



## Appendix 2: NEMS In Street Survey

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q01 Do you normally have regular access to a car for personal use during the day?</b>																
Yes	49.1%	212	53.7%	58	50.0%	27	42.6%	23	48.1%	26	40.7%	22	53.7%	29	50.0%	27
No	50.9%	220	46.3%	50	50.0%	27	57.4%	31	51.9%	28	59.3%	32	46.3%	25	50.0%	27
Base:		432		108		54		54		54		54		54		54
<b>Q02 Do you normally have regular access to a car for personal use during the evening / night?</b>																
Yes	49.1%	212	51.9%	56	48.1%	26	42.6%	23	48.1%	26	40.7%	22	53.7%	29	55.6%	30
No	50.9%	220	48.1%	52	51.9%	28	57.4%	31	51.9%	28	59.3%	32	46.3%	25	44.4%	24
Base:		432		108		54		54		54		54		54		54
<b>Q03 Which of the following visitor categories would you class yourself?</b>																
Local shopper	88.9%	384	86.1%	93	90.7%	49	92.6%	50	96.3%	52	85.2%	46	75.9%	41	98.1%	53
On holiday	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Day tripper / visitor	5.1%	22	6.5%	7	1.9%	1	3.7%	2	1.9%	1	11.1%	6	9.3%	5	0.0%	0
Student	1.2%	5	2.8%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Worker	4.6%	20	3.7%	4	7.4%	4	3.7%	2	0.0%	0	3.7%	2	13.0%	7	1.9%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54
<b>Q04 How did you travel to (STUDY CENTRE) today (main part of journey)?</b>																
Car / van (as driver)	31.5%	136	32.4%	35	31.5%	17	29.6%	16	29.6%	16	22.2%	12	38.9%	21	35.2%	19
Car / van (as passenger)	7.4%	32	14.8%	16	3.7%	2	1.9%	1	14.8%	8	0.0%	0	5.6%	3	3.7%	2
Bus, minibus or coach	26.2%	113	37.0%	40	14.8%	8	18.5%	10	27.8%	15	24.1%	13	31.5%	17	18.5%	10
Motorcycle, scooter or moped	0.9%	4	0.9%	1	1.9%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	29.4%	127	12.0%	13	40.7%	22	42.6%	23	22.2%	12	50.0%	27	22.2%	12	33.3%	18
Taxi / minicab	3.9%	17	1.9%	2	5.6%	3	3.7%	2	5.6%	3	1.9%	1	1.9%	1	9.3%	5
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
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.5%	2	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled vehicle (scooter, wheelchair etc.)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q05 Where did you park today?</b>																
<i>Those who travelled by car or van at Q04</i>																
<b>City Centre (Hanley)</b>																
Broad Street Car Park	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Century Retail Park Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clementsons Mill Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Etruria Way Retail Park Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park Customer Car Park	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hinde Street Car Park	1.2%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Potteries Shopping Centre Customer Car Park	10.7%	18	35.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Street Multi-Storey Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower Huntbach Street Car Park	1.2%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meigh Street Multi-Storey Car Park	1.2%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meigh Street Surface Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons Customer Car Park, Festival Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Octagon Retail Park Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pall Mall Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Customer Car Park, Etruria Road	0.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Ann Street Car Park	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 Extra Customer Car Park, Clough Street	5.4%	9	17.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Huntbach Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Centre Hanley In Street (metered)	1.2%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Centre Hanley In Street (not metered)	3.0%	5	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Burslem Town Centre</b>																
B&M Bargains Customer Car Park	1.2%	2	0.0%	0	10.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chapel Lane Car Park	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Navigation Road Car Park	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre In Street (metered)	1.8%	3	0.0%	0	15.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre In Street (not metered)	4.8%	8	0.0%	0	42.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Fenton Town Centre</b>																
Aldi Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
City Road Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ravenside Retail Park Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road Retail Park Customer Car Park	1.2%	2	0.0%	0	0.0%	0	11.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In Street (metered)	0.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In Street (not metered)	3.6%	6	0.0%	0	0.0%	0	35.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Longton Town Centre</b>																
Chancery Lane Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Commerce Street Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Lidl Customer Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre Car Park	6.0%	10	0.0%	0	0.0%	0	0.0%	0	41.7%	10	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park Customer Car Park	1.2%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0	0.0%	0	0.0%	0
Phoenix Retail Park Customer Car Park	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 Extra Customer Car Park	5.4%	9	0.0%	0	0.0%	0	0.0%	0	37.5%	9	0.0%	0	0.0%	0	0.0%	0
In 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

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
In 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
<b>Meir Town Centre</b>																
Aldi Customer Car Park, Meir Retail Park	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 Retail Park Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
Tesco Superstore Customer Car Park, Meir Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weston Road Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0
In 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
In Street (not metered)	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	3	0.0%	0	0.0%	0
<b>Stoke Town Centre</b>																
Aquinas Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Copeland Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elenora Street Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Hide Street Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Iceland Customer Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Kingsway Car Park	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	2	0.0%	0
Lidl Customer Car Park	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
Sainsbury's Customer Car Park	5.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	9	0.0%	0
South Wolfe Street (Off Fleming Road) Car Park	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	3	0.0%	0
Spark Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vale Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In Street (metered)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0
In Street (not metered)	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	4	0.0%	0
<b>Tunstall Town Centre</b>																
Aldi Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Superstore Customer Car Park	3.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.8%	5
Butterfield Place Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farndale Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hunt Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl Customer Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodland Street Car Park	6.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.6%	10
In Street (metered)	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	1
In Street (not metered)	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2
Other	4.2%	7	3.9%	2	0.0%	0	11.8%	2	0.0%	0	8.3%	1	0.0%	0	9.5%	2
(Don't know – on-street)	8.3%	14	0.0%	0	21.1%	4	23.5%	4	0.0%	0	50.0%	6	0.0%	0	0.0%	0
(Don't know – car park)	0.6%	1	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Dropped off – didn't park)	6.0%	10	11.8%	6	0.0%	0	5.9%	1	4.2%	1	0.0%	0	4.2%	1	4.8%	1
Base:		168		51		19		17		24		12		24		21

**Q06 Were you satisfied with the cost of the car parking today?***Those who mentioned a car park at Q05*

No, too expensive	12.7%	20	40.0%	18	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	5.0%	1
No, too low	0.6%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, satisfactory	29.7%	47	24.4%	11	21.1%	4	18.8%	3	43.5%	10	8.3%	1	30.4%	7	55.0%	11
Yes, it was free	39.2%	62	26.7%	12	21.1%	4	25.0%	4	52.2%	12	75.0%	9	56.5%	13	40.0%	8
(Don't know / can't remember)	17.7%	28	8.9%	4	52.6%	10	56.3%	9	0.0%	0	16.7%	2	13.0%	3	0.0%	0
Base:		158		45		19		16		23		12		23		20

**Q07 Did you have any difficulties obtaining a car parking space today?***Those who mentioned a car park at Q05*

Yes	11.4%	18	31.1%	14	5.3%	1	0.0%	0	4.3%	1	16.7%	2	0.0%	0	0.0%	0
No	88.6%	140	68.9%	31	94.7%	18	100.0%	16	95.7%	22	83.3%	10	100.0%	23	100.0%	20
Base:		158		45		19		16		23		12		23		20

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q08 How long did your journey to (STUDY CENTRE) take?</b>																
0-5 minutes	22.2%	96	13.0%	14	13.0%	7	38.9%	21	22.2%	12	16.7%	9	13.0%	7	48.1%	26
6-10 minutes	31.0%	134	20.4%	22	33.3%	18	27.8%	15	44.4%	24	42.6%	23	27.8%	15	31.5%	17
11-15 minutes-	18.1%	78	20.4%	22	25.9%	14	16.7%	9	13.0%	7	18.5%	10	20.4%	11	9.3%	5
16-20 minutes	13.7%	59	20.4%	22	14.8%	8	11.1%	6	3.7%	2	14.8%	8	18.5%	10	5.6%	3
21-30 minutes	7.9%	34	13.9%	15	5.6%	3	5.6%	3	7.4%	4	5.6%	3	7.4%	4	3.7%	2
31-60 minutes	4.6%	20	8.3%	9	5.6%	3	0.0%	0	3.7%	2	1.9%	1	7.4%	4	1.9%	1
Over 60 minutes	0.7%	3	1.9%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.9%	8	1.9%	2	1.9%	1	0.0%	0	3.7%	2	0.0%	0	5.6%	3	0.0%	0
<i>Mean:</i>		<i>12.9</i>		<i>17.8</i>		<i>13.2</i>		<i>8.8</i>		<i>12.4</i>		<i>11.2</i>		<i>14.6</i>		<i>7.7</i>
<i>Base:</i>		432		108		54		54		54		54		54		54

**Q09 Did you travel to (STUDY CENTRE) directly from home, work or elsewhere?**

Home	88.9%	384	89.8%	97	81.5%	44	81.5%	44	94.4%	51	90.7%	49	90.7%	49	92.6%	50
Work	3.2%	14	2.8%	3	5.6%	3	7.4%	4	0.0%	0	1.9%	1	3.7%	2	1.9%	1
On holiday	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Family member's home	5.8%	25	4.6%	5	9.3%	5	9.3%	5	5.6%	3	5.6%	3	3.7%	2	3.7%	2
College	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor's / dentist's	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Friend's home	1.4%	6	0.9%	1	3.7%	2	1.9%	1	0.0%	0	1.9%	1	1.9%	1	0.0%	0
Elsewhere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Base:</i>		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley	Burslem Town Centre	Fenton Town Centre	Longton Town Centre	Meir Town Centre	Stoke Town Centre	Tunstall Town Centre								
<b>Q10 Why do you choose to shop / visit (STUDY CENTRE) today (rather than go to another centre)? [MR]</b>																
Accessibility by public transport	1.4%	6	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	5.6%	3	1.9%	1
Accessibility to (STUDY CENTRE)	1.2%	5	0.0%	0	1.9%	1	3.7%	2	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Car parking prices	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.9%	1	3.7%	2	0.0%	0
Good car parking provision	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.9%	1	0.0%	0
Choice of High Street retailers	4.4%	19	9.3%	10	3.7%	2	1.9%	1	0.0%	0	0.0%	0	5.6%	3	5.6%	3
Choice of shops selling non-food goods	3.9%	17	8.3%	9	5.6%	3	0.0%	0	0.0%	0	3.7%	2	1.9%	1	3.7%	2
Cleanliness	0.7%	3	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Close to friends / family	11.3%	49	6.5%	7	18.5%	10	14.8%	8	9.3%	5	22.2%	12	9.3%	5	3.7%	2
Close to home	49.5%	214	48.1%	52	44.4%	24	50.0%	27	59.3%	32	42.6%	23	35.2%	19	68.5%	37
Close to work	6.3%	27	5.6%	6	5.6%	3	9.3%	5	0.0%	0	7.4%	4	13.0%	7	3.7%	2
Department store	0.9%	4	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Education	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit	1.4%	6	3.7%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
To participate in leisure services	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Provision of services (e.g. banks / financial services)	2.1%	9	4.6%	5	0.0%	0	1.9%	1	1.9%	1	1.9%	1	0.0%	0	1.9%	1
Public information, signposts, public 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
Quality of shops selling food goods	0.7%	3	0.0%	0	1.9%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Range of independent / specialist shops	1.2%	5	1.9%	2	0.0%	0	3.7%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Range of shops selling food 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
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tourism	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	0.7%	3	0.9%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
The market	0.9%	4	0.9%	1	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Value for money	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.9%	1	3.7%	2	0.0%	0
A change of scene	0.5%	2	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A particular store is situated there	1.4%	6	0.9%	1	1.9%	1	1.9%	1	0.0%	0	0.0%	0	1.9%	1	3.7%	2
Choice of cafés / restaurants / pubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Convenient for medical appointment (doctor, dentist, optician etc.)	1.6%	7	0.9%	1	1.9%	1	0.0%	0	0.0%	0	1.9%	1	5.6%	3	1.9%	1
Good for browsing	0.5%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Part of an overall day out	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Return / collect ordered items	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	1.9%	8	0.9%	1	3.7%	2	0.0%	0	1.9%	1	3.7%	2	1.9%	1	1.9%	1
(Don't know / no reason)	3.2%	14	0.9%	1	5.6%	3	3.7%	2	1.9%	1	5.6%	3	5.6%	3	1.9%	1
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q11 What is the main reason why you are in (STUDY CENTRE) today?</b>																
Clothes / shoes shopping	17.1%	74	40.7%	44	1.9%	1	13.0%	7	9.3%	5	7.4%	4	13.0%	7	11.1%	6
Other non-food shopping	7.2%	31	5.6%	6	14.8%	8	5.6%	3	16.7%	9	3.7%	2	0.0%	0	5.6%	3
Financial services (bank / building society / Post Office)	15.0%	65	15.7%	17	13.0%	7	18.5%	10	13.0%	7	24.1%	13	3.7%	2	16.7%	9
Browsing	10.4%	45	10.2%	11	13.0%	7	3.7%	2	5.6%	3	7.4%	4	25.9%	14	7.4%	4
Eating and drinking (café / restaurant / pub)	4.4%	19	4.6%	5	1.9%	1	5.6%	3	0.0%	0	3.7%	2	13.0%	7	1.9%	1
Chemist	1.4%	6	0.0%	0	1.9%	1	3.7%	2	0.0%	0	3.7%	2	1.9%	1	0.0%	0
Doctor / dentist / optician	2.1%	9	0.0%	0	3.7%	2	0.0%	0	0.0%	0	3.7%	2	3.7%	2	5.6%	3
Electrical goods shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Furniture / carpet	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Market	1.4%	6	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Personal services (e.g. hairdressers, beauty salon launderette)	1.6%	7	0.0%	0	1.9%	1	3.7%	2	0.0%	0	7.4%	4	0.0%	0	0.0%	0
Other services (travel agent, estate agent)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social / leisure activities	1.6%	7	0.0%	0	1.9%	1	1.9%	1	0.0%	0	5.6%	3	1.9%	1	1.9%	1
Stationers / newsagents	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	1.9%	1
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
Bowling	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 & fitness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre and cultural	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Visit specialist shops	2.5%	11	1.9%	2	5.6%	3	3.7%	2	7.4%	4	0.0%	0	0.0%	0	0.0%	0
Work / business	3.2%	14	1.9%	2	5.6%	3	3.7%	2	0.0%	0	3.7%	2	9.3%	5	0.0%	0
Education (School / College)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Visit markets	2.8%	12	4.6%	5	0.0%	0	0.0%	0	5.6%	3	0.0%	0	1.9%	1	5.6%	3
Tourism sightseeing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Return / collect ordered items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Victoria Road, Berry Hill, Fenton	1.4%	6	0.0%	0	0.0%	0	11.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Old Hall Street, Hanley	0.9%	4	0.9%	1	3.7%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Abbots Drive, Hanley	1.6%	7	0.0%	0	0.0%	0	13.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Moorlands Road, Burslem	2.5%	11	0.0%	0	18.5%	10	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Food shopping (undecided as to which store)	2.5%	11	0.0%	0	1.9%	1	3.7%	2	0.0%	0	13.0%	7	0.0%	0	1.9%	1
Heron Foods, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Iceland, Bennett Precinct, Longton	0.7%	3	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothern Park, Stoke Town Centre	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	5.6%	3	0.0%	0
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.7%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Minton House, London Road, Stoke Town Centre	1.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	8	0.0%	0
Tesco Extra, Clough Street, Stoke-on-Trent	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	1.9%	8	0.0%	0	0.0%	0	0.0%	0	14.8%	8	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall	4.6%	20	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	33.3%	18
Cooltrader, High Street, Tunstall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Asda, Mill Street West, Dewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food and grocery shopping	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Other	1.4%	6	0.0%	0	1.9%	1	1.9%	1	3.7%	2	3.7%	2	0.0%	0	0.0%	0
(No reason / no other reason)	4.2%	18	3.7%	4	7.4%	4	5.6%	3	5.6%	3	3.7%	2	3.7%	2	0.0%	0
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q12 What else do you intend to do whilst in (STUDY CENTRE) today? [MR]</b>																
Clothes / shoes shopping	11.6%	50	22.2%	24	0.0%	0	3.7%	2	11.1%	6	1.9%	1	14.8%	8	16.7%	9
Other non-food shopping	9.0%	39	8.3%	9	7.4%	4	7.4%	4	9.3%	5	11.1%	6	5.6%	3	14.8%	8
Financial services (bank / building society / post office)	10.9%	47	13.0%	14	1.9%	1	18.5%	10	11.1%	6	9.3%	5	7.4%	4	13.0%	7
Browsing	9.0%	39	13.0%	14	3.7%	2	0.0%	0	11.1%	6	9.3%	5	20.4%	11	1.9%	1
Eating and drinking (café / restaurant / pub)	5.8%	25	10.2%	11	1.9%	1	1.9%	1	9.3%	5	1.9%	1	7.4%	4	3.7%	2
Chemist	1.4%	6	0.0%	0	1.9%	1	1.9%	1	1.9%	1	1.9%	1	1.9%	1	1.9%	1
Doctor / dentist / optician	0.7%	3	0.0%	0	1.9%	1	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Electrical goods shopping	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Furniture / carpet	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Market	1.4%	6	4.6%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Personal services (e.g. hairdressers, beauty salon launderette)	0.7%	3	0.9%	1	1.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Other services (travel agent, estate agent)	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Social / leisure activities	0.9%	4	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.7%	2	1.9%	1	0.0%	0
Stationers / newsagents	0.7%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0
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
Bowling	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 & fitness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre and cultural	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	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 specialist shops	1.9%	8	1.9%	2	3.7%	2	1.9%	1	1.9%	1	0.0%	0	0.0%	0	3.7%	2
Work / business	0.5%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Education (School / College)	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 markets	1.9%	8	3.7%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	5.6%	3
Tourism sightseeing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	5
Asda, Victoria Road, Berry Hill, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M, Old Hall Street, Hanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bargain Booze, Abbots Drive, Hanley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Moorlands Road, Burslem	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Food shopping (undecided as to which store)	0.9%	4	1.9%	2	1.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Heron Foods, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bennett Precinct, Longton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Boothern Park, Stoke 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Superstore, Minton House, London Road, Stoke Town Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Tesco Extra, Clough Street, Stoke-on-Trent	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 Extra, Longton Retail Park, Baths Road, Longton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Charles Street, City Centre (Hanley)	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 Superstore, Lysander Road, Meir Retail Park, Meir	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Visit / meet friends and family	0.9%	4	0.9%	1	0.0%	0	1.9%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Food and grocery shopping	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	1.6%	7	0.9%	1	0.0%	0	0.0%	0	3.7%	2	1.9%	1	5.6%	3	0.0%	0
(No reason / no other reason)	36.3%	157	14.8%	16	68.5%	37	61.1%	33	25.9%	14	48.1%	26	27.8%	15	29.6%	16



# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley	Burslem Town Centre	Fenton Town Centre	Longton Town Centre	Meir Town Centre	Stoke Town Centre	Tunstall Town Centre	
Base:	432	108	54	54	54	54	54	54	
<b>MeanScore: Minutes</b>									
<b>Q13 How long do you think you will stay in (STUDY CENTRE) today?</b>									
Less than 30 minutes	22.7%	98 9.3%	10 22.2%	12 44.4%	24 9.3%	5 51.9%	28 18.5%	10 16.7%	9
30- 59 minutes	19.0%	82 15.7%	17 14.8%	8 22.2%	12 16.7%	9 18.5%	10 13.0%	7 35.2%	19
1hr -1 hr 29 min	24.1%	104 23.1%	25 35.2%	19 5.6%	3 24.1%	13 14.8%	8 35.2%	19 31.5%	17
1hr 30 mins - 1 hr 59 min	17.1%	74 27.8%	30 13.0%	7 14.8%	8 25.9%	14 9.3%	5 5.6%	3 13.0%	7
2hrs - 2hrs 29 mins	6.9%	30 4.6%	5 5.6%	3 9.3%	5 13.0%	7 3.7%	2 13.0%	7 1.9%	1
2hrs 30 mins - 2hrs 59 mins	3.5%	15 7.4%	8 7.4%	4 1.9%	1 1.9%	1 0.0%	0 0.0%	0 1.9%	1
3hrs - 3hrs 59 mins	2.3%	10 4.6%	5 0.0%	0 0.0%	0 7.4%	4 1.9%	1 0.0%	0 0.0%	0
4hrs or more	3.2%	14 5.6%	6 1.9%	1 1.9%	1 1.9%	1 0.0%	0 9.3%	5 0.0%	0
(Don't know)	1.2%	5 1.9%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.6%	3 0.0%	0
Mean:	85	113	78	61	99	45	110	61	
Base:	432	108	54	54	54	54	54	54	
<b>Q14 Will you undertake your main food and grocery goods shop whilst in (STUDY CENTRE) today?</b>									
Yes	18.1%	78 8.3%	9 9.3%	5 13.0%	7 22.2%	12 3.7%	2 24.1%	13 55.6%	30
No	81.0%	350 91.7%	99 87.0%	47 85.2%	46 75.9%	41 96.3%	52 75.9%	41 44.4%	24
(Don't know)	0.9%	4 0.0%	0 3.7%	2 1.9%	1 1.9%	1 0.0%	0 0.0%	0 0.0%	0
Base:	432	108	54	54	54	54	54	54	
<b>MeanScore: Visits per week</b>									
<b>Q15 How frequently do you visit (STUDY CENTRE) for your main food and grocery shopping?</b>									
Everyday	5.1%	22 2.8%	3 1.9%	1 11.1%	6 7.4%	4 7.4%	4 5.6%	3 1.9%	1
2-3 times a week	15.3%	66 5.6%	6 5.6%	3 7.4%	4 33.3%	18 11.1%	6 22.2%	12 31.5%	17
Once a week	22.2%	96 14.8%	16 14.8%	8 20.4%	11 27.8%	15 13.0%	7 27.8%	15 44.4%	24
Once a fortnight	7.6%	33 4.6%	5 3.7%	2 13.0%	7 5.6%	3 13.0%	7 11.1%	6 5.6%	3
Once a month	4.2%	18 6.5%	7 3.7%	2 0.0%	0 9.3%	5 3.7%	2 0.0%	0 3.7%	2
Less than once a month	7.2%	31 6.5%	7 5.6%	3 11.1%	6 3.7%	2 11.1%	6 11.1%	6 1.9%	1
Never	33.8%	146 57.4%	62 55.6%	30 27.8%	15 13.0%	7 38.9%	21 11.1%	6 9.3%	5
First time today	0.2%	1 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know / varies)	4.4%	19 0.9%	1 9.3%	5 9.3%	5 0.0%	0 1.9%	1 11.1%	6 1.9%	1
Mean:	1.07	0.54	0.50	1.37	1.69	1.03	1.45	1.43	
Base:	432	108	54	54	54	54	54	54	
<b>Q16 Approximately how much have your spent or do you expect to spend in the shops today on food and other convenience goods?</b>									
Nothing	31.9%	138 49.1%	53 20.4%	11 20.4%	11 22.2%	12 38.9%	21 24.1%	13 31.5%	17
Up to £5	11.3%	49 6.5%	7 11.1%	6 22.2%	12 13.0%	7 16.7%	9 9.3%	5 5.6%	3
£6-£10	17.1%	74 14.8%	16 31.5%	17 24.1%	13 14.8%	8 20.4%	11 9.3%	5 7.4%	4
£11-£15	8.8%	38 6.5%	7 7.4%	4 9.3%	5 5.6%	3 11.1%	6 14.8%	8 9.3%	5
£16-£20	7.2%	31 2.8%	3 9.3%	5 9.3%	5 9.3%	5 7.4%	4 7.4%	4 9.3%	5
£21-£25	3.7%	16 6.5%	7 7.4%	4 0.0%	0 5.6%	3 0.0%	0 1.9%	1 1.9%	1
£26-£50	6.7%	29 6.5%	7 0.0%	0 3.7%	2 9.3%	5 1.9%	1 7.4%	4 18.5%	10
£51-£75	2.5%	11 0.9%	1 5.6%	3 5.6%	3 1.9%	1 0.0%	0 0.0%	0 5.6%	3
£76-£100	2.8%	12 0.0%	0 1.9%	1 3.7%	2 5.6%	3 3.7%	2 1.9%	1 5.6%	3
More than £101	0.5%	2 0.0%	0 0.0%	0 1.9%	1 0.0%	0 0.0%	0 0.0%	0 1.9%	1
(Don't know)	6.9%	30 6.5%	7 5.6%	3 0.0%	0 11.1%	6 0.0%	0 22.2%	12 3.7%	2
(Refused)	0.5%	2 0.0%	0 0.0%	0 0.0%	0 1.9%	1 0.0%	0 1.9%	1 0.0%	0
Mean:	14.5	7.7	13.0	20.9	17.0	8.8	12.0	27.9	
Base:	432	108	54	54	54	54	54	54	

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q17 Which centre / retail park do you normally visit for your main food and grocery shopping?</b>																
Aldi, Brownhills Road, Tunstall	2.3%	10	1.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1.2%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	5.6%	3	0.0%	0
Aldi, Victoria Road, Berry Hill, Fenton	2.1%	9	0.9%	1	0.0%	0	11.1%	6	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Aldi, Whittle Road, Meir Retail Park, Meir	1.4%	6	0.0%	0	3.7%	2	1.9%	1	0.0%	0	5.6%	3	0.0%	0	0.0%	0
Asda, Scotia Road, Tunstall (Former Netto)	1.9%	8	5.6%	6	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Victoria Road, Berry Hill, Fenton (Former Netto)	3.5%	15	0.0%	0	5.6%	3	20.4%	11	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Asda Superstore, Scotia Road, Tunstall	12.7%	55	10.2%	11	13.0%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	66.7%	36
Co-operative Food, Christchurch Street, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, High Lane, Tunstall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Leek Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Unit 1, Anchor Road, Longton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Edensor Road, Longton	0.9%	4	0.0%	0	1.9%	1	0.0%	0	3.7%	2	1.9%	1	0.0%	0	0.0%	0
Farmfoods, Moorlands Road, Burslem	1.2%	5	0.0%	0	7.4%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Heron Foods, Bennet Precinct, Longton Exchange Shopping Centre, Longton	0.9%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	1.9%	1	0.0%	0	0.0%	0
Heron Foods, Campbell Place, Stoke-on-Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Iceland, Bennett Precinct, Longton	1.2%	5	0.0%	0	1.9%	1	5.6%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Boothen Park, London Road, Stoke Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0	1.9%	1	0.0%	0
Iceland, Charles Street, City Centre (Hanley)	2.5%	11	8.3%	9	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Lidl, Boothen Park, Stoke Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Lidl, High Street, Tunstall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Lidl, The Strand, Longton	0.9%	4	0.0%	0	1.9%	1	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	5.3%	23	9.3%	10	1.9%	1	0.0%	0	1.9%	1	5.6%	3	7.4%	4	7.4%	4
Pak Foods, Stoke Road, Shelton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Etruria Road, Stoke-on-Trent	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Sainsbury's, Minton House, London Road, Stoke Town Centre	4.9%	21	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	17	0.0%	0
Tesco Extra, Clough Street, Stoke-on-Trent	5.8%	25	18.5%	20	3.7%	2	3.7%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Tesco Extra, Longton Retail Park, Baths Road, Longton	18.3%	79	7.4%	8	16.7%	9	33.3%	18	44.4%	24	33.3%	18	3.7%	2	0.0%	0
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	3.5%	15	1.9%	2	3.7%	2	5.6%	3	1.9%	1	13.0%	7	0.0%	0	0.0%	0
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Potteries Shopping Centre, City Centre (Hanley)	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
Longton Exchange Shopping Centre, Longton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Longton Retail Park, Longton	0.5%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Meir Retail Park, Uttoxeter Road, Meir	0.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.9%	1	0.0%	0
Ravenside Retail Park, Victoria Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alsager 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
Biddulph Town Centre	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	0.7%	3	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheadle Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
City Centre (Hanley)	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton 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
Fenton 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
Hanley City Centre	1.6%	7	1.9%	2	7.4%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Kidsgrove 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
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
Longton Town Centre	2.1%	9	0.0%	0	7.4%	4	1.9%	1	7.4%	4	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre	1.9%	8	0.0%	0	1.9%	1	0.0%	0	0.0%	0	13.0%	7	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stoke Town Centre	1.9%	8	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	13.0%	7	0.0%	0
Stone 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
Tunstall Town Centre	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Asda, Wolstanton Retail Park, Wolstanton, Newcastle-under-Lyme	2.1%	9	4.6%	5	0.0%	0	3.7%	2	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	0.5%	2	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Newcastle Road, Leek	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Well Street, Cheadle	0.5%	2	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Superstore, Liverpool Road, 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
Other (Don't know / varies)	5.6%	24	10.2%	11	5.6%	3	1.9%	1	7.4%	4	3.7%	2	5.6%	3	0.0%	0
(Don't do main food shopping)	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q18 Why do you choose to do your main food shop at (LOCATION AT Q.17) rather than (STUDY CENTRE)? [MR]</b>																
<i>Those who did not mention STUDY CENTRE at Q17</i>																
Accessibility by public transport	1.9%	5	1.0%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	16.7%	3	0.0%	0
Car parking prices	4.9%	13	5.2%	5	0.0%	0	2.6%	1	11.1%	2	13.2%	5	0.0%	0	0.0%	0
Car parking provision	3.4%	9	6.3%	6	4.3%	2	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Choice of food goods available	22.7%	60	12.5%	12	23.4%	11	42.1%	16	0.0%	0	39.5%	15	5.6%	1	55.6%	5
Choice of shops nearby selling non-food goods	2.7%	7	3.1%	3	6.4%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Choice of shops selling food goods	3.0%	8	0.0%	0	2.1%	1	5.3%	2	5.6%	1	10.5%	4	0.0%	0	0.0%	0
Cleanliness	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nearer to home	29.2%	77	34.4%	33	34.0%	16	23.7%	9	44.4%	8	7.9%	3	33.3%	6	22.2%	2
Nearer to work	2.3%	6	1.0%	1	6.4%	3	2.6%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Poor accessibility to (STUDY CENTRE)	0.8%	2	0.0%	0	2.1%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks / financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts, public 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
Quality of food goods available	2.7%	7	3.1%	3	4.3%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0
Quality of shops selling food goods	1.1%	3	1.0%	1	0.0%	0	2.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	1.1%	3	0.0%	0	2.1%	1	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I get a lift there	0.8%	2	1.0%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Lower prices	1.5%	4	3.1%	3	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	0.0%	0
No other local main alternative	0.4%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preference for retailer	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stocks everything I need	0.8%	2	1.0%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / no reason)	19.3%	51	25.0%	24	10.6%	5	10.5%	4	22.2%	4	13.2%	5	38.9%	7	22.2%	2
Base:		264		96		47		38		18		38		18		9
<b>Q19 Is City Centre (Hanley) your usual first choice destination for clothing and other non-food goods shopping?</b>																
Yes	55.3%	239	79.6%	86	61.1%	33	31.5%	17	51.9%	28	24.1%	13	59.3%	32	55.6%	30
No	41.0%	177	19.4%	21	35.2%	19	59.3%	32	44.4%	24	74.1%	40	33.3%	18	42.6%	23
(Don't know / varies)	3.7%	16	0.9%	1	3.7%	2	9.3%	5	3.7%	2	1.9%	1	7.4%	4	1.9%	1
Base:		432		108		54		54		54		54		54		54

	Total	City Centre Hanley	Burslem Town Centre	Fenton Town Centre	Longton Town Centre	Meir Town Centre	Stoke Town Centre	Tunstall Town Centre
<b>Q20 Which (centre / facility) is your first choice destination for clothing and non-food goods?</b>								
<i>Those who said 'No' at Q19</i>								
Alsager Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashbourne Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddulph Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Burslem Town Centre	1.1%	2	0.0%	0	10.5%	2	0.0%	0
Cheadle Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Chester City Centre	0.6%	1	4.8%	1	0.0%	0	0.0%	0
Congleton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crewe Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fenton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley City Centre	9.0%	16	0.0%	0	10.5%	2	25.0%	8
Kidsgrove Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leek Town Centre	0.6%	1	4.8%	1	0.0%	0	0.0%	0
Longton Town Centre	23.7%	42	0.0%	0	31.6%	6	50.0%	16
Macclesfield Town Centre	1.1%	2	4.8%	1	0.0%	0	3.1%	1
Manchester City Centre	5.1%	9	28.6%	6	0.0%	0	0.0%	0
Market Drayton Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meir Town Centre	1.7%	3	0.0%	0	0.0%	0	0.0%	0
Newcastle-under-Lyme Town Centre	5.7%	10	9.5%	2	0.0%	0	8.3%	2
Newport Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandbach Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Town Centre	1.1%	2	9.5%	2	0.0%	0	0.0%	0
Stoke Town Centre	5.1%	9	4.8%	1	5.3%	1	6.3%	2
Stone Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford Town Centre	2.3%	4	4.8%	1	0.0%	0	3.1%	1
Tunstall Town Centre	11.3%	20	4.8%	1	5.3%	1	0.0%	0
Uttoxeter Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridestone Shopping Centre, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Capitol Walk Shopping Centre, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Walk Shopping Centre, Newcastle-under-Lyme	1.1%	2	0.0%	0	0.0%	0	0.0%	0
Century Retail Park, Etruria Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheshire Oaks, Ellesmere Port	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Congleton Retail Park, Congleton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dovefields Retail Park, Uttoxeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Etruria Way Retail Park, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	1.1%	2	4.8%	1	0.0%	0	0.0%	0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	1.1%	2	4.8%	1	0.0%	0	0.0%	0
Friary Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Grand Junction Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greyfriars Place Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Guildhall Shopping Centre, Stafford	0.6%	1	0.0%	0	5.3%	1	0.0%	0
Hough Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Potteries Shopping Centre, City Centre (Hanley)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longton Exchange Shopping Centre, Longton	7.9%	14	0.0%	0	0.0%	0	3.1%	1
Longton Retail Park, Longton	5.1%	9	0.0%	0	10.5%	2	0.0%	0
Lyme Green Retail Park, Brindley Way,	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre	
Macclesfield															
Madford Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Meir Retail Park, Uttoxeter Road, Meir	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Octagon Retail Park, Etruria Road, Stoke-on-Trent 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%
Phoenix Retail Park, Longton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Queens Retail Park, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ravenside Retail Park, Victoria Road, Fenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Roebuck Centre, 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%
Smithfield Centre, Leek	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stadium Retail Park, Crewe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Victoria Road Retail Park, Fenton	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.6%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
York Place, 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%
Other	8.5%	15	9.5%	2	5.3%	1	6.3%	2	4.2%	1	10.0%	4	27.8%	5	0.0%
(Don't know / can't remember)	4.0%	7	0.0%	0	15.8%	3	3.1%	1	4.2%	1	0.0%	0	5.6%	1	4.3%
Base:		177		21		19		32		24		40		18	23

**MeanScore: Visits per week****Q21 How frequently do you visit (LOCATION AT Q.20) for non-food goods?***Those who said 'No' at Q19*

Everyday	1.7%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	1	2.5%	1	0.0%	0	4.3%	1
2-3 times a week	13.0%	23	23.8%	5	5.3%	1	3.1%	1	25.0%	6	12.5%	5	5.6%	1	17.4%	4
Once a week	23.2%	41	9.5%	2	15.8%	3	15.6%	5	16.7%	4	32.5%	13	33.3%	6	34.8%	8
Once a fortnight	20.3%	36	4.8%	1	26.3%	5	43.8%	14	4.2%	1	22.5%	9	11.1%	2	17.4%	4
Once a month	14.1%	25	19.0%	4	10.5%	2	18.8%	6	12.5%	3	12.5%	5	16.7%	3	8.7%	2
Less than once a month	15.3%	27	33.3%	7	21.1%	4	3.1%	1	29.2%	7	7.5%	3	16.7%	3	8.7%	2
(Don't know / varies)	12.4%	22	9.5%	2	21.1%	4	15.6%	5	8.3%	2	10.0%	4	16.7%	3	8.7%	2
Mean:		0.95		0.89		0.60		0.61		1.28		1.08		0.71		1.32
Base:		177		21		19		32		24		40		18		23

	Total	City Centre Hanley	Burslem Town Centre	Fenton Town Centre	Longton Town Centre	Meir Town Centre	Stoke Town Centre	Tunstall Town Centre								
<b>Q22 Why do you choose to shop at (LOCATION AT Q.20) for non-food shopping instead of (STUDY CENTRE)? [MR]</b>																
<i>Those who said 'No' at Q19</i>																
Accessibility by public transport	6.2%	11	0.0%	0	0.0%	0	12.5%	4	4.2%	1	5.0%	2	5.6%	1	13.0%	3
Car parking prices	6.2%	11	23.8%	5	0.0%	0	6.3%	2	4.2%	1	5.0%	2	5.6%	1	0.0%	0
Car parking provision	3.4%	6	4.8%	1	5.3%	1	0.0%	0	4.2%	1	2.5%	1	0.0%	0	8.7%	2
Choice of food goods available	16.4%	29	0.0%	0	15.8%	3	31.3%	10	0.0%	0	32.5%	13	0.0%	0	13.0%	3
Choice of shops nearby selling non-food goods	25.4%	45	19.0%	4	47.4%	9	34.4%	11	20.8%	5	25.0%	10	16.7%	3	13.0%	3
Choice of shops selling food 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
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Nearer to home	27.1%	48	28.6%	6	21.1%	4	9.4%	3	29.2%	7	27.5%	11	38.9%	7	43.5%	10
Nearer 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
Poor accessibility to (STUDY 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
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks / financial services	1.1%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	1
Public information, signposts, public 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
Quality of food goods available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	1.1%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	4.0%	7	9.5%	2	5.3%	1	0.0%	0	16.7%	4	0.0%	0	0.0%	0	0.0%	0
Better value for money	1.1%	2	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Lower prices	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Other	1.7%	3	0.0%	0	0.0%	0	3.1%	1	4.2%	1	0.0%	0	5.6%	1	0.0%	0
(Don't know / no reason)	5.1%	9	0.0%	0	5.3%	1	3.1%	1	16.7%	4	2.5%	1	5.6%	1	4.3%	1
Base:		177		21		19		32		24		40		18		23
<b>Q23 Approximately how much have you spent or do you expect to spend in the shops today on non-food goods (such as clothing and footwear,</b>																
Nothing	41.2%	178	30.6%	33	50.0%	27	51.9%	28	40.7%	22	59.3%	32	37.0%	20	29.6%	16
Up to £5	8.6%	37	3.7%	4	13.0%	7	13.0%	7	7.4%	4	11.1%	6	5.6%	3	11.1%	6
£6-£10	7.4%	32	3.7%	4	3.7%	2	9.3%	5	7.4%	4	9.3%	5	7.4%	4	14.8%	8
£11-£15	5.6%	24	3.7%	4	9.3%	5	5.6%	3	5.6%	3	9.3%	5	3.7%	2	3.7%	2
£16-£20	6.0%	26	6.5%	7	5.6%	3	1.9%	1	5.6%	3	1.9%	1	11.1%	6	9.3%	5
£21-£25	2.3%	10	3.7%	4	0.0%	0	0.0%	0	5.6%	3	0.0%	0	1.9%	1	3.7%	2
£26-£50	10.2%	44	15.7%	17	9.3%	5	7.4%	4	9.3%	5	1.9%	1	7.4%	4	14.8%	8
£51-£75	2.3%	10	4.6%	5	0.0%	0	3.7%	2	3.7%	2	1.9%	1	0.0%	0	0.0%	0
£76-£100	3.5%	15	10.2%	11	0.0%	0	1.9%	1	3.7%	2	0.0%	0	1.9%	1	0.0%	0
More than £101	1.2%	5	1.9%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.7%	2
(Don't know / can't remember)	10.9%	47	14.8%	16	9.3%	5	5.6%	3	9.3%	5	1.9%	1	24.1%	13	7.4%	4
(Refused)	0.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.9%	1
Mean:		18.3		33.4		7.0		9.4		22.4		4.7		10.7		27.5
Base:		432		108		54		54		54		54		54		54
<b>Q24 Which of these statements would you say best describes how frequently you visit (STUDY CENTRE), compared with five years ago?</b>																
Much more frequently than before	6.3%	27	5.6%	6	1.9%	1	3.7%	2	3.7%	2	0.0%	0	1.9%	1	27.8%	15
More frequently than before	14.1%	61	21.3%	23	1.9%	1	13.0%	7	14.8%	8	7.4%	4	14.8%	8	18.5%	10
About as frequently	45.8%	198	40.7%	44	46.3%	25	37.0%	20	42.6%	23	64.8%	35	55.6%	30	38.9%	21
Less frequently than before	14.4%	62	13.9%	15	11.1%	6	31.5%	17	11.1%	6	13.0%	7	18.5%	10	1.9%	1
Much less frequently than before	8.6%	37	6.5%	7	14.8%	8	7.4%	4	18.5%	10	5.6%	3	3.7%	2	5.6%	3
Didn't visit five years ago	6.0%	26	6.5%	7	13.0%	7	1.9%	1	7.4%	4	5.6%	3	3.7%	2	3.7%	2
This is my first visit	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.6%	20	5.6%	6	11.1%	6	3.7%	2	1.9%	1	3.7%	2	1.9%	1	3.7%	2
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

Total	City Centre Hanley	Burslem Town Centre	Fenton Town Centre	Longton Town Centre	Meir Town Centre	Stoke Town Centre	Tunstall Town Centre
-------	-----------------------	------------------------	-----------------------	------------------------	---------------------	----------------------	-------------------------

MeanScore: Much better=2, Better=1, About the same=0, Worse=-1, Much worse=-2

## Q25 Comparing (STUDY CENTRE) with other centres, how does it compare on the following aspects?

### Choice of shops

Much better	12.0%	52	38.9%	42	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	14.8%	8
Better	14.8%	64	23.1%	25	5.6%	3	5.6%	3	9.3%	5	5.6%	3	20.4%	11	25.9%	14
About the same	23.1%	100	15.7%	17	22.2%	12	25.9%	14	24.1%	13	22.2%	12	33.3%	18	25.9%	14
Worse	35.4%	153	13.9%	15	55.6%	30	50.0%	27	46.3%	25	55.6%	30	20.4%	11	27.8%	15
Much worse	9.7%	42	0.0%	0	13.0%	7	16.7%	9	13.0%	7	11.1%	6	22.2%	12	1.9%	1
(Don't know)	4.9%	21	8.3%	9	3.7%	2	1.9%	1	5.6%	3	5.6%	3	1.9%	1	3.7%	2
Mean:		-0.17		0.95		-0.79		-0.79		-0.63		-0.76		-0.42		0.25
Base:		432		108		54		54		54		54		54		54

### Choice of High Street names

Much better	12.5%	54	40.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	16.7%	9
Better	13.0%	56	23.1%	25	3.7%	2	5.6%	3	3.7%	2	1.9%	1	20.4%	11	22.2%	12
About the same	21.5%	93	17.6%	19	27.8%	15	25.9%	14	18.5%	10	18.5%	10	25.9%	14	20.4%	11
Worse	33.3%	144	10.2%	11	42.6%	23	46.3%	25	42.6%	23	59.3%	32	22.2%	12	33.3%	18
Much worse	14.6%	63	0.9%	1	22.2%	12	20.4%	11	29.6%	16	13.0%	7	25.9%	14	3.7%	2
(Don't know)	5.1%	22	7.4%	8	3.7%	2	1.9%	1	5.6%	3	7.4%	4	3.7%	2	3.7%	2
Mean:		-0.26		1.00		-0.87		-0.83		-1.04		-0.90		-0.52		0.15
Base:		432		108		54		54		54		54		54		54

### Choice of independent / specialist shops

Much better	10.0%	43	32.4%	35	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	11.1%	6
Better	13.7%	59	16.7%	18	7.4%	4	3.7%	2	16.7%	9	7.4%	4	20.4%	11	20.4%	11
About the same	27.5%	119	25.0%	27	42.6%	23	27.8%	15	24.1%	13	22.2%	12	27.8%	15	25.9%	14
Worse	32.2%	139	14.8%	16	31.5%	17	46.3%	25	40.7%	22	50.0%	27	24.1%	13	35.2%	19
Much worse	11.1%	48	0.9%	1	14.8%	8	20.4%	11	14.8%	8	14.8%	8	18.5%	10	3.7%	2
(Don't know)	5.6%	24	10.2%	11	1.9%	1	1.9%	1	3.7%	2	5.6%	3	7.4%	4	3.7%	2
Mean:		-0.22		0.72		-0.51		-0.85		-0.56		-0.76		-0.40		0.00
Base:		432		108		54		54		54		54		54		54

### Quality of shops

Much better	11.3%	49	38.0%	41	1.9%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0	9.3%	5
Better	17.1%	74	19.4%	21	13.0%	7	5.6%	3	16.7%	9	14.8%	8	25.9%	14	22.2%	12
About the same	34.0%	147	25.0%	27	53.7%	29	38.9%	21	38.9%	21	33.3%	18	33.3%	18	24.1%	13
Worse	23.4%	101	9.3%	10	16.7%	9	40.7%	22	25.9%	14	31.5%	17	14.8%	8	38.9%	21
Much worse	9.3%	40	0.0%	0	13.0%	7	11.1%	6	14.8%	8	13.0%	7	20.4%	11	1.9%	1
(Don't know)	4.9%	21	8.3%	9	1.9%	1	1.9%	1	3.7%	2	5.6%	3	5.6%	3	3.7%	2
Mean:		-0.02		0.94		-0.26		-0.55		-0.40		-0.41		-0.31		-0.02
Base:		432		108		54		54		54		54		54		54

### Range of services such as banks and other financial services

Much better	11.6%	50	43.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
Better	13.9%	60	14.8%	16	5.6%	3	3.7%	2	18.5%	10	7.4%	4	20.4%	11	25.9%	14
About the same	40.3%	174	33.3%	36	50.0%	27	31.5%	17	50.0%	27	25.9%	14	51.9%	28	46.3%	25
Worse	21.5%	93	0.0%	0	29.6%	16	46.3%	25	18.5%	10	48.1%	26	13.0%	7	16.7%	9
Much worse	7.2%	31	0.0%	0	9.3%	5	16.7%	9	7.4%	4	13.0%	7	9.3%	5	1.9%	1
(Don't know)	5.6%	24	8.3%	9	5.6%	3	1.9%	1	5.6%	3	5.6%	3	5.6%	3	3.7%	2
Mean:		0.01		1.11		-0.45		-0.77		-0.16		-0.71		-0.12		0.17
Base:		432		108		54		54		54		54		54		54

### Range and choice of pubs / restaurants

Much better	6.3%	27	22.2%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.7%	2
Better	8.3%	36	13.9%	15	3.7%	2	1.9%	1	3.7%	2	3.7%	2	18.5%	10	7.4%	4
About the same	35.0%	151	25.9%	28	44.4%	24	29.6%	16	35.2%	19	29.6%	16	50.0%	27	38.9%	21
Worse	26.2%	113	10.2%	11	29.6%	16	46.3%	25	24.1%	13	53.7%	29	11.1%	6	24.1%	13
Much worse	8.6%	37	0.9%	1	11.1%	6	16.7%	9	16.7%	9	9.3%	5	9.3%	5	3.7%	2
(Don't know)	15.7%	68	26.9%	29	11.1%	6	5.6%	3	20.4%	11	3.7%	2	9.3%	5	22.2%	12
Mean:		-0.27		0.63		-0.54		-0.82		-0.67		-0.71		-0.08		-0.21
Base:		432		108		54		54		54		54		54		54



# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Leisure facilities</b>																
Much better	3.5%	15	12.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Better	7.9%	34	5.6%	6	7.4%	4	16.7%	9	1.9%	1	5.6%	3	13.0%	7	7.4%	4
About the same	26.4%	114	17.6%	19	51.9%	28	35.2%	19	14.8%	8	29.6%	16	25.9%	14	18.5%	10
Worse	28.5%	123	10.2%	11	18.5%	10	38.9%	21	31.5%	17	48.1%	26	29.6%	16	40.7%	22
Much worse	15.3%	66	9.3%	10	11.1%	6	7.4%	4	44.4%	24	11.1%	6	13.0%	7	16.7%	9
(Don't know)	18.5%	80	45.4%	49	11.1%	6	1.9%	1	7.4%	4	5.6%	3	18.5%	10	13.0%	7
Mean:		-0.54		0.02		-0.38		-0.38		-1.28		-0.69		-0.52		-0.68
Base:		432		108		54		54		54		54		54		54
<b>Town Centre environment</b>																
Much better	7.4%	32	24.1%	26	0.0%	0	5.6%	3	0.0%	0	1.9%	1	0.0%	0	3.7%	2
Better	19.7%	85	28.7%	31	13.0%	7	9.3%	5	27.8%	15	9.3%	5	22.2%	12	18.5%	10
About the same	41.9%	181	28.7%	31	59.3%	32	40.7%	22	55.6%	30	42.6%	23	33.3%	18	46.3%	25
Worse	20.6%	89	7.4%	8	16.7%	9	38.9%	21	11.1%	6	35.2%	19	24.1%	13	24.1%	13
Much worse	5.1%	22	0.0%	0	9.3%	5	3.7%	2	1.9%	1	7.4%	4	14.8%	8	3.7%	2
(Don't know)	5.3%	23	11.1%	12	1.9%	1	1.9%	1	3.7%	2	3.7%	2	5.6%	3	3.7%	2
Mean:		0.04		0.78		-0.23		-0.26		0.13		-0.38		-0.33		-0.06
Base:		432		108		54		54		54		54		54		54
<b>Cleanliness</b>																
Much better	8.8%	38	27.8%	30	1.9%	1	3.7%	2	1.9%	1	3.7%	2	0.0%	0	3.7%	2
Better	18.5%	80	18.5%	20	9.3%	5	16.7%	9	33.3%	18	13.0%	7	22.2%	12	16.7%	9
About the same	44.7%	193	39.8%	43	63.0%	34	37.0%	20	50.0%	27	38.9%	21	33.3%	18	55.6%	30
Worse	19.0%	82	4.6%	5	16.7%	9	37.0%	20	9.3%	5	38.9%	21	25.9%	14	14.8%	8
Much worse	4.6%	20	0.0%	0	7.4%	4	3.7%	2	3.7%	2	1.9%	1	16.7%	9	3.7%	2
(Don't know)	4.4%	19	9.3%	10	1.9%	1	1.9%	1	1.9%	1	3.7%	2	1.9%	1	5.6%	3
Mean:		0.08		0.77		-0.19		-0.21		0.21		-0.23		-0.38		0.02
Base:		432		108		54		54		54		54		54		54
<b>Car parking provision</b>																
Much better	3.5%	15	7.4%	8	0.0%	0	1.9%	1	5.6%	3	1.9%	1	0.0%	0	3.7%	2
Better	18.3%	79	11.1%	12	11.1%	6	11.1%	6	37.0%	20	13.0%	7	29.6%	16	22.2%	12
About the same	32.4%	140	22.2%	24	38.9%	21	35.2%	19	22.2%	12	25.9%	14	46.3%	25	46.3%	25
Worse	13.0%	56	8.3%	9	13.0%	7	27.8%	15	3.7%	2	29.6%	16	5.6%	3	7.4%	4
Much worse	3.5%	15	4.6%	5	5.6%	3	5.6%	3	1.9%	1	1.9%	1	3.7%	2	0.0%	0
(Don't know)	29.4%	127	46.3%	50	31.5%	17	18.5%	10	29.6%	16	27.8%	15	14.8%	8	20.4%	11
Mean:		0.08		0.16		-0.19		-0.30		0.58		-0.23		0.20		0.28
Base:		432		108		54		54		54		54		54		54
<b>Car parking prices</b>																
Much better	3.9%	17	3.7%	4	1.9%	1	3.7%	2	11.1%	6	1.9%	1	1.9%	1	3.7%	2
Better	17.4%	75	7.4%	8	16.7%	9	9.3%	5	35.2%	19	9.3%	5	29.6%	16	24.1%	13
About the same	26.9%	116	8.3%	9	35.2%	19	35.2%	19	13.0%	7	29.6%	16	42.6%	23	42.6%	23
Worse	15.7%	68	19.4%	21	11.1%	6	27.8%	15	3.7%	2	27.8%	15	7.4%	4	9.3%	5
Much worse	6.3%	27	13.0%	14	3.7%	2	5.6%	3	5.6%	3	5.6%	3	3.7%	2	0.0%	0
(Don't know)	29.9%	129	48.1%	52	31.5%	17	18.5%	10	31.5%	17	25.9%	14	14.8%	8	20.4%	11
Mean:		-0.04		-0.59		0.03		-0.27		0.62		-0.35		0.22		0.28
Base:		432		108		54		54		54		54		54		54
<b>Accessibility by public transport</b>																
Much better	4.2%	18	8.3%	9	0.0%	0	3.7%	2	7.4%	4	0.0%	0	1.9%	1	3.7%	2
Better	21.1%	91	18.5%	20	16.7%	9	13.0%	7	40.7%	22	20.4%	11	31.5%	17	9.3%	5
About the same	44.4%	192	33.3%	36	51.9%	28	40.7%	22	35.2%	19	35.2%	19	50.0%	27	75.9%	41
Worse	12.3%	53	3.7%	4	18.5%	10	31.5%	17	3.7%	2	27.8%	15	5.6%	3	3.7%	2
Much worse	3.2%	14	1.9%	2	1.9%	1	5.6%	3	3.7%	2	5.6%	3	5.6%	3	0.0%	0
(Don't know)	14.8%	64	34.3%	37	11.1%	6	5.6%	3	9.3%	5	11.1%	6	5.6%	3	7.4%	4
Mean:		0.13		0.42		-0.06		-0.24		0.49		-0.21		0.20		0.14
Base:		432		108		54		54		54		54		54		54

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Public information / signposts / public facilities</b>																
Much better	3.9%	17	10.2%	11	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.9%	1	5.6%	3
Better	14.4%	62	21.3%	23	13.0%	7	5.6%	3	22.2%	12	3.7%	2	22.2%	12	5.6%	3
About the same	51.9%	224	39.8%	43	59.3%	32	48.1%	26	46.3%	25	46.3%	25	51.9%	28	83.3%	45
Worse	13.2%	57	1.9%	2	14.8%	8	33.3%	18	9.3%	5	33.3%	18	7.4%	4	3.7%	2
Much worse	3.7%	16	0.0%	0	5.6%	3	7.4%	4	7.4%	4	3.7%	2	5.6%	3	0.0%	0
(Don't know)	13.0%	56	26.9%	29	7.4%	4	5.6%	3	11.1%	6	13.0%	7	11.1%	6	1.9%	1
Mean:		0.02		0.54		-0.14		-0.45		0.06		-0.43		0.08		0.13
Base:		432		108		54		54		54		54		54		54
<b>Entertainment/ events / performances</b>																
Much better	2.8%	12	11.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	6.9%	30	11.1%	12	3.7%	2	1.9%	1	1.9%	1	5.6%	3	16.7%	9	3.7%	2
About the same	31.3%	135	25.0%	27	53.7%	29	44.4%	24	24.1%	13	31.5%	17	40.7%	22	5.6%	3
Worse	24.3%	105	8.3%	9	18.5%	10	35.2%	19	24.1%	13	42.6%	23	11.1%	6	46.3%	25
Much worse	13.7%	59	6.5%	7	9.3%	5	13.0%	7	22.2%	12	7.4%	4	11.1%	6	33.3%	18
(Don't know)	21.1%	91	38.0%	41	14.8%	8	5.6%	3	27.8%	15	13.0%	7	20.4%	11	11.1%	6
Mean:		-0.50		0.19		-0.39		-0.63		-0.92		-0.60		-0.21		-1.23
Base:		432		108		54		54		54		54		54		54
<b>Tourist facilities / hotels</b>																
Much better	2.1%	9	7.4%	8	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Better	6.3%	27	8.3%	9	3.7%	2	1.9%	1	1.9%	1	5.6%	3	14.8%	8	5.6%	3
About the same	23.8%	103	15.7%	17	44.4%	24	42.6%	23	11.1%	6	31.5%	17	27.8%	15	1.9%	1
Worse	25.5%	110	11.1%	12	14.8%	8	42.6%	23	33.3%	18	44.4%	24	13.0%	7	33.3%	18
Much worse	14.1%	61	11.1%	12	11.1%	6	9.3%	5	18.5%	10	7.4%	4	9.3%	5	35.2%	19
(Don't know)	28.2%	122	46.3%	50	25.9%	14	3.7%	2	33.3%	18	11.1%	6	35.2%	19	24.1%	13
Mean:		-0.60		-0.19		-0.45		-0.62		-0.97		-0.60		-0.26		-1.29
Base:		432		108		54		54		54		54		54		54
<b>Day time safety</b>																
Much better	5.3%	23	15.7%	17	0.0%	0	0.0%	0	1.9%	1	3.7%	2	1.9%	1	3.7%	2
Better	14.1%	61	10.2%	11	9.3%	5	16.7%	9	27.8%	15	7.4%	4	22.2%	12	9.3%	5
About the same	55.6%	240	51.9%	56	72.2%	39	51.9%	28	50.0%	27	48.1%	26	46.3%	25	72.2%	39
Worse	12.0%	52	3.7%	4	11.1%	6	25.9%	14	7.4%	4	27.8%	15	9.3%	5	7.4%	4
Much worse	3.7%	16	1.9%	2	3.7%	2	1.9%	1	3.7%	2	5.6%	3	7.4%	4	3.7%	2
(Don't know)	9.3%	40	16.7%	18	3.7%	2	3.7%	2	9.3%	5	7.4%	4	13.0%	7	3.7%	2
Mean:		0.06		0.41		-0.10		-0.13		0.18		-0.26		0.02		0.02
Base:		432		108		54		54		54		54		54		54
<b>Evening / night safety</b>																
Much better	2.8%	12	9.3%	10	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0
Better	10.9%	47	7.4%	8	5.6%	3	13.0%	7	16.7%	9	11.1%	6	22.2%	12	3.7%	2
About the same	39.6%	171	26.9%	29	46.3%	25	57.4%	31	37.0%	20	46.3%	25	38.9%	21	37.0%	20
Worse	14.4%	62	8.3%	9	9.3%	5	24.1%	13	3.7%	2	27.8%	15	11.1%	6	22.2%	12
Much worse	4.9%	21	3.7%	4	3.7%	2	1.9%	1	7.4%	4	3.7%	2	9.3%	5	5.6%	3
(Don't know)	27.5%	119	44.4%	48	35.2%	19	3.7%	2	35.2%	19	9.3%	5	16.7%	9	31.5%	17
Mean:		-0.11		0.18		-0.17		-0.15		-0.03		-0.22		-0.04		-0.43
Base:		432		108		54		54		54		54		54		54
<b>Layout</b>																
Much better	3.2%	14	9.3%	10	0.0%	0	0.0%	0	1.9%	1	0.0%	0	3.7%	2	1.9%	1
Better	17.6%	76	23.1%	25	13.0%	7	7.4%	4	40.7%	22	7.4%	4	16.7%	9	9.3%	5
About the same	46.3%	200	38.9%	42	57.4%	31	51.9%	28	29.6%	16	51.9%	28	44.4%	24	57.4%	31
Worse	17.6%	76	13.9%	15	20.4%	11	29.6%	16	11.1%	6	25.9%	14	13.0%	7	13.0%	7
Much worse	6.5%	28	1.9%	2	5.6%	3	9.3%	5	7.4%	4	3.7%	2	11.1%	6	11.1%	6
(Don't know)	8.8%	38	13.0%	14	3.7%	2	1.9%	1	9.3%	5	11.1%	6	11.1%	6	7.4%	4
Mean:		-0.07		0.28		-0.19		-0.42		0.20		-0.29		-0.13		-0.24
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Public art</b>																
Much better	3.2%	14	11.1%	12	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Better	10.2%	44	14.8%	16	9.3%	5	0.0%	0	9.3%	5	5.6%	3	18.5%	10	9.3%	5
About the same	30.3%	131	27.8%	30	37.0%	20	37.0%	20	20.4%	11	27.8%	15	40.7%	22	24.1%	13
Worse	16.2%	70	6.5%	7	18.5%	10	33.3%	18	16.7%	9	37.0%	20	9.3%	5	1.9%	1
Much worse	11.6%	50	5.6%	6	11.1%	6	13.0%	7	16.7%	9	5.6%	3	13.0%	7	22.2%	12
(Don't know)	28.5%	123	34.3%	37	22.2%	12	16.7%	9	37.0%	20	24.1%	13	16.7%	9	42.6%	23
Mean:		-0.32		0.30		-0.36		-0.71		-0.65		-0.56		-0.16		-0.65
Base:		432		108		54		54		54		54		54		54

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>General environment</b>																
Much better	5.1%	22	16.7%	18	5.6%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Better	19.7%	85	23.1%	25	11.1%	6	5.6%	3	40.7%	22	13.0%	7	20.4%	11	20.4%	11
About the same	41.2%	178	34.3%	37	53.7%	29	50.0%	27	40.7%	22	29.6%	16	44.4%	24	42.6%	23
Worse	18.5%	80	7.4%	8	18.5%	10	35.2%	19	9.3%	5	40.7%	22	11.1%	6	18.5%	10
Much worse	7.4%	32	3.7%	4	5.6%	3	5.6%	3	5.6%	3	5.6%	3	16.7%	9	13.0%	7
(Don't know)	8.1%	35	14.8%	16	5.6%	3	3.7%	2	3.7%	2	9.3%	5	7.4%	4	5.6%	3
Mean:		-0.04		0.49		-0.08		-0.42		0.21		-0.39		-0.26		-0.25
Base:		432		108		54		54		54		54		54		54

### Q26 What type of shops or services would you like to see more of in (STUDY CENTRE)? [MR]

Banks	2.8%	12	0.0%	0	1.9%	1	7.4%	4	1.9%	1	7.4%	4	1.9%	1	1.9%	1
Better leisure facility provision	2.8%	12	3.7%	4	3.7%	2	0.0%	0	3.7%	2	1.9%	1	3.7%	2	1.9%	1
Better retail provision for children and babies	3.5%	15	3.7%	4	3.7%	2	1.9%	1	1.9%	1	5.6%	3	3.7%	2	3.7%	2
Book shop	3.0%	13	2.8%	3	3.7%	2	3.7%	2	1.9%	1	3.7%	2	1.9%	1	3.7%	2
Building society	0.9%	4	0.0%	0	1.9%	1	1.9%	1	0.0%	0	1.9%	1	1.9%	1	0.0%	0
Clothing stores	20.1%	87	10.2%	11	18.5%	10	24.1%	13	29.6%	16	24.1%	13	14.8%	8	29.6%	16
Department stores / retailers	6.0%	26	5.6%	6	7.4%	4	3.7%	2	3.7%	2	7.4%	4	11.1%	6	3.7%	2
Drinking establishments	0.5%	2	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods	2.5%	11	4.6%	5	1.9%	1	0.0%	0	3.7%	2	0.0%	0	1.9%	1	3.7%	2
Footwear stores	4.4%	19	0.9%	1	3.7%	2	5.6%	3	7.4%	4	7.4%	4	5.6%	3	3.7%	2
High Street names	6.9%	30	3.7%	4	14.8%	8	3.7%	2	7.4%	4	11.1%	6	5.6%	3	5.6%	3
Household goods stores	1.4%	6	2.8%	3	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	1.9%	1
Independent / specialist shops	4.2%	18	8.3%	9	1.9%	1	3.7%	2	1.9%	1	5.6%	3	3.7%	2	0.0%	0
Large supermarkets	4.2%	18	1.9%	2	7.4%	4	9.3%	5	3.7%	2	1.9%	1	0.0%	0	7.4%	4
Larger sizes clothing store	0.5%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Market	0.7%	3	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Pharmacies	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public amenities	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Restaurants / cafes	1.6%	7	2.8%	3	0.0%	0	1.9%	1	3.7%	2	0.0%	0	0.0%	0	1.9%	1
Solicitors	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Specialist food stores	1.4%	6	2.8%	3	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Sports shop	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 mentioned	20.8%	90	37.0%	40	16.7%	9	16.7%	9	9.3%	5	7.4%	4	22.2%	12	20.4%	11
Better retail provision for older people	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper shops (e.g. Primark, Poundland etc.)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1
Less vacant shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other	2.5%	11	1.9%	2	3.7%	2	1.9%	1	1.9%	1	3.7%	2	5.6%	3	0.0%	0
(Don't know)	7.6%	33	4.6%	5	5.6%	3	7.4%	4	13.0%	7	7.4%	4	13.0%	7	5.6%	3
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre	Fenton Town Centre	Longton Town Centre	Meir Town Centre	Stoke Town Centre	Tunstall Town Centre							
<b>Q27 What type of leisure facilities would you like to see more of in (STUDY CENTRE)? [MR]</b>																
Art galleries	1.9%	8	2.8%	3	3.7%	2	0.0%	0	3.7%	2	0.0%	0	1.9%	1	0.0%	0
Bingo	0.9%	4	0.9%	1	0.0%	0	1.9%	1	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Bowling alley	3.7%	16	1.9%	2	5.6%	3	3.7%	2	3.7%	2	5.6%	3	1.9%	1	5.6%	3
Children's activity centre	7.9%	34	9.3%	10	5.6%	3	1.9%	1	16.7%	9	1.9%	1	11.1%	6	7.4%	4
Cinema	9.5%	41	4.6%	5	5.6%	3	9.3%	5	11.1%	6	3.7%	2	5.6%	3	31.5%	17
Civic Hall / Civic spaces	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Entertainment / activities for young people	4.4%	19	3.7%	4	7.4%	4	5.6%	3	7.4%	4	1.9%	1	1.9%	1	3.7%	2
Go-karting	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Health and fitness	1.9%	8	0.9%	1	0.0%	0	1.9%	1	3.7%	2	5.6%	3	0.0%	0	1.9%	1
Hotels	1.6%	7	2.8%	3	1.9%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	1.9%	1
Ice / roller rink	1.2%	5	2.8%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Laser tag	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Museums	0.7%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Parks / gardens	2.1%	9	0.0%	0	5.6%	3	0.0%	0	0.0%	0	5.6%	3	5.6%	3	0.0%	0
Restaurants / cafes	4.4%	19	7.4%	8	0.0%	0	7.4%	4	3.7%	2	1.9%	1	3.7%	2	3.7%	2
Swimming pool	5.8%	25	4.6%	5	0.0%	0	7.4%	4	5.6%	3	11.1%	6	3.7%	2	9.3%	5
Community centre / youth club	1.6%	7	0.0%	0	0.0%	0	5.6%	3	0.0%	0	7.4%	4	0.0%	0	0.0%	0
Other	0.9%	4	0.9%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	1.9%	1	0.0%	0
None mentioned	41.2%	178	52.8%	57	48.1%	26	46.3%	25	29.6%	16	25.9%	14	42.6%	23	31.5%	17
(Don't know)	9.5%	41	4.6%	5	11.1%	6	7.4%	4	9.3%	5	20.4%	11	16.7%	9	1.9%	1
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q28 What measures do you think would improve (STUDY CENTRE) and make it more attractive? [MR]</b>																
Accessibility by private car	1.2%	5	3.7%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Ban skateboarding, biking etc.	0.7%	3	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Better foodstore provision	1.6%	7	1.9%	2	3.7%	2	1.9%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Cheaper parking	6.9%	30	18.5%	20	1.9%	1	1.9%	1	3.7%	2	3.7%	2	5.6%	3	1.9%	1
Expansion of the centre	5.3%	23	2.8%	3	0.0%	0	7.4%	4	14.8%	8	7.4%	4	5.6%	3	1.9%	1
Fewer low quality shops (take-away, pound shops)	4.2%	18	0.0%	0	9.3%	5	1.9%	1	3.7%	2	5.6%	3	9.3%	5	3.7%	2
Improve the quality of the shops	7.4%	32	3.7%	4	13.0%	7	7.4%	4	9.3%	5	11.1%	6	7.4%	4	3.7%	2
Fill the empty shops	17.6%	76	14.8%	16	14.8%	8	7.4%	4	27.8%	15	9.3%	5	9.3%	5	42.6%	23
Flexible parking	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Give it a general face lift (Flowers, painting etc.)	9.3%	40	2.8%	3	11.1%	6	18.5%	10	7.4%	4	11.1%	6	11.1%	6	9.3%	5
Greater promotion / marketing of the centre	0.9%	4	0.9%	1	1.9%	1	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Improve market provision	1.2%	5	0.0%	0	1.9%	1	1.9%	1	1.9%	1	1.9%	1	1.9%	1	0.0%	0
Improved cleanliness	1.4%	6	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	1.9%	1	5.6%	3
Improved cultural facilities	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security / CCTV	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved signage / information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street paving	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved 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
Increased choice / range of shops	3.2%	14	0.9%	1	3.7%	2	1.9%	1	3.7%	2	13.0%	7	0.0%	0	1.9%	1
Increased office development	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 cultural facilities	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment / leisure facilities	2.8%	12	5.6%	6	0.0%	0	0.0%	0	3.7%	2	1.9%	1	3.7%	2	1.9%	1
More evening activities	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 national multiples / retailers	3.0%	13	1.9%	2	3.7%	2	5.6%	3	7.4%	4	1.9%	1	0.0%	0	1.9%	1
More non-food stores	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More organised events e.g. street markets	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	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 quality restaurants / pavement cafes	0.5%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More speciality shops	1.2%	5	1.9%	2	0.0%	0	1.9%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0
More tourist facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Public toilets	0.7%	3	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Reduce traffic congestion	2.5%	11	1.9%	2	0.0%	0	9.3%	5	0.0%	0	3.7%	2	3.7%	2	0.0%	0
Improve the bus station	0.7%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved public seating	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.6%	7	1.9%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	3.7%	2	1.9%	1
None mentioned	14.4%	62	14.8%	16	25.9%	14	14.8%	8	1.9%	1	7.4%	4	22.2%	12	13.0%	7
(Don't know)	8.8%	38	8.3%	9	3.7%	2	7.4%	4	5.6%	3	16.7%	9	13.0%	7	7.4%	4
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q29 What do you think are the biggest weaknesses of (STUDY CENTRE)? [MR]</b>																
Accessibility by cycling and by foot	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by private car	1.2%	5	2.8%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Accessibility by public transport	1.6%	7	2.8%	3	1.9%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Anti-social behaviour	7.2%	31	9.3%	10	3.7%	2	1.9%	1	13.0%	7	5.6%	3	11.1%	6	3.7%	2
Availability of car parking	2.5%	11	10.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice / range of non-food shops	13.4%	58	1.9%	2	27.8%	15	22.2%	12	13.0%	7	33.3%	18	5.6%	3	1.9%	1
Empty shops	23.6%	102	18.5%	20	13.0%	7	7.4%	4	38.9%	21	9.3%	5	18.5%	10	64.8%	35
Foodstore provision	0.9%	4	0.9%	1	1.9%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Lack of a market	2.3%	10	0.9%	1	11.1%	6	1.9%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Lack of cultural facilities	1.2%	5	0.9%	1	0.0%	0	3.7%	2	0.0%	0	1.9%	1	1.9%	1	0.0%	0
Lack of public amenities	1.4%	6	1.9%	2	0.0%	0	5.6%	3	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	3.0%	13	5.6%	6	0.0%	0	1.9%	1	9.3%	5	0.0%	0	0.0%	0	1.9%	1
Non-retail provision (e.g. banks, estate agents etc.)	0.7%	3	0.0%	0	3.7%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor appearance	4.9%	21	2.8%	3	9.3%	5	7.4%	4	3.7%	2	3.7%	2	3.7%	2	5.6%	3
Poor marketing of the town	0.5%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Price of car parking	1.2%	5	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quantity of takeaways / charity shops	2.1%	9	0.9%	1	1.9%	1	0.0%	0	3.7%	2	7.4%	4	0.0%	0	1.9%	1
Range and choice of pubs / restaurants	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Range of specialist / independent retailers	1.4%	6	0.9%	1	0.0%	0	3.7%	2	3.7%	2	0.0%	0	0.0%	0	1.9%	1
Security / safety	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Tourism facilities	1.6%	7	4.6%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0
Town centre environment	2.3%	10	0.0%	0	0.0%	0	11.1%	6	0.0%	0	3.7%	2	3.7%	2	0.0%	0
Type / quality of retail provisions	1.2%	5	1.9%	2	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Shops too expensive	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	2.3%	10	0.9%	1	3.7%	2	5.6%	3	1.9%	1	1.9%	1	1.9%	1	1.9%	1
None mentioned	9.7%	42	14.8%	16	13.0%	7	5.6%	3	1.9%	1	3.7%	2	20.4%	11	3.7%	2
(Don't know)	13.0%	56	12.0%	13	3.7%	2	13.0%	7	7.4%	4	22.2%	12	24.1%	13	9.3%	5
Base:		432		108		54		54		54		54		54		54
<b>Q30 Do you intend to visit the market during your trip to the centre today? [MR]</b>																
Yes – Fenton Outdoor Market, City Road	1.6%	7	0.0%	0	1.9%	1	11.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Hanley Indoor Market, Intu Potteries Shopping Centre	11.8%	51	42.6%	46	7.4%	4	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes – Hanley Outdoor Market, Market Square	4.6%	20	16.7%	18	1.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Yes – Hanley Outdoor Market, Fountain Square	2.1%	9	8.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Hanley Sunday/Car Boot Market, Hinde Street Car Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – Longton Indoor Market, The Strand	3.0%	13	0.0%	0	5.6%	3	3.7%	2	9.3%	5	5.6%	3	0.0%	0	0.0%	0
Yes – Stoke Town Centre Indoor Market, South Wolfe St	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	4	0.0%	0
Yes – Tunstall Indoor Market, High Street	5.8%	25	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	22
Yes – Tunstall Outdoor Market, Tower Square	2.5%	11	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	10
No	74.3%	321	43.5%	47	87.0%	47	85.2%	46	90.7%	49	92.6%	50	92.6%	50	59.3%	32
Yes - 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
(Don't know / haven't decided yet)	1.4%	6	4.6%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey

## For WYG

	Total	City Centre Hanley	Burslem Town Centre	Fenton Town Centre	Longton Town Centre	Meir Town Centre	Stoke Town Centre	Tunstall Town Centre
--	-------	-----------------------	------------------------	-----------------------	------------------------	---------------------	----------------------	-------------------------

### MeanScore: Visits per week

#### Q31 How often do you visit the market?

Daily	1.2%	5	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week or more	22.9%	99	32.4%	35	11.1%	6	18.5%	10	25.9%	14	3.7%	2	11.1%	6	48.1%	26
Less than once a week	7.6%	33	5.6%	6	18.5%	10	16.7%	9	7.4%	4	1.9%	1	1.9%	1	3.7%	2
Less than once a fortnight	13.4%	58	13.9%	15	5.6%	3	14.8%	8	14.8%	8	22.2%	12	9.3%	5	13.0%	7
Less than once a month	16.9%	73	21.3%	23	11.1%	6	14.8%	8	9.3%	5	20.4%	11	18.5%	10	18.5%	10
First time today	0.9%	4	0.9%	1	1.9%	1	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Never	31.3%	135	15.7%	17	46.3%	25	33.3%	18	38.9%	21	37.0%	20	48.1%	26	14.8%	8
(Don't know / varies)	5.8%	25	5.6%	6	5.6%	3	1.9%	1	1.9%	1	13.0%	7	11.1%	6	1.9%	1
<i>Mean:</i>		<i>1.02</i>		<i>1.57</i>		<i>0.61</i>		<i>0.86</i>		<i>0.97</i>		<i>0.35</i>		<i>0.51</i>		<i>1.63</i>
Base:		432		108		54		54		54		54		54		54

#### Q32 What one thing do you particularly like about markets?

All on one level	2.1%	9	3.7%	4	1.9%	1	1.9%	1	0.0%	0	1.9%	1	3.7%	2	0.0%	0
Availability of local produce	2.5%	11	4.6%	5	1.9%	1	3.7%	2	1.9%	1	1.9%	1	1.9%	1	0.0%	0
Compact / easy to get around	1.4%	6	0.9%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	1.9%	1	3.7%	2
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	1.2%	5	0.0%	0	0.0%	0	5.6%	3	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Everything	3.5%	15	0.9%	1	3.7%	2	9.3%	5	0.0%	0	3.7%	2	1.9%	1	7.4%	4
Freshness of food	7.6%	33	7.4%	8	5.6%	3	5.6%	3	5.6%	3	3.7%	2	7.4%	4	18.5%	10
Friendly atmosphere	6.9%	30	8.3%	9	9.3%	5	1.9%	1	13.0%	7	7.4%	4	3.7%	2	3.7%	2
Good service	1.6%	7	1.9%	2	1.9%	1	0.0%	0	1.9%	1	3.7%	2	1.9%	1	0.0%	0
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus 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
Quality of food	2.5%	11	1.9%	2	7.4%	4	0.0%	0	3.7%	2	0.0%	0	1.9%	1	3.7%	2
Quality of non-food items	0.9%	4	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Range of food	2.8%	12	2.8%	3	3.7%	2	0.0%	0	1.9%	1	3.7%	2	3.7%	2	3.7%	2
Range of non-food items	1.9%	8	0.0%	0	3.7%	2	0.0%	0	5.6%	3	0.0%	0	0.0%	0	5.6%	3
Specialist ethnic goods	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The opportunity to support local businesses	3.0%	13	2.8%	3	5.6%	3	3.7%	2	5.6%	3	0.0%	0	1.9%	1	1.9%	1
The variety	6.3%	27	6.5%	7	7.4%	4	7.4%	4	0.0%	0	7.4%	4	1.9%	1	13.0%	7
Traditional values	6.5%	28	4.6%	5	5.6%	3	7.4%	4	11.1%	6	13.0%	7	0.0%	0	5.6%	3
Value for money	15.7%	68	26.9%	29	5.6%	3	22.2%	12	11.1%	6	9.3%	5	16.7%	9	7.4%	4
Other	0.9%	4	0.9%	1	1.9%	1	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Nothing / nothing else	20.8%	90	13.0%	14	24.1%	13	20.4%	11	29.6%	16	16.7%	9	31.5%	17	18.5%	10
(Don't know)	10.9%	47	9.3%	10	11.1%	6	5.6%	3	5.6%	3	25.9%	14	14.8%	8	5.6%	3
Base:		432		108		54		54		54		54		54		54

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q33 What else do you particularly like about markets? [MR]</b>																
All on one level	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Availability of local produce	1.4%	6	0.9%	1	3.7%	2	0.0%	0	3.7%	2	1.9%	1	0.0%	0	0.0%	0
Compact / easy to get around	1.9%	8	0.9%	1	1.9%	1	3.7%	2	1.9%	1	0.0%	0	1.9%	1	3.7%	2
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	1.9%	8	0.9%	1	0.0%	0	3.7%	2	3.7%	2	1.9%	1	1.9%	1	1.9%	1
Everything	2.1%	9	2.8%	3	1.9%	1	0.0%	0	3.7%	2	0.0%	0	0.0%	0	5.6%	3
Freshness of food	9.0%	39	13.0%	14	3.7%	2	9.3%	5	11.1%	6	9.3%	5	9.3%	5	3.7%	2
Friendly atmosphere	10.6%	46	19.4%	21	7.4%	4	3.7%	2	3.7%	2	5.6%	3	11.1%	6	14.8%	8
Good service	0.9%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	1.9%	1
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus 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
Quality of food	3.7%	16	0.9%	1	0.0%	0	3.7%	2	5.6%	3	3.7%	2	7.4%	4	7.4%	4
Quality of non-food items	0.9%	4	0.0%	0	1.9%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1
Range of food	2.3%	10	2.8%	3	5.6%	3	1.9%	1	1.9%	1	1.9%	1	0.0%	0	1.9%	1
Range of non-food items	1.9%	8	1.9%	2	3.7%	2	0.0%	0	0.0%	0	1.9%	1	1.9%	1	3.7%	2
Specialist ethnic goods	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.7%	3	1.9%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The opportunity to support local businesses	2.1%	9	0.0%	0	0.0%	0	3.7%	2	3.7%	2	0.0%	0	7.4%	4	1.9%	1
The variety	3.9%	17	2.8%	3	0.0%	0	9.3%	5	5.6%	3	1.9%	1	0.0%	0	9.3%	5
Traditional values	3.5%	15	4.6%	5	5.6%	3	0.0%	0	3.7%	2	5.6%	3	0.0%	0	3.7%	2
Value for money	3.7%	16	7.4%	8	5.6%	3	1.9%	1	1.9%	1	3.7%	2	0.0%	0	1.9%	1
Other	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Nothing / nothing else (Don't know)	15.7%	68	14.8%	16	25.9%	14	25.9%	14	9.3%	5	11.1%	6	7.4%	4	16.7%	9
	32.9%	142	22.2%	24	33.3%	18	29.6%	16	38.9%	21	46.3%	25	50.0%	27	20.4%	11
Base:		432		108		54		54		54		54		54		54

**Q33X What do you particularly like about markets? (Any Mention) [MR]**

All on one level	2.5%	11	4.6%	5	1.9%	1	1.9%	1	1.9%	1	1.9%	1	3.7%	2	0.0%	0
Availability of local produce	3.9%	17	5.6%	6	5.6%	3	3.7%	2	5.6%	3	3.7%	2	1.9%	1	0.0%	0
Compact / easy to get around	3.2%	14	1.9%	2	1.9%	1	5.6%	3	1.9%	1	1.9%	1	3.7%	2	7.4%	4
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to	3.0%	13	0.9%	1	0.0%	0	9.3%	5	5.6%	3	1.9%	1	3.7%	2	1.9%	1
Everything	5.6%	24	3.7%	4	5.6%	3	9.3%	5	3.7%	2	3.7%	2	1.9%	1	13.0%	7
Freshness of food	16.7%	72	20.4%	22	9.3%	5	14.8%	8	16.7%	9	13.0%	7	16.7%	9	22.2%	12
Friendly atmosphere	17.6%	76	27.8%	30	16.7%	9	5.6%	3	16.7%	9	13.0%	7	14.8%	8	18.5%	10
Good service	2.5%	11	2.8%	3	1.9%	1	0.0%	0	1.9%	1	7.4%	4	1.9%	1	1.9%	1
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Proximity of bus 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
Quality of food	6.3%	27	2.8%	3	7.4%	4	3.7%	2	9.3%	5	3.7%	2	9.3%	5	11.1%	6
Quality of non-food items	1.9%	8	0.9%	1	1.9%	1	3.7%	2	0.0%	0	1.9%	1	3.7%	2	1.9%	1
Range of food	5.1%	22	5.6%	6	9.3%	5	1.9%	1	3.7%	2	5.6%	3	3.7%	2	5.6%	3
Range of non-food items	3.7%	16	1.9%	2	7.4%	4	0.0%	0	5.6%	3	1.9%	1	1.9%	1	9.3%	5
Specialist ethnic goods	0.7%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	1.2%	5	2.8%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
The opportunity to support local businesses	5.1%	22	2.8%	3	5.6%	3	7.4%	4	9.3%	5	0.0%	0	9.3%	5	3.7%	2
The variety	10.2%	44	9.3%	10	7.4%	4	16.7%	9	5.6%	3	9.3%	5	1.9%	1	22.2%	12
Traditional values	10.0%	43	9.3%	10	11.1%	6	7.4%	4	14.8%	8	18.5%	10	0.0%	0	9.3%	5
Value for money	19.4%	84	34.3%	37	11.1%	6	24.1%	13	13.0%	7	13.0%	7	16.7%	9	9.3%	5
Other	1.2%	5	0.9%	1	1.9%	1	1.9%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0
Nothing / nothing else	36.6%	158	27.8%	30	50.0%	27	46.3%	25	38.9%	21	27.8%	15	38.9%	21	35.2%	19
Base:		432		108		54		54		54		54		54		54



# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q34 What one thing do you particularly dislike about markets?</b>																
Crime	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	0.5%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	1.6%	7	3.7%	4	0.0%	0	1.9%	1	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Empty stalls / stalls closing down	3.7%	16	1.9%	2	1.9%	1	1.9%	1	7.4%	4	0.0%	0	14.8%	8	0.0%	0
Inability to pay by credit card	0.7%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	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 cleanliness	0.7%	3	0.9%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Litter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Not big enough	1.9%	8	1.9%	2	1.9%	1	1.9%	1	3.7%	2	0.0%	0	1.9%	1	1.9%	1
Not enough stalls	3.0%	13	0.9%	1	3.7%	2	1.9%	1	3.7%	2	0.0%	0	13.0%	7	0.0%	0
Poor accessibility	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.7%	3	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Poor quality environment	0.7%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Poor quality of food	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	1.2%	5	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Poor range of food	0.7%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1
Poor service	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	1.4%	6	0.0%	0	1.9%	1	0.0%	0	3.7%	2	1.9%	1	1.9%	1	1.9%	1
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	5.8%	25	6.5%	7	3.7%	2	7.4%	4	14.8%	8	0.0%	0	1.9%	1	5.6%	3
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	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	3.2%	14	1.9%	2	7.4%	4	0.0%	0	1.9%	1	7.4%	4	3.7%	2	1.9%	1
Nothing / nothing else	59.5%	257	63.0%	68	59.3%	32	74.1%	40	51.9%	28	44.4%	24	38.9%	21	81.5%	44
No cheaper than the shops these days	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.4%	58	9.3%	10	13.0%	7	11.1%	6	7.4%	4	37.0%	20	18.5%	10	1.9%	1
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q35 What else do you particularly dislike about markets? [MR]</b>																
Crime	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	1.2%	5	0.0%	0	1.9%	1	3.7%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Difficult to get around	0.7%	3	0.9%	1	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Difficult to park nearby	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	2.5%	11	1.9%	2	3.7%	2	0.0%	0	7.4%	4	0.0%	0	5.6%	3	0.0%	0
Inability to pay by credit card	0.9%	4	1.9%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	1.2%	5	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	2	1.9%	1
Not enough stalls	2.8%	12	3.7%	4	0.0%	0	1.9%	1	5.6%	3	0.0%	0	3.7%	2	3.7%	2
Poor accessibility	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.9%	4	0.9%	1	0.0%	0	1.9%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Poor range of food	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.7%	3	0.9%	1	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
The café	0.7%	3	1.9%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	1.4%	6	1.9%	2	1.9%	1	0.0%	0	1.9%	1	0.0%	0	1.9%	1	1.9%	1
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0
Other	1.4%	6	0.9%	1	1.9%	1	0.0%	0	0.0%	0	5.6%	3	1.9%	1	0.0%	0
Nothing / nothing else	60.6%	262	69.4%	75	68.5%	37	51.9%	28	55.6%	30	27.8%	15	57.4%	31	85.2%	46
No cheaper than the shops these days	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)	21.1%	91	8.3%	9	18.5%	10	37.0%	20	7.4%	4	63.0%	34	18.5%	10	7.4%	4
Base:		432		108		54		54		54		54		54		54

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>Q35X What do you particularly dislike about markets? (Any Mention) [MR]</b>																
Crime	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	1.6%	7	0.0%	0	3.7%	2	3.7%	2	0.0%	0	1.9%	1	3.7%	2	0.0%	0
Difficult to get around	0.7%	3	0.9%	1	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Difficult to park nearby	2.1%	9	4.6%	5	0.0%	0	1.9%	1	3.7%	2	1.9%	1	0.0%	0	0.0%	0
Empty stalls / stalls closing down	6.3%	27	3.7%	4	5.6%	3	1.9%	1	14.8%	8	0.0%	0	20.4%	11	0.0%	0
Inability to pay by credit card	1.6%	7	4.6%	5	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	1.2%	5	1.9%	2	0.0%	0	0.0%	0	5.6%	3	0.0%	0	0.0%	0	0.0%	0
Litter	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Not big enough	3.0%	13	2.8%	3	3.7%	2	1.9%	1	3.7%	2	0.0%	0	5.6%	3	3.7%	2
Not enough stalls	5.6%	24	4.6%	5	3.7%	2	3.7%	2	7.4%	4	0.0%	0	16.7%	9	3.7%	2
Poor accessibility	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	1.6%	7	2.8%	3	0.0%	0	1.9%	1	3.7%	2	0.0%	0	0.0%	0	1.9%	1
Poor quality environment	1.2%	5	2.8%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Poor quality of food	0.5%	2	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	1.4%	6	1.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
Poor range of food	0.9%	4	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1
Poor service	0.5%	2	0.9%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Poor value for money	2.1%	9	0.9%	1	1.9%	1	0.0%	0	7.4%	4	1.9%	1	1.9%	1	1.9%	1
The café	0.7%	3	1.9%	2	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	6.9%	30	8.3%	9	5.6%	3	7.4%	4	14.8%	8	0.0%	0	3.7%	2	7.4%	4
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0
Other	3.9%	17	2.8%	3	9.3%	5	0.0%	0	1.9%	1	7.4%	4	5.6%	3	1.9%	1
Nothing / nothing else	68.3%	295	69.4%	75	74.1%	40	79.6%	43	55.6%	30	51.9%	28	57.4%	31	88.9%	48
No cheaper than the shops these days	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54
<b>GEN Gender</b>																
Male	34.3%	148	39.8%	43	35.2%	19	25.9%	14	33.3%	18	38.9%	21	29.6%	16	31.5%	17
Female	65.7%	284	60.2%	65	64.8%	35	74.1%	40	66.7%	36	61.1%	33	70.4%	38	68.5%	37
Base:		432		108		54		54		54		54		54		54
<b>AGE Age Group:</b>																
18 - 24 years	13.0%	56	16.7%	18	7.4%	4	13.0%	7	11.1%	6	9.3%	5	14.8%	8	14.8%	8
25 - 34 years	14.1%	61	21.3%	23	9.3%	5	3.7%	2	14.8%	8	13.0%	7	18.5%	10	11.1%	6
35 - 44 years	15.7%	68	13.0%	14	25.9%	14	18.5%	10	18.5%	10	18.5%	10	3.7%	2	14.8%	8
45 - 54 years	15.5%	67	9.3%	10	24.1%	13	22.2%	12	9.3%	5	20.4%	11	20.4%	11	9.3%	5
55 - 64 years	16.9%	73	15.7%	17	13.0%	7	20.4%	11	16.7%	9	13.0%	7	16.7%	9	24.1%	13
65+ years	24.3%	105	24.1%	26	20.4%	11	22.2%	12	27.8%	15	24.1%	13	25.9%	14	25.9%	14
(Refused)	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54
<b>OCC Socio-Economic Grouping</b>																
AB	10.2%	44	13.0%	14	5.6%	3	13.0%	7	7.4%	4	13.0%	7	9.3%	5	7.4%	4
C1	22.2%	96	33.3%	36	14.8%	8	22.2%	12	16.7%	9	18.5%	10	18.5%	10	20.4%	11
C2	18.3%	79	14.8%	16	18.5%	10	22.2%	12	18.5%	10	18.5%	10	14.8%	8	24.1%	13
DE	43.3%	187	36.1%	39	53.7%	29	38.9%	21	44.4%	24	46.3%	25	42.6%	23	48.1%	26
(Refused)	6.0%	26	2.8%	3	7.4%	4	3.7%	2	13.0%	7	3.7%	2	14.8%	8	0.0%	0
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
<b>ETH Ethnicity</b>																
White	89.8%	388	89.8%	97	83.3%	45	94.4%	51	98.1%	53	96.3%	52	70.4%	38	96.3%	52
Indian	0.7%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
Pakistani	1.2%	5	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Other Asian	0.7%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Black Caribbean	1.4%	6	0.0%	0	0.0%	0	5.6%	3	0.0%	0	1.9%	1	1.9%	1	1.9%	1
Black African	0.7%	3	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Other 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
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
Mixed background	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other ethnic group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54
<b>DAY Day</b>																
Monday	4.2%	18	0.0%	0	0.0%	0	0.0%	0	33.3%	18	0.0%	0	0.0%	0	0.0%	0
Tuesday	8.3%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.7%	36	0.0%	0
Wednesday	4.2%	18	16.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thursday	16.7%	72	33.3%	36	0.0%	0	0.0%	0	33.3%	18	0.0%	0	0.0%	0	33.3%	18
Friday	29.6%	128	33.3%	36	64.8%	35	38.9%	21	0.0%	0	33.3%	18	0.0%	0	33.3%	18
Saturday	37.0%	160	16.7%	18	35.2%	19	61.1%	33	33.3%	18	66.7%	36	33.3%	18	33.3%	18
Base:		432		108		54		54		54		54		54		54
<b>TIM Time</b>																
09.00 – 12.00	42.4%	183	45.4%	49	20.4%	11	31.5%	17	40.7%	22	63.0%	34	40.7%	22	51.9%	28
12.01 – 14.00	37.3%	161	33.3%	36	53.7%	29	24.1%	13	37.0%	20	31.5%	17	38.9%	21	46.3%	25
14.01 – 17.00	20.4%	88	21.3%	23	25.9%	14	44.4%	24	22.2%	12	5.6%	3	20.4%	11	1.9%	1
Base:		432		108		54		54		54		54		54		54
<b>LOC Location</b>																
<b>City Centre (Hanley)</b>																
Market Square	7.9%	34	31.5%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Street / Piccadilly Street	4.2%	18	16.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Parliament Row / Parliament Square	5.3%	23	21.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Piccadilly / Pall Mall	3.0%	13	12.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Intu Potteries Shopping Centre	4.6%	20	18.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Burslem Town Centre</b>																
Queen Street / Brickhouse Street	7.4%	32	0.0%	0	59.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Place	5.1%	22	0.0%	0	40.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Fenton Town Centre</b>																
City Road	9.5%	41	0.0%	0	0.0%	0	75.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
King Street	1.4%	6	0.0%	0	0.0%	0	11.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Road	1.6%	7	0.0%	0	0.0%	0	13.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Longton Town Centre</b>																
Longton Exchange	7.2%	31	0.0%	0	0.0%	0	0.0%	0	57.4%	31	0.0%	0	0.0%	0	0.0%	0
Market Street / Times Square	5.3%	23	0.0%	0	0.0%	0	0.0%	0	42.6%	23	0.0%	0	0.0%	0	0.0%	0
<b>Meir Town Centre</b>																
Weston Road / Cornelius Street	6.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.6%	30	0.0%	0	0.0%	0
Uttoxeter Road / West Road	5.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	24	0.0%	0	0.0%	0
<b>Stoke Town Centre</b>																
Church Street / Campbell Place	5.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	22	0.0%	0
Church Street / Hartshill Road	7.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.3%	32	0.0%	0
<b>Tunstall Town Centre</b>																
High Street / Tower Square	6.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	27
High Street / Woodland Street	6.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	27
Base:		432		108		54		54		54		54		54		54

# Stoke-on-Trent In-Street Survey For WYG

PC	Postcode Sector	Total	City Centre		Burslem		Fenton Town		Longton		Meir Town		Stoke Town		Tunstall		
			Hanley		Town Centre		Centre		Town Centre		Centre		Centre		Town Centre		
B13	9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
B71	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
B79	8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
CT1	1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW11	4	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW12	3	0.5%	2	0.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
CW5	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
DE74	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
LE67	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
NG10	2	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
NG4	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Refused		1.6%	7	0.0%	0	3.7%	2	5.6%	3	0.0%	0	3.7%	2	0.0%	0	0.0%	0
S5	7	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST		0.7%	3	0.9%	1	3.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1		0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1	2	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1	3	1.4%	6	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1	4	0.9%	4	2.8%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
ST1	5	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST1	6	2.5%	11	8.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
ST10	1	0.9%	4	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0
ST10	2	0.5%	2	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
ST11	6	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST11	9	1.2%	5	0.9%	1	1.9%	1	0.0%	0	0.0%	0	3.7%	2	1.9%	1	0.0%	0
ST12	9	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST13	7	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
ST13	8	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST15		0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
ST17	0	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST17	5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
ST19	9	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
ST2	0	1.4%	6	1.9%	2	3.7%	2	1.9%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0
ST2	7	0.7%	3	1.9%	2	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST2	8	1.2%	5	2.8%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1	0.0%	0
ST2	9	0.9%	4	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
ST3		0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0
ST3	1	3.9%	17	0.9%	1	5.6%	3	3.7%	2	9.3%	5	9.3%	5	1.9%	1	0.0%	0
ST3	2	3.5%	15	1.9%	2	3.7%	2	5.6%	3	7.4%	4	7.4%	4	0.0%	0	0.0%	0
ST3	3	2.3%	10	1.9%	2	1.9%	1	3.7%	2	7.4%	4	0.0%	0	1.9%	1	0.0%	0
ST3	4	2.3%	10	0.9%	1	3.7%	2	1.9%	1	9.3%	5	1.9%	1	0.0%	0	0.0%	0
ST3	5	8.8%	38	3.7%	4	5.6%	3	7.4%	4	22.2%	12	25.9%	14	1.9%	1	0.0%	0
ST3	6	4.4%	19	1.9%	2	5.6%	3	1.9%	1	3.7%	2	18.5%	10	1.9%	1	0.0%	0
ST3	7	4.9%	21	1.9%	2	1.9%	1	0.0%	0	5.6%	3	25.9%	14	1.9%	1	0.0%	0
ST4		0.7%	3	0.0%	0	0.0%	0	1.9%	1	1.9%	1	0.0%	0	1.9%	1	0.0%	0
ST4	1	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3	0.0%	0
ST4	2	3.7%	16	2.8%	3	0.0%	0	16.7%	9	0.0%	0	0.0%	0	7.4%	4	0.0%	0
ST4	3	6.0%	26	0.0%	0	0.0%	0	40.7%	22	7.4%	4	0.0%	0	0.0%	0	0.0%	0
ST4	4	2.8%	12	0.9%	1	1.9%	1	3.7%	2	5.6%	3	0.0%	0	9.3%	5	0.0%	0
ST4	5	2.1%	9	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.0%	7	0.0%	0
ST4	6	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST4	7	0.9%	4	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	5.6%	3	0.0%	0
ST4	8	1.2%	5	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	5.6%	3	0.0%	0
ST5	0	0.7%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1
ST5	2	0.5%	2	0.9%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5	3	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0
ST5	4	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5	5	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5	7	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST5	8	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.9%	1
ST6		0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	3
ST6	1	3.5%	15	8.3%	9	5.6%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	3.7%	2
ST6	2	0.7%	3	0.0%	0	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
ST6	3	0.9%	4	0.0%	0	7.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6	4	2.8%	12	0.0%	0	13.0%	7	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.4%	4
ST6	5	6.0%	26	3.7%	4	5.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	19
ST6	6	4.2%	18	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	24.1%	13
ST6	7	3.7%	16	2.8%	3	14.8%	8	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.4%	4
ST6	8	1.9%	8	7.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST6	9	0.5%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
ST7	4	0.7%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
ST7	8	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
ST8	6	1.2%	5	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1

# Stoke-on-Trent In-Street Survey For WYG

	Total	City Centre Hanley		Burslem Town Centre		Fenton Town Centre		Longton Town Centre		Meir Town Centre		Stoke Town Centre		Tunstall Town Centre		
ST8 7	0.5%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST9 0	0.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SW2 8	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
SY2 5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
TF4 2	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		432		108		54		54		54		54		54		54