3%	5	5.0%	1	38.5%	5	9.5%	2	32.1%	9	0.0%	0	24.0%	12
Base:		50		19		31		16		20		13		21		28		0		50

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				
Q22 What do you dislike about visiting the entertainment facilities in (STUDY CENTRE)?																				
Nothing in particular	16.0%	8	21.1%	4	12.9%	4	12.5%	2	15.0%	3	23.1%	3	19.0%	4	14.3%	4	0.0%	0	16.0%	8
Poor choice of facilities	58.0%	29	68.4%	13	51.6%	16	62.5%	10	75.0%	15	30.8%	4	61.9%	13	57.1%	16	0.0%	0	58.0%	29
Too expensive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unsafe / poor security / dangerous	8.0%	4	10.5%	2	6.5%	2	6.3%	1	10.0%	2	7.7%	1	14.3%	3	3.6%	1	0.0%	0	8.0%	4
Lack of car parking	2.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Car parking charges	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Other	8.0%	4	5.3%	1	9.7%	3	0.0%	0	20.0%	4	0.0%	0	14.3%	3	3.6%	1	0.0%	0	8.0%	4
(Don't know)	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.7%	1	4.8%	1	0.0%	0	0.0%	0	2.0%	1
(Don't visit these places in (STUDY CENTRE))	22.0%	11	10.5%	2	29.0%	9	25.0%	4	5.0%	1	38.5%	5	9.5%	2	28.6%	8	0.0%	0	22.0%	11
Base:		50		19		31		16		20		13		21		28		0		50
Q23 Do you generally feel safe walking around the (STUDY CENTRE) in the day?																				
Yes	92.0%	46	94.7%	18	90.3%	28	87.5%	14	100.0%	20	92.3%	12	95.2%	20	89.3%	25	0.0%	0	92.0%	46
No	6.0%	3	5.3%	1	6.5%	2	12.5%	2	0.0%	0	7.7%	1	0.0%	0	10.7%	3	0.0%	0	6.0%	3
(Don't know)	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Base:		50		19		31		16		20		13		21		28		0		50
Q24 Do you generally feel safe walking around the (STUDY CENTRE) at night?																				
Yes	28.0%	14	36.8%	7	22.6%	7	31.3%	5	40.0%	8	7.7%	1	23.8%	5	32.1%	9	0.0%	0	28.0%	14
No	32.0%	16	31.6%	6	32.3%	10	43.8%	7	25.0%	5	30.8%	4	23.8%	5	39.3%	11	0.0%	0	32.0%	16
(Don't know)	40.0%	20	31.6%	6	45.2%	14	25.0%	4	35.0%	7	61.5%	8	52.4%	11	28.6%	8	0.0%	0	40.0%	20
Base:		50		19		31		16		20		13		21		28		0		50
Q25 Do you feel safer in the (STUDY CENTRE) than you did 12 months ago?																				
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	62.0%	31	73.7%	14	54.8%	17	68.8%	11	70.0%	14	46.2%	6	47.6%	10	75.0%	21	0.0%	0	62.0%	31
(Don't know)	38.0%	19	26.3%	5	45.2%	14	31.3%	5	30.0%	6	53.8%	7	52.4%	11	25.0%	7	0.0%	0	38.0%	19
Base:		50		19		31		16		20		13		21		28		0		50
Q26 Do you feel the following would make you feel safer in the town centre?																				
<i>Increased policing/patrolling</i>																				
Yes	50.0%	25	47.4%	9	51.6%	16	37.5%	6	35.0%	7	92.3%	12	52.4%	11	46.4%	13	0.0%	0	50.0%	25
No	12.0%	6	26.3%	5	3.2%	1	18.8%	3	15.0%	3	0.0%	0	4.8%	1	17.9%	5	0.0%	0	12.0%	6
(Don't know)	38.0%	19	26.3%	5	45.2%	14	43.8%	7	50.0%	10	7.7%	1	42.9%	9	35.7%	10	0.0%	0	38.0%	19
Base:		50		19		31		16		20		13		21		28		0		50

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		
Increased CCTV use																				
Yes	46.0%	23	52.6%	10	41.9%	13	25.0%	4	35.0%	7	92.3%	12	52.4%	11	39.3%	11	0.0%	0	46.0%	23
No	14.0%	7	21.1%	4	9.7%	3	25.0%	4	15.0%	3	0.0%	0	4.8%	1	21.4%	6	0.0%	0	14.0%	7
(Don't know)	40.0%	20	26.3%	5	48.4%	15	50.0%	8	50.0%	10	7.7%	1	42.9%	9	39.3%	11	0.0%	0	40.0%	20
Base:		50		19		31		16		20		13		21		28		0		50
Improved street lighting																				
Yes	28.0%	14	26.3%	5	29.0%	9	12.5%	2	25.0%	5	53.8%	7	28.6%	6	25.0%	7	0.0%	0	28.0%	14
No	10.0%	5	21.1%	4	3.2%	1	18.8%	3	10.0%	2	0.0%	0	4.8%	1	14.3%	4	0.0%	0	10.0%	5
(Don't know)	62.0%	31	52.6%	10	67.7%	21	68.8%	11	65.0%	13	46.2%	6	66.7%	14	60.7%	17	0.0%	0	62.0%	31
Base:		50		19		31		16		20		13		21		28		0		50
Fewer pubs / clubs etc																				
Yes	12.0%	6	0.0%	0	19.4%	6	6.3%	1	0.0%	0	38.5%	5	9.5%	2	14.3%	4	0.0%	0	12.0%	6
No	54.0%	27	78.9%	15	38.7%	12	68.8%	11	60.0%	12	30.8%	4	52.4%	11	57.1%	16	0.0%	0	54.0%	27
(Don't know)	34.0%	17	21.1%	4	41.9%	13	25.0%	4	40.0%	8	30.8%	4	38.1%	8	28.6%	8	0.0%	0	34.0%	17
Base:		50		19		31		16		20		13		21		28		0		50
More people living in town centre																				
Yes	6.0%	3	5.3%	1	6.5%	2	12.5%	2	0.0%	0	7.7%	1	0.0%	0	10.7%	3	0.0%	0	6.0%	3
No	38.0%	19	52.6%	10	29.0%	9	50.0%	8	30.0%	6	38.5%	5	38.1%	8	39.3%	11	0.0%	0	38.0%	19
(Don't know)	56.0%	28	42.1%	8	64.5%	20	37.5%	6	70.0%	14	53.8%	7	61.9%	13	50.0%	14	0.0%	0	56.0%	28
Base:		50		19		31		16		20		13		21		28		0		50
More secure car parks																				
Yes	28.0%	14	42.1%	8	19.4%	6	18.8%	3	25.0%	5	46.2%	6	42.9%	9	14.3%	4	0.0%	0	28.0%	14
No	6.0%	3	0.0%	0	9.7%	3	0.0%	0	15.0%	3	0.0%	0	9.5%	2	3.6%	1	0.0%	0	6.0%	3
(Don't know)	66.0%	33	57.9%	11	71.0%	22	81.3%	13	60.0%	12	53.8%	7	47.6%	10	82.1%	23	0.0%	0	66.0%	33
Base:		50		19		31		16		20		13		21		28		0		50
Removal of shrubs/street furniture																				
Yes	8.0%	4	10.5%	2	6.5%	2	12.5%	2	5.0%	1	7.7%	1	0.0%	0	14.3%	4	0.0%	0	8.0%	4
No	48.0%	24	57.9%	11	41.9%	13	50.0%	8	45.0%	9	53.8%	7	57.1%	12	39.3%	11	0.0%	0	48.0%	24
(Don't know)	44.0%	22	31.6%	6	51.6%	16	37.5%	6	50.0%	10	38.5%	5	42.9%	9	46.4%	13	0.0%	0	44.0%	22
Base:		50		19		31		16		20		13		21		28		0		50

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										
GEN Gender:																				
Male	38.0%	19	100.0%	19	0.0%	0	31.3%	5	40.0%	8	46.2%	6	42.9%	9	32.1%	9	0.0%	0	38.0%	19
Female	62.0%	31	0.0%	0	100.0%	31	68.8%	11	60.0%	12	53.8%	7	57.1%	12	67.9%	19	0.0%	0	62.0%	31
Base:		50		19		31		16		20		13		21		28		0		50
AGE Age Group:																				
18 - 24 years	12.0%	6	10.5%	2	12.9%	4	37.5%	6	0.0%	0	0.0%	0	0.0%	0	21.4%	6	0.0%	0	12.0%	6
25 - 34 years	20.0%	10	15.8%	3	22.6%	7	62.5%	10	0.0%	0	0.0%	0	9.5%	2	28.6%	8	0.0%	0	20.0%	10
35 - 44 years	16.0%	8	26.3%	5	9.7%	3	0.0%	0	40.0%	8	0.0%	0	28.6%	6	7.1%	2	0.0%	0	16.0%	8
45 - 54 years	24.0%	12	15.8%	3	29.0%	9	0.0%	0	60.0%	12	0.0%	0	33.3%	7	17.9%	5	0.0%	0	24.0%	12
55 - 64 years	22.0%	11	31.6%	6	16.1%	5	0.0%	0	0.0%	0	84.6%	11	19.0%	4	21.4%	6	0.0%	0	22.0%	11
65+ years	4.0%	2	0.0%	0	6.5%	2	0.0%	0	0.0%	0	15.4%	2	4.8%	1	3.6%	1	0.0%	0	4.0%	2
(Refused)	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
Base:		50		19		31		16		20		13		21		28		0		50
ETH Ethnicity																				
White – British	90.0%	45	94.7%	18	87.1%	27	68.8%	11	100.0%	20	100.0%	13	100.0%	21	82.1%	23	0.0%	0	90.0%	45
White – Irish	0.0%	0	0.0%	0	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 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	4.0%	2	0.0%	0	6.5%	2	12.5%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
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	0.0%	0	0.0%	0	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 – 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	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
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	4.0%	2	5.3%	1	3.2%	1	12.5%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
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:		50		19		31		16		20		13		21		28		0		50

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			
DIS Disabilities: Do you consider you have a disability? If so, what is the nature of your disability?																				
Disability	2.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Heart problems	2.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
(No disabilities)	74.0%	37	78.9%	15	71.0%	22	87.5%	14	90.0%	18	38.5%	5	81.0%	17	71.4%	20	0.0%	0	74.0%	37
(Refused)	22.0%	11	10.5%	2	29.0%	9	12.5%	2	10.0%	2	46.2%	6	19.0%	4	21.4%	6	0.0%	0	22.0%	11
Base:		50		19		31		16		20		13		21		28		0		50
SEG Occupation of Chief Wage Earner:																				
AB	4.0%	2	5.3%	1	3.2%	1	6.3%	1	5.0%	1	0.0%	0	9.5%	2	0.0%	0	0.0%	0	4.0%	2
C1	38.0%	19	42.1%	8	35.5%	11	6.3%	1	60.0%	12	38.5%	5	90.5%	19	0.0%	0	0.0%	0	38.0%	19
C2	26.0%	13	26.3%	5	25.8%	8	43.8%	7	20.0%	4	15.4%	2	0.0%	0	46.4%	13	0.0%	0	26.0%	13
DE	30.0%	15	21.1%	4	35.5%	11	43.8%	7	15.0%	3	38.5%	5	0.0%	0	53.6%	15	0.0%	0	30.0%	15
(Refused)	2.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Base:		50		19		31		16		20		13		21		28		0		50
ADU Number of adults: (16+ years)																				
One	18.0%	9	15.8%	3	19.4%	6	6.3%	1	20.0%	4	30.8%	4	14.3%	3	17.9%	5	0.0%	0	18.0%	9
Two	68.0%	34	78.9%	15	61.3%	19	75.0%	12	65.0%	13	69.2%	9	71.4%	15	67.9%	19	0.0%	0	68.0%	34
Three	8.0%	4	0.0%	0	12.9%	4	12.5%	2	5.0%	1	0.0%	0	9.5%	2	7.1%	2	0.0%	0	8.0%	4
Four or more	6.0%	3	5.3%	1	6.5%	2	6.3%	1	10.0%	2	0.0%	0	4.8%	1	7.1%	2	0.0%	0	6.0%	3
Base:		50		19		31		16		20		13		21		28		0		50
CHI No. of children 15 years and under:																				
None	48.0%	24	47.4%	9	48.4%	15	18.8%	3	40.0%	8	100.0%	13	47.6%	10	46.4%	13	0.0%	0	48.0%	24
One	22.0%	11	31.6%	6	16.1%	5	31.3%	5	30.0%	6	0.0%	0	19.0%	4	25.0%	7	0.0%	0	22.0%	11
Two	20.0%	10	10.5%	2	25.8%	8	18.8%	3	30.0%	6	0.0%	0	33.3%	7	10.7%	3	0.0%	0	20.0%	10
Three	8.0%	4	5.3%	1	9.7%	3	25.0%	4	0.0%	0	0.0%	0	0.0%	0	14.3%	4	0.0%	0	8.0%	4
Four or more	2.0%	1	5.3%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
Base:		50		19		31		16		20		13		21		28		0		50
DAY Day of Interview:																				
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	12.0%	6	15.8%	3	9.7%	3	18.8%	3	15.0%	3	0.0%	0	9.5%	2	14.3%	4	0.0%	0	12.0%	6
Wednesday	18.0%	9	21.1%	4	16.1%	5	6.3%	1	25.0%	5	23.1%	3	23.8%	5	14.3%	4	0.0%	0	18.0%	9
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	50.0%	25	42.1%	8	54.8%	17	50.0%	8	50.0%	10	53.8%	7	52.4%	11	50.0%	14	0.0%	0	50.0%	25
Saturday	20.0%	10	21.1%	4	19.4%	6	25.0%	4	10.0%	2	23.1%	3	14.3%	3	21.4%	6	0.0%	0	20.0%	10
Base:		50		19		31		16		20		13		21		28		0		50

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			
LOC Location:																				
Newcastle-under-Lyme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kidsgrove	100.0%	50	100.0%	19	100.0%	31	100.0%	16	100.0%	20	100.0%	13	100.0%	21	100.0%	28	0.0%	0	100.0%	50
Base:		50		19		31		16		20		13		21		28		0		50

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	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1				
Blank		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	2	2.0%	1	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	2.0%	1		
CW12	3	2.0%	1	0.0%	0	3.2%	1	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	2.0%	1		
CW2	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		
CW3	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
M40	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		
PA15	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		
ST1	4	2.0%	1	0.0%	0	3.2%	1	6.3%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	2.0%	1		
ST1	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST2	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST3	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		
ST4	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		
ST4	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		
ST4	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST4	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST5		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST5	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
ST5	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		
ST5	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		
ST5	3	4.0%	2	5.3%	1	3.2%	1	0.0%	0	10.0%	2	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
ST5	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
ST5	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
ST5	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5	9	0.0%	0	0.0%	0	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	1	4.0%	2	0.0%	0	6.5%	2	0.0%	0	5.0%	1	7.7%	1	0.0%	0	7.1%	2	0.0%	0	4.0%	2
ST6	4	4.0%	2	5.3%	1	3.2%	1	12.5%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	4.0%	2
ST6	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
ST6	6	2.0%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	7.7%	1	0.0%	0	3.6%	1	0.0%	0	2.0%	1
ST6	8	2.0%	1	5.3%	1	0.0%	0	6.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	2.0%	1
ST7		6.0%	3	0.0%	0	9.7%	3	18.8%	3	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	6.0%	3
ST7	1	20.0%	10	15.8%	3	22.6%	7	12.5%	2	20.0%	4	30.8%	4	33.3%	7	10.7%	3	0.0%	0	20.0%	10
ST7	2	10.0%	5	0.0%	0	16.1%	5	6.3%	1	15.0%	3	7.7%	1	9.5%	2	10.7%	3	0.0%	0	10.0%	5
ST7	3	2.0%	1	5.3%	1	0.0%	0	0.0%	0	5.0%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	2.0%	1
ST7	4	28.0%	14	42.1%	8	19.4%	6	18.8%	3	35.0%	7	30.8%	4	28.6%	6	28.6%	8	0.0%	0	28.0%	14
ST7	5	2.0%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1
ST7	7	0.0%	0	0.0%	0	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	8	8.0%	4	10.5%	2	6.5%	2	18.8%	3	0.0%	0	7.7%	1	4.8%	1	10.7%	3	0.0%	0	8.0%	4
ST8	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF9	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
Base:			50		19		31		16		20		13		21		28		0		50